

Living with Cultural Heritage (LiviHeri)



Programme Priority: P2 Sustainable use of common resources

Programme Specific Objective: 2.1. Natural and cultural resources developed into sustainable tourist attractions

Sub-programme: Central Baltic

Duration: 01.09.2015 - 30.11.2018

Total funding: 593.073 EUR

ERDF funding: 467.778 EUR ERDF

Project Summary:

The goal of the project LiviHeri is to learn how to live, maintain and cherish a historical town while preserving its characteristic environment and liveability. The project builds on a joint interest based on the recognition of similarities and differences between the participating towns of Rauma (Finland), Visby (Sweden), Kuldiga and Aizpute (Latvia).

The project develops thematically joint tourist attractions based on cultural and natural resources as well as thematically and periodically joint tourist products. The participating towns will build joint platforms for communication in social media enhancing simultaneous activities, shared experiences and crowd-sourced innovations. The activities will be done via joint learning process with benchmarking visits, local activities and sharing the local skills and knowledge hand-by-hand in workshops as well as digitally in social media.

The project will produce three new joint tourist packages, two new tourist attractions and three new identification and awareness raising packages.

Map of Partners



Partners

Lead Partner

Rauman kaupunki

Country: FI

www.rauma.fi

Partner budget: 248.500 EUR

Amount of ERDF funding: 186.375 EUR ERDF

Project Partners

Kuldīga District Council

Country: LV

www.kuldiga.lv

Partner budget: 211.000 EUR

Amount of ERDF funding: 179.350 EUR ERDF

Starpnozaru mākslas grupa SERDE

Country: LV

<http://www.serde.lv/>

Partner budget: 18.734 EUR

Amount of ERDF funding: 15.924 EUR ERDF

Turun yliopisto, Opettajankoulutuslaitos, Rauman yksikkö

Country: FI

<http://www.utu.fi/fi/yksikot/edu/yksikot/okl/Sivut/home.aspx>

Partner budget: 87.339 EUR

Amount of ERDF funding: 65.504 EUR ERDF

Region Gotland

Country: SE

<http://www.gotland.se/>

Partner budget: 27.500 EUR

Amount of ERDF funding: 20.625 EUR ERDF

Results

Expected results

Main results shall be new thematically joint, periodical activities targeted as well for local people as for people in the region and tourists. In order to achieve these results people and organizations responsible for natural and cultural heritage in participating towns need to build up their capacity in skills and knowledge. This shall be implemented by joint learning process with benchmarking visits, local activities and sharing the local skills and knowledge hand-by-hand in workshops and digitally in social media. The project will produce 3 new joint tourist packages (Bedtime stories, A cup of coffee, conservation and community, Flying fish), 2 new tourist attractions (Step in! A treasure hunt and Go under! Archaeological heritage), and 3 new identification and awareness raising packages (benchmark visits). New tourist packages and attractions are supported by 2 hand-by-hand learning activities for craftsmen skills and artistic intervention in cultural and natural environment. Knowledge, experiences and information shall be disseminated also by a joint publication manuscript produced during the project.

Achieved results

Project Visibility

Social media links

[Facebook](#)

[Twitter](#)

Other media visibility

[Project homepage](#)

Project videos

<https://www.youtube.com/watch?v=7EHmASzPue4&feature=youtu.be>

Source URL: <http://database.centralbaltic.eu/printview/10>