

## **COASTAL HERITAGE IN NORWAY**

*Geir Tvedt, adviser, Directorate for cultural heritage in Norway*

### **Introduction**

Thank you for the invitation. It's a pleasure to present some of the activities which the cultural heritage authorities in Norway have implemented to take care of the historic coastal culture. Exchange of experiences between the nordic countries gives useful perspectives to take home.

*Bryggen, the old harbour in Bergen, was inscribed on UNESCO's world heritage list in 1979, one of 7 world heritage sites in Norway. (The other sites is the Struve geodetic arc, the rock carvings in Alta, the Vega archipelago, Røros mining town, the west Norwegian fjords and finally Urnes stave church. Bergen comprehends the main elements of the norwegian coastal culture. Bryggen was one of the foreign stations in the Hansa trading system for over 500 years, and tells us about the importance the fisheries have played for the settlements along the Norwegian coastline and for the development of Norway as a nation. At the quay (ki:) there are two servicevessels, which are witnesses of an another great source of income for Norway, the oil- and gasexplotation. Norway is indeed a lucky country.*

I work at Riksantikvaren, the Directorate for cultural heritage in Norway, in the planning department, section for interdepartemental issues. I'm educated as a lawyer and have been employed at the directorate for cultural heritage since year 2000.

My main task is to be in dialogue with other state departments regarding their responsibility for their own cultural history. I specially work with the authorities for fishery and coastal administration at the national level. An important strategy for the directorate for cultural heritage is to make visible the role of cultural heritage in development processes, how the coastal historic culture can be an asset for social, cultural and economic sustainable development.

### **Threats**

The coastal cultural environment is subject to constant change. The coastal activities are restructured and rationalized. The coastal communities loses their cultural identity.

Threats to the coastal cultural heritage are twice:

#### *Depopulation an function-deprivation:*

Socio-economic factors lead to depopulation. Small coastal communities experience stagnation and deprivation of coastal activities. The cultural environment decays because of lack of activities and maintainance.

#### *Pressure on the cultural environment:*

In the central areas and around the larger urban communities it's a massive pressure to cultural assets. The coastal zone is attractive for building, recreation and tourism. At the same time new activities with special spatial needs arises, eg. fish farming. The increased pressure leads to neglecting of the tradional trades and activities.

## **Stortingsmelding nr. 16 for 2004 – 2005: Living with our Cultural Heritage**

Coastal heritage is given a high priority within the management of cultural heritage in Norway. But it has not always been that way. This can be explained by the early nationbuilding where the farming culture was accentuated as the unique norwegian. Coastal culture has actually not been very much valued by the coastal people themselves. This is in contrast with the great role fishery and maritime activities have played and plays for the economic growth in Norway.

The priority of the coastal heritage is emphasized in several documents from the parliament: Stortinget, e.g. Stortingsmelding nr. 16 for 2004 – 2005: Living with our Cultural Heritage

In this report the government announced to strengthen the measures regarding the coastal heritage and work for achieving that the cultural environment can contribute to attractive places and living local communities. The cultural heritage authorities will, together with the fishery- and coastal authorities, seek to increase the involvement of relevant partners and to get more coordinated management.

The government also pronounced, that there would be established a programme for how to use cultural heritage as a resource for development, a programme which should emphasise on finding good projects from the coastal zone.

An important strategy, the report says, is also to coordinate with initiatives related to projects which focus on outdoor-activities.

### **Status - some examples**

What is the status of working with coastal culture in Norway, what do we have? This a brief overview:

- Preservation plan for selected coastal cultural sites and environments (1998)
- Preservation plan for lighthouses (2000)
- Ongoing processes for preservation of other sites/environments owned by the state/coastal authorities (fishing harbours, navigationinstallations, sites related to sea piloting)
- Preservation plans for ships

On these themes I will tell you nothing, but I will say a few words about

- National centres for ship preservation in Norway
- Programme for how to use cultural heritage as a resource for development
- Cooperation with national authorities for fishery- and coastal administration
- Cooperation on nordic level

### **National centres for ship preservation in Norway**

We have three national centres for ship preservation In Norway:

- Bredalsholmen dokk og fartøyvernssenter in Kristiansand (south of Norway) which is specialised for steel ships.

- Hardanger fartøyvernsenter in Norheimsund (west of Norway) which is specialised for wooden ships.
- Nordnorsk fartøyvernsenter in Gratangen (north of Norway) which also is specialised for wooden ships.

The national centres for preservation of ship are financed through yearly grants from Riksantikvaren, local and regional authorities and from other contributors, but the largest source of income is through restoration projects.

The national centres are strong and living institutions in their respective local communities. The centres support maintenance of local traditions and handicraft and the local people are proud of them. They also lead to trade activities, employment and increased tax income.

The Bredalsholmen centre has made a report which describes the social and economic effects from the institution. A document which is very useful when it comes to finance discussions with the authorities.

### **National programme:**

#### **How to use cultural heritage as the the basis for creating new assets ?**

More and more attention has been focused on how cultural heritage and the cultural environment can contribute to social, cultural and economic development. This interaction represents great potential for employment and settlement. The programme is about how to make visible and to document the different values for development.

The programme will be carried out in two phases. The first phase lasts for four years, from 2006 to 2010. What will happen in the second phase depends on the results and experiences harvested in the course of the first phase. Miljøverndepartementet (The departement for the environment) is the owner of the programme, while Riksantikvaren (the directorate for cultural heritage) is responsible for carrying it out.

The programme involves cooperation on many levels. An important task is to establish processes, arenas and meeting places which can initiate to dialogue, alliances and partnership between

- Culture heritage authorities
- The various sectoral authorities e.g. (environmental-, fishery- and coastal administrations)
- Regional and local municipalities
- Public institutions (museums, fonds, foundations)
- Trade participants
- Ideological societies
- Private owners

The programme consists of two principal elements: the pilot projects and a network to obtain knowledge, as well as exchanging experiences.

In order to achieve greater results from the programme, follow-up research will be initiated in connection with the pilot projects.

In 2006, 9.7 million kroner was allocated to the programme. For 2007, nine million kroner has been allocated from the Directorate for Cultural Heritage's budget and the same amount from the Norwegian Cultural Heritage Fund (Norsk kulturminnefond). These 18 million kroner will be used to restore cultural monuments and preparing for integrate cultural heritage in the development processes.

This programme of creating new assets will contribute towards cultural heritage being used as a resource in social development by

- using cultural heritage for the maximum benefit of the population, business and industry, the local community and the regions
- taking better care of the cultural heritage
- developing and spreading knowledge about the cultural heritage as a resource

The Directorate for Cultural Heritage has selected 11 pilot projects from among seventy applications. 6 pilot projects is more or less connected to question of how to use coastal culture as a resource for development. The six projects are

- The fishing village Hamningberg in the eastern part of Finnmark
- Lofoten and Vega archipelagos in Nordland
- The Atlantic road: Bud – Kristiansund in Møre- og Romsdal
- Pearls of the North Sea Trail in Hordaland
- Porto Franco - Kristiansand's cultural free port, Vest-Agder
- Net work project: Traditional Norwegian fish

In these projects, cultural heritage will be integrated in different contexts, including the identification of good models of co-operation, methods and procedures. The projects will trigger engagement and resources from the population, business and industry and the authorities at all levels and in different sectors, and will work towards a sustainable use of the cultural heritage and cultural environment that will also pay heed to the limits of their endurance.

The link with outdoor-life-based initiatives plays a major role in many of these projects.

### **Pilotproject Hamningberg - "Proceed With Care"**

The deserted fishing village of Hamningberg in the eastern part of Finnmark in the Varanger peninsula has proud fishing traditions and has throughout the history been harvesting from the large fishpopulations in the Barents sea. Through the centuries there have been a lot of trading with Russia (the so called Pomor trade). Regional and state authorities promised in the 50's and 60's a new pier (molo) for the modern fishing boats, but it never came.

The fishing village has no permanent habitation, but earlier inhabitants and descendants from them use the village in the summers for holiday and recreation. Hamningberg is well known for the beautiful and ruff landscape and is visited by many car-tourists in the summer. The cultural environment and buildings has a high value, the place was not burned down by the germans in the 2nd world-war.

The Hamningberg-project will develop the fishing village as a culturally-based tourist destination and sustainable business development based on the fishing village's traditions and natural resources. Important elements include its development as a place, economic development and the development of handicraft competence.

Important measures are:

- Document the cultural history, traditions etc.
- Anchor this knowledge in local people and community and let them learn their own history.
- Prepare for habitation also in the winter.
- Initiate to small trade and businesses related to accommodation, serving of food, culturally-based tourist events etc.
- Repair the harbour conditions for small, but modern fishing boats and prepare for delivery of fish in the village and the making of traditional fish products.
- Offer good touristservices (information, toilette).

Important successfactors are:

- To come to acceptable agreement which the local people and the community as a whole can be satisfied with.
- To get a balanced development based on the natural conditions and limits and the cultural practice in the village.
- To proceed with care.

This pilotproject is administrated by regional authorities (fylkeskommunen) in cooperation with a local projectleader.

### **Pilotproject The atlantic road: Bud - Kristiansund**

The coastline from the fishing village Bud to the small town Kristiansund consists of the municipalities of Fræna, Eide, Averøy and Kristiansund. In this project there will be a focus on qualitative restoration, management and information. The creation of new assets is linked to tourism and associated industries. The overall aim is to make benefits for the coastal cultural heritage and the maintenance of landscape qualities.

This region encompasses a wide specter of cultural heritage from ancient and newer time with partly high value. Among these are ancient Fosnaculture, the Vikings and the sagaera, the landscape of the fishfarmers (tomtemannen), fishing and fishingindustries related to baccalao/klippfisk, warhistory and the moderen oil- and gasexplotation.

The touristpotential seems rather large. The project is complicated with many stakeholders from different sectors. And the great challenge is related to how to get the stakeholders to cooperate and work together.

The first year of the project there's been made an impressive framework with many different categories of measures. The main challenges are:

- How to attain restoration of monuments and sites with quality?
- How to maintain the qualities of the landscape?

- How to tell the good stories to increase the knowledge of the cultural history?
- How to trigger engagement from the population, authorities in all levels and sectors, and stakeholders from trade and industry?
- How to attain a high motivation that will last over the years?
- How to stimulate to culturally-based tourist businesses and associated trades?
- How to get all the stakeholders to cooperate towards the same goals?

The project are administrated by the regional authority (fylkeskommunen) and the municipalities in company.

### **Pilot project: Pearls of the North Sea Trail**

There are many cultural monuments along the North Sea Trail (Nordsjøløypa) and the aim is to further develop this as a cultural monument trail. The ambition of the project is to use the North Sea Trail and a network of old traffic routes along the North Sea coast to establish a connection between creating new assets for the inhabitants, communities and culturally-based trade. The involvement of the arts as a motivation factor and worth a thought, is emphasized in this project.

### **Pilot project: Norwegian Traditional Fishing**

Norsk Tradisjonsfisk (Traditional Norwegian fish) is a trade mark for fish products made on traditional basis. This is a network project which aim is to increase the use of traditional fish and fishproducts, by cooperation between cultural institutions, fishermen, fishing industry, national and regional authorities. The project can give synergy effects for protection interests, trade development, tourism and employment opportunities in coastal communities.

The starting-point of this project is the existing network. Six of its member companies wish to safeguard the dying art of crafts linked to fishing and manufacture, and to use this knowledge actively in the broader aspects of brand creation and enterprise development. The companies also wants to restore some of the elder buildings and landscape connected to the making of the traditional products.

### **Pilot project: Porto Franco – Kristiansand’s cultural free port**

Coastal culture and maritime cultural history are the keywords for this project. A sizeable fleet of well-preserved cultural historical vessels will become the eye-catching and central feature of the town port. The cultural free port as a part of the living traffic port, will be the centre for the promotion of maritime history and cultural based trades and activities.

### **Pilot project: Lofoten and Vega archipelagos in Nordland**

The project of creating new assets in Nordland encompasses Vega municipality and the Lofoten municipalities of Vega, Vågan, Vestvågøy, Flakstad, Moskenes, Værøy and Røst. The project contains themes such as tourism, infrastructure, fishing, place development and building traditions. Activities are particularly concentrated in a number of selected local communities.

## **The first experiences from the programme**

It takes time to define the projects with challenges, aims and measures. There has to be a fine balance between protection and development.

It takes times to organize the projects with all relevant stakeholders. It's important to underline the positive effects for the different sectors. What's in it for me?

Its important to promote the cultural history, *to tell the good stories* which can create involvement. This is primarily a question of how to get the population, but also the professional stakeholders, to know their own background as human beings and the interaction with nature and natural resources. Secondly the stories could be used in the culturally based trades and activities.

The new assets that's created can be described as *synergy-effects* where social, cultural and economic factors are combined and benefits are created in a broad specter. This is often a question of *attractivity*. How to use coastal cultural values in the competition for trade-establishments, activities, competence and human resources. There's said that because of the increasing mobility places with a living and diverse culture will be the winners of the future.

*The innovation*, the energy and the good ideas, often comes from the local level with the starting-point in the cultural praktice in the communities. Therefore it's important to integrate cultural heritage in the innovationarenas and –processes.

It's important to underline that the protection and management of cultural heritage is a shared responsibility. A challenge for the sector authorities is to have the nessecary *structural perspective*. Regulations for dividing fishingquotas between the large and small fishingboats, regulations for local ownership and permissions for seacultivation, will have consequences for the settlement along the coast and for the possibilities to sustain traditonal activities and cultural heritage.

The tourist business must base their activities on *eco-tourism principles*. A main task is to find tax-systems and to organize the companies which encompass maintainance of traditional activities and landscape.

Cultural heritage is weighed up with economical values. Measuring with economical methods is important, but *cultural environment has its own independent values* that must not be underestimated. In this aspect it's also important to emphasize that traditional buildings easily will loose their character if they are adjusted to modern purposes and use. Too many adjustments will lead to a decrease in the values.

## **National action plan for coastal heritage**

I will remind you of the Stortingsmelding nr. 16: The cultural heritage authorities will, together with the fishery- and coastal authorities, seek to increase the involvement of relevant partners and to get more coordinated management.

The spring 2007 three departments sanctioned a joint action plan for coastal culture. These three departments are the environmental departement, the fishery and coastal department and the culture department. The plan was made by representatives from the directorate for cultural

heritage, ABM-development (the directorate for museums), the coast directorate and the fishing directorate.

A yearly task is to arrange a *national conference on coastal cultural heritage*. This has been done for the last 5 years and it's a success. The conference is a markant meeting place for representatives from different sectors, trades etc. that's involved in protecting the coastal cultural heritage or who uses the cultural history as a resource for development.

The main activity in the joint action plan is a project which is now in in the defining phase: *Stories about coastal Norway*.

The main goal of the project is to increase the awareness of our coastal cultural heritage and it's importance for national development through history. The intention is that promoting of the cultural history through the good stories will mobilize engagement and involvement on the national, regional and local level and that this will stimulate to concrete projects which can lead to positive social, cultural and economic effects.

In 2007 and 2008 the project will be in a defining phase. The intention is that the main project will start in 2009 and end in 2014, which is the 200 years marking of the abolition from Denmark.

The stories will of course take their starting points in important eras throughout coastal history e.g.

- Trade with baccalao and stockfish
- The great heering fisheries
- Hunting seal and whales
- The pioneers of sea cultivation
- The pomor trade
- Coastal warhistory
- The maritime infrastructure importance for the nationbuilding

### **Cooperation related to protection of the nordic coastal heritage**

The Nordic Council for Ministers (ministers for the environment) has approved an action plan for *The cultural environment in the landscape*. Both protection of coastal heritage and making of new assets through culturally-based development processes, have high priority in the work of The Nordic Council for Ministers.

The cultural environment group has been delegated the responsibility for implementation. There have been arranged a few conferences on these themes and following four reports have been published:

1. *Den nordiske Kystkultur særart og livskraft (Diversity, problems and prospects of the nordic coastal cultural heritage), 1999*
2. *Coastal cultural heritage- the challenges and proposals, 2000*
3. *Nordic harbour environment, 2000*
4. *Historic coastal culture – a resource for today, 2004*



The first report Diversity, problems and prospects of the nordic coastal cultural heritage describes the challenges in three specific coastal regions – The sea surrounding Denmark, the east baltic rim and the North Atlantic region

#### *The sea surrounding Denmark*

The region is centrally located in relation to the large european markets and the main trade routes linking the Baltic and the North Sea. The region has a rich and varied basis for earning a living, and has sustained densely populated areas. The largest threat to the cultural environments is building and recreation pressure. The most useful tools are restrictive regulation based on a balanced conservation and development policy.

#### *The North Atlantic region*

This region has a harsh climate. The fish is the fundamental basis for living, often combined with agriculture and livestock farming in a small scale level. The largest threats to the cultural environments are a decline in the fishing resources, new structures in the fisheries such as concentration of the fishing industry, lack of profitability and competitiveness of coastal agriculture. This development requires a combination of various measures: Balanced conservation and development planning, regional-, fishing- and agriculture policies that support small coastal communities, balanced tourism.

#### *East Baltic Rim*

This region differs from the other regions insofar as it consists of areas around a closed sea with a low salinity and a climate with relatively hard winters. A distinguished feature of this region is land uplifting and a large archipelago. The region is strategic placed between east and west with a relatively high density of population. In the archipelago and the small coastal communities the settlement is based on different occupations. The threats to cultural environments are partly related to depopulation and partly to pressure because of building and tourism activities. The main challenge is to find a balanced and an acceptable scale of tourism which can contribute to the local economy without disrupting the local community.

The first report also describes the qualities of cultural heritage and the challenges in the various coast-related activities e.g. the fisheries, shipbuilding, harbour and coastal administration, recreation and tourism.

The second report (*Coastal cultural heritage- the challenges and proposals*) presents an overview of the different coastal trades and occupations, the qualities of the cultural heritage and the challenges. The main objective is to sort out important strategies and aims for the conservation of coastal heritage. The report also gives proposals for joint nordic measures and projects.

The third report (*Nordic harbour environment*) focuses on changes in harbour structures and – functions and on methods to integrate cultural heritage in a dynamic development.

The fourth report (*Historic coastal culture – a resource for today, 2004*). How can cultural heritage be integrated as a resource in the development processes along the nordic coastline? That was the question to be answered in the project "*Coastal heritage as a resource*".

The main objective of the project and the report was to give examples where cultural heritage is successfully integrated in the development processes and seen in connection with trade

development, environmental conservation and the wishes and needs in the local communities. The project conveyed successful examples where coastal heritage was not seen as an expense, but as an asset in future development.

Examples from Iceland in this report is:

- Eyrarbakki and Stokkseyri, Árnæssýsla
- Ólafsvík, Snæfellsnes- and Hnappadalssýsla
- Flatey in Breidafjörður
- Siglufjörður
- Gróttá fyr

#### New nordic project?

Riksantikvarieembetet in Sverige and Riksantikvaren in Norway has for the last years exchanged experiences of how to make integrate cultural heritage in the development processes. This autumn the two countries and perhaps other nordic countries too, will apply for means for a new nordic cooperation project.

The idea is to arrange three-four conferences on these themes for exchange of experiences and perhaps defining concrete projects. The specific new in this application is that nature- and culture values shall be discussed as a common resource, which implies cooperation between nordic cultural authorities as well as the environmental authorities.

The application draft focuses on the following themes:

1. *Natural and cultural heritage as a factor for the attractiveness of the communities* - How to use cultural heritage values in the competition for trade-establishments, activities, competence and human resources?
2. *Natural and cultural heritage as a factor for trade development* – innovation, products, marketing etc.
3. *Natural and cultural heritage as a factor for tourism*-How to implement principles of eco-tourism?
4. *Natural and cultural heritage as a factor for the populations life conditions* – health, lifeenergy, recreation, out-door activities, social and cultural values.

We are in discussions with Denmark and Finland and perhaps also Iceland will join this project?