

Interreg



Co-funded by  
the European Union

Central Baltic Programme

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**NAT-TOUR-EXPO**



**BALTIC  
NATURE  
TOURISM**

*Latvia -  
Estonia*

## **PROJECT COMMUNICATION PLAN**

**EXPORTING BALTIC NATURE TOURISM TO UK  
NAT-TOUR-EXPO**

*This project is part-financed by the European Union and European Regional Development Fund Central Baltic Programme. This publication reflects the views of the author. The Commission cannot be held responsible for any use which may be made of the information contained therein.*

## 1. Introduction

### Aims of the project

The overall objectives of the project are to develop a joint Latvian-Estonian nature tourism product tailored for the UK market, to launch it through a dedicated marketing campaign, and to achieve sales.

### How will the communication work support the reaching of those goals

This communication plan is targeted at SMEs to inform them about the project and involve in product development. Project communication will be implemented by all partners, with the lead partner being responsible for coordination.

**The lead partner** will be responsible for maintaining the project webpage, production of project news, making the results and outcomes publicly available during and after the project.

**All partners** will ensure that basic information about the project is in their websites and linked to the common nature tourism platform. Partners will also use social networks to reach out to SMEs. All partners will engage in PR activities to achieve media coverage, such as press releases, articles, interviews in printed and online media, as well as radio and TV. Partners will disseminate project information within their member networks through their websites, news channels, and other established communication methods. All communication activities will be implemented in accordance with the CB programme communication guidelines.

## 2. Communication objectives

The communication objective is to reach and involve SMEs in Estonia and Latvia that are potentially interested in developing and selling nature-based tourism products to the UK market. They will be convinced to participate in training and product development, adhering to the product specifications. They will recognize the marketing opportunities provided by the project with the goal of increasing exports to the UK market. Publicity rules will be respected, and EU support will be acknowledged and promoted.

## 3. Target groups

Target group	What do they need to know?
SMEs	The target group needs to know about the aim of the NAT-TOUR-EXPO project to help SMEs reach the UK market with their nature tourism products, and about possibilities for SMEs to benefit from involvement in the project.
General public	The general public needs to be aware of the NAT-TOUR-EXPO project as an Interreg-supported initiative that assists SMEs in accessing new markets.

## 4. Strategy and measures to be taken

The communication activities will disseminate information about the project proceedings, results, and outcomes. The communication will contain references to Central Baltic Programme 2021-2027 and the benefits of the funding received from the EU. The harmonised visual brand mark and a common brand name Interreg will be used in project communication as well as the Central Baltic Project webspace.

Regulation requirements concerning project communication will be met as set in the Program

manual and the Guide for Project Implementation <https://centralbaltic.eu/for-projects/documents/> :

- **The EU flag** will be prominently featured on all communication materials (printed and digital products, websites and their mobile views) used for the public or for participants together with textual reference '**Co-funded by the European Union**' always spelled out in full and placed next to the flag.
- The lead partner and project partner that has a website and social media sites, will ensure that at least basic information about the project (including its aims and results and the financial support from the Interreg Central Baltic programme) is available.
- All project partner organisations will display at a location clearly visible to the public at least one information poster (minimum size A3 or equivalent electronic display) informing about the project and highlighting the support from the Interreg Central Baltic programme.

### Logos

The different versions of the needed electronic logo files are to be downloaded from the programme website at [https://centralbaltic.eu/for-projects/project\\_logos/](https://centralbaltic.eu/for-projects/project_logos/) .

### Common message

The message of the benefits of EU funding will be used in communication materials, formulated as follows: *This activity was supported as part of CB0100030, an Interreg Central Baltic Programme 2021-2027 project co-funded by the European Union.*

### Baltic Nature Tourism product identity

Partners will also use the product logo in project communication according to the brandbook downloadable from the Lead partner's project web site: <https://www.celotajs.lv/lv/project/36/results?4> .

## 5. Communication work plan

Aims	Target groups	Message	Tools/Evidence
01.01.2023 30.06.2023. (1 <sup>st</sup> reporting period)	– SMEs	<u>Product development:</u> - We have launched a new Baltic nature tourism project with the aim of developing a joint Latvian and Estonian nature tourism product adapted to the interest of UK tourists, positioning it in the market using a special marketing campaign, and increasing sales volumes. - We invite those providers who offer nature tourism services and would like to join this nature tourism web platform for the interests of the UK market to apply. - Product types and specifications. - Future steps.	Roundmail news, partner websites, social networks, project events, dissemination events, phone calls and interviews.  Project website <a href="https://www.celotajs.lv">Exporting Baltic Nature Tourism to UK - Project News (celotajs.lv)</a>  Application form <a href="https://forms.gle/zrEXFrH5PBjvQocB9">https://forms.gle/zrEXFrH5PBjvQocB9</a> .
	SMEs	<u>Project meetings and progress.</u>	Project website

**and general public** - Partner meetings and presentations. [Exporting Baltic Nature Tourism to UK - Project News \(celotajs.lv\)](http://www.celotajs.lv)

- Nature tourism product seasonal activities.

Project Webpage  
[NAT-TOUR-EXPO - Central Baltic](http://www.celotajs.lv)

Social Networks  
<https://www.facebook.com/balticnaturetourism/>

Press releases, articles, interviews in printed and online media, radio and TV.

**01.07.2023.**  
**31.12.2023.**  
**(2<sup>nd</sup> reporting period)**

- SMES Training support  
Training support to SMES for product development and improvement: events, dates (on-line market introduction, on-site visits to SMEs, product development guidelines, training events, experience exchange)

Roundmail news, partner websites, social networks, project events.

Project website  
[Exporting Baltic Nature Tourism to UK - Project News \(celotajs.lv\)](http://www.celotajs.lv)

Product development

The product development process will be continuously open to ensure equal opportunities for all interested - new participants can join and receive knowledge support (product development guideline with the checklist, product description template, on-line training event materials).

**SMEs and general public** Project meetings and progress.  
- Partner meetings and presentations.  
- Nature tourism product seasonal activities.  
- Product marketing activities.

Project website  
[Exporting Baltic Nature Tourism to UK - Project News \(celotajs.lv\)](http://www.celotajs.lv)

Project Webpage  
[NAT-TOUR-EXPO - Central Baltic](http://www.celotajs.lv)

Social Networks  
<https://www.facebook.com/balticnaturetourism/>

Press releases, articles, interviews in printed and online media, radio, TV.

<p>01.01.2024 30.06.2024. (3<sup>rd</sup> reporting period)</p>	<p>- SMES</p>	<p><u>Training support</u> Training support to SMES for product development and improvement: events, dates (on-line market introduction, on-site visits to SMEs, product development guidelines, training events, experience exchange).</p>	<p>Roundmail news, partner websites, social networks, project events, dissemination events.</p>
		<p><u>Product development</u> The product development process will be continuously open to ensure equal opportunities for all interested - new participants can join and receive knowledge support (product development guideline with the checklist, product description template, on-line training event materials).</p>	<p>Project website <a href="http://ExportingBalticNatureTourismtoUK-ProjectNews.celotajs.lv">Exporting Baltic Nature Tourism to UK - Project News (celotajs.lv)</a></p>
	<p>SMEs and general public</p>	<p><u>Project meetings and progress.</u> - Partner meetings and presentations. - Nature tourism product seasonal activities. - Product marketing activities.</p>	<p>Project website <a href="http://ExportingBalticNatureTourismtoUK-ProjectNews.celotajs.lv">Exporting Baltic Nature Tourism to UK - Project News (celotajs.lv)</a></p>
			<p>Project WebSpace <a href="http://NAT-TOUR-EXPO-CentralBaltic">NAT-TOUR-EXPO - Central Baltic</a></p>
			<p>Social Networks <a href="https://www.facebook.com/balticnaturetourism/">https://www.facebook.com/balticnaturetourism/</a></p>
			<p>Press releases, articles, interviews in printed and online media, radio and TV.</p>
<p>01.07.2024. 31.12.2024. (4<sup>th</sup> reporting period)</p>	<p>- SMES</p>	<p><u>Product development</u> The product development process continuously open.</p>	<p>Roundmail news, partner websites, social networks, project events, dissemination events.</p>
		<p><u>Training support materials</u> Training support materials for product development continuously available to SMES.</p>	<p>Project website <a href="http://ExportingBalticNatureTourismtoUK-ProjectNews.celotajs.lv">Exporting Baltic Nature Tourism to UK - Project News (celotajs.lv)</a></p>
	<p>SMEs and general public</p>	<p><u>Project meetings and progress.</u> - Partner meetings and presentations. - Nature tourism product seasonal activities. - Product marketing activities.</p>	<p>Project website <a href="http://ExportingBalticNatureTourismtoUK-ProjectNews.celotajs.lv">Exporting Baltic Nature Tourism to UK - Project News (celotajs.lv)</a></p>
			<p>Project WebSpace</p>

NAT-TOUR-EXPO -  
Central Baltic

Social Networks  
<https://www.facebook.com/balticnaturetourism/>

<p>01.01.2025 30.06.2025. (5<sup>th</sup> reporting period)</p>	<p>– SMES</p>	<p>Training support to SMES for product development and improvement: events, dates (on-line market introduction, on-site visits to SMEs, product development guidelines, training events, experience exchange, best practice study trip for SMEs).</p>	<p>Roundmail news, partner websites, social networks, project events, dissemination events.</p>
	<p>SMEs and general public</p>	<p><u>Project meetings and progress.</u> - Partner meetings and presentations. - Nature tourism product seasonal activities. - Product marketing activities.</p>	<p>Project website <a href="http://www.celotajs.lv">Exporting Baltic Nature Tourism to UK - Project News (celotajs.lv)</a></p> <p>Project website <a href="http://www.celotajs.lv">Exporting Baltic Nature Tourism to UK - Project News (celotajs.lv)</a></p> <p>Project Webspace <a href="http://www.nat-tour-expo.lv">NAT-TOUR-EXPO - Central Baltic</a></p> <p>Social Networks <a href="https://www.facebook.com/balticnaturetourism/">https://www.facebook.com/balticnaturetourism/</a></p> <p>Press releases, articles, interviews in printed and online media, radio and TV.</p>
<p>01.07.2025. 31.12.2025. (6<sup>th</sup> reporting period)</p>	<p>- SMES</p>	<p>Training support to SMES for product development and improvement: events, dates (on-line market introduction, on-site visits to SMEs, product development guidelines, training events, experience exchange)</p>	<p>Roundmail news, partner websites, social networks, project events, dissemination events.</p>
	<p>SMEs and general public</p>	<p><u>Project meetings and progress.</u> - Partner meetings and presentations. - Nature tourism product seasonal activities. - Product marketing activities.</p>	<p>Project website <a href="http://www.celotajs.lv">Exporting Baltic Nature Tourism to UK - Project News (celotajs.lv)</a></p> <p>Project website <a href="http://www.celotajs.lv">Exporting Baltic Nature Tourism to UK - Project News (celotajs.lv)</a></p> <p>Project Webspace <a href="http://www.nat-tour-expo.lv">NAT-TOUR-EXPO - Central Baltic</a></p> <p>Social Networks <a href="https://www.facebook.com/balticnaturetourism/">https://www.facebook.com/balticnaturetourism/</a></p>

Press releases, articles, interviews in printed and online media, radio and TV.

## **6. Responsibilities for implementation**

The activities will be carried out by project staff and subcontracted marketing specialists. Partners will coordinate communication activities and will make detailed schedule in partner meetings. Communication plan will be revised and adapted to the project progress and results. The lead partner is responsible for overall Baltic Nature Tourism marketing. Partners are responsible for their specific marketing activities according to their tasks in the project.

## **7. Evaluation**

Effectiveness of communication measures will be measured by:

- number of SMEs interested to develop nature tourism products for the UK market.
- number of SMEs actually developing and improving their products for the UK market.

## **8. Budget**

The project management will follow communication expenses to stay within the approved budget and ensure efficient communication throughout the project lifecycle as planned.