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 |
|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|------|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|
| WP 1 – Research and Evaluation of existing experiences | | | | | | | | | | | | | | | | | | | |
| | MONTHS: | SEPT | ОСТ | NOV | DEC | JAN | FEB | MAR | APRL | MAY | JUN | JUL | AUG | SEPT | ОСТ | NOV | DEC | JAN | FEB |
| .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, codecision about criteria. | | | | | | | X1 | | | | | | | | | | | |
| WP 2 – Elaborate the content of the accreditation and operative systems | | | | | | | | | | | | | | | | | | | |
| .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 - Pilot implementation – definition of products, testing, evaluation, results | | | | | | | | | | | | | | | | | | | |
| .3.1 | Creation of transnational senior tourism products in the Baltics and bordering countries | | | | | | | | | X2 | | | | | | | | | |
| .3.2 | Creation of regional or national products | | | | | | | | | X2 | | | | | | | | | |
| .3.3 | Travel of seniors to these products | | | | | | | | | | | | | | | | | | |

| 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 | JUL | 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 | | | | | | | | | | | | | | | | | | |
| WP 4 – Promotion tools and channels – Dissemination of project results – Exploitation plan | | | | | | | | | | | | | | | | | | | |
| .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 | | |
| | | | | | | | | | | | | | | | | | | | |
| | | Core actions | | | | | | | | Reviews and upda | | | | | | lates | | | |