

BSR Heritage Scout

WP-4



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Baltic Sea Region
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Bundesministerium
für Verkehr, Bau
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Baltic 21
Lighthouse Project



WP leader:

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Objectives of this wp:

- ▶ identifying the potential of heritage
- ▶ compiling a **toolbox** with instruments
 - to support the development of a common BSR identity
 - to enhance the visibility of BSR

Our toolbox contains ...



**Six
Baltic
Wonders**



**BSR
Heritage
Panel**

from WP-3



Viper studies



**BSR
Identity Profile**

Input

= Collection of potential BSR heritage

- using all kinds of opportunities
 - diff. occasions, events, meetings, fairs, ...
 - using different media
- involving different „input groups“
- supported by different creativity techniques



for discussion see also
presentation „NFEC-WP4“, slide 5 and 6

Assessment of proposals

... a difficult, unsolved task ..

perhaps supported by a



web-based BSR heritage panel



- web-based platform/forum
- open, public access
- shows (nearly) all proposals
- can be used for
 - input/collection of new proposals
 - contests
 - dissemination (visibility!)

„Six Baltic Sea Region Wonders“



- public, web-based contest
- by analogy to the „new 7 wonders of the world“



for discussion see also presentation „NFEC-WP4“, slide 7, 8 and 9

The award ceremony will happen in 2012 in Gdansk...

Common Identity Profile

BSR
Identity Profile

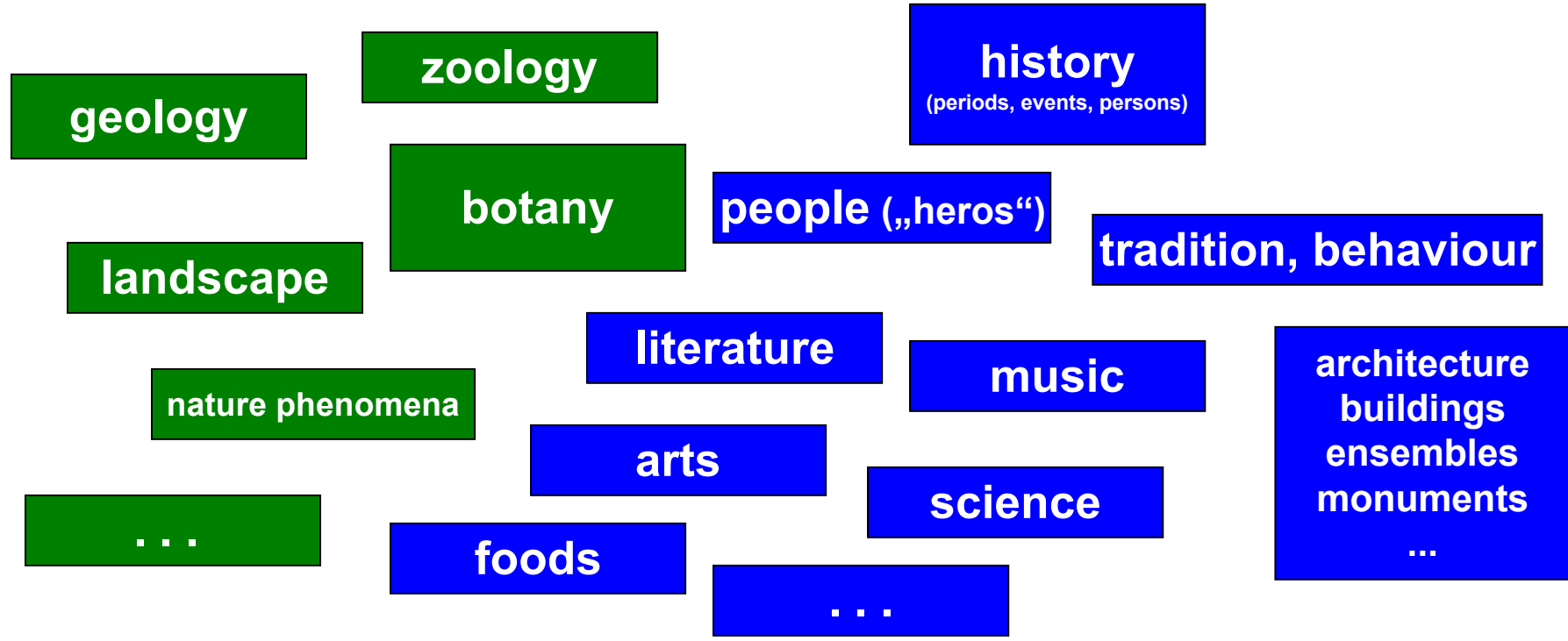
Why a profile ?

- 1) The basis of identity is a collection of many different „elements“ - not only one common heritage.
- 2) Heritages will be used for marketing
– to enhance the visibility of our BSR;
depending of the target groups of promotion there are needed different heritages as bases/symbol/..



We need a list of several (many) heritages.

Examples of subjects out of which heritages can be identified.



We need to define „heritage“ !!!

..or are we going the „empirical way“ ?

Now it's your turn...

We like to have an input from all participants.

Our questions:

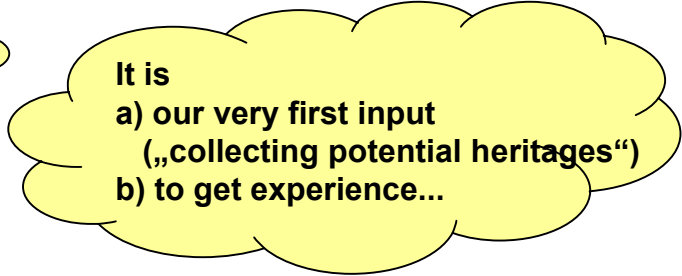
a) Please nominate

- at least 3 heritages with a potential**
- to support the identity building**
- in your country.**

b) ..same task, but

**nominated heritages with a potential for
the entire BSR,**

which is located not in your own country



It is
a) our very first input
(„collecting potential heritages“)
b) to get experience...

***Thanks a lot
for your kind attention
and active input.***