

Planning Blue Growth in a marginalised area

A CASE STUDY FROM NORTHERN ESTONIA

Anu Printsman, Tarmo Pikner and Hannes Palang

BALTIC 4th
FORUM MSP



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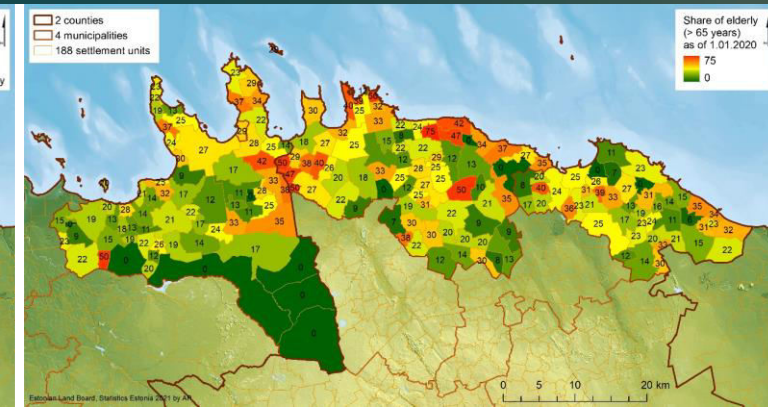
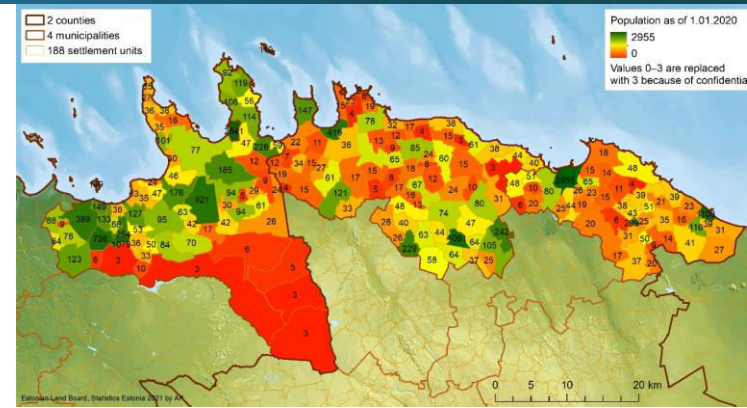
Case study area

- 🌀 An hour drive from capital
- 🌀 Lahemaa National Park
- 🌀 Attractive environment
- 🌀 Maritime culture
- 🌀 Cultural heritage
- 🌀 Renown summer resort



The problem

- Summer homes
- Seasonality



Marginalisation
(population decline)

Aging

→ Coastal tourism



Limited possibilities to advance Blue Growth due to MSP (May 2021):

Aquaculture

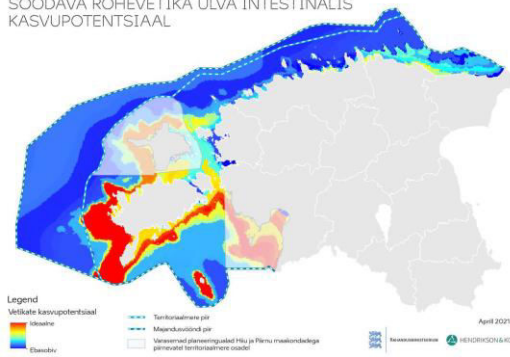
(Biotechnology)
Nature protection

Cultural heritage

Mineral extraction

Renewable energy

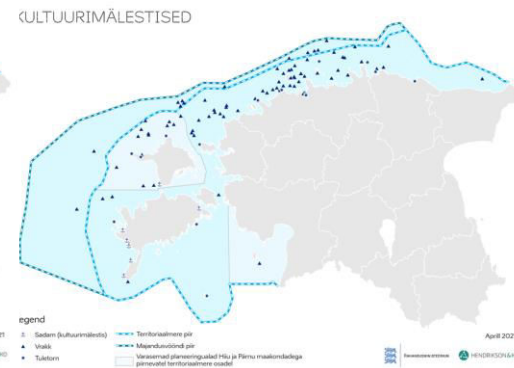
SÖÖDAVA ROHEVETIKA ULVA INTESINALIS
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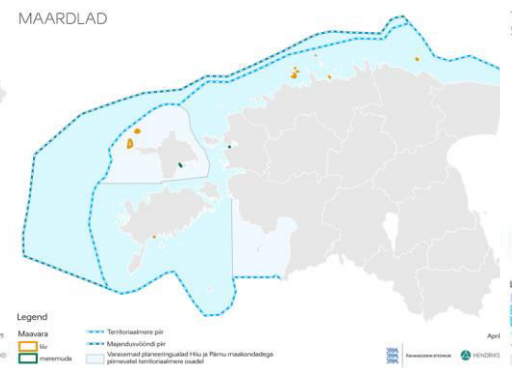
NATURA 2000 VÕRGUSTIKU JA
LOODUSDIREKTIIVI ELUPAIGATÜÜPIDE LEVİK
(MARTS 2021)



KULTUURIMÄLSTISED



MAARDLAD



TUULEENERGETIKA ARENDAMISEKS
SOBIVAD ALAD



Methods

- 🌀 Stock-taking
- 🌀 Document review
- 🌀 Interviews
- 🌀 Focus group
- 🌀 Questionnaire
- 🌀 Scenarios
- 🌀 Chance encounters
- 🌀 Fieldwork
- 🌀 Collaborative approach



What locals value?

- 🌀 Nature (untouched, clean, beautiful, wild animals, swans)
- 🌀 Sea
- 🌀 History (coastal characteristic architecture, old fishermen villages, heritage)
- 🌀 Beach, swimming places (sandy, beautiful)
- 🌀 Milieu of coastal villages (ambience, atmosphere, beautiful living surroundings, nice villages, “indescribable specificity”)
- 🌀 Quietness, peacefulness, private, not over-crowded, relatively uncultured
- 🌀 (Pine) forest
- 🌀 Home
- 🌀 Close-knit community, active people, friendly living environment
- 🌀 Clean, fresh air



Scenarios

Perceived problems:

- ⌚ Threats to characteristic coastal historical and architectural milieu
- ⌚ Ageing population, population decrease, marginalisation, few young people
- ⌚ Too many restrictions, especially from officials
- ⌚ Conflict of old-timers and newcomers



A. Fast forward – excitingly



B. Place-based vacation



C. Virtual lenses



D. Patchwork of restrictions

ECONOMIC PRESSURE

ENVIRONMENTAL

RESTRAINTS

- ⌚ Lack of care and consideration
- ⌚ Garbage
- ⌚ High taxes
- ⌚ Water issues (canalisation, wells)
- ⌚ Environmental pollution

- ⌚ Not enough work-places
- ⌚ Lack of social infrastructure
- ⌚ Mobility
- ⌚ Seasonality
- ⌚ Poorly developed tourism services

Small-craft harbours

- Entail all what local people value
- Multifunctionality
- Nodes of mobility and development
- Military heritage
- But also causing schisms in community



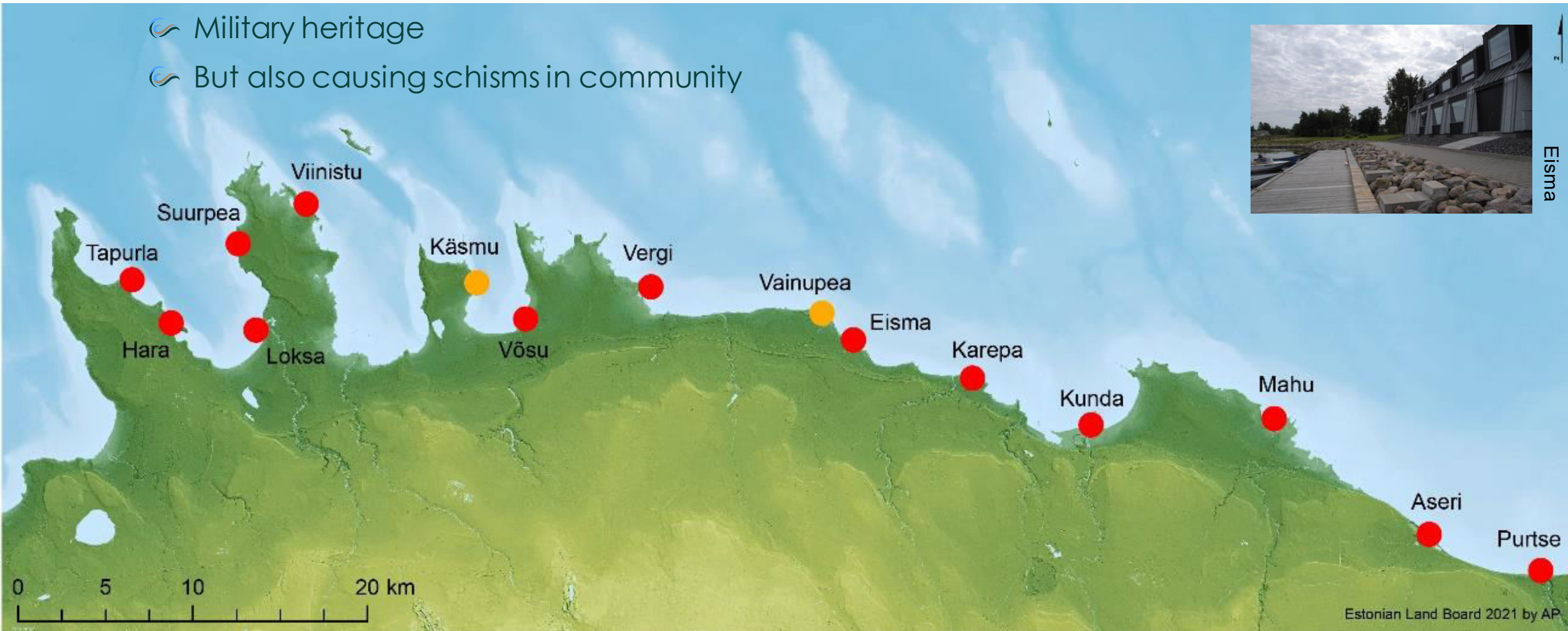
Võsu



Hara

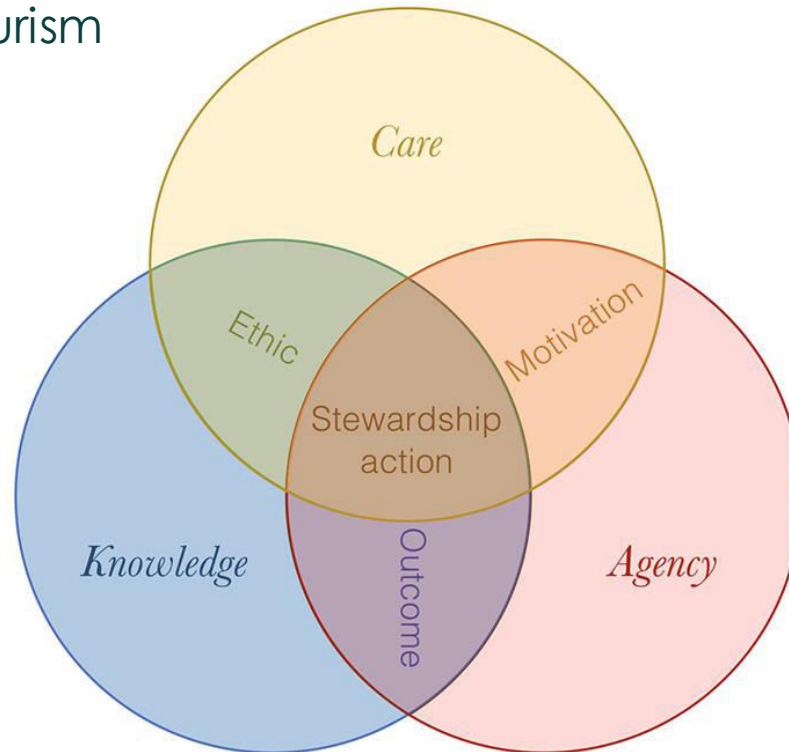


Eisma



Landscape stewardship

- 🌀 Collaboration
- 🌀 Importance of cultural heritage
- 🌀 Carrying capacity of tourism
- 🌀 Multi-level governance
- 🌀 Sustainability



Our project homepage: www.land-sea.eu

Look up and follow us
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anu.printsmann@tlu.ee
tarmo.pikner@tlu.ee
hannes.palang@tlu.ee

Centre for Landscape and Culture
School of Humanities
Tallinn University

Thank you!