

## **Hanseatic Approach to New Sustainable Alliances (HANSA)**



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: 01.10.2015 - 31.12.2018

Total funding: 2.180.939 EUR

ERDF funding: 1.775.573 EUR ERDF

### **Project Summary:**

Cross-border cooperation is the only way to give impact for small destinations on the international tourism market. In the HANSA project, the hanseatic heritage will be developed for its great cultural value from three perspectives: the local, the national and the international. On the local level the existing attractions are made known to a broader public. The national perspective aims at bringing cities and their attractions together to strengthen the national tourism product and offer interesting packages. Finally, the international perspective aims at development of cross-border tourism packages.

The project will do branding activities, create materials, and disseminate information online and via tourism organisations and info centres promoting the hanseatic history as well as the Baltic Sea region as an attractive place to see and learn more about it. The project will also strive for linking the local attractions to a wider European context of hanseatic history.

The project outcomes will include more tourism packages based on cross-border cooperation, more visitors to the destinations, a prolonged tourism season as cultural tourism is all-year-round tourism and improved economy including more jobs.

## **Map of Partners**

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## Partners

Lead Partner

### Inspiration Gotland

Country: SE

[www.gotland.com](http://www.gotland.com)

**Partner budget:** 754.074 EUR

**Amount of ERDF funding:** 565.556 EUR ERDF

Project Partners

### Region Gotland

Country: SE

[www.gotland.se](http://www.gotland.se)

**Partner budget:** 28.172 EUR

**Amount of ERDF funding:** 21.129 EUR ERDF

### Pärnu Linnavalitsus

Country: EE

[www.parnu.ee](http://www.parnu.ee); [www.visitparnu.ee](http://www.visitparnu.ee)

**Partner budget:** 154.500 EUR

**Amount of ERDF funding:** 131.325 EUR ERDF

## **Viljandi Linnavalitsus**

**Country:** EE

[www.viljandi.ee](http://www.viljandi.ee)

**Partner budget:** 182.808 EUR

**Amount of ERDF funding:** 155.387 EUR ERDF

## **Cesis Culture and Tourism Center , CCTC**

**Country:** LV

[www.cesis.lv](http://www.cesis.lv)

**Partner budget:** 159.999 EUR

**Amount of ERDF funding:** 135.999 EUR ERDF

## **Koknese novada dome**

**Country:** LV

[www.koknese.lv](http://www.koknese.lv)

**Partner budget:** 104.884 EUR

**Amount of ERDF funding:** 89.151 EUR ERDF

## **Limbazu novada pasvaldiba**

**Country:** LV

[www.visitlimbazi.lv](http://www.visitlimbazi.lv); [www.limbazi.lv](http://www.limbazi.lv)

**Partner budget:** 200.652 EUR

**Amount of ERDF funding:** 170.554 EUR ERDF

## **Pargaujas novada pasvaldiba**

**Country:** LV

**Partner budget:** 133.332 EUR

**Amount of ERDF funding:** 113.333 EUR ERDF

## **Valmiera pilsetas pasvaldiba**

**Country:** LV

[www.valmiera.lv](http://www.valmiera.lv)

**Partner budget:** 170.997 EUR

**Amount of ERDF funding:** 145.347 EUR ERDF

## **Kuldigas novada pasvaldiba**

**Country:** LV

[www.kuldiga.lv](http://www.kuldiga.lv); [www.visit.kuldiga.lv](http://www.visit.kuldiga.lv)

**Partner budget:** 126.499 EUR

**Amount of ERDF funding:** 107.524 EUR ERDF

## **Vidzemes plānošanas regions**

**Country:** LV

[www.vidzeme.lv](http://www.vidzeme.lv)

**Partner budget:** 165.021 EUR

**Amount of ERDF funding:** 140.268 EUR ERDF

Associated Partners

**Country:** EE

## **Results**

### **Expected results**

1. Citizens and stakeholders in the participating cities are aware and proud over the city's Hanseatic heritage. The local attractions are made more visible and strengthens each destination. 2. Visitors will notice that they visit a Hanseatic city 3. Professional tourism information offices. 4. Joint design of presentations on the websites and simultaneously contribution to [www.hanse.org](http://www.hanse.org) (website of the entire Hansa) 5. New sustainable tourism packages related to the Hanseatic heritage 6. More visitors to the cities and to the area 7. The results of the project will be put into a European context through

the Hansa network and its certificate as Cultural Route of the Council of Europe

## **Achieved results**

## **Project Visibility**

### **Social media links**

[Webpage](#)

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