



Lauku Ceļotājs

www.celotajs.lv

Sustainability know-how for SMEs in rural tourism

**strengthening the link between adult learning and
working life in rural SME sector**

3rd partner meeting, Riga, 30.08.2019.

Project

duration: 07/2018 - 06/2020

- **Lead partner:**

Latvian Country Tourism Association

- **Project partners:**

- **EE-Olustvere Service and Rural Economy Vocational School (EE)**

- **Norwegian Rural tourism and local food "HANEN" (NO)**

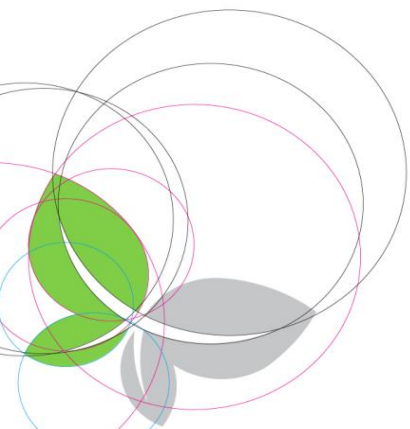
Doc :

<https://drive.google.com/drive/folders/1ajp0Y99ZWNofGb8n60j0KZzS37EqXWFB>

Key result of the project

**To develop and disseminate On-line Training
„Design of eco-friendly rural tourism
services by SMEs”:**

- on-line training tool on Moodle platform;
- on-line check-list;
- printable handbook for reference
 - LV, NO, EE languages



WP2. On-line Training learning contents

01.2019 – 03.2020

1. Translate the On-line Training structure to partner languages.
2. exchange the already existing relevant materials
3. agree what type of info to collect **from best practice cases** and how to structure it for learning contents.
4. select the best practice cases among their members and will make visits to source information for the On-line Training.
5. Olustvere proposes instruction how the information content should be presented in the On-line Training tool.
6. develop learning contents in their national languages.
7. Present content for SMEs and training sector.
8. 2nd (NOR) and 3rd (EE) partner meetings

Criteria on-line

LV exsample

<https://www.celotajs.lv/lv/cert/appl/selfeval/2?7>

SKY24 x Confir x (6) Sic x Progr x vid Koma x Explor x Grand x Valmi x Izglīt x Zaļais x "Zaļai x

celotajs.lv/lv/cert/appl/selfeval/2?7

Lietotnes Jauna cilne Avio Mans LMT E-klase Dizains un iespied... project CAITO - Go... eMS Nord+ TULKOJUMI - Goog... eMS-Hiking

Naktsmitnes Ceļojumi Verts redzet Karte Profesionaliem Par mums Pieslegties

"Zaļais sertifikāts" LT mītnēm - pašnovērtējums

Pašnovērtējuma kritēriji

Solis 1 no 11

I Dabas resursu aizsardzības vīzija, sadarbība, vispārīgie jautājumi ?

I.(O) Obligātie kritēriji

1. Uzņēmuma saimniekam/vadītājam ir stratēģisks redzējums par sava uzņēmuma vietu un lomu novada un tuvākās apkaimes vides resursu un dabas daudzveidības saglabāšanā. ?
2. Uzņēmumā ir persona, kas atbildīga par vides risinājumiem. ?
3. Klientiem izmantojamās būves un telpas atbilst Latvijas Būvnormatīvos noteiktajam prasībām. ?
4. Tūristu mītne atbilst „Lauku ceļotāja” minimālajām kvalitātes prasībām. ?
5. Uzņēmuma publiskajā teritorijā neatrodas brīvi staigājoši mājdzīvnieki. ?

Meklēt

Jaunumi
Asociācija
Kvalitāte
Pasākumi
Likumi
Apmācība
Mārketing
Presei
Projekti
Saites

Kļūsti par biedru

Twitter Facebook RSS Email

lūstakas omēta

https://adclick.g.doubleclick.net/aclick?sa=l&ai=CoGfeJmInXermE5qQygXj-o2oBtaYwfNXpcj52rglpey96PEMEAegp5awTmCtA6ABizWPwQPIAQmpAnvRuhXQmLI-qAMBqgS_AU_Q9a4FITWMQjNjbWQeHXpjKILvM_57R8gFUsxMyavpBShZIO...

celotajs.lv

Best exsamples World wide

- https://www.travelife.info/uploads/csr/1423212993_1815015%20CSR%20TOUR%20Travelife%20Best%20Practices.pdf

Travelife

Sustainability in tourism



Sustainability for Travel Companies

BEST PRACTICES FROM CROATIA, GREECE, LATVIA, POLAND, NETHERLANDS AND UK

elotajs.lv

Exsamples for destonations

https://lofoten.info/sites/l/lofoten.info/files/handlingsplan_for_baerekraftig_reisemaalsitviking_i_lofoten_vedtatt_i_dl_og_fem_kommuner_vaar_2018.pdf



Handlingsplan for bærekraftig
reisemålsutvikling i Lofoten.



Destination Lofoten 2018-2020

Training for sustainability

Travellife <https://www.travelife.info/csrtour/>

SKY2/ sas Confir | f (6) Sic | S Progr | vid Koma | Projel | Tr x | Granc | Valmi | Izglitc | Zajais | Hand | Hand | 1423z | 1418z | +

travelife.info/csrtour/

Lietotnes Jauna cilne Avio Mans LMT E-klase Dizains un iespiedd... project CAITO - Go... eMS Nord+ TULKOJUMI - Goog... eMS-Hiking

Corporate Social Responsibility Training and Certification in the Travel Sector (CSR-TOUR)



ABOUT THE PROJECT

OBJECTIVES

NEWS

DOCUMENTS

TRAINING VIDEOS

About the project

CSR-TOUR facilitates the introduction of a tested and proven Corporate Social Responsibility (CSR) training and management system among members of Polish, Latvian, Greek and Croatian travel associations. CSR-TOUR adapts the methodology components to each country's particular context, develops CSR standards, pilot tests the methodologies and builds local capacities and knowledge to manage, promote, implement and expand the CSR training system and quality standards in order to ensure long-term continuity of the intervention.

The CSR TOUR project runs from November 2012 to November 2014.

Leaflets

 Brochure - Greece

 Brochure - Latvia

Training for DMC , incl checklist

https://www.travelife.info/uploads/csr/1427454609_I1815016%20CSR%20TOUR%20Travelife%20DMC.pdf

Travelife Training

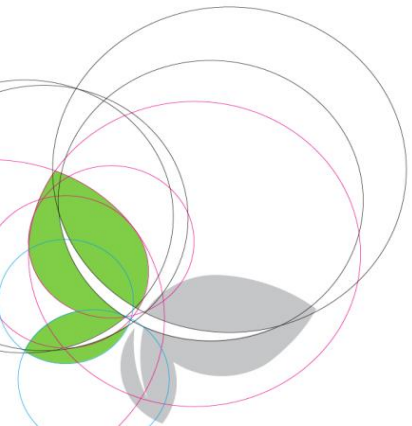


Corporate Social Responsibility
for
Destination Management Companies

celotajs.lv

WP3. Dissemination (7.2018 – 12.2018.)

- Project web page within the web site of the project lead partner www.celotajs.lv in EN and LV languages <https://www.celotajs.lv/en/project/18> . It will introduce the partnership, the project goals and planned results. Along with the project progress, the web site will feature information from the project meetings (minutes, photos), project progress and availability of WP milestone results (they will be available as downloads from the project web site).



WP3. Dissemination (01.19. – 03.2020.)

Dissemination plan for project months 7-21:

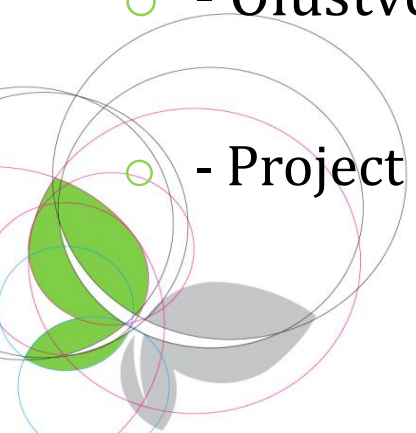
Dissemination focused on the On-line Training structure and testing evaluation.

- all partners: roundmails, e-newsletter, social networks, project/partner web site info, board meetings, member assembly, meetings with networking partners, relevant international events;
- - HANEN: roundmails, e-newsletter, organisation web site, board meetings, member assembly, meetings
- with networking partners, relevant national and international events to address the target audience. On
- HANEN's Annual Meeting 2019; Sustainable tourism will be one of the main topics

WP3. Dissemination (04. – 06.2020.)

Dissemination plan for project month 22-24: on the On-line training tool with on-line check list and printable handbook version for reading and reference "Design of eco-friendly rural tourism services by SMEs".

- - all: roundmails, e-newsletter, social networks, project web site, board meetings, member assembly, meetings with networking partners, relevant international events; training portal
- LC - www.macies.celotajs.lv
- - HANEN: <http://www.kurs.hanen.no>
- - Olustvere: www.olustvere.edu.ee .
- - Project final meeting in Latvia.



Dissemination target audience LV / NOR

Latvia:

- ca 2000 rural SMEs in LV;
- ca 120 training establishments in LV, especially vocational schools, competence centres and LLKC (Latvian Centre for Agricultural Consultations and Training) offering adult training courses;
- the board and general assembly of LC;
- specialised media journalists
- ca 300 training establishments
- ca 100 participants of the final dissemination seminar

Norway:

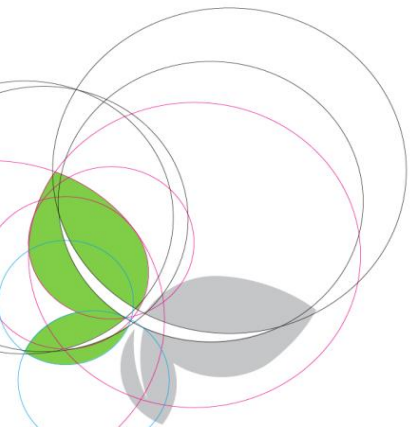
- ca. 800 rural tourism SMEs in NO;
- the board of HANEN;
- 12 regional offices of HANEN in Norway;
- Ca. 20 training establishments in NO;
- The certified Sustainable Destinations;
- Organisations in NO: Innovation Norway
- Specialized media journalists;



Dissemination target audience - EE

Estonia:

- Eesti Maaturism (Estonian rural tourism organisation)
- ca 10 training establishments in Estonia offering adult training courses;
- Specialised media



Evaluation plan

Evaluation

EVALUATION PLAN:

Aspects to evaluate:

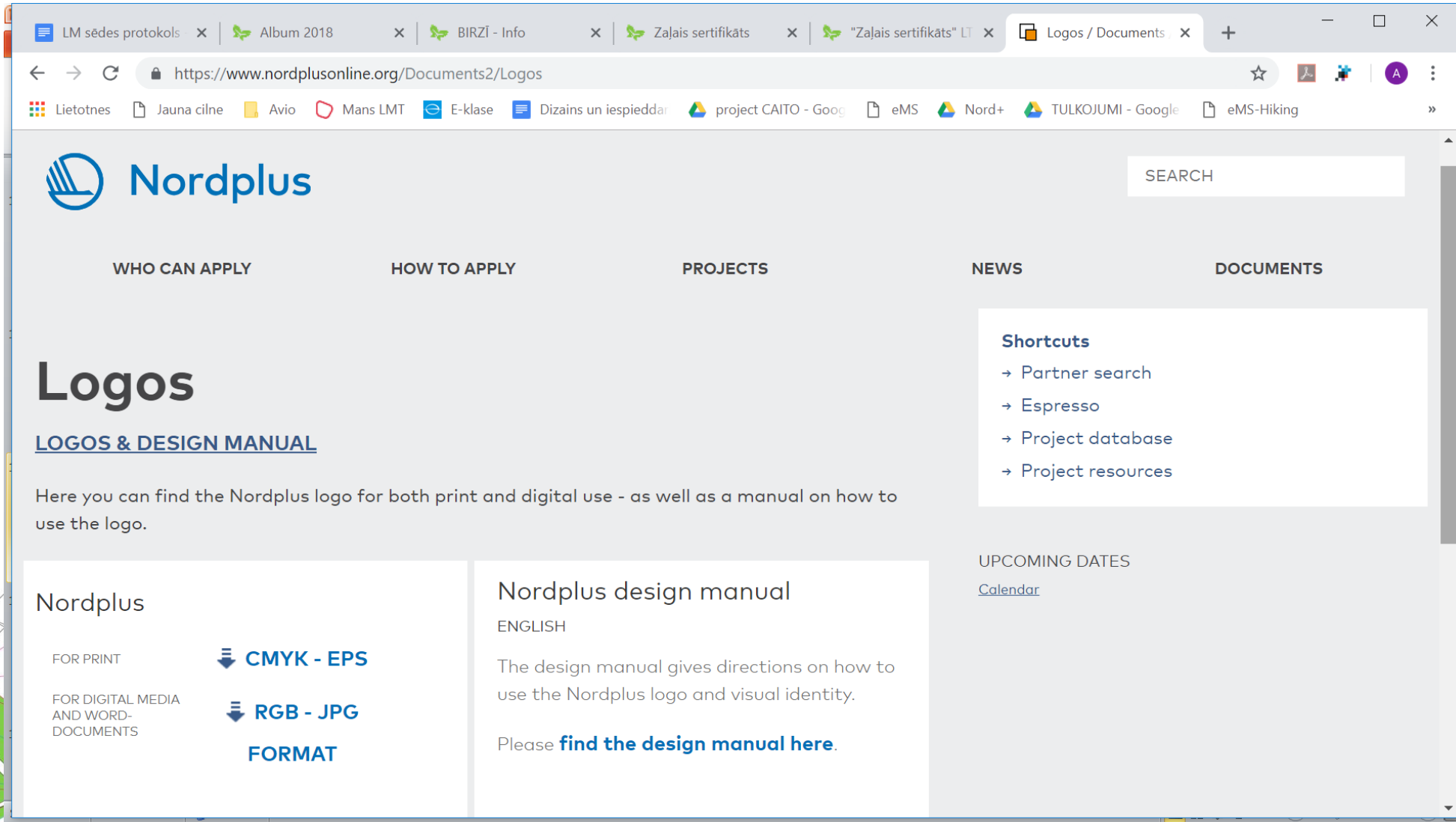
- Compliance with the time schedule
- Compliance with the budget
- Quality of project results

Evaluation activities:

- evaluation of the project progress, budget and result achievement will be done during the project meetings (each WP);
- evaluation of the On-line training structure with the target audience will be done combining with dissemination events.
- evaluation of the On-line Training contents and functionality is done during WP2. Ca 10 SMEs/ organisations in each country will do the testing evaluation.
- In Latvia the project results will be evaluated in cooperation with the LLKC – the Latvian Centre for Agricultural Consultancies, representing the training sector.
- In Estonia the testing evaluation will be done with school students and in cooperation with Estonian Rural Tourism Organisation Eesti Maaturism.
- In Norway, HANEN has a good cooperation with farming school - Hvam vidaregående skole www.hvam.vgs.no for training young farmers, and evaluation is also possible with the 12 regional offices.

Visual identity, logos

<https://www.nordplusonline.org/Documents2/Logos>



The screenshot shows a web browser window with multiple tabs. The active tab is 'Logos / Documents'. The address bar shows the URL 'https://www.nordplusonline.org/Documents2/Logos'. The browser's toolbar includes various icons for navigation and search. The website's header features the Nordplus logo and a search bar. Below the header, there are navigation links: 'WHO CAN APPLY', 'HOW TO APPLY', 'PROJECTS', 'NEWS', and 'DOCUMENTS'. The main content area is titled 'Logos' and includes a link to the 'LOGOS & DESIGN MANUAL'. A paragraph explains that users can find the Nordplus logo for both print and digital use, along with a manual on how to use the logo. On the right side, there is a 'Shortcuts' section with links to 'Partner search', 'Espresso', 'Project database', and 'Project resources'. At the bottom right, there is a section for 'UPCOMING DATES' with a link to the 'Calendar'.

Nordplus

SEARCH

WHO CAN APPLY HOW TO APPLY PROJECTS NEWS DOCUMENTS

Logos

[LOGOS & DESIGN MANUAL](#)

Here you can find the Nordplus logo for both print and digital use - as well as a manual on how to use the logo.

Nordplus

FOR PRINT

FOR DIGITAL MEDIA
AND WORD-
DOCUMENTS

CMYK - EPS

RGB - JPG

FORMAT

Nordplus design manual

ENGLISH

The design manual gives directions on how to use the Nordplus logo and visual identity.

Please [find the design manual here](#).

Shortcuts

- Partner search
- Espresso
- Project database
- Project resources

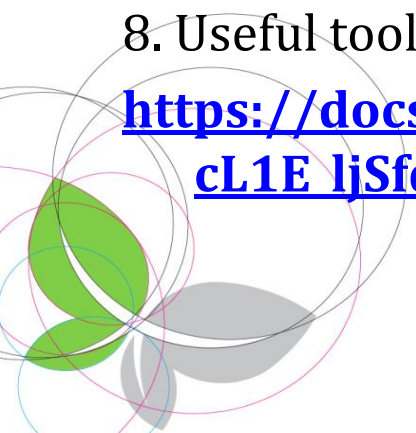
UPCOMING DATES

[Calendar](#)

On-line training structure (Handbook contents)

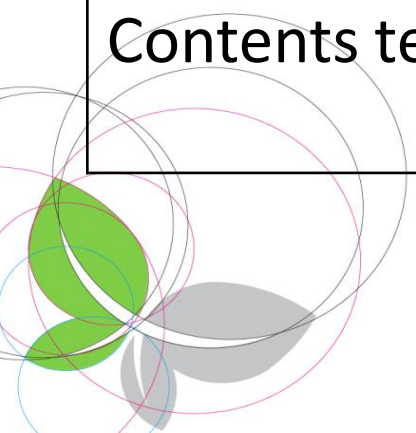
1. Introduction – sustainable development and eco-friendly rural tourism.
2. What does it mean – to be a sustainable rural tourism business.
3. Sustainable rural tourism business types: (accommodation, food and catering (local food, biological food) active tourism, open farms)
4. Sustainable use of resources
5. Use of environment friendly materials in building, interior, etc.
6. How to build local knowledge and cooperation (accommodation+local food producers+activity providers+guides, etc.....)
7. Communication and marketing – how to communicate that you are responsible and eco friendly business.
8. Useful tools and assistance for sustainable development – eco labels, etc.

<https://docs.google.com/document/d/1Ur Jr wR4ALoyUHjszTt-kx-cL1E ljSfdwpMxjuFAM/edit>



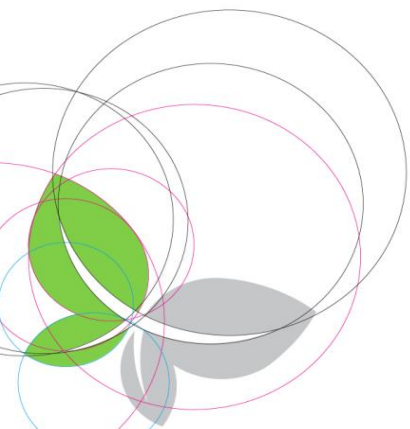
Next tasks and deadlines to be agreed:

Task	Deadline
Evaluate the Handbook structure with the target audience SMEs	22.11.18 LV/ 19-20.11.18 / EE autumn2018
Finding best practices	05.2019
Olustvere – content presentation instruction	01.2020
Learning contents in national languages	9.2019
Contents testing	Autumn 2019



Tasks / deadlines

- Putting contents online 03.2020
- On –line checklist (decide on May2019 – solutions EE/NIR) 05.2020
- 4rd in NOR, Vestfal (Sandefjord/Oslo) 8.-10.11.2019
- 5th meeting + event, LV 03.2020



- **Decided during the meeting:**
- **Communication (is on LV doc https://www.travelife.info/uploads/csr/1418894757handbook_lv.pdf - page 90) and DMC in EN page 92**
- **Economy - how to get financially sustainable being green business. Good examples –ask Naut**
- Sustainable destination – use link for Travellife + Lofoten and Hiumaa (ask Ly for doc of strategy)
- Use exsamples from other 2 countries if one country exsample was missing
- Vides plans:
<https://www.travelife.info/uploads/csr/1392159006Template%204%20-%20Environmental%20Policy.pdf>
celotajs.lv



celotajs.lv



Latvijas lauku tūrisma asociācija "Lauku ceļotājs"

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