

## Lights On! (LightsOn!)



Programme Priority: P2 Sustainable use of common resources

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

Sub-programme: Southern Finland - Estonia

Duration: 01.09.2015 - 31.12.2018

Total funding: 1.861.669 EUR

ERDF funding: 1.466.852 EUR ERDF

### Project Summary:

The Estonian and Finnish culture have been in a constant interaction since prehistoric time. There are historical key sites on both sides of the Gulf of Finland, from where the areas have been reigned or the control of them have been contested. At present many of these sites are undeveloped and unknown as tourist attractions. The Lights On! sites have a high potential to become attractive tourist destinations.

The Lights On! project will design and package eight historical sites into attractive tourist attractions, by improving visitor experience, on-site services, creating joint marketing tools and developing new creative products. Infrastructure will be developed for improving visitor experience and also to improve sustainability by e.g. protecting vulnerable areas from visitor flows. Cross-border cooperation of educational institutes brings in new kind of expertise in cultural management and creative entrepreneurship. New products will be developed in cooperation with local entrepreneurs by using innovative service designing concepts.

Creating attractive new products and new marketing tools will increase visitor numbers on sites, attract new visitor groups and attract visitors to move between the sites. When local communities start benefitting from the sites and participate in project events their awareness of the historical and natural values will rise. The project will enlighten the history of the North-Eastern Baltic Sea.

## Map of Partners



## Partners

Lead Partner

### **Metsähallitus Luontopalvelut**

**Country:** FI

[www.metsa.fi](http://www.metsa.fi), [www.outdoors.fi](http://www.outdoors.fi)

**Partner budget:** 818.009 EUR

**Amount of ERDF funding:** 613.507 EUR ERDF

Project Partners

### **Riigimetsa Majandamise Keskus**

**Country:** EE

<http://www.rmk.ee/et>

**Partner budget:** 601.000 EUR

**Amount of ERDF funding:** 510.850 EUR ERDF

### **Suomen Humanistinen Ammattikorkeakoulu**

**Country:** FI

<http://www.humak.fi/>

**Partner budget:** 337.660 EUR

**Amount of ERDF funding:** 253.245 EUR ERDF

## **Tartu Ülikooli Viljandi Kultuuriakadeemia**

**Country:** EE

<http://www.kultuur.ut.ee/et>

**Partner budget:** 105.000 EUR

**Amount of ERDF funding:** 89.250 EUR ERDF

## **Results**

### **Expected results**

Developing joint marketing for the network of historically high value attractions - New concrete joint marketing tools that will increase awareness of the attraction network and attract new visitor groups - Joint marketing tools and joint products for increasing inter-site traveling by visitors - Improved cross-border cooperation and exchange of ideas between both managers (MH, RMK) and education institutes (Humak, Viljandi) as well as operators (enterprises, societies) - A joint history is brought into light for the customers and local communities. - Tourist entrepreneurs cooperating inter-site and interregionally - Increased social and economical benefits from the attractions. Creating new joint tourist products - A joint history is brought into light for the customers and local communities. - New concept of producing and designing by local operators - Tourist entrepreneurs cooperating inter-site and interregionally - Lightning as a part of the visitor experience is realized in part of the sites. - Principles of sustainable tourism to historical destinations - Improved on-site visitor experience, new services and events, improved presentation of the sites, sustainable visitor facilities and infrastructure. - Improved cross-border cooperation and exchange of ideas between both managers (MH, RMK) and education institutes (Humak, Viljandi) as well as operators (enterprises, societies) Designing attractions and improving visitor experience - Joint appearance and design of visitor infrastructure that will increase the interregionsl attractiveness of the networks. - Improved on-site visitor experience, new services and events, improved presentation of the sites, sustainable visitor facilities and infrastructure. - MH and RMK have developed new sustainable ways of managing visitor flow at cultural heritage and biologically high value sites together with the local communities - Improved cross-border cooperation and exchange of ideas between both managers (MH, RMK)

### **Achieved results**

## **Project Visibility**

### **Social media links**

[Webpage 1](#)

[Webpage 2](#)

## **Project videos**

[https://www.youtube.com/watch?v=U5Z\\_wLGg96k](https://www.youtube.com/watch?v=U5Z_wLGg96k)

**Source URL:** <http://database.centralbaltic.eu/printview/22>