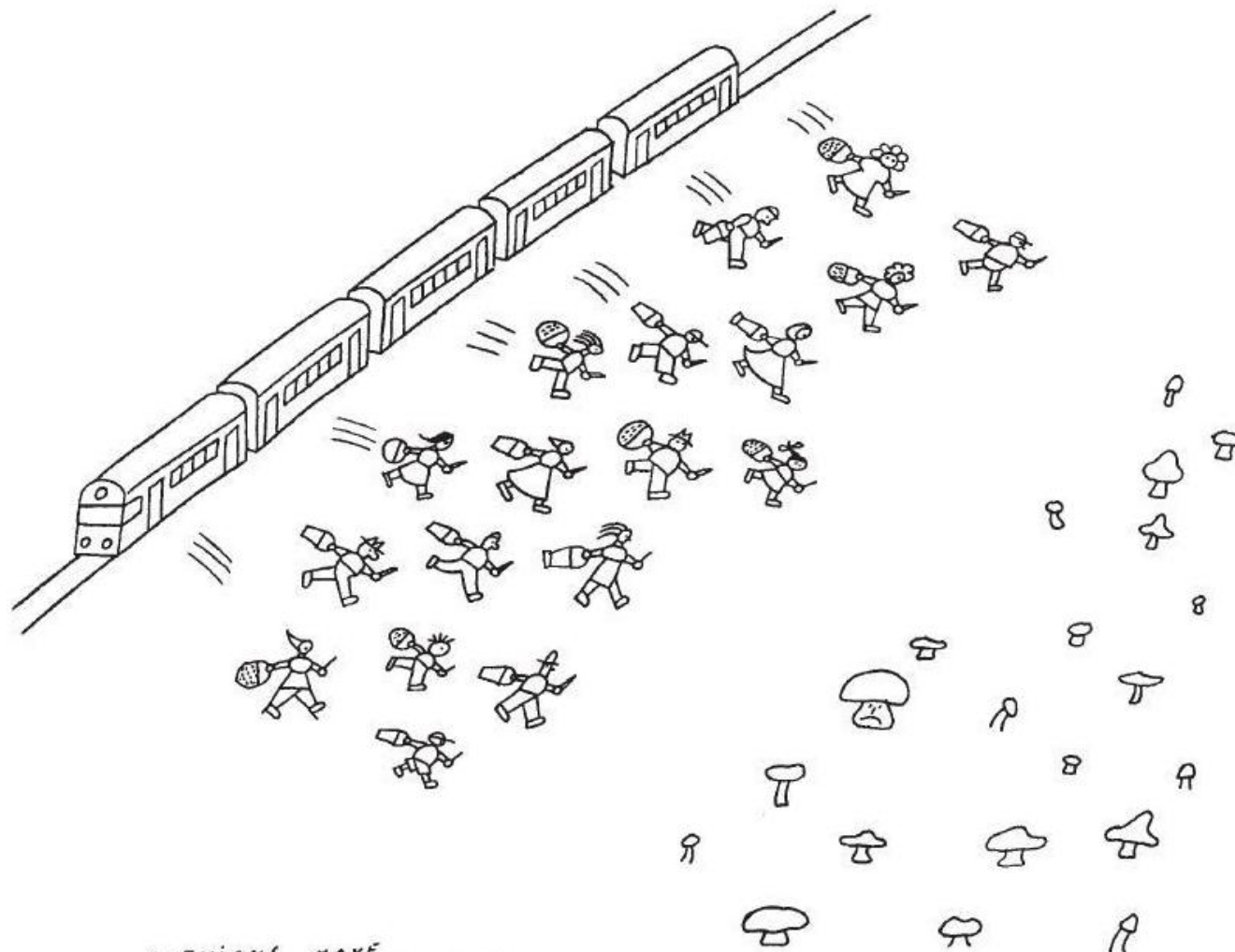


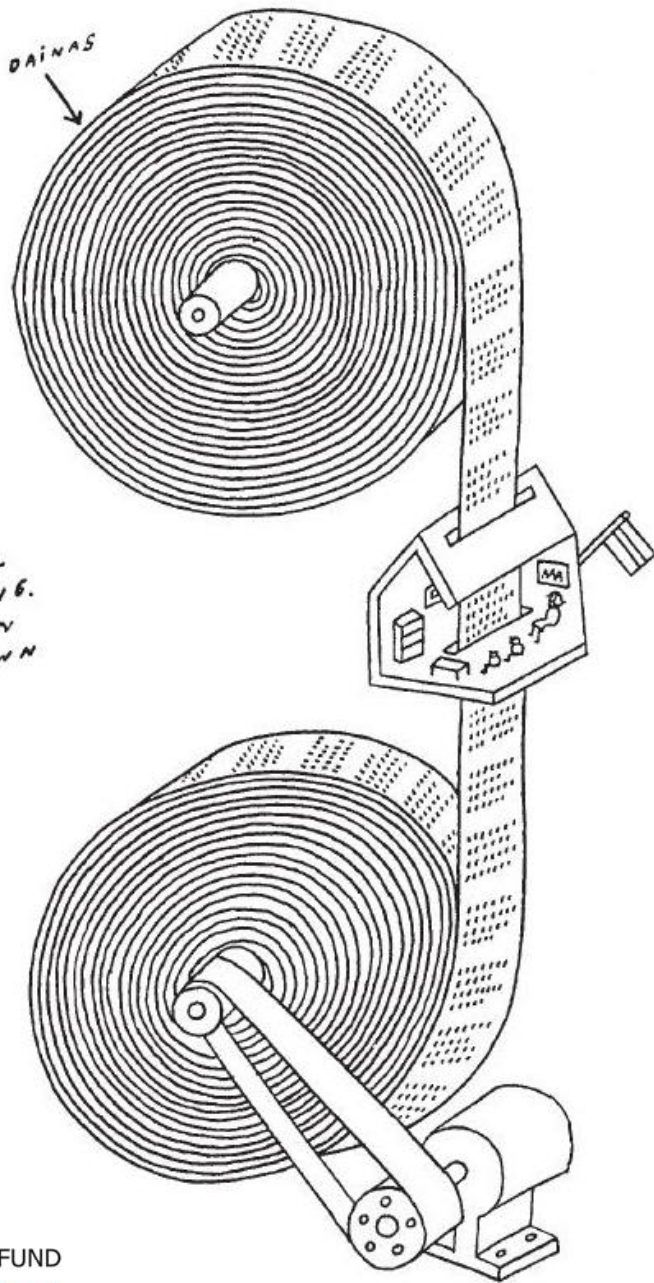


ANCIENT CULT SITES FOR COMMON IDENTITY ON THE BALTIC SEA COAST



LATVIANS HAVE
A SPECIAL RELATIONSHIP
WITH MUSHROOMS

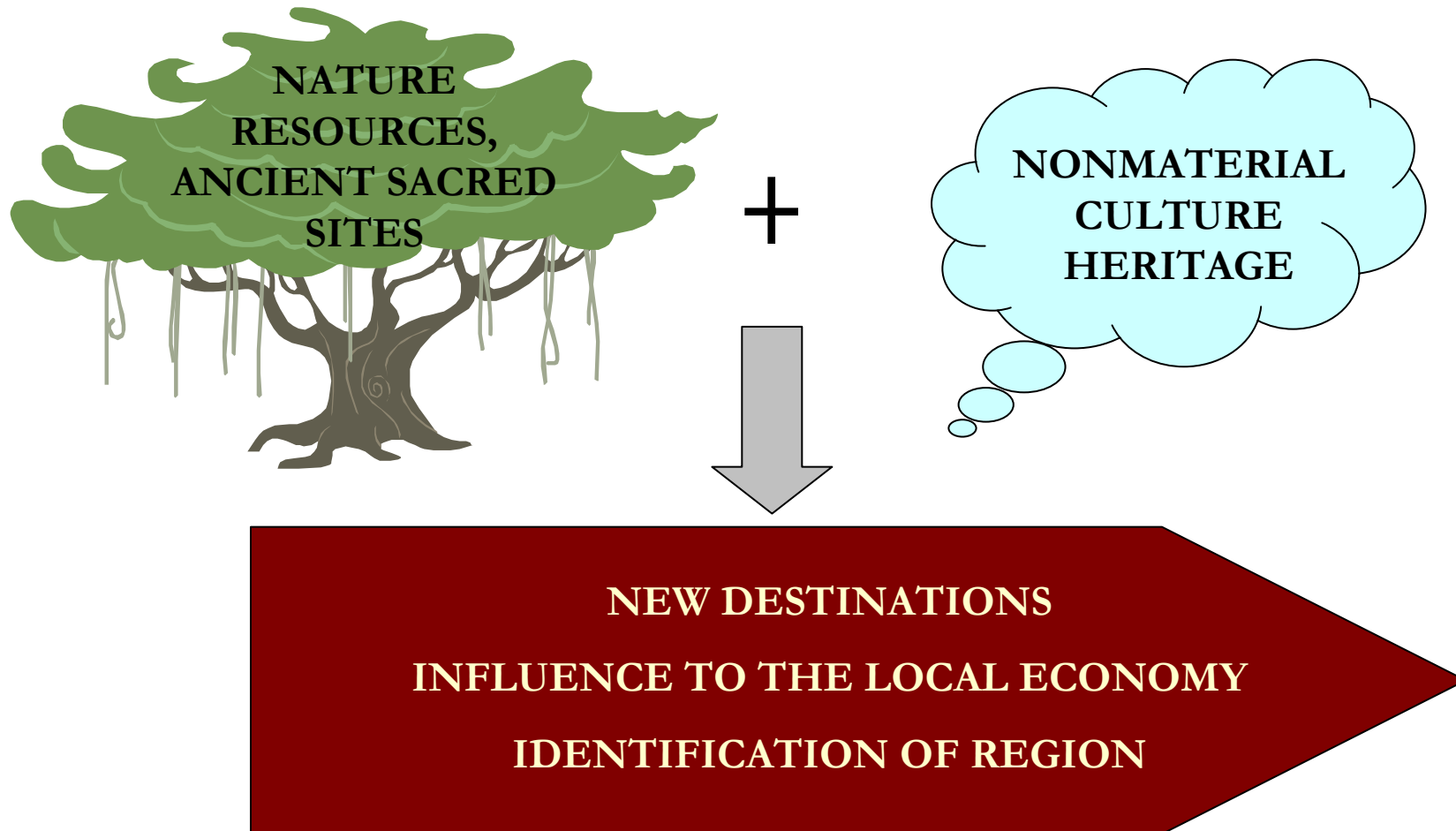




THE "DAINA"
IS A TRADITIONAL
LATVIAN FOLK SONG.
OVER A MILLION
ARE KNOWN



IDEA



PROJECT ID

Title: „Ancient Cult Sites For Common Identity on the Baltic Sea Coast”

Short title: „CULT IDENTITY”

Programme: Central Baltic INTERREG IV A Programme 2007 – 2013.

Implementation period: 33 months

- Started on December, 2010
- In practice: implementation started from **3rd of January, 2011**
- Implementation period: until **31st of August 2013**

Partnership:

- Riga, Kurzeme, Vidzeme, Zemgale planning regions (LV)
- Hiite Maja foundation (EE)
- Gavleborg County museum (SE)

THEMATICAL FRAMEWORK OF THE PROJECT

- The main focus of the project is **development of the tourism using local resources**: nature objects (sacred sites) and non-material heritage (folklore, stories, traditions)
- Within the “Cult Identity” ancient cult sites are hills, stones, groves, cliffs, caves, trees, wellsprings and other objects, mostly - natural- which are connected with ancient pagan religious and rituals
- Since types of the cult places in the partners’ regions can be different, one of the objectives of the Project – to define what a cult place in the partners’ territories is as well as to elaborate selection criteria etc.

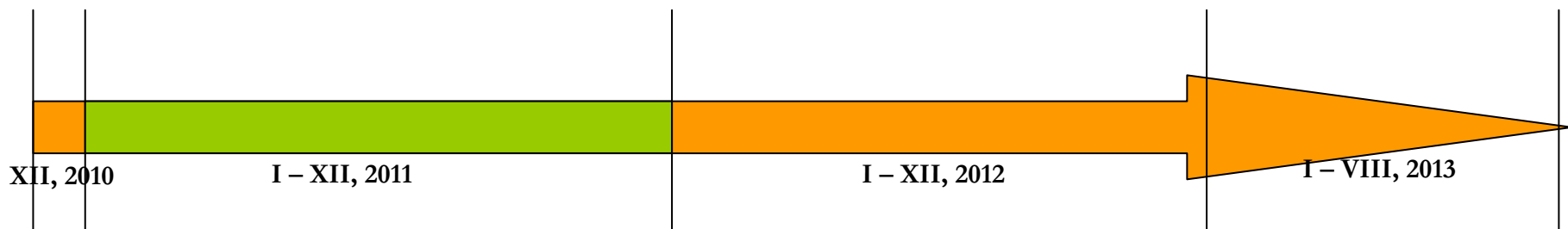


THE MAIN CHALLENGES

- to strength historical and cultural links among partners' regions
- to ensure access to the information on ancient cult sites
- to stimulate adjustment of the environment
- to elaborate a method how to ensure sustainable management of ancient sacred sites and their existence in the future
- to increase an interest of different target groups on ancient sacred sites as a valuable tourism objects
- to promote ancient sacred sites as a tourism destination by creation of new tourism products
- to stimulate development of local entrepreneurship by design of new tourism products and promotion of local services

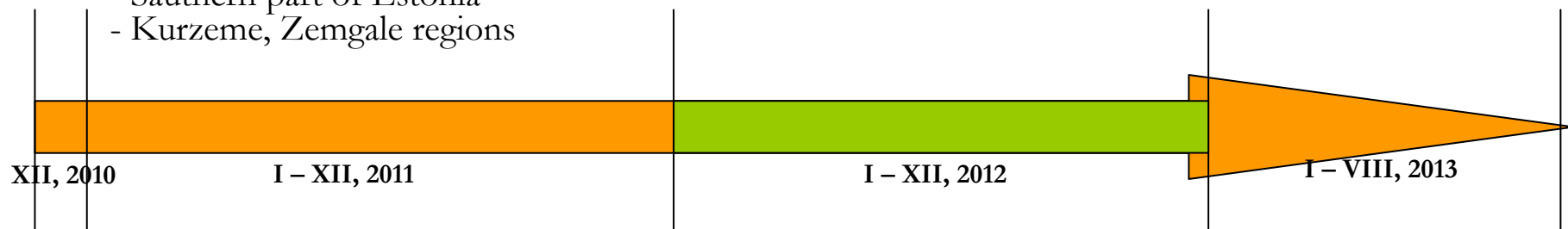
EXPECTED RESULTS

- Developed elements of project visual identity
- 2 experts workshops on creation of common principles and evaluation of results
- Selected and summarized information on ancient Sacred sites (folklore, results of survey, photography etc.)(> 600 objects)
- Results of objects' assessment
- Analyze of national legislation on nature protection, culture heritage etc.
- Common recommendations on objects management
- Drafts of pilot routes in each partner region covering at least 5 ancient cult places
- Content management system for “e-museum”



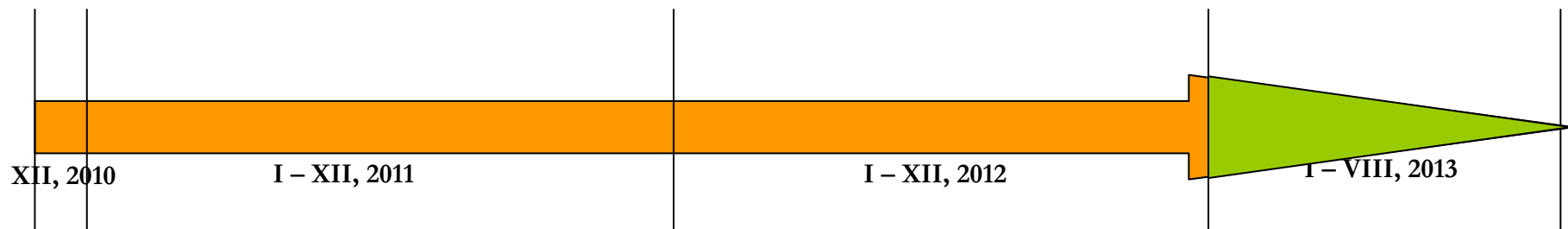
EXPECTED RESULTS

- Digital data base with indicatively 600 mapped, assessed and documented Ancient Cult Places from all partner regions
- Results of archeological excavations in Hog parish (Sweden)
- Specific guidelines on management of ancient cult sites in accordance to the national legislation
- Experts and representatives of target groups workshop on results of the researches and common identity issues
- Development and Management Strategy of the Ancient Cult Sites
- Internal workshops / study visits of partners representatives for evaluation and development of partners pilot-roads
- 1 pilot route in each partner region covering at least 5 ancient cult places
- Brochure on ancient cult sites and pilot roads (ENG, LAT, EST)
- Guides handbook
- “e-museum”
- Introduction tours for tourism operators, journalists, TIC to partners’ regions
 - Gavleborg county
 - Riga, Vidzeme regions
 - Southern part of Estonia
 - Kurzeme, Zemgale regions



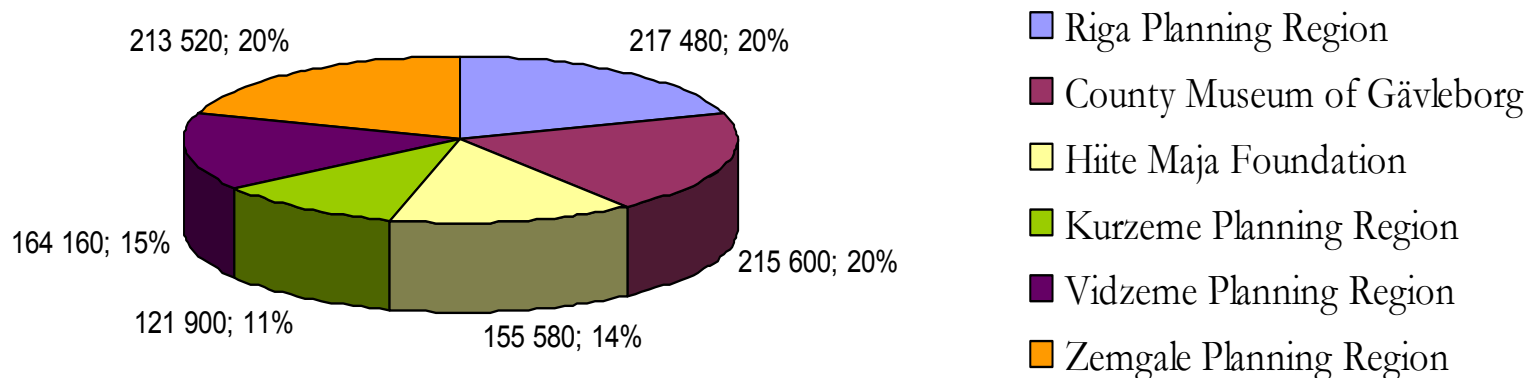
EXPECTED RESULTS

- 5 objects in each partner regions marked in nature with info signs and stands
- Participation in 3 tourism fairs to promote the regions and new tourism product:
 - "Tourest" (Tallinn)
 - "Balttour" (Riga)
 - "Tur" (Gothenburg)
- The final conference in Tērvete
- A festival showcasing cultural heritage of Zemgale and other partners



PROJECT BUDGET PER PARTNERS

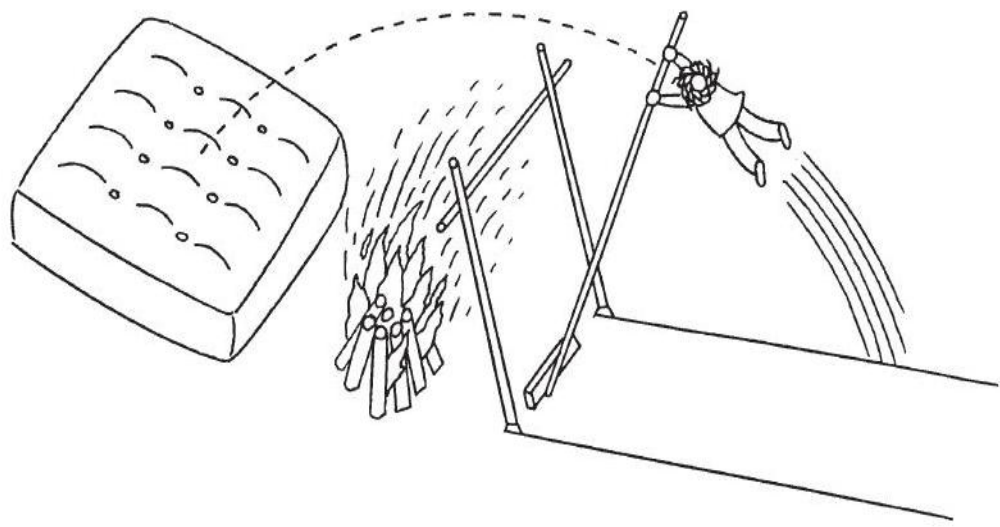
The total budget: 1 088 240 EUR, including
Coo financing of ERDF: 903 444 EUR
partners coo financing: 184 796 EUR



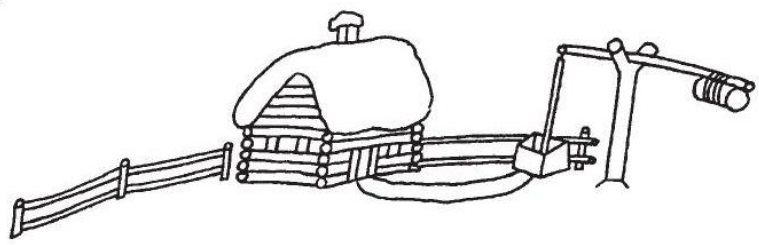
POTENTIAL BENEFITS OF TARGET GROUPS

- Society – available information, saved, activated knowledge on non-material culture heritage
- Institutions of the nature protection – sensible management of objects could help to save them for the next generations as well as to sidetrack attention from very sensitive objects
- Local authorities – positive influence to the local business environment, identification
- Tourism information centers, tourism operators, guides – new offer for tourists
- Service providers – more clients
- Representatives of culture sector – possibility to sell a products of their skills and talents





Summer solstice

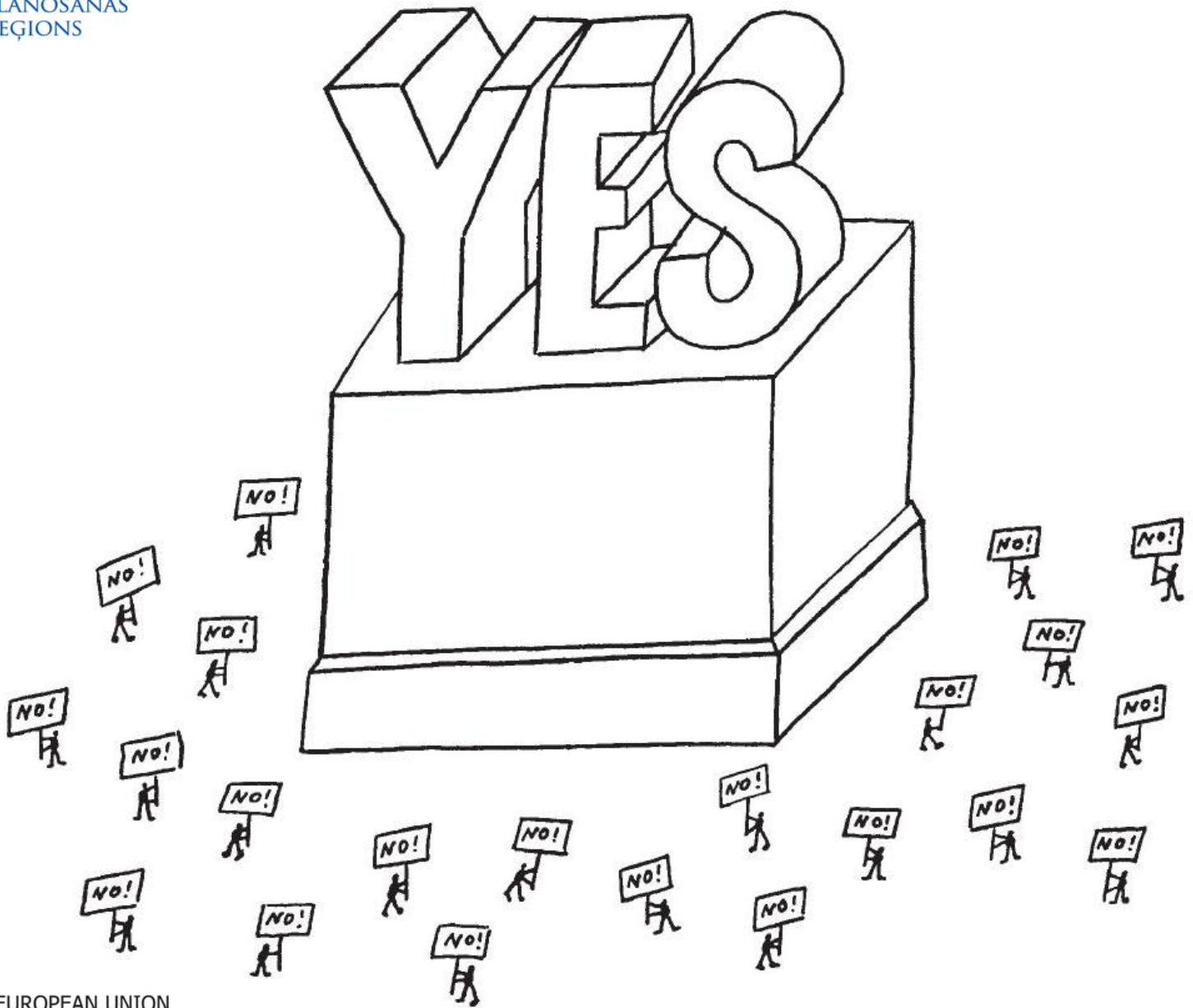


Winter solstice



LATVIANS HAVE A SPECIAL WAY
OF CELEBRATING
THE WINTER SOLSTICE

Reference: Māris Bišofs / "My Latvia"



THANK - YOU FOR YOUR ATTENTION!

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www.rpr.gov.lv

Reference:

