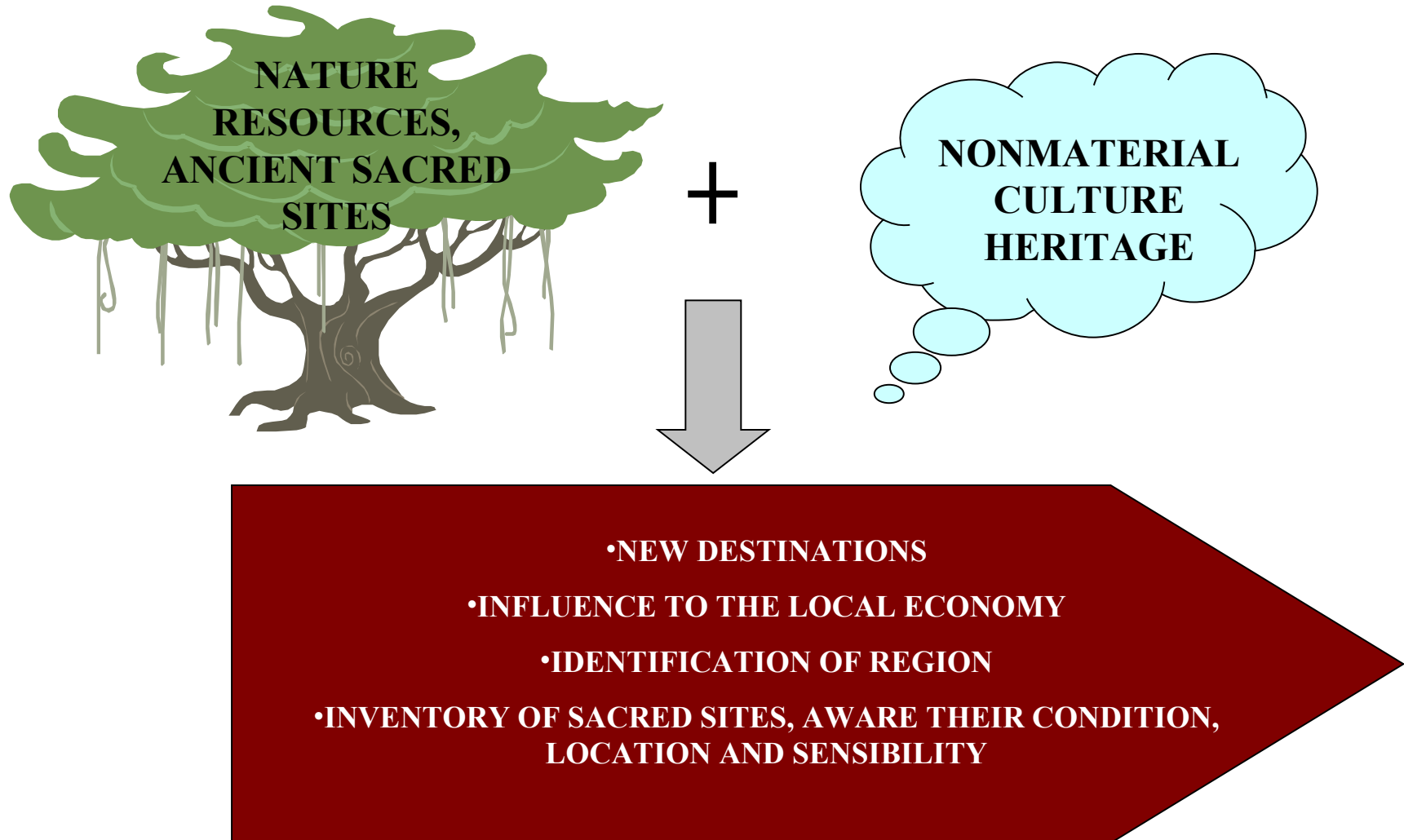


ANCIENT CULT SITES FOR COMMON IDENTITY ON THE BALTIC SEA COAST

IDEA



PROJECT ID

Title: „Ancient Cult Sites For Common Identity on the Baltic Sea Coast”

Short title: „CULT IDENTITY”

Programme: Central Baltic INTERREG IV A Programme 2007 – 2013

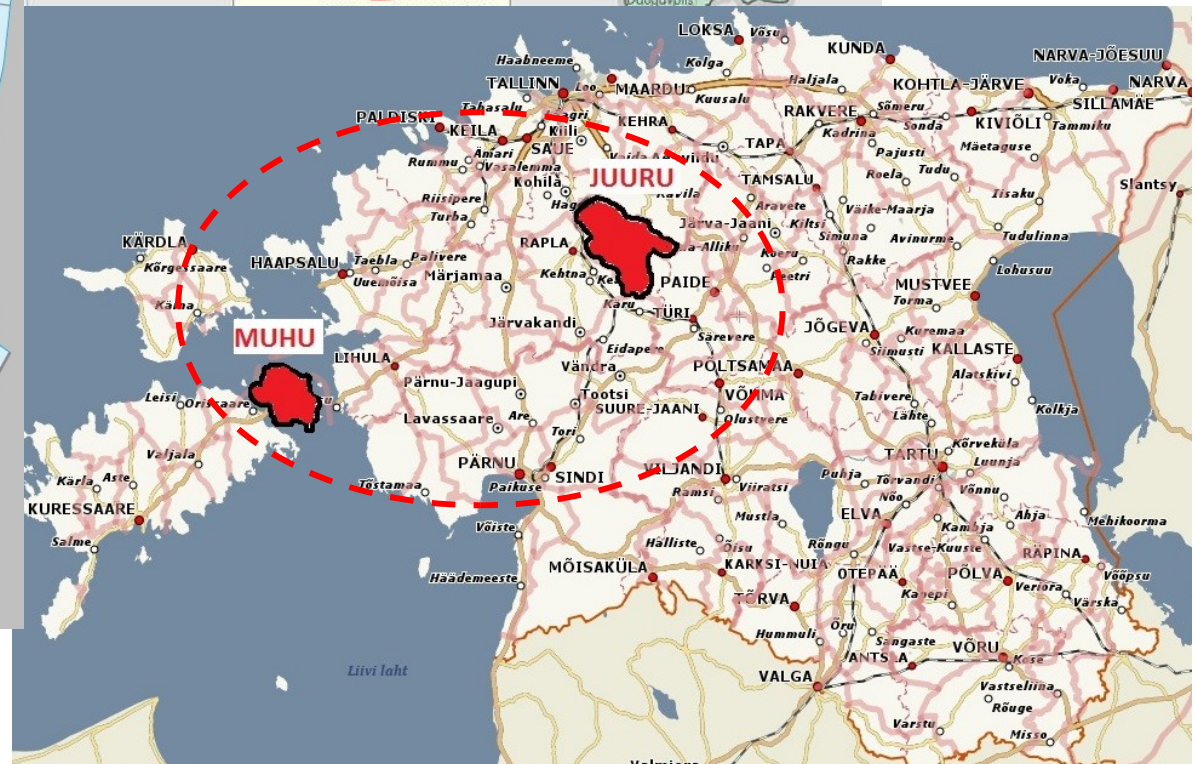
Project duration: 33 months

- Implementation period: December, 2010 – August, 2013

Partnership:

- Riga, Kurzeme, Vidzeme, Zemgale Planning Regions (LV)
- Hiite Maja Foundation (EE)
- County Museum Gavleborg (SE)

TERRITORY



THEMATICAL FRAMEWORK OF THE PROJECT

- The main focus of the project is development of tourism using local resources: nature objects (sacred sites) and non-material heritage (folklore, stories, traditions).
- Within the “Cult Identity” a sacred site is a sacred place situated in the landscape and connected to sacred activities, mythical characters and/or burial mounds.
- Project focuses on object inventory, preservation, organized tourism flow.

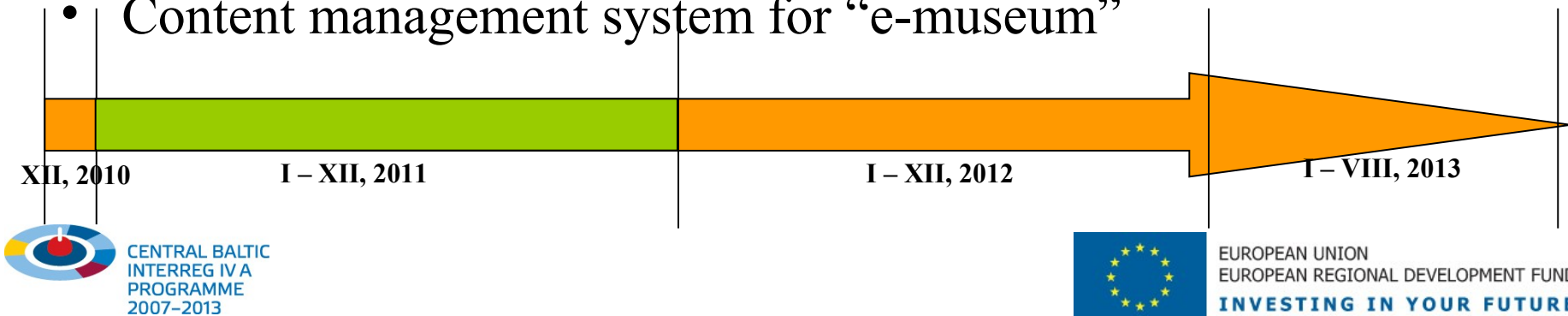


THE MAIN CHALLENGES

- to strengthen historical and cultural links among partner regions
- to ensure accessibility of information on ancient cult sites
- to stimulate adjustment of the environment
- to protect or promote sacred sites while providing appropriate information evaluated by experts
- to ensure sustainable management of ancient sacred sites by elaborating development and management strategy
- to increase interest of different target groups towards ancient sacred sites as a valuable tourism objects
- to promote ancient sacred sites as a tourism destination by creating new tourism products
- to stimulate development of local entrepreneurship by creating new tourism products and promoting them

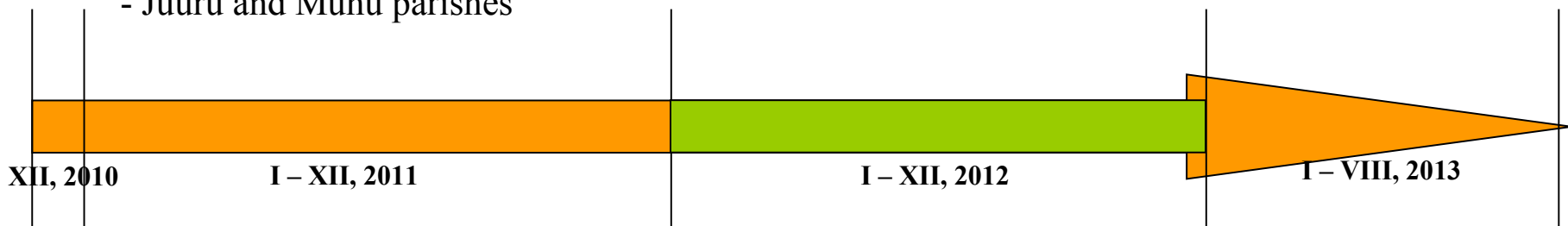
EXPECTED RESULTS

- 2 expert workshops on creation of common principles and evaluation of results
- Selected and summarized information on ancient Sacred sites (folklore, results of survey, photography etc.)(> 600 objects)
- Results of object inventory
- Analysis of national legislation on nature protection, culture heritage etc.
- Common recommendations on object management
- Tourism routes in each partner region covering at least 5 ancient sacred places
- Content management system for “e-museum”



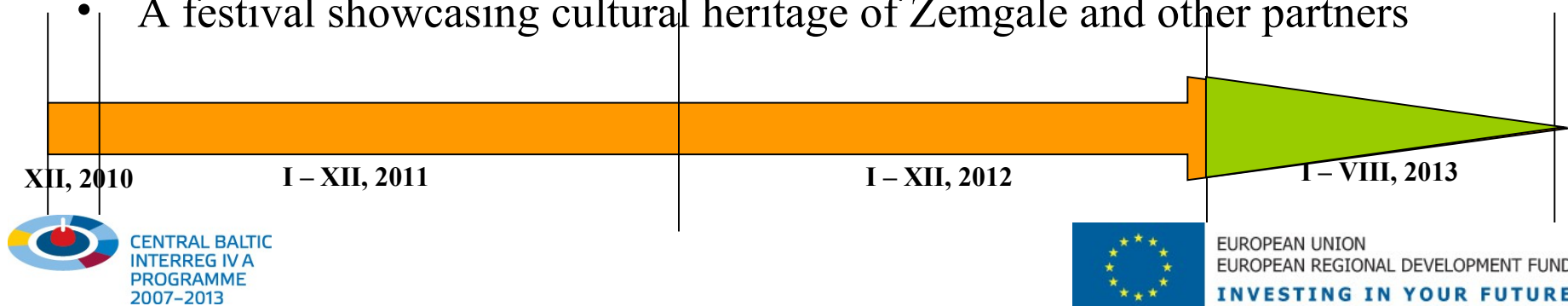
EXPECTED RESULTS

- Digital database with indicatively 600 ancient sacred sites mapped, assessed and documented
- Results of archeological excavations in Hog parish (Sweden)
- Guidelines on management of ancient cult sites in accordance with the national legislation
- Workshop for experts and representatives of target groups to discuss results of the study and common identity issues
- Development and management strategy of the ancient sacred sites
- Internal workshops / study visits of partners representatives for evaluation and development of partners pilot-routes
- 1 tourism route in each partner region covering at least 5 ancient cult places
- Brochure on ancient cult sites and tourism routes (ENG, LAT, EST)
- Handbook for guides
- “e-museum”
- Introduction tours for tourism operators, journalists, TIC to partner regions:
 - County of Gavleborg
 - Planning Regions of Riga, Vidzeme, Kurzeme, Zemgale
 - Juuru and Muhu parishes



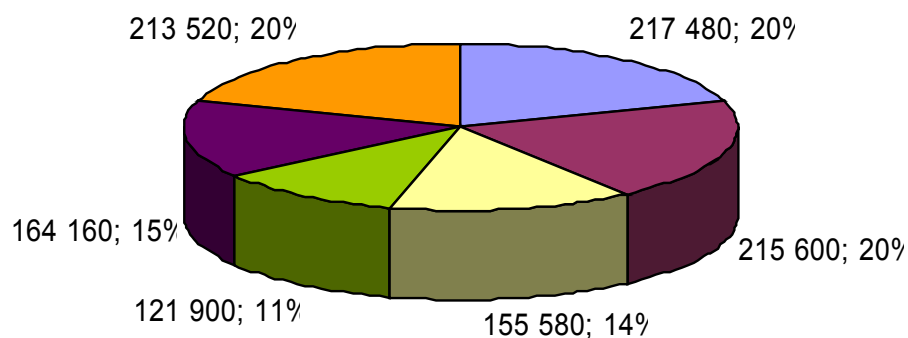
EXPECTED RESULTS

- 5 objects in each partner regions marked in nature with info signs and stands
- Participation in 3 tourism fairs to promote the regions and new tourism product:
 - "Tourest" (Tallinn)
 - "Balttour" (Riga)
 - "Tur" (Gothenburg)
- The final conference in Tērvete (LV)
- A festival showcasing cultural heritage of Zemgale and other partners



PROJECT BUDGET PER PARTNERS

The total budget: 1 088 240 EUR, including
 Co-financing of ERDF: 903 444 EUR
 partners co-financing: 184 796 EUR



- Riga Planning Region
- County Museum of Gävlebo
- Hiite Maja Foundation
- Kurzeme Planning Region
- Vidzeme Planning Region
- Zemgale Planning Region

POTENTIAL BENEFITS OF TARGET GROUPS

- Society – available information, saved, activated knowledge on non-material culture heritage
- Institutions of the nature protection – sensible management of objects could help to save them for the next generations as well as to sidetrack attention from very sensitive objects
- Local authorities – positive influence to the local business environment, identification
- Tourism information centers, tourism operators, guides – new offer for tourists
- Service providers – more clients
- Representatives of culture sector – possibility to sell a products of their skills and talents
- Inventory of sacred sites

IMPLEMENTED ACTIVITIES

MS1, MS2

- On February 18, 2011 the Launch Seminar was organized.
- RPR, VPR, ZPR, HMF and CMG has formed expert group who has started work on object selection and assessment.
- Expert Group Meetings on national and international level were organized reporting on implemented activities, expeditions, information acquired.
- Project partner County Museum of Gavleborg is organizing introduction tours to excavation field work.
- Experts were selected to elaborate common strategy of management and development of sacred sites.
- IT experts were selected and they started to elaborate project webpage and virtual museum.

CONTACTS

Lead Partner

Riga Planning Region (LV)

www.rpr.gov.lv

Project Partners

Zemgale Planning Region (LV)

www.zemgale.lv

Kurzeme Planning Region (LV)

www.kurzemesregions.lv

Vidzeme planning Region (LV)

www.vidzeme.lv

Hiite Maja Foundation (EE)

www.hiis.ee

County museum of Gävleborg (SE)

www.lansmuseetgavleborg.se

www.twitter.com/cultidentity

www.facebook.com/cultidentity

www.ancientsites.eu (starting from January 2012)