

## St Olav Waterway (St Olav Waterway)



Programme Priority: P2 Sustainable use of common resources

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

Sub-programme: Archipelago and Islands

Duration: 01.09.2016 - 31.03.2020

Total funding: 1.503.194 EUR

ERDF funding: 1.127.395 EUR ERDF

Project Summary:

The aim of this project is to create a pilgrim route, "St Olav Waterway", from Turku Finland to Åland Islands and Hudiksvall city in Sweden via the Archipelago. The route will be incorporated with other St Olav routes in Sweden and Norway. This itinerary is unique as it is the only pilgrim route that also include water pathways. The scope of the project is to increase the attractiveness of the region, especially off-season. Because the popularity of other parts of this route in Norway and Sweden is steadily increasing, it is expected that new services, jobs and an earning capacity for local entrepreneurs will increase as well.

To support the concept of sustainable tourism, paper brochure and signs/posters will be replaced by Digital solutions as often as possible. Discussions about applying for inclusion into the network "European Cultural Route of St Olavs Ways" have already started.

Because at the same time other organisations are implementing projects to recreate the St Olav Way from Turku to the east it seems possible that within some years the "Route of Saint Olav Ways" will be expanded. Hopefully one day there will be a St Olav route all the way from Novgorod to Nidaros and Trondheim as there was 1000 years ago.

## Map of Partners

## Partners

Lead Partner

## **Åbo Akademi**

**Country:** FI

[www.abo.fi](http://www.abo.fi) [1]

**Partner budget:** 297.897 EUR

**Amount of ERDF funding:** 223.423 EUR ERDF

Project Partners

## **Pargas stad**

**Country:** FI

[www.pargas.fi](http://www.pargas.fi) [2]

**Partner budget:** 284.417 EUR

**Amount of ERDF funding:** 213.313 EUR ERDF

## **Yrkeshögskolan Novia**

**Country:** FI

[www.novia.fi](http://www.novia.fi) [3]

**Partner budget:** 158.351 EUR

**Amount of ERDF funding:** 118.763 EUR ERDF

## **Föreningen Franciscus**

**Country:** FI

<http://franciskusfesten.com/> [4]

**Partner budget:** 107.000 EUR

**Amount of ERDF funding:** 80.250 EUR ERDF

## **Pilgrimstid Sverige**

**Country:** SE

[www.pilgrimstid.nu](http://www.pilgrimstid.nu) [5]

**Partner budget:** 89.228 EUR

**Amount of ERDF funding:** 66.921 EUR ERDF

## **Sottunga kommun**

**Country:** FI

[www.sottunga.ax](http://www.sottunga.ax) [6]

**Partner budget:** 106.147 EUR

**Amount of ERDF funding:** 79.610 EUR ERDF

## **Östhammar kommun**

**Country:** SE

[www.osthammar.se](http://www.osthammar.se) [7]

**Partner budget:** 190.452 EUR

**Amount of ERDF funding:** 142.839 EUR ERDF

## **Söderhamns kommun**

**Country:** SE

[www.soderhamn.se](http://www.soderhamn.se) [8]

**Partner budget:** 269.702 EUR

**Amount of ERDF funding:** 202.277 EUR ERDF

Associated Partners

## **Nordiska skärgårdssamarbetet**

**Country:** FI

## **Gävle kommun**

**Country:** SE

## **Hudiksvalls kommun**

**Country:** SE

## **Jomala församling**

**Country:** FI

## Results

### Expected results

### Achieved results

Project result in category - Joint tourist attraction

## St Olav Waterway created 600 km pilgrimage route through the archipelago

One of the biggest global trends of today is outdoor tourism, and specially wandering. St Olav Waterway wanted to create The Nordic Camino, a peaceful alternative crossing three countries. Olav Haraldsson (995-1030) was the King of Norway, and after his death he became one of the most important medieval Nordic saints. There are very many St Olav's churches in the north of Europe.

St Olav Waterway created a 600 km pilgrim route for wandering and sailing from Turku Finland across the archipelago area and Åland Islands to Hudiksvall city in Sweden. The route shows Nordic history combined with culture and nature. St Olav Waterway represents sustainable tourism because slowly hiking and walking is sustainable. One important objective from the beginning was to extend the tourist season and attract visitors to these rural areas and islands also off-season.

There are a lot of attractions along the route, and the project made some of them more visible (ancient monuments, medieval churches, stories, etc). The project was successful with many partners and a lot of external and media interest. Thanks to the project the route was certified by Council of Europe as (the eastern) part of the "European Cultural Route of St Olav's Ways" in December 2018. The route opened in May 2019 with a seven-week pilgrimage walk from Turku to Trondheim with a message from the Finnish archbishop to the bishop in Trondheim.

The route is in use, maintained by cities, parishes, and volunteer groups. A new association called "Olofsleder I Finland - Suomen Olavinreitit" will maintain the route in Finland and Åland Islands after the project. Many Visit-organisations in Sweden, Åland and Finland are marketing the trail.

The project inspired others to plan for new/more St Olav related routes and tours in Finland. The overall plan is that there will be a St Olav route all the way from Novgorod in Russia to Nidaros and Trondheim in 2030, as there was 1000 years ago.

As a result, there is also an ongoing project for the first pilgrimage centre in Turku since medieval time, to be a meeting place, highlighting all existing routes in Finland, being a link to the European pilgrimage routes and answering to the increased interest of walking and reflecting.

There were also students involved in many ways, doing market research, testwalks and assignments.

There is a website in three languages with digital maps available. The website is maintained by one of the partners, city of Parainen.

<https://stolavwaterway.com/en/> [9].

The maps for Vikingaleden, teh Swedish part of St Olav Waterway, are available [here](#) [10] and maintained by VisitRoslagen.

The first Pilgrim from abroad walking all the way from Turku to Trondheim was from Portugal and he started in April 2019. After that people from many countries have visited parts of the route.

[2 min video following a group of local pilgrims along the pilgrimage route St Olav Waterway on the island Sottunga](#) [11]

Project page in database

[St Olav Waterway](#) [12]

At a glance

- 600 km new pilgrimage route from Turku to Hudiksvall
- Certified as part of European Cultural Route of St Olav Ways
- Inspired to more pilgrimage routes in Finland
- Inspired to the first pilgrimage Centre in Finland, in Turku

Tags

[Cultural Heritage and Arts](#) [13]

[Tourism](#) [14]

## Project Visibility

### Social media links

[Website](#) [15]

[Twitter](#) [16]

[Facebook](#) [17]

[Instagram](#) [18]

["The Premiere Walk 2019 from Turku, Finland, to Trondheim, Norway - 1200 km" \(in Swedish\)](#) [19]

### Other media visibility

[Scandinavian Outdoor DEVELOPMENT AWARD, 2020, St. Olav Waterway - A Nordic pilgrimage, Finland](#) [20]

[St Olav waterway seminarium \(2020\)](#) [21]

["Tack alla initiativtagare och boende efter S:t Olofs sjöled" \(2019\)](#) [22]

[Fem svenska pilgrimsleder att vandra, 2019](#) [23]

[Ester deltog i premiärvandringen av St. Olav Waterway, 2019](#) [24]

[Olavinreitti seuraa viikinkikuninkaan jalanjälkiä ja on pohoismainen pyhiinvaellusreitti, 2019](#) [25]

[Ny vandringsled kan ge liten förening stort lyft, 2019](#) [26]

[Åländsk galeas inviger pilgrimsled – besökte Söderhamn, 2019](#) [27]

[Olavinreitti, Podd 2019](#) [28]

[På pilgrimsvandring i Svenskfinland. Podd 2019](#) [29]

[Ålands första kulturrutt invigdes, 2019](#) [30]

[Portugisisk pilgrim på Helgonleden genom Hälsingland, 2019](#) [31]

["En helt ny turistattraktion har skapats", 2019](#) [32]

[Vandra från Åbo till Trondheim – anmälningstiden har börjat, 2019](#) [33]

[Turku saa oman pyhiinvaellusreitit – Pyhän Olavin merireitti merkitään, keväällä vaellus, 2018](#) [34]

[St Olav Waterway är nu officiell pilgrimsled, 2018](#) [35]

[Olofs pilgrimsväg testvandrad, 2018](#) [36]

[Skärgården vårt nya Lappland, 2018](#) [37]

## Project videos

<https://www.youtube.com/watch?v=OVmdu7bwowQ>

<https://www.youtube.com/watch?v=T4dY5JNg6q4>

[https://www.youtube.com/watch?v=PNjYfEmDUw8&feature=share&fbclid=IwAR3LAd\\_TllcXG3AIKJfyjCfamNpKs6cwpqgw1WU9exTHFumrW2nDPwvFO1L8](https://www.youtube.com/watch?v=PNjYfEmDUw8&feature=share&fbclid=IwAR3LAd_TllcXG3AIKJfyjCfamNpKs6cwpqgw1WU9exTHFumrW2nDPwvFO1L8)

[https://www.youtube.com/watch?v=OZnyiQdYNhU&feature=youtu.be&fbclid=IwAR2E6Re1dPAV-QKy0WloZZS2VmFSz\\_Hn026Vas-GKaB\\_rU7viv0yML15\\_cM](https://www.youtube.com/watch?v=OZnyiQdYNhU&feature=youtu.be&fbclid=IwAR2E6Re1dPAV-QKy0WloZZS2VmFSz_Hn026Vas-GKaB_rU7viv0yML15_cM)

[https://www.youtube.com/watch?v=\\_AoFJXP22il](https://www.youtube.com/watch?v=_AoFJXP22il)

Source URL:<https://database.centralbaltic.eu/printview/65>

## Links

[1] <http://www.abo.fi> [2] <http://www.pargas.fi> [3] <http://www.novia.fi> [4] <http://franciskusfesten.com/> [5] <http://www.pilgrimstid.nu> [6] <http://www.sottunga.ax> [7] <http://www.osthammar.se> [8] <http://www.soderhamn.se> [9] <https://stolavwaterway.com/en/> [10] <https://paxwalk.se/sv/tour/lang-distans-vandring/vikingaleden/53694445/> [11] <https://www.youtube.com/watch?v=T4dY5JNg6q4> [12] <https://database.centralbaltic.eu/project/65> [13] <https://database.centralbaltic.eu/tags/cultural-heritage-and-arts> [14] <https://database.centralbaltic.eu/tags/tourism> [15] <https://stolavwaterway.com/> [16] <https://twitter.com/olavinreitti> [17] <https://www.facebook.com/olavinreitti/> [18] <https://www.instagram.com/olavinreitti/> [19] <https://stolavwaterway.com/den-forsta-vandringen/> [20] <http://scandinavianoutdooraward.net/soa-travel-winners-2020> [21] <https://alandsradio.ax/gomorrn/st-olav-waterwayseminarium> [22] <https://www.alandstidningen.ax/insandare/tack-alla-initiativtagare-och> [23] <https://www.utemagasinet.se/artiklar/nyheter/20190810/fem-svenska-pilgrimsleder-att-vandra/> [24] <https://alandsradio.ax/gomorrn/ester-deltog-premiarvandringen-st-olav-waterway> [25] <https://retkipaikka.fi/olavinreitti-seuraa-viikinkikuninkaan-jalanjalkia-ja-on-pohjoismainen-pyhiinvaellusreitti-osa-1-turku-korppoo/> [26] <https://unt.se/nyheter/osthammar/ny-vandringsled-kan-ge-liten-forening-stort-lyft-5306250.aspx> [27] <https://sverigesradio.se/sida/artikel.aspx> [28] <https://poddtoppen.se/podcast/1175366239/olavinreitti> [29] <https://arenan.yle.fi/audio/1-50193452> [30] <https://alandsradio.ax/nyheter/alands-forsta-kulturrutt-invigdes> [31] <https://www.helahalsingland.se/artikel/lasartext-portugisisk-pilgrim-pa-helgonleden-genom-halsingland> [32] <https://www.facebook.com/pilgrimsingo/photos/pb.584824945044240.-2207520000.1554202480./1032952303564833/> [33] <https://news.abounderrattelser.fi/vandra-fran-abo-till-trondheim-anmalningstiden-har-borjat/> [34] <https://www.ts.fi/uutiset/paikalliset/4412866/Turku+saa+oman+pyhiinvaellusreitin++Pyhan+Olavin+merireitti+merkitaan+kevaalla+vaellus> [35] <https://svenska.yle.fi/artikel/2018/12/11/st-olav-waterway-ar-nu-officiell-pilgrimsled> [36] <https://alandsradio.ax/aland-idag/olofs-pilgrimsvag-testvandrad> [37] <https://www.hbl.fi/artikel/skargarden-vart-nya-lapland/>