



ST OLAV WATERWAY

1200 km Nordic pilgrims path,
1000 years of history
Central Baltic Annual event
Mariehamn 21.9.2017 – James Simpson

St Olav WATERWAY

Financing: Central Baltic 1.5m€

Project period: 1.10.2016 - 31.8.2019

8 project partners

Åbo Akademi (Lead partner, Nina Söderlund)

- Pargas stad
- Novia UAS
- Föreningen Franciscus på Kökar
- Sottunga kommun
- Söderhamn kommun
- Östhammar kommun
- Pilgrimstid Sverige



EUROPEAN UNION



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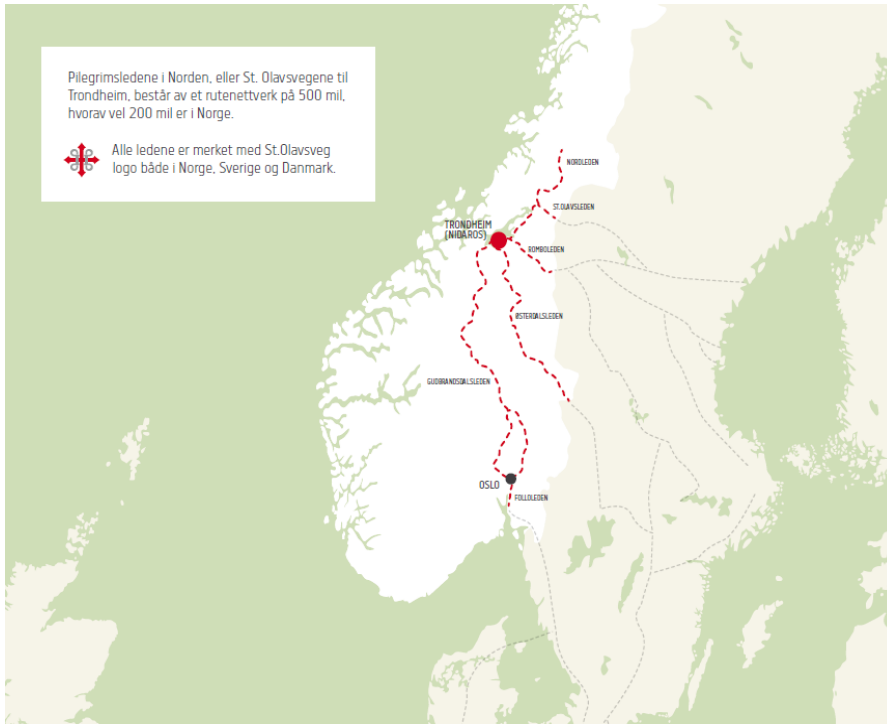
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WHAT ARE PILGRAMAGES?

One of the oldest and most widely spread tourism segments in the world



**De «opprinnelige» ledene:**

- Gudbranddalsleden
- St Olavsleden
- Østerdalsleden
- Folloleden
- Romboleden
- Nordleden

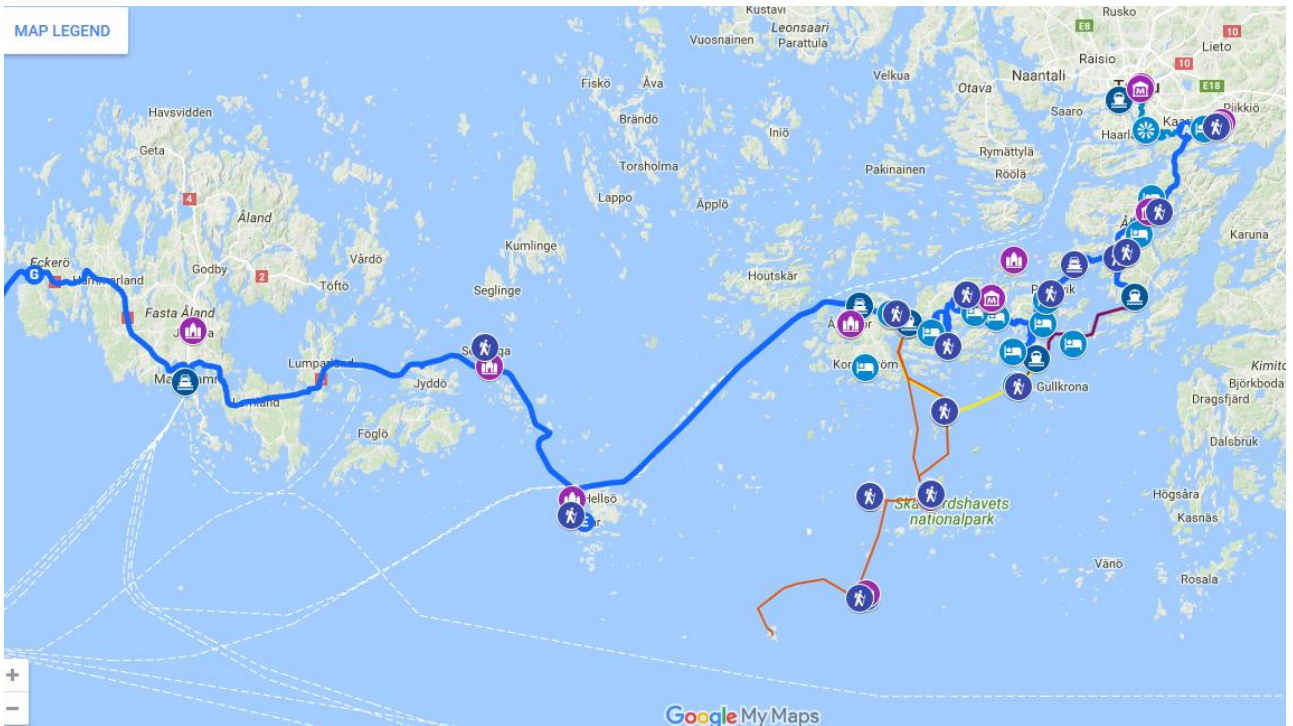
Nye leder:

- Borgleden
- Valdaldalen
- Ytre led Innherred

Nye prosjekter:

- Tunsberg/Vestfold
- Kystpilegrimsleia
- Pilgrim i Nord
- St Olav Waterway
- Novgorod - Åbo





3.NAGU

Västergård –

Kaptensgarden B&B 26km

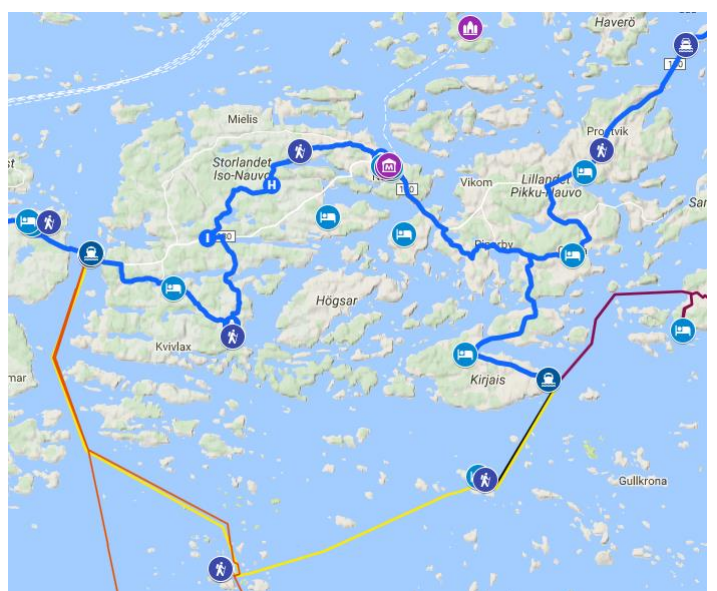
Grännäs 14/20km

Norrgård –

Fafas/Nestor, Korpo 22/28km

Kaptensgarden B&B 18/21 km

Nagu Church – Korpo Church 33km



OUTER ARCHIPELAGO

Boat routes

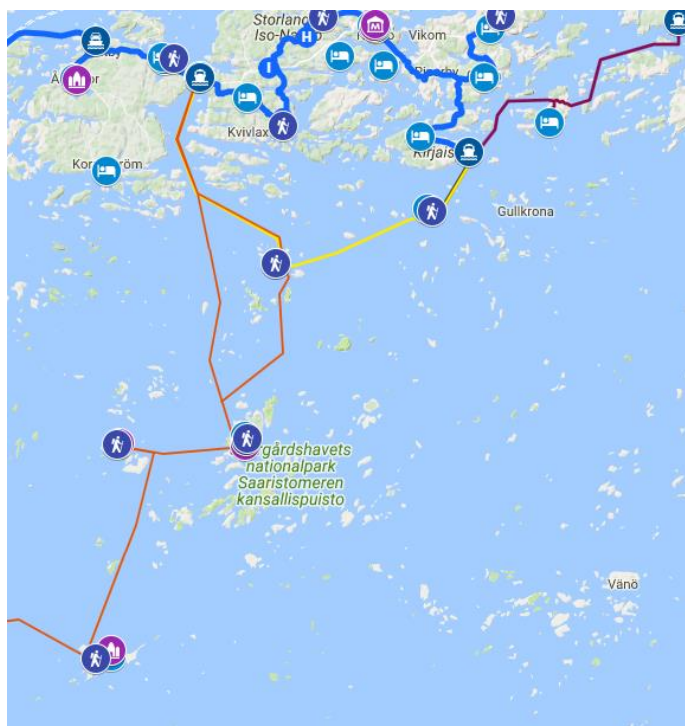
- Granvik (Pargas) – Pensar – Kirjais (Nagu)
- Kirjais – Brännskär return
- Kirjais – Brännskär – Pärnäs
- Pärnäs – Nötö – Aspö – Jurmo
- Adventurer travellers:
 - Kirjais – Brännskär – Berghamn – Nötö osv

Island hopping exemple:

- Dag 1 Pärnäs – Jurmo – Nötö
- Dag 2 Nötö - Aspö - Pärnäs

Possibility to continue by taxi boat to Kökar

Traditional wooden boats



ONE ROUTE, MANY POSSIBILITIES



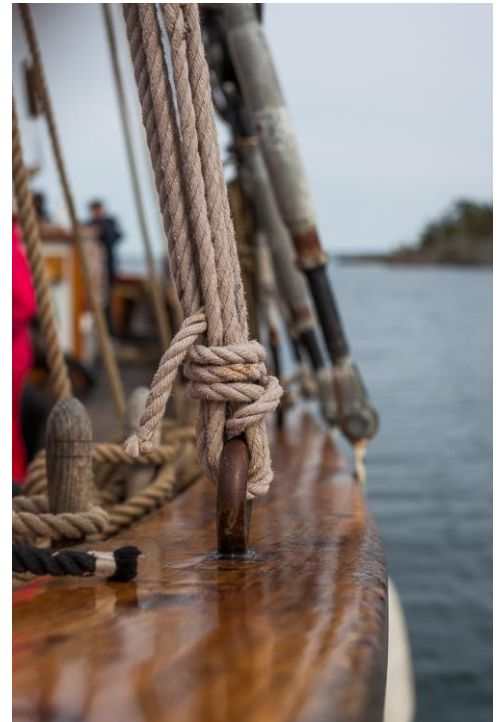
UNIQUE SELLING POINT

Historical

Cultural

Religious

Truly Nordic



PROJECT PROGRESS

Working with stakeholders

SME engagement

Landowner negotiations

Historical evidence

Study trips with stakeholders 2017

- Trondheim April
- Packaging workshop Kökar September
- Vadstena October

New company start ups

Cooperation with other CB projects

Local Food



MEDIA EXPOSURE



MAIN CHALLENGES IN PROJECT IMPLEMENTATION?

Think about the end at the beginning
Process is important not only the result
Common goals and understandings
Face to face meetings



BENEFITS FROM CROSS-BORDER COOPERATION?

Diverse expertise
Need common ties in a globalised world
Re-connecting historical connections



WHAT WOULD YOU DO DIFFERENTLY IF YOU WOULD START TO PLAN A CENTRAL BALTIC PROJECT NOW

Face to face meetings

Work on the process

Common goals

Communication within the group

Marketing

Time defined work packages



CONTINUED COOPERATION AFTER THE PROJECT

Marketing

A path through 3 regions 2/3 countries

At least 3+ organisations will maintain the path

Need for continual development and maintenance



MESSAGE FOR THE 2021 – 27 PROGRAMMING PERIOD

Infrastructure investment

Needs expressed from the grass routes

Skill sharing

Collaborative projects

Sustainable initiatives

Concrete results



**KIITOS, TACK,
THANK YOU!**

StOlav Waterway

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