

## Project Short Description

### Baltic Sea Identity

Name of the project:	Baltic Sea Identity
Acronym:	BaltSealident
Date of decription:	14/02/2010 (Version 1)
Status:	Project planning phase
Funding programme:	Next call for application for the priority 4 BSC Interreg IVB Programme is from 4 <sup>th</sup> January - 22 <sup>th</sup> March 2010.
Volume of funding:	Approximately 1.5-2 Mio. Euro
Start:	Oct 2010
End:	Oct 2013
Duration:	36 months
Lead Partner:	<ul style="list-style-type: none"> <li>▪ Prof. Dr. Jörg Hackmann, Uniwersytet Szczecinski, Poland</li> <li>▪ Prof. Dr. Edward Wlodarczyk, Uniwersytet Szczecinski, Poland</li> </ul>
Coordination of the project consortium:	Dr. Christian Pletzing, ACADEMIA BALTICA e.V., Lübeck, Germany
Cooperation-management in the application phase:	Christian Bürger, dsn-Project Management, Kiel
Project partner and stakeholders	See Annex
Background:	<p>Point of departure for the project is the „EU Strategy for the Baltic Sea Region” adopted on 10<sup>th</sup> June 2009. This document constitutes the first strategy for a macro region in the EU. A macro region is „an area including territory from a number of different countries or regions associated with one or more common features or challenges“. As a result, this strategy is a model for other macro regions in the EU.</p> <p>The Action Plan concerning the EU strategy for the Baltic Sea Region (BSR) stipulates the „<b>promotion of cultural heritage linked to the shared Baltic Sea or the preparation of a common history book</b>“<sup>1</sup>.</p> <p>The Committee of the Region supports this aim and „underlines that if the Baltic Sea Strategy is to be perceived by people of the region as a joint project and a joint responsibility, we need to further develop the ties that unite people around the Baltic Sea. <b>This should be done in a transnational process involving citizens, in particular young people.</b> One line of action should be to explore and improve our mutual understanding of history, e. g. by <b>jointly developing a Baltic Sea History Book.</b> The aim would be to establish and strengthen a Common Baltic Sea identity.“<sup>2</sup></p>

<sup>1</sup> European Commission: Action Plan concerning the EU strategy for the Baltic Sea Region, vom 10.6.2009, S. 71.

<sup>2</sup> Committee of the Regions: Opinion of the Committee of the Regions on the role of local and regional authorities within the new Baltic Sea strategy, in: Official Journal of the European Union, 25.08.2009, Paragraphe 18.

<p>Problems to be addressed:</p>	<p>Since medieval times, within the BSR, there are cultural landscapes that have been formed by the different ethnicities, languages and religions. Today, most of the States around the Baltic Sea are EU-members. They cooperate in regional networks in many policy areas. But the common historical connections and awareness of a joined heritage have been interrupted and not been restored yet. The region is characterised by strong national perspectives and frictions within the field of collaboration, which deeply root in a historical lack of a common Baltic identity. This roots in the age of nationalism and Second World War, in which most of these regions have been contested militarily. The following decades of the Cold War in which, by the iron curtain, the societies of the BSR were deeply divided both politically and socially.</p> <p>From this background, the following problems are addressed by BaltSeaIdent:</p> <ul style="list-style-type: none"> <li>▪ The BSR has no common image and shared public representation and is not perceived as a homogeneous region in the BSR itself and beyond. This is a precondition for an increased BSR competitiveness in Europe and world wide.</li> <li>▪ In the BSR. there is a lack of political recognition for transnational solutions aiming at the enhancement of the BSR identity</li> <li>▪ In the BSR. there is a lack of sustainable cooperative networks aiming at the enhancement of the BSR identity and attractiveness</li> </ul> <p>The EU, within the framework of the EU Strategy for the Baltic Sea Region, has highlighted these problems and underlines the <b>importance to strengthen the Baltic identity to strengthen mutual understanding and cooperation to cope with the common problems within the region</b>: The creation of a common identity is a political aim and an incremental element of a more effective coordination. It acknowledges that a stronger regional Baltic identity will contribute substantially to the four cornerstones of the Baltic Sea Strategy.</p>
<p>Target groups:</p>	<p>Target groups of BaltSeaIdent are:</p> <ul style="list-style-type: none"> <li>▪ the citizens in the BSR</li> <li>▪ the youth in the BSR</li> <li>▪ the civil society in the BSR</li> <li>▪ tourists in the BSR and beyond</li> <li>▪ companies associated to the Baltic Sea Identity Thematic Fields</li> </ul>
<p>Impact:</p>	<ul style="list-style-type: none"> <li>▪ The Common Baltic Sea Identity is strengthened.</li> <li>▪ A common image and shared public representation of the BSR as a homogeneous region in the region itself and beyond is created and increases BSR competitiveness in Europe and world wide.</li> <li>▪ Political recognition for transnational solutions aiming at the enhancement of the BSR identity in the BSR is increased.</li> <li>▪ In the BSR, sustainable cooperative networks aiming at the enhancement of the BSR identity and attractiveness are strengthened.</li> <li>▪ A discussion on Baltic Sea Identity, the common ground of perceptions on the defining factors that contribute to the formation of a Common Baltic Sea Identity within the BSR Identity Thematic Fields, the differences, frictions and possible conflicts is introduced.</li> <li>▪ National appropriations of history and culture are resolved.</li> <li>▪ The thesis that culture and common values are not created by national differentiations, but through the mutual impact of different traditions is validated.</li> </ul>

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- Objectives:
- To analyse the main driving factors within the processes of the formation of a Common Baltic Identity with the help of a scientific dialogue.
  - To give the key actors a platform for exchange of knowledge, experiences and ideas in the relevant fields concerning the formation of a common Baltic identity such as
    - History and Heritage
    - Politics & Economy
    - Civil Society
    - Culture & Traditions
    - Beaux Arts
    - Cuisine
  - To develop offers, products and services to experience the Baltic Sea identity on the basis of the mentioned scientific dialogue and exchange of key actors including a Baltic Sea Brand and Marketing strategy and an Internet Platform.
  - To introduce a continuing interactive process of documentation and reflection on Baltic Sea Identity in form of a Living Virtual Baltic Sea History Book.
  - To create a Baltic Sea Identity and Knowledge Platform.
  - To introduce a Scientific Dialogue on Baltic Sea Identity.
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WP overview and coordination:

**WP 1: Project Management**

Will follow.

**WP 2: Project Dissemination**

Will follow.

**WP 3: Baltic Sea Identity Knowledge and Dialogue Platform**

The Baltic Sea Identity Knowledge and Dialogue Platform is not only the virtual platform for the Baltic Sea Identity Scientific Dialogue. It is also the link for project partners to share ideas, develop common activities and concepts for the offers and projects in the framework of "Experiencing and Developing Baltic Sea Identity". Here, they can also address events or relevant activities. It is accessible for all partners of the Baltic Sea Identity project. The thematic fields discussed on the platform are:

- History & Heritage
- Politics & Economy
- Civil Society
- Culture & Traditions
- Beaux Arts
- Cuisine

The platform also serves as a data base for the whole project. The authors of the Living Virtual Baltic Sea History Book can exchange their ideas and texts and integrate the actors and partners from the Baltic Sea Thematic Fields as mentioned above.

**WP 4: Baltic Sea Identity Scientific Dialogue**

In the framework of the Baltic Sea Identity Scientific Dialogue, participating scientists will work on the following questions such as

- What are the main drivers with regard to the formation of a common Baltic
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identity?

- Does a Baltic Sea identity exist?
- From what perspectives identity can be analysed?
- Which different forms of identity exist?
- How do different identities interact?
- What are the driving forces behind the emergence of an identity?
- What are the dividing / common characteristics of different identities?
- How does a common identity stimulate cooperation and an active citizenship in the Baltic Sea Region?

This will be done within scientific workshops, discussions and common publications with scientists and experts from the fields of, e.g.

- History
- Ethnology and Cultural Science
- Political Science
- Sociology
- Pedagogy
- Communication Science

This lays not only scientific ground to the Living Virtual Baltic Sea History Book but also serves as a point of departure for the creation of offers, products and services in the framework of the project element “Experiencing and Developing Baltic Sea Identity”. The Baltic Sea Scientific Dialogue” will be coordinated by the Academia Baltica. The dialogue is open to the project partners and actors from the Baltic Sea Identity Thematic Fields.

The combination of this open dialogue with the Baltic Sea Knowledge and Dialogue Platform as a discussion forum is a point of departure for regional companies for example in the field of tourism, culture or gastronomy to start common initiatives and to develop innovative new products and services.

The BSI Scientific Dialogue will be coordinated by the Academia Baltica.

#### **WP 5: Experiencing and Developing Baltic Sea Identity**

This project element is the umbrella for the concrete project products such as

- The Living Virtual Baltic Sea History Book
- E-Learning Courses
- Educational offers
- Youth seminars & workshops
- Trips
- Concerts & Events
- Culinarian & Gastronomic Offers
- The Baltic Sea Brand, Marketing & Internet Platform
- Touristic offers

These products will be developed in an exchange process between the project partners in the relevant fields and on the basis of the results of the Baltic Sea Identity Scientific Dialogue. This approach guarantees not only the implication of a wide range of competent partners, but also science-based, target group relevant offers, products and services.

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The development of the Living Virtual Baltic Sea History Book is an output and as well part of this process:

### **Living Virtual Baltic Sea History Book**

#### Process and Structure:

The Living Virtual Baltic Sea History Book is the central corner stone of the project. On the one side, the results of the Baltic Sea Scientific Dialogue are incorporated into the Virtual History Book for example in forms of scientific, journalistic and pedagogic articles and multimedia elements. On the other side, the results of the products, services and offers around the theme of Baltic Sea Identity (education, youth seminars, workshops, E-learning courses, trips, events) are documented and reflected in a dialogue and cooperation process between scientists and future users and are continuously incorporated into the Virtual History Book.

The aim of this process is threefold:

- To create a shared understanding of Baltic history
- To document the processes of identity shaping
- To reflect on the products and offers and how they serve the purpose of the project

#### Integration of target groups

The book is not purely academical: Single modules of the Virtual History Book are developed within a framework of youth events and workshops or summer academies through the cooperation of scientists, NGOs and younger people and other experienced partners (Baltic Sea Secretariat for Youth Affairs, Baltic Sea Virtual Campus, the Baltic Sea States Subregional Cooperation (BSSSC), and Union of the Baltic Cities). In such an interactive and participatory process of formation, the book connects scientific work and youth projects and integrates the target group from the very beginning of the project. It is an evolutionary process that contributes to the emergence of a Baltic identity. The method envisages a broad acceptance of the Virtual History Book so that content and elements are developed within a practise and dialogue oriented approach and to test its elements in practise. The common work upon a shared Baltic identity supersedes backwards oriented politics of remembrance and is a precondition for an active European citizenship. It is accessible for a broad audience, but as well, it is an additional medium for educational needs in schools. It is supposed to be used by pupils for extra-school projects.

#### Content

The Virtual History Book illustrates, on the basis of interactive virtual content, the shared history and culture within the Baltic region. The book will, on the one hand, proof that the Baltic history is more than the addition of national history. On the other hand, it will reflect upon the different national point of views and perspectives. That also gives the possibility to reflect on different perceptions but also on possible conflicts. With the help of selected local and regional history, the Virtual History Book gives a holistic view on the different dimensions of shared Baltic history and culture, reflected in the Baltic Sea Identity Thematic Fields. They are exemplified through the presentation of, for example, different migration movements, cultural similarities and common grounds, transfers and mutual influences with regard to tradition, political regime changes, actual economic exchange processes and historical trade routes with regard to different cities or regions. The content will be available in a printed version and via the project's internet platform. Through the integration of multimedia elements, it gives the opportunity to have a live experience of Baltic Sea history.

#### Coordination

The Academia Baltica will coordinate this process, the editorial work and the accompanying work shops. The scientific input will be provided by the partner

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Universities and their scientific institutes. These partners have an outstanding scientific reputation and will, with regard to the content, guarantee the quality of the Virtual History Book.

**WP 6: Baltic Sea Brand, Marketing & Internet Platform**

The products and offers of the project element “Experiencing and Developing Baltic Sea Identity” is covered by the umbrella of a Baltic Sea Brand, Marketing and Internet Platform.

This brand is created as an instrument to create a common awareness and positive image of the BSR as a whole. It aims on one hand at the citizens in the BSR to strengthen their identification with their home region and to enhance Baltic Sea Identity. As a result, it enforces a favourable environment for a common understanding, for better cooperation and exchange in the region.

On the other hand, it communicates a picture of the BSR as an entity to external recipients that do not live in the region itself. It draws a positive picture of the BSR with the following core messages:

- is rich of shared history and common culture and traditions
- is future oriented and open minded
- envisages common challenges through cooperation and dialogue
- is an attractive place to live and to visit
- offers a broad range of touristic and cultural opportunities and events
- offers good opportunities for investment and economic activities

Questions that have to be answered in this WP are:

- How has a Baltic Sea Brand to be created to stimulate the development of a common identity?
- Are there reference brands existing?
- How can the Baltic Sea brand integrate the different products of the project?
- How can a sustainable brand be guaranteed?
- How can a unique brand be created?

Partners responsible for this WP must be capable to find answers to these questions. These can be marketing and branding specialists and web designer.

Regional companies can use the Baltic Sea Brand and Marketing platform to promote their products. They can also use the Baltic Sea Brand as a logo. The brand will be especially attractive for companies that are associated to the offers, products and services of the project. These are especially touristic, gastro-nomic or cultural providers. The Baltic Sea brand is also as an incentive for businesses to actively engage in the project work.

The Internet Platform is the showroom for the project and is the main communication instrument. It is integrated in the Baltic Sea Brand and Marketing strategy. It presents the project activities, gives project partners the opportunity to present themselves and is also linked to the Living Virtual Baltic Sea History Book.

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Outputs:

- Baltic Sea Identity Knowledge and Dialogue Platform
- Living Virtual Baltic Sea History Book
- Scientific and popular articles and multimedia elements on Baltic Sea Identity
- Baltic Sea Brand, Marketing and Internet Platform
- Various innovative services, products and educational offers in the different Thematic Baltic Sea Identity Fields

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	<ul style="list-style-type: none"><li>▪ Organisation and business model</li></ul>
Reference projects:	<p>Cooperation in the field of multimedia elements:</p> <ul style="list-style-type: none"><li>▪ First Motion (initiative by the Filmförderung Hamburg Schleswig-Holstein for the advancement of digital media within an European network)</li></ul> <p>Possible cooperation with the following projects:</p> <ul style="list-style-type: none"><li>▪ AGORA 2.0 (Heritage Tourism for Increased BSR Identity)</li><li>▪ The European history book, History of Skåne</li><li>▪ VIMU – Close to History – First common online German-Danish history project</li></ul>
Why is the project unique?	<p>The project Baltic Sea Identity offers a completely new approach to move towards the theme of Baltic Sea Identity. Through its holistic perspective and integration of a wide range of concerned actors from the different fields, it gives the broadest view possible on a complex socio-politico subject that touches upon an important future question: The relevance of regional identity for the cooperation, integration and common concepts for future challenges in a crucial European region.</p> <p>BaltSeaIdent does not only have a purely scientific agenda, but, through a process of inclusion, active experience and dialogue, makes history, culture and identity a living, concrete theme that touches the individual and actively integrates him in the process of identity formation and in shaping the future.</p> <p>The project also invites regional economic actors to participate in a broad dialogue to develop products, services and offers and to profit from the results of the project such as the Baltic Sea Identity Brand and Marketing. This broad alliance of actors is unique and will give ground for regional innovation and cooperation.</p>

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### **Annex: (Potential) Project Partners and Stakeholder**

PP = Project Partner

SH = Stakeholder

PB = Political Board

SB = Scientific Board

<b><u>Nr</u></b>	<b><u>Organisation</u></b>	<b><u>Contact Person</u></b>	<b><u>Theme</u></b>	<b><u>Town, Country</u></b>	<b><u>Role</u></b>	<b><u>Integrated</u></b>
1		Mrs Francine Rohllfs	Beaux Arts	Geestacht, Germany	PP	✓
2	Vignera Kuldigas Music School	Mrs Maruta Rozīte E	Beaux Arts	Kuldigas, Latvia	PP	✓
3	FolkBaltica	Mr Jens Peter Müller	Beaux Arts	Flensburg, Germany	PP	✓
4	Ars Baltica	Mrs Andrea C. Bayer	Beaux Arts	Salzau, Germany	PP	✓
5	Abteilung Kultur der Staatskanzlei des Landes Schleswig-Holstein, Bereich Film und Medien, Musik, internationale Kulturbeziehungen, Erwachsenen- und Weiterbildung, Kiel, Germany	Mrs Irena Scheicher, Mr Gert Haack	Beaux Arts	Kiel, Gemany	PP	✓
6	Schleswig-Holsteinischer Heimatbund, e.V.	Mrs Jutta Kürtz	Cuisine	Molfsee, Germany	PP	✓
7	Amt für Raumordnung und Landesplanung Vorpommern	Mr Roland Wenk	Touristic Offers / Trips / Events	Greifswald, Germany	PP	✓
8	KIWI Büro International Affairs	Mr Wolfgang Schmidt, Mr Horst Nimtz	Baltic Sea Brand & Marketing	Kiel, Germany		
9	Network Baltic Sea Virtual Campus (BSVC),	Prof. Dr. Rolf Granow	E-Learning	Lübeck, Germany		
10	Baltic Sea Secretariat for Youth Affairs	Mr Helge Hellberg	Youth seminars and & workshops	Kiel, Germany	PP	✓
11	Borussia – Foundation and Cultural community	Mrs Kornelia Kurowska	Culture & Traditions	Olsztyn/Allenstein, Poland		
12	Commission on Youth Issues secretariat, Union of the Baltic Cities (UBC),	Mr. Carsten Adamsen, Mr Mathias Larsson	Youth seminars and & workshops, Civil Soci-	Kalmar, Sweden		



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			ety			
13	Thomas-Mann-Kulturzentrum	Mrs Lina Motuziene	Culture & Traditions	Neringa, Lithuania		
14		Mr Gisbert Mrozek	Politics & Economy	Moskow, Russia		
15	German-Russian House in Kaliningrad	Mr Andrej Portnjagin	Youth seminars & workshops, cultural events	Kaliningrad, Russia		
16	Aue Foundation	Mr Robert Schweitzer	Culture & Traditions, Germany Finland, History & Traditions	Helsinki, Finland		
17	NDR Television	Mr. Udo Biss		Kiel, Germany		
18	NDR Welle Nord	Mr. Ernst Christ		Kiel, Germany		
19	Polskie Radio Szczecin	Zbigniew Plesner		Szczecin, Poland		
20	Deutsches Historisches Institut Warschau, Poland		History & Heritage	Warsaw, Poland		
21	Körber Foundation					
22	Zeit Foundation					
23	University of Helsinki	Prof. Dr. Dr.h.c. Matti Klinge	History & Heritage	Helsinki, Finland	PP	✓
24	University of Latvia	Prof. Dr. Ilgvars Misāns	History & Heritage	Latvia, Riga	PP	✓
25	University of Szczecin, Instytut Historii	Prof. Dr. Jan Piskorski	History & Heritage	Szczecin, Poland	PP	✓
26	University of Hamburg, Historisches Seminar, Germany	Prof. Dr. Ralph Tuchtenhagen	History & Heritage	Hamburg, Germany	PP	✓
27	Tallinn University, Institute of History	Prof. Dr. Karsten Brüggemann	History & Heritage	Tallin, Estonia	PP	✓
28	Historiska institutionen, University of Lund	Prof. Christian Gerner	History & Heritage	Lund, Sweden	PP	✓
29	Lithuanian Institute of History (Lietuvos istorijos institutas)	Prof. Dr. Alvydas Nikzen-	History & Heritage	Vilnius, Lithuania	PP	✓

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		taitis				
30		Mr. Ingo Hoddick, M.A.	Beaux Arts (Music)	Duisburg, Germany	PP	✓
31		Dr. Miłoslawa Borzyszkowska-Szewczyk	History & Heritage	Gdansk, Poland		
32	Institut Kaszubski, Gdansk, Poland	Prof. Dr. Jozef Borzyszkowski	History & Heritage	Gdansk, Poland		
33	Istorijos Centras, Klaipedos University Klaipeda	Dr. Nijole Strakauskaite	History & Heritage	Klaipeda, Lithuania		
34		Prof. Dr. Dmitrij Karev	History & Heritage	Grodno, Belarus		
35	University of Tartu	Prof. Dr. Mati Laur	History & Heritage	Tartu, Estonia		
36	European-University Viadrina	Prof. Dr. Thomas Serrier	History & Heritage	Frankfurt / Oder, Germany		
37	Institute for Philosophy and Logic, University of Kaliningrad	Prof. Alexandr Sologubov		Kaliningrad, Russia		
38	Saint-Petersburg Branch of the Russian Institute for Cultural Research	Prof. Dmitry Spivak	Culture & Traditions	St Petersburg, Russia		
39	Polish Academy of Sciences	Dr. Rafal Zytyniec		Berlin, Germany		
40	Institute for Ethnology, University of Kiel	Prof. Dr. Andreas Schmidt	Culture & Traditions	Kiel, Germany		
41	Institute for Ethnology, University of Kiel	Prof. Dr. Silke Göttsh-Elten	Culture & Traditions	Kiel, Germany		
42	Ministry of Agriculture, Environment and Rural Areas the State of Schleswig-Holstein	Wolfgang Götze, Wibke Muxfeldt	Cuisine	Kiel, Germany	SH	✓
43	State Chancellery, Land Schleswig-Holstein	Stefan Musiolik		Kiel, Germany	SH	✓
44	Multimedia project "First Motion", Filmförderung Hamburg Schleswig-Holstein	Till Hardy	Beaux Arts	Hamburg, Germany	SH	✓

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45	Baltic Sea States Sub regional Cooperation (BSSSC)		Politics & Economy	Hamburg, Germany		
46	Nordic Council		Politics & Economy	Copenhagen, Denmark		
47	Nordic Youth Council		Civil Society	Helsingfors, Finland		
48	Council of the Baltic Sea States (CBSS)		Politics & Economy	Stockholm, Sweden		
49	Foreign Office of the Federal Republic of Germany		Culture & Traditions, Beaux Arts	Berlin, Germany		
50	Goethe-Institute Copenhagen		Culture & Traditions, Beaux Arts	Denmark		
51	Goethe-Institute Vilnius		Culture & Traditions, Beaux Arts	Lithuania		
52	Goethe-Institute Riga		Culture & Traditions, Beaux Arts	Latvia		
53	European Cultural Foundation (ECF)		Politics & Economy History & Heritage	Amsterdam, The Netherlands		
54	European Society Coudenhove-Kalergi		Politics & Economy History & Heritage	Wien, Austria		
55	FoodRegio Lübeck (Nutrition Cluster)		Cuisine	Lübeck, Germany		
56	IHKs		Touristic offers			
57	Touristic Associations		Touristic offers			
58	Dehoga Schleswig-Holstein		Cuisine, Culinarian & Gastonomic Offers	Kiel, Germany		
59		Landesmusikrat Kiel	Beaux Arts	Kiel, Germany		
60	Ministry of Agriculture of Estonia		Cuisine, Culinarian & Gastonomic Offers	Estonia		
61		Mr Artis Pabriks	Politics & Economy,	Jurmala, Latvia	PB	

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			History & heritage			
62		Mart Laar	Politics & Economy, History & heritage	Estonia	PB	
63						
64	Europa-Union	Ernst Johannson	Politics & Economy, History & heritage, Civil Society	Kiel, Germany	PB	
65	Youth for freedom	Ilja Dementjew	Civil Society, Youth Workshops	Kaliningrad, Russia		
		Dr. Viktor Romanowskij		Kaliningrad, Russia		