

Updated 14.11.2011

Overall objective	Indicators	Source of verification
To strengthen and promote Bothnian Bay marine area and its islands as important travel destination as well as a spiritual and physical resource for the locals, public and decision-makers.	<p>The attractiveness of Bothnian Bay as a destination has increased.</p> <p>Bothnian Bay is recognised as a common resource for business development.</p> <p>The sustainable use of both nature and culture values create basis/ common ground for tourism and recreation development in the Bothnian Bay</p>	<p>Visitor counts and surveys</p> <p>Tourism statistics</p> <p>Employment statistics</p> <p>Surveys</p> <p>Amount of marine development projects</p>

Purpose	Indicators	Source of verification	Assumptions
<p>1) Promote networking between different stakeholders through increasing cross-border and cross-sector cooperation</p> <p>2) Raise awareness about the area and enhance its' active use by informing of the different possibilities the area has to offer for locals and visitors. In addition, to familiarize different stakeholders to the area (decision makers, media).</p> <p>3) Offer various and easily available information concerning the area and its services and attractions through elaborating the information services of the area</p> <p>4) Facilitate the arrival of the visitors through elaborating the services, accessibility and management actions of the area as an entity by applying the best practices together with the stakeholders.</p>	<p>1) Cross-border marine forum coordinates progress and lead to strengthened institutional marine cooperation both on national and international level, which is seen as launched cross-border national park co-operation and common database activating common actions</p> <p>2) There is an increased awareness of the possibilities and potentials of the Bothnian Bay marine area among the entrepreneurs and decision-makers. This can be seen as well in the county plans and objectives, as increased tourism and investments in the sea area</p> <p>3) Communication and visitor management has become more effective in the attractions. Various information about the region, its' values, services and events is easily and in a consumer friendly format available and it is widely utilized.</p> <p>4) The sea area is in active use and the services of the main island attractions in the area are consistent and correspond to the needs of the visitors.</p>	<p>Visitor surveys</p> <p>Tourism statistics</p> <p>Employment statistics</p> <p>Surveys</p> <p>The annual report of marine forum</p> <p>Project database</p> <p>National park co-operation agreement</p> <p>Amount of investments and projects</p>	<p>Stakeholders are committed and willing to develop the area together</p> <p>Natural values and marine tourist attractions remain pristine</p> <p>Co-operation with tourism enterprises is productive and enterprises benefit from the project results in a concrete way</p> <p>Local population is aware of the uniqueness of the Bothnian Bay and is proud of it.</p>

Results	Indicators	Source of verification	Assumptions
<p>1) The cross-border co-operation in the public sector is active. Communication and exchanging experiences is increased. Tourism lies on sustainable ground. (1.-3.)</p> <p>2) Bothnian Bay is known as a single destination. The publicity and attractiveness of the area is strengthened (2.-8.).</p> <p>3) Knowledge about Bothnian Bay and its' potential among locals, public and decision makers is increased. Information exchange is diverse and unified. Visitors are aware of the guidelines guiding the usage of different attractions (9.-14.).</p> <p>4) Tourism enterprises, tourists, decision markers and locals use Bothian Bay and its attraction as a resource for recreation. The service concepts of the tourist attractions are unified and based on best practices. (15.-19.)</p>	<p>The amount of investments and projects to the marine areas is increased (1,2)</p> <p>The visibility of marine events is increased. (2)</p> <p>The visibility of marine attractions is improved (2,3)</p> <p>Amount of users in the marine information and guiding services is increased (3)</p> <p>The visitor management is improved (3)</p> <p>Accessibility of marine attractions for non-boat-owners has improved (4)</p> <p>The quality of services on islands has improved (4)</p> <p>Local ownership is strengthened, in other words users act as developers and managers of attractions and their services (4).</p> <p>The number of cross-border service infrastructures is increased (4)</p>	<p>Project database</p> <p>Annual report of marine forum</p> <p>National parks' co-operation agreement</p> <p>Event calendar</p> <p>County statistics</p> <p>Visitor and customer surveys (2,3,4)</p> <p>Number of electronic information material (3)</p> <p>Entreprise statistics (4)</p> <p>Co-operational agreements (1,4)</p> <p>Cross-border service/ infrastructure development studies (4)</p> <p>Maintenance agreements (4)</p>	<p>Stakeholders are committed and willing to develop the area together</p> <p>Natural values and marine tourist attractions remain pristine</p> <p>Co-operation with tourism enterprises is productive and enterprises benefit from the project results in a concrete way</p> <p>Local population is aware of the uniqueness of the Bothnian Bay and is proud of it.</p>

Activity	Aim		Expenses
0. Project administration (WP0)	The project functions as planned, in a effect and open way and reaching its goals within project budget.		Mainly working hours
Tasks	Schedule	Resources	Outcomes
0.1 Planning project implementation	Autumn'11, updating when needed	Project responsables	Project log frame Specific work plans with all the project participants, memos
0.2 Recruitment of project personnel	Spring-Summer 2011	Metsähallitus personnel, Project Manager (PM), Skellefteå, internet	Contract of employment: Project manager (PM) Local coordinators (LCs)
0.3 Project management and monitoring schedule	Continuous	Project Manager (PM), steering group, financial authority, travels, meetings events, materials	Smooth, effective and systematic project implementation High-quality outputs Up-to-date project log frame
0.4 Monitoring project finance	Continuous	PM, <u>Local Coordinator (LC)</u> (Swe), financial secretary (Fin, Swe), working group, steering group, audit fee	Budget monitoring, general ledger Project log frame Offer documents (auditing) Audit documents
0.5 Reporting and requests for payment	First payment period:1.5.-31.12.11; then 3 pcs/year Final report '14	PM, LC (Swe), steering group	Interim reports Final reports (financiers, inner report for Metsähallitus (MH) Payment requests
0.6 Communication with financial authority and project partners	Continuous	PM, LC (Swe), financial secretary (Swe), working group, visits to enterprises, events, communication	Confidence Transparency Memos Tool for delivering material (intranet?)
0.7 Co-operation agreement between head project partners (Metsähallitus, Skellefteå)	Winter'11/'12	PM, LC (Swe), Metsähallitus, Skellefteå	Accepted agreement document Confidence Transparency
0.8 Co-operation and networking with other projects	Continuous	LCs, PM,	Avoiding overlapping between the projects Communication exchange Confidence Transparency

0.9 Partner invoicing	Once a year	PM, LC-Swe, financial secretary (Fin, Swe), steering group	Systematic project implementation
0.10 Steering group meeting	Following payments and reporting schedule (three times a year)	PM, LC (Swe), Fin-LC if necessary Steering group, travels	Minutes Systematic project implementation Offer documents Communication, transparency
0.11 Working group meetings -connected to forum meetings (1.3)	Cross-border meetings: I: Febr'12 II: May'12 III: Oct'12 IV: Marc'13 V: Dec'13	LCs, PM working group, meetings, travels	Systematic project implementation Memos Agreement of marine forum future Cost comparison documents Communication exchange, transparency
0.12 Translation of project materials		PM	
0.12.1 Open call for the translation	Jan'12	PM	Offer documents
0.12.2 Contract with the producer	Feb'12	PM, Swe-LC	Contracts
0.13 Project document archiving	Continuous	PM, LC (Swe), Metsähallitus & Skellefteå archive systems	Visibility Transparency Materials archived according to financial authority's guidelines
0.14 Open for all seminar (including program, venue, catering)	February 2014	LCs	Cost comparison documents Transparency, confidence
0.15 Communication	Continuous	PM, LC (Swe), working group, partners	Communication plan Media monitoring document Project webpages Project broschyre, project logo Visibility, transparency, confidence

Activity	Aim	Expenses
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1. Activating co-operation and networking actors (WP1); marine forum	Co-operation between different public actors is active and organized. Marine forum guides and coordinates marine co-operation permanently both on national and international level ensuring that both the actions and visitor management rest on a sustainable ground. Public sector is committed to the marine development.		Estimated total 15 000 € of which 3/5 Fin, 2/5 Swe
Tasks	Schedule	Resources	Outcomes
1.1 Planning project implementation	Summer 2011, continuous	Project responsables	Project log frame Specific work plans with all the project participants, memos
1.2 Nomination and selection of representatives to the forum	I: September'11 II:Jan-Feb'12 III:May-June'12 IV:Nov-Dec'12 V:Sep'13	Project responsables, working group, steering group	Assembly is clear
1.3 Forum meetings (5 pcs) <i>- cross-border working group meetings will be organized in connection with the forums</i>	I: Febr'12 (Fin-Swe, KemiTornio-Haparanda) II: May'12 (Swe) III: Oct '12 (Fin, Oulu) IV: April '13 (Fin, Kalajoki) V: Dec '13 (Swe-Fin)	Project personnel, working group, experts, travels, meetings	Communication exchange, transparency
1.3.1 Programme planning, invitations		Project personnel, working group, travels, external services	High-quality programmes
1.3.2 Venue and catering		LCs	Cost comparison documents
1.3.3 Travels and accommodation		LCs	Transfers and accommodations booked Cost comparison documents
1.4 Agreement for forum objectives, actions and continuation	Dec '13	PM, marine forum	Forum meeting protocols Forum-agreement document
1.5 Communication	After the forum meetings	Project personnel, Metsähallitus personnel (communication)	Newsletter, news article, press meeting, project web pages

Activity	Aim		Expenses
2. Activating co-operation and networking actors (WP1); project co-operation	Co-operation between projects is intensified, which leads to a permanent and sustainable developing		Working hours
Tasks	Schedule	Resources	Outcomes
2.1 Planning implementation	Summer 2011	Project personnel	Project log frame Specific work plans with all the project participants
2.2 Surveying the current projects	Continuous	LCs, travels, meetings	Up-to-date project database
2.3 Updating project database	I:Jan-Feb'12, II: Nov-Dec'12, III: Nov-Dec'13	LCs	Up-to-date project database on project webpages
2.4 Activating project co-operation	Continuous	Project personnel, travels, meetings	Transparency Confidence Meeting memos Avoiding overlapping work
2.5 Supporting project planning	Continuous	Project personnel, travels, meetings	Common goal Project plans Communication exchange Transparency, new ideas
2.6 Committing stakeholders for project database maintenance	Dec'13	Marine forum	Forum-agreement document

Activity	Aim		Expenses
3. Activating co-operation and networking actors (WP1); co-operation of national parks	Haparanda Skärgård (SWE) and Bothnian Bay (FIN) national parks know each others' best practices and operating concepts and are committed to the common goals owing to the co-operation agreement.		Working hours, travel costs
Tasks	Schedule	Resources	Outcomes
3.1 Planning implementation	Summer 2011	Project personnel	Project log frame Specific work plans with all the project participants, memos
3.2 Sharing and familiarization of the national park practices and management	I: Spring'12 meeting in Fin/Swe II: Spring'12, Inari-Pasvik II: Aug'12 (fin project personnel) Paanaj./Russia III: Autumn'12, in national park areas IV: Aug'13, Kosterhavet)	Project manager, local coordinator Fin Metsähallitus (MH) personnel Haparanda Skärgård (HS) personnel Travels	Memos Cost comparison documents
3.3. Travels reports	After the travels	Project personnel, MH and HS personnel	Meeting protocols Other material
3.4 Determining the goals for cross-border national park development	2012/2013	MH and HS personnel, project personnel	Co-operation agreement document
3.5 Participating to project planning concerning cross-border national park development	2012/2013	Project responsables, MH and HS personnel	Common goal
3.6 Communication	Related to travels	Project personnel, MH and HS personnel	Press release

Activity	Aim	Expenses
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4. Raising awareness (WP2); familiarization trips to decision makers (4 pcs)	Decision makers' awareness concerning the attractions and potential in the Bothnian Bay is raised through familiarization to the area.		Estimated total 19 600 € of which 2/4 Fin, 2/4 Swe
Tasks	Schedule	Resources	Outcomes
4.1 Planning implementation	Summer 2011	Project responsables	Project log frame Specific work plans with all the project participants, memos
4.2 Surveying the destinations for decision-makers' trips (appr.4 pces)	Continuous	Project personnel, working group	High-quality destinations are selected
4.3 Programme planning and selection of the participants	same as above	Project personnel, working group, tourism sector	Participants selected Programme prepared Invitations sent
4.4 Call for offers for and selecting of the trip producer	following 4.3	PM, LCs	Offer documents
4.5 Contracting the trip producer	following 4.4	PM	Contracts
4.6 Trips for decision makers	I: May-June'12 (Kalajoki?) II: Aug-Sep'12 III: May-June'13 IV: Sep-Oct'13	Travels, external services	High-quality trips
4.7 Communication	After the trips	Project personnel	News article and radio

Activity	Aim	Expenses
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5. Raising awareness (WP2); familiarization trips to media	The visibility of Bothnian Bay increases owing to the familiarization of media to the area. The public, tourists and local communities know the different attractions and their services. Interest towards Bothnian Bay as a destination for tourism and recreation increases.		Estimated total 37 900 € of which <ul style="list-style-type: none"> - 3 for local media: 2/3 Fin, 1/3 Swe - 2 for national: ½ Fin, ½ Swe - 1 for international
Tasks	Schedule	Resources	Outcomes
5.1 Planning implementation	Summer 2011	Project responsables	Project log frame Specific work plans with all the project participants, memos
5.2 Programme planning and participant selection	2012-2013	Project personnel, working group, tourism sector	Participants selected, programmed prepared, invitations sent
5.3 Call for offers of the trip producer and selection	Following 5.2	PM, LCs	Offer documents
5.4 Contracting the trip producer	Following 5.3	PM	Contracts
5.5 Compiling material	Following 5.4	Project personnel	High-quality materials
5.6 Trips for media	May-June'12 (2 local trips; FI & SE) Jan-Feb'13 (1 local trip; Finland) May-June'13 (2 national trips; FI & SE) Aug'13 (international)	Travels, external services, project personnel, media consultant , tourism sector	Trips of high-quality
5.7 Communication	After the trips	Project personnel	TV, radio, press

Activity	Aim	Expenses
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6. Raising awareness (WP2), participation to fairs	The attractiveness and awareness of the Bothnian Bay is increased due to visibility of the area in fairs and material that support tourism sector and project partners to participate to the fairs.		Working hours, material costs of which estimated total 2 500 € (2/3 Fin, 1/3 Swe)
Tasks	Schedule	Resources	Outcomes
6.1 Planning implementation	Continuous	Project personnel	Project log frame Specific work plans with all the project participants, memos
6.2 Surveying suitable fairs	Continuous	LCs, working group, meetings, travels	The suitable fairs are known and mutual understanding about project's participation made together with tourism sector
6.3 Purchasing materials for fairs	Before the fairs	Project personnel	Networking Cost comparison documents
6.4 Producing material for fairs	Before the fairs	External service Development plan for communication (9.)	Suitable material
6.5 Participating in fairs - travel fairs Helsinki (January) - boat fair Helsinki (February) - boat fairs Stockholm (March) - allt för sjö (March) - other relevants	February 2012 March 2012 January 2013 February 2013 March 2013 January 2014 February 2014 March 2014	Project personnell (2013) LCs (2014)	Bothnian Bay area is known among the fair visitors and others
6.6 Communication	After the fairs	Project personnel	Press

Activity	Aim		Expenses
7. Raising awareness (WP2), events	Co-operation between event organizers has intensified and visibility of both events and marine area in them is increased.		Working hours, estimated total 5 000 € of which 50% Fin, 50% Swe
Tasks	Schedule	Resources	Outcomes
7.1 Planning implementation	Continuous	Project personnel	Project log frame Specific work plans with all the project participants, memos
7.2 Surveying suitable events	Continuous	Project personnel, working group tourism sector, Non profit organizations (NGOs), travels	Events surveyed Up-to-date event calendar
7.3 Planning and organizing current events and potential new ones together with tourism sector	Summer 2011: Bothnian Bay national park celebration, celebration in Röyttä island Winter 2012: winter swimming competition Skellefteå Summer 2012: Bothnia Eskader Summer 2013: Paddling event in Kalajoki	Project personnel, working group tourism sector, organizations, travels	Cost comparison documents Offer documents High-quality events planned and organized
7.4 Communication		Project personnel, tourism sector	Press

Activity	Aim		Expenses
8. Raising awareness (WP2), awareness campaign for guiding and service key spots	Natural and cultural values of Bothnian Bay are visible at key spots for guiding and service. Service capability of the tourism sector increases.		Estimated total 9 500 € of which 5 000 Fin, 4 500 Swe
Tasks	Schedule	Resources	Outcomes
8.1 Planning implementation	Continuous	Project personnel	Project log frame Specific work plans with all the project participants, memos
8.2 Selection of suitable key spots and products according to development plan for communication and joint visual outlook (9.)	Spring'13	Project personnel, Working group, representatives of tourism sector, travel, development plan for communication and joint visual outlook (9.)	Suitable points and places for selected products selected
8.3 Call for offers for and selecting the producer of the awareness campaign product	Following 8.2	PM	Offer documents
8.4 Contracts related to the awareness campaign product	Following 8.3	PM	Contracts
8.5 Producing the selected new product	Spring'13-Dec'13	External service	Product is ready
8.6 Placing products and materials in key spots, delivery of the material and familiarization to it	Nov-Dec'13	Project personnel	Material presented
8.7 Communication	Jan'14	Project personnel	Newspaper article, project web pages

Activity	Aim		Expenses
9. Enhancing the delivery of information (WP3), development plan for communication and joint visual outlook	Information and its' delivery channels that describe attractions and services of the Bothnian Bay are known. Bothnian Bay has a joint visual outlook, that has been created in co-operation with tourism actors and which is used in guiding and marketing communication.		Estimated total 23 000 € of which 100% Fin
Tasks	Schedule	Resources	Outcomes
9.1 Planning implementation	Continuous	Project personnel	Project log frame Specific work plans with all the project participants, memos
9.2 Call for offers for and selecting the producer of the development plan and joint visual outlook	Autumn'11	PM	Offer documents
9.3 Contracting with the producer	December'12	PM	Contract
9.4 Producing the joint visual outlook and development plan for communication	January-April'12	External services	Joint visual outlook created Development plan for communication
9.5 Workshops for defining the target state for information delivery and joint visual outlook (4-6pc)	Jan'12 (FI), Jan-Feb'12 (SE)	LC, PM, developmental plan consultant (9.2)	Target state defined
9.5.1 Programme planning, invitations	Sep-Dec'11, Jan-Feb'12	LC, consultant (9.2)	Meeting place booked
9.5.2 Venue and catering	Sep-Dec'11, Jan-Feb'12	LC, consultant (9.2)	Offer documents High-quality programme,
9.5.3 Compiling material	Sep-Dec'11, Jan-Feb'12	Project personnel, consultant (9.2)	High-quality material
9.6 Writing instructions for using the joint visual outlook products	May-Oct'12	Project personnel, consultant (9.2),	Offer documents Stakeholders and actors guided to use joint visual outlook Instructions for joint visual outlook
9.7 Agreement about the ownership of the joint visual outlook	Dec'13 (forum meeting)	Marine forum, PM	Forum-agreement document
9.8 Promote the use of joint visual outlook in partners' information delivery	Nov '12→	Project personnel, working group	The use of joint visual outlook is general in partner communication
9.9 Communication	Spring'12	Project personnel	Project web pages

Activity	Aim		Expenses
10. Enhancing the delivery of information (WP3), attraction book	The information related to Bothnian Bay attractions is easily reachable. The visitors of Bothnian Bay are aware of the natural and cultural values of the area, its attractions and their services.		Estimated total 47 000 € of which 50% Fin, 50% Swe
Tasks	Schedule	Resources	Outcomes
10.1 Planning implementation	Continuous	Project personnel	Project log frame Specific work plans with all the project participants, memos
10.2 Selecting the attractions presented in the attraction book	Jan'12	Working group, development plan for communication (9.4), Perämeren satamat 2010 – report	Attractions selected
10.3. Organizing workshops about the content of the attraction book (2 pcs)	Feb-Marc'12	LCs, PM	Workshops organized, workshop memo
10.3.1 Programme planning, invitations		LCs, working group	High-quality programme
10.3.2 Venue and catering		LCs	Cost comparison documents
10.3.3 Compiling material		LCs	High-quality material
10.4 Open call for and selection of the producer of the attraction book	Jan'12	PM, HILMA-responsible in Metsähallitus	Offer documents
10.5 Production of the book (text, visual material, translation, layout)	Mar-Dec'12	Instructions for outlook (9.4.), external service, project personnel	Electronic attraction book
10.6 Linking the book in web pages	Dec'12 →	Project personnel, external services	Attraction book available
10.7 Printing some paper copies of the book	Dec'12 →	PM, external services	Offer documents
10.8 Delivery of the book for guiding and service key spots (electronic, paper copies)	Dec'12 →	Project personnel, external services	Attraction book is available in guiding and service key spots
10.9 Communication	Dec'12 →	Project personnel	Newspaper article, Email newsletter, project web pages

Activity	Aim		Expenses
11. Enhancing the delivery of information (WP3), electronic information delivery	Information about the nature-based tourism services in Bothnian Bay reaches the potential visitors and interested people. The actors and visitors of Bothnian Bay participate actively to the production and delivery of information. The roles of maintenance and management of information delivery are clear.		Estimated total of 49 000 € of which 26 000 Fin, 23 000 Swe
Tasks	Schedule	Resources	Outcomes
11.1 Planning implementation	Continuous	Project personnel	Project log frame Specific work plans with all the project participants, memos
11.2 Selecting the way how to develop marine internet pages	Spring '12	Development plan for communication (9.4), external service	Selecting solution
11.3 Call for offers and selecting the technical updating and linking the information material (attraction book etc)	Autumn'12	Instructions for outlook (9.4) Project personnel, external service	Offer documents Materials technical updating done
11.4 Linking the materials to internet pages and testing	Spring 13	External service, project personnel	Offer documents Links operate
11.5 Organizing workshops content for the blog and mobile solutions (1 + 2 pcs)	Nov-Dec'12	Project personnel, Metsähallitus personnel, probable external services (consultant)	High quality workshops organized Content of mobile and blog clarified Offer documents (if needed)
11.5.1 Programme planning, invitations		Project personnel, Metsähallitus personnel, travels	High-quality programme
11.5.2 Venue and catering		LCs	Cost comparison documents , facilities booked
11.5.3 Compiling material		Project personnel, external service	High-quality material
11.6 Selecting suitable blog and mobile solutions	Dec'12	Development plan for communication (9.4), Metsähallitus personnel External service, working group	Information delivery development plan
11.7 Call for offers for and purchasing the devices/solutions needed for the blog and mobile	Nov-Dec'12	PM	Offer documents Devices purchased
11.8 Compiling user rights for blog	Mar-Apr'13	LCs	Agreements for user rights done (pictures

writers			etc)
11.9 Linking and testing the mobile tags vs. internet pages/event calend.	Mar-Apr'13	External service	Offer documents Links done
11.10 Placing the mobile tags to attractions and field (information boards etc.)	Summer '13	External service	Offer documents, technology installed
11.11 Communication: Informing launching the blog and mobile technology	Mar-Apr'13	Project personnel	Press article (Vene –magazine etc), project web pages
11.12 Committing maintenance of the blog and mobile technology	Mar-Apr'13	Marine forum	Forum-agreement document

Activity	Aim		Expenses
12. Enhancing the delivery of information (WP3), information boards	The natural and cultural values of the attractions and their services are presented on guide boards following the joint visual outlook of Bothnian Bay. Visitors are aware of the visitor regulations about different areas, which enables cultural and natural values preservation. Map of Bothnian Bay is known.		Estimated total of 62 000 € of which 60% Fin (70 pcs), 40% Swe (50 pcs)
Tasks	Schedule	Resources	Outcomes
12.1 Planning implementation	Continuous	Project personnel	Project log frame Specific work plans with all the project participants, memos
12.2 Selecting the suitable locations for information boards	Sep-Oct'12	Development plan for information (9.4), Perämeren satamat 2010 –report, working group	Suitable locations agreed
12.3 Open call for and selecting the producer of the map and material (text) for the information boards	Nov-Dec'12	PM , HILMA –responsible in Metsähallitus	Offer documents
12.4 Contracting with the producer of the map and texts		PM	Contract
12.5 Compiling map and material for the information boards	Nov-Dec'12	External service Instructions for outlook (9.4)	Photos and map (+user rights) ready
12.6 Lay-out and publishing the information boards	Jan-Feb'13	External service Instructions for outlook (9.4)	Consistent lay out, information boards published
12.7 Purchasing the frames for the information boards	Jan-Feb'13	PM	Offer documents Information board frames ready
12.8 Placing the information boards to the field	May-June 13	External service	Cost comparison documents Information boards available at attractions
12.9 Marking the information boards to the information system for service infrastructure (Reiska)	Autumn'13	Metsähallitus personnel	Information boards marked in the Reiska information system

Activity	Aim		Expenses
13. Enhancing the delivery of information (WP3), event calendar	Visitors are aware of the marine events and the information related to events is easily found.		Working hours, other costs (13.4)
Tasks	Schedule	Resources	Outcomes
13.1 Planning implementation	Continuous	Project personnel	Project log frame Specific work plans with all the project participants, memos
13.2 Surveying the suitable events and compiling the event calendar	Continuous	LCs	Events available and the awareness arisen
13.3 Updating and delivery of the event calendar	May-Aug'11, Apr'12, Apr'13	LCs	Up-to-date calendar
13.4 Selecting the information delivery channels for event calendar (internet, mobile)	Mar-Apr'12	Development plan for communication (9.4), external service, project personnel, working group	Suitable channel selected
13.5 Linking calendar to information delivery channel (see 11.7)	Mar-Apr'13	External service, local coordinators	Calendar is available
13.6 Stabilizing the publication of the event calendar	Dec'13	Marine forum	Forum-agreement document

Activity	Aim	Expenses
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14. Harmonization and development of services (WP4); development plans of key marine attractions	The current situation and customer needs of the defined key marine attractions are known owing to the attraction-specific developmental plans. These development plans define the responsibilities, timetables and resources of investments and potential additional surveys needed for the management.		Estimated total 24 500 € of which 12 250 Fin, 12 250 Swe
Tasks	Schedule	Resources	Outcomes
14.1 Planning implementation	Continuous	Project personnel	Project log frame Specific work plans with all the project participants, memos
14.2 Selection of key marine attractions	Nov '11	Working group	Meeting memos
14.3. Surveying the current state of attractions services, customer needs and needs for development	Nov-Dec'11 (Pensaskari, Röttä) Sep-Oct'12 Nov-Dec'12	LCs Possible external services (consultant) management plans, strategies	Workshop memos Current situation surveyed
14.3.1 Trips to attractions	May'11-Apr'13	Project personnell, working group, travels	Attractions surveyed
14.3.2 Stakeholder interviews	May'11-Apr'13	LCs	Current situation surveyed Needs for development surveyed Common goals
14.4 Workshops to develop the marine attractions (5 pcs in Fin, 2 in Swe)	May'11-Apr'13	LCs, travels, working group	Current situation surveyed Common goals set Commitment
14.3.1 Programme planning, invitations	May'11-Apr'13	LCs	High-quality programme
14.3.2 Venue and catering	May'11-Apr'13	LCs, external services	Cost comparison documents
14.3.3 Compiling material	May'11-Apr'13	LCs	Workshop memos
14.5 Meetings with "steering group" of plan	May'11-Apr'13	LCs	Participation in compiling plan Plan has acceptance and commiment to be implemented
14.6 Additional documents needed for the development plans, e.g. construction plans	Sep-Dec'12	External service Project personnel	Offer documents Cost comparison documents Additional documents
14.7. Supporting project planning	Continuous	Project personnel	Project plans Meeting protocols
14.8 Communication	Following work shops	Project personnel	Press releases, TV, radio

Activity	Aim		Expenses
15. Harmonization and development of services (WP4), harmonized service concepts for marine attractions and harbours	The best practices to produce and maintain the services in a cost effective manner at attractions in Finland and Sweden are known. The essential attractions implement consistent service concepts. Different concepts are utilized also in other attractions as a tool for development. Attractions' service capacity improves.		Estimated total for work shops 8 000 € of which 4 000 Fin, 2 000 Swe
Tasks	Schedule	Resources	Outcomes
15.1 Planning implementation	Continuous	Project personnel	Project log frame Specific work plans with all the project participants, memos
15.2 Surveying the current situation of service concepts	Continuous	LCs, travels	Current situation surveyed
15.3 Benchmarking trips for service concepts and trips with thematic content e.g. cultural heritage (6pcs)	Summer'12, Autumn'12, Winter'13	Project personnel Development plans of the attractions (14.)	Best practices –report Commitment to maintain and manage services
15.3.1 Programme planning, invitations	Spring'12, Autumn'12	Project personnel	High-quality programme
15.3.2 Venue and catering	Spring'12, Autumn '12	LCs, external services	Cost comparison documents
15.3.3 Travels and accommodation	Spring'12, Autumn'12	External service, LCs	Cost comparison documents
15.3.4 Compiling material	Spring 12, Autumn'12	Project personnel	High-quality material
15.4 Best practices –report	Nov'12-Apr'13	Project personnel	Report
15.5 Communication	Apr'13 (best practises report) After the trips	Project personnel	Press release, project web pages

Activity	Aim		Expenses
16. Harmonization and development of services (WP4); investments to the marine attractions (islands)	There are attractive attractions in Bothnian Bay area, of which services are of high quality. The services correspond to the needs and wishes of visitors.		Estimated total 96 000 € of which 52 000 Fin, 44 000 Swe
Tasks	Schedule	Resources	Outcomes
16.1 Planning implementation	Continuous	Project personnel	Project log frame Specific work plans with all the project participants, memos
16.2 Selection of renovating work according to the development plans	Autumn 2011: Röyttä Winter 2011-12: Pensaskari, Sarvi Others?	Development plans of the attractions (14.) Project personnel, working group	Renovating work objects selected
16.3 Call for offers/cost comparison for and selecting the deliverer renovating work/investments	2012-2013	PM, Metsähallitus personnell	Offer documents Cost comparison documents
16.4 Contracting with the contractors	2012-2013	PM	Agreements
16.5 Renovating work	Following 16.3	External service	High-quality service structures
16.6 Saving the renovating work to Metsähallitus estate database (Reiska)	Autumn '13	Reiska- responsables	Up-to-date information in Reiska- database
16.7 Communication	During/after the investments	Project personnel	Visibility in media

Activity	Aim		Expenses
17. Harmonization and development of services (WP4), water transportation	The marine attractions are accessible also for visitors and locals that do not have an own boat. Customers' needs and wishes are known and the operational preconditions for scheduled water transportations are surveyed.		Estimated total 24 000 € of which 16 000 Fin, 8 000 Swe
Tasks	Schedule	Resources	Outcomes
17.1 Planning implementation	Continuous	Project personnel	Project log frame Specific work plans with all the project participants, memos
17.2 Defining the routes for scheduled water transportation	Sep'11-Autumn'12	Project personnel, working group, co-operation with the Coccolita – project, travels, development plans of key marine attractions (14.)	Selected routes regional workplans
17.3 Open call for implementation of the scheduled water transportation	Jan-Feb'13	PM	Offer documents
17.4 Implementation of the scheduled water transportation	Summer'13	External services	Scheduled water transportation
17.5 Analysing the outcome and cost-effectivity of the routes	Autumn '13	LC (Swe), external services	Feasibility study including transportation outcome and cost-effectivity analysis
17.6 Communication	Continuous	Transportation companies, destinations, project partners, project personnel	Visibility in media