

Project “FOREST TRAIL”

2nd meeting, 24 September, 2019

Baltic Beach Hotel, <https://www.balticbeach.lv>

Jūrmala, Jūras iela 23/25, room "Dzintars"

11:30 Arrival and registration

12.00 - 12.30 Lunch.

12:30 – 18:00 (~15:00 coffee break)

- Project partners confirm the Management and Steering committee. Introduction of the Steering Committee members and their roles in the project, short info of the project aims and activities by LP.
- Overview of project progress of 1st reporting period from Lead partner (LP)
- 1st reporting – how, where, when, what
- Overview on the progress in the 2nd reporting period
 - Info seminars 2 (LV) + 3 (EE)
 - Maps – results and development schedule
 - Achievements on tourism services and public transportation by partners for each day according to instruction and template – deadlines: 1.10.19 LV / 1.11.19 EE
 - Project website section <https://www.celotajs.lv/en/project/19>, partner info on website on project
 - Project leaflet EE, LV, EN 1000x3
 - EUROPARC Federation conference session (*Reminder for those who have registered for EUROPARC Conference: The Forest Trail will be presented in workshop No.2.1. on 25/09/2019 at 14:30 - 18:30.*)
<https://www.europarc2019.com/programme/> and marketplace
<https://www.europarc2019.com/marketplace/>
 - Communication strategy
 - Social networks - activity summary in each reporting period
 - Summary of media publications and press releases sent out by project partners in each reporting period.
- An overview/feedback on the inspection of the route done so far by Juris Smaļinksis. Changes/problems of the route to be discussed, solutions.
- Each partner reports on infrastructure development/plans (trails, info stands, signs)
- Visual identity – how and where to use it - name, logo, stylebook.
- E11 / E9 – how to do North Estonia coast, which stretch is it on E-path
- Study trip to Finland – agenda, short instruction
- Next period activities:
 - presentation of the one day route description draft, next steps for partners involvement of the description
 - Route marking guidelines – presentation by LP and discussion on the improvements
 - Stretches names – where it will be used and how
<https://docs.google.com/spreadsheets/d/11CYGiTaFLU4zz7e5dn9avZlkBX1tqaB9k49TxeSvFwc/edit> . To identify and describe the unique selling point of

- the stretches.
- website development
 - A set of presentation materials for each partner with Forest Trail and program visual identity - roll-ups, posters, T-shirts, cups, lunch boxes, water bottles and others by each partner.
 - "Hikers friendly" sign/label development, guidelines, signs , stickers
 - Maps – checking, correcting – deadlines 15.03.19
 - Image brochure (20pages 14x14cm 170g paper) + map. Languages: LV, EE, GER, ENG, RU. Text development. Deadline 31.12.19. Agreement final of stretch names
 - Calendar of events along the hiking route – how to gathered the data, translation for 2020
 - To harmonize, coordinate (membership fee) E11 e-trail development efforts and connect with E9 (Tallinn-Narva), participation at ERA 50-years assembly Oct 2019, Germany.
 - promotion activities – press releases, SN etc.
 - To present the route in specialized travel fairs in Latvia (Balttour), LT Adventure, Estonia (Tourest)

Please register here <https://forms.gle/UzMSJkh4cEe1sWav8>: by 10.09.2019\

For accommodation please see <http://www.visitjurmala.lv/en/>

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