

Six Baltic Sea Wonders



Part-financed by the European Union (European Regional Development Fund and European Neighbourhood and Partnership Instrument)



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



Baltic 21
Lighthouse Project



Making the Baltic Sea Region more visible

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Baltic Sea Region Programme 2007-2013



**Programme under European Territorial
Co-operation Objective and European
Neighbourhood and Partnership Instrument**

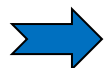
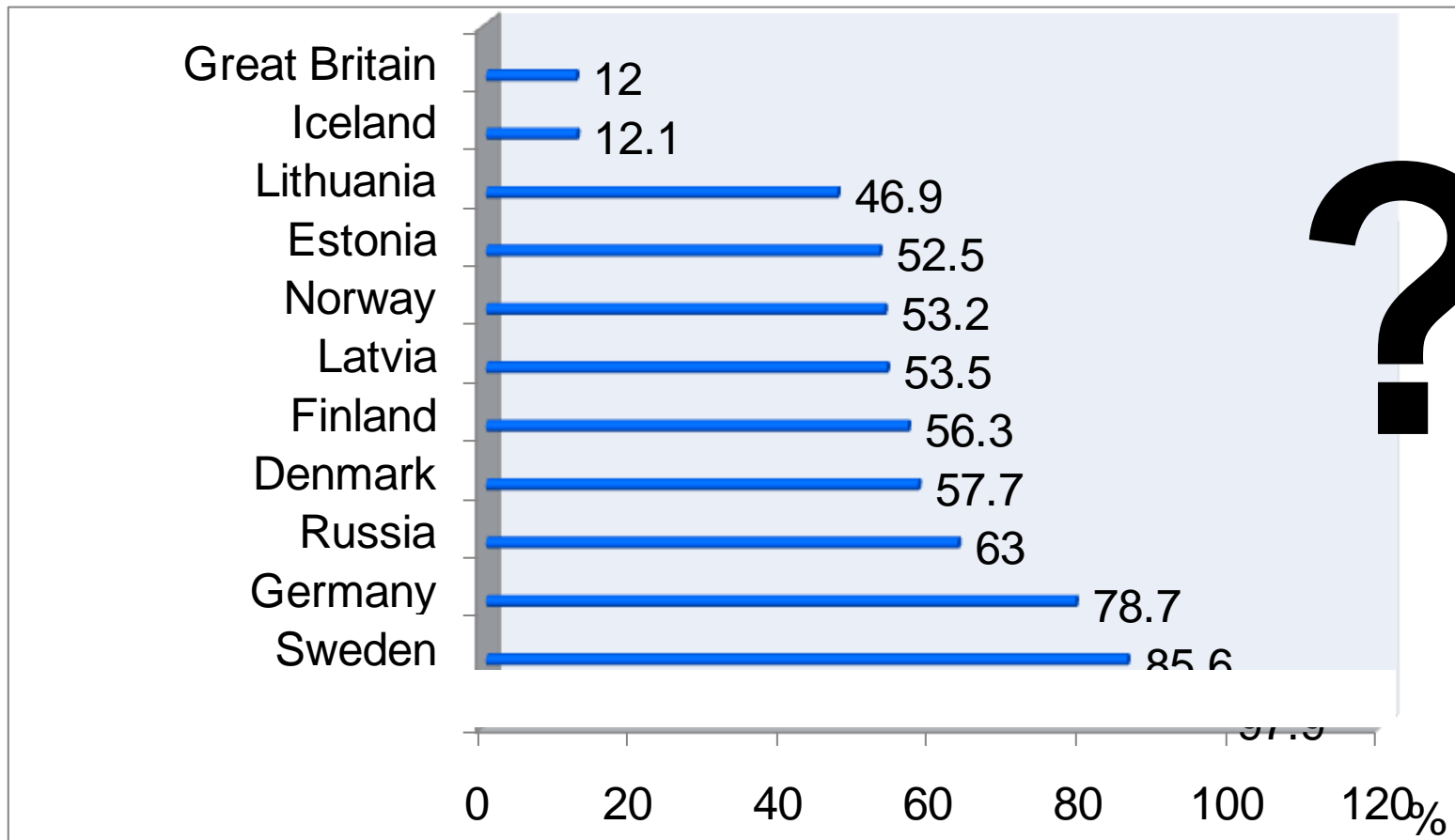
Programme objectives (among others):

- make the Baltic Sea Region more visible, even outside its formal borders
- make the heritage potentials more visible and accessible
- increase the common identity
(based on cultural and natural heritage)

Example

Which countries belong to the Baltic Sea Region?

... according to respondents from one of the Baltic Sea Countries



low visibility and awareness of the BSR!

Example

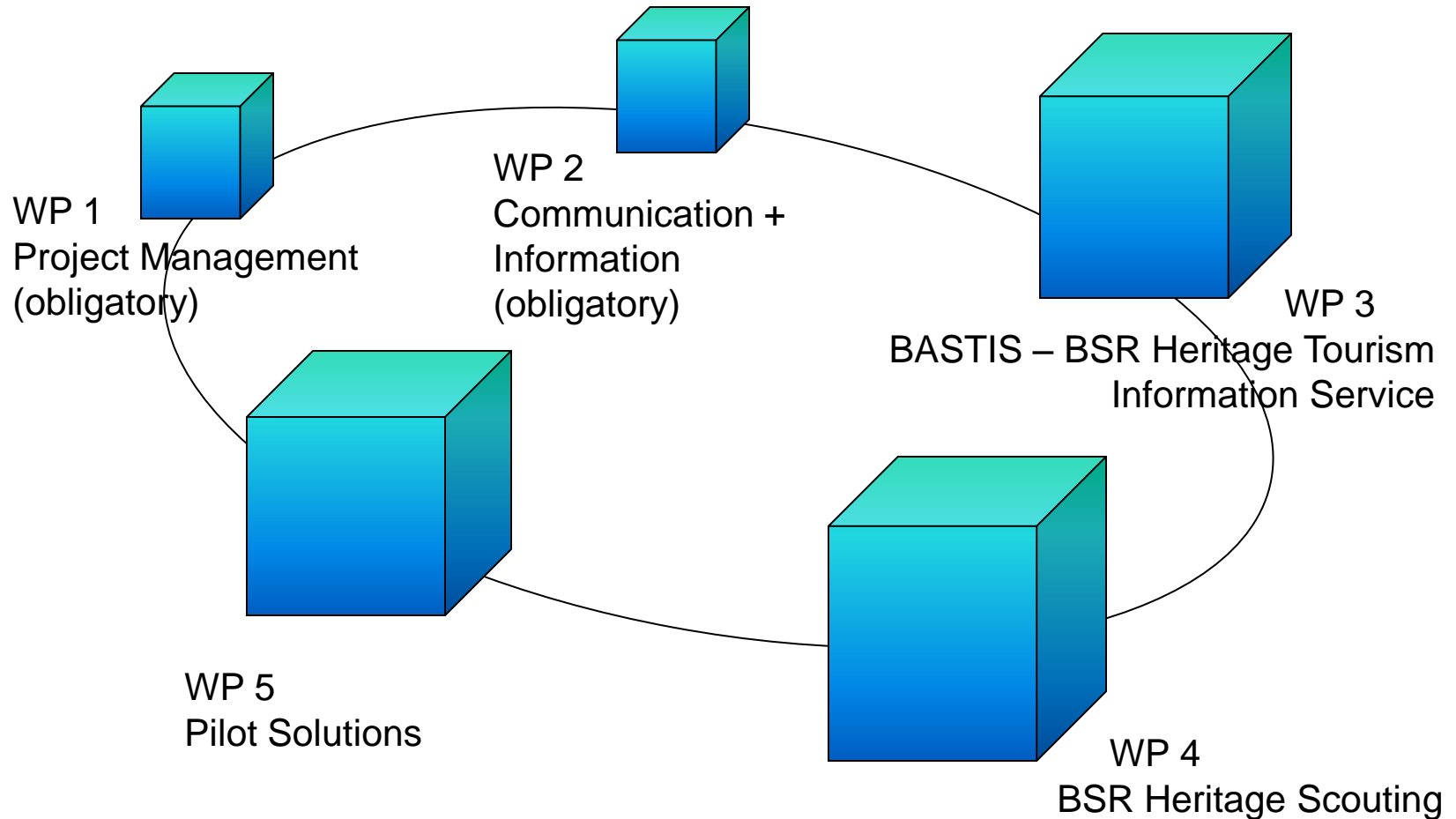
Baltic Sea Region in international Media, 2006

(English & Spanish Press)

Country	Number of articles	International ranking 1.- 3. (37 in total)
GB	15.305	1.
USA	12.715	2.
China	6.609	3.
Country of the BSR:	Number of articles:	International ranking (37 in total):
Germany	4.914	5.
Russia	1.708	14.
Sweden	764	23.
Poland	567	24.
Denmark	178	34.
Finland	161	35.
Estonia	21	37.

 Low visability of the BSR!

AGORA 2.0 - Project Structure



WP 4

BSR Heritage Scouting

- ▶ Collection and assessment of potentials for cultural and natural heritage
- ▶ Set-up of a web based BSR heritage panel
- ▶ Ranking: 6 BSR Wonders
- ▶ Sustainable use of heritage: business sector + tourism sector + heritage organisations
- ▶ Inspirations for developing innovative tourism product ideas
- ▶ Common Identity Profile



6 Baltic Sea Wonders

& 7 World Wonders

- ▶ Make inhabitants aware of rich potentials and uniqueness of the BSR!
- ▶ Attract tourists in- and outside the BSR!
- ▶ Programming (Start ranking: end of 2011)
- ▶ Involve the public and BSR organisations
- ▶ We need YOU!

- ▶ Awarding: Autumn 2012 → Gdansk, PL





See you in the Baltic Sea Region!

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