



# Amber Heritage Network

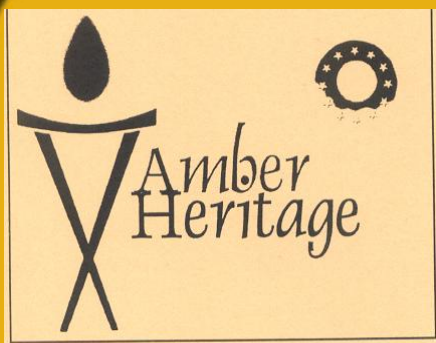
Dr Tomasz Studzieniecki

„Amber - the Gold of the Baltic Sea”

## Idea Amber Heritage Network

- Zasadne jest wdrożenie teorii interesariuszy – czyli koncepcji prowadzenia działalności przez budowanie przejrzystych, długoterminowych i trwałych relacji ze wszystkimi zainteresowanymi.
- Niezbędna jest platforma współpracy z właścicielami, pracownikami, klientami, dostawcami i kooperantami ze społecznością lokalną i z przedstawicielami wszelakich organizacji zainteresowanych dziedzictwem bursztynu.
- Należy wykorzystać dotychczasowe doświadczenia i dostosować je do współczesnych realiów unikając błędów z przeszłości.

# Narodziny idei Amber Heritage Network



- Idea sieci Amber Heritage Network Rok 1997 (Millenium Miasta Gdańska)
- Fundacja Agencja Rozwoju Regionalnego w Gdańsku rozpoczyna realizację projektu „Amber Road”
- Celem projektu jest promocja dziedzictwa bursztynu jako atrakcji turystycznej
- W projekcie uczestniczy Szwecja, Grecja, Łotwa i Polska

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# Marketing

Study tours

Filmy w TV

Wywiady

Płyty CD

książki

## Amber Heritage Newsletter

Number 3

Amber

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*The Amber Heritage symbol shows the tears of the Old Norse goddess Freja and of the Heliades and Clymene. It creates a balance between east and west, and north and south, and stands for friendship, peace and reconciliation.*

### Amber Article in *Le Monde*

A recent issue of *Le Monde* "Voyages Terres du Nord" contained an article describing a journey along the Amber Route, by Elisabeth Pineau, an enthusiast for Baltic Sea amber. Ms Pineau also participated as professional lecturer in the first amber theme cruise in the Baltic Sea, on M/S Switzerland, visiting Gdansk, Tallinn and St. Petersburg among many cities.



### International Amber Tour

40 representatives from the travel trade, tourism authorities and the press took part in the inauguration tour of the Amber Production Route from Gdansk to Riga in September 1997. The tour was arranged by the ECOS-Ouverture / Phare Amber Project, and followed the BTC Conference & Travel Mart, which took place in Gdansk September 22-23. Read about how the trip was experienced by one of the participants on the following page.

# Pozyskiwanie interesariuszy



Zielona Brama



Związek Miast  
i Gmin Morskich



Urząd Miasta Gdańska





# Przygotowanie produktu turystycznego



Dyr. BTC Polska  
Tomasz Studzieniecki



Prezydent BTC- Bengt Philstrom  
Wiceprezes UKFiT - Robert Kamiński



# Koordinacja



Wojewoda Gdański  
Henryk Wojciechowski

Dyrektor BTC Polska  
Tomasz Studzieniecki

Dyrektor Generalny BTC  
Arne Ellefors

# Promocja idei





# Certyfikat Amber Heritage

## Gdańsk Heritage



Amber symbolised the tears of the Heliades and Clymene, and of the Old Norse goddess Freja. According to the Pomeranian legend amber is a gift of the sea.

**Baltic Amber** - the symbol of cooperation

Crossroads of historical amber transportation route and contemporary amber production route.

## Amber Network

The Amber Network is a non-profit association, spreading information about quality amber and promoting tourism along the Amber Routes. The Amber Network started as European Union project in 1997.

Throughout the centuries, artists have carved fantastic objects out of amber. Write to the amber network, and you will get a list of museums, sites and places, where you can study collections of ambers, and where to find it along the coast.

**Amber Network**  
Agencja Rozwoju Regionalnego  
Green Gate  
Długi Targ 24  
80-828 Gdańsk  
Poland  
tel./fax +48 58 3055553



## Gdańsk

### The World Capital of Amber

- **Gdańsk** has been for many centuries a centre of artistic amber production.
- The largest amber objects ever made - the famous Amber Room has been initiated by Gdańsk master **Andreas Schluter**.
- **International Amber Association in Gdańsk** has members all over the world.
- Gdańsk has been a famous place on the historical **Amber Route** first of Greece and then to Roman Empire.
- "Amber through the Ages" - exhibition in the Archeological Museum in Gdańsk.



## Amber

*The Gold of the Baltic Sea*

## Certificate of Authenticity Certyfikat Autentyczności

### Congratulations!

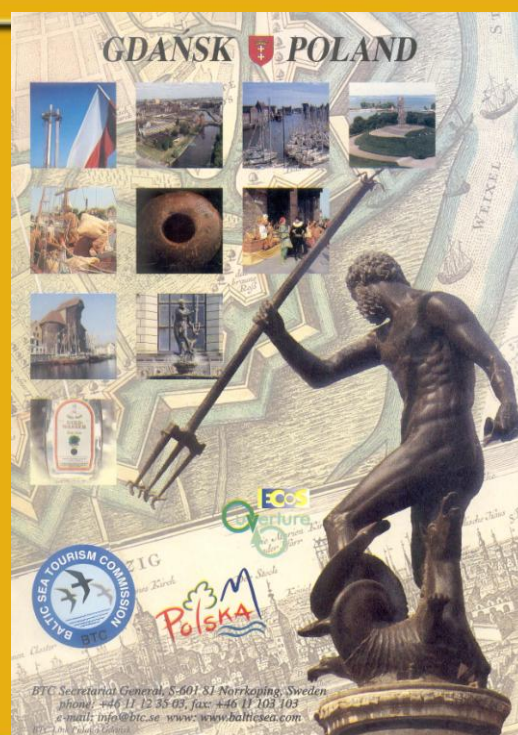
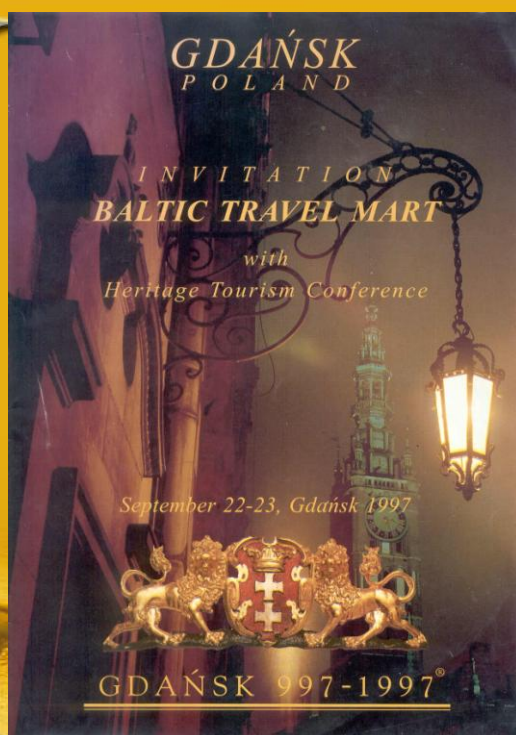
You have purchased a piece of the **Baltic Sea Gold**.

The Amber Network certifies that the purchased piece on sterling silver is real amber of good quality.

*Made in Gdańsk*

Mapa atrakcji bursztynowych Pomorza

# Zaproszenie dla tour operatorów i dziennikarzy



# Symboliczne otwarcie szlaku



**BTC Conference & Travel Mart**  
September 22-23, 1997 in Gdańsk, Poland  
**Heritage Tourism Conference**  
The Council of Europe in Cooperation with BTC



**Sunday, September 21**

16.00-19.00 Sightseeing Tour Gdańsk - Gdynia - Sopot

**Monday, September 22**

9.00-17.30 **Heritage Tourism Conference**

Old City Hall

- Opening - Address of Welcome
  - Different Cultural Routes in Europe
  - Heritage Tourism - a New Destination Tool? Practical Implementation in Poland
  - The Cultural Routes Between the Mediterranean Area and the Baltic Sea Region
  - How can the Travel Trade "Sell" Heritage Tourism?
  - The Castles around the Baltic Sea - New Touring Ideas
- Lunch**
- **Interactive Seminars**  
Amber, Viking, Hanseatic and Maritime Routes - Travel Products
  - **Tour Operator Seminar**  
Get Together Party

*Polish Minister of Culture, Governor of the Gdańsk Region*  
*Mr Michel Thomas-Frenette, Programme advisor on Cultural Routes itineraries, Council of Europe*  
*Prof. A. Trawa, Director General Euro-West Tourism Consultancy*  
*Mr Tomasz Stachowicz, ARR / BTC-Link, Poland*  
*Mrakis Papadimitriou, PHARE Programme, Greece*

*Mr Andreas Hassler, Man. Dir. of proNord, Germany*

*Mr M. Mierzwinski, Museum Director, Malbork Castle, Poland, Chairman of the Association of Castles and Museums Around the Baltic Sea*

*Representatives from the different Cultural Heritage Networks*

*New Transitional Products in the Baltic Sea Region*

**Tuesday, September 23**

9.00-18.00 **Baltic Travel Mart**

Newest Opening - Address of Welcome

Board

10.15-12.30 **Baltic Travel Mart**

12.30-14.00 **Lunch**

14.00-17.30 **Baltic Travel Mart**

17.30-18.00 **Closing Session**

19.30

**Exotic Polish Dinner**

*Polish Minister of Tourism*

*Mayor of Gdańsk*

*Chairman of BTC*

*Cultural Event in the Kaszubska Region*

**Post Convention Tours - Departure on Wednesday September 24 at 9.00 am.**

**Inauguration Tour Amber Road,**

September 24-28

Gdańsk-Malbork-Kaliningrad-Klaipeda-Palanga-

Liepaja-Jurmala-Riga (Poland-Russia-Lithuania-Latvia)

Arranged by the Amber Heritage Network

**Scenic Tour to Warsaw,**

September 24-25

Visit T&T Warsaw '97 exhibition.

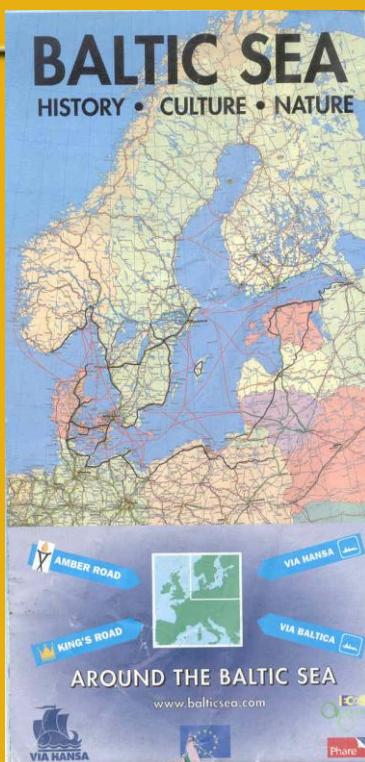
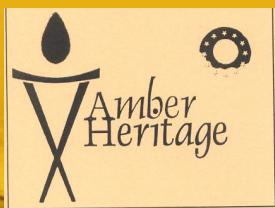
Cultural Routes in Europe

## Inauguration Tour Amber Road September 24-28

Gdansk-Malbork-  
Kaliningrad-Klaipeda-Palanga-  
Liepaja- Jurmala-Riga  
(Poland- Russia- Lithuania-Latvia)

Arranged by the Amber  
Heritage Network

# Szlak bursztynowy w BTC



## 83. Gdansk



A real gem among Hanseatic League towns and a tourist mecca. Old Town. 15th century Artushovet court buildings. Fountain of Neptunus and 17th century Golden Stone House. The world's largest brick church, the Church of St. Mary. Narrow alleys with restaurants, souvenir shops and jewellers selling Baltic Sea amber. The Dominican market at the beginning of August is a real major attraction. In the Oliwa district there are many fine old buildings, including the Gothic cathedral with its splendid Rococco organ. Organ concerts. Zoological gardens.

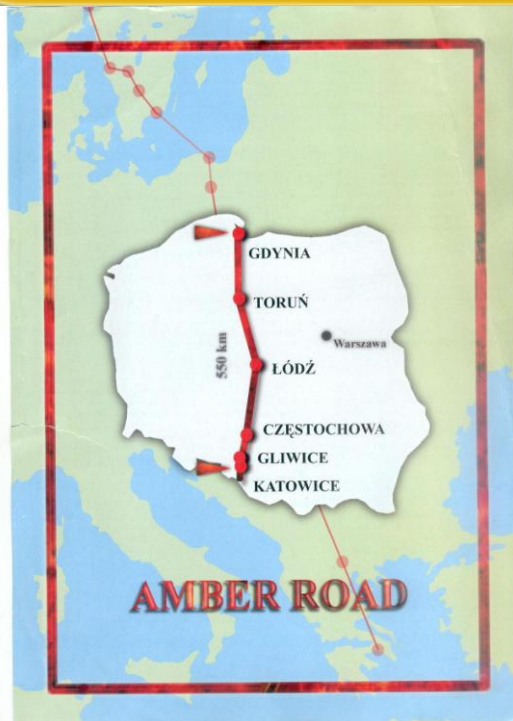
## 84. Malbork



Gothic crusaders' castle, one of the most powerful fortresses in Europe during the Middle Ages and residence of the grand master of the German order at the beginning of the 14th century. Valuable amber collection. Open-air "son et lumiere" spectacular in summer entitled "With cross and sword".



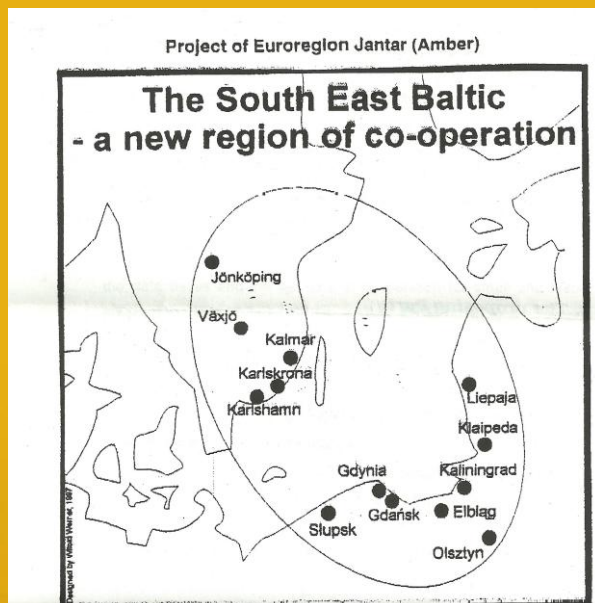
## Konkurencja idei Amber Road



Pojawia się koncepcja  
autostrady bursztynowej  
Grecja - Finlandia



# Koncepcja euroregionu Jantar



# Produkty



## Multi-country products Manual 1998-1999

Denmark  
Estonia  
Finland  
Germany  
Latvia  
Lithuania  
Norway  
Poland  
Russia  
Sweden

BTC promotes the  
natural and  
sustainable  
development of  
travel and tourism  
within  
and to the  
Baltic Sea region.

**BTC**  
Baltic Sea Tourism Commission



*Multi-country products*  
*BTC manual 1998-1999*

### AMBER ROUTE

*Discover the Gold of the Baltic Sea*

**Countries visited:** Poland-Russia-Lithuania-Latvia-Sweden  
**Duration:** 7 days/6 nights  
**Price for a group of 21-35 persons:** DEM 864,- per person in dbl room  
**Supplements:** DEM 190,- sgl room  
**Services:** Accommodation in tourist-class hotel with shower/WC, including breakfast  
Hire of coach  
City sightseeing with local guide  
Entrance to the museums  
Health resorts tax

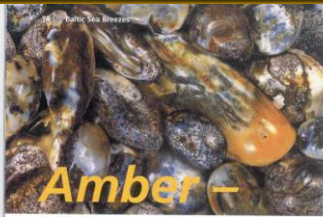
#### Short description of the product:

Day 1 Arrival in Gdansk. Sightseeing. Overnight hotel "Hevelius"  
Day 2 Trip to Malbork. Visit to the Malbork Castle. Overnight hotel "Elzan"  
Day 3 Trip to Kaliningrad. Sightseeing. Visit to amber museum and amber field (mining district). Overnight hotel "Russ" in Svetlogorsk  
Day 4 Departure from Svetlogorsk to Nida in Curonian Spit - to Juodkrante-Klaipeda-Palanga. Overnight hotel "Zydroji liepsna"  
Day 5 Trip to Liepaja (visit to Vikings place in Grobina)-Jurmala. Overnight hotel "Rigas Licis"  
Day 6 Departure from Jurmala to Riga. Sightseeing. Overnight hotel "Konventa Seta"  
Day 7 Departure by ferry from Riga to Stockholm

#### MORE INFORMATION

**Company:** Klaipedos Krantas Ltd      **Telephone:** +370 6 311 235  
**Contact:** Robertas Ujjanovas      **Fax:** +370 6 311 236  
**Address:** St. Perkelos 10  
LY-5800 Klaipeda  
Lithuania

# BTC promuje dziedzictwo bałtyckie



## Amber – On the Trail of the “Travelling Gemstone”

When conversation turns to the subject of amber, Elisabeth Pineau is in her element, then the words start to flow out of her like a waterfall. The Parisian journalist and author knows a great deal about this gemstone, which is actually fossilised resin, and which has now fascinated her for nearly a full decade. When she talks about amber it is with the communicative enthusiasm of someone who has developed a deep and intimate relationship with their subject.

It all began in 1997, when friends sent the former *Le Monde* journalist an Italian newspaper report on the plans of the Baltic Sea Tourism Commission (BTC) to work for a cultural revival of the old “Amber Road” in the Baltic Sea region. The article stimulated her journalist’s curiosity: She had always been fascinated with the landscape and nature of the region, ever since her childhood. She lived with her parents in faraway Vietnam, but they came back to Germany every year to visit their relatives and often visited the Baltic coast. She thus didn’t need much encouragement to travel to the Baltic again in 1997 with the BTC’s help, to do research on the history of the “travelling gemstone”. Her idea was to write a book about amber, taking as her central theme the amazing story of the “Eighth Wonder of the World” – the leg-

endary Amber Room gifted to the Russian Tsar Peter I by King Friedrich Wilhelm IV of Prussia.

**Every Journey an Adventure**  
Elisabeth Pineau’s first journey took her along the Amber Coast from Gdańsk to Riga via Kaliningrad.

On this trip in 1997 she developed an even closer affinity with the region and to people, and it was thus almost inevitable that she became a member of the BTC in the same year. She is one of the very few individual members – most are tour operators, enterprises or City Council members – and the only member from France. “I wanted to learn more about this region that is so intimately associated with amber in so many ways”, she says in explanation. “I wanted to experience everything more intensely, to get closer to its history and development.” Since then Elisabeth Pineau



has undertaken more than ten study tours to destinations on the Baltic Sea, “and every one of them was an adventure”, she says. It didn’t bother her in the least that she was always the only Frenchwoman on these tours, or that her competitors at home in France were not particularly interested in the Baltic Sea.

Her fascination grew with every journey, with every new encounter on the way and with every town and village that she visited. Her book (see box) was finished and published punctually for the opening of the reconstructed Amber Room during the celebrations marking the 300th anniversary of the city of St Petersburg. It illustrates Elisabeth Pineau’s travels in the countries around the Baltic Sea. The information and findings are the result of exhaustive research and countless interviews with amber experts at museums, archives and cultural institutions in Europe and beyond. It successfully communicates the passions that this unusual material has generated down through history: passions that led to the creation of the legendary Amber Room of Tsar Peter the Great in St. Petersburg, and to its still mysterious fate.

As Mrs Pineau’s account of the history of amber amply demonstrates, this mineral has always exerted an almost supernatural attraction, inspiring the human imagination throughout history. Magical amulets in the shapes of animals, gods and heroes have been made out of amber ever since the Bronze Age until the antique Roman period. As Amber had a firm place in the culture of the Celts it was also distributed throughout Europe to Rome, Greece and the Black Sea along the “Amber Road”, the old trade routes that followed the coast of the major rivers and seas.

It should come as no surprise that such a popular mineral has had many different names: For example, Homer referred to it as *elektron* and it has also been known as the Holy Stone, the Gold of the North and the Gold of the Baltic. The number of different types of amber to be found in the Baltic Sea region seems to be even larger. Amber ranges from completely transparent and colourless to milky white, and it comes in all shades of yellow and orange to dark brown. The author reports that there is even

red, grey and black amber, bright green and blue amber, the latter being exceedingly rare.

Its beauty and the relative ease with which it can be worked made amber a very attractive material for jewellery and other forms of adornment. Imperial Rome was almost obsessed with amber, for example, and Pineau’s book includes some very interesting reports about this.

The very lucrative trade with the “Gold of the Baltic” played an important role in the Golden Age of the Hanseatic League, an alliance of merchant cities that established and maintained a trade monopoly over the Baltic Sea and most of Northern Europe from the 13<sup>th</sup> to the 17<sup>th</sup> centuries. It made a major contribution to the wealth of the Hanseatic cities of Bruges and Lubeck. The Order of Teutonic Knights had the monopoly of the amber trade in the southern Baltic. For instance amber rosaries were sold by wealthy monasteries and became treasured relics that were believed to have healing powers, in addition to their religious significance.

There seems to be no end to amber’s properties and uses, many of them surprising. For example, the Flemish painter Jan van Eyck (approx. 1390-1441) gave his paintings a special translucency by applying a special amber glaze to them. The Russian Empress Catherine II was particularly fond of the smell of the Amber Room when it was illuminated with candles, which she is said to have found almost intoxicatingly exciting. Liquid amber essence that can be used to create a particularly intimate atmosphere is still made, and little bottles of small amber pieces are popular as a souvenir for travellers to the Baltic region (Pineau’s tip: the boutique at the Rat Museum in Copenhagen).

Today, amber is mostly used in the production of industrial varnish, electrical insulating materials and copolymer (resin) for violin strings. It is used in the cosmetics and pharmaceutical industry and in homeopathic medicines. You can even buy amber liquor, which is said to be a probate remedy for a wide variety of complaints.

Amber’s “career” received a major boost in the second half of the 17<sup>th</sup> century, when the methods for work-

ing and finishing it were perfected. The technical techniques made it possible to produce impressively consummate artworks of delicate transparency. Herein also lie the artistic roots of the legendary Amber Room. After the Order of the Teutonic Knights the Dukes and Electors of Prussia had the monopoly of amber’s extraction. They used it to create works of art with which they strove to match or even exceed the splendour of the courts of France or Denmark. The Amber Room was the crowning masterpiece of art in amber and it still remains unique.

**Part of the Baltic Sea Region’s Identity**  
Visitors can learn a great deal about amber in general and amber art in particular from many different areas at museums in the countries around the Baltic Sea (see box). According to Elisabeth Pineau the most beautiful and interesting of these museums is the one at Palanga in Lithuania. You can also learn about the art and craft of this gemstone at the workshops of the local amber polishes and carvers.

One can safely say that the culture of amber is an integral part of the identity of the Baltic Sea region. This is also something that Elisabeth Pineau emphasises with great conviction: “Like the olive in the Mediterranean, amber unites the countries bordering on the Baltic Sea, and it is a symbol full of beauty and fascination”, she says. As she continues she also talks of her enthusiasm not just for amber but also for everything else that one can discover in the Baltic Sea region: The beautiful scenery of the enchanting islands, like Rügen with its majestic chalk cliffs, the wonderful archaeological sites off Stockholm, Helsinki and Turku, including the Åland Islands, the endless sand dunes on the Curonian Spit and the many white sand beaches throughout the region. Then there are the rich culture and folklore of the many peoples in the region and the many old towns full of historical



Baltic Sea Breezes 33



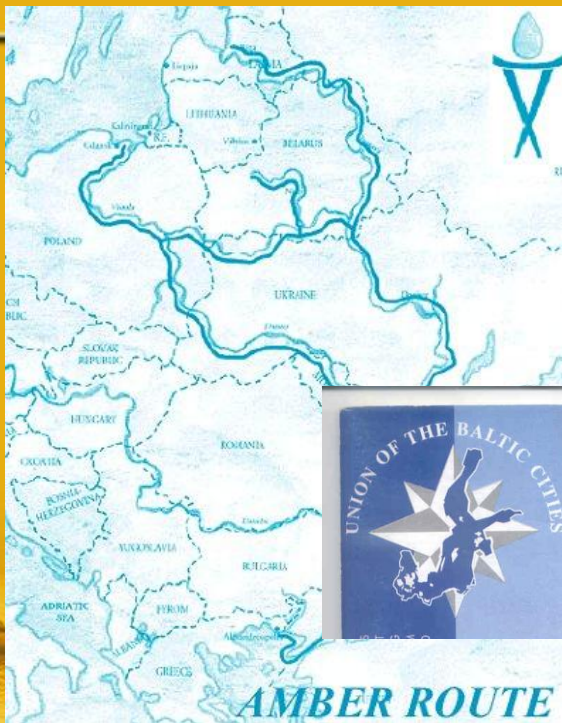
The enchanting world of amber – from the words of art to popular souvenirs.

heritage and treasures, particularly from the era of the Hanseatic League. In fact, the latter has so inspired Elisabeth Pineau that she has already started making plans for her next book project, about the Hanseatic Cities. The League was a key chapter in the history of northern Europe, one which had far-reaching effects down into the southernmost reaches of the continent. And when Elisabeth Pineau tells its story we can be sure that it will be even more surprising and exciting than we could have imagined.

Dr. H. Wehner

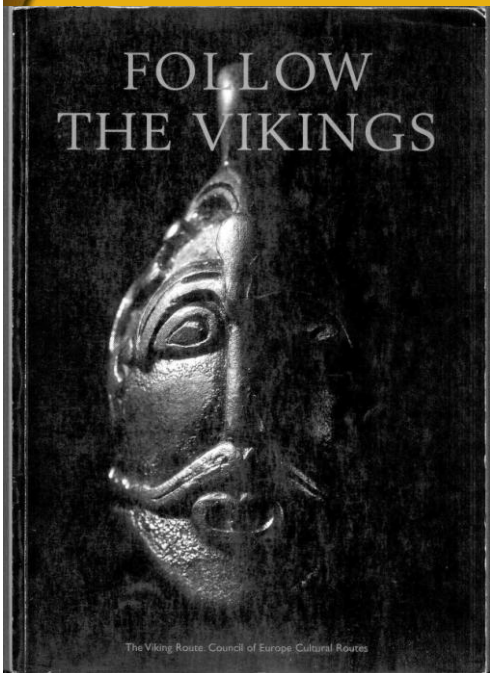
- Interesting Amber Museums and Exhibitions (Selection):**
- Amber Museum of the Curonian Spit, Kaliningrad, Russia**  
Address: 2, Srednyy Street, Kaliningrad, Russia  
Tel: +7 401 204 42 42  
www.kaliningrad.ru
  - Amber Museum, Palanga, Lithuania**  
Address: 2, Srednyy Street, Palanga, Lithuania  
Tel: +370 46 34 12 12  
www.palanga.lt
  - Amber Museum, Gdańsk, Poland**  
Address: 1, Długa Street, Gdańsk, Poland  
Tel: +48 58 303 12 12  
www.ambermuseum.pl
  - Amber Museum, Helsinki, Finland**  
Address: 1, Długa Street, Helsinki, Finland  
Tel: +358 9 251 12 12  
www.ambermuseum.fi
  - Amber Museum, Stockholm, Sweden**  
Address: 1, Długa Street, Stockholm, Sweden  
Tel: +46 8 23 12 12  
www.ambermuseum.se
  - Amber Museum, Turku, Finland**  
Address: 1, Długa Street, Turku, Finland  
Tel: +358 10 251 12 12  
www.ambermuseum.fi
  - Amber Museum, Åland Islands, Finland**  
Address: 1, Długa Street, Åland Islands, Finland  
Tel: +358 6 251 12 12  
www.ambermuseum.fi
  - Amber Museum, Åland Islands, Finland**  
Address: 1, Długa Street, Åland Islands, Finland  
Tel: +358 6 251 12 12  
www.ambermuseum.fi

# Szlak Bursztynowy – promocja bałtycka





# Poszukiwanie synergii



FOLLOW THE VIKINGS - PLACES TO VISIT - POLAND

"all cities of Europe" in which Slavs, Greeks and barbarians all lived; foreigners from Saxony also had the right of domicile. "The city is crammed with goods of all the peoples of the North ..." wrote the historian, Adam of Bremen, in typically rich prose. Several decades of excavations in Wolin have confirmed Adam's account of this Viking Age Baltic town and, in particular, have proved the close ties between Wolin and Scandinavia itself.

Most of the material from Viking Age Wolin is on display either in the town museum or in the Muzeum Narodowe in Szczecin.

**Address**  
Muzeum Regionalne im.  
A. Kaube ul. Zamkowa 24,  
PL-72500 Wolin.

**Telephone**  
+48-97 61763

**Opening times**  
Tues - Sun: 0900 - 1800 hrs  
(closed Mondays).

**Address**  
Muzeum Narodowe,  
ul. Staromlynska 27,  
PL-70 561  
Szczecin

**Telephone**  
+48-91 336070

**Opening times**  
Tuesday and Thursday:  
1000 - 1700 hrs  
Wednesday and Friday:  
0900 - 1530 hrs  
Saturday and Sunday:  
1000 - 1600 hrs  
(closed Mondays).

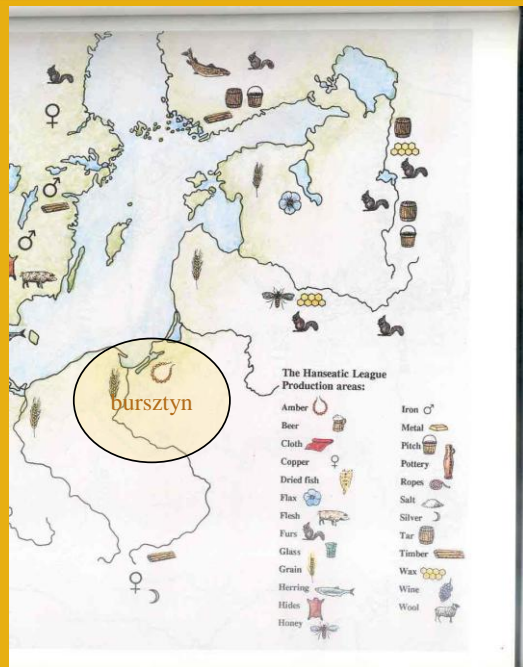
*Right: Amber, one of the most important products of Viking age.*

*Below: Combs of different types from the tenth century.*

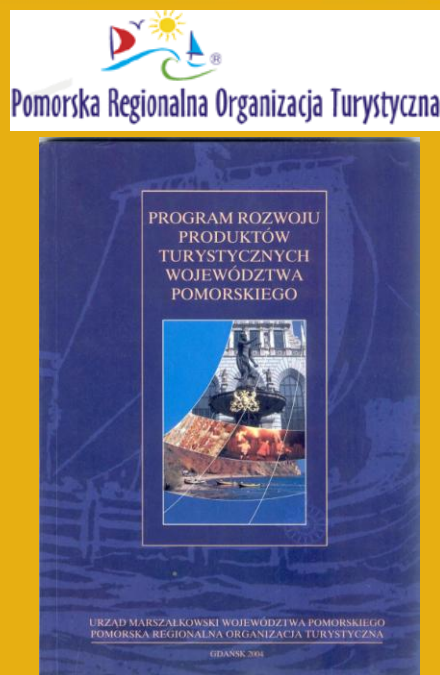
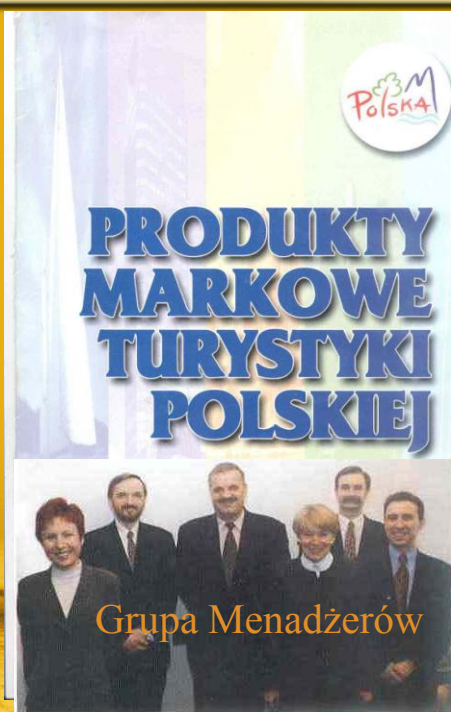




# Dziedzictwo hanzeatyckie a bursztyn



# Prace nad produktem markowym w skali kraju regionu



# Poszukiwanie synergii produktów

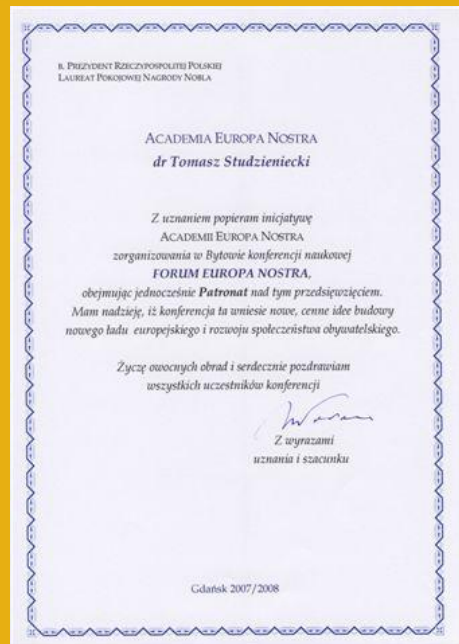


Kategoria produktu	Przykład	Koordinator ( producent)
Recz	Nalewka bursztynowa (do nacierania )	Np. PPHU Dobrynin
	Nalewka bursztynowa (do konsumpcji)	Np. Distribution Marketing Group
	Zupa bursztynowa	Np. Pomorska Akademia Kulinarna w Gdańsku
Usługa	Masaż bursztyunami	Np. Hotel Bazuny w Kościerzynie
Wydarzenie	Międzynarodowe Mistrzostwa Świata w Poławianiu Bursztynu	Gmina Stegna
	Międzynarodowe Targi Bursztynu, Bizuterii i Kamieni Jubilerskich „Amberif”	Międzynarodowe Targi Gdańskie S.A.
Impreza	Rajd szlakiem bursztynowym	Np. PTTK Kalisz
Obiekt	Faktoria Bursztynowa	Centrum Kultury i Sportu W Pruszczu Gdańskim
Szlak	Polski Szlak bursztynowy jako fragment szlaku europejskiego	Stowarzyszenie „Polski Szlak Bursztynowy”
Obszar	Światowa Stolica Bursztynu	Miasto Gdańsk

## 2007 – Międzynarodowa organizacja pozarządowa



# Poparcie





## „Trójporozumienie” na rzecz FEN



# Urząd Marszałkowski



# Projekt PROT



Projekt zrealizowany przez Departament Turystyki, Urzędu Marszałkowskiego Województwa Pomorskiego dofinansowany ze środków Unii Europejskiej w ramach Programu Sąsiedztwa Polska – Litwa – Obwód Kalinigradzki Federacji Rosyjskiej Interreg IIIA w ramach projektu „Rewitalizacja zabytków i promocja transgranicznych szlaków turystyki kulturowej CROSSBALT”



# Projekt AMBAR



# Promocja w Parlamencie Europejskim



**FORUM EUROPA NOSTRA FOR THE BALTIC SEA REGION**

More information is available at: [www.academiaeuropenostra.eu](http://www.academiaeuropenostra.eu)

The complex block contains a header with the title 'FORUM EUROPA NOSTRA FOR THE BALTIC SEA REGION' and a logo. Below the title is a large block of text in a smaller font, which is mostly illegible. At the bottom of the page, there are two small inset photographs: one showing people seated at a table in a meeting, and another showing a group of people outdoors in a field.



## 21 marca 2014 – Wstępna deklaracja Amber Heritage Network

- „Uczestnicy Forum Europa Nostra dostrzegając potrzebę pełniejszego wykorzystania dziedzictwa bursztynu jako czynnika rozwoju kultury, turystyki i gospodarki deklarują wolę współpracy w ramach sieci Amber Heritage Network.
- Powołany zostaje Komitet redakcyjny, który przygotuje tekst deklaracji.
- Deklaracja zostanie podpisana przez interesariuszy a następnie przedłożona Marszałkowi Województwa Pomorskiego, który stanie się jej depozytariuszem.”

# List intencyjny na rzecz współpracy i promocji



**List intencyjny**  
Dotyczący wspólnych działań na rzecz powstania i rozwoju Europejskiej Szlaki Kulturowego „Szlak Burztynowy”  
podjęty w dniu 11 marca 2008 r.  
podczas XV Międzynarodowych Targów Burztyny, Błóżdzi i Kamieni Jubilejskich „Amberlil”



**Letter of Intent**  
on the creation and Development of the European Cultural Route „Amber Route”  
concluded on 11 March 2008  
during XV International Fair of Amber, Jewellery and Gemstones „Amberlil”



**Prezambula**  
Dziedzictwo kulturowe oparte na bogatych tradycjach wydobycia i handlu burztyną, jak i kształtowaniu się sieci osiedlenia wokół Szlaki Burztynowego oraz współpracy miast i regionów, stanowiąc stanowiącym priorytetowym produktem turystyki kulturowej Województwa Pomorskiego i Polski Europy.  
Dotychczas znaczenie i rolę burztyny w promocii kraju, regionu pomorskiego i Gdańska, jako Światowej Stolicy Burztyny, postrzegamy:

**Prezambula**  
The cultural heritage based on the abounding tradition of amber mining and trading as well as the emergence of the settlement network around the Amber Road and of cooperation between towns and regions is the foundation of priority cultural tourism product of Poland and the Pommerian region (the Region) is based.  
Aware of the significance of amber for the promotion of Poland, the Region and the city of Gdańsk as the World Amber Capital, we hereby resolve to:

**Cel główny**  
Podjęcie działań umożliwiających utworzenie Europejskiego Szlaki Kulturowego „Szlak Burztynowy” na warunkach określonych w dokumencie: Unieważnia CM/Res(2007)12 Szlaki Kulturowe Rady Europejskiej stanowiącym załącznik do niniejszego Listu intencyjnego.

**Major objective**  
Take action towards the creation of the European Cultural Route „The Amber Route” as specified in the CM/Res(2007)12 resolution on cultural routes of the Council of Europe, appended to this Letter of Intent.

**Cel pośredni**  
Stworzenie efektywnej formy współpracy dla integracji potencjału współdziałania pomorskiego ośrodka na dziedzictwie kulturowym burztyny oraz na współczesnej kompleksowej ofercie (działalnościach wokół Pomorskiego Szlaki Burztynowego).

**Immediate objective**  
Develop an effective form of cooperation to integrate the capacity of the Region based on the cultural heritage of amber and modern comprehensive offer and activities around the Pommerian Amber Route.

**Europejski kontekst inicjatywy**  
Szlak Burztynowy” łączy w sobie VI Pomorsko-Bałtycki Korridor Trans Europejskiego i inwestycji prioritetowych Unii Europejskiej: autostrada Gdańsk - Włocławek i linia kolejowa Gdynia - Warszawa - Wiedeń. Przewidywana jest stworzenia wyjątkowo korzystne warunki techniczne do osiągnięcia celów europejskiej współpracy kulturowej oraz europejskiego programu rozwoju w obszarze „Szlak Burztynowy”.

**European context**  
„The Amber Route” is situated in the area of the Pan-European Transport Corridor VI, with its priority EU projects: the Gdańsk - Vienna motorway and the Gdynia - Warsaw - Vienna railway line. These projects offer particularly favourable technical conditions for the attainment of the goals of European cultural cooperation and European development programmes in the „Amber Route” area.

**Zadania**  
1. Wypracowanie modelu współpracy w zakresie budowania produktu kulturowego w oparciu o dokumenty o „Strategii rozwoju czterech szlaków turystyki kulturowej” opracowany przez Polską Agencję Rozwoju Turystyki i stworzenie załącznika nr 2 do Listu intencyjnego.  
2. Przygotowanie szczegółowego listy działań w oparciu o przeprowadzone konsultacje środowiskowe oraz załącznik do dokumentu.  
3. Utworzenie listy „Szlak Burztynowy” jako priorytetowego produktu turystyki kulturowej Województwa Pomorskiego i Polski.  
4. Pozyskanie do realizacji partnerów na terenie Polski i poza jej granicami oraz wypracowanie z nimi na warunkach określonych w standardach europejskich szlaków kulturowych.

**Tasks**  
1. To create a model of cooperation in developing a cultural product, based on the „Strategy of Development of Four Cultural Tourism Routes” prepared by the Polish Tourism Development Agency (the PNTD) (Appendix 2 to this letter of intent).  
2. To prepare a detailed list of activities, based on the results of consultations and the attached documents.  
3. To promote the Amber Route as a priority cultural tourism product of Poland and the Region.  
4. To attract partners from Poland and abroad and work with them according to European cultural routes standards.

**Realizacja działań**  
Warunki realizacji wspólnych przedsięwzięć będą uzgadniane przez Sygnatariuszy Listu intencyjnego i inne zainteresowane podmioty i ustalane w ramach oddzielnych umów lub porozumień.

**Implementation**  
Terms of implementation of joint projects shall be agreed by Signatories herself and other stakeholders. Implementation shall be governed by separate contracts or agreements.

Podpisanie Listu intencyjnego nie podlega za sobą żadnych zobowiązań finansowych, jakkolwiek zobowiązania finansowe mogące się pojawić w przyszłości będą regulowane oddzielnymi umowami pomiędzy zainteresowanymi stronami.

No financial liability is incurred by the signing of this Letter of Intent. Any financial liability that may arise in the future shall be governed by separate agreements between the parties involved.

**Postanowienia końcowe**  
W razie wystąpienia jakichkolwiek wątpliwości co do interpretacji zapisów Listu intencyjnego, upowierzamy do ich wyjaśnienia są wyjątkowo sygnatariuszom.  
List intencyjny podpisano w dwóch oryginalnych egzemplarzach powołanych do każdego z Sygnatariuszy listu.  
Dokument ten będzie przechowywany w Urzędzie Marszałkowskim Województwa Pomorskiego i Burze Stowarzyszenia Miast Autostrady Burztynowej.  
Sygnatariuszom przysługuje prawo do odwołania Listu intencyjnego.

**Final provisions**  
The provisions of this Letter of Intent shall be construed exclusively by its Signatories.  
Only the original of this Letter of Intent has been signed and, subsequently, photocopied for the Signatories.  
These documents shall be deposited with the Urząd Marszałkowski Województwa Pomorskiego and Amber Route Cities Association office.  
The Signatories are entitled to obtain a certified copy of this Letter of Intent.

## Klaster „Delta bursztynu”



## Priorytety



- podtrzymanie promocji autostrady A1 jako Autostrady Bursztynowej,
- zapewnienie dalszego rozwoju Gdańska jako światowej stolicy bursztynu,
- promocja wizerunkowa regionu,
- dbałość o jakość produktów z bursztynu,
- dalsze wykorzystanie targów gdańskich jako narzędzia marketingu.



Dziękuję za uwagę  
i zachęcam do współpracy

