



SENGOR KICK OFF PROJECT MEETING IN LATVIA 29-30.09.2014

Hotel Islande, Ķipsalas street 20, Riga, LATVIA

1	Agenda.....	3
2	Participants:.....	4
3	Opening of the meeting and partner introductions.....	4
3.1	NFE (NL).....	4
3.2	HANEN (NOR).....	5
3.3	LITHUANIAN COUNTRYSIDE TOURISM ASSOCIATION (LT).....	5
3.4	EUROGITIS.....	5
3.5	TOERISME VLAAMS-BRABANT (BE).....	6
3.6	ANCESCAO (IT).....	6
3.7	LATVIAN COUNTRY TOURISM ASSOCIATION (LV).....	7
4	Project introduction.....	8
4.1	General framework discussion.....	8
4.2	Discusson of project activities by work packages (WP) and deliverable results:.....	10
	WP1: Research and Evaluation of existing experiences.....	10
	Summary of WP1 discussions and deadlines:.....	11
	WP2: Elaborate the content of the accreditation and operative systems.....	12
	WP3: Pilot implementation – definition of products, testing, evaluation, results.....	12
	WP 4: Promotion tool and channels – Dissemination of project results – Exploitation Plan.....	13
	WP5 – Project management.....	14
5	Administrative issues.....	15
6	Partner contracts.....	18
7	Amendments.....	18
8	Guest presentations.....	18



8.1	Hotel Jurmala SPA.....	18
8.2	TOURAGE project.....	19



1 Agenda

Monday 29st OF SEPTEMBER	
8.45-11:00	<p>Islande hotel, A- meeting room</p> <p>Welcome (Asnāte Ziemeļe)</p> <p>Introduction of partners organizations they represent (<i>all partners</i>)</p> <ul style="list-style-type: none"> ○ Partners can prepare a short PP-presentation, max. 10 minutes ○ Introduction include basic description of the organization/area, partners' expectations, experiences and state of their practices in relation to the project; bring some related materials
11:00-11:30	Coffee Break
11.30-13.00	<p>Project introduction (Klaus Ehrlich and Asnāte Ziemeļe)</p> <ul style="list-style-type: none"> ○ Goals, WPs and practicalities ○ work packages and the roles of partners in each packages ○ expected results and deadlines
13:00-14:00	Lunch Break in the surrounding restaurant in Kipsala
14.00-16.00 with Coffee break	<p>Project introduction (Klaus Ehrlich and Asnāte Ziemeļe)</p> <ul style="list-style-type: none"> ○ Goals, WPs and practicalities ○ work packages and the roles of partners in each packages ○ expected results and deadlines <p><u>Revision of work program</u>, schedule, and content due to delayed start - procedure and deadlines (<i>all partners - check your events and prepare the needed changes!</i>)</p>
17:00 – 22:00	Leaving with the minibus for the small tour and Countryside dinner place
Tuesday 30 OF SEPTEMBER	
8.30-10:00 with coffee break	<p>Islande hotel, A- meeting room</p> <p>Administrative issues (Kristīne Pētersone)</p> <ul style="list-style-type: none"> ○ Budget, listing work hours etc. ○ timetable and division of tasks
10:00-10:30	Coffee Break
10.30-12:00	<p>- Guest speakers from the businesses involved in the senior tourism;</p> <p>- Tourage project - Latvian partner presentation of project findings</p>

2 Participants:

1. Asnāte Ziemeļe, Latvian Country Tourism Association (LV)
2. Kristīne Pētersone, Latvian Country Tourism Association (LV)
3. Jan Tjosås, Norwegian Rural tourism and local food "HANEN" (NOR)
4. Tina Huybrechts, Toerisme Vlaams-Brabant (BE)
5. Klaus Ehrlich, European Federation of Rural Tourism – EuroGites
6. Mariachiara Verrigni, Segreteria ANCeSCAO Nazionale (IT)
7. Gianfranco Lamperini, Segreteria ANCeSCAO Nazionale (IT)
8. Mara Lorenzini, Segreteria ANCeSCAO Nazionale (IT)
9. Linas Zabaliunas, Lithuanian Countryside Tourism Association (LT)
10. Nina van der Vaart, Stichting Nationaal Ouderenfonds (NL)
11. Manon van Dijk, Stichting Nationaal Ouderenfonds (NL)
12. Eva Staltmane, BTMS SIA
13. Antra Damberga, rural tourism expert

3 Opening of the meeting and partner introductions.

September 29, 2014.

Partners are invited to present their organisations to better familiarise with each other. All partner presentations will be put on the web after the meeting.

3.1 NFE (NL)

The organisation is a charity fund with focus on social inclusion. 25 people on staff. Activity examples: Project "Elderly Ombudsman" – a telephone helpline to senior people regarding health, housing, and other problems; Community buses to ensure picking up people, taking to activities; "Old Stars" – walking football for men to include in them socialisation; "Knit together" – knitting clubs; Events - dinners, summer days in the beach, concerts, day at the circus; Befriending program - linking people to other people, promoting social contacts, etc.

The organisation deals with social problems and reaches 40 000 people.

Funding sources: 50 000 private donors to organisation, lottery, companies, capital funds, other sponsors.

According to senior survey about holiday habits: 43% of the Dutch at the age of 65+ go on holiday to Luxemburg, France, Spain, UK, Germany and other countries in Europe. People at 75+ would like to go but there is no offer to fit their needs. To create such an offer is intention for SenGor project.

Expected role of NFE in the project:

- Research regarding needs of the target audience
- Analyse existing operative models and their feasibility
- Participate in elaboration of products



3.2 HANEN (NOR)

The association for local food and accommodation represents 12 regions, 450 members. With a turnover of 500.000 EUR, it is supported by the Ministry of Agriculture, membership fees and other.

Tasks: work for business rights of small producers (tax regulations and other), representing their interests in boards and committees (trade and industry, agriculture, food authority, etc.)

For marketing the organisation has a road sign for tourism places. HANEN established a farmers market established 15 years ago, and it runs well in 40 different places in the country as a regular event. As food becomes important tourism product, regional food networks are in place where food producers get together to distribute their produce. The organisation also looks at traditional accommodation, activities and experiences, e.g., professional inland fishing in lakes. Important tasks are increase competence of organisation members, sharing of experience, international work in Eurogites, projects.

3.3 LITHUANIAN COUNTRYSIDE TOURISM ASSOCIATION (LT)

Formed in 1997, when rural tourism was considered as alternative activity in the countryside. Today in Lithuania there are rural tourism 620 providers and 13 000 beds. Very few live on that as a core business. The Association has 380 members, which is generally 61% of all rural tourism sector. Rural tourism businesses are usually small-scale self-employment for 1-2 family members.

The main present goals of the Association are to prolong season, to reduce off season, to promote incoming tourism, to prolong guest stay, to increase specialised products.

Activities: represent providers, lobby for legislation, quality control and labelling, marketing and product development.

Quality grading and specialisations: 1-5 stars, 10 specialisations. Peaceful holidays, active holidays, family celebrations are the 3 most popular ones. Educational programs become a popular product – culinary, crafts, etc.

The Association is active in projects, currently: Safetur, Sengor, Prowell, Marlow (marketing of local food products).

Funding sources: membership fees, Ministry of Agriculture, recently – projects.

3.4 EUROGITES

European rural tourism federation – unites 35 rural tourism organisations in 27 countries of Europe.

According to Eurogites, rural tourism comprises:

- Farm accommodation
- Private sector accommodation
- B&B and self-catering
- Traditional rural gastronomy
- Activities related to accommodation
- Special and thematic tourism based on rural assets



This project is co-funded by the European Union

- Active and nature tourism

Rural tourism in Europe represents >500 000 accommodation units, >5-6.500.000 bed places, >1000.000 other directly related services, generates > 100.000 million EUR spending in rural areas. In rural tourism domestic market is 85-90%.

The organisation is governed by Annual General Assembly and elects for three years the Executive Committee – seven members (president and 6 vice-presidents).

Activities of Eurogites: professional coverage, information networks, research, cooperation between members, promotion.

3.5 TOERISME VLAAMS-BRABANT (BE)

Government/non profit organisation, 90% financed from public sources. Staff – 2 persons. Region: Brussels Green Belt – rural areas around Brussels.

Activities:

- Visitor information
- Marketing
- Develop walking and cycling network
- Sector development
- Research and strategic development

The organisation has an efficient cycling network, presented on cycling and hiking network maps. Electro bikes are seen as an opportunity for SenGor tourism products.

3.6 ANCESCAO (IT)

National association of social centres, senior committees and gardens.

Started 1990, member of the AGE platform. Non-profit organisation. Major interest – to develop connection between seniors and help them in economical, physical, health and other aspects. The organisation promotes initiatives aimed to culture, art, gym, tourism, holidays, spa treatments, gardening and other activities that can encourage and strengthen the socialization of the elderly. The 19 regional branches reach 400.000 members.

Project experience examples: PROGETTO VACANZA 1+1 is a project (Varese branch), run by ANCESCAO to give help to socially disadvantaged families to afford holidays. GRUNTDVIG project with France – shared public garden experience.

SenGor project expectations:

- _ To contribute with its experience to increase opportunities of tourism for seniors at an European level
- To give to its members the opportunity to socialise with other seniors and to express their needs

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- To contribute to the analysis of rural tourism and to learn from others experiences

Key tasks in the project:

- Participation in survey - questionnaires to members
- Research and evaluation of existing experiences, operative models
- translation of product guidelines, product description, website translation and integration with own web. Translation and adaptation of texts for project brochure and printing of IT version (50.000). Host the final meeting.

3.7 LATVIAN COUNTRY TOURISM ASSOCIATION (LV)

Founded in 1993, currently ca 350 members (accommodation businesses, rural farms, agricultural producers and processing, craft production, etc.), staff 12.

Functions:

- RT product development
- Quality control and labelling
- Provider training and consultations
- Promotion and marketing
(brochures, maps, Internet)
- Lobbying for interests of members
- Project implementation

The Association owns a Ltd. company „L Ceļotājs” for commercial operations (accommodation reservations, tours – active, nature, self-drive, etc.,) and to source market feedback.

Key tourism products promoted by the Association: accommodation, nature tourism, culinary tourism, open farms, *Go Rural* tours.

4 Project introduction

4.1 General framework discussion

SenGor project is one of the 4 projects funded among 56 applications. During the kick-off meeting in Brussels (19.09.2014.) it was found out that the other 3 projects will be working along the same lines as SenGor, therefore it was agreed to keep in touch for exchange of experiences.

All partners received the project manual to follow during implementation.

The project partnership represents both sides – senior and tourism organisations, providing perfect platform for excellent project results. From the customer side – seniors would receive new products allowing them to travel outside their home countries (with necessary attention to their needs and concerns), and the travel sector will open new opportunities to prolong season. New products will be developed in small and micro rural tourism sector for individual senior travellers as rural tourism cannot work with large coach tours like it is in mass tourism.

Objective of the project is to develop an operative model to promote and incentive the travel of:

- seniors
- in off-season
- to small and micro rural tourism hospitality services
- in a maximum of EU countries.

The operative model will improve knowledge and awareness on the part of rural tourism providers about senior needs. The age limit for seniors has to be taken into account. There is a difference between seniors aged 55+ and 65+. They have different needs and attitudes. While seniors are active travellers, there are objective, clear common needs coming from the fact that we grow older. Another thing to consider – attitude and lifestyle is not the same for all age groups and even if holiday activities would be similar to those by younger people (dancing, cycling, hiking, etc.), the products for seniors will differ. Opportunities for off-season products can be found here, e.g., holidays for 60 years old disco lovers.

Partner research regarding the needs and interests of the target audience will result in guidelines for industry how to make attractive senior rural tourism products. Based on good product we can be able to offer international travel to new places for senior audience. As mentioned earlier, the project work will be coordinated with the other 3 projects funded under the given project call to share information about results and avoid confusing the consumer.

As project partners continue discussions, the industry part needs more explanation about operative model. The big objective of the operative model is to bring demand together with supply: how can we help seniors and industry to work together to bring trust and economic benefit – how to

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generate good incentive for senior travelling according to the project concept. Operative systems imply booking and payment processes to make travelling easier for seniors.

Examples of operative models: holiday checks and vouchers, agreements with trade unions. The latter area popular in France - part of salary can be paid as holiday voucher. A trade union of a company has an agreement with holiday service providers to accept the vouchers. Voucher system allows to build in benefits. Any support mechanism can be built in the voucher system. Another example is discount or membership cards. Members get some extra benefits.

Question: Are senior organisations really paying to travel organisations?

Answer: This is just ideas. How it is done is practice, our project will define. The project will have to explore and analyse options and experiences to find the most efficient. In the project we'll develop a framework agreement and the operative model will be flexible. It cannot work for all in the same way.

Question: There is a challenge to involve small rural tourism providers – how to negotiate with them to accept the operative systems.

Answer: For example, in Flanders every accommodation that advertises with the organisation will have to accept the holiday check, with 5% commission for the private company to organise customers. Accommodation owner validates the holiday check and receives money from private company. It is an expensive model, but popular, e.g., as a gift card.

Question: There are many different gift vouchers and gift cards confusing small providers, they do not understand and are reluctant to cooperate.

Answers:

- In Flanders very good recognition of that particular holiday voucher helps.
- Rural tourism associations need to justify to their members why they pay membership fees. So if selling vouchers providers can see what business they get from the organisation.

The project should look not only at payment methods, but also at marketing and sales channels, such as coupons in press, which works well in Norway. We have to look at all interesting things that can attract seniors' attention.

A voucher is a tool where it is possible to build in the benefits. The voucher users may not know who is paying in case it is paid by the state or employer. Marketing is – you use the voucher because you get benefits. In rural tourism market we tend to think small is beautiful and think too good for ourselves and we are surprised that customers go to booking.com. We must have big unified systems, otherwise we do not get the big mainstream market. There are things that are proven in the market and we have to apply them in rural tourism to get mainstream market.

There is a suggestion to meet in February also with other projects and exchange experiences in order not to invent the wheel again.

Question: Who could be able to manage the operative model across Europe?

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Answer: Like with criteria, the core content of these methods are agreed and kept by umbrella organisations in senior side and industry side. But detailed agreements can be made depending on business models in countries. Each country will organise the business in own way, according the framework guidelines. The main idea is that we are searching what kind of agreements are there between the two sectors, what works and what doesn't work. We have to discuss risks and what kind of bodies can accept vouchers, etc.. We'll find small details in each side and will see what and if can work cross-countries.

4.2 Discusson of project activities by work packages (WP) and deliverable results:

WP1: Research and Evaluation of existing experiences.

Deadline of WP1 is 28.02.15., before the next project meeting in NL.

Activity 1.1. Research and document the specific needs and expectations of Senior tourists when travelling abroad.

- NEF and ANCESCAO senior organisations are asked to send the suggestions for criteria/criteria groups for the project product (e.g., language, transport, accessibility, etc.) by the end of October.
- Market research - all partners will work on anything we can find on how we define senior travellers. Whatever research, study, survey about the target audience travel habits.
- ANCESCAO will have meetings with seniors and will send feedback regarding criteria.

NEF would like to make a survey, but one month is too short time. Partners could also use the findings of Tourage project.

The lead partner will fine-tune the document by the end of February as it has to be submitted with the first project report.

Partners agree that all project documents will be put on a Google cloud server for convenient access. The lead partner is responsible.

Activity 1.2. Feasibility analysis regarding requirements for services and equipment in order to be attractive for senior travelers; done by trade organizations.

The lead partner will do the feasibility analysis, summarising all the partner sent info.

Activity 1.3. Research and documentation of different solutions for efficient promotion and incentive schemes that could be relevant for the Operative Systems for promotion, sales, and clearing, such as offseason voucher, discount / club card, or similar.

Eurogites is responsible for research and documentation, with contribution from all partners. Deadline for partners: end of November. The research will make a comprehensive list of examples of operative models – how tourism products are sold and marketed to senior target audience.

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Activity 1.4. Evaluation of the three previous research actions to co-decide amongst all partners the content of the accreditation requirements “Seniors Go Rural”, and the options of Operative Systems to be implemented through the project in trials.

The lead partner and Eurogites will prepare the proposal for criteria and operative systems for partner discussion and final confirmation.

NEF partner is concerned about developing products based only criteria. Market opinion should be investigated before. Testing should include different products – we should be able to define what kind of products we plan to develop for testing by January/February.

Partners discuss when to collect product ideas. It is agreed that LT, NOR, LV and BE partners write a title and a short description of suggested products by mid November and send to senior organisations for putting in customer questionnaires. By mid October the lead partner will send an example of a product description structure (e.g., title, geography, mode of travelling, etc.)

In general, the project has three stages:

- 6 months – research and preparation
- 6 months – development and testing of the products and operative models
- Marketing and promotion

The senior rural tourism product will be developed in the Baltics (LV, LT, EE), Norway, Belgium. The project partnership will address senior organisations to market the project products. The project products will be tested with 50 visitors in total. Testing will take place in off-season.

Partners will meet for the second partner meeting to finalise the results and agree upon next project activities.

Summary of WP1 discussions and deadlines:

- 1) The lead partner sends a template of senior rural tourism product description to all partners by **17.10.2014.**
- 2) All partners send their findings/information regarding the target group – seniors (traveling habits, age groups, etc.) **by 31.10.2014.**
- 3) NEF and ANCESAO send suggestions for senior rural tourism product criteria/criteria groups **by 31.10.2014.**
- 4) LT, NOR, LV and BE partners send short description of suggested rural tourism senior products to partners – senior organisations **by 17.11.2014.** for integration in customer surveys.
- 5) All partners send information about existing operative systems for marketing and sales of senior tourism products (provide web links, mark the best and most efficient ones on the list) **by 30.11.2014.**

- 6) Based on partner information, LC produces summary document on the product criteria by **31.12.2014.** for partner evaluation and final decision. After meeting other projects in Brussels, Eurogites might improve the document.
- 7) Based on partner information and findings Eurogites produces summary document on operative systems by **31.12.2014.** for partner evaluation and final decision.
- 8) The lead partner is responsible for production of the deliverable WP1 results for the project report by **end of February 2015:**
 - Summary report on findings (specific needs and expectations of senior tourists, draft criteria of the SenGoR product accreditation, proposal of the Operative Systems to be defined).
 - Decision about core criteria to be included in the accreditation guidelines.
 - Decision about the Operative Systems to be defined in detail.
 - Rough financial summary has to be submitted with the first project report.

WP2: Elaborate the content of the accreditation and operative systems.

Deadline of WP2 is 31.12.2015.

WP2 will produce the following results:

- Guideline for the senior-friendly product “Seniors Go Rural” (including criteria list, checklist for evaluation, and best practice cases).
- Final version of the Operative Systems to promote and incentive senior-friendly products.
- Complementary criteria and agreements to assure sustainability.
- Legal framework agreement templates for each of these systems.

The guideline should be ready by April/beginning of May to enable partners to prepare products for testing. The final version of the operative system framework will formulate what is necessary for operative systems to be efficient.

WP3: Pilot implementation – definition of products, testing, evaluation, results.

Deadline of WP3 is 31.12.2015.

Partners will develop and test the rural tourism senior products and within WP3. In the 2nd partner meeting (WP2) partners will have discussed how to reach seniors – gift vouchers, special offer, etc. Incentives will depend on what operative system and products partners define. E.g., for a tour in the Baltics it might be difficult to negotiate discounts for 15 places.

Testing will take place in off-season, in September/October 2015. It is important to understand when seniors book/buy if they plan to travel in September.

NL – quite some time, half a year in advance.

IT – they can make last minute decisions as they have no time limitations.

Draft product should be ready by the 2nd project meeting as product development is time consuming. Draft products shall be grouped for getting separate feedback on each type, e.g., SPA,

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self-drive, self-catering. Question remains open how many different products each tourism partner will prepare? There is a suggestion to come up with a general, say SPA offer, to see reaction and then elaborate with the price and detail.

There is a question how to address different groups. NL partner uses different channels for different target groups. Partners will have to discuss incentives for testing participants – better price or some bonuses, etc.

Testing will take place in September/October. Partners will have to decide what kind of feedback is required, like, product evaluation during or after stay, etc. It is possible to make telephone interviews after stay with testing participants. The project leader will summarise testing feedback. AGE platform should be involved in the project according to project proposal. Eurogites will contact AGE platform for cooperation and eventual subcontracting under WP3.

Product descriptions must be printed and put online according to project proposal and grant contract. Details are to be discussed between partners in next meetings.

Results to be achieved in WP3:

- Rural tourism product for seniors in the Baltic countries and St. Petersburg (?), Poland - >30 senior tourists (*Online at website, Printed version in IT, NL, EN*)
- National product in Norway and Belgium/Flanders - >20 seniors each (*Online at website, Printed version in IT, NL, EN*)
- All Operative Systems <2.2> applied and tested (testing reports from senior travellers that used the products: *70+ testing surveys, final testing report*)
- Promotion and marketing tools prepared in WP 4 are fully tested and evaluated in their effectiveness (*Evaluation report on the impact of tools - internal*)
- Experiences and report about the feasibility of proposals from WP2, with decision about eventual adjustments, resulting in final versions of Guidelines, Operative Systems, and Supporting technical documents (*Report (internal), Final versions of Guidelines - printable file in partner languages plus EN, FR, DE, Final versions of Operative Systems Framework agreements - Technical files PDF in English (printable)*)

WP 4: Promotion tool and channels – Dissemination of project results – Exploitation Plan.

Deadline of WP4 is 31.03.2016.

The project needs a web site and links with E-Calypso platform. This task is a responsibility of Eurogites. Partners will check against the budget – for IT subcontracts to display products on the web. Solutions are up to partners. Dissemination materials for rural tourism providers can be produced to promote development of senior products. Partners will organise dissemination events in the first 8 months to inform providers about the project and involve. Partners must follow their individual project budgets.



Results to be achieved in WP4:

- Specific website presenting the pilot products (*in IT, NL, EN, FR, DE - Website with public access*)
- Integrated in STEEP, partner's websites, and third-party
- Promotional product leaflet "SenGoR - Rural Tourism for Seniors in Europe" (*seven languages, Electronic versions for download, Printed leaflet, 1000 items per language*)
- Professional brochure "Rural Tourism for Seniors – A new opportunity for Business" (*four languages, Electronic printable files, available for download*)
- Exploitation plan (*Internal document in EN*)

The following deliverable results of this WP will change according to amendment due to delayed starting date of the project:

- Five national technical workshops (Minutes and reports) – changed according to WP activities during Jan-April 2015
- International EuroGites workshop in Norway (Minutes and report) – to Cyprus, May 2015
- Panel session at 5th European Congress on Rural Tourism (Program, proceedings, report) – one person from NL partner will give a speech at the Congress as planned, but event will be substituted with BE workshop on Senior tourism in Nov 2015

WP5 – Project management.

Deadline of WP5 is 28.02.2016.

The partners agree upon the following schedule of next project partner meetings and international dissemination events:

- 2nd project meeting – in NL, 16-17 March 2015; in Utrecht
- Eurogites workshop in Cyprus (May 2015)
- International seminar on senior rural tourism (Nov 2015) + 3rd partner meeting – dates to be confirmed. BE – Brussels or Leuven. Partners will present the product guideline with criteria and results of other testing events.
- 4th project meeting in Italy (Feb 2016).

The project will have two Interim reports (after month 6 and months 12).

The partners shall keep all financial documentation, including travel documents (receipts and boarding passes) for the reports.

The partners shall keep minutes of their local events for project reports with reflection of essential information (what, when why, participants, results). Partners are free to decide about participant numbers for workshops – follow the budget see how many people calculated.

The lead partner is asking partners to adjust the necessary changes in their actions in order to bring in the necessary changes in the overall project time schedule and budget accordingly by 10.10.2014.

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The lead partner introduces the visual identity rules. Partners receive explanation and printed instruction of the rules. Partners are obliged to put project logo in visible place during events and take photos from all events they would organise under the project.

The WP5 should produce the following results:

- Minutes of project meetings (*Internal document*)
- Proceedings of 5th European Congress on Rural Tourism regarding PP on Senior tourism
- Minutes, PP for 2 open seminars (Cyprus and Belgium)
- Interim and Final Reports (*Internal documents*)

The partners decide to discuss the 1st report details and submit the report after the 2nd partner meeting. Partners would scan and send financial supporting papers to the lead partner before that meeting so that it can be improved. Supporting documents shall be organized according to budget lines and marked or number so to understand which papers are under what budget lines. If meals are covered in events, partners are not allowed to report full per diem.

NB! If partners intend to involve people outside project staff, but from their organisation, it has to be agreed with the project management. To change/add project staff, CV of a new staff members should be sent to confirm with the program. Staff change is considered an important one, as qualification levels of a new person may significantly influence the quality of consortium and project results. If any of partners would like to change project staff members, it should be done possibly soon, along with other changes arising from delayed project start.

5 Administrative and Financial issues

September 30, 2014

Project financial manager introduces administrative issues based on the PP presentation from the kick-off meeting in Brussels.

Definition of a grant is explained to partners: the end result of a project, the deliverable results belong to the project partner consortium. The grant is paid for the costs incurred.

Financing:

There is pre-financing 50%. The rest is after acceptance of the project final report. There are three reports in total (every 6 months).

Interim reports:

01/09/2014-28/02/2015 interim report (techn/financ)

01/03/2015-31/08/2015 interim report (techn/financ)

Final report to allow the final payment:

01/09/2014-29/02/2016

Reporting principles:

The lead partner will collect all documents from the partners and compile in one report. Communication to commission (questions, deviations from the budget, etc.) goes via the lead partner. The lead partner will send reminders before reporting and instruct how to organize the documents (numbering and brief comments for documents in national languages).

The lead partner will put the templates for reporting on a cloud after meeting.

All reporting shall be done in EUR (monthly accounting Info Euro rate on the final date of the action : <http://ec.europa.eu/budget/inforeuro/index.cfm?fuseaction=home&SearchField=&Period=2010-6&Delim=,&Language=en>).

Budget:

All partners have their approved budgets to follow. If deviations needed, partners should ask in advance.

Direct eligible costs:

1. Staff – if partners want to change a staff person, it is considered as a major change and it has to be asked to EU because of skills and knowledge approved.
2. Other costs:
 - a. Travel
 - b. Equipment
 - c. Other
3. Services subcontracted

Indirect costs – 7% of the eligible costs (heating, everyday administration work supplies), no documentation needed for these costs.

Cost eligibility criteria – costs have to be in line with the budget, connected with the project activities, necessary for project actions, reasonable and justified, generated during project lifetime (01.09.2014. – 29.02.2016.) by partners, identifiable and verifiable. Partners have to be able to prove that this is the most efficient way to use the project money.

Non-eligible costs:

VAT, unless proved that recovery of VAT is not possible = official document from the tax department for each partner involved, not just a declaration of the beneficiary. VAT paid by a public body is not eligible.



Staff costs:

Service contracts are possible. Persons are regarded as staff if working in organisation's premises, using organisation's equipment, and work under direct supervision of organisation's management.

Eligible staff costs: salary+social security+other statutory costs. Costs are calculated according to time spent working. The lead partner will send/put on a cloud staff cost calculation guidelines and examples. Working time will be reported in hours. Total sum in other currencies will be converted to euros.

N.B.! Overtimes and work on holidays are not eligible staff costs.

External experts are paid from subcontract budget line.

Travel and subsistence:

Normally persons travelling are project staff. All project staff is eligible to travel. If organisation staff outside project staff would travel for the project, it has to be approved in advance via lead partner. It is necessary to explain how travel of that person relates to project. Travel costs are counted in line with usual practices, all travel documents must be kept for project reports.

If partners find their travel budget in the project insufficient for necessary travel, it is possible to move funds from other budget positions.

For subsistence rates there are two options: either real costs, based on real receipts from hotels and meals, or flat per diem rates which do not have to be justified by receipts, bills, tickets, etc. Partners do according to regular practices in their organisations and report accordingly.

Eligibility of travel costs:

Travels from home to the office are not eligible travel costs. Local travels to local events outside office will be accepted according to project needs, but partners will have to provide explanation. Travelling to local events is eligible at least 100km one way. If travelling by personal car, costs are eligible equal to a 1st class train ticket. There is no answer to question what if there are no train connections available to local places.

Equipment:

Equipment will be reported as per budget.

Other expenditures:

Rent of equipment, costs of meetings, publications, materials. Any other expenditures which do not fall under other categories – subscription, fees to conferences, etc., catering, rent of meeting rooms. Partners should mainly follow the budget lines.

Contracts are required for other costs, and they have to be based upon tender procedure. Three price offers are required. The limit for one offer is up to 15 000 EUR. Documentation requirements for tender procedures are explained in the guidelines.

Services subcontracted:

Partners should follow their budgets - mainly external staff, also travel, consultancies. The work should be covered under implementation contracts. There are thresholds for tender procedures: -

- each organisation national/internal thresholds
- commission low-value thresholds (for information) :

- 1 offer for amounts up to 15.000,00 €
- 3 offers for amounts up to 60.000,00 €

LC will contact EC to clarify the tender procedure for the purchases up to 15 000EUR, as the guideline info is not clear.

Indirect costs:

Flat rate – 7% of eligible costs, no supporting documents needed – administrative, postage, small things.

Expenditure and revenue tables will be sent to partners/put on the cloud.

Final payment request will be submitted by the lead partner. After receiving the final payment, the project documents have to be kept 5 years.

6 Partner contracts

All partners have to sign the contract. The lead partner will transfer payment based on the contract. Partner contracts will be sent out by e-mail. Partners will fill in the required contents, check bank details, organisation address, registration number, sign, scan and send back to lead partner.

7 Amendments

There can be minor changes – small technical adjustments. Budget transfers below 10% between 3 big budget lines are accepted as small changes.

Major changes (change of staff, new bank account, new partners, budget transfers above 10%) must be done in due time, upon prior approval. If changes anticipated, partners are required to ask in good time. It is better to ask for changes by project month 12 as it is a process of changing the whole project contract.

The partners decide to send the required changes in budget allocation to the lead partner till October 15. The lead partner will ask how to update the financial part and adjust with changes in time table and change of destinations. All partners will be informed.

8 Guest presentations

8.1 Hotel Jurmala SPA

The hotel is specialized in SPA services. The hotel representative shared experience with Scandinavian seniors. Reasons for visiting:

- Good location, easy access (peace and quiet very close to city). SAFETY!
- Good price policy



- High quality SPA and beauty treatment

So far the hotel highly stresses safety in their promotion. Clients are aware of good quality and value for money. The clients are coming back indicating that the services are good.

Important for clients:

- Language (mainly English, the hotel does not get Finnish seniors because of language). There is a cooperation with Finnish speaking guides, on hotel expenses, as language support makes the hotel guests feel safe and secure.
- Information and as much as possible extra services (brochures, info boxes in SWE, NOR, FIN languages)
- Doctor consultations regarding SPA treatments (medical assistance is there – doctor gives advice what kind of treatment to choose).

Seniors are good hotel clients for the following reasons:

- Long stays – 5 nights
- Come in week days
- Half board and SPA packages – use all services
- Stable income, like to spend money

Extra activities - MUST BE:

- Water aerobics, yoga, pilates, gym
- Music in evenings – Finnish tango karaoke
- Sightseeing tours and excursions
- Velo rent
- Nordic walking sticks and exercises
- Saunas and pool

Evening programs – good quality cabaret evenings.

Customers mainly come by buses from Tallink boats via Tallinn, or NOR groups by air. Swedish and Norwegian ladies come for SPA breaks. Couples come in groups.

The hotel reaches customers mainly via Senior associations in Finland and tour operators. Seniors mainly come in September till end of June - off season. Treatment lists are made with appointments to organize customers.

The hotel does not use vouchers. Sometimes insurance companies pay for treatments but there is no direct cooperation.

Conclusions:

- Latvia is becoming a more popular and trusted destination because of euro.
- Safety – point number 1.



8.2 TOURAGE project

The project was aimed at facilitating senior tourism in remote areas. Project web site: www.tourage.eu

According to project findings, the main obstacles to senior travel are money, health and lack of appropriate offer.

Under the project, 14 seniors were trained as volunteer guides following training modules developed as part of the project. They are not accredited guides, but act as volunteers.

The project also developed policy proposals for development of age sensitive tourism to be integrated in strategies of planning regions. The main points of the proposals are development of social tourism where seniors can contribute as volunteer service providers. Another policy proposal is development of versatile tourism offer for different age groups in seniors. Traveling habits and needs differ in different senior ages.

The project has made a survey in senior target audience regarding traveling habits. Survey results are accessible from the project web site.

The project was looking at solutions how to overcome traveling barriers. The main solutions are low season proposals and reduced prices.

Health problems is another issue to be addressed in senior tourism. The TOURAGE project suggests that tour guides (seniors) should be trained for first aid, medical assistance, to help and assist each other.

NB! All project documents, including partner presentations, financial documents and project content, are available:
<https://drive.google.com/folderview?id=0B9FqfSUXLt1Pb0UxZjNBOVhCbVk&usp=sharing>