

Project: Marine Park Åland

Project partner plan

1. *Project name*

Marine Park Åland – Making the Underwater Cultural Heritage Accessible

2. *Project objective*

Considering underwater history and wreck density, Åland can be compared to places like Scapa Flow, Pearl Harbour, Truk Lagoon and Narvik, but still has not their maritime reputation. The recent findings of s/s Hindenburg, s/s Notung, Nederland, the submarine S-2 and the “Champagne wreck” are evidence of a world class underwater cultural heritage. The project has the same idea as www.naturum.ax : first you develop a virtual place, then you develop the real one. The Marine Park Åland is step two in a long-term ambition to create a Diving Park on Åland, where step one has been numerous preparations until today and step three is the realization of a full-scale diving park. The project will include all maritime activities such as sailing, canoeing, boating, and diving. It will create a database of maritime experiences, an innovative site with videos, maps, sketches, pictures, texts in Swedish, English, Finnish, Russian and German, supported by a memorial at Degerby, a guide-book, A DVD and travel packages. The battle at Ledsund (1720) will be in focus. It is a natural part of the When We Were One project, the greatest battle that has taken place on Åland and there is no sign of it today.

3. *Participation in Work Packages*

WP 2 Investigation of the early history

Activity: Material from both underwater and above water will be collected with new high definition state of art equipment and techniques.

WP3 Attraction Development and Travel Programs

Material will be put together like a puzzle to feed presentations in five different languages. As history does not change this material is static and there is no need to update too often. The material will be presented on a new website “www.marinepark.ax”. The website will work as a “blueprint” for how to present the underwater cultural heritage in a way that will attract more visitors to the Åland Islands and the point is that more and more wrecks and events can be added in the future.

WP4 Developing Archipelago Destinations

Activity: Cooperation with VisitÅland, Scandinavian Islands, incoming tour operators, dive operators, transport and accommodation providers, guides. Website, videos on the internet, DVD’s, guidebooks, travel packages, dive packages, memorial place and points of interest, sailing routes and canoeing routes that describe and follow the battle. There will also be film presentations from this material in the brand new Åland Maritime Museum.

WP5 Toolbox and dissemination

Activity: After the project time Åland Maritime Museum will be in charge of the website and responsible for its content.

4. Milestones

Milestone 1 July 2011 – October 2011:

WP2: Organizing the sub-project team;

Milestone 2 November 2011 – February 2012:

WP2: research and collection of material;

Milestone 3 March 2012 – June 2012:

WP3: Developing the website, market planning and preparations.

Milestone 4 July 2012 – October 2012:

WP3: Further development of material for the website like videos and illustrations.

Milestone 5 November 2012 – February 2013:

WP4: Development of a guidebook.

Milestone 6 March 2013 – June 2013:

WP 4: Development of travel packages, dive packages, memorial place and points of interest, sailing routes and canoeing routes that describe and follow the battle in cooperation with VisitÅland, Scandinavian Islands, incoming tour operators, dive operators, transport and accommodation providers and guides.

Milestone 7 July 2013 – October 2013:

WP 4: A new short-tv commercial cut will be produced as a blueprint for how to market the cultural heritage from this part of the world.

Milestone 8 November 2013 – December 2013:

WP5: After the project time Åland Maritime Museum will be in charge of the website and responsible for its content.

5. Lead Partner:

Windjammer Media Ab

Project partners:

The Åland Museum Bureau and the Maritime Museum of Åland

Nätverk Södra Skärgården and Stiftelsen Vasakungarnas Djurhamn, Sweden

Project leader (name; phone and e-mail if other than the organization he/she represents):

Windjammer Media Ab