

**Interreg  
Europe**



European Union | European Regional Development Fund



*Sharing solutions  
for better regional policies*

Estonian War Museum – General Laidoner Museum

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# Estonia – in brief

- While the majority of other CD-ETA partners represent a region – EWM the whole country!
- Estonia: 45 339 km<sup>2</sup>, population 1.3 million
- Main economic sectors engineering, electronics, wood and wood products, textiles, information technology, telecommunications, tourism
- Unique natural and cultural heritage. Rich military past from early crusades to the remnants of the Soviet occupation



# Smoke-sauna



# Kõpu Lighthouse



# Old-town of Tallinn



# Ice-road for crossing the sea



# Swamps and bogs





# Estonian War Museum – General Laidoner Museum

- Established in 1919, when the War of Independence was still raging
- Dissolved in 1940 by the Soviets
- Started its activities in 1993 as a museum to commemorate General Johan Laidoner (head of Estonian armed forces in the War of Independence), officially re-established as the Estonian War Museum in 2001
- EWM collects, preserves, researches and exhibits Estonian military history and heritage; carries out educational activities in military history, publishes scientific and popular science books on military history, cooperates with other similar organisations in Estonia and abroad – i.e. does everything a contemporary memory institution is supposed to do!



# One of our mission projects: PATAREI







# Estonia in the context of INTERREG

- The Operational Programme for Cohesion Policy Funds forms the overall framework for the structural funds co-financing in 2014-2020
- The focus of the Operational Programme is on investments that contribute to the central objectives of the 'Estonia 2020' National Reform Programme:
  - increase of productivity per employee to 80% by 2020
  - increase of the employment rate of the 20–64 age group to 76% by 2020
- In other words – economic growth must be achieved with the increase of jobs
- Smart specialization areas are health, ICT and resources, but developing creative and cultural industries (especially in the combination with ICT) is also among the priorities





# Creative industries and digitalization in Estonia

- Digitalization and e-possibilities help to bring out and increase the economic potential of cultural and natural heritage. Digitized cultural heritage is part of co-creation and the newly created digital content will reach additional target groups through self-publishing
- Digitalized heritage supports innovation, helps to promote local and regional communities, protects cultural diversity and increases the competitiveness of the country and region concerned
- The focus is to digitalize the share of cultural heritage that has the highest potential to be revitalized and has a clear benefit perceived by the Estonian society (enterprises, memory institution, wider public)
- The wider aim is to reach as wide revitalization of the cultural heritage resources from digital creative industries (especially media and gaming sectors) to tourism (augmented reality) and science (researching cultural history through new digital methods)

# Digitalization of cultural heritage in Estonia (I)



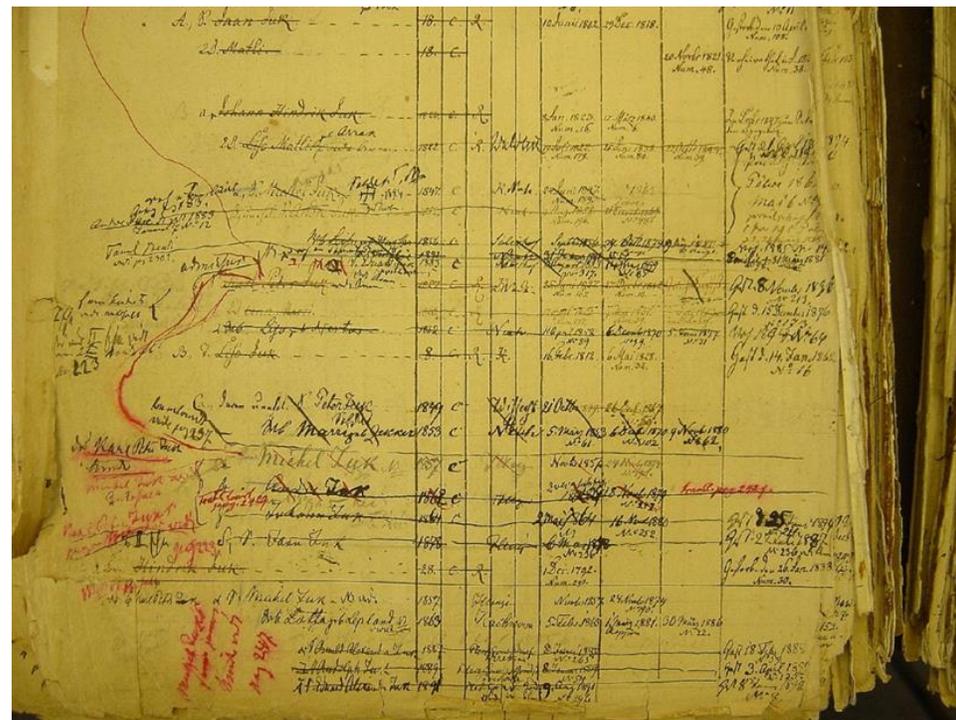
MUIS ([www.muis.ee](http://www.muis.ee)): the online gateway to Estonian museums, giving everybody an opportunity to study the collections of the museums that have joined the system.

The screenshot shows the MUIS Museums Public Portal search interface. At the top, there is a navigation bar with the logo and text "Museums Public Portal" on the left, and language options "| ET | EN | RU |" on the right. A search input field with a "Search" button is also present. Below the navigation bar are buttons for "Home", "Search", "Objects", "Minu Lugu", and "Wiki". Social media icons for Google+, SU, Facebook, and Twitter are on the right. The main search area is titled "Search" and contains several input fields: "Name", "Description", "Date" (with a date picker), "Place", and "Person". There are also two checkboxes: "Objects with picture" and "Object with description". At the bottom, there are buttons for "Search", "Cancel", and a link for "Advanced search »".



# Digitalization of cultural heritage in Estonia (II)

- SAAGA ([www.eha.ee/saaga](http://www.eha.ee/saaga)): a World Summit Award winning project that comprises all the archival records digitalized in the National Archives of Estonia and Tallinn City Archives, regardless of their topic and potential focus group. There are new materials being added regularly, you can find more than 9 million of images at the moment



# Digitalization of cultural heritage in Estonia (III)



## Digital archives of EWM

- Registry of military graves
- Dataset of Estonian Officers 1918-40



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Avatud K–P 11–18, sõjatehnika angaar (Vehema tee 1) maist oktoobrini R–P 11–18

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**THANK YOU FOR YOUR ATTENTION!**

