

HERITAGE & FUTURE

The official DUNC Newsletter



Sunrise over the dunes of the Curonian Spit - Photo Credits: Juras Jankevicius

Products and Services to support Sustainable Tourism

NEWSLETTER HIGHLIGHTS

Products and Services
Transforming ideas into reality

Children's books
How to discover our WH sites while having fun

DUNC has been prolonged

THIS ISSUE

Despite the strange and uncertain times, the DUNC team has been working hard and is now ready to present some important results. This Newsletter issue features information and curiosities on DUNC products and services and contains important news about the project.

PARTNERS UPDATES

Within DUNC, the development of sustainable products and services to explore, enjoy and get to learn our World Heritage Sites is one of the key objectives. All partners have been working hard and are now proud to share their ideas by presenting their results.

Curonian Spit

At the Curonian Spit National Park, the year begun with a study visit to the Russian part of the UNESCO transnational property. DUNC Ambassadors of Curonian Spit visited our Associated Partners territory Kurshkaya Kosa National park and met people directly involved in UNESCO heritage protection. During this unique study trip the park staff showed the most interesting sights and told about their activities. This year Lithuania celebrates the 20th anniversary of the inclusion of the Curonian spit in the UNESCO World Heritage List, therefore it is extremely important for the Ambassadors who promote the Curonian Spit's natural and cultural heritage to get to know better the entire territory of this UNESCO site. Meanwhile, the Park Administration has also been working in the further development of the travel guide and the promotional video.

Both products contain important information and useful tips to travel better, longer and in a more sustainable way. The Winter and Spring shooting for the promotional video went very well and the video will

be finished by the Summer - the Curonian Spit National Park is very much looking forward to present the video!

Edita Alioncho



Wismar Tourist Office

Another guide? There are actually enough of them on the market. However, this new guide is aimed at children between the ages of seven and fourteen. One could say, everyone can use google to get exciting information, but these tips are far from being as good as those from children living in Wismar. A travel guide entitled "Wismar for cool girls and for even cooler boys" is the result of a competition between the sixth graders of the "Sea eagle class" of a Wismar primary school. Since the boys, to the girls' dismay, wrote the better texts, they won the competition.

The children wrote down everything they liked in the city, what their insider tips are and where they normally go to have fun. The book features text written by boys and girls - this mix creates a very nice booklet. This is intended to ensure that the youngest visitors can find the most colourful corners in the city, let off steam and learn.

On a positive note, the work on the children's guide is going very well despite the corona pandemic. The travel guide for children is available for children free of charge at the tourist information in Wismar.

Anica Domnning

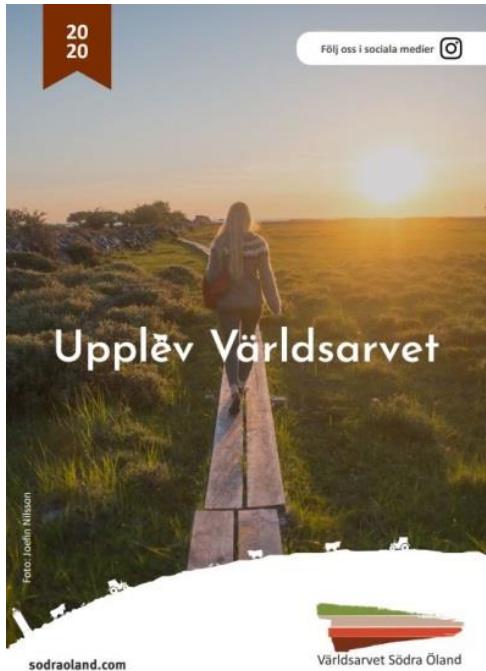


Credits: J. Haase

Mörbylånga

At the beginning of this year, we had a lot on our agenda. The Öland team was working on the development of products and information activities and tools such as lectures, meetings in schools and also an information KIT. The activities with children are as always very exciting and rewarding - the mini-guides concept has been further developed and refined and workshops with children have also been conducted. Due to the pandemic, we had to cope with the restrictions and, as everyone else we had to ask ourselves:

How can we adapt our planned activities to make them "COVID-safe"? Even if a lot of meetings and lectures had to be postponed, we found good alternatives to promote our World Heritage. For



example, even if the festival Mat i världsarvet (food in the World Heritage) had to be cancelled, we created a booklet "Experience the World Heritage" to guide and inform the visitors. With this booklet, and along the footpaths and marked trails, tourists can enjoy the rich history and beautiful nature on the island. Meanwhile, we are always working in close connection with our ambassadors. For and with them, we developed thematic walks, an information campaign and we are working on a possible branding concept for entrepreneurs, inspired by the successful example of the Lake District World Heritage Site.

Lasse Wellin

Stralsund

We find ourselves in strange times, still we remain productive and creative. In the last few months the Stralsund Tourist Office has been working on the Colouring Block (the final design can be viewed in the picture). The aim was to create a unique motive for each World Heritage destination in the region, so that children could learn about our heritage while colouring. Some paper bags with the same design of the colouring block have also been printed and will be given away together with the book.

Progresses have been made also regarding the second product - the ambassador's interviews. A local production company has been chosen and is currently working on finding attractive locations

at the four World Heritage Destinations. Yet, due to the pandemic and the crisis involving the tourism sector, working directly with the ambassadors has been difficult and this activity has been delayed. We believe that, as soon as local entrepreneurs will recover from this situation, they will be willing to talk about the regions and its attractions!

André Kretzschmar and Wibke Rudolph



Karlskrona

From June onwards, everyone will be able to explore part of Karlskrona's unique World Heritage environment at any time, and from anywhere in the world. Just as if you were there. A new product has been developed in Karlskrona that will give more people the opportunity to discover the beautiful World Heritage Site and its amazing history in an easy way. One of the DUNC project's objectives is to support and encourage local businesses to develop new innovative and sustainable products and services connected to the World Heritage Sites in the project. In Karlskrona, DUNC is now happy to support the local company Audiola with 200.000 SEK for their product idea The Virtual World Heritage 360. Audiola won the project's innovation procurement earlier this year and will cooperate with the local entrepreneur and guide Matilda Skoglöw and a local historic shipyard society in the product development. By online 360-videos in Swedish and English, and later also stations with VR-glasses (virtual reality), the visitor will be able to take

virtual guided tours on Lindholmen in Karlskrona, normally an attraction with limited access due to its location inside a military restricted area. "This summer you will be able to enter and experience for example the Rope-walk and the magnificent Wasa Shed on Lindholmen - without actually being there", says Ola Hallqvist, producer and owner at Audiola. "The product The Virtual World Heritage 360 is innovative and naturally sustainable. It has a great potential for further expansion and contributes in making our unique World Heritage Site more accessible. An unexpected bonus is that the product also is a functional alternative during a crisis like the one we experience right now, the COVID-19 pandemic", says Niklas Carlsson at Karlskrona Municipality, project manager for DUNC. All together, DUNC received eight interesting ideas in the procurement, and would wish to see more of them implemented in the future.

Sofie Dahl



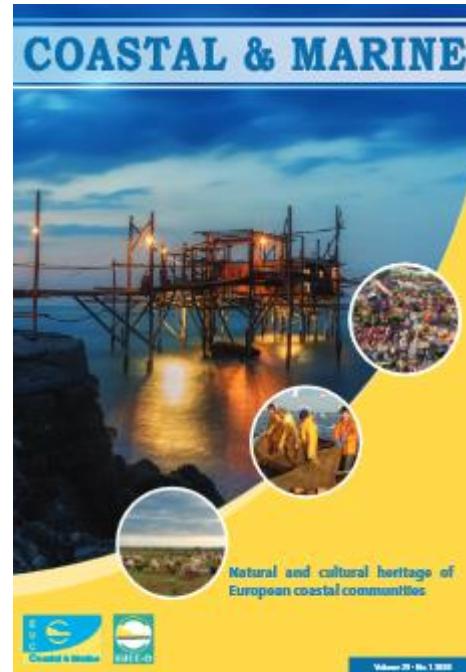
EUCC-D

In the wake of the Covid-19 pandemic, many countries have introduced travel restrictions in an attempt to contain its spread and the tourism industry has been massively affected by the pandemic. Many governments around the World have also taken measures to restrict movements of people and their access to natural and cultural heritage properties. Yet, the situation did not stop people to experience culture while they were obliged or invited to stay home. Culture has confirmed to be an important element of people's lives and cultural stimuli a precious resource against the negative consequences of isolation. All around the world, the tourism and culture sector have launched several initiatives and alternative ways to entertain the audience, and inspire for a post-COVID reconstruction.

Within DUNC we launched a small Facebook

campaign: every week over the Summer we share curiosities, legends, recipies and facts about our World Heritage Sites. EUCC-D has also been working on the publication of the 'Coastal & Marine Magazine', the illustrated magazine of the Coastal & Marine Union (EUCC). The magazine aims at those professionally involved in coastal management, planning and conservation in Europe but also at stakeholders, residents and tourists. The next issue will be focusing on European Coastal Heritage and will take the readers on a journey among natural beauties, old buldings and fine traditions along European Coasts. The magazine features articles about our DUNC World Heritage Sites and also examples of fishing traditions collected within the Interreg Europe Project CHERISH. The magazine will be available on paper and online.

Cristina Nazzari



LAST FEW WORDS

We are happy to recently have secured a 6 month prolongation of the DUNC project. This means that it will continue until mid-February 2021. The Covid-19 pandemic has affected us all, and for the DUNC project the timing could not have been worse. Our plan was to finalize all parts during spring, and launch products and strategies in time for the summer this year. Covid-19 put a halt to most of that. With the prolongation we now have a good chance to adapt and finalize our project, and finish successfully. Our output will help the World Heritage Sites become more sustainable, and at the same time increase knowledge and

stimulate the local businesses. Our output will be available on a digital platform for everyone to use freely. This makes us all proud! I wish you all a great summer.

Stay safe and healthy!

Niklas Carlsson, DUNC project manager

NEW ON OUR WEBSITE

CEETO Project final Conference:
<https://www.dunc-heritage.eu/ceeto-project-inspirational-final-conference-and-projects-results/>



BRASOR: Promotional Postcard, Hiking trail and Audio-Stations in the Zicker Bergedeoped at the Biosphere Reserve South east Rügen within the Interreg Central Europe Project CEETO.