



## CONTENTS

Introduction  
Partner Updates  
Events  
Web Links

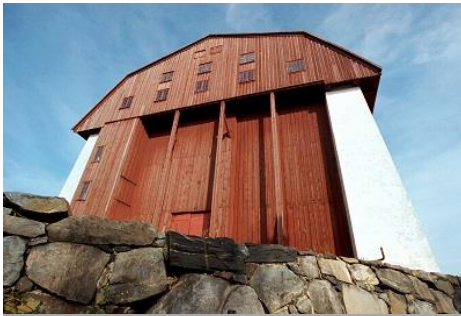


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## “Working for our World Heritage & Future”

### INTRODUCTION

Time flies when you are having fun - and that is certainly true for all of us working for DUNC (Development of UNESCO Natural and Cultural assets). We got things up and running in October last year, and now we are all of a sudden 7 months in. During these months the joint goals of the project have been clarified, work plan consolidated and the partners have had the opportunity to get to know each other better. Together we are striving to strengthen the identity of our South Baltic World Heritage Sites, starting with our partner sites incl. Karlskrona (SE), Southern Öland (SE), Malbork Castle (PL), the Curonian Spit (LT) and our shortly to join, new partners, the Tourist Centers of Stralsund and Wismar (DE). But the long-term ambitions are bigger, inviting more sites to join our network. Together we will identify the sustainability challenges of a growing tourism sector and find solutions that allow us to welcome more guests without compromising the environmental, social and economic sustainability in the region. We will invite businesses to develop new cross-border products and services of high quality, promoting entrepreneurial collaboration. We will find ways to prolong the tourism season, to combat the negative effects of unsustainable visitor patterns. We shall also strengthen the knowledge and pride among the locals regarding their unique World Heritage Sites, starting with building a network of ambassadors. In the end we will create a cross-Baltic concept with a strong brand, tying together our remarkable sites into a bigger and more attractive sustainable destination. As a visitor to our sites, you should feel that you are seeing one part of an interesting puzzle - a Baltic Sea Heritage puzzle that at each step invites you to experience all the pieces.



## EVENTS

16 May – Meeting Swedish National Heritage Board (SE)

22-25 May – Annual SE World Heritage Meeting, Visby (SE)

23-24 May - Interreg South Baltic Annual Event in Klaipeda (LT)

11 June – Workshop 'Tourism Cooperation in the Baltic Sea Region', Rostock (DE)



*Promoting the outstanding value of the Baltic Sea Region's heritage.*

## PARTNER UPDATES

### Municipality of Karlskrona

Firstly, I am extremely happy to say that the cities of Wismar and Stralsund would like to join our DUNC consortium as full partners. They bring a wealth of experience, including project work, and will be a valuable asset not only to DUNC but also to the region's sustainable tourism development. We are just waiting for the final partnership confirmation.

After the public procurement process, work has now started on the WP4 baseline study about sustainable product and service development. The assignment is being run by Magnus Broomé and Johnny Gylling, experts within the field of business sustainability. This study will create something of a roadmap for us, laying the foundation, not only for the next two years but also for the future cooperation between all heritage sites and sustainable private enterprise. All partners are actively involved in this, as it is the primary project cycle for testing and implementing developed products (or alike) as part of our broader concept that will be developed. The baseline will define the needs and demands connected to the unbalanced seasonal patterns of the sites as a basis for us to jointly find solutions. As we invite lead actors whose business operations are sustainably proven, then hopefully more and more local SMEs/tourism providers will follow suit and join us to play their part in making the South Baltic's heritage tourism industry sustainable and something to be even more proud of. We will soon be inviting business stakeholders to targeted workshops and think tanks to develop concepts and ideas that meet our high expectations and project outputs.

*Niklas Carlsson*, Lead partner – DUNC Project manager

### EUCC The Coastal Union Germany

The ITB, International Travel Trade Show in Berlin, was an enormous success and provided a great networking opportunity. I'm really looking forward to 2019 and/or 2020 when DUNC will hopefully be able to showcase our work there. For more information regarding the ITB, see link 1 in the WEB LINKS section. At the ITB, I met with Anja Domnick, Project Officer, Sustainable Tourism Strategy of the Common Wadden Sea



## SOCIAL MEDIA

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DUNC Facebook page  
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Secretariat. There may be opportunities for DUNC to take part in up and coming workshops and events at the Wadden Sea site – dates etc. to be confirmed. I also had the chance to talk to the partners of Biking South Baltic (WEB LINK 2) – another up and running South Baltic project involving Denmark, Germany, Poland and Belgium with Pomorskie Tourist Board (PL) as the lead partner. The aim of Biking South Baltic is the development of a South Baltic Sea Cycle Route and improvement and coordination of natural and cultural tourist resources of the coastal regions. At a further, 2<sup>nd</sup> meeting, we discussed co-operation and how our projects can mutually benefit each other and the region - I think this is a wonderful opportunity. In April I also met with the Head of Baltic Sea Cooperation, Johannes Volkmar, of the Tourismusverband Mecklenburg-Vorpommern to discuss future cross-project cooperation and will be attending an up and coming Workshop 'Tourism Cooperation in the Baltic Sea Region', Rostock (DE). The DUNC photo' competition has been postponed until 2019 when we will have established a much wider stakeholder/follower network for publicizing and sponsorship purposes. The preparatory work already done won't be wasted.

*Jane ☺*

## Municipality of Mörbylånga

Our priority over the past few weeks, here at our World Heritage the Agricultural Landscape of Southern Öland, has been stakeholder identification and networking. Some of the most important stakeholders are those within our World Heritage Governing Council, consisting of our County Administrative Board Director, the Director of the Regional Council, Head of the Municipality Council, the Chairman of the Farmers Association and the Municipality Director. They are all extremely supportive of DUNC & the work we are doing and wish to be kept informed of our progress.

The Association of World Heritage Sites in Sweden, VIS, had their annual meeting for all members in Stockholm, and we were of course in attendance. At the meeting, Niklas Carlsson of Karlskrona Municipality (DUNC lead partner), gave a brief presentation about DUNC which provoked a lot of interest from other Swedish World Heritage sites. Another major subject at



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*Cross-border sustainable  
tourism strategies can be  
integrated into  
site management plans.  
DUNC team examines  
the possibilities for  
Baltic Sea UNESCO sites*



this meeting was about the process and current work being undertaken on Sweden's national World Heritage strategy. This is important work that all World Heritage sites, including us here in Mörbylånga will be able to influence. The Swedish National Heritage Board will visit all Swedish World Heritage sites during 2018.

We also had a visit from Greenland and their newly (2 July 2017) designated World Heritage site, Kujataa. It was represented by their site manager, Alibak Hard. Kujataa is similar to Southern Öland, in that it is a farming landscape and we immediately felt that that we had a lot in common. To find out more about Kajutaa please go to link 3 in our WEB LINKS section.

As part of our work on ambassadorship, Emma visited a daycare for the elderly to talk to them about their World Heritage. It was highly appreciated and also extremely valuable, in that it gave an insight into the elders' perspective – so vital in order to understand fully the importance of protecting local heritage, the socioeconomic impact that tourism development has and to learn lessons from those who have seen such a huge transformation in global travel within their lifetimes.

Emma has been working with our tourist organization, Ölands Turistbyrå, to develop a World Heritage route for cyclists. It will be available on Öland's public website and those interested will be able to download information and maps onto their mobile phone. We will be investigating further how this route my link to the other South Baltic Cycle routes. At an informal meeting with staff and the head of Ölands Turistbyrå, we had a productive discussion about how we can cooperate more in the future. Finally, we have been working on the strategy for our Work Package 5 baseline study which will now be evaluated by all partners. We look forward to the start of concrete work on this, which we believe will be very interesting and rewarding.

*Emma, Susanne och Lasse*

## Curonian Spit National Park Administration

The Curonian Spit is a protected area shared with the Russian Federation, and together our territories are listed on the UNESCO World Heritage List. Curonian Spit National Park Administration is one of the site managers. We are in the process of providing information, collecting and sharing data for the WP3 baseline



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study which will be used to assess the progress and implementation of our project activities and future sustainable tourism strategies. For the WP4 baseline study we have been increasing our local stakeholder network, reaching out to our newly developed list of entrepreneurs that would like to support DUNC and our work. The entrepreneurs have been chosen as private enterprises that offer sustainable business services to the Curonian Spit, and who are potentially able to take part in the creation of a product or service of the highest possible standards. We have also been identifying potential heritage ambassadors, people and organisations who love, cherish and promote the Curonian Spit.

### EUCC Baltic Office

The baseline study (WP3) for monitoring sustainable tourism is going well with approximately a third of the study now complete and an expected completion date at the end of June this year, 2018. The study is a pivotal project activity in the initial phase of the DUNC project to deliver an overview of the current situation of tourism at coastal, cultural UNESCO World Heritage sites – both worldwide and at the DUNC project target sites. EUCC Baltic Office is working closely with associated professor, Ramune Urboniene who has a great deal of experience in case studies, preparing general plans for regions, analysis, and has developed methodological materials, such as landscape assessment, etc. Ramune Urboniene presented part of the DUNC base line study "Coastal cultural World Heritage sites in Danger - Port development induced dangers" at Klaipeda University. The topic is especially relevant here as there are ongoing national level discussions about increasing Klaipeda Port size and if this becomes reality, the Curonian Spit will incur losses. Preparations for workshop II, Best Practice Exchange regarding Multi-level Governance, is also underway. Effort is being made to gather relevant and high level stakeholder participants so that the program is effective and valuable.



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## WEB LINKS

- 1) [ITB Berlin](#)
- 2) [Biking South Baltic](#)
- 3) [World Heritage site, Kujataa Greenland](#)

## LAST FEW WORDS

Together, the baseline studies in WP3 & WP4 and soon to start WP5, are really laying the foundations for the next two and half years. With a clear understanding of our goals, and our timeline for the year ahead set, we will now move on to a much more active and productive phase. Stakeholder cooperation and networking is now of utmost importance. Together with like-minded businesses and heritage site ambassadors, we can bring about real positive change. The future development of heritage tourism in the South Baltic region looks bright. Looking forward to many more successes!

*The DUNC Team*



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