

Lauku Ceļotājs

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SenGoR - Seniors Go Rural

Results achieved and next tasks

3rd project meeting – 15-17 November 2015 in Belgium



Info on 2nd interim report from EC

Specific comments

I recommend checking if the following issues are enforced in the next months of the contract:

- The review From B6 "Description of the Action" sent after one of the partner's withdrawal (ANCESCAO) needs to be revised in WP3. Partner 3 (HANEN) assumes some activities specified in point 3.2.3.5. but this is not reflected in the table showing person-days. *Explained*.
- Outcomes $n^{\circ}2$ (guidelines for tourism businesses) and $n^{\circ}6$ (Brochures of "Rural Tourism Seniors in countries of Europe" and "Rural Tourism for Seniors a new opportunity for business") are not presented neither followed by any clarification. *Guidelines OK*

Brochures - to be discussed in this meeting

Info on 2nd interim report from EC

- The pilot test of senior travelling to transnational tourism products, expected in WP3, action 3.3. is not clear. The project explains a new activity by HANEN (visiting senior organisations in Norway to facilitate booking and testing of transnational tourism products outside Norway) but there is no information of senior tourism testing trips.
- The project officer should provide more detailed information of the evaluation of the pilots.
- Deliverables of WP4 (dissemination website, broshours) are clear but there is no mention to the time they will be delivered. We appreciate to receive some annexes of promotional activities but it would be welcomed a copy of some activities not justified (e.g. digital presentation and leaflet created by P5).
- The programme and minutes of the 2nd meeting held in Utrecht on March 15-17 is missing.

Action plan – gantt chart

6. DURATION AND PLAN OF ACTION

Total duration of the project: 18 months

ACTION PLAN

The action plan in form of GANTT-chart indicates the time planning of the different activities following the above points <3> Description of Activities and <4> Workpackages. Milestones are marked with a X

No.	Activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
WP1	- Research and Evaluation of existing experiences																		
	MONTHS:	SEPT	ост	NOV	DEC	JAN	FEB	MAR	APRL	MAY	JUN	ж	AUG	SEPT	ОСТ	NOV	DEC	JAN	FEE
.1.1	Research and document the specific needs and expectations of individual Senior tourists																		
.1.2	Feasibility analysis regarding requirements for rural services and equipment to be attractive																		
.1.3	Research and documentation of solutions for efficient promotion and incentive schemes																		
.1.4	Evaluation of the three previous research actions, co- decision about criteria.							X1											
WP 2	2 – Elaborate the content of the accreditation and opera	ative s	yste	ms															
.2.1	Guidelines for a "Senior-friendly" accreditation "Seniors Go Rural"																		
.2.2	Specify Operative Systems to promote and incentive the travel of seniors in off-season																		
.2.3	Complementary criteria and agreements to assure sustainability																		
WP:	- Pilot implementation – definition of products, testing	g, eval	luatio	on, re	sults														
.3.1	Creation of transnational senior tourism products in the Baltics and bordering countries									Х2									
.3.2	Creation of regional or national products									X2									
.3.3	Travel of seniors to these products																		

Action plan – gantt chart

No.	Activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
	MONTHS:	SEPT	ост	NOV	DEC	JAN	FEB	MAR	APRL	MAY	JUN	ж	AUG	SEPT	ОСТ	NOV	DEC	JAN	FEB
.3.4	Transnational organisations coordinate negotiations, monitor experience, and evaluate results																X4		
.3.5	Promotion and Marketing																		
.3.6	Evaluation of pilot implementation																		
WP4	4 – Promotion tools and channels – Dissemination of p	roject	resu	lts – I	Explo	itatio	onpl	an											
.4.1	Website for Seniors Go Rural																		
.4.2	Integration in STEEP																		
.4.3	Integration in websites of all partners																		
.4.4	Integration in third-party global sites																		
.4.5	Production of dissemination material in electronic and printed format																		
.4.6	Dissemination events – European RT Congress in 2014, national / regional workshops, Eurogites GA in 2015, International seminar on senior rural tourism tourism in 2015																		
.4.7	Exploitation plan																		
WP (5 – Project Management																		
.5.1	Communication with and amongst partners																		
.5.2	Project meetings (Sept 2014 in LV, March 2015 in NL, Nov 2015 in BE, Feb 2016 in IT)																		
.5.3	Interim Reports													Х3					
.5.4	Final Report																		
.5.5	Continuous monitoring							X1		X2				Х3			X4		
			•	Co	re acti	ions								Revie	ws ar	d upd	lates		
																			_

WP1 - remaining tasks

• Evaluation and update of the research analyses doc, co-decision about criteria.

Deadline: Feb 2016

Deliverable as said in application: documented in the summary report

6.	DURATION AND PLAN OF ACTION																		
Tota	I duration of the project: 18 months																		
	ION PLAN		-54-	11.55				5 -11											
	action plan in form of GANTT-chart indicates the time plan vities and <4> Workpackages. Milestones are marked			e diffe	erent	activ	ities	tollo	wing t	ne at	oove	8810	155	5> De:	scrip	tion o	of		
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WP1	- Research and Evaluation of existing experiences																		
	MONTHS:	SEPT	ост	NOV	DEC	JAN	FEE	MAR	APRL	MAY	JUN	ш	AUG	SEPT	ост	NOV	DEC	JAN	FEE
.1.1	Research and document the specific needs and expectations of individual Senior tourists													ı					
.1.2	Feasibility analysis regarding requirements for rural services and equipment to be attractive																		
.1.3	Research and documentation of solutions for efficient promotion and incentive schemes																		
.1.4	Evaluation of the three previous research actions, co- decision about criteria.							X1											

WP 2. Remaining tasks

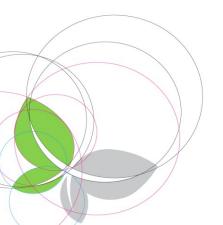
- 2.1. Update Guidelines for a senior friendly product accreditation "Seniors Go Rural": EN, FR, DE, ES, LV, NO, NL, LT languages. Updates deadline: Nov 2016
- 2.2. Update Operative system "Silver Suitcase" described (included in the guidelines). Logo and card design. Updates deadline: Nov 2016
- 2.3. Update Complementary criteria and agreements to assure sustainability. From the report: *Actually in course: a) agreement amongst the four Senior Tourism projects about one common core set of criteria for senior-friendly services; b) extension of support to the "Silver Suitcase" logo and label by other tourism industry organisations; c) data interoperability Updates deadline:* Nov 2016
- 2.4. Update Technical supporting documents: checklist for evaluation, Legal framework agreements. Updates deadline: Nov 2016

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		WP 2	2 – Elaborate the content of the accreditation and opera	tive s	yste	ms							 	
		.2.1	Guidelines for a "Senior-friendly" accreditation "Seniors Go Rural"											
		.2.2	Specify Operative Systems to promote and incentive the travel of seniors in off-season											
		.2.3	Complementary criteria and agreements to assure sustainability											

WP 3. Remaining tasks

- Update Creation of transnational and regional or national products for Seniors per partner. Deadline: Aug 2015.
- Evaluation of pilot implementation test period results (internal report). Deadline: Jan 2015.
- Promotion and marketing per partner.). Deadline: Feb 2015.

WP3	WP 3 - Pilot implementation – definition of products, testing, evaluation, results															\Box		
.3.1	Creation of transnational senior tourism products in the Baltics and bordering countries									X2								
.3.2	Creation of regional or national products									Х2								
.3.3	Travel of seniors to these products																L.	\Box
.3.4	Transnational organisations coordinate negotiations, monitor experience, and evaluate results															X4		
.3.5	Promotion and Marketing																	
.3.6	Evaluation of pilot implementation																	



WP 4. Remaining tasks

- Brochure "Rural Tourism for Seniors A new opportunity for business" four languages, Electronic printable files, available for download. Deadline: Jan 2016.
- Update Promotional product leaflet "SenGoR Rural Tourism for Seniors in Europe" (seven languages). Deadline: Jan 2016. partner languages +French, English, German Electronic versions, available for download, (EN and LV printed for dissemination)
- Integration in websites of all partners. Deadline Feb 2016.
- Eurogites GA, International seminar on senior rural tourism Deadline Nov 2016.
- Exploitation plan. Deadline Feb 2016.

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WP4	– Promotion tools and channels – Dissemination of p	roject	resu	lts-l	Explo	itatio	onpl	an						
.4.1	Website for Seniors Go Rural													
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.4.7	Exploitation plan													

WP 5. Project management

Activities:

5.1 Communication with and amongst partners. The lead partner coordinates the communication and supervises results, deadlines.

5.2 Meetings:

technical meeting with the services of the European Commission

1st project meeting - month 1 in Latvia

2nd project meeting – 15-17 March, 2015, NL

Eurogites workshop – Cyprus (4.-5. May 2015)

International seminar on senior Rural Tourism and project meeting in Belgium, Nov 2015 postponed to 4th Feb 2016

- 5.3 Two interim reports (after M 6 and M 12)
- 5.4 Final report 15.01.2016 financial info on planning expenditure summs
- 5.5 Continuous monitoring of progress and quality of results

