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# HERITAGE & FUTURE

The official DUNC Newsletter

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DUNC Team in Wismar - Photo: Mathilde Mazo

## First Baltic Sea World Heritage Summit

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### NEWSLETTER HIGHLIGHTS

#### Partners updates

Ambassadors networks and new products

#### Shaping our common future

Long-lasting cooperation

#### The Summit

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## THIS ISSUE

Welcome to the 6<sup>th</sup> issue of DUNC Newsletter. This issue will give a brief insight about the partner's activities at each site but most of all it will focus on the presentation of an exciting event coming up in September: the first Baltic Sea World Heritage Summit!

## PARTNERS UPDATES

During the last months all the partners have been working hard at their sites and have achieved excellent results. Let's have a look at a few of them.

### Curonian Spit

Our partner Curonian Spit National Park Administration identified and awarded a large and heterogeneous group of world heritage ambassadors. Representatives of organizations, folklore ensembles and even families, have been awarded by the National Park Administration director Mr. Ausra Feser for their work to help preserving the Curonian Spit Heritage. Moreover, a mobile ecological station for bikes, has been installed at the beginning of the summer. This last product represents a great example of the possibility to combine a visit to a heritage site with a sport activity. More touristic products are being developed and we can't wait to see them!

*Edita Alioncho*



Ambassadors Awards Ceremony

### Wismar Tourist Office

A new World heritage trail with informational panels all along it, is the result of the intensive work of our partner Wismar together with different stakeholders and the precious contribution of Mareike Demann from the Baltic Sea Tourism Center project.

The attractiveness of this path should encourage visitors to leave their car outside the city centre and walk along this path to reach the downtown while already discovering the history of the hanseatic city. At the same time, inhabitants are invited to rediscover their hometown and to get to know more about its history.  
*Sibylle Donath*

### Mörbylånga

As a part of the project DUNC there has been very successful cooperation with the sub project "Miniguides in the World Heritage".

Inspired by a similar project at the Naval Museum in Karlskrona, the partners Alunskolan (name of a school on the southern part of Öland), Naturum Ottenby and the Municipality of Mörbylånga started up the subproject "Miniguides in the World Heritage".

The subproject began with that Ida Hansson, director of Naturum Ottenby and Emma Rydnér, World Heritage coordinator at Mörbylånga municipality, visited Alunsskolan and meet all the pupils. Pupils in the age from 9 to 12 years got training to become Miniguides. They learnt a lot about birds, seals, the lighthouse, Ottenby Naturum and of course about the World Heritage.

*Lasse Wellin*



Mörbylånga

### EUCC Baltic

The 4th DUNC project implementation period was, as always, full of events and activities for the EUCC Baltic Office. As the WP3 has entered the decisive phase - the development of the World Heritage tourism strategies, Ramunas Povilanskas, EUCC Baltic Office Director, has conducted a

series of field visits to the target World Heritage sites in northern Germany and Malbork in Poland. The latter site, being an Associate Partner of DUNC, provided a lot of inspiration in terms of using Augmented Reality for World Heritage promotion. Also, it was very inspiring to have meetings in Wismar which is a good example for specific focus on hanseatic heritage tourism and catering.

Ramunas Povilanskas  
EUCC Baltic Office Director

#### Karlskrona

The concept of ambassadors training was developed in Karlskrona through different workshops with stakeholders involved in tourism and the World Heritage. Through DUNC and a referent group consisting of representatives from the museums and the municipality, the concept was formed, and presented to the World Heritage council. The World Heritage council wished for its members to function as a pilot group. As all members of the council and their co-workers would not participate, it was decided to open the invitation a bit wider. The target group was future World Heritage Guides and people who in different ways work with tourism or the World Heritage, for example museum staff or private businesses that want to spread the word of the World Heritage.

The participants were eager to stay in touch with each other, to get more inspiration and to find ways to create an international network.

The training was evaluated by a survey, and this was discussed in the reference group. The initiative with the ambassador training will in the future be carried on through the referent group, to make sure we will have a constant refill of new ambassadors also in the upcoming future.

*Anna Gylde Stray*

## TRANSFORMING IDEAS INTO PLANS

In December the DUNC team gathered for a partner meeting in Wismar. The meeting in the beautiful hanseatic city represented a milestone for the team members and for the projects itself. During the interesting three days we marked the halfway point in the project and a very important decision for the future was made - all the partners agreed in creating a permanent and formalized Baltic Sea World heritage network. Immediately after preparations for the big event have started and the initial idea became a plan: the first Baltic

Sea World Heritage Summit. The concept and the philosophy behind this have also been presented by EUCC-D at the ITB on March, 6<sup>th</sup>. "World Heritages bridging the Baltic Sea" was the title of the presentation with which we underlined the idea that a strong and long-lasting cooperation between the different UNESCO sites around the Baltic Sea is beneficial for the whole Region and crucial for defining the region's position on the global stage.

Further details about the Summit have been discussed also during the Partner Meeting on Rügen, 23<sup>rd</sup>-25<sup>th</sup> of April. Among the interesting visits to the Jasmund National Park and the old town of Stralsund, we could take a closer look to the Agenda and the sites representatives reflected on the importance of the meeting and on their expectations.

*Cristina Nazzari, EUCC-D*



Jasmund National Park, Rügen

## THE SUMMIT

The Baltic Sea World Heritage Summit will take place in Karlskrona, Sweden, from 24 to 26 September 2019.

The Summit aims at gathering representatives from all coastal World Heritage sites around the Baltic Sea. The participants are World Heritage Coordinators, officials and politicians from the municipalities and regions, representatives from other organizations or businesses involved in the world heritages as well as representatives from the tourism industry.

We will have the honour to host different key note speaker who will inspire us with their stories, inform and educate us thank to their experience.

The former Prime Minister of Sweden, Mr. Fredrik Reinfeldt will talk about the importance of international cooperation, representatives of the Unesco World Heritage Centre will inform us about Risk management and representatives from the World Heritage of Lake District (England) will join us to present the financial benefits of becoming a World Heritage site.



On September 25<sup>th</sup>, there will be a joint day together with the Baltic Meeting Point - a conference and a forum for cities and regions around the South Baltic Sea, dedicated to strengthening cooperation and best practice exchange.

The registration to the event is now open and can be found at <https://www.karlskrona.se/bswhs> together with more information about the event.

The DUNC team is looking forward to your participation and precious contribution.

Some of our partners want to share their thoughts about the importance of this event and of the participation of all relevant stakeholders:

“Collaboration around the Baltic Sea has a long history, which changed throughout times with the changing of borders and geopolitical balances. In our time, with the European Union, new great opportunities are given us to cooperate even more and with less obstacles in common fields of interest. - It’s a wonderful time, and it feels like it has never been more important than now to have this exchange of ideas and knowledge. In order to keep those networks we have been building and developing, we need an entity with administrative and organizational capacity! That is why I am participating in Karlskrona at the Baltic Sea World Heritage Summit.”

*Lasse Wellin, Mörbylänga*

“Curonian Spit National park Administration is excited and can’t wait to see everyone in DUNC big event - BSWH Summit! For us, as one of the WH site managers, it is vital to strengthen international cooperation and exchange best practices on planning and management of UNESCO World Heritage Sites with other sites. We think, that for other stakeholders it is relevant to hear world-class professionals and their experiences in



Curonian Spit

such themes as the conservation and preservation of UNESCO World Heritage sites. Let’s meet and work on preserving our heritage for future generations!”

*Edita Alioncho*

“National Park of Russia „Kurshskaya kosa” is an associate partner in the Project DUNC. The participation at the conference is important for us, because it is a good opportunity to meet with the managers of Baltic Sea World Heritage sites and other stakeholders, and to exchange best practice. All heritage sites in our Region have common problems and own solutions. It is important to understand that we are not alone with your challenges and there are like-minded people on World Heritage sites. Working with stakeholders and experts at the Baltic Sea World Heritage Summit will help strengthen cooperation and help us find the best ways to preserve our heritage”

*Kurshskaya Kosa National Park Administration*

## LAST FEW WORDS

The DUNC project aims at forming a lasting cooperation between Baltic Sea World Heritage sites, where we are stronger together and can support each other as close friends and colleagues. This way we will be able to better handle challenges regarding tourism, sustainability, business development and more. We are currently in the phase of really creating the foundation for such a network, starting with the very exciting Baltic Sea World Heritage Summit. If you are connected to coastal world heritage sites in the Baltic Sea area in any way, you really do not want to miss this great event. See you there!

*Niklas Carlsson, DUNC project manager*

## Press Links

<https://www.svt.se/nyheter/lokalt/smaland/mini-guiderna-ska-visa-naturums-rika-djurliv?fbclid=IwAR1lxdoQVa9Nng5CwaxLm5GGCBczdT7cn6L1ldJISaoj4X5GhErgjxgdik>  
[http://www.ruegentv.de/mediathek/1828/UNESCO\\_Welterbe\\_Experten\\_am\\_Koenigsstuhl.html?fbclid=IwAR1R4HN8AjK2LIt7bN8ArNgR9cf-RWXay9HETUijzknX91X70722nPvIls](http://www.ruegentv.de/mediathek/1828/UNESCO_Welterbe_Experten_am_Koenigsstuhl.html?fbclid=IwAR1R4HN8AjK2LIt7bN8ArNgR9cf-RWXay9HETUijzknX91X70722nPvIls)