



We are pleased to give in your hands the first issue of the NEWSLETTER whose task is to keep Project Partners informed on the subsequent stages of the implementation of our Project. In this issue we present the main objectives of the Project, its participants and Project Secretariat. We also include a brief photo coverage of the Project Opening Conference, information on further actions planned and launching of the Project's official website.

The Municipality of Lębork,
Lead Beneficiary

RECRreate...

The Project aims at reinforcing the existing cultural heritage. We want to use the Way of St James as a new tourist product to foster regional development in the South Baltic Area. We shall mobilise local communities around the joint initiative. The Route of St James has recently gained importance (it was added to the UNESCO list of cultural heritage in 1987). The European citizens want to return to the cultural roots of Europe. The Way of St James is to encourage people to move through different countries and regions more slowly so as to discover their diversity and understand their specificity. This corresponds to ancient habits when people spent hundreds of days moving to Santiago de Compostella and at the same time were exposed to cultural diversity, new ideas and development trends. The Route of St James also used to exist in the South Baltic Area stretching from Königsberg through Gdańsk and Szczecin to Rostock and then continued westward. This Project aims at the restoration of this Route and joining the heritage of the South Baltic Area with a broader European network.

Partners:

1. The Municipality of Lębork, Lead Beneficiary
2. The County of Lębork
3. The Self-government of Zachodniopomorskie Voivodeship
4. The Self-government of Pomorskie Voivodeship
5. Szczecińska Foundation
6. The Pomeranian Regional Tourist Organization
7. Kretinga District, Lithuania
8. Gdańsk University
9. The Ernst Moritz Arndt University of Greifswald, Germany

Associated organizations:

1. St Adalbert Catholic Church, Kaliningrad
2. Mecklenburg-Vorpommern Tourist Board, Germany
3. Teacher Education Centre of Kretinga District, Lithuania
4. Society for Persons with Disabilities of Kretinga District, Lithuania
5. German St James Society, Germany

What are our objectives?

The main objective is socio-economic activation of the South Baltic Area through cross-border use of cultural heritage – preparation of a tourist product and promotional campaign encouraging its potential users to use it. What is equally important is the social development, for example - arousing social support and kindling enthusiasm for the idea of the Route and encouraging certain social groups that are normally not involved in tourist activities to visit neighbouring countries.

We want to help create social preconditions that may prove indispensable for further development of the regions participating in the project.

The Project Partners will pursue the following objectives:

- Using the cultural heritage and its networking for the establishment of the South Baltic tourist route connected to the wider European network;
- Creating preconditions for its extension to the East;
- Raising awareness of the existence of such a tourist product as the Way of St James amongst local populations and its potential users;
- Promoting and then testing the use of this product by social groups normally not involved in this type of tourism;

The main result to be achieved is more efficient use of the cultural heritage for development of tourism in the South Baltic Area. Our actions will be focused on activation of already existing, yet underused, potential requiring international cooperation with German and Lithuanian partners.

Intended main outputs of the Project:

- *a film about the Pomeranian Route*
- *a trilingual guidebook*
- *a map*
- *the Internet guide*
- *a concept of winter pilgrimage*
- *at least a 120 km long road signposted according to the same standard*
- *professional tourist offer*
- *audio guides*
- *preparing local animators and volunteers to work along the Way of St James.*

Small Project Secretariat:



Project Coordinator
Elżbieta Rekowska-Klassa
Town Hall in Łębork

Financial Manager
Urszula Płotka
Town Hall in Łębork



Information Officer
Anna Szubelak
Town Hall in Łębork

National Coordinator
Ralf Scheibe
The University of Greifswald
GERMANY



National Coordinator
Darius Martinkus
Kretinga District
LITHUANIA

Steering Group 13.04.2011



Alicja Zajączkowska,
Deputy Mayor of Łębork,
Chairperson of Steering Group

On 13th April this year in Town Councillors' Hall of Town Hall in Łębork a Steering Group meeting was held. This is the group to take key decisions for the Project. The first meeting was attended by the representatives of all Project Partners and observers. The Steering Group Members entitled to vote: the Municipality of Łębork-**Alicja Zajączkowska**, County Office- **Ryszard Went**, the Office of the Marshal of Pomorskie Voivodeship-

Bożena Wołowczyk, Szczecinska Foundation- rev. **Paweł Ostrowski**, the Pomeranian Regional Tourist Organization- **Krystyna Hartenberger-Pater**, Kretinga- **Kristina Gricuite**, the University of Greifswald- **Ralf Scheibe**. The first important questions were voted: the composition of Project Secretariat was established, the Steering Group Rules and Regulations were approved and working groups for the purposes of carrying out assignments within the frames of the Project were appointed.



Opening Conference-14.04.2011

On 14th April this year the Project Opening Conference was held. At the conference, the plans and intended outputs of the Project were presented to the Partners and invited guests. Moreover, each Partner had an opportunity to present its own region or associated organization. At the end of the conference its participants took a stroll along Lębork fortifications and visited the Sanctuary of St James the Apostle in Lębork.





21.06.2011- Conference at the Office of the Marshal of Pomorskie Voivodeship.

On Tuesday 21st June, in the Coat of Arms Hall at the Office of the Marshal in Gdańsk a conference on the creation of the Pomeranian Way of St James will be held.

The purpose of this meeting is working out the standards for efficient achievement of the intended objectives of the Project and, above all, establishing the route concept for the Way in cooperation with and with the approval of road and forest administrations so as to make the Way of St James in Pomorskie Voivodeship available to the tourists and pilgrims as soon as possible and in the best possible way.

Workshops in Greifswald

On 28th and 29th June workshops for people working in the fields of tourism and recreation and planning to work towards the revitalization of the Way of St James will be held. During the workshops the German partners will share their experience and know-how with the rest of the participants who will have a chance to present their own ideas and proposals as well. There will also be some lectures on pilgrimage tourism. The workshops will be closed by a study visit to the local pilgrimage route in the vicinity of Greifswald.

The website.



In June 2011, the Project website was launched. It is available at www.re-create.pl. On the website you may find information on the intended aims of the Project, see the maps of the Way, read about partner institutions and associated organizations. We also have some entertainment in form of online games for the youngest visitors to the website.