



Building partnerships for attractive destinations

smart tourism development in

South Baltic



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Gdańsk 2014

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Dear Readers and Friends,

After nearly 7 years of exciting and intensive collaboration, the first generation of South Baltic cross-border cooperation projects is coming to an end. Since 2008, more than 400 partners from Poland, Sweden, Mecklenburg-Vorpommern, Denmark and Lithuania have joined their forces in 69 projects, committed to boost regional development through cooperation. Altogether EUR 57 m of co-financing by the European Regional Development Fund (ERDF) have been invested by the Programme, enabling the supported partnerships to share their knowledge and experience, to transfer good practices and to jointly develop innovative solutions for the challenges of the South Baltic area. Even beyond, projects like *Enjoy South Baltic!* were honoured with the flagship label under the EU Strategy for the Baltic Sea Region (EUSBSR), hence allowing the Programme to contribute to the bigger picture. Today, we are thus proud to share the results of our projects with you.

Reaching from multimodal cross-border tickets and online information platforms to e-solutions for oceanographic museums, the publication you are holding in your hands presents 21 smart solutions, designed to increase the sustainable use of the South Baltic's rich natural and cultural heritage for regional development. Developed and tested by the project partners across borders, the methods, instruments, products, recommendations and guidelines presented on the following pages are now ready to also serve your community. Hence, think twice before storing this publication in your archive. Regardless of whether you work in the public, private or non-governmental sector, whether your job is to promote the South Baltic area as a tourist destination abroad, to improve marina management or to support the implementation of the Baltic Sea Strategy, this toolbox may help

you to find answers to the development challenges at your doorstep. Each of the instruments has been concisely described on one single page. Comments from end-users give you a first impression about the usefulness of the presented solution in practice. If you would like to learn more about a certain tool, simply access its full version by using the direct access link. At the same time, in case you prefer to directly get in touch with the expert behind the developed solution, do not hesitate to use the contact details provided for the "Knowledge Agent" of the tool.

Hence, we hope that the following pages will not only showcase the valuable results achieved by our projects but will serve as a source of inspiration for all practitioners and decision-makers committed to work for sustainable tourism development, within and perhaps even beyond the South Baltic area.

We therefore would like to thank all projects for their valuable contributions to this compendium. Furthermore, we would like to express our gratitude to Mr. Wolf Born, Coordinator of the EUSBSR's Priority Area Tourism at the State Chancellery of Mecklenburg-Vorpommern, for his continuous support and close cooperation. In this spirit, the team of the Joint Technical Secretariat wish you an enjoyable and inspiring reading!

Thorsten Kohlisch



Thorsten Kohlisch

Head of the Joint Technical Secretariat
of the South Baltic Cross-border Co-operation
Programme 2007 – 2013



Cultural and maritime heritage



Background: the project RECreate is a joint effort of partners from Poland, Lithuania and Germany to popularise a thematic cross-border tourist route under the concept of "Way of St. James".

Access the smart solution at:
www.southbaltic.eu/smart/049

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Felix Bernhard
Pilgrim and author



Guidebook of the Pomeranian Way of St. James

The St. James' routes are increasingly gaining popularity, offering an alternative travelling and recreation practice. The impactful cross-border efforts to revitalise the Pomeranian Way of St. James are evidence that this practice has reached the South Baltic area as well.

The project "Revitalisation of the European Culture Route in the South Baltic area – Pomeranian Way of St. James", aka RECreate, developed a guidebook conjoining a cross-border pilgrimage itinerary from Kretinga to Rostock and a travel guide that helps navigating through the natural and cultural heritage of South Baltic regions. 46 pilgrim stages are designed to acquaint travellers with hundreds of sites along the route.

An interactive version of this guidebook is also available online (see "Access the smart solution").

“ The Pomeranian Way of St. James is a treasure among all cross-border routes leading to Santiago de Compostela. It is a pilgrims' route giving space for deep enjoyment of lush Pomeranian landscapes and heartfelt encounters with locals. The very useful pilgrim guide opens the eyes for wonderful discoveries, historic sites and lovely local communities, making the journey even more rewarding and truly unforgettable. ”



Multi-lingual eGuide with cross-border shared content for oceanographic museums

Within the project “BalticMuseums 2.0 Plus”, partners from Germany, Poland, Lithuania and Russia implemented an electronic visitor guidance and information system, a so-called eGuide, to be applied in all participating museums.

RFID-technology helps to navigate through the exhibition and to gain access to additional content providing a tailor-made service for every visitor. With the eGuide, the museums seek to attract more international visitors, offering tours in several languages. The multi-media contents have been jointly developed and translated by project partners. The common technological basis ensures further cross-border sharing of oceanographic multi-media contents.

“ Sharing both multimedia contents and translation efforts, and most crucially experience and expertise with our partners from Poland, Germany and Russia is the reason why today we are the first museum in Lithuania equipped with eGuides. Providing six different languages, we have now a much better service for international visitors, who with 60% constitute the majority of our guests. ”

“ Using an eGuide to explore a museum – what a new and mind-expanding experience! I could select the tour according to my own interests and receive additional information about my favourite topics. The convenience of an individual tour at my own pace, accompanied at the same time with lots of facts and materials, has fascinated me. I will definitely visit the partner museums in Poland, Germany and Russia as well. There is so much more to explore! ”

Background: through the BalticMuseums 2.0 project and its upgrade – BalticMuseums 2.0 Plus, universities and museums from Germany, Poland, Lithuania and Kaliningrad Oblast joined forces to popularise oceanographic tourism.

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www.southbaltic.eu/smart/040

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Olga Zaliene
Director of the Lithuanian
Sea Museum in Klaipeda



Daina Siauciulyte
Museum visitor
from Vilnius



Background: Art Line brought together 14 art and cultural organisations from Poland, Sweden, Germany, Lithuania and Russia. The project inspired thousands of people to recognise their own cross-border affiliation.

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Telling the Baltic: a seaborne leisure scheme

The common maritime identity has been a recurring theme throughout the lifetime of the cross-border project Art Line. One of its activities was designed to address ferry travellers supporting the brand of South Baltic as a tourist destination with common identity. “Telling the Baltic” is a storytelling concept, exhibited on board the Stena Line ferries, allowing more than 227 000 travellers between Gdynia and Karlskrona to immerse themselves into the world of South Baltic’s cultural heritage. The onboard installation was composed of interactive contents, photography exhibitions, art objects and ambient sound installations both in the cabins and on the aft deck, manifesting the sentiments of locals and travellers towards the Baltic Sea.

Marcus Fredriksson
Route Service Trainer
Baltic Region, Stena Line
Scandinavia AB



“It was a rewarding experience for Stena Line to be part of Art Line giving us the opportunity to embark on new levels of cross-border connectivity. The onboard exhibition *Telling the Baltic* was a unique way for us to demonstrate that our mission is not only to connect people and regions but people’s minds and regional heritage. With every single cruise, our passengers come mentally closer to the other shore. With *Telling the Baltic*, we brought the message about shaping a Baltic identity – something that we have been part of for many years.”

Tomasz Pik
Businessman
from Gdynia



“I regularly take the ferry between Gdynia and Karlskrona. It seems obvious but I haven’t put too much thought into the fact that my business partners in Sweden and I share something that adds sentiments of fellowship to a pure commercial relation. It is our Baltic identity. I was privileged to experience something onboard a Stena Line ferry that made me think and cherish what I would describe as our maritime community. While the ferry brings us physically closer together, *Telling the Baltic* ties together our identities, and triggers the feeling of belonging to one region. Certainly, it is also a very appealing way of presenting what makes us unique for guests and tourists from other regions.”



South Baltic Maritime Heritage Atlas

The South Baltic Maritime Heritage Atlas is an online service informing about the cultural and natural heritage of the South Baltic area. The Atlas is designed to promote and strengthen the regional identity, and entice tourists to visit this region. An interactive map helps to conveniently explore the touristic highlights. Built-in filters simplify the navigation through maritime heritage assets such as natural and cultural attractions, museums and aquariums, lighthouses and traditional ships, harbours and yards, wrecks and underwater archaeology, historical constructions and monuments.

The atlas is an effort to attract potential visitors but it also serves the needs of educational facilities, journalists and publishers, tourist guides and travel agencies.

“ The Maritime Heritage Atlas is a mine of information for our company. There is a growing demand for new products where history and culture play the main role. This online portfolio helps us to design tailored-made packages. It is a one-stop shop. We gain access to regional tourist offers, and can identify local partners at the same time. As we have the ambition to diversify our portfolio with cross-border products, such tools are very valuable for our business development. ”

Background: the project SeaSide was a joint effort of municipalities, museums and tourism associations from Sweden, Lithuania, Poland and Germany to build a common identity, and develop the South Baltic tourist destinations, making them recognisable and visible on international markets.

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Jakub Ryfa
Co-owner and general manager of Joytrip travel & event agency



Background: through the BalticMuseums 2.0 project and its upgrade – BalticMuseums 2.0 Plus, universities and museums from Germany, Poland, Lithuania and Kaliningrad Oblast joined forces to popularise oceanographic tourism.

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Cross-border online platform for oceanographic museums

In order to increase their competitiveness and become more attractive for international tourists, the oceanographic museums involved in the project consortium created a joint information platform to facilitate cross-border oceanographic tourism. This online tool offers multi-lingual information about the Gdynia Aquarium (PL), the German Oceanographic Museum (DE), the Lithuanian Sea Museum (LT) and the Museum of the World Ocean (RU) in English, German, Lithuanian, Polish, Russian and Mandarin.

The platform offers virtual tours through all participating museums, introduces their fauna specimen, informs about current exhibitions and events, and lists additional South Baltic touristic offers.

Grażyna Niedozytko
Education specialist from
NMFRI Gdynia Aquarium



Barbara Kriese
Museum explorer
from Rostock



“ With the joint online platform developed by the BalticMuseums’ cross-border team, we can offer our visitors information in six different languages. The cross-border expertise, creativity and resources helped everybody to design new appealing offers, and attract new visitors. Yearly, we welcome now about 350.000 guests to our aquarium, not only from Poland but from many neighbouring countries as well. ”

“ I always prepare my holiday trips by extensive research on the Internet. At balticmuseums.net, I have found useful information about oceanographic museums in Poland, Lithuania, Germany and Russia in my own language. I was particularly impressed by the virtual galleries, allowing me to explore the exhibitions online. I definitely felt attracted. I guess that this is a very effective way of drawing one’s attention to certain destinations. ”



Pomeranian Way of St. James – good practice manual

The good practices manual examines the entire process leading to a successful revitalisation of the Way of St. James along the southern Baltic coastline. The paper describes the general concept of the route and its integration into the European network Camino de Santiago.

The Pomeranian Way of St. James links Kretinga in Lithuania and Rostock in Germany where a junction with the pilgrim route “Via Baltica” ensures a seamless connection throughout Germany and France with the Cathedral of Santiago de Compostela in Galicia (north-western Spain). The manual outlines all major steps from defining the route to marking, promotion and stakeholder involvement. The good practice manual is designed to support other communities having the ambition to revitalise pilgrimage and cultural routes.

“ St James’ Ways have become a well-known European brand with rich history and tradition. The revitalisation of this admirable practice, however, is not a simple endeavour, particularly when it comes to a route running across regions and countries. With great deal of ideas, good practices, experiences and ambitions from Lithuania, Germany and Poland, we succeeded to create a new international and competitive tourist product, converging all ages and various interests. ”

Background: the project RECreate is a joint effort of partners from Poland, Lithuania and Germany to popularise a thematic cross-border tourist route under the concept of “Way of St. James”.

Access the smart solution at:
www.southbaltic.eu/smart/048

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Waldemar Miśko
Chairman of the West-
Pomeranian Tourism
Organisation



Sailing and water tourism



Background: the Four Corners partners have joined forces under the project “Four Corners Heritage” with the goal to link the natural and cultural heritage assets of the four regions into a single cross-border tourism destination.

Access the smart solution at:
www.southbaltic.eu/smart/043

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Four Corners online sailing guide

Since the 1980s, Bornholm and Southeast Skåne have been working together on many occasions. This cross-border exchange was extended to include Rügen and Swinoujście in 1995 when the idea of Four Corners cooperation was born.

The Four Corners online sailing guide is an information service for safe navigation in South Baltic waters and Four Corners touristic offers. A section on grounds and ports presents 45 harbours and marinas in detail, giving practical instructions for the approach of ports, and listing available port services. The tool provides further practical information for skippers such as operable fuel stations and boat workshops, common quality standards, bridge opening times, distances, safety regulations, weather and wind conditions, border and customs regulations, required licences and documents, availability of sea rescue service, etc.

Alfred Langemeyer
Director of the Hiddensee
Tourism Information Center



“ Here in Hiddensee, the demand for local sailing tips is growing. Many sailors look for more detailed information dedicated particularly to the Four Corners region. The availability of the South Baltic guides is at the same time a wonderful promotion scheme for our community. The profile of our visitors has internationalised. The guests show interest in the surroundings too, which is very positive for the local businesses. As of recently, the local harbours register an increase in sailors from Sweden and Poland. These developments led to the expansion of our berthing capacity with 65 new berths in Kloster, one of our local harbours. ”



Handbook on efficient marina operation

The handbook is designed to optimise the management practice of marina operators. It outlines the most essential aspects of an efficient and profitable operation referring to good practices from North-East Germany and the Netherlands. The paper focuses on soft measures, particularly on the optimisation of marina services. Increasing capacity and infrastructural measures are of secondary relevance.

The recommendations are based on reports gathered from proficient German and Dutch marina operators through desk research, interviews and site visits. A cross-border supervision group of marina operators and other experts was composed to ensure the applicability of this handbook to the current marina markets in Germany, Poland and Lithuania. The handbook is a well-structured catalogue of recommendations. Separate overview tables for guest and resident boaters display the steps of the service chains by following the actions of the customers. Detailed “blueprints” delineate the individual steps of the respective service chains in more detail. “Profitability compasses” evaluate individual service elements in terms of relevance for customer satisfaction, increasing revenues and saving costs. Tips and examples from German and Dutch marinas illustrate the generalised advice with case studies from the practice.

“ I have been successfully managing and operating my marina for several years now, but as in many other sectors, the competition is growing. Today more than ever, the details matter – customers expect improvements in a sector with very similar standards. The handbook for efficient and profitable marina operation is very valuable helping me to optimise my business as it provides many service ideas and examples in a perfect format, so that I can directly apply them. ”

Background: the project MARRIAGE linked together tourism expertise from Germany, Poland and Lithuania with the goal to introduce joint marketing schemes, and develop marina management tools for a consolidated service along the southern coastline of the Baltic Sea.

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Łukasz Oćwieja
Marina operator of Camping-marina PTTK in Szczecin



Background: the project MARRIAGE linked together tourism expertise from Germany, Poland and Lithuania with the goal to introduce joint marketing schemes, and develop marina management tools for a consolidated service along the southern coastline of the Baltic Sea.

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Boating brand development – “South Coast Baltic”

“South Coast Baltic” is a boating brand emerged from the South Baltic project MARRIAGE. The brand concept is designed to attract and popularise boating along the South Baltic coastline, particularly promoting alternative and unexplored destinations. “South Coast Baltic” raises awareness about the safe and reliable marina infrastructure allowing a geographical expansion of the boating experience.

The branding concept paves the way for a favourable boat tourism climate inspiring the marina stakeholders in the region. Building on the common maritime identity of South Baltic destinations and sub-destinations, it opens perspectives for joint marketing measures of institutions and marina operators from Mecklenburg-Vorpommern, Zachodniopomorskie, Pomorskie, Kaliningrad Oblast and Klaipeda County.

The “South Coast Baltic” brand manual can support efforts to develop new attractive touristic products through a well-recognisable and unique brand identity.

Dietmar Seifert
German boater



“ Thanks to South Coast Baltic, which I discovered during Hamburg’s international boat show, I have come to realise that there is a large number of high standard marinas and interesting destinations if you sail eastwards. There is so much to explore and experience if you take the southern route. Now I am planning my next trip which will take me to Gdansk, maybe to Kaliningrad and all the way up to Klaipeda and beyond. I am sure it will be a great adventure. ”



Study on marina operating models

The MARRIAGE study on marina operating models aims at guiding the public sector to find the most suitable level and form of private sector involvement in planning, construction or operation of marinas. The paper seeks to transfer successful measures to potential marina development sites in order to streamline the efforts towards a consolidated marina network in the South Baltic area.

The paper gathers examples of marina development projects that have already been implemented under comparable natural, institutional or market conditions. In particular, the case studies of Citymarina Stralsund, Marina Kröslin, Marina Langballigau, Lloyd Marina Bremerhaven, Inner city harbour Eckernförde, Marinas in Kiel and Marina Heiligenhafen provide insights into investment and property rights, responsibility allocation, pricing policies, the role of third-party operators and the characteristics of the public-private partnership.

.....

“ In Ustka, we are currently constructing a new marina. This will lend weight to our community as attractive tourism destination but is also in line with the efforts to densify the network of marinas along the Polish Baltic Sea coastline. For the implementation and operation, we plan to find private capital and involve a private operator. We came across the study on marina operating models published by the MARRIAGE project at the right time. It made us aware of the many aspects and details that have to be considered to effectively share financing, responsibilities and risks between public and private parties, so that we can find the most suitable solution for our case. ”

Background: the project MARRIAGE linked together tourism expertise from Germany, Poland and Lithuania with the goal to introduce joint marketing schemes, and develop marina management tools for a consolidated service along the southern coastline of the Baltic Sea.

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Jarosław Teodorowicz
Municipality of Ustka



Tourism and connectivity



Background: the project INTERFACE and its spin-off INTERFACE PLUS brought together local authorities, ports, ferry operators and tourist organisations with the ambition to attain new levels of cross-border connectivity by linking different transport modes into a convenient single-product solution.

Access the smart solution at:
www.southbaltic.eu/smart/036

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Cross-border combination ticket (shuttle bus & ferry) for foot passengers

Within the project INTERFACE and its spin-off INTERFACE PLUS, a multimodal cross-border ticket, aka “InterCombi ticket”, was designed to conveniently connect ferry and bus services, operated by different carriers across the border. With more than 7,000 InterCombi tickets sold during the project’s trial phase, this multimodal product is now available on the market to enable convenient cross-border journeys of South Baltic passengers travelling from Nykøbing Falster (south-eastern Denmark) via Gedser to Rostock and vice versa. A bus service with well-synchronized schedule ensures the full connectivity between the railway station of Nykøbing and the main railway station of Rostock.

In addition, a dynamic passenger information system has been set up, and screened in buses, terminals and at bus stations. The goal is to provide real-time information on schedules, delays or transfer times. It is the first cross-border multimodal information facility in the Baltic Sea area.

Tilman Schubert
Cross-border
passenger from
Rostock



“I like to travel. Denmark and Sweden are among my favourite destinations. I am quite familiar with deficits of ferry traffic in former times, and I’m very pleased that foot passenger services and facilities have changed a lot to make travelling easier and more comfortable. Modernised terminals, improved accessibility of ports by public transport, better travel information and attractive travel offers are important aspects which used to be neglected. The InterCombi ticket is one of these new market ideas which really make sense. My journeys are now much more convenient.”



Toolbox for new air transport routes

New air transport routes support the local business climate, notably the tourism industry. The toolbox offers a number of instruments such as a tested methodology for the analysis of the passenger market potential, a guideline for public service obligations in air transport, a concept for destination development, etc. Referring to two European best practice cases – Billund (DK) and Bilbao (ES), the concept generalises how to strategically pursue the development of a certain route.

The passenger market potential analysis identifies new air transport routes for the airports Bornholm, Palanga, Rostock, Växjö Småland and Szczecin. The route forecasts are based on an econometric methodology which can be applied to other airports as well. If regular market data is not sufficiently encouraging for a carrier to launch a new flight connection, Public Service Obligations (PSO) can be a supporting instrument. The toolbox offers a PSO application guideline providing assistance to institutions and authorities as to how to implement a PSO route in the context of EU legislation.

“ The toolbox of SB Global Access offers a great deal of support, helping us to establish new air transport routes for the Växjö Småland Airport. We have come to realise that there is sufficient demand, particularly for connections to hub airports. The figures of the passenger market potential analysis helped us to convince airlines to embark on new connections. In March 2014, we opened a route from Växjö Småland Airport to Oslo. This route is operated five times per week each direction. The newest one is to Amsterdam, which was opened at the beginning of May 2014. Ten flights per week are offered each direction. For the development of the marketing campaign to promote the new routes, we used a lot of knowledge and experience gained at our partner airports on Bornholm, in Palanga, Rostock and Szczecin. These developments triggered huge marketing investments from the airport shareholders. ”

Background: within the project SB Global Access, regional authorities, business and tourism development agencies and regional airports from Bornholm, Klaipeda, Palanga, Rostock, Växjö and Szczecin exchange and jointly elaborate tools to develop sustainable and competitive levels of air accessibility.

Access the smart solution at:
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Ulf Axelsson
CEO, Växjö Småland Airport



Background: the project INTERFACE and its spin-off INTERFACE PLUS brought together local authorities, ports, ferry operators and tourist organisations with the ambition to attain new levels of cross-border connectivity by linking different transport modes into a convenient single-product solution.

Access the smart solution at:
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Information portal for foot passengers

South Baltic ferry services increasingly align themselves with the demands of car passengers and cargo carriers. Passengers travelling without a car have to contend with the lack of adequate information about available connections between inner cities and ports. The project INTERFACE and its successor INTERFACE PLUS have developed, tested and rolled out a web portal streamlining multimodal connectivity for commuters and tourists.

portlink.eu is an information service about public transport supply between ferry terminals and inner cities. After selecting a specific port, the user gains access to all relevant information in three steps. An interactive map shows details about the foot path and distance between a ferry terminal and public transport stations. The service computes all relevant itinerary planning information such as available public transport operator, timetable, currency used, ticket price (if applicable), distance, duration, number of stops, accessibility for persons with reduced mobility, etc. Currently, this service covers 15 destinations in the South Baltic area.

Torun Ekstrand
Cross-border passenger
from Blekinge



“ I am a frequent traveller between Gdynia and Karlskrona. Respecting our environmental consciousness, my partners and I prefer to use the services of a ferry operator as foot passengers. It used to be difficult to find your way to Gdynia and Gdansk from the ferry terminal with public transport. But I am very pleased to observe a big difference over the last few years. PORTLINK is a very convenient tool filling the information gaps within a cross-border journey with different transport means making the travelling by foot much easier. In addition, ferry terminals have now the capacity to enrich our itineraries with valuable information.”



Study for the development of passenger traffic between Bornholm and Poland

Market studies reveal a significant demand for one-day cross-border tourism packages linking the Polish coastline with Bornholm. Such cross-border offers are particularly popular among ca. 1.1 million tourists visiting the Polish seaside resorts of Kołobrzeg, Darłowo and Ustka every year. The suspension of the ferry services from Darłowo and Ustka to Nexø in 2011 was a significant setback for the local tourism sector.

A study conducted within the INTERFACE project explores potentials, and devises viable concepts. The paper examines the market, introduces a ferry connection concept, offers public support scenarios, considers the legal aspects of support schemes, and outlines profit and loss calculations. With its methodology and customisable solutions, the paper can support local and regional administrations as well as port authorities in their decision-making process with regard to the re-opening or upgrade of passenger ferry lines.

“ Our summer guests appreciate the passenger ferry line from Darłowo to Bornholm using its services for day trips during their vacations. Its unexpected suspension in 2011 was quite a drawback for Darłowo. We felt the need to resume this service, however, as a local authority, we lack the expertise in the shipping business. It was particularly helpful to join forces with Nexø Seaport and the Town of Ustka within the INTERFACE PLUS project. Together, we hired proficient ferry experts from Denmark and Poland to help us with market analysis and realistic solutions. On this basis, we could assume negotiations with ferry operators on equal terms, and eventually succeeded to attract Kołobrzaska Żegluga Pasażerska, which re-opened the line from Darłowo to Nexø in 2013. After a promising test season, we signed a cooperation agreement that ensures regular services for the next 5 years. This is a great success, and adds a lot to Darłowo's attractiveness as a seaside resort. ”

Background: the project INTERFACE and its spin-off INTERFACE PLUS brought together local authorities, ports, ferry operators and tourist organisations with the ambition to attain new levels of cross-border connectivity by linking different transport modes into a convenient single-product solution.

Access the smart solution at:
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Arkadiusz Klimowicz
Mayor of Darłowo



Protection and preservation



Background: landscape enthusiasts from Poland, Lithuania, Sweden and Denmark joined forces under the project LIFEscape with the goal to ensure the protection of South Baltic's natural heritage in compliance with the European Landscape Convention adopted by the Council of Europe.

Access the smart solution at:
www.southbaltic.eu/smart/044

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www.lifescape.eu

Handbook on participative landscape planning

The natural heritage plays a pivotal role in the promotion of South Baltic as one tourist destination. The growing anthropogenic influence on natural assets signals the need for proper management and protection. The handbook on participative landscape planning developed under the LIFEscape project outlines a model for landscape protection by involving local stakeholders.

The paper is designed to serve as a manual for reconciling landscape heritage and anthropogenic interests. Sustainable use of landscape heritage assets for non-interfering recreation and tourism development can be one of the benefits of the participatory landscape planning model, mitigating the risk for future conflicts. Ranging from general information measures to full-immersion citizen control mechanisms, the handbook catalogues tools and methods for participative landscape planning, which can inspire and support efforts to develop green tourist destinations.

Thomas Quist
Mayor of Sjöbo
municipality



Maguelonne Déjeant-Pons
Executive Secretary of the
European Landscape Convention
and Steering Committee
for Culture, Heritage and
Landscape, Council of Europe



“ LIFEscape brought fresh energy from Denmark, Poland and Lithuania to our communities Sjöbo and Lund, involving many locals in the participatory planning of landscape. As a result, we are happy to have the recreation area in Silvåkra (lake Kranke), which makes our region more attractive for environmentally conscious visitors. ”

“The project “LIFEscape” applies perfectly the philosophy of the European Landscape Convention. Placing people at the heart of landscape policy and taking into account their aspirations throughout the decision-making process is at the core of this declaration. The participative approach developed across the South Baltic area is a valuable source of inspiration. Challenges linked to landscape protection and their valorisation have no borders and, in this regard, LIFEscape provides an innovative and qualitative solution to be shared widely. ”



Code of conduct on cross-border management of transitional waters

Transitional waters are defined by the European Commission as “bodies of surface water in the vicinity of river mouths which are partially saline in character as a result of their proximity to coastal waters but which are substantially influenced by freshwater flows.”

The anthropogenic pressure on transitional waters is growing due to their high recreational value. Moreover, eutrophication also affects the transitional waters with regular blooming of cyanobacteria every summer having repercussions on the local tourism sector.

The Code of Conduct provides guidelines for cross-border management of transitional waters. Based on local examples, it catalogues measures which can be applied in similar contexts elsewhere in the European Union and world-wide. Lessons learnt, Integrated Coastal Zone Management tools as well as success and failure factors are listed in connection with case studies such as “NATURA 2000 management in and around the Odra Lagoon”; “Integrated strategies for the cross-border management of transitional waters on the Eastern border of the European Union”; “Economic valuation of linear and areal riparian habitats of the Curonian Lagoon”, etc.

“The training course organised by the ARTWEI project has provided me and the entire staff of the national park administration with the skills needed to cooperate more closely with our partners across the border in the Russian part of the Curonian Spit (national park Kurshskaya kosa). We have already conducted several joint meetings, and the future cooperation based on the Code of Conduct enables us to jointly tackle the eutrophication problem and ensure attractiveness of the Curonian Spit.”

Background: the project Action of Reinforcement of the Transitional Waters' Environmental Integrity (ARTWEI) was designed to develop methods for effective management of transitional waters in transboundary areas. Focus areas of the project were four different water bodies in the South Baltic Sea which are all located in transboundary areas: Curonian lagoon, Vistula lagoon, Odra lagoon and Öresund.

Access the smart solution at:
www.southbaltic.eu/smart/002

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Aušra Feser
Director of the Curonian spit
National park



Background: Wetlands Algae Biogas (WAB) was a joint project of municipalities, river basin authorities and research facilities from Sweden and Poland. The model for reducing eutrophication and preserving coastal recreational values was jointly elaborated and tested.

Access the smart solution at:
www.southbaltic.eu/smart/001

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Holistic model for reducing eutrophication and tackling algae bloom in coastal areas

Nutrients from agriculture and sewage stimulate an overproduction of undesirable macro algae that accumulate at the shore. It leads to massive, sometimes toxic, cyanobacteria blooms occurring during the tourist season. The South Baltic area has a strong tourism sector with high recreational values which are negatively affected by the accumulated algae. This is a serious threat to the coastal tourism.

The counteracting model constitutes a cycle previously unseen in the Baltic Sea. It consists of 3 components: developed in close cooperation with farmers, the first step seeks to decrease nutrient leakage through wetlands restoration and creation (1). New techniques for collection of algae from the coastal zones improve the situation for the local tourism sector (2). The collected biomass is fermented into biogas, and then utilized for energy generation (3). After the biogas fermentation, the nutrients in the algae are re-used as fertilizers while at the same time pollutants absorbed by the biomass are removed from the system. The model transforms a problem into a resource, and offers a number of benefits, in particular the improvement of coastal recreational values.

Jacek Karnowski
Mayor of Sopot



“ Our beaches and rich coastal flora attract tourists and spa visitors. The protection of this natural wealth is a priority for the Sopot authorities. Every year during the summer, however, we face challenges caused by the periodic appearance of unpleasant algae biomass in the bathing area. Thanks to the WAB model, we have encountered several more effective techniques for removing algae biomass from the coastline. After two seasons of jointly working with the problems, we will continue these activities in the future, because they give palpable results. The members of our cross-border community feel that there is a need for joint actions on the occurrence of excessive algal blooms in the entire Baltic Sea region. ”



Event tourism



Background: the Craftland partnership between Poland, Lithuania and Sweden pursues the goal of popularising and preserving the South Baltic cultural heritage through the joint cross-border events. Winter Events was a joint site marketing concept of Mielno (PL) and Båstad (SE) designed to prolong the tourist season.

Access the smart solutions at:
www.southbaltic.eu/smart/039
www.southbaltic.eu/smart/042

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Cross-border event marketing schemes

The common Baltic identity is being increasingly recognised as an important factor when designing local site promotion schemes. Creating cross-border alliances and benefiting from a common asset instead of competing with affiliated destinations has proven to be an effective strategy for regional and local marketing efforts. Joint cross-border event schemes tapping the full potential of the common cultural heritage and maritime assets is among the successful measures applied by South Baltic communities.

The cross-border craftsmen fairs and folk music events organised by the project Craftland are among the highlights rewarding all collective efforts made by partners from Poland, Lithuania and Sweden to preserve and popularise both artefacts and attributes inherited from the South Baltic past. The events were designed to materialise the cumulated South Baltic heritage in a way exciting for everybody. Jointly organised, a series of events in Pruszcz Gdański (PL), Foteviken (SE) and Silute (LT) have attracted ca. 13 500 guests.

Baltic seaside resorts have to contend with low visitor numbers during the off-season. Two South Baltic communities – Mielno (PL) and Båstad (SE) – have embarked on the ambitious plan to popularise winter bathing as off-season activity, and prolong the tourist season. For this purpose, Mielno's Sports and Recreation Centre and Båstad Municipality have jointly designed and promoted the concept of winter bathing events.

Janusz Wróbel
Mayor of Pruszcz Gdański



“ Together with our partners from Lithuania and Sweden, we were contemplating ways to make our communities more attractive for visitors. We realised that we all have the same mission in common – to safeguard our common cultural heritage. The result was a series of joint international craftsmen events allowing us to attain the image of South Baltic cultural heritage sites. ”



Alternative tourism offers



Background: the project South Baltic Offshore Wind Energy Regions (SB OFF.E.R.) seeks to reconcile the offshore wind energy industry and the tourism sector in the South Baltic area.

Access the smart solution at:
www.southbaltic.eu/smart/009

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Onboard wind energy exhibition

Branded "Fascination Offshore", a unique initiative within the project SB OFF.E.R. was designed to raise public acceptance of Offshore Wind Energy farms. A touring exhibition was installed onboard the museum ship MS Greundiek. The space of 200 m² has been used to familiarise the visitors with the world of offshore wind energy by means of audiovisual presentations, maps, models of turbines and vessels, etc.

Opinion polls indicate that the exhibition has significantly contributed to a more positive perception of Offshore Wind Energy. The hosting ship has reached more than 40 harbours in the North and Baltic Seas with almost 86 000 visitors between 2009 and 2011. The exhibition was also featured at a prominent public event conducted by the German Government in 2011 with over 16 000 guests. Among the merits of the exhibition was a series of South Baltic harbour events bringing together wind energy networks, local businesses and politicians. Following the success of the touring exhibition, a permanent one was installed onboard the maritime museum ship in Rostock in 2013.

Dr. Peter Danker-Carstensen

Director of the ship-
building and maritime
museum in Rostock



“ Paradigm-shifting developments like the proliferation of offshore wind energy need the acceptance of the public. The efforts towards public acceptance need education. This is where we see our role as a museum. The permanent exhibition of the SB OFFER project has opened new perspectives for us with an innovative model which educates our museum visitors on the one hand, and diversifies our profile on the other hand. It is a win-win model that attracted more than 28 000 visitors since the inauguration in 2013. ”



Tourism potential of the offshore wind industry

This study examines and evaluates the challenges and opportunities of Offshore Wind Energy (OWE) for the tourism industry. It investigates how offshore wind farms can be integrated into regional tourism concepts by looking at good practice examples. The conclusions are based on extensive research: particularly in the coastal areas of Denmark, Sweden, Germany and Great Britain, offshore wind farms are already consciously being integrated into regional tourism offers.

The spectrum of potential offshore attractions is large: from offshore information centres, mobile exhibitions and observation platforms with telescopes to boat tours, helicopter flights around offshore wind farms and combined on- and offshore tours. Specially designated areas for divers and sailors in the vicinity of offshore wind farms, offshore restaurants and promotional products are further good practice examples.

“We create a functional service port for the adjacent offshore wind farm in the North Sea. These are efforts to strengthen the economic position of Helgoland but at the beginning of the process (2012) severe doubts have been raised by the local tourism sector. We therefore decided to import good practice e.g. from the South Baltic area, and apply findings from the tourism study reconciling the offshore wind energy and the tourism prospects for Helgoland. Among other tools, this has been undoubtedly valuable for us in our efforts to become the first German island vastly profiting from the offshore wind industry, and legitimately brand ourselves as the renewable energy island. Helgoland integrated the offshore wind industry into its tourism offer by organising round trips by airplane as well as excursions with a high speed catamaran (in cooperation with our transport partners) to the offshore wind farms.”

Background: the project South Baltic Offshore Wind Energy Regions (SB OFF.E.R.) seeks to reconcile the offshore wind energy industry and the tourism sector in the South Baltic area.

Access the smart solution at:
www.southbaltic.eu/smart/005

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Klaus Furtmeier
Tourism director, Helgoland



Travel marketing



Background: Enjoy South Baltic! is a joint project of tourism sector experts from Poland, Lithuania and Germany seeking to promote the South Baltic area as an attractive tourist destination on the global tourism market.

Access the smart solution at:
www.southbaltic.eu/smart/041

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South Baltic travel marketing platform

Facing fierce international competition, South Baltic tourism stakeholders have embarked on efforts to create a new cross-border destination identity. The result is a web marketing platform, accessible at: www.balticsea.travel.

Under the slogan “Destination Baltic Sea”, the South Baltic area is promoted as a single tourist region amalgamating culture, nature, maritime heritage and service orientation into a unique cross-border destination. Regional offers are affiliated with the cross-border sectors “culture”, “maritime”, “spa & health” and “nature”, rather than with countries. These sections are further explorable acquainting the users with towns and cities, protected areas and UNESCO sites, resorts and culinary diversity, active tourism and events, etc.

A special catalogue of South Baltic tour operators serves as a virtual marketplace and promotion tool. The section is designed to facilitate cross-border packages and business partnerships with the tourism industry beyond the South Baltic area.

Beni Imhof
Member Board of Directors
railtour suisse – Frantour
(Kuoni Group)



“ As a tour operator, we are always looking for new attractive destinations. Over the last few years, we have been observing a growing demand for touristic offers in the regions surrounding the southern Baltic Sea. Our ambition now is to acquaint Switzerland with the South Baltic natural and cultural assets. The web platform balticsea.travel is a valuable source of knowledge and information which we use to design our offers, and enrich our portfolio. The tool maintains a network of local tour operators opening perspectives for new business partnerships and streamlining our organisational efforts. Our experience with this tool can echo the project’s tagline – Enjoy South Baltic. ”



From present to future

Getting ready for the South Baltic Programme 2014 – 2020

Dear South Baltic Friends,

In the light of our Programme motto “Going local – Meeting your needs – Connecting people and ideas”, I hope that the preceding pages have allowed you to catch a glimpse of the cooperation spirit burning in the South Baltic. Maybe you got some new ideas how to tackle your development challenges through cooperation. The feedback given by end-users and the “Knowledge Agents” may have allowed you to get an impression about the usefulness of the presented solutions in practice. Maybe this publication has even created an appetite to get active in cross-border cooperation yourself. We can indeed be proud of the results achieved by the presented projects and thus would like to thank all partnerships for their commitment and dedication!

Despite the achievements made, however, further work needs to be done to fully exploit the potential of cross-border cooperation between the regions surrounding the South Baltic. Being committed to cooperation in the Baltic Sea Region, Poland thus feels honoured to lead the preparatory works for the second edition of the South Baltic Programme, designed for the EU’s financial perspective 2014-2020. As decided by our Programme partners, the strategic objective of blue and green growth shall guide future cooperation across the shores of the South Baltic. Under the umbrella of the area’s blue and green economy, collaborative approaches to SME internationalisation and innovation transfer, sustainable tourism development, the uptake of green technologies as well as improved connectivity and skills development will be at the heart of the future Programme. By giving emphasis to the joint development, testing and transfer of innovative solutions, the Programme thus aims at unlocking untapped development potentials

for the benefit of sectors which are key for the future of the South Baltic, e.g. renewable energies, sustainable tourism and the maritime industries. At the same time, measures strengthening the cooperation capacity of institutions shall make it easier for newcomers and local actors to benefit from the opportunity to work across borders.

Representing the Managing Authority of the Programme, Poland is thus pleased to announce that the financial allocation for the South Baltic Programme 2014-2020 will be one third higher than under the current financial framework. Altogether, approximately EUR 80 m will be made available for the next generation of South Baltic cross-border cooperation initiatives. Building on the success of our current projects, friendship, mutual trust, commitment and the readiness to compromise shall remain the guiding principles for all of us. Indeed, using our different backgrounds, experiences and strengths as an opportunity, I am convinced that we share the same goal and thought – to build a cross-border community which will enable development and prosperity of all regions around the South Baltic.



Anita Ryng

Director of the Territorial Cooperation
Department, Polish Ministry of Infrastructure and
Development



South Baltic Cross-border Co-operation Programme 2007 – 2013

www.southbaltic.eu/knowledgebank

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