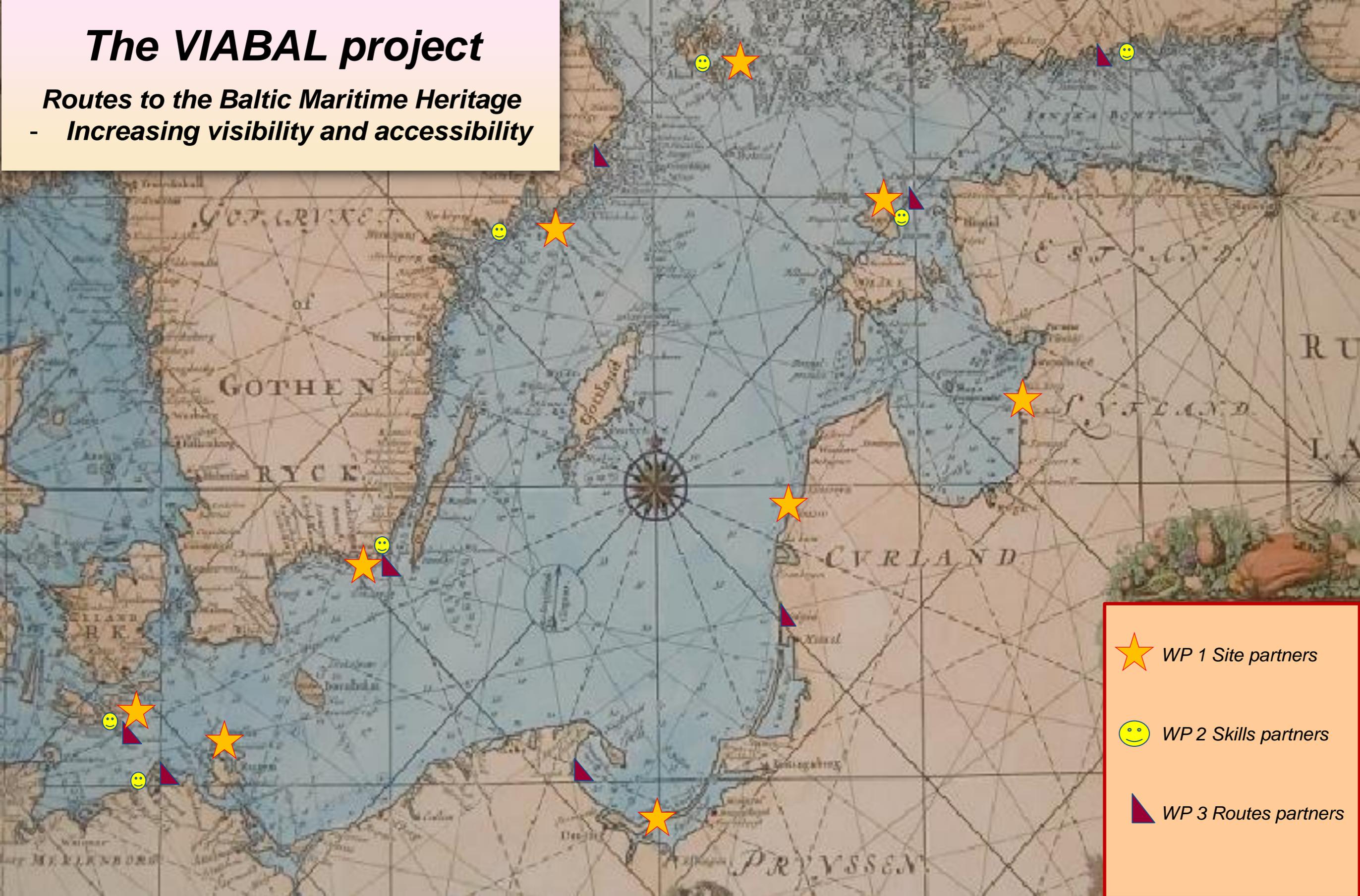


The VIABAL project

***Routes to the Baltic Maritime Heritage
- Increasing visibility and accessibility***



***EUSBSR Action Plan platform:
Attract tourists to rural areas especially the coastal ones***



About Results

Expected Direct Outputs

1. A role model group of rural coastal Baltic centers cooperating on the joint maritime heritage, new ways of displaying the BMH, new ways of managing sites
2. An IT-based "Baltic Gates" system for creating heritage links between the sites for transbaltic communication, education, marketing and development of joint products
3. A number of activities within established local tourism operator circles or new businesses building on the potentials of the Baltic Gates system
4. Large contribution to the Baltic Maritime Heritage Atlas
5. Joint and exchangeable methods, competences and resources in bulding and sailing traditional ships
6. New routes and ways of accessing maritime heritage sites outside the large cruise liner´s reach
7. A joint BMH exhibition rotating between sites, based on the joint heritages of the Sites identified as well as on traditional Skills addressed and physically organized through the floating maritme heritage as developed by the Routes work package (profiting also from an earlier South Baltic project)

Expected Long term effects

1. New BMH network, primarily between local tourism business operators
2. New competence at those operators on how to commercialize and profit from the BMH opportunities
3. Options to other sites and stakeholders relating to the BMH to join the new network
4. Increased number of visitors at sites, also in traditionally off-tourist seasons
5. Increased number of jobs in traditionally low employment rural coastal areas
6. Increased activities in the relations and communications between the countries and peoples around the Baltic

The likelihood of success and sustainability

Securing a commitment

Embarking from the local level and a business perspective,

- involving as partners those actually working hands-on with the maritime heritage (local businesses, NGOs and public offices)
- because this is where the entrepreneurs are, where private capital and energy can be engaged, where the visitors show up and jobs are created
- and because these are the type of stakeholders which in the future will operate the services and products of the project

Securing diffusion of results

Involving partners and stakeholders with broader Baltic Sea Region perspective (such as major national maritime museums as well as the 11 country Working Group on Coastal Culture and Maritime Heritage)

Addressing schools and youngsters in Sites and Skills work packages

Securing a transnational partnership

The initial seed money project group started out with four countries

For a main project, dialogues have opened with potential partners from all remaining five Baltic Sea Region nations (however the Kaliningrad dialogue has been put on hold)

Consultations with four EU funds has told us

1. Viabal is relevant and on the right track
2. The total Viabal is too large a project for one fund only, separate applications may be considered, for Work packages or geographically (eg. Central vs South Baltic)
3. Dividing Viabal into different applications does not mean abandoning the comprehensive Viabal perspective. Still the total Viabal context may be kept intact, in the network and partnership