

NEWSLETTER

MARCH 2018 ISSUE 3



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DATES FOR DIARY

07-10 March ITB Berlin
01 May Photo Competition



Working for our World Heritage
and Future

www.dunc-heritage.eu

“Working for our World Heritage & Future”

INTRODUCTION

Welcome to the third issue of our DUNC newsletter. Work really has started in earnest now. Our successful meeting last month in Karlskrona has helped lay solid project foundations and has seen the initiation of our first big all partner task, the baseline study in Work Package 3. Fantastic!

PROJECT NEWS

3- Day partner meeting in Karlskrona

30th Jan - 01 Feb: The meeting focused on mapping out the vision for our cross-border cooperation between UNESCO world heritage sites in the South Baltic region. Work on an extensive baseline study was initiated which involves the worldwide collection of tourism data from all coastal and hinterland UNESCO sites. This is a mammoth task being led by EUCC Baltic Office. The partners discussed the survey methodology and how information will be used to monitor and assess sustainable tourism developments at the Baltic Sea sites and how best practice examples will be used as building blocks for strategies/action plans that will manage tourist flows better. Addressing seasonality at UNESCO World Heritage sites is a high priority for the partnership and great progress was made during the meeting's workshops to define the role that local entrepreneurs play and the criteria for sustainable products and services. We came to a mutual understanding regarding the main goals of the project, and how to prioritize. We also came to a consensus regarding adjustments to some of the goals, particularly an understanding about our role in creating strategies for sustainable tourism for the long-term management plans for



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SOCIAL MEDIA

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our DUNC Facebook page
@DUNCheritage

www.facebook.com/DUNCheritage



*Sustainable Tourism - best
practices at coastal, cultural
World Heritage sites*



the World Heritage Sites.

The partners took part in excursions around the Swedish National Naval Museum and the Naval Port of Karlskrona which has been inscribed on the UNESCO World heritage list since 1998. The informative and fascinating tours gave the partners a real insight into the practical management issues facing World Heritage sites today. EUCC-D and the Lead Partner from Karlskrona were interviewed by the local Swedish press who showed a keen interest in the DUNC project work and what it aims to achieve over the next two and half years. The newspaper articles can be found at blt.se and sydostran.se (links found under *Press Links* section) 😊

MONTHLY UPDATES

Karlskrona

The work during the last month, after our conference in Karlskrona, has mainly focused on WP1, the management of the project as a whole. I've formulated the changes we want to see in the goals and activities of the project. We are still aiming to make a real change and create a more sustainable future for our sites, with goals that are still ambitious but realistic.

I have also been working quite a lot with the request from Malbork to become an Associated Partner of the project, and the consequences of that request. Although this is still an ongoing issue, it looks like we will be able to solve this in a way that will actually strengthen the partnership and the project.

For me it has been important to get some more structure and organized planning in place, and therefore create a timeline for all activities in 2018 in the form of a Gantt chart for all partners. Please feel free to send me any additional activities that you want to see in that joint overview.

In Work Package 4 the progress is slow but steady. Last week I did send out a public procurement request to five consultants regarding the baseline study about the development of sustainable products and services, based on our workshop at the partner conference last month. Next week we will hopefully have some propositions from the



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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 World Heritage.



Synergies between seaside tourism and sustainable heritage tourism



consultants to review, and then decide who will do this study over the next three months. In the days ahead, I will be working on the budget changes connected to the goal changes, and also continue with the work related to Malborks' role.

Here in Karlskrona the winter is back with a vengeance, snow falling around the clock for a couple of weeks. My back is a bit sore from shoveling snow, but that is compensated by the beauty of a proper winter.

/Niklas

EUCC Baltic

February has been a short but busy month for the EUCC Baltic team. Our trip to Karlskrona for the three-day meeting was followed by a vacation. Since then though, work on the baseline study has continued. Ramunas is working hard, together with external experts, on the baseline study which will be used for the monitoring of sustainable tourism and provide a benchmark for the monitoring tool which will live on and be functional after the project's lifetime. As a professor of Geography, this topic is close to Ramunas' heart and his work is especially thorough and is done with great love and pleasure. Because of this, I believe that the result will exceed all the expectations.

Aiste

EUCC-D

The DUNC brand book including a set of design guidelines for all our printed information material and documents is now complete. Work has started on our first DUNC information leaflet which I'm hoping will encompass our strong DUNC message, be informative (incl. map with partner sites shown) and at the same time be visually attractive - that's the aim. Our Twitter and Facebook page have gained in popularity which I'm very pleased about and I have been working on a social media strategy that will serve us for our up and coming marketing campaigns. Weekly updates of interesting/relevant ideas, networking opportunities and International News have been shared with the team in Trello each week. The website construction phase has been frustratingly slow but we're



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*Integration of sustainable tourism with
cultural heritage conservation*



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still on track to be completed and up and running by the beginning of April. Preparations for our DUNC photo competition are now underway. This started with an EUCC-D brain storming session to highlight possible sponsors/prizes and categories. A photo competition strategy will be uploaded into Google Drive for partner comments.

All in all, February has been a short, busy but enjoyable month. I'm looking forward to networking and promoting our work at the ITB, International Travel Trade Show in Berlin 7-11th March.

Jane :)

Mörbylanga

As part of our work on world heritage ambassadorship, we had a successful meeting with stakeholders involved in our "heritage week" who are running a lot of activities that have potential connections with our DUNC project. Emma gave a general overview about World Heritage and Lasse presented the DUNC project. They've all agreed to be part of a panel and in doing so, help us with our baseline and upcoming activities with other stakeholders/ambassadors. The turnout for the meeting was fantastic. So much so, we had to change localities to seat all 30 people. With lots more fruitful discussions planned, it feels like we're on track!

Emma, Susanne och Lasse

CuronianSpit

February has been a short month. The EUCC Baltic office has been discussing the outcomes and main points brought up during the three-day meeting in Karlskrona. This has included making changes to our work plan and looking at our project budget allocations. Along with this we have also been addressing administrative points based on the FLC remarks.

Edita Aliochno

Press Links

<http://www.bl.se/karlskrona/rod-trad-ska-locka-turister/>

<http://www.sydostran.se/karlskrona/samarbete-over-granserna/>



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LAST FEW WORDS

With the joint understanding of our goals clearer, and our timeline for the year ahead set, we will now move on to a much more active and productive phase with three baseline studies starting up. Together we can and will make our project great. Looking forward to many more successes!



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