



MARITIME HERITAGE ATLAS OF THE (BALTIC) SEA



Part-financed by
the European Union



EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION

SEED MONEY FACILITY



MARTABAL PROPOSAL

The project proposal aims to enhance the existing prototype of Maritime Atlas (www.maritimeatlas.eu) and create a complete portfolio of (EU/Baltic) tangible and intangible Maritime Heritage including historic sites and objects, constructions, museums, lighthouses, historical ships and warships, traditional vessels, ports and shipyards, natural attractions, cultural and touristic events, oral history and traditions, etc.

MARTABAL is the first initiative offering a comprehensive overview of maritime heritage assets at European /Baltic coastal regions. This approach will contribute to build a common cultural identity thanks to a better understanding of common roots, and will promote cultural tourism attracting visitors through coastal heritage assets.



TECHNOLOGICAL VALUE

The Maritime Atlas was created as a Web Portal for integration of knowledge, resources and services. Now, this initiative responds to current trends of culture and leisure consumption patterns and to the growing demand of high-quality products in the fields of culture, tourism, nature and 'edutainment'.

For that purpose, not only the content of the Atlas will be updated and completed, but also the platform supporting the Atlas will be updated in order to integrate functionalities offered by innovative information and communication Technologies. For example, an application for mobile devices (smart phones and tablets) has been planned as a tool for facilitating accessibility to the content.

The introduction of ICT related innovations will allow exploiting culture, tourism and edutainment resources and creating new offers for the tourism market.



TOURISM

Thanks to knowledge and database integration the Atlas will possess a huge tourism potential. Visitors will be able to plan and organise visits to maritime heritage attractions included in the atlas, deciding about the routes, what to see and where to stay in Baltic coastal destinations;

Creation of new cultural, leisure and edutainment products and services will improve business opportunities entrepreneurs and investors and contribute to economic development of coastal areas.

PROMOTION

The Maritime Atlas will also become an important marketing tool for maritime Museums Network and other related heritage organisations for promoting their own activities. Thanks to a well structured promotion and communication strategy (including social media and other branded activities) the Atlas will capture new audiences.



NATIONAL
MARITIME
MUSEUM
in Gdańsk



INVITATION FOR PARTNERSHIP

Potential partner profiles with complementary competences in fields like maritime heritage, tourism, ICT and transport of passengers have been identified.

- / Museums
- / Culture institutions
- / Tourist Boards
- / Tourist Operators
- / IT companies
- / Technical universities

OUTPUTS

- / Maritime Atlas: Web Platform including a map (geo-positioning functionality) and hosting the complete portfolio of maritime heritage;
- / New maritime heritage related products (cultural tourism guides, heritage documentaries, edutainment products...);
- / Business model and Business Plan for the promotion and exploitation of the Maritime Atlas.



COMMERCIAL AND SOCIETAL BENEFITS

The project will have a positive long term impact on the participants, on the regions and be beneficial for European citizens:

- / Increase knowledge on maritime heritage: thanks to preparation, promotion and exploitation of entertainment and cultural products, the visibility of European Maritime Heritage will be improved;
- / Reinforce European cultural identity through the transnational promotion and exploitation of European common heritage;
- / Increase income for Maritime Heritage organisations via a jointly accepted business model for exploring alternative revenue sources based on the reviewed value proposition of the Maritime Atlas;
- / Attract (new) audiences to maritime cultural assets and events, attracting visitors and tourism with a positive impact in the economy of the regions beyond traditional tourism spots;
- / Contribute to the technological development of databases, APPs for mobiles/tablets.



CONTACT

If you are interested in participating at our proposal,
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