

Working for our Baltic Sea Heritage and its Future

The Challenge

Tourism is one of the South Baltic region's fastest-growing economic sectors which can contribute greatly to economic growth and job opportunities for local communities. However, it is also a major contributor to negative environmental impact, degradation of the visited locations and problematic seasonal visitor patterns. In-line with the UN's 2030 agenda, we aim to develop our sites to a sustainable standard that "meets the needs of the present without compromising the ability of future generations to experience our unique outstanding values" (World Commission on Environment and Development, 1987).

The project partners and associated partners include World Heritage sites and Biosphere Reserve Areas in the South Baltic region who face similar conservation, preservation and social challenges.



Curonian Spit © L. Diksaite

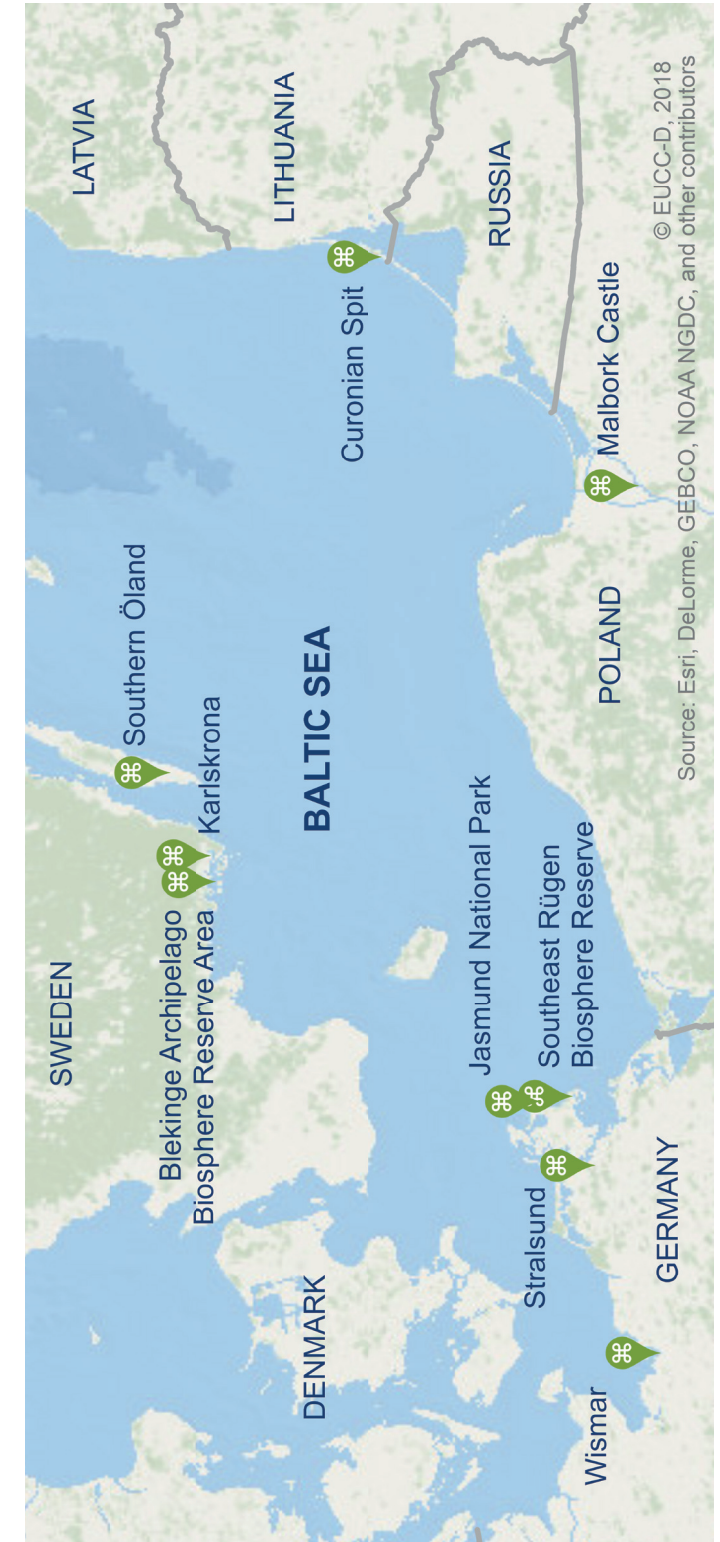


Stralsund © Tourist Board Stralsund / Martin Elsen

What we want to achieve

- A cross-border cooperation network of UNESCO sites & stakeholders.
- Sustainable tourism strategies that help align local activities with the UNESCO guidelines for sustainable tourism development.
- New sustainable, quality products & services
- A cross-border cooperation platform for entrepreneurs and sustainable businesses to open up local & regional markets.
- A World Heritage ambassador network.
- Engagement of local communities.
- Development of educational & information materials about UNESCO, South Baltic World Heritage and local sites.
- Promotion of the South Baltic Region as a single destination

The focus of work will be on the South Baltic Sea UNESCO partner sites (see map), but all the results and outputs will be applicable to other coastal heritage sites as well.





European Regional Development Fund



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Mission

The aim of the DUNC project is to develop the region's UNESCO sites/areas from cultural and natural assets to their full potential as sustainable tourist destinations. The project's vision is to bring about a real connection between tourism and the outstanding value of the Baltic Sea's heritage and to promote the region as a single, sustainable destination.

PROJECT COORDINATORS AND PARTNERS



DUNC is coordinated by the Municipality of Karlskrona (SE), EUC – The Coastal Union Germany (DE), Municipality of Mörbylånga (SE), Curonian Spit National Park Administration (LT), Tourist Office Stralsund (DE), Tourist Office Wismar (DE), EUC Baltic Office (LT).

OUR HERITAGE: WHERE THE PAST MEETS THE FUTURE



DUNC

Development of UNESCO Natural & Cultural Assets

Working for our Baltic Sea Heritage and its Future



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