CO-DEVELOPMENT CONCEPT

a shortcut to expanding your business

Handbook for Facilitators

CONTENT

INTRODUCTION

ABOUT CO-DEVELOPMENT CONCEPT

This handbook is designed as a helpful tool for a certified facilitator of the Co-Development Concept to lead diverse groups and teams through the process of discovery, creation, and completion of innovative co-developed products, offers or services. It gives an overview of the process of the concept and it also presents the content of Co-Development Toolkit. The toolkit includes all material, presentations, handouts etc. needed for facilitating all modules of the concept. It is provided digitally to everyone completing the training course.

The Co-Development Concept is a productive internationally tested process that will guide your participants step by step from idea generation to development and completion of new offers by means of targeted innovation management, efficient methods, and collaboration. The process is equally suited to help groups improve and discover unexploited potential of already existing products and services.

The Co-Development Concept is constructed by guiding principles of design thinking and provides a complex of practical visual tools and exercises. They help participants identify potential and capabilities of the participants and on consumer demands.

Co-Development Concept is presented for tourism development, but it can be easily adapted and transformed to fit all industries. The concept is constructed as a consecutive hands-on workshop cycle and is focused on co-development and teamwork. It was compiled and created by Danish Tourism Innovation, and tested and evaluated by international partners in the EU-project „Baltic Sea Tourism Center" with tourism businesses in several countries.

For more information please check: *https://bstc.eu/skills/training-offerings*

And *www.co-development-concept.com*

INSTRUCTIONS FOR USE

Co-Development Concept is designed to help you guide a group of participants through the process of identifying, developing, refining, and completing new tourism products that meet a consumer demand and have business potential.

With the assistance of the material in this handbook, you will be able to lead your group through different stages from the initial discovery phase to the final result, which can be either a new product or an upgraded version of an existing product.

The Co-Development Concept is divided into 5 modules which together form a complete framework that covers all aspects of product development. Each module consists of hands-on tools and exercises which are all provided in the Co-Development Toolkit. All exercises feed into each other as a coherent step-by-step process making progress easy.

As a facilitator you can implement all 5 modules as presented by just following the guidance of the toolkit. You can also choose to use single exercises and modules or combine them in any way that best suits the specific needs and challenges of the participants.

All individual exercises are using existing and proven methods and tools. They have been carefully selected and put together in a coherent Co-Development Concept that is targeted product innovation in tourism. This handbook describes the methods and tools.

The modules are designed to analyse, discuss and master only one stage of the product development process at a time. For each module the Co-Development Concept includes a presentation of goal and tasks and an explanation of the module's relevance and mission in the entire process.

The Co-Development Toolkit including the electronic files provides you with all the relevant and necessary information and material: A playbook, Instructions on the exercises, all Power Point presentations (with facilitators notes), templates, and handout materials (when needed).

MODULE I:
COLLABORATIVE INNOVATION

INTRODUCTION TO MODULE I

As an introductory part of the co-development process, Module I is focused on the cognition of participants possibilities. The purpose of this module is to learn and realize how to benefit from working together. The structure of this module is designed to help participants see and explore the added value of collaboration and teamwork.

The module framework is constructed to assist participants to map their resources and strengths and engage them to look at it from a different angle. The module's sessions will encourage participants to search for new perspectives and discover inspiring ways and opportunities of combining existing resources into a unique and innovative product or service.

DESCRIPTION OF THE EXERCISES

During Module I you will be introduced to 3 different exercises using: Business Model Canvas, Knowledge Domain Canvas and ABC customers. Each provides a comprehensive view of the participants current situation and available resources and allows them to identify future expectations and plans, transforming it into a new valuable proposal for a selected customer segment.

Module exercises helps participants to map all resources and competences of the group, explore their potential and perspectives, and structure them into a business module.

BUSINESS MODEL CANVAS

The Business Model Canvas (BMC) is one of the simplest and easiest ways to build up a new business model or make an upgrade or renew the existing one. BMC was created by Alexander Osterwalder in 2008 and is a World leading tool to structure business ideas and consider all aspects of it.

We use it in our process as a framework from beginning to end. Using BMC the business idea is broken down into simple 9 blocks that are clearly interrelated:

+ *Key Partners*: Who are they? What is the motivation for these partnerships? Which partners reduce main workload and allows you to focus on the most important activities?

+ *Key Activities*: What operations are essential to the success? What unique things you do to deliver value proposition? What activities are important to the target audience?

+ *Key Resources*: What assets participants businesses have to compete?

+ *Customer Segments*: Who are the customers? What do they think? See? Feel? Do? What target audiences, participants plan to offer value with their products?

+ *Customer Relationships*: How do you interact with your customers? What relationship they expect to establish?

+ *Channels*: How do you reach your customer? Which channels work best? How to promote your value proposition?

+ *Value Propositions*: What's compelling about the proposition? Why do customers buy/use a particular product? Which customers' needs you meet? What problems are solved?

+ *Revenue Streams*: How to receive profit from your value propositions? Which key resources/ activities are the most expensive?

+ *Cost Structure*: What is your business' major cost drivers? How are they linked to revenue? What are the most cost participants have?

BMC is a universal tool and it can even help participants to understand their competitors. Just by choosing one and setting it out on canvas - participants will see a clear image of competitors' strengths and weaknesses. In this way, BMC also allows participants to evaluate how customers' needs are met across the whole industry.

KNOWLEDGE DOMAIN CANVAS

The main purpose of this exercise is to identify similarities and differences between the group of participants.

The Knowledge Domain Canvas maps the knowledge, experience, and qualities of the participants. In this way participants get an insight in each other's knowledge domains.

By combining all individual findings, the common and individual strengths of the group become visible.

The result of Knowledge Domain Canvas will indicate whether current capabilities are enough for new product development or more additional resources are needed in order to invent (for instance by inviting more and different participants).

ABC CUSTOMERS

ABC Customers exercise is intended to help participants analyse and prioritize their present customer segments based on the benefits and added value they generate at present in the participants own business. ABC Customer analysis will help participants identify which customer segments will be most profitable to target together.

This exercise encourage participants to arrange their customers according to the efficiency of the resources' utilization, benefits gained in return, customers loyalty, etc. By doing this, participants will be able to group their customers according to relatively similar worldview and lifestyle, which later will help them to create a targeted marketing that meets customers specific needs and desires.

Proper customer segmentation enables us to identify the most important target groups and to focus available resources and efforts on attracting them. It is recommended to divide customers into 3 groups - A, B and C:

+ *Category A* customers are the most valuable ones. They generate the highest profits with the least resources. Category A are also the most loyal customer segment. However, it is also commonly the smallest customers group.

+ *Category B* stands in the middle of profitability scale. On the one hand, they are customers that do not bring the greatest profit, on the other hand, they have a huge potential. Once you find the right access to these customers, they can easily be transformed into Category A.

+ *Category C* are those customers who requires to spend the most effort and resources without providing an equivalent feedback. It is also commonly the largest group of customers that you have, despite that it is not profitable in terms of its created value to resources ratio.

MODULE I: COLLABORATIVE INNOVATION | SESSIONS

SESSION NO. 1

Introductory session is structured to present the agenda of the module and to explain how the participants will be working for the whole day. During this session participants will understand the aim and content of the module, working plan, and key tasks in the overall context of the trainings. This session consists of 3 parts:

1. Playbook: Presentation of the module's Playbook

2. Instructions: Facilitator instruction in use of all provided material

3. Introduction: Introductory presentation of the Module for the participant

SESSION NO. 2

The purpose of this session is to introduce participants to the Knowledge Domain Canvas and to let them map their combined resources and explore and identify their capabilities for joint product development. Session No. 2 consists of 3 parts:

1. Presentation of Knowledge Domain Canvas

2. Instructions for Knowledge Domain Canvas exercise

3. Knowledge Domain Canvas template

SESSION NO. 3

Session No.3 focuses on mastering the Business Model Canvas and its building blocks. The participants will try to put together their initial business model (product/service prototype), which, in the upcoming sessions, will be used as a starting point for further improvement and development of innovative products. This session is planned in 4 steps:

1. Presentation of Business Model Canvas

2. Instructions for Business Model Canvas exercise

3. Business Model Canvas handout material

4. Business Model Canvas template

SESSION NO. 4

It is the final session of the Module I, which summarizes the day's work, obtained information and its understanding level. It includes exchange of participants' mood, reflection on the provided material and implemented exercises. Presentation on the Module II and homework assignment is given.

1. Summing up Module I

2. Homework instructions: ABC customers (*You will use the ABC analysis in order to make participants choose to address the most profitable target groups for their new product/service*).
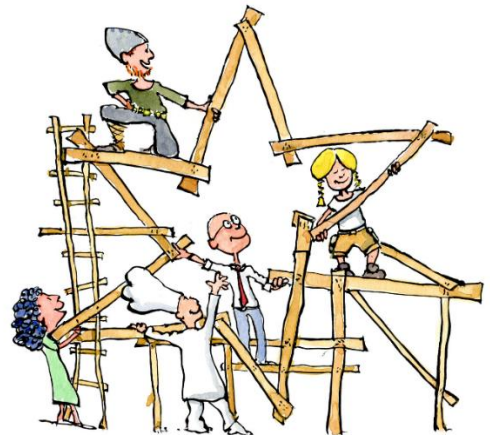
MODULE II:
KNOWING YOUR CUSTOMER

INTRODUCTION TO MODULE II

Module II is dedicated to analysing and understanding the participants customers and their needs. During the Module II sessions, participants will explore different types of customers and discuss their segmentation criteria, digging more into specific customer needs and try to empathize their daily lives and concerns.

At the end of the Module II, participants will understand the importance of relating to different customer groups. They will be able to clearly describe the target group for their new product (service), easily identify the customers' main needs and problems, and how this knowledge can be used to shape products and services.

DESCRIPTION OF THE EXERCISES

Module II will make use of the ABC-model, done as homework, and introduce 2 new exercises – Customer Segmentation and Empathy Map canvas. Both are designed to help participants to acknowledge their customer, because only by knowing WHO you are selling your products (services) to, you are capable of answering the question HOW?: How to prepare the best-selling proposals and how to choose the best marketing and sales strategies.

During the exercises participants primary focus will be different aspects of customer segmentation.

CUSTOMER SEGMENTATION

Customer segmentation is a key tool for planning successful product (services) marketing campaigns and positioning it in selected markets. It helps to group your customers into separate groups (and, if needed, sub-groups) based on common characteristics. Segmentation significantly facilitates the choice of product communication tools and means, improves messages organic reachability, and helps to plan and shape better relationships with the customer.

In this Module, participants will focus and work with exercises for a business-to-customer (B2C) model and its segmentation. However, customer segmentation is equally applied and relevant when working with B2B. This exercise also can be practiced by all kind of businesses regardless of size or industry, it even doesn't matter whether you sell your product online or in person.

When talking about segmentation, there are many ways to divide your customers. Nevertheless, in this exercise, participants will follow segments from the Gallup Compass, because it goes beyond demographic groups and includes a good understanding of different consumer attitudes and lifestyles.

EMPATHY MAP

An empathy map is a simple and easy visual tool to capture the knowledge about your customer, his/her behaviours and attitudes. It is a valuable tool to help participants better understand their product end users by "getting inside their heads".

Empathy map allows to empathize with customers daily lives. By doing this participants will be able to experience the customer's true problems and visualize the person who is experiencing it. The exercise helps consider things from the user's perspective and quickly transfer these observations and insights into the Business Model Canvas.

The Map is divided into five sections. Each section represents different aspects of the customer's mindset: what he/she is doing, seeing, hearing, thinking, and feeling. Mapping results allows to draw a portrait of the selected customer segment.

MODULE II: KNOWING YOUR CUSTOMER | SESSIONS

SESSION NO. 1

The introductory session is structured to present the module's agenda and to explain how the teams will be working for the whole day. During this session participants will understand the module's structure, working plan, and key task for this part of the trainings. This session consists of 3 parts:

1. Playbook: Presentation of Module's Playbook

2. Instructions: Instruction of all provided material

3. Introduction: Introductory presentation of the Module

SESSION NO. 2

The purpose of this session is to introduce Customer Segmentation, its purpose and capabilities. Participants will learn about the different types and variations of customer classification and how its composition changes due to diverse choice of indicators. Handouts on the recommended customer segments and their characteristics are provided. Session No. 2 consists of 4 parts:

1. Homework Discourse (ABC customers exercise)

2. Presentation of Customer Segmentation

3. Instructions for Customer Segmentation exercise

4. Customer Segmentation handout material

SESSION NO. 3

In Session No. 3 participants will work on Empathy Maps and will explore the portrait and personality of their potential clients. During group exercises, participants will work on each of the selected customers segment portrait composition, later they will be analysed and the most important aspects and habits of the lifestyle will be explored. This session consists of 4 parts:

1. Presentation of Empathy Map

2. Instructions for Empathy Map exercise

3. Empathy Map handout material

4. Empathy Map template

SESSION NO. 4

The final session of the Module II, which summarizes the day's work, mastered information and its understanding level. During this session, all newly found information from both exercises will be transferred to participants product prototypes on the Business Model Canvas. The session will be finalized by exchanging participants' reflections on the exercises and new insights. This session consists of 2 parts:

1. Updating groups Business Model Canvas

2. Summing up Module 2
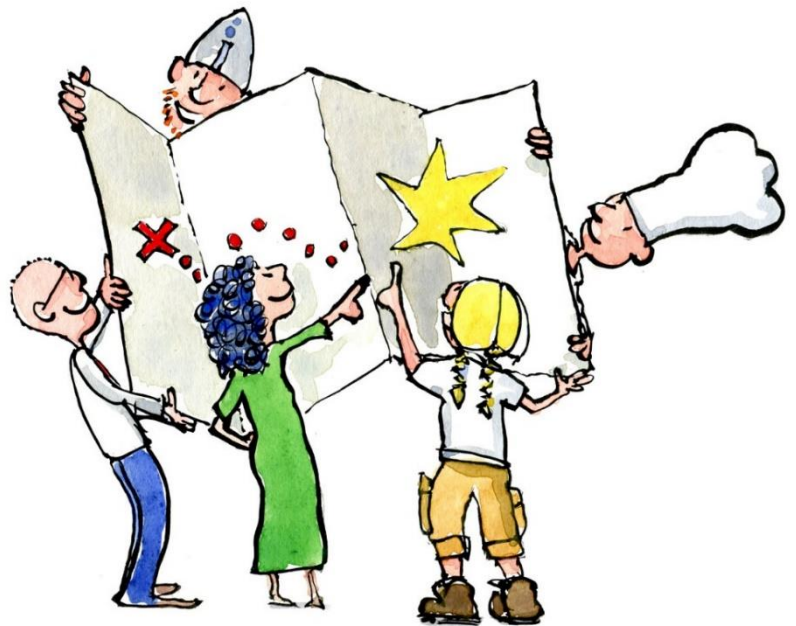
MODULE III:
VALUE PROPOSITION

INTRODUCTION TO MODULE III

This Module is the last piece of our newly developed product (service) puzzle. During Module III sessions, participants will focus on making the most profitable value proposition for selected customer segments.

Module III will help participants to refine their ideas and convert it into new potential products (prototypes). Participants will explore and deepen their knowledge of targeted customers by identifying and describing the benefit customers can expect form their offer: how does it solve customers' specific problems, what essential needs will be satisfied. Finally, participants will choose the best prototype for further development and perfection.

DESCRIPTION OF THE EXERCISES

The Module's exercises are designed to consider, discuss and clearly identify which value participants want to offer to the customer. In this Module participants will be working with 3 interrelated exercises – Value Proposition Canvas, Idea Generation and Product Selection. All of them will guide participants on their way and gradually will help them to make the biggest decision – which product prototype is the best solution and the most suitable offer for the chosen customers.

VALUE PROPOSITION

The Value Proposition Canvas (VPC) exercise is designed to assist participants to find out the true reasons behind the customer's purchase of a product (service). It describes what motivation and intentions lies behind the actual purchase. The VPC helps to identify HOW participants need to position

their product (service) in the market. This will also answer the essential questions: how to make customers life easier/better.

In the previous Modules participants already figured out who their main customer is: what is his/her lifestyle, main needs and expectations, what goals and dreams he/she has. Management of such information allows to offer your customer exactly WHAT he/she needs. During this session participants will go even further – they will learn HOW to offer products so that the customer will hear the proposal clearly and will want to buy it.

VPC exercise consists of two parts: Customer and Product analysis. Client analysis allows one more time to think about customer's portrait this time focusing on his/her duties and responsibilities (participants can also use the information and insights from the Empathy Map): what makes customers happy and motivates them to want more? What they tries to avoid? What makes them sad? These findings help to understand the preferences and attitudes that shapes customers purchasing decisions.

Product analysis is constructed to adapt product (service) prototype according to discoveries of the customer portrait: how product (service) responds and facilitates customer's day-to-day activities? How it contributes to achieving greater added value? Does it support the customer's positive feelings? Does it help to avoid negative consequences? The exercise shows how to observe customers, design the offers, and predict which value propositions will be the most delightful to the target audience. Because good value proposition means a happy customer.

IDEA GENERATION

The Idea Generation exercise is purposed for an observant review (without prejudice and opinion) of the new product (service) prototype and its integration with the observations and insights acquired during the previous exercises. By completing the task, participants will also receive a new input for their Business Model Canvas.

The exercise emphasizes the improvement of product value proposition based on the selected Customer Segments and their definitions.

PRODUCT SELECTION

The results of the product selection exercise will help participants choose the best product prototype(s) that they will be working with for the rest of the training course.

This exercise will help to identify the most attractive customer segment (or segments) and later to adjust their Value Proposition(s) accordingly. The exercise will be implemented by using SPCC Model. The SPCC model considers different segments from the customers classification process and evaluate whether they are attractive and useful to the company.

SPCC stands for:

• S = Size and growth of the market

• P = Possibilities of influencing the market

• C = Costs of influencing the segment

• C = Competitive situation in relation to the segment

After reviewing all four elements for each segment, they are compared and, in this way, the most attractive target groups are identified. Once participants have selected one or more segments as their final target audience, they will also be able to select which strategy and value proposition to apply.

MODULE III: VALUE PROPOSITION | SESSIONS

SESSION NO. 1

Introductory session is designed to present the Module's agenda and to explain how the teams will be working for the whole day. During this session participants will understand the module's structure, working plan and key task for this part of the trainings. This session consists of 3 parts:

1. Playbook: Presentation of Module's Playbook

2. Instructions: Instruction of all provided material

3. Introduction: Introductory presentation of the Module

SESSION NO. 2

Session no. 2 will help participants become familiar with the Value Proposition Canvas and learn how this exercise can increase the overall value and benefits of the product's proposal. Participants will create their own Canvas and identify and discuss its contact points with other building blocks of the Business Model Canvas. This session consists of 3 parts:

1.   Presentation of Value Proposition Canvas

2.   Instructions for Value Proposition Canvas exercise

3.   Value Proposition Canvas handout material

SESSION NO. 3

During this session participants will return to the initial prototype of their product (service) and revise it one more time. Session No. 3 will introduce two new exercises (Idea Generation and Customer Segments Assessment) and with their help participants will complete the initial phase of new product (service) development. This session consists of 3 parts:

1.   Presentation of Asset Evaluation exercise

2.   Presentation of Product Selection exercise

3.   Summing up Module 3

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MODULE IV:
PITCHING YOUR IDEA

INTRODUCTION TO MODULE IV

Module IV is all about introducing and positioning newly developed products in the target market. Compared to the previous Modules, this one, at the first sight, seems the simplest one. Participants' task will be to present their products to the colleagues. Even though it doesn't sound hard, the presentation and communication of new product most commonly are the part where mistakes are made.

Module IV is designed for learning to speak out your ideas. During this Module participants will have the opportunity to prepare and present an outstanding presentation of their products. They will also receive an input from their colleagues who will be evaluating their efforts and will provide their feedback.

DESCRIPTION OF THE EXERCISES

The Module consists of the only one exercise – NABC pitch – designed to prepare participants for entering its target market and standing out with a well-structured concentrated presentation of their new products.

NABC PITCH

Most of the time when we have a great idea, we carry it in our head for a while and when the time to speak it out loud comes, we think that we can easily present it to the others. However, as soon as we start talking about our idea to colleagues or close friends, our thoughts and sentences somehow becomes intertwine and the message becomes unclear. The NABC Pitch exercise is a

perfect way to prevent such situations. It is designed to help participants to prepare a short and concise presentation of new ideas with a purpose to "sell it". The abbreviation NABC stands for the terms: Need - Approach - Benefit - Competition, which is the general framework for the presentation:

- Need: What are the customer needs, what problems should be solved?

- Approach: How should the problem be solved, or the need covered?

- Benefit: What value does the customer get with the solution from this idea?

- Competition: What are the unique selling propositions of the idea compared to other existing ideas/products?

The NABC pitch exercise allows to convert a complex information into a simple story and smoothly present it in just a 60 sec. It is also a great tool for testing ideas as the pitch audience is giving their feedback and tips for the presenter's improvement.

MODULE IV: PITCHING YOUR IDEA| SESSIONS

SESSION NO. 1

Introductory session is designed to present the module's agenda and to explain how the teams will be working for the whole day. During this session participants will understand the module's structure, working plan and key task for this part of the trainings. In the end of this session participants will be introduced to NABC pitch method that they will be focusing on for the rest of the day. This session consists of 4 parts:

1. Playbook: Presentation of Module's Playbook

2. Instructions: Instruction of all provided material

3. Introduction: Introductory presentation of the Module

4. NABC method: Presentation of NABC method and pitching exercise

SESSION NO. 2

During this session participants will be explained their assignment and the implementation of NABC pitch process. For the whole session participants will be working on their pitch statements. This session consists of 2 parts:

1. Instructions for NABC Pitch exercise

2. NABC handout material

SESSION NO. 3

During this session the participants will do their pitching presentations. At the end of the session they will also get the feedback and insights of the audience.

1. NABC pitch exercise: Group presentations

SESSION NO. 4

Session No. 4 is designed for improving the whole pitch concept according to the insights and comment from the audience. It will also include the second round of improving pitch presentations and audience feedback. The final pitch presentation will be transferred to participants BMC. This session consists of 3 parts:

1. NABC Pitch exercise 2: adjusting groups' pitch material according to the received feedback

2. NABC pitch exercise 3: Adjusted pitch session

3. Moving final pitch ideas to BMC and VPC

MODULE V:
MAKE IT HAPPEN

INTRODUCTION TO MODULE V

The fifth, and the last, Module of this handbook is about discovering a strong and long-term relationship with customers. During the Module sessions, participants will analyse, discuss and focus on customers accessibility, and identify, try out, and work to improve their communication channels. The module's exercises and tasks will encourage participants to take a closer look at the customer's desires and evaluate how well the new product responds to the customer's needs.

The purpose of this Module is to prepare new participants product's market entry strategy. The exercises are designed in a way to promote participants self-confidence and professional knowledge, to provide them ability to name (and be aware of) products strengths and weaknesses and, also, naming aspects that require improvement and refinement.

DESCRIPTION OF THE EXERCISES

Module V is focused on working and highlighting the relationship between the new product and its customer: participants will search for the best ways and measures to reach the customer, visualise customer's purchase journey.

A product development action plan will help participants identify and highlight the product's weak points and, if needed, to draw their improvement or elimination actions. Establishing an action plan will give participants a perception of actions that needs to be done, as well as divide responsibilities and tasks between the participants.

CUSTOMER JOURNEY

A customer journey is a visual tool, a map, of every experience and action of the customers when taking a journey to the product. It can be quick and take only a few minutes, but it can also last for weeks or even years. Mapping this experience will help participants to tell the story of their customer's experience from the original engagement to a long-term relationship.

At first glance, a customer's journey is simple – you offer something, and your customer buys it. However, after a second look you will notice that it is a more confusing and complex phenomenon that may come in many varieties.

The most important aspect of this exercise is to look at the whole process from customer's perspective. By doing so, participants will be able to analyse customers behaviour: what they consider, do and experience during the purchase process.

Every time a customer comes in contact with you or your product (e.g. sees adds, visits a store or website, calls for more information, etc) you have a chance to increase the customers satisfaction and at the same time - your sales. These interactions (direct or indirect) are known as touch points. Touchpoints leads customers way along the purchase journey.

ACTION PLAN

Action plan creation is the final step before actual testing of the efficiency and competitiveness of the new product in the market. The plan will clearly identify the activities still needed before the product enters the market and meets its customers.

It is necessary to emphasize that planning should be based on SMART principles: goals and tasks specified in the Action Plan must be simple but meaningful and motivating, realistic and achievable and, most importantly, strictly defined in time.

SUSTAINABILITY ASSESSMENT

In the context of Modules V tasks list, a sustainability assessment framework exercise is included as an additional element to evaluate the competitiveness and innovation aspects of participants products. The Sustainability Assessment is a comprehensive product evaluation process with the consideration of its energy,

environmental, resource, technical and economic indicators, which is a multi-level and multi-indicator evaluation process with respect to the entire product life cycle (B. He., T. Luo., S. Huang. Product sustainability assessment for product life cycle, 2018). This tool is especially useful for an overall view of sustainability of the product portfolio and allows us to assess its strength and weaknesses.

MODULE V: MAKE IT HAPPEN | SESSIONS

SESSION NO. 1

The introductory session is structured to present the module's agenda and to explain how the teams will be working for the whole day. During this session participants will understand the module's structure, working plan and key task for this part of the trainings. This session consists of 3 parts:

1. Playbook: Presentation of Module's Playbook

2. Instructions: Instruction of all provided material

3. Introduction: Introductory presentation of the Module

SESSION NO. 2

This session will lead participants through the entire customers purchase process. They will discover the advantages and benefits gained by mapping customer journey and working out on its main touchpoints. Participants will also assess the sustainability criteria of developed products. This session consists of 4 parts:

1. Presentation of Customer Journey

2. Instructions for Customer Journey exercise

3. Customer Journey handout material

4. Instructions for Sustainability Assessment exercise

SESSION NO. 3

During this session participants will present their findings of the customer journey to other participants.

1. Customer Journey exercise: Group presentations

SESSION NO. 4

In this session participants will focus on actions needed in order to improve their product and share the work and responsibilities for a successful product implementation. This session consists of 2 parts:

1. Presentation of Action plan exercise
2. Presentation of Action plan template

SESSION NO. 5

Session No. 5 will finalize all product development training course and its results. Participants will also discuss the further product development stages and how to follow-up and evaluate.

1. Summing Up Module 5
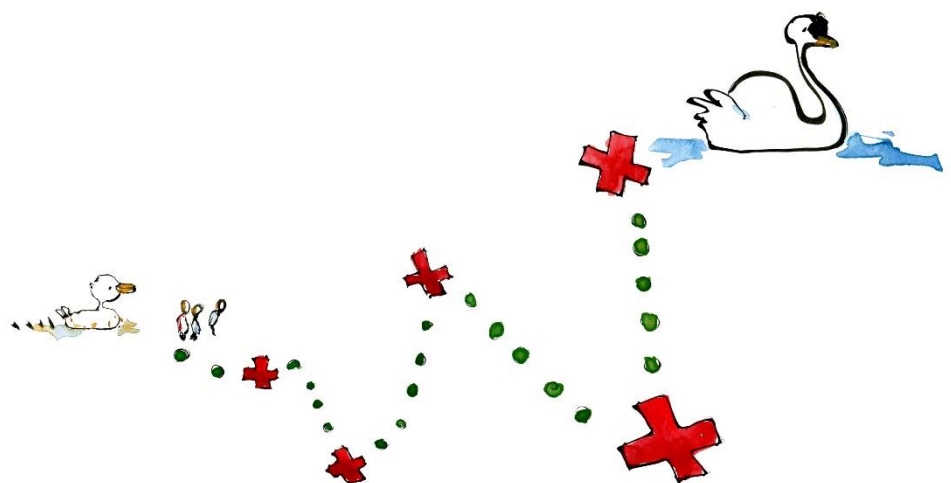
PROJECT | BALTIC SEA TOURISM CENTER:
SUSTAINABLE DEVELOPMENT STRUCTURES FOR ACTIVE TOURISM

The aim of the project is the establishment of an improved cross-border tourism communication and cooperation facilitated by a permanent service unit – the Baltic Sea Tourism Center. It associates key tourism stakeholders and promotes sustainable and international tourism in and beyond the BSR as an intermediate on operational level.

During the project a committed and experienced group of partners (1) set-up operational structure for sustainable tourism communication and cooperation at transnational level (BSTC service unit); (2) investigated, developed and implemented sustainable active tourism products in the green and blue tourism market around cultural and natural heritage assets to extend the tourist season and (3) launched a smart international destination campaign in selected source markets (Austria and UK) to increase the number of international visitors to the BSR.

As a flagship project, the BSTC directly implements the EUSBSR action plan and has a considerable impact on sustainable and international tourism development in the region.

PROJECT DURATION
01.01.2017 - 31.12.2019

PROJECT LEAD PARTNER:
Mecklenburg-Vorpommern Tourist
Board (Germany)

PARTNERS:
- Pomorskie Tourist Board, PL
- Danish Tourism Innovation, DK
- Stralsund University of Applied Sciences, DE
- Association „Klaipeda region", LT

More about the project and BSTC service unit www.bstc.eu

More about developed tourism products https://balticsea.travel

The following pages presents tourism products that are developed by groups of tourism and non-tourism businesses using the co-development-concept.

BALTIC SEA
TOURISM CENTER

DANISH TOURISM INNOVATION   BALTIC SEA TOURISM CENTER   Interreg South Baltic   EUROPEAN UNION

MECKLENBURG-VORPOMMERN REGION

ENJOYMENT FOR ALL SENSES

The German Riviera is characterized by extensive sandy beaches and gently rolling woodlands. Enjoy this varied landscape with all your senses. The choice is completely yours.

Whether playing golf with a view of the Baltic Sea, cycling tours through the so-called Ghost Forest, sailing trips along historic spa style villas and Germany's first seaside resort, Heiligendamm, the German Riviera has something to offer for everyone.

More: https://balticsea.travel/experience/d/enjoyment-for-all-senses

DISCOVERING DIVERSITY

Discover the diversity of the Fischland-Darss-Zingst Peninsula. Go "photo stalking" through the forests and along the beaches, feel like a Bodden fishermen on a historic Zeesen boat with its big red-brown sails hoisted, or learn how to stand-up paddle on the Baltic Sea. This exceptional region is waiting for you.

Discover the diversity of the Vorpommern-Rügen region. We would like to familiarize you with the exceptional culture, exciting sporting activities, and unique creativity of this beautiful landscape while spending quality time with your loved ones.

More: https://balticsea.travel/experience/d/discovering-diversity

BALTIC TREASURES

Experience the unique natural and cultural treasures of the Baltic Sea region combined in one region - Mecklenburg-Vorpommern in Germany.

Do you want to dive even more deeply into cultural history and the multifaceted natural landscape? And take home even more personal treasures? Then be inspired by our online treasure map. With everything from the cool hostel to comfortable hotels to floating holiday homes, a handpicked selection of accommodation options is waiting to be discovered by you.

More: https://balticsea.travel/experience/d/baltic-treasures

AMBER JOURNEY

A unique package combining centuries of amber tradition with the modern city spirit of Gdańsk. We will take you on an extraordinary journey along the amber route that nowadays connects many spheres, from culture to jewellery and design, on up to medicine, spa and culinary experiences.

More: https://balticsea.travel/experience/d/amber-journey

SLOW DOWN AND TAKE A BREATH!

We guarantee you a relaxing time in a charming region known as Kashubian Switzerland, combined with getting to know local traditions & folklore and discovering the real flavours of Polish cuisine.

We live in times when the day is too short, and the pace of life is getting faster. We work at an ever-increasing rate, often forgetting how important it is to regenerate the body and mind. We have fallen into the whirl of the city, flashing and glimmering with its million lights. But when have we really noticed the silence? The singing of the birds, the smell of baked bread? So, plan your slow trip today and switch to your offline mode.

More: https://balticsea.travel/experience/d/baltic-treasures

NATURE SPOTTING AND BIRD WATCHING

This ornithological trip through the north of Poland takes you on an exceptional journey. The untouched landscapes with its wide breeding bird areas are a true paradise for nature lovers and all those who want to experience nature first-hand.

More: https://balticsea.travel/experience/d/nature-spotting-and-bird-watching

COPENHAGEN COUNTRYSIDE

Discover the islands of Zealand, Møn and Lolland-Falster

TASTE MØN

A 2½ days appetizer to delicious local produce and the unique cultural history of the Isle of Møn.

Weekend trip with 2 overnight stays. Accommodation after your own choice. Unique experiences: Meals from local produce; visits at food producers; guided tours in medieval Stege, romantic Liselund park and authentic Nyord village; hiking in Denmark's wildest nature and Dark Sky tour in Møn's dark and maybe starry night.

More: https://balticsea.travel/experience/d/taste-moen

WILD WEEKEND ON THE ISLAND OF MØN

Unique experiences in Denmark's wildest natural landscape and challenging outdoor activities.

7 local companies offer a weekend trip to Møn, with 2 overnight stays in pleasant accommodation, meals made from local produce and wild nature experiences: Hiking on the 'Camøno', riding a mountain bike at Møns Klint, kayaking in friendly natural waters, and a 'Dark Sky' tour in Møn's dark - and maybe starry - night.

More: https://balticsea.travel/experience/d/wild-weekend-on-the-island-of-moen

GO BACK IN HISTORY ON A MANOR HOUSE TOUR

4 manor houses open their doors to a unique experience – and you are invited! Experience aristocratic splendour at intimate Vindeholme. Enjoy a fine selection of beverages at Lungholm. Immerse yourself in the great reformer Reventlow's historical living rooms at Pederstrup. Indulge in a sensuous experience at Fuglsang

More: https://balticsea.travel/experience/d/go-back-in-history-on-a-manor-house-tour

HYGGELIG VIKINGS IN DENMARK

On the island of Zealand you can meet vicious Vikings and hyggelig Danes alike as you travel through the fairy tale landscape dotted with picturesque little villages, state of the art museums and experience centres and indulge in fine dining.

More: https://balticsea.travel/experience/d/hyggelig-vikings-in-denmark

KLAIPĖDA REGION

SUPERNATURAL LANDSCAPES

When hiking, there is no pressure to switch off your mobile phone. However, it is highly recommended. A conversation will inevitably take place – with yourself! Where else will you hear your own voice more clearly than in the Samogitian landscape, away from urban noise and on the threshold to the fantasy world of Baltic mythology?

More: https://balticsea.travel/experience/d/supernatural-landscapes

MIGRATING CULTURES

When you cross the historical border, take a close look around. For centuries, the land you are facing was divided by the Lithuanian-Prussian border. And nonetheless, the border failed to stop people on both sides from the mutual exchange of traditions. In this way, the new and unique culture of the Klaipėda region has evolved.

Today, culture is all about people too. You can expect to be greeted by a friendly, natural smile on a face of a professional tourist guide as well as a local stranger. Soon, most probably, it will be followed by a friendly invitation to come inside. Feel free!

More: https://balticsea.travel/experience/d/migrating-cultures

SWEET EXHAUSTION

"Goodnight, sleep tight!" That is the most welcome thing you will hear on the eve of this trip. The very next day, your relaxing rest will be transformed into muscle energy that will cover long kilometres across the scenic landscapes, lagoon and sea. Here, the wilderness is interspersed with charming seashore towns, and your exhaustion - with a pleasure.

More: https://balticsea.travel/experience/d/sweet-exhaustion

All used illustrations are made by Frits Ahlefeldt, hikingartist.com

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