
Baltic Sea World Heritage

The official DUNC Newsletter



The DUNC Team, Nida 2017. ©Hofmann

Management of Coastal World Heritage Sites

NEWSLETTER HIGHLIGHTS

**Tourism Management-
World Heritage Best Practices**
Baseline report

New Heritage Trail connects Wismar
Fun & educational path being developed

Who are World Heritage Ambassadors?
Curonian Spit works with the local community

Food as Cultural Heritage
Harvest activities on Southern Öland

THIS ISSUE

Ready for 2019

Welcome to the fifth issue of our DUNC newsletter - bringing all the DUNC news and updates together in one place. With 2018 coming to a close, it's time to have a look at what the DUNC team has been doing, what's been achieved and the exciting preparations being made for 2019.

News Roundup

3-Day partner meeting in Mörbylånga 04 – 06 Sept: The theme of the meeting was 'Creatively Looking Forward' and focussed on laying concrete plans for the new touristic product and services that the DUNC team will develop and pilot next year in 2019. The team mapped out the vision and criteria for products that would not only meet local needs but that will also serve the whole region. Cross-border cooperation and seasonality are of an utmost priority and with both these in mind the team has decided to focus on food heritage, cycling facilities and tourist sailing offers amongst other really exciting IT ideas. We're happy to announce that DUNC will also be working with the South Baltic project *Baltic Sea Tourism Centre* and trialling their development model to realise another of our product ideas, a new heritage trail in Wismar.

The team has had a great deal of success, building new relationships within their local communities. Local ambassadors at each site have been coming together at workshops with interesting discussions about what it means to be a UNESCO ambassador and who can be an ambassador. Each site will build on this to ensure that local residents and organisations take pride in their heritage and play a role in site governance. In 2019, the DUNC partners will look at how to link these local networks to form a powerful transnational *Baltic Sea World Heritage & Friends* forum.

2019 is looking to be another very busy year for the team. Preparations are already underway for discussions about our project's legacy to start. What will the DUNC concept be and what form will it take? Watch this space to find out. You can also keep up to date with all new developments at dunc-heritage.eu and on our Facebook page [@DUNCheritage](https://www.facebook.com/DUNCheritage).



Project Manager Niklas Carlsson speaking at Baltic Meeting Point



Ambassador workshop in Karlskrona, Sweden, 2018

PARTNER UPDATES

Municipality of Karlskrona

Virtual Reality and ambassadors. That's two of the things we have been focusing on in Karlskrona over the last few months.

We believe that Virtual Reality and Augmented Reality will be one very exciting way to experience the history of the world heritage sites. In particular the possibility to walk around with your own device (phone/tablet) and experience a historic 3D model of the site. By using positioning the device can become "a window to the past" in your hand.

But one cannot deny the importance of having real people meeting the visitors. That is why we have really moved ahead with our ambassador-programme for the World Heritage Karlskrona. By inviting stakeholders to workshops we have jointly agreed on an educational course for people meeting the tourists.

We have also recruited a new Deputy Project Manager in Karlskrona, Mrs Anna Gyldén Stray,

who will take responsibility for the local work done in Karlskrona regarding WP4 and WP5 (product development and stakeholder involvement). This way I will be able to focus even more on the general project management of and the legacy it will leave behind when the project ends.

I have also spent quite some time on the budget review for all partners, adapting the preliminary budget to the development taking place in the project.

Now we are really looking forward to 2019, a year that will have some great and exciting news for DUNC and world heritages around the Baltic Sea!

/Niklas



Karlskrona View, Sweden, 2018 © Karlskrona kommun

EUCC Baltic

The report, 'Stocktaking of Best Management and Tourism Practices of Coastal Cultural World Heritage Sites' is complete. It is Part I of the Baseline Study for WP3 and is the first part of a main deliverable of the DUNC project. The main target group of the Baseline Study are site managers of the South Baltic coastal World Heritage sites. It will be used to assess the progress of the development and implementation of the sustainable tourism strategies thus quantifying the project results. The sub-objective of Part I is to collect and collate worldwide 'best-practice' examples of coastal cultural World Heritage site management and local community involvement. Part I, 'Stocktaking of Best Management and Tourism Practices of Coastal Cultural World Heritage Sites', was developed by a subcontracted agency: Institute for Modelling of Baltic Recreational Systems (BALTREK) with the lead role of Assist. Professor Ramune Urboniene and under the guidance of Prof. Ramunas Povilanskas, EUCC Baltic Office Director.

Aiste & Ramunas

Tourism Management – World Heritage Best Practices

Main findings from the DUNC study 'Stocktaking of Best Management and Tourism Practices of Coastal Cultural World Heritage Sites'

By Ramunas Povilanskas, EUCC Baltic Office

The full report can be found at

www.dunc-heritage.eu/downloads/

Cultural landscapes are created by human activity and their maintenance and conservation is dependent upon human activity. Hence the acute need for a broader outlook in coastal cultural heritage landscape conservation and management. It should include not only the maintenance of the economic activities preserving the landscape authenticity per se. Regular care needs to be taken of those lucrative facilities generating revenues, not least from tourism, that can deteriorate as rapidly as the heritage landscape itself if not in lucrative use (angling, bathing, crafts).

Regarding the UNESCO-listed World Heritage port cities, the main management dilemma is the following one: should we restrain from any modernization inside the heritage core zone of the cities for the sake of authenticity and integrity or can we consider the efforts of urban gentrification as a natural evolution of 'living heritage'?

There is no ready recipe for ensuring community participation, but most experts agree that some structure (e.g. a truly representative Stakeholders' Forum) to manage the issues and resolve conflicts on a heritage property scale is required. It is also advisable to promote the heritage site as a 'dream' place for living thus attracting new residents and businesses to the area. We must emphasize the exclusiveness of the place and associate the quality of life of local inhabitants to the World Heritage status, albeit not necessarily through a quantitative growth of tourism. Heritage 'liveability' is the main keyword in this respect. The 'living heritage' needs constant and active human care or the cohabitation in harmony with carefully planned measures of adaptation of the heritage property for development without compromising the Outstanding Universal Value.

An effective marketing of cultural World Heritage sites for tourism is best realized by combining four tenets: 1) raising knowledge of authentic cultural heritage among tourists; 2) placement of the heritage in fiction: literature, cinema, visual media,

video games; 3) reconstructing the historical past with the help of augmented reality tools; 4) relishing the imagination of the visitors.



Wismar Market Place, Germany, 2018 © EUCC-D

EUCC The Coastal Union Germany e.V

As the project has moved from the baseline study phase to working on more concrete and practical issues, there has been a real noticeable change in gear with regards to the project's communication needs. We now have our first baseline study results to promulgate, and the partner sites have been really active at a local level hosting network events for ambassadors & local enterprises. For this each site has promotional and information materials incl. roll-ups and of course project flyers to distribute – all done and quite stunning.

Cross-project work has continued in earnest. We met with the South Baltic project Baltic Pass balticsail.info/balticpass/ that is focusing on traditional sailing products. We have agreed to discuss further the possibility of developing a World Heritage voyage between our UNESCO sites – an exciting cross-border product. The partners quite rightly aired their concerns about the limited target group for this product and also seasonality. We will continue to work closely with the Baltic Pass partners and perhaps look at creating a landside UNESCO tour that can be used by sailing groups.

Over the past few months, we have built up a really great working relationship with the South Baltic project Baltic Sea Tourism Center bstc.eu/ who are setting up a permanent center of expertise for improved communication and cooperation in tourism for the Baltic Sea region. We have had a number of meetings with them to discuss future cooperation, particularly for after

the project's lifetime. The center also focuses on improving skills and competences of BSR-tourism stakeholders and have an expert group in touristic product development. We have taken this opportunity and arranged for the BSTC to assist Wismar Tourism Office with their idea for a UNESCO heritage trail.

In November, the EUCC-D attended the Baltic Sea Tourism Forum event in Riga. It was a fabulous occasion and a great networking opportunity. We are hoping that DUNC and our project legacy 'Baltic Sea World Heritage' (working title) will play an active role in 2019. We also participated in the interactive workshop, 'Contribution of Tourism Promotion to Cultural Heritage', organised by the European Travel Commission (ETC) and Europa Nostra. The event was part of the European Cultural Heritage Summit held in Berlin for the 2018 Year of Cultural Heritage celebrations. The workshop was a great opportunity to talk to industry leaders and representatives of large international tourism organisations about our work and the cooperation network we are developing within the South Baltic Sea region.

2019 is going to be a really busy year for the EUCC-D team. We have started to prepare for the DUNC photo competition which will start in May and have already secured a printing company sponsor for some of the prizes. We have also started to plan for the DUNC 2020 calendar and content for the Coastal & Marine magazine with the theme 'Baltic Sea World Heritage' that will be published in the second half of the year.

You will find all the project's results and updates about the team's activities at dunc-heritage.eu and on our Facebook page [@DUNCheritage](https://www.facebook.com/DUNCheritage), which we maintain as the project's main external communication channels.

Jane Hofmann & Cristina Nazarri

Municipality of Mörbylånga

At the beginning of September we had the pleasure to host the third all partner meeting in Southern Öland. The Mörbylånga team were very happy to welcome the DUNC partnership including our associated partners: The Curonian Spit National Park Russian Federation, The National Park Vorpommern Authority, Swedish Naval museum, County Administrative board of Kalmar and The National Property Board of Sweden. The

theme of the 3-day meeting was 'Creatively Looking Forward' with the aim to jointly decide upon ideas for new sustainable touristic products & services that are to be piloted & developed in-line with DUNC objectives. Mörbylånga introduced three potential products including World Heritage food and tea/coffee 'Fika' events plus cookbook which we will now investigate further.



At the cheese festival Mörbylånga, Sweden, 2018

Food as Cultural Heritage on Öland

By Lasse Wellin

Öland's annual harvest festival was a fantastic event to promote DUNC and raise awareness about our activities and development of 'heritage food' related products. The harvest festival is the largest and most well-known in Sweden – with over 200 000 visitors. Almost everyone on Öland is in some way engaged in the event and the different smaller exhibitions and happenings. The DUNC stand was at the cheese festival in Mörbylånga harbour – highly successful with approximately 15 000 visitors. The concept of linking World Heritage with food has proved to be a great success. This 'heritage & food' concept will be developed over the coming months by Mörbylånga. We will attend the Öland harvest festival again next year but next time with representatives from the other sites. . One very important aspect that we didn't foresee is the how positively the public reacted to our UNESCO engagement at the event – something else that we will foster to promote ambassadorship and local pride in our region's WH sites.

In October, the municipality of Mörbylånga held a meeting for potential ambassadors for the

Southern Öland WH site and the South Baltic UNESCO network. There was a good mix of participants from private people, organizations, entrepreneurs and officials but unfortunately not so many young people. The meeting was divided into two discussion sessions with participants split into 4 groups for each session. This worked well and everyone seemed interested to be an ambassador with many asking for education opportunities and further information. When asked if they were interested to be a part of a South Baltic ambassador network, they were positive but a little unsure, wanting to know more about was expected from them.

Also, as part of our ambassador work, Mörbylånga coordinated a social media campaign which was launched with a short film on UN Day, the 24 October. The campaign went well and as planned, reaching in total over 30 000 people from around the Baltic Sea region. The campaign was run simultaneously from the DUNC and partner sites' Facebook pages. We will now use the lessons learnt from this joint campaign to plan the next. For instance, it would have been useful to have a Skype meeting prior to the activity to ensure that all partners had understood fully how the campaign was going to be run – this would have avoided last minute questions. All partners contributed to the making of the professionally made but low budget film for this campaign which can also be viewed on our DUNC website at <https://www.dunc-heritage.eu/baltic-sea-world-heritage/> As our Baltic Sea Heritage & Friends (working title) network develops, and the project activities start to produce tangible results, we feel more and more confident in the benefits that our UNESCO cooperation will bring.

Emma, Susanne och Lasse

Curonian Spit National Park Administration

On 15th of May CNSPA organized a meeting, "SHEEPCUT" and a workshop „World Coffee“ with the local community. The main focus was tourism seasonality at the site and possible products and services for the off-peak season. The event was very successful with around 70 people coming to discuss the challenges that high and low tourism seasons bring to the Curonian Spit and to

participate in a picnic within our beautiful natural surroundings.

In August, CNSPA represented DUNC at the meeting of members of the 'State Service for Protected Areas' under the Ministry of Environment. 160 members from all kinds of different organizations from all over Lithuania including 30 organizations associated with protected areas attended. This annual event was a great opportunity to promote DUNC and our goals. We realised our aim which was to create an informal platform for discussion on seasonality challenges and possibilities for new cycling infrastructure. CSNPA organized a bike trip through Curonian Spit with some of the event participants. Which led to good ideas being shared on how we can improve biking activities. During this unusual and informal meeting, the decision was made that Nagliai strict nature reserve is the best place for a bicycle oriented product. It was decided that there was a need to improve cycling infrastructure in this natural area. We will now look at the development of an innovative cyclist product. CSNPA now has a wider overview on these topics, which it can share with other WHS, within the DUNC framework.



Bike Trip, Lithuania, 2018 © Curonian Spit National Park Administration

During the summer 2018, CSNPA conducted the WP3 public questionnaire. We collected data from more than 1000 visitors about their views on the quality of the UNESCO heritage site. The data collected will help us to better understand the internal situation and quality of our WHS and how to improve for the future.

CSPNA has also worked on ambassadorship and the involvement & commitment of local people, organizations, companies and authorities within the World Heritage site sphere. We see this as vitally important and necessary for long-term sustainable development. We reported on three best-practices, where local stakeholders and the

community are practically involved in decision making and/or in the organisation of the site. Interviews and meetings were conducted to gather relevant information about events, festivals and other activities that are instigated and/or run by local initiatives.

One such interview was with one of the longest members of Folklore Ensemble "Giedruze" – Ausra Feser. The ensemble's repertoire promotes the site's cultural heritage, consisting of songs, games, instrumental music and narrative folk songs of the Minor Lithuania region. The second interview was with Edita Lubickaite, the Director of Nida's Culture and Tourism Information Centre who organises the traditional winter festival in February.

This festival brings together local people, fishermen and their families, craftsmen and farmers, who all sell their own products, do winter sporting activities, and even organize a fishing competition and so on. The interview gave us a better understanding about the level of involvement of locals in such big events. Thirdly, a representative from NERINGA MUSEUMS was interviewed. They play an important educational role within the Curonian Spit WHS helping to share knowledge and working with children to improve their communication skills. That interview has now led to further cooperation between our two organisations. They will join our ambassador network and campaign to increase awareness of our WH site and promote a sense of pride within the local community so that more people become ambassadors of the Curonian Spit and our network of Baltic Sea UNESCO sites. All organizations were invited to take part in our ambassadorship workshop at the end of October.

Edita Aliochno



Nida, Lithuania 2018 © Curonian Spit National Park Administration

Who are World Heritage Ambassadors?

By *Edita Aliochno*

At the end of October, CSNPA organized two think tanks with potential ambassadors of the Curonian Spit WH site on the topic „What is an ambassador of the Curonian Spit?“. The two meetings, were held in different places/communities. The participants came from all different kinds of organizations incl. Neringa municipality employees, museums, restaurants, shops, sport/outdoor activity enthusiasts, local craftsmen, ensemble members, artists, and other members of the public. Questions discussed included:

- What kind of ambassadors does our UNESCO World Heritage site need?
- Who can be an ambassadors?
- What do locals see as their contribution to the World Heritage site?

The result of the meeting was a decision to create a “working group” of approx.. 5—10 members who will discuss and generate the main values,, criteria and responsibilities of ambassadors. The CSNPA organised two working group meetings (Nov’ and Dec’) at which the guidelines for ambassadorship will be developed. At present the ambassador group consists of 5 local members – a municipality employee, a local photographer, an artist, an ensemble member and in an administrative role – the CSNPA, but it will be open for anyone to join at any time. It is an informal group, which wants to share ideas about ambassadorship in the Curonian spit. With the help of the active members we aim to create a strong ambassadorship campaign and to establish links with other South Baltic UNESCO ambassador networks.



State Service for Protected Areas, Lithuania, 2018 © CSNPA

Stralsund Tourist Office

The Tourist Information Centre of the Hanseatic City of Stralsund joined the DUNC-Project in July 2018. The historic old town of Stralsund is together with Wismar on the World Heritage list since 2002. Our first steps were to familiarize with the project and quickly to get started with the work.

After we did the internal Study and the inventory of local businesses, we had got a good overview about the project content. The focus of the internal study was to summarize the important facts about the World Heritage Site related to tourism, touristic products/ services and sustainability. In the inventory there are listed all touristic providers in the historic centre of Stralsund.

At the third partner meeting on Southern Öland, for us the first one, we got to know every partner and some associated partners. From the inspiring presentations and discussions we were more motivated to develop something sustainable for the long-term. Our idea is it to create a maritime product as a best practice for the other sites. We will create a network of maritime ambassadors incl. harbour masters, captains and local entrepreneurs. For this, we will work closely with our associated partner, the National Park Vorpommern Authority. Our Regions are connected through tourism, so with this ambassadorship we will strengthen our World Heritage sites.

In October, we took part in semi-structured interviews by Ramunas Povilanskas from the EUCC Baltic Office, providing information about our World Heritage Site, its history and the changes it has seen over the past years. Currently we are working on the visitor survey, for WP3, and organizing an ambassador meeting for January or February 2019 where we will discuss how to create an effective network of maritime ambassadors.

André Kretzschmar and Wibke Rudolph

Wismar Tourist Office

New Heritage Trail Connects Wismar

By *Sibylle Donath*

Here in Wismar we face the challenge of connecting two parts of the city, two neighborhoods that are within a walking distance of 10 minutes from each other.

One district, the city center, is the old town and this is our World Heritage Site. In the other district

are located two hotels, a water park, Wismar's university and a sports hall.

The challenge: People can easily walk between both areas, but we are finding that many people use their car instead of going by foot. Hotel guests and visitors of the water park don't seem to be well informed about this walking connection and the benefits of leaving their cars behind before entering our World Heritage site. The water park counts approximately 500,000 visitors annually. Many of them want to visit the World Heritage Site as well.

The Task: Our task can be split into three parts- firstly, how to control the path of the guests from their accommodation to the World Heritage Site. Secondly, what do we need to do to make guests not use their cars? Thirdly, how can we provide guests with information about the World Heritage and raise people's understanding and awareness?

The Solution: We are currently in discussions to provide an educational and fun heritage trail between the two areas. This may include fun riddles, a selfie point and even a bike path that glows in the dark. To develop this idea further and to get to the point where we can conduct some sort of pilot study next year, the Wismar Tourism Information Centre is working with the Tourist Board of Mecklenburg Vorpommern and the South Baltic project Baltic Sea Tourism Centre. We are also working with our World Heritage managers, Wismar University and ambassadors such as our tour guides, property owners and hotel managers.

LAST FEW WORDS


I am very proud of the DUNC team, all around the South Baltic Sea. We have been working as a team for just over a year, and already it feels very natural. I am certain that this is the foundation for a long-term cooperation across national borders, and that this partnership will grow bigger and stronger over time. We have some very exciting plans for next year, and I hope that you all will continue your support to our team.

My colleagues and I wish you all a Merry Christmas and a fantastic new year!

Best wishes,
Niklas Carlsson
Lead Partner / Project Manager



Wismar Harbour, Germany, 2018 © EUCC-D

Find out more at
www.dunc-heritage.eu
 @DUNCheritage