



Common Future for Baltic Tourism II conference  
14-15.09.2011, Finland

# „United in Diversity” project



Project co-financed within the European  
Regional Development Fund

# United in Diversity - Main Idea



The main idea of the project was to support the sustainable development and promotion of the South Baltic Area, by creating a joint cross-border bicycle thematic route:



Project co-financed within the European  
Regional Development Fund

# United in Diversity - Main Facts

- Project implemented within the South Baltic Cross-border Cooperation Programme 2007 – 2013
- Total Project Budget – 1 mln Euro (ERDF co-financing – 790 000 Euro)
- Project Implementation Time: 01.08.2008 – 31.10.2010
- 4 Partners
- 5 Components
- Innovative character – GPS information system connected with a web site.

Project co-financed within the European  
Regional Development Fund



# PARTNERS IN THE PROJECT

- LB - Association of Communes and Districts of Middle Pomerania Region (Poland)
- Foteviken Museum (Höllviken, Sweden)
- Vellinge Commune (Sweden)
- Center For Regional and Tourism Research (Nexø, Bornholm – Dania)



Project co-financed within the European  
Regional Development Fund

# Budget details

- Total budget: 1 mln Euro  
(total ERDF 790 000 Euro – 79 %)
- LB – 400 000 Euro / 340 000 Euro (85 %)
- Partner 2 – 200 000 Euro / 150 000 Euro (75 %)
- Partner 3 – 200 000 Euro / 150 000 Euro (75 %)
- Partner 4 – 200 000 Euro / 150 000 Euro (75%)
- Common Costs budget – 112 500 Euro  
(joint management and marketing)



# United in Diversity - Components

- Component 0 - Project preparation
- Component 1 - Management and coordination
- Component 2 - "Vikings and Slavs - in search for common heritage" - building of a joint cross-border bicycle thematic route in the area of partners involved
- Component 3 - Preparation of a pilot, innovative, multimodal bicycle route, connecting the city of Koszalin with Baltic Sea shore through the Jamno Lake, ment as an integral part of the cross-border thematic route "Vikings and Slavs - in search for the common heritage,,
- Component 4 - Developing of pilot, innovative, GPS information system connected to bicycle routes at the whole project area.
- Component 5 - Joint actions promoting the cross border thematic route "Viking and Slavs - in search for the common heritage", project and product marketing



# United in Diversity – Milestones

- 25.04.2008 – Meeting at the Foteviken Museum
- 30.04.2008 – Application Form Submitted
- 13.06.2008 – Formal Assessment Approval
- 03.07.2008 – Project conditionally approved by the Steering Committee in Gdańsk



Project co-financed within the European  
Regional Development Fund

# 25.04.2008 – Preparatory meeting at the Foteviken Museum in Sweden



Project co-financed within the European  
Regional Development Fund

# 25.04.2008 – Meeting at the Foteviken Museum

Agreed on the Meeting:

1. Task Leader Rule
2. Percentage share in the project budget:

ACDMP	– 40 %
Foteviken Museum	– 20 %
Vellinge Commune	– 20 %
CRT	– 20 %

### 3. Common costs sharing rule

LB	– 45 000 euro
Foteviken Museum	– 22 500 Euro
Vellinge Commune	– 22 500 Euro
CRT	– 22 500 Euro



Project co-financed within the European  
Regional Development Fund

# 9 partner meetings



Project co-financed within the European  
Regional Development Fund



# www.project-united.eu

## UNITED IN DIVERSITY

### [Home](#)

The South Baltic regions: Central Pomerania, Bornholm and Southern Sweden are geographical very close. All those three regions have a lot in common regarding cultural heritage. On the other hand, great mental and cultural differences, especially between the people from Poland and those from Denmark and Sweden still occur. This multi - cultural environment is one of the greatest advantages and makes the South Baltic Region very attractive.

### [About United](#)

### [Implementation](#)

### [Project partners](#)

### [Partners meetings](#)

### [Promotion](#)

### [Gallery](#)

Due to new cultural and naturalistic approach in the European Union countries, there are still more opportunities to exploit the undiscovered potential of The South Baltic Region, particularly in the tourism sector. The environmental unfriendly, traditional massive tourism, which still occurs in most coastal regions, is slowly losing its leading position. There is a growing interest for sustainable forms of activity, respecting protection needs for natural and cultural heritage. One of these forms is bicycle tourism, which is very high on agenda today. The unique landscape and rich cultural heritage of Regions of Central Pomerania, Bornholm and Scania, provide the best conditions for bicycling. All those regions have successfully developed a lot of their own bicycle routes, but there is a lack of one big cross-border route. The main idea of this project is to support the sustainable development and promotion of the South Baltic Region, by creating a joint cross-border bicycle thematic route "Vikings and Slavs - in search for a common heritage".

[Read more about South Baltic Cross-border Co-operation Programme 2007-2013.](#)

### [Contact us](#)

### [Partner area](#)



Project co-financed within the European  
Regional Development Fund



# The 'Stone Circles' Archeological Reserve

situated in the Grzybnicki Forest about 2,5 km from Mostowo, is undoubtedly the Manowo commune's greatest tourist attraction and a monument of European range. The reserve spreads on the forest area of about 3 ha. There are stone circles of Goths from the 1st and 2nd centuries as well as burial mounds connected with the cult of death. The stone circles are the remains of the most important institution of the ancient public life which was an assembly of the family and tribal communities. The neighbourhood of the old cemetery creates the contemplative atmosphere and contributes to a peaceful solution of conflicts.



Project co-financed within the European  
Regional Development Fund

# The Foteviken Museum

The Museum of Foteviken has three main spheres of activities:

- \* The maritime archaeology and history is the important base of the museum activities.
- \* The task of making the Viking Age and Early Middle Ages resurrect.
- \* The spreading out of knowledge of history via modern IT-technique



Project co-financed within the European  
Regional Development Fund



# Small bicycle infrastructure



Project co-financed within the European  
Regional Development Fund



# 2 km cycle route repair



Project co-financed within the European  
Regional Development Fund





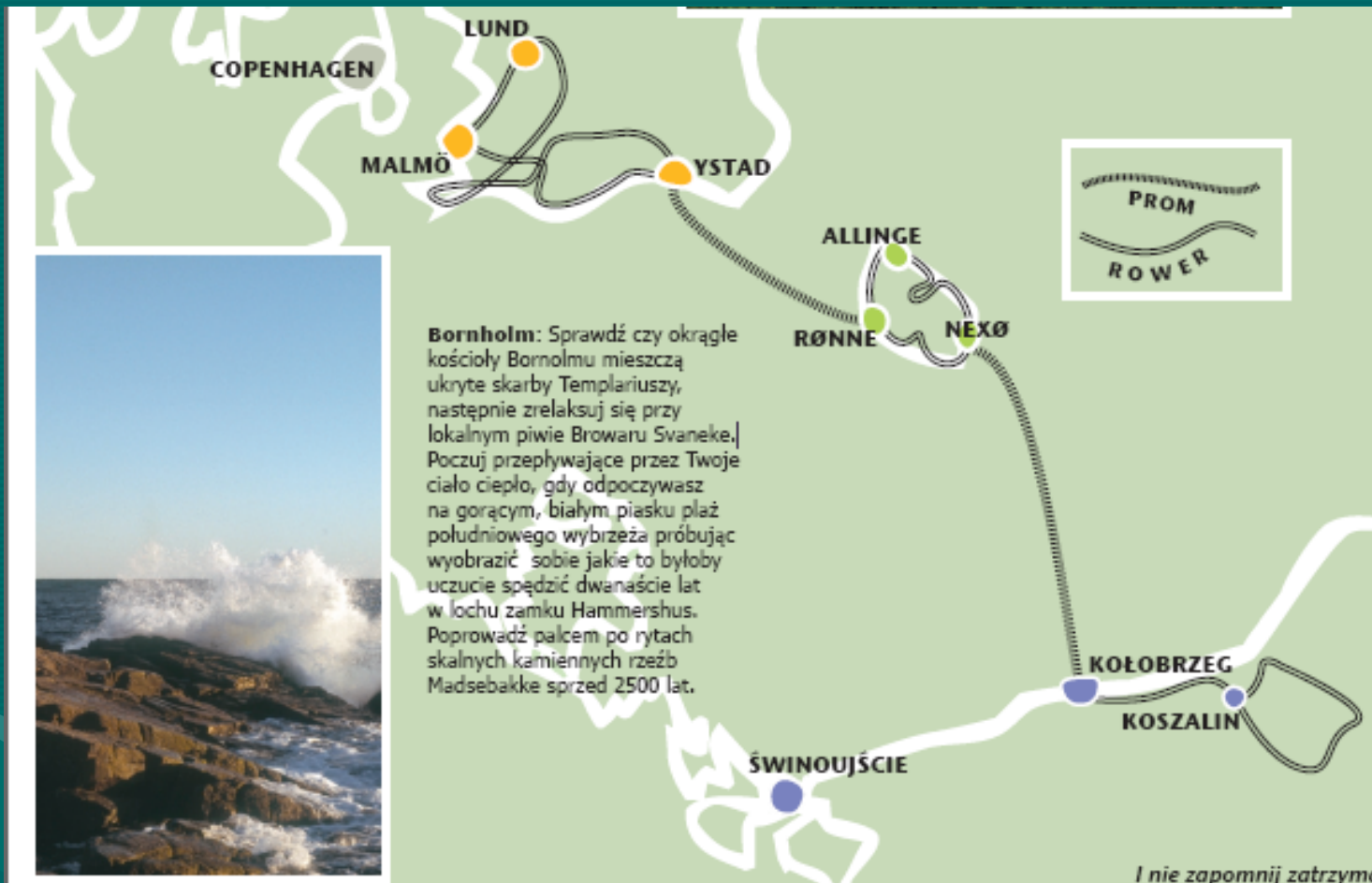
3 Regions, ca. 300 km



<http://bikethebaltic.com/>

Project co-financed within the European  
Regional Development Fund





<http://bikethebaltic.com/>

Project co-financed within the European  
Regional Development Fund





# Signposting



Project co-financed within the European Regional Development Fund



# GPS application free to download



<http://bikethebaltic.com/>



Project co-financed within the European  
Regional Development Fund



## 7 multimedia kiosks installed along the route in the Middle Pomerania



Project co-financed within the European  
Regional Development Fund





# Promotional trip August 2010



Project co-financed within the European Regional Development Fund





## Exhibition in the biggest Mall Centre in the Middle Pomerania



Project co-financed within the European  
Regional Development Fund



# Press releases

## Wielki projekt wikingów przez Bałtyk



Wielki projekt wikingów przez Bałtyk. Realizacja projektu „United in diversity”.

Wielki projekt wikingów przez Bałtyk. Realizacja projektu „United in diversity”.

## Realizacja projektu „United in diversity”





Realizacja projektu „United in diversity”.

## Projects of the first call: UNITED




Projects of the first call: UNITED.

## AKTUELLT

### Ta cykeln till Polen

### Svedala kommun en av fyra i ny kulturell cykelled



AKTUELLT. Ta cykeln till Polen. Svedala kommun en av fyra i ny kulturell cykelled.



Project co-financed within the European Regional Development Fund

# Press releases



Project co-financed within the European Regional Development Fund

# Promotion



Project co-financed within the European  
Regional Development Fund



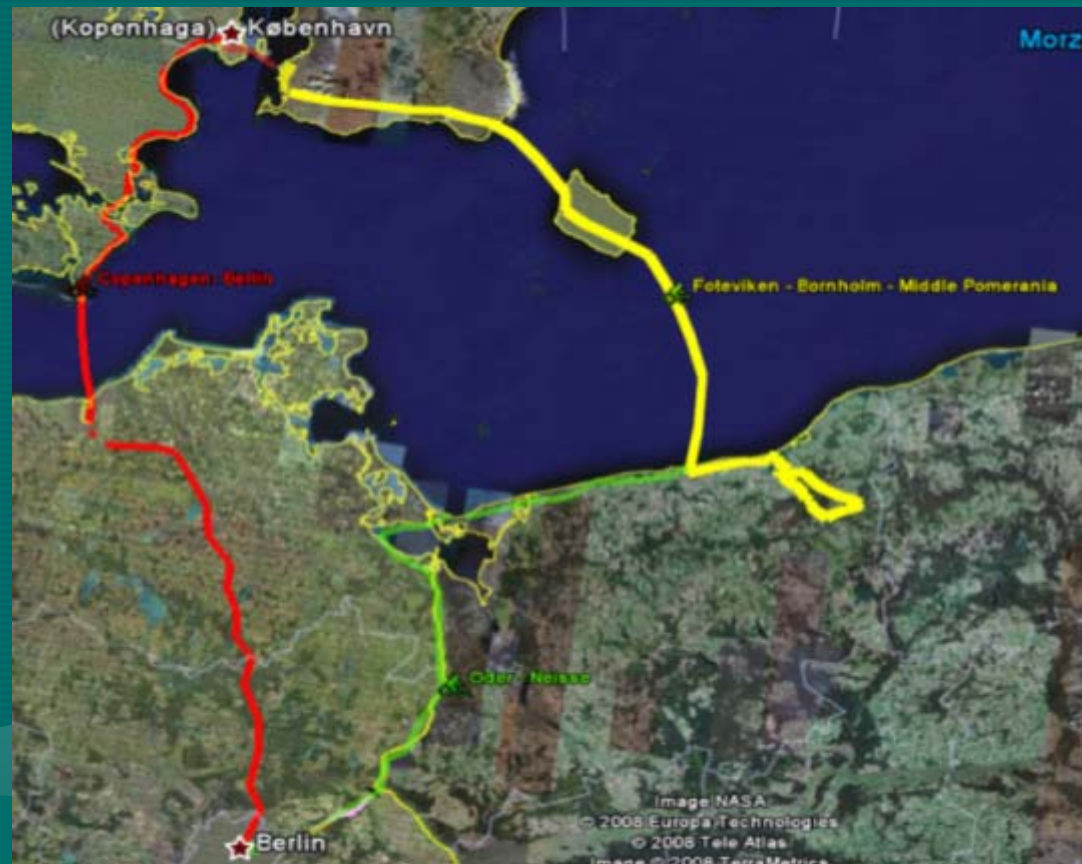
# WELCOME !



Project co-financed within the European  
Regional Development Fund



# Future: linking the „Bike the Baltic” bicycle route with other existing bicycle routes



Project co-financed within the European  
Regional Development Fund



# Thank you

*Czesław Zdrojewski*  
*Project Co-ordinator*

Stowarzyszenie Gmin i Powiatów Pomorza Środkowego

75-201 Koszalin ul. Dworcowa 11-15

tel./fax. (+ 48 94) 343 34 45

[www.ko-pomerania.pl](http://www.ko-pomerania.pl)

e-mail: [sgipps@ko-pomerania.pl](mailto:sgipps@ko-pomerania.pl)

<http://bikethebaltic.com/>



Project co-financed within the European  
Regional Development Fund