

WP-5: Pilot Solutions



*part-financed by the
European Union*



QuickTime™ and a
decompressor
are needed to see this picture.

*Part-financed by the German
Federal Ministry of Traffic,
Construction and Urban Affairs*



*Baltic 21
Lighthouse Project*



WP leader:

Copenhagen Business School

(sorry: today I have to act in place of them)

Objectives of this WP:

- ▶ realising during project life time first (tangible) results
- ▶ generating new (touristic/heritage) products
- ▶ giving good examples
 - of identity supporting „heritage tourism products“ and
 - of international cooperation
- ▶ test field (and legwork) for other WPs

Constraints:

Please keep always in mind:

We are searching for products which

- ▶ are based on cultural or natural heritage;
- ▶ represent the (entire) Baltic Sea Region (**transnationality**);
 - > have to be supported by at least three countries;
- ▶ can support the development of a common BSR identity.



**local relevance is nice
but not sufficient !**

Our five transnational Pilot Project Groups deal with

• Stones / rocks	• Red-brick gothik
• Sand (shifting sand dunes)	• Castles & museums
• Forests	

The choice of these five subjects

bases on

- plausibility of the subjects
- my / our personal opinion (awareness)
- the offer from partners.

WP 5

Pilot solutions



5 Transnational Pilot Project Groups:

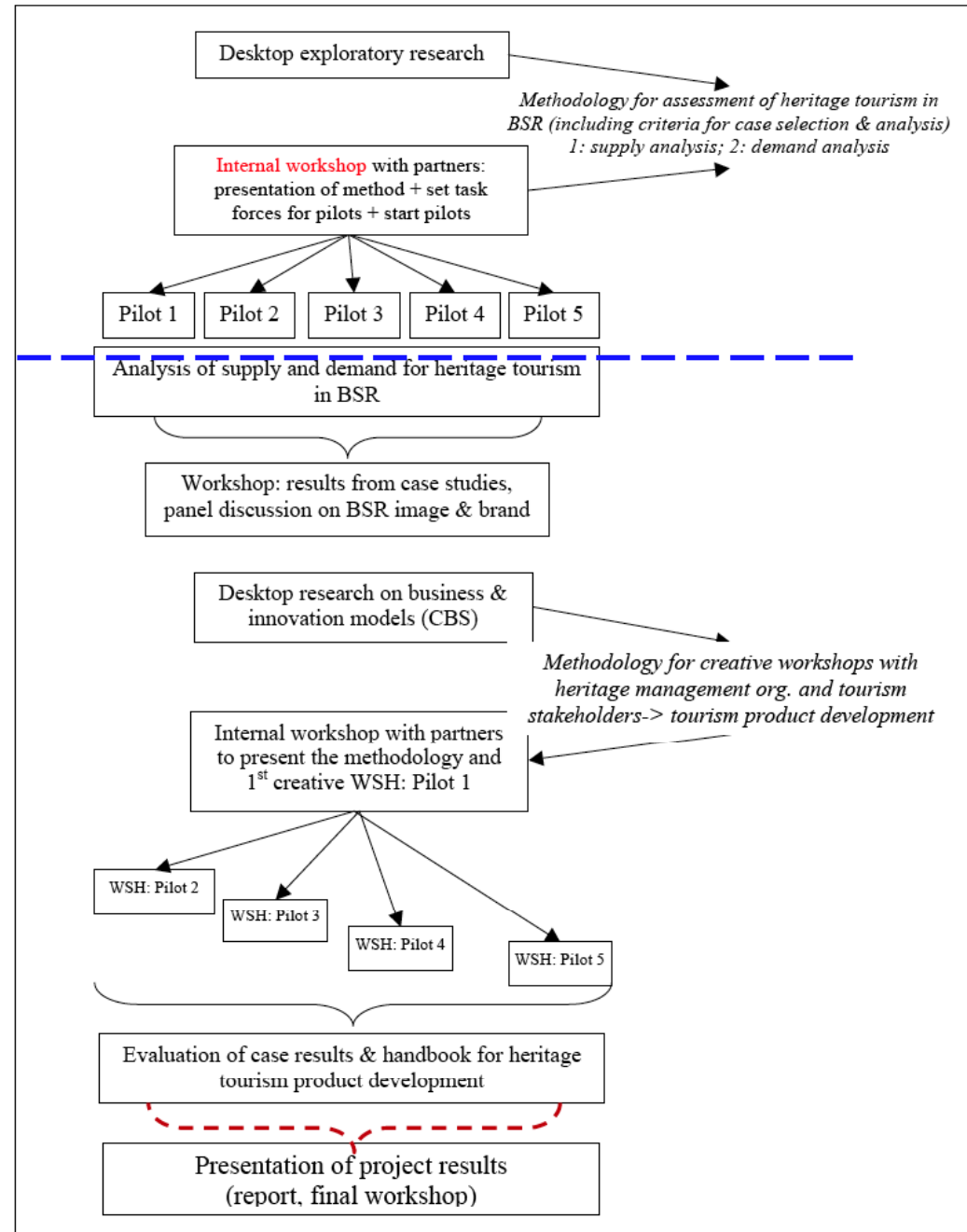
- ▶ Baltic Sea Red-Brick Gothic DE, DK
- ▶ Baltic Sea Castles and Museums FI, SE, EE
- ▶ Baltic Sea Forest LV, BY
- ▶ Baltic Sea Moving Landscapes
(*shifting sand dunes*) PL, LT (RU)
- ▶ Baltic Sea on the Rocks
(*geological potential: „stones“*) EE, DE, PL

The common procedure (1):

All pilot groups have to follow a common procedure.

Work plan for WP5

(Guidance by Copenhagen Business School)



The common procedure ⁽²⁾

- general tasks

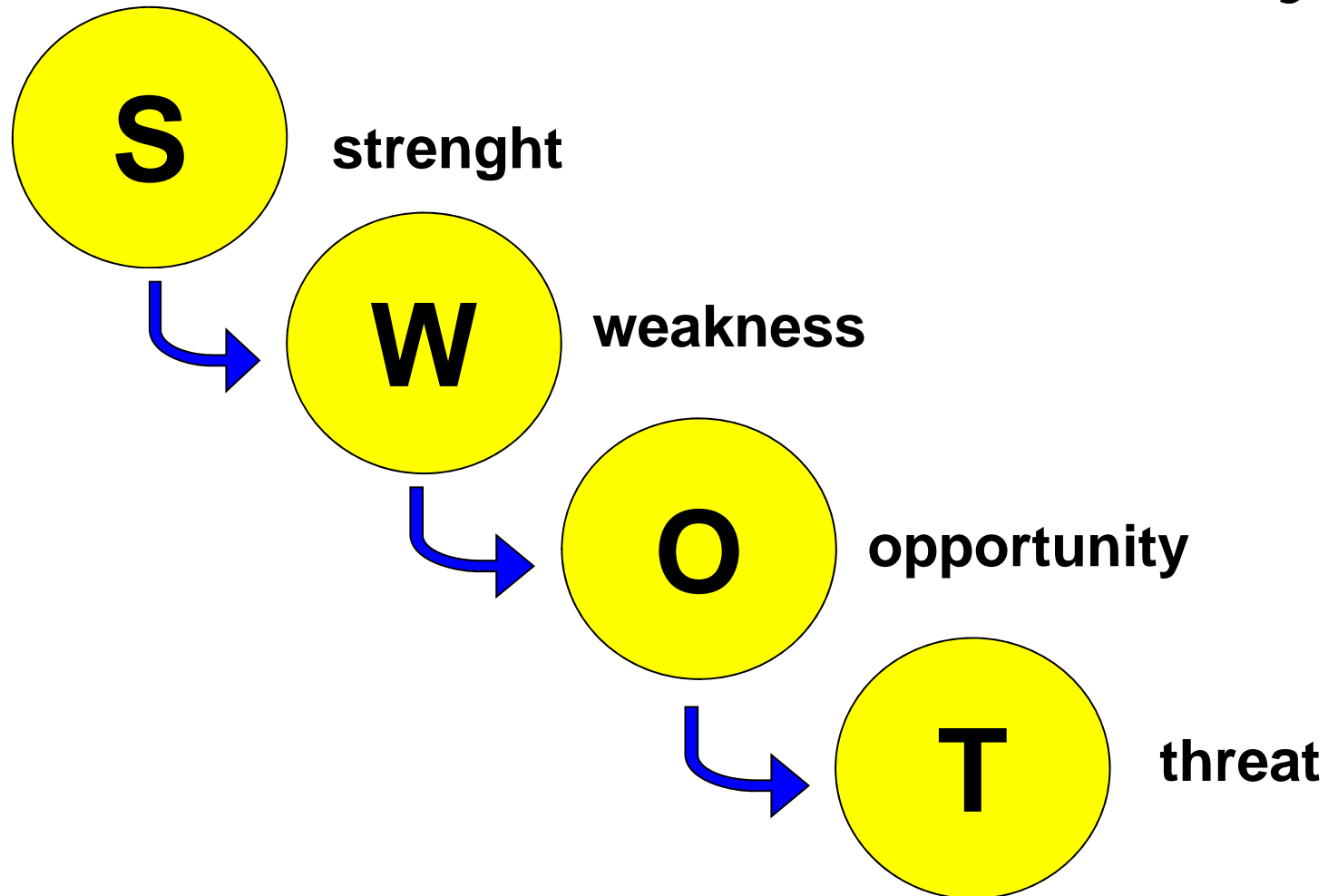
- ▶ Collection of potential „heritages“
- ▶ SWOT Analysis
- ▶ Transnational analysis on common identity profil
- ▶ Development of new products
- ▶ Expectations of the business sector
on how to improve the business environment by use of heritage potentials

The common procedure/tasks ⁽³⁾:

SWOT analysis on use of heritage potentials

Milestones	Who	RP 1	RP 2	RP 3	RP 4	RP 5	RP 6
Terms of Reference (ToR)	jointly	x					
Collection of “products” and conduction SWOT analysis (by each partner)	every single PP	x	x				
Discussion, finalisation	every single PP		x				
Conclusions for further development	jointly			x			
Information exchange, joint SWOT analysis	jointly			x			

SWOT-Analysis



SWOT-Analysis

bases on a two-fold perspective: from an

▶ **internal** (strengths and weaknesses)

and

▶ **external** (threats and opportunities)

appraisal.

Outcome as a **decision-support system**:

- ▶ Build on strengths
- ▶ eliminate weaknesses
- ▶ exploit opportunities
- ▶ mitigate the effect of threats.

Additionally SWOT can be seen as a part of a **learning process**.

SWOT-Analysis

<p>List of</p> <ul style="list-style-type: none">• ..• ..• ..• .. <p><i>strenghts</i></p>	<p>List of</p> <ul style="list-style-type: none">• ..• ..• ..• .. <p><i>weaknesses</i></p>
<p>List of</p> <ul style="list-style-type: none">• ..• ..• ..• .. <p><i>opportunities</i></p>	<p>List of</p> <ul style="list-style-type: none">• ..• ..• ..• .. <p><i>threats</i></p>

The common procedure/tasks ⁽⁴⁾:

Transnational analysis on common identity profile (related to WP 3+4)

Milestones	Who	RP 1	RP 2	RP 3	RP 4	RP 5	RP 6
ToR	jointly	x					
Input to VIPER-study (visitors perception of heritage potentials) and preparation of results (planned, budgeted and implemented by PPs!)	every single PP	x	x				
Conclusions and Identification of potentials for common identity	jointly			x			
Elaboration of a common identity profile	jointly			x			

The common procedure/tasks ⁽⁵⁾:

Expectations of the business sector on how to improve the business environment by use of heritage potentials
 (Cooperation: business sector, tourism professionals and heritage organisations)

Milestones	Who	RP 1	RP 2	RP 3	RP 4	RP 5	RP 6
ToR	jointly			x			
Empirical study: perception of heritage potentials for business environment (combined with study under b)	single PP			x	x		
Conclusions and draft guidelines	jointly				x		
Discussion / improvement of guidelines	jointly				x		
Guidelines on using heritage potentials for improving the business environment	jointly					x	

The common procedure/tasks ⁽⁶⁾:

Development of tourist products

Milestones	Who	RP 1	RP 2	RP 3	RP 4	RP 5	RP 6
Numerous workshops with stakeholders from different levels (local up to international)	single PP			x	x		
Development of tourist products	single + jointly				x	x	
Elaboration of PR material	single + jointly					x	x
Contribution to a common brochure	single + jointly					x	x
Participation in “Baltic Sea 6 wonders” ranking	single PP				x	x	

Next Steps:

Home work for each pilot project group member:

- ▶ Collect potential „heritages“ (products)
for your subject in your country.
(bear the „constraints“ in mind !)

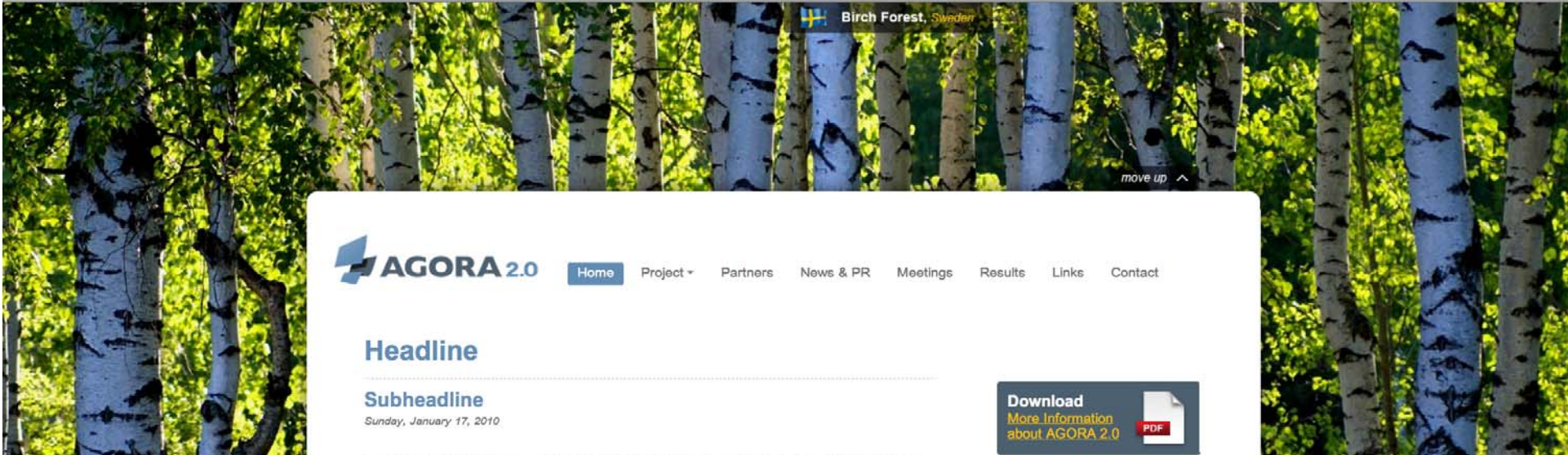
- ▶ Elaborate a SWOT analysis till end of March.

These will be use/discussed
in a common workshop with CBS in April.

*Thanks a lot for your kind attention
so far ...*

... and good luck !

(instructions for the home work will follow via email very soon)



move up ^



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Headline

Subheadline

Sunday, January 17, 2010

Basing on the results of the previous project Agora Greifswald University again took the initiative to invite partners from the entire Baltic Sea Region to prepare the ground for a follow-up project.

Und schließlich der Mengentext. The application AGORA 2.0 was submitted by 31 March 2009, within the frame of the 2nd call of the new Baltic Sea Region Programme 2007-2013 under priority 4: Attractive and competitive Cities and Regions.

The new project mainly focuses on sustainable use of natural and cultural treasures of the Baltic Sea Region. These rich potentials shall be opened up for tourism and used as positive business environment for developing the economic sector in the future. Among others it is planned to compile an Identity Profile to make the Baltic Sea Region as one region more visible. Project contents are fully in line with the draft EU Strategy for the Baltic Sea Region.

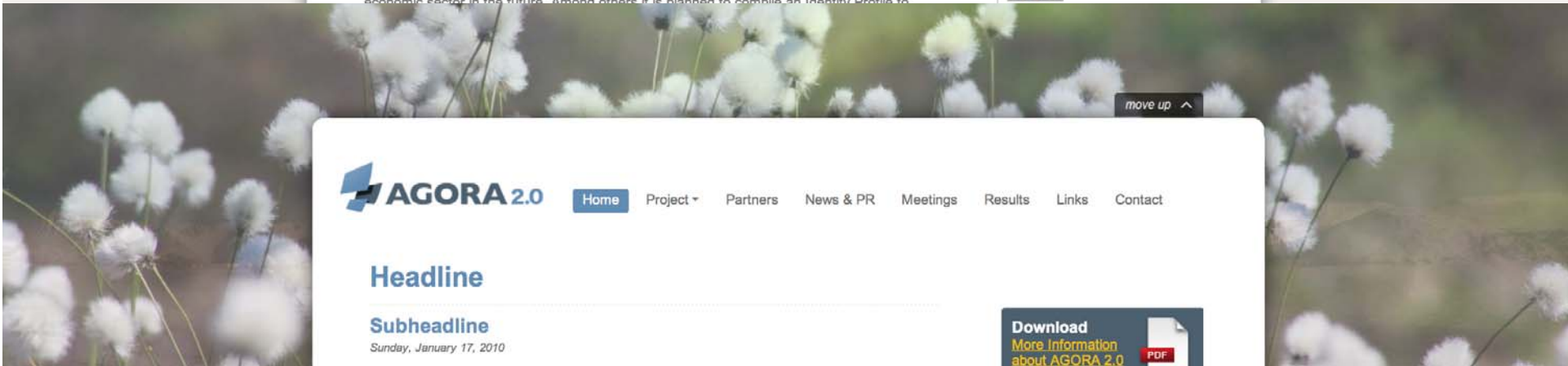
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Participants



See the map of all involved countries



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