



**Lauku Ceļotājs**

Baltic Country Holidays

## **Project “Heritage based agritourism product development in Latvia – Lithuania” (AGRI - HERITAGE)**



**EIROPAS SAVIENĪBA**



### **Partner meeting minutes 28th August 2017**

Ilzenbergas manor, Lithuania

#### Participants:

- Asnāte Ziemele, Latvia Rural Tourism Association „Lauku ceļotājs”
- Kristīne Pētersone, Latvia Rural Tourism Association „Lauku ceļotājs”
- Linda Deičmane, Latvia Rural Tourism Association „Lauku ceļotājs”
- Linas Zabaliunas, Lithuania Rural Tourism Association
- Marta Arminaitė, Lithuania Rural Tourism Association
- Vilma Strumskienė, Lithuania Rural Tourism Association

#### **11:00 Project information: activities, tasks, deliverables, time table**

##### *Asnāte Ziemele, Lauku ceļotājs*

- Lithuanian project partners points out that project event “Open days” in Lithuania was successful. Stakeholders mentioned that it would be better to organize in the beginning of May (in LT) or in autumn (in LV), because in the end of May there are lot of events organized by municipalities etc. Several pointed out that “Open days” could start on Friday, then schools could include in their excursions. Partners agree that “Open days” could last from 2 to 3 days, depending on the stakeholders. For the next year it is important to identify what events are in the same time, and in LV case not to overlap with 4.05.18 state event celebration. Next event could be organized in first two weeks in May, partners agree to decide the date later.
- “Open days” event sights could be grouped according to criteria – fishing, crafts etc. Asnate points out that numbering in map starts from one side, it is more convenient for tourists.
- Criteria. LT partner’s adapted criteria to their country situation, will send final version to Linda (need to add in project webpage). Criteria must be simple, in product handbook will be explained in more details.



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- AgriHeritage logo: partners agree that can use in the brand logo in 2 versions, LT-ENG, LV-ENG, AGROPAVELDAS, AGRO MANTOJUMS, AGRI HERITAGE, or only 1 word – depending of the design.
- partners will check if all translations made by translator are correct, according to project guidelines regarding the visual identity by the programme (the sentences obligatory put by the programme in LV and LT).
- Next project meeting in Latvia, **21.- 22.02.2018, in Kurzeme or Latgale.**
- Both partners must have project roll-up, that must be used in project info seminars, as well as programme poster.
- Partners must inspect at least 65 places. “Lauku ceļotājs” will send example how we invited stakeholders to apply for the brand name. Participation must be open, information must be in homepage and Facebook page. List of the stakeholders must be updated till **01.11.2017 (at least 50!) and exchanged between the partners.**
- “Lauku ceļotājs” made historical descriptions about agriheritage types, which will be part of the handbook (fishing, agriculture, fruit, horticulture, crafts etc.). Lithuanian partners must gather their historical information to be included into the Training handbook.
- Database: each partner will have database in their homepage, where can sort the Agriheritage farms. Each place will be marked with logo. Database must be ready till **01.11.2017**. Lauku ceļotājs will make internal meeting with IT.
- Handbooks: Lauku ceļotājs started with handbook development. Partners update and send their handbook structure content till **07.09.2017**.
- “Lauku ceļotājs” already set dates for info seminars in regions, need to make detailed program and invitation to stakeholders. 2 weeks before events managing authority must be informed.
- Cross border tours for tourists – 2 national tours and 6 cross border tours to be elaborated. Tours will vary by topics to be sorted by interests of travellers. Each partners makes tours in English and then translate to Latvian and Lithuanian. Tours must be ready in beginning in January. The tourism will be included in the map together with the Agri-heritage farms. Deadline for tours: **01.12.2017**.
- Tour manual: will develop when tours will be ready. Discussion about tour manual in next meeting.
- Postcards. Lithuanian partners must choose 10 motives which are related with agro tourism. On the postcards will be saying about the country. Partners must send pictures with sentences for **each by 1.12.17**. Postcards must be ready in January,



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2018.

- The report must be sent in by 4.10.17, the texts for LV will be ready by 22.09. LT can add in their report the dates and info differences. The finances can be started already now.

Asnate Ziemele