

Öland World Heritage Bike Route

The DUNC project (www.dunc-heritage.eu) has contributed to the making of a biking route in southern Öland. The route is a cooperation between several local businesses along the route, for example bike rentals, cafés, galleries, hotels, restaurants and garden shops. The World Heritage Bike Route encourages visitors to discover southern Öland's World Heritage in a sustainable way, by bike. The route is about 50 km long and guided tours are available year round for groups who want to know more about the Agricultural Landscape of Southern Öland.

The World Heritage Bike Route and the Global Goals

The 2030 Agenda for Sustainable Development, and its 17 Sustainable Development Goals (www.globalgoals.org), were adopted by the UN member states in 2015 and is a call for action for all countries part of the United Nations to work together for a better world. All products and services developed within the DUNC project have contributed to the fulfilment of some of the Global Goals. The World Heritage Bike Route has contributed to targets 11.4 Protect the World's Cultural and Natural Heritage and 12.8 Promote Universal Understanding of Sustainable Lifestyles.



Öland Solar Cell Benches

In Öland, the DUNC project (www.dunc-heritage.eu) has developed two benches that use the sun as a renewable energy source. The solar cell benches are placed along a signature hiking trail by Eketorp Castle at the Great Alvar in southern Öland. The aim is to attract more visitors to discover the World Heritage Site, the Agricultural Landscape of Southern Öland, by improving the infrastructure in the area and promoting sustainable outdoor tourism. The benches are available from spring to autumn and can be used for charging phones, having a rest and for Wifi access.

The Solar Cell Benches and the Global Goals

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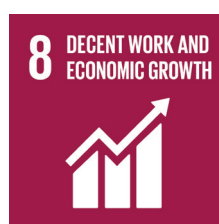


Wismar World Heritage Trail

In Wismar, the DUNC project (www.dunc-heritage.eu) has created a 2.4km long World Heritage Trail in cooperation with local businesses. The initiative is an important way to unburden the city centre, which is often congested with traffic and parked cars. The trail starts at a well-visited holiday resort and ends in the centre of Wismar, where the World Heritage is located. It takes about 15 minutes to walk and includes six innovatively designed stations. It enables visitors to leave their car at the resort and along the way into town learn more about Wismar and its World Heritage. The stations also provide information about sustainability and the DUNC project.

The World Heritage Trail and the Global Goals

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Wismar City Guide for Children

In Wismar, an innovative city guide for children was developed by the DUNC project (www.dunc-heritage.eu) in cooperation with a local school. In the city guide, children living in Wismar present their hometown to visiting children. They share what they like about Wismar, their best insider tips and where they normally go to have fun. The title of the city guide, “Wismar for Cool Girls” and “Wismar for even Cooler Boys” is the result of a competition between sixth graders of a Wismar primary school, which the boys won. The book is designed for girls and boys aged 7-14 years and the aim is to teach children more about Wismar and its World Heritage in a fun and easy way. The book suggests child-friendly things to do in Wismar and teaches young learners the value of taking care of natural and cultural heritages.

By designing the city guide, the children themselves got to know their city better. They expanded their knowledge of UNESCO and its importance to Wismar, and can now walk around the city showing it to relatives and friends while proudly holding the book they have created. The city guide for children is available free of charge at the tourist information office in Wismar. It is printed by an award winning, environmentally friendly printing company.

The City Guide for Children and the Global Goals

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Karlskrona Virtual World Heritage 360

The DUNC project (www.dunc-heritage.eu) and local company Audiola have created a virtual experience for less accessible parts of Karlskrona's World Heritage; the Virtual World Heritage 360. The product is a result of a public procurement where a new, innovative and sustainable product or service for Karlskrona connected to its World Heritage was requested. The aim is to make parts of Karlskrona's World Heritage more accessible, in a sustainable way, through virtual tourism. The product consists of three guided virtual film tours and one introduction movie, all filmed in 360-video technique. Two more local stakeholders were involved in the process, and in the future stations with VR-glasses will be placed around Karlskrona where visitors and inhabitants can enjoy the full virtual experience.

The Virtual World Heritage 360 and the Global Goals

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Stralsund Colouring Book

In Stralsund, the DUNC project (www.dunc-heritage.eu) and the Tourist Office have developed a colouring book for children. This has been done in cooperation with three neighbouring areas connected to Stralsund by tourism; the National Park Vorpommersche Boddenlandschaft, the Biosphere Reserve of South-East Rügen and the Jasmund National park. The aim was to create a unique motive for each of these World Heritage destinations in the region, so that children can learn more about their heritage and the value of taking care of it while colouring.

The book also serves as a teaching tool and will hopefully bring the children closer to their own region. Paper bags with the same design as the colouring book have also been printed and are given away together with the book that is displayed in for example restaurants in the area. The plan is also to add motives in the coloring book from all the World Heritage sites in the DUNC project to further increase the interest of natural and cultural heritages around the south Baltic Sea.

The Colouring Book and the Global Goals

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Karlskrona Art & Crafts Book

Karlskrona Municipality and the Swedish National Property Board cooperate on developing Karlskrona as a tourist destination. Together with the DUNC project (www.dunc-heritage.eu) and the local company Infab, a book has been designed for children. “Eli’s Äventyrsresa i Karlskrona” (Eli’s Adventure Journey in Karlskrona) aims at promoting child friendly things to do and see in the municipality of Karlskrona, including several World Heritage attractions.

The book includes information on sustainability, equality and the importance of taking care of natural and cultural heritages. It is printed on environmentally friendly paper, it has the Nordic Swan Ecolabel and encourages users to recycle it. The book is available for visitors and inhabitants for free at the tourist information office and local museums. Schools are encouraged to use the book as educational material, it provides a fun and easy way for children aged 6-11 years to learn more about the history of Karlskrona and its World Heritage.

The Art & Crafts Book and the Global Goals

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Curonian Spit Travel Guide

In the Curonian Spit, the DUNC project (www.dunc-heritage.eu) has contributed to the making of a travel guide for the region. The aim is to attract more visitors of all ages to the area throughout the year. In the travel guide you can find information and useful tips on how to explore the region and travel in a more sustainable way. It also encourages visitors to act in a way that helps preserve World Heritage Sites. The guide will be available at all museums and information centers in the Curonian Spit (both on the Lithuanian and on the Russian side and at all the sites in the DUNC project). The guide was written by the local expert and cartographer Remigijus Sereika and reviewed by the researcher and historian Nijolė Strakauskaitė. The Lithuanian company Didakta provided the publishing.

The Travel Guide and the Global Goals

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Curonian Spit Theatrical Excursions

In the Curonian Spit, the season for guided theatrical excursion was prolonged due to the DUNC project (www.dunc-heritage.eu) and the region G. Pivorienės company. New costumes were made for the theatrical excursions “Nida in the Golden Age” so that performances could be held during the spring and autumn. The guides used for these tours are local people interested in history and World Heritages. The tours are very popular and give visitors an opportunity to discover the history of the Curonian Spit and learn more about historical personalities who lived around Nida in the last century.

The Theatrical Excursions and the Global Goals

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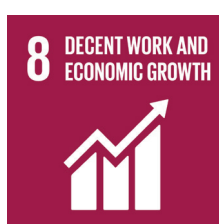


Curonian Spit Promotional Video

In the Curonian Spit the DUNC project (www.dunc-heritage.eu) has contributed to the making of a promotional video for the region. The video was created by the company Widewings. The aim is to attract more visitors all year-round to the Curonian Spit and to show that the area is a great destination for people of all ages. The video contains important information and useful tips on how to travel better in a more sustainable way. It shows the beauty and richness of the Curonian Spit and it encourages people to act responsibly and protect the natural environment. The video is presented on the internet, in various social networks and at the local visitor centre.

The Promotional Video and the Global Goals

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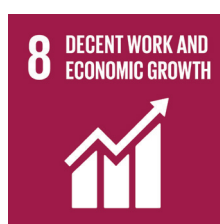


Curonian Spit Eco Mobile Bicycle Station

In the Curonian Spit, the DUNC project (www.dunc-heritage.eu) has developed a mobile multifunctional solar cell service station for bicycles in cooperation with local companies Irklakojis, Viglė – Velonida and Dviratis Jums. Their expertise in cycling tourism in the Curonian Spit was used to determine the location of the bicycle station. The Lithuanian company UAB BIPA which works with solar stations all over the country constructed the station. The station is placed along a bicycle route in the Nagliai nature reserve and it has improved the infrastructure of the area. The aim is to enable visitors to discover the Curonian Spit in a sustainable way and to attract more visitors to the area. At the station cyclists can repair their flat tyres, charge their mobile phones and get access to Wifi while reading about the DUNC project, sustainability and the Curonian Spit World Heritage.

The Eco Mobile Bicycle Station and the Global Goals

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Disclaimer

The contents of this “Appendix to the Sustainable Entrepreneurship Concept and Quality Criteria of Products and Services are the sole responsibility of the author and can in no way be taken to reflect the views of the European Union, the Managing Authority or the Joint Secretariat of the South Baltic Cross-border Cooperation Programme 2014-2020.

