What do we have in common in the whole Baltic Sea Region ?

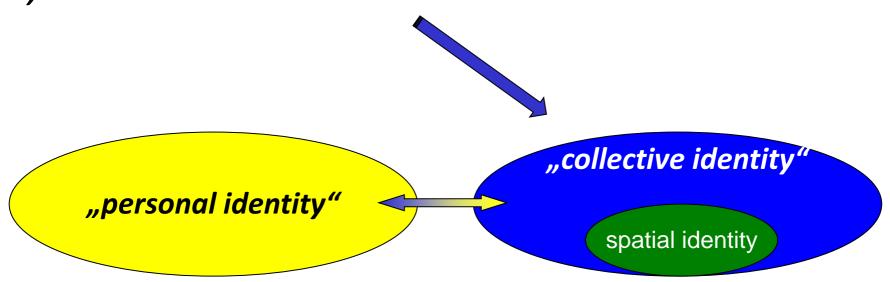
- Identity = a difficult term
 - Top-down-wish
 - The Solution (need)
 - First Results



Identity: a buzzword

a) math: x and y are "identic"; → identity = "sameness"

b) psych: identity of people



Who whises resp. needs a Baltic Sea identity?



COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, COM(2009) 248/3

COMMUNICATION FROM THE COMMISSION
TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN
ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE
REGIONS

concerning the

European Union Strategy for the Baltic Sea Region





Programme news RSS 5

28.10.2010 Vacancy: Programme Assistant at the Rostock office

25.10.2010 Mid-term selfevaluation for projects

More news ...

Project news

28.10.2010 BaltCICA -Groundwater workshop in Hanko 21.-22.9.2010

22.10.2010 PURE - Riga Water Ltd improves its phosphorus removal from waste waters to HELCOM recommendation level

More news ...

Attractive & competitive cities and regions

Priority 4

The priority targets the policy making for sustainable urban and regional development. It concentrates on making the Baltic Sea region cities and regions more competitive on a European scale.

What can be financed?

- Strengthening metropolitan regions, cities and urban areas as engines of economic development
- Strategic support for integrated Baltic Sea Region development and socio-economic and territorial cohesion
- Strengthening social conditions and impacts of regional and city development (co-funded by ENPI only, benefiting especially Russia and Belarus)

Expected project results:

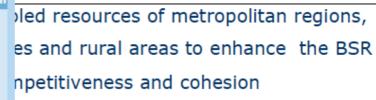
- Pooled resources of metropolitan regions, cities and rural areas to enhance the Baltic Sea Region's competitiveness and cohesion
- Improved preconditions for Baltic Sea Region's competitiveness in Europe and worldwide
- Increased region's identity and it recognition
 and attractiveness
 - Increased sustainability of cooperative networks aiming at enhancement of the BSR identity and attractiveness
 - Unlocking public /private
 investments aiming at enhancement
 of the BSR identity and
 attractiveness

vents

- Conference "The power of the Baltic Sea macro-region", 30 Nov-1 Dec, Jyväskylä, FI
- Lead Applicant semin.,
 19-20 Jan, Riga, LV
- MC Task Force Programme Strategy, 14-15 Apr
- Monitoring Committee meeting, 7-8 Jun

More events: Calendar

RITY SPECIFIC RESULTS



- Improved preconditions for increase of BSR competitiveness in Europe and worldwide
- Increased BSR identity and/or its recognition outside the formal borders
- Strengthened social conditions and impacts of regional and city development

Country specific informatio



Reasons for (developing) a BSR Identity

raises the awareness of the region's

natural and cultural pecularities

- makes the region more visible and competitive
- brings the countries around the sea closer together
- macro-region with an identity

raises the attractiveness for international tourism



Who whises resp. needs a Baltic Sea identity?

- the "EU" --> Europe of Regions
- (some) politicians (stakeholder) in BSR

"top-down-identity"



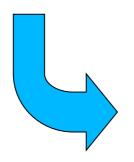
"Top-down-Identity"

... for the marketing of the region

selfimage

external image

A successful marketing has to backed by the population!



Needed are features, which the (entire) population identifies with.



Procedure to Find the Common Features: Methodological Triangulation

systematically

checking common features

at "all" dimensions:

natural settings

- Landscape
- Fauna
- Flora
- Weather
- _ _

cultural settings

- Language
- History
- Buildings, Architecture
- Eating & Drinking habits
- Clothes
- Behaviour
- Theater
- Events
- ...



Procedure to Find the Common Features: Methodological Triangulation

- systematically
- "heuristic"

"Heuristic means the competence, with limited knowledge and time to have nevertheless good solutions."

- a) "heritage scouting"
- b) pilots
- Experts and surveys



Our questionnaire (paper version):



What do we have in common in the whole Baltic Sea Region (BSR)?

71	
Ladies and Gentlemen,	F

The project AGORA 2.0 - Heritage Tourism for Increased Baltic Sea Region Identity - aims at developing features of a common identity profile. Please support us to find out identity forming characteristics of the Baltic Sea Region. Thank you! □

Which BSR countries do you know?			
п	Your place of residence?	Where have you already been to?□	Intend to visit within next 3 years?
Denmark¤	O¤	O¤	OII
Estonia	OII	O¤	Opt
Finland¤	O¤	O¤	Opt
Germany¤	OII	OII	OII
Latvia¤	OII	O¤	Opt
Lithuania¤	O¤	O¤	Opt
Norway¤	O¤	OII	Opt
Poland¤	O¤	OII	O¤
Russia, St. Petersburg Region	Old	OII	Od
Russia, Kaliningrad Region	OII	OII	Od
Sweden□	O¤	O¤	Opt
⊕ Other country? Which?¤	Ψ.	п	п

What are the most	attractive cities and	regions of the BSR	? ¤	
What is your opinion?	Please mark the 3 mo	ost attractive CITIES!	9	
O…Berlin⊞ O…Kaliningrad⊞ O…Tallinn¤	O…Copenhagen⊞ O…Oslo⊞ O…Vilnius¤	O…Gdansk⊞ O…Riga⊞ O…Warsaw¤	O…Hamburg⊈ O…St. Petersburg⊈ O…Other cities: ♯	O…Helsinki⊞ O…Stockholm⊞ ¤
What is your opinion?	Please mark the 3 mg	ost attractive REGIOI	vs!¶	
OMasuria-lake-area OArchipelagos. ⊞ (Aland) ⊞ ⊞	O. Finnish lake areas O. South Baltic spits (Curonian, Vistula)	OWhite cliffs	O…Lapland⊞ O…High-coast⊞ ·····(<i>Höga kusten</i>)-⊞ ···⊞	O…Primeval forest: ☐ ······Białowieża ☐ ······National Park ☐ ☐
O. Other regions ····□	¤	¤		·

Personal Data*□			
Your Age: "" years "	Your Sex:	^{⊂я} O…male₃	Öfemale
ਕ Your professional field:·····□			
O · Public authority / administration · · · · · · · · · · · · · · · · · · ·	O ·· Press / Media O ·· Others: · · · · · · · · · · · · · · · · · · ·	tal Organisation (N	GO)

^{*} This survey is anonymous and does not allow drawing inferences from your answers to your person. \P



Development-Fund-and-European-Neighbourhood-and-

Partnership (Instrument) FII





Possible common characteristics of the BSR⁴

	(1) I don't	agree at al	I -		·····I-totally	agree (6)
Typical of the Baltic Sea Region is/are	1¤	2 11	3¤	4 11	5∺	6¤
Red-Brick Gothic	п	¤	¤	¤	П	Ц
Castles, Fortresses and Manor Houses	¤	П	¤	¤	¤	п
Lighthouses¤	п	п	п	¤	П	п
Pre-historic Sites □	¤	П	п	¤	П	П
Vikings¤	п	П	¤	¤	Ц	П
Hanseatic League¤	п	п	п	Ħ	П	п
Arts and Crafts¤	¤	П	П	¤	Ц	П
Folklore and Traditions	п	П	п	¤	п	п
Bathing Culture (sauna)	п	¤	¤	Ħ	Ц	П

	(1) don't	agree at al	······	-	·····l totally	agree (6)
Typical of the Baltic Sea Region is/are	1 H	2¤	311	4 II	5¤	611
Large Forests and Countless Lakes	Ц	п	п	п	п	п
Wide Sandy Beaches and Dunes□	П	П	п	¤	п	п
Unique Geological Surface: Stones, Rocks and Boulders	Ц	¤	Ħ	Ħ	Ħ	Ħ
Fascinating Northern Lights□	Ц	П	п	п	п	п
Beautiful White Nights¤	Ħ	П	п	¤	п	п
Elks – Huge, Dangerous and Tasty¤	п	П	п	П	п	п
Birches – Typical Trees of the Region □	П	П	п	Ħ	п	п
Herring – Silver of the Baltic Seal	¤	Ц	¤	¤	П	П
Amber – Gold of the Baltic Sea¤	п	П	п	п	п	п
Sea Buckthorn - Lemon of the North	Ц	¤	Ц	Д	Ħ	Ц

SOCIETY & ECONOMY	Please, ev	aluate wit	h a view t	o the who	le Baltic S	ea Regio		
	(1) don't agree at all				totally agree (
Typical of the Baltic Sea Region is/are	1 11	2 ¤	311	4 11	5 ¤	6¤		
High Level of Education □	п	п	п	¤	п	п		
Competitive Economy¤	п	¤	П	¤	¤	П		
High Living Standard□	п	П	П	¤	П	П		
High Developed Infrastructure□	п	п	п	Ħ	п	п		
High Level of Public Safety□	п	П	¤	¤	¤	п		
High Standards Concerning Environmental Protection	П	Ц	Ц	Ħ	Ц	Д		

<u> </u>	
Any other common characteristics? Please, give further proposals!	
9	
9	
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Questionnaire:

Possible common characteristics of the BSR

CULTURE, HISTORY, TRADITIONS	Please, evaluate with a view to the whole Baltic Sea Region
------------------------------	---

	(1) I don't	(1) I don't agree at all				
Typical of the Baltic Sea Region is/are =	1 =	2 =	3=	4 =	5 ¤	6≖
Red-Brick Gothic =	Д.	н	п	H	н	п
Castles, Fortresses and Manor Houses	п	п	п	п	н	п
Lighthouses =	Ħ	п	Ħ	н	н	Ħ
Pre-historic Sites =	п	11	н	н	н	п
Vikings =	п	п	п	n	.11	п
Hanseatic League =	п	п	п	п	п	п
Arts and Crafts =	н	111	н	н	н	H
Folklore and Traditions =	п	11	п	п	н	п
Bathing Culture (sauna) =	H.	п	п	п	н	Ħ

Questionnaire:

Possible common characteristics of the BSR

NATURE	Please, evaluate with a view to the whole Baltic Sea Region!
--------	--

(1) I don't	agree at a	4		I totally	y agree (6)
1 #	2 =	3 =	4 =	5 ∺	6 ∺
п	п	#	п	н	н
н	н	п	in:	Ħ.	Ħ
п	н	#	н	п	п
п	п	n	in.	#	п
п	п	#	п	п	п
п	п	п	n	п	п
п	п	п	п	п	п
п	п	п	n	п	п
н	н	#	п	н	п
п	п	п	Ħ	п	п
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Questionnaire:

Possible common characteristics of the BSR

Typical of the Baltic Sea Region is/are	Please, evaluate with a view to the whole Baltic Sea Region!						
	(1) I don't agree at all		ıll 🛶	-	I totally agree (6)):
	1 =	2 =	3 =	4 ::	5 = 6 =	п	
High Level of Education =	н	н	н	н	п	E#1	ı

Competitive Economy = High Living Standard \square II п п 11 High Developed Infrastructure Ħ 11 # High Level of Public Safety High Standards Concerning Environmental Protection

п

Ħ

11

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#

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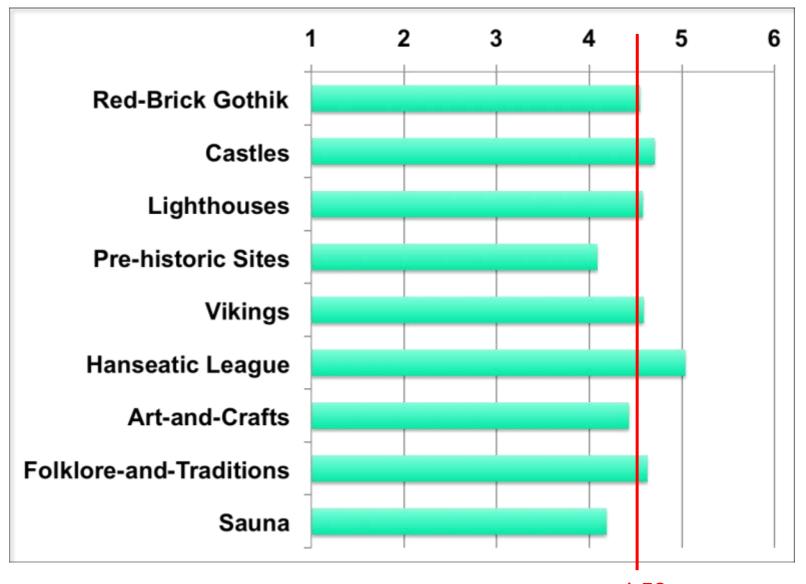
There will be also an online-questionnaire:

→ www.bsr-identity.net

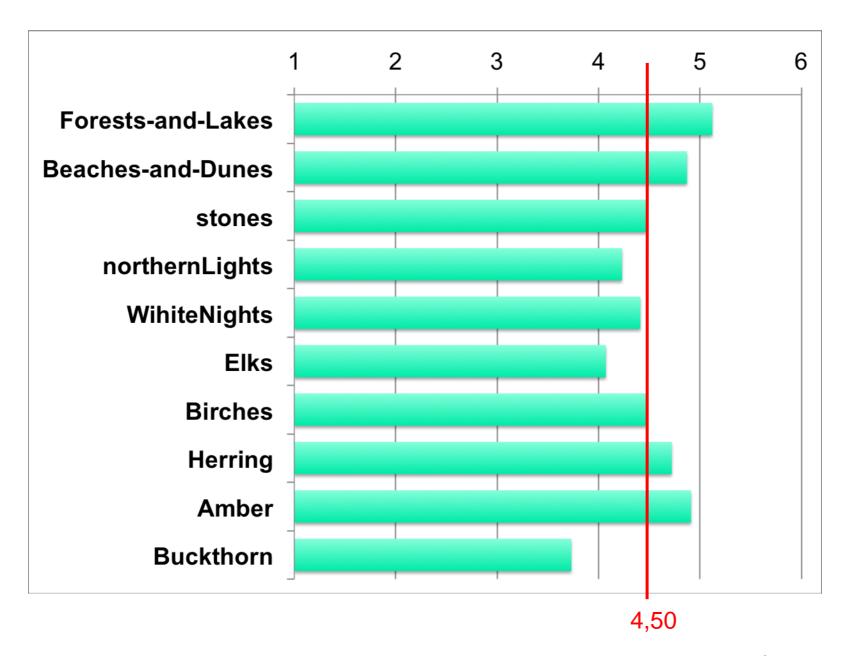


"first results"

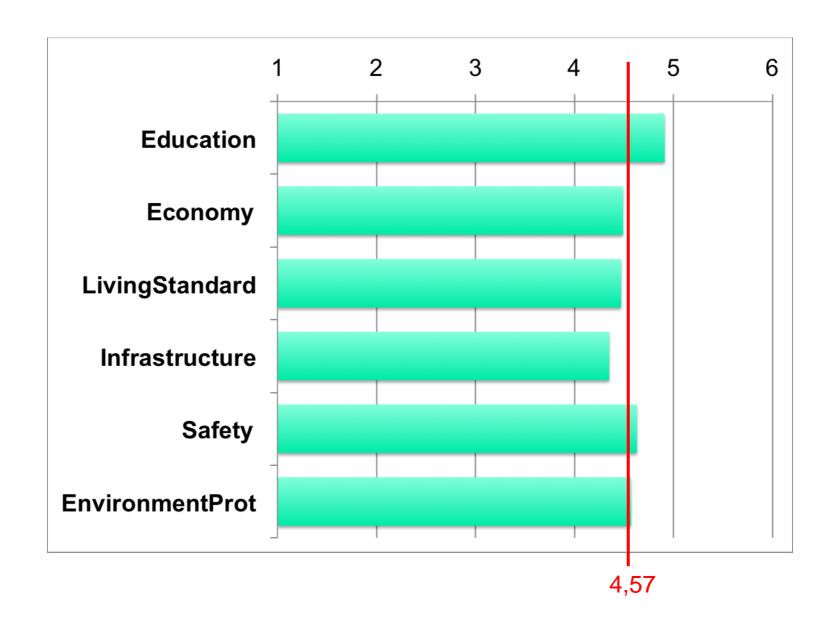
Culture, History, Traditions



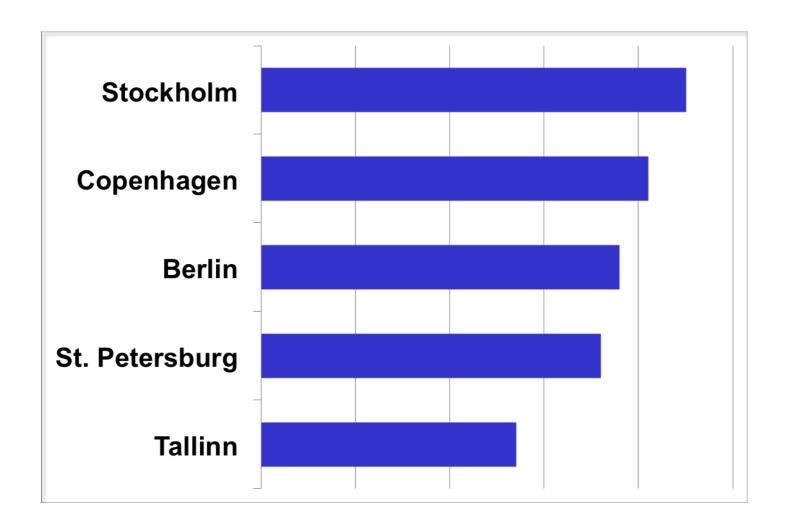
Nature:



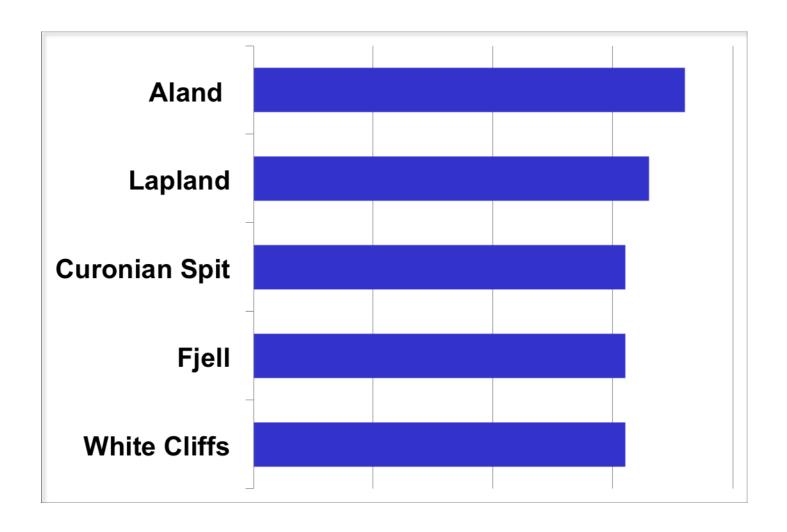
Society & Economy:



The "Top 5"Cities:

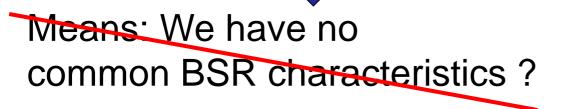


The "Top 5" Regions:



Conclusion:

There are no "big winner" features.



Means:

We have a (big) set of common BSR characteristics!

... fits to the need of marketing: Due to several target groups we need different attracting features!



Thanks a lot for your kind attention.

... and now

please fill in our questionnaire.

Thanks for your support.

