

# “Blue Trail: Heritage Route of the Port of Vigo”

IAPH AWARDS 2024

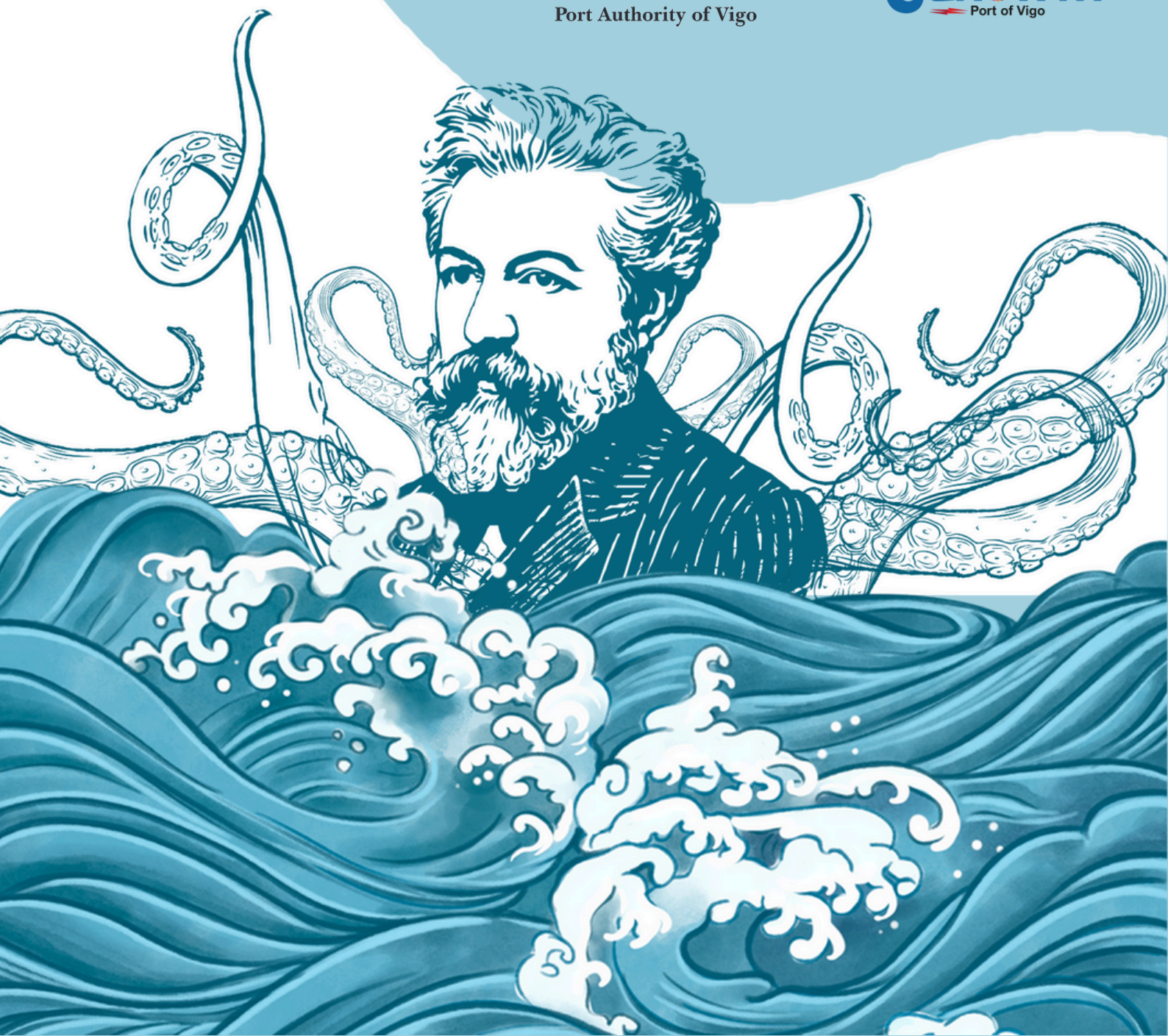
Community Building



Port of Vigo



Port Authority of Vigo



# “Blue Trail: Heritage Route of the Port of Vigo”

---

The Port of Vigo, a symbol of maritime history and culture, has witnessed countless events that have shaped its identity. From its roots in the naval and canning industries to its central role in migration and fishing, this port has been a hub of activities that have nourished the community and its surroundings. Today, the Port of Vigo not only celebrates its heritage but also looks to the future with a strong commitment to sustainability and environmental conservation.

As part of the Blue Growth Plan, the Port Authority of Vigo has launched the project "Blue Trail: Heritage Route of the Port of Vigo". This initiative aims to highlight the tangible and intangible heritage of Vigo's waterfront. The motivation lies in the need to strengthen port-city integration and promote inclusive and sustainable tourism. Visitors can discover the rich history, culture, and biodiversity of the area through carefully selected points of interest.

"Sendero Azul" is a tangible manifestation of how the Port of Vigo integrates rich maritime tradition with a modern approach to sustainability. Through 21 carefully selected points of interest along a route spanning over 6 kilometers, visitors can immerse themselves in the history and biodiversity of the area, discovering the evolution of the port and its impact on the local community. From the history of the Battle of Rande to the transformation of the fishing port of O Berbés, each stop along the route offers a window into the past and a glimpse into the future of this dynamic port.

This project, developed in collaboration with the Heritage and History Commission of the Blue Growth Vigo Plan, is a testament to the Port of Vigo's ability to combine tradition and innovation. By utilizing interactive and educational technologies, such as QR codes and augmented reality, the route not only informs but also engages visitors in an educational and entertaining experience.

The " Blue Trail: Heritage Route of the Port of Vigo" project is also part of the Senderos Azules program, an initiative promoted and developed by the Association for Environmental Education and Consumer Affairs (ADEAC). The program aims to reward, through the Sendero Azul award, the recovery and enhancement of trails and routes throughout the country, transforming them into valuable resources for environmental interpretation and enjoyment of nature. The Senderos Azules are ideal places for environmental awareness, understood as a tool that contributes to social change.

This initiative is more than just a tourist route; it is a celebration of Vigo's maritime heritage and an example of how the community can work together to protect and promote its environment.

## Design and methodology

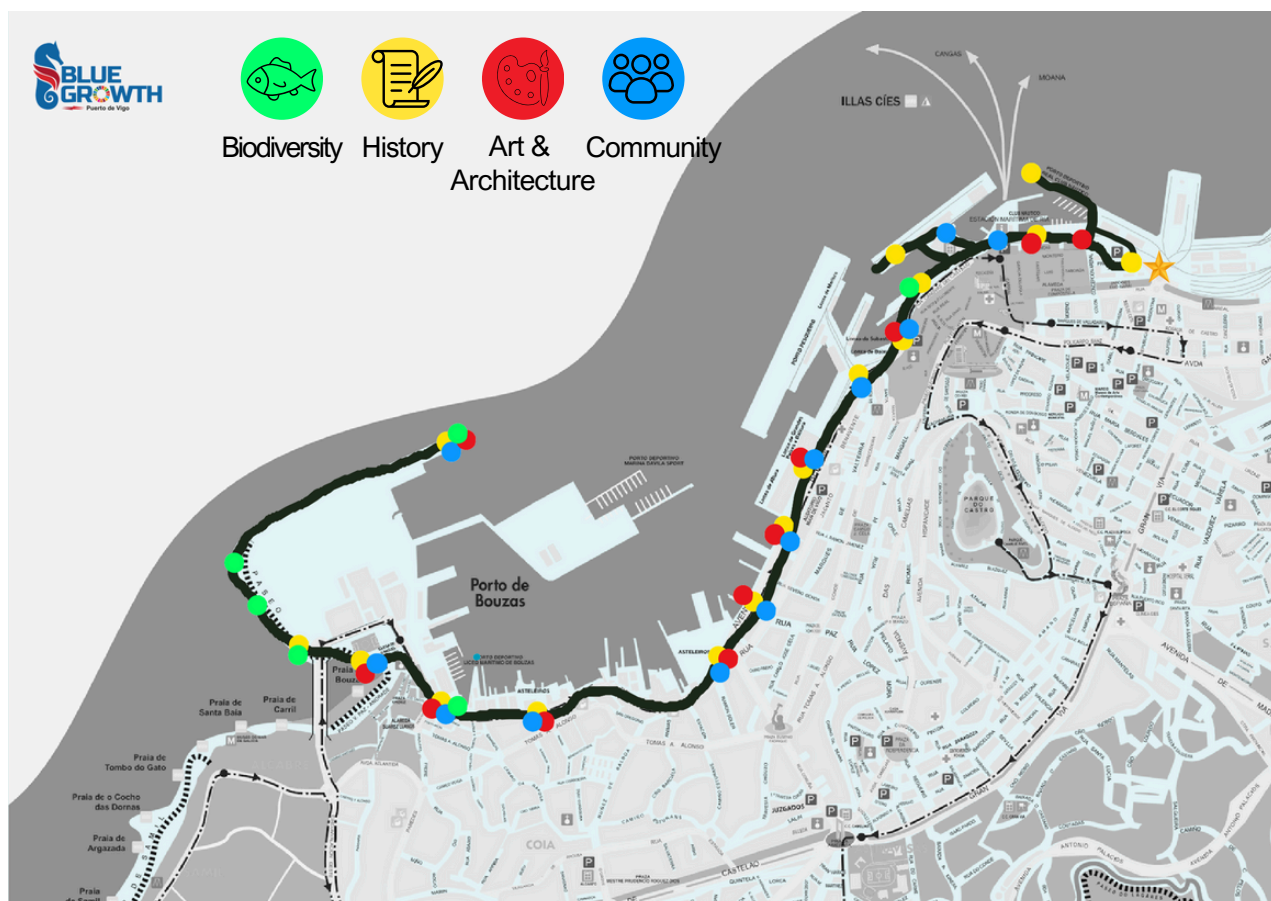
The design of the Sendero Azul was carried out through a participatory workshop with the Heritage and History Commission of the Blue Growth Vigo Plan, one of the seven working groups that shape and drive the blue growth strategy of the Port Authority.

This approach ensures that all sectors of the hinterland and the blue economy are represented and fosters a sense of ownership of the plan. In this workshop, 21 points of interest were identified along the route, categorized by their historical, architectural, social, and environmental value.

### Identified Points of Interest

- 1.Plaza de la Estrella: Starting point with an informational panel about the route.
- 2.Espigón del Puerto Deportivo de Vigo: History of the Battle of Rande.
- 3.Calle Montero Ríos: Mülder Building and Duaye Gardens.
- 4.Julio Verne Statue: Julio Verne's connection with Vigo.

5. Real Club Náutico: History of nautical sports in Vigo.
6. Migration Statue in A Laxe: Migration history of Galicia.
7. Rúa Cánovas del Castillo: History of the English Cable and monument to the heroes of Cuba.
8. Dársena de A Laxe: Hidria II and Nautilus Submarine Viewer.
9. Barrio del Berbés: Plaza del Berbés and its fishing history.
10. Fishing Port: Historical transformation of the O Berbés port.
11. Beiramar, the fish market, and the market: Evolution and economic importance.
12. Museo do Mar: Urban integration and industrial architecture.
13. Barrio del Frío: Frozen industry and its economic impact.
14. Conserve Industry Plaza: History of the canning industry and its social impact.
15. Shipyards: History of the naval industry and its evolution.
16. Bouzas: History, biodiversity, and marine technology.
17. Bouzas Football Field: Architecture of the seafaring neighborhood.
18. Bouzas Promenade: Marine ecosystems and their conservation.
19. Peiraos do Solpor: Ecological reserve and ecoengineering technology.
20. Start of the Fish Path: Connection with marine biodiversity.
21. End of the Fish Path: Summary and reflection on the route.



# Contribution to sustainability and the UN SDGs

---

The project contributes to several Sustainable Development Goals (SDGs), such as SDG 11 (Sustainable Cities and Communities) by revitalizing historic urban spaces, and SDG 14 (Life Below Water) by promoting marine conservation. Additionally, active participation from the local community and various institutions has been achieved in the design of the route, highlighting its inclusive and cooperative nature.



## **SDG 11**

Improving urban spaces and promoting culture and heritage.



## **SDG 14**

Conservation and sustainable use of oceans, seas, and marine resources.



## **SDG 17**

Strengthening partnerships to achieve sustainable development goals through cooperation among various entities and community involvement.

## Original and innovative nature of the project

---

The project's innovation lies in its participatory approach, involving the Heritage and History Commission of the Blue Growth Vigo Plan in selecting the points of interest. Additionally, within the framework of the port's signage project, an innovative and original approach is being adopted to disseminate information at each point of interest. The proposal combines traditional and modern technologies to offer an enriched and dynamic experience for visitors. This section will be developed around three main components:

## **Informative and Interactive physical panels**

- **Description and content:** The panels installed at the points of interest will feature historical and current information about the port. These panels will be designed not only to be aesthetically pleasing but also highly informative and accessible. They will include text, images, and maps that contextualize the relevance of each location.

## **Digital tool accessible via QR Code**

- **Accessibility:** Each physical panel will include a QR code that visitors can scan with their mobile devices. This code will redirect to a digital platform where detailed information about the point of interest can be accessed.
- **Expanded content:** The digital tool will offer expanded content that complements the information on the panels. This will include extensive texts, galleries of historical and current images, and documentary videos about the port and its surroundings. The platform will be compatible with multiple languages to cater to an international audience.
- **Interactivity and personalization:** Users will be able to personalize their digital tour by selecting topics of interest, saving favorite points, and sharing their experience on social media directly from the platform. Additionally, interactive quizzes and trivia will be integrated to make learning more entertaining.

## **Augmented Reality (AR) visualization with historical images**

- **Immersive experience:** Using their mobile device cameras, visitors will be able to point at various highlighted areas of the port to see historical images superimposed on the current environment. This augmented reality feature will allow visitors to travel back in time and see what the port looked like in different eras, providing a visual and emotional connection to the history.
- **Education and entertainment:** In addition to visualizing historical images, the AR will include historical data, anecdotes, and curiosities about each point of interest. This will transform the visit into an educational and entertaining experience, attracting tourists, students, and local residents alike.

# Expected impact

---

This project not only transforms the port's signage into an informative tool but also into an educational and cultural experience that combines the best of modern technology with the value of historical heritage.

- **Enhancement of Visitor Experience:** The combination of informative and interactive panels, along with an accessible digital tool and augmented reality features, creates a rich and varied visitor experience that meets the expectations of diverse audiences.
- **Preservation and Dissemination of Heritage:** By using modern technology to highlight the history and evolution of the port, the project ensures broader and more attractive dissemination of the area's cultural and historical heritage.
- **Inclusion and Accessibility:** The integration of multiple languages ensures that the information is accessible and relevant to a diverse global audience.
- **Interactivity and Participation:** The interactive features encourage greater visitor participation, making the information not only received but actively explored and experienced.

# Vision and leadership deployed by the port's management

---

The Port Authority of Vigo has demonstrated strong leadership and a clear vision in the implementation of sustainability and decarbonisation strategies. Through the Blue Growth Vigo Plan, led and coordinated by the Port Authority, ambitious objectives have been set to promote competitiveness, efficiency and sustainability in all port activities. The creation of a shared governance structure, involving various local actors and stakeholders, ensures participatory and results-oriented management.

The involved stakeholders participate actively through meetings and other ways of communication to propose improvements, projects and initiatives to foster the Blue Growth Spirit and jointly achieve the established objectives.

The capitalization of the experience is realized through the internationalization of the Blue Growth strategy. The transfer and exchange of experience with other regions and entities favours continuous improvement and the possibility of establishing collaborations between them. So, internationalization is a key for the sustainability of Blue Growth Strategy and it is carried out through collaboration with international institutions such as Unesco, FAO and the European Commission, which demonstrates the Port of Vigo's commitment to the dissemination and exchange of knowledge in the field of marine sustainability.

## Cooperation with other ports and/or engagement of societal and commercial stakeholders

---

The development of the route has involved close cooperation with multiple social and commercial stakeholders. This collaboration has enabled comprehensive and detailed planning, reflecting a collective effort to enhance the port's heritage.

- FUNDAMAR and FUNPROMAR: Local organizations that promote maritime culture and heritage.
- Fundación Traslato and the Jules Verne Association of Vigo: Providing historical and literary perspectives.
- Campus do Mar and the University of Vigo: Offering scientific and academic support.
- Port Authority of Vigo: Coordinating and executing the project.

The participation of these entities has been crucial in ensuring an inclusive and detailed vision of the port's heritage, promoting sustainable tourism and a greater appreciation for Vigo's maritime and cultural environment.