



Pic: Turku Touring/Turku Café

**ONCE AN UPON TIME... THERE WAS THIS SEA UP NORTH.  
IT WAS CALLED THE BALTIC SEA.**

### **NATURE**

It was the Ice Age that formed the landscape: the mountains, the forest lakes so bright you can see yourself on the surface of the water. The Baltic Sea Region's beauty is harmonious and rare.

### **SEA**

The wind was blowing. The sea was rough. The seabirds flew above the chilled blue sky. The ships were travelling from one country to another across the Baltic Sea.

### **PEOPLE**

The climate was difficult but the people had a strong will to survive. There was a variety of light and dark, hot and cold.





## 4 SEASONS – 9 COUNTRIES – UNITED IN DIVERSITY

The Baltic Sea Region is as diversified as its climate. It is rich in cultures and languages. Its uniqueness lies in the four different seasons; autumn, winter, summer and spring. The sea connects the 9 countries together. The Baltic Sea Region is a diamond with nine different aspects, nine different countries.

### **AFTER THE STORY WORKSHOP**

*In a story workshop in Herrankukkaro, Finland on the 14th of October 2011, we tackled the huge task of collecting together the core elements for the common story for Baltic Sea Region Tourism.*

*Hopefully this summary of the work will help us to define the common story in the future. This kind of common story – an umbrella – will help us to produce the tourism services that construct this common story in practice. This takes time and entails that the learnings of the workshop are put to use.*

*The most important tool for constructing the common story may not be the identity itself, but the common story elements that we choose to use in our services - and authenticity is the key.*

*The story design process could be aided by a story manual. The manual could serve as a starting point for each service provider for telling their own piece of the common story.*

*The storytelling manual could be created in storytelling format, collecting myths and legends we already have in common. Influence and inspiration have travelled across the sea. The sea is the link.*

*The Baltic sea, its nature and history are like a canvas, onto which the common story can be painted. We are its painters.*

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STORY DESIGN – BETTER CUSTOMER EXPERIENCES, HAPPIER PEOPLE!

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