



Lauku Ceļotājs

www.celotajs.lv

PROJECT OVERVIEW

LONG DISTANCE CROSS BORDER HIKING TRAIL

“THE FOREST TRAIL”

CB779



EUROPEAN UNION
European Regional Development Fund



Interreg
Central Baltic

2nd meeting, Jurmala, Latvia

24 September 2019

This project is part-financed by the European Union (ERDF Interreg Central Baltic)

Project management and steering committee

Steering committee members

Country	Name, surname	Organization
LV	Dace Granta	Ministry of Environmental Protection and Regional Development of the Republic of Latvia
LV	Aija Neilande or Aiga Petkēvica	Kurzeme Planning Region
EE	Kristiin Jors	Enterprise Estonia (EAS) Estonian Tourist Board
EE	Kaja Lotman	Estonian Environmental Board



Project management and steering committee

Management group members

Country	Organization	Name, surname
LV	Asnāte Ziemele	Lauku Ceļotājs
LV	Juris Jātnieks	Nature Conservation Agency
LV	Sarmīte Melne	Latvia's State Forests
EE	Raili Mengel	MTÜ Eesti Maaturism/ERTO
EE	Kadi Ploom	Pepsimaa Tourism
EE	Elin Priks	Setomaa Tourism
EE	Kaisa Linno	Ökokuller
LV	Maija Rieksta	Vidzeme Plannin Region
LV	Sanita Paegle	Riga Plannin Region

WP Management

Activity 1.7 Overall management and coordination and attending CB program events

- Project management and reports -> LP +all partners;
- Publicity & info to society -> all PP;
- Poster for working office -> all PP;
- EU flag on public events and roll up - LP;
- Info on the web & social networks -> all PP;
- Deliverable – project reports.



WP 1 Management

1st reporting period: 01.04. - 30.09.2019

- Everyone reports on the activities they have implemented and/or participated;
- Try to use the provided example for the content but please do not *copy – paste*;
- Use the help we offer, but before check the guidelines for reporting in eMS;
- **Reporting deadline to FLC: 14.10.2019.**



WP Product development

Activity A.T1.1 Stakeholder involvement and local planning seminars

- Responsible: PP5, PP6, PP7, PP8, PP9
- Inform the local stakeholders - municipalities, communities, local entrepreneurs and others about project activities;
- Introducing stakeholders to the project & the route itself;
- Identification of the unclear parts of the route;
- 5 events/ 40 pers.



WP Product development

Activity A.T1.1 Stakeholder involvement and local planning seminars

Info seminars 2 (LV):

1. 30.05.2019. Vidzeme planning region seminar in Valmiera;
2. 31.05.2019. Riga planning region seminar in Sigulda;

Info seminars 3 (EE):

3. Xx
4. Xx
5. Xx

Deliverable reported in 1st period: minutes, participant list, agenda, photos

How many participants reached?



WP Product development

Activity A.T1.2 Forest Trail visual identity **PP4**

- Deliverable: Forest Trail visual identity stylebook (logo, slogan, design of route marking and signposting);
- Logo and slogan in LV, EE, EN, RU, DE language versions;
- Visual identity – how and where to use it - name, logo, stylebook;
- Slogan:
 - (LV) MEŽTAKA. DABAS GĀJĒJU CEĻŠ;
 - (EE) METSA MATKARADA;
 - (EN) BALTIC FOREST HIKING;
 - (DE) BALTISCHER WALD – WANDERWEG;
 - (RU) ЛЕСНАЯ ТРОПА ПРИБАЛТИКИ.



WP Product development

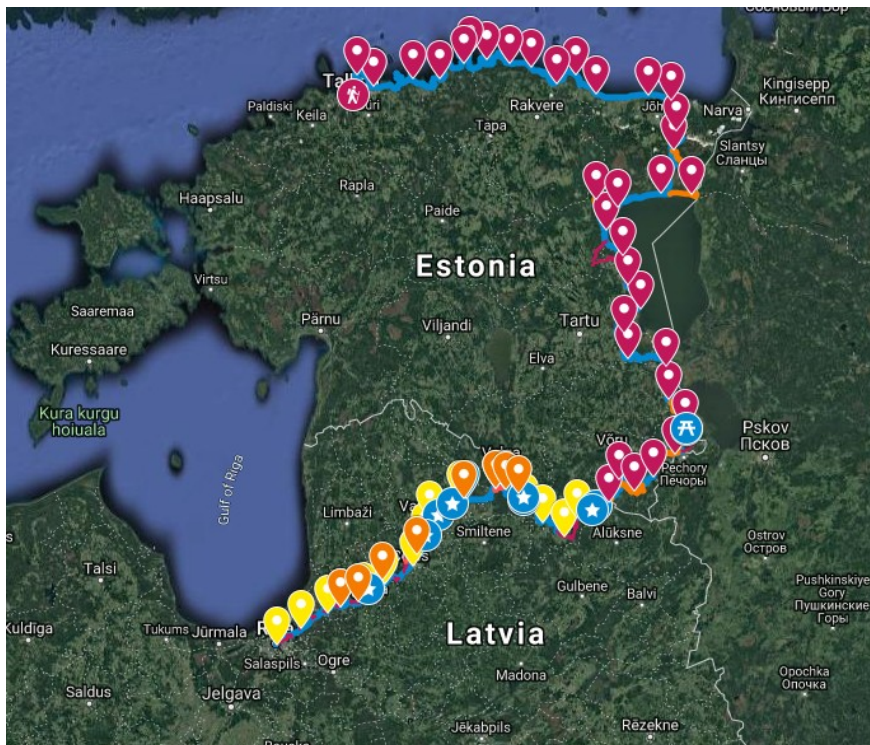
Activity A.T1.3 Identification of services and information along the Forest Trail

- Responsible: ALL (LP puts in Google for sites, partners add + services, PP2 – forest types);
- Deliverable: List of tourist services, sites and information along the Forest Trail in EE and LV draft **reported in 1st period**;
- 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 / for map company : itinerary by 1.11.19; sites and objects - by 30.11.19**

- *Instruction LV:*
<https://drive.google.com/drive/folders/1RpDj5kEYn-p1w5LgF1oSOU-KubPB1IRV>
- *Instruction EN:*
https://drive.google.com/drive/folders/17UKaYc_u3XTwwC7E9N_fctfgo0cGTdng

Lists agreed for marketing materials reported in 2nd period.

WP Product development



Activity A.T1.4 Forest Trail route inspections by hiking **LP, ALL**

- Duration: May – September;
- Inspected LV & EST Forest Trail;
- In LV - **16 days**, in EE – **34 days**;
- Totaly Km **xxx**;
- LP responsible for GPX files + sightseeing (cultural, natural, other) objects, service providers;
- Photo archive https://galerija.celotajs.lv/lv/f/Events/2019/190601_Meztaka_inspection
- Development of route description (15-20 km) **by Juris + Antra +partners**

WP Product development

Juris

- An overview/feedback on the inspection of the route done so far by Juris Smalinksis.
- Changes/problems of the route to be discussed, solutions.



<https://www.google.com/maps/d/edit?hl=en&mid=1vruT5wqcETvC0ch4OYDUwIRcnKq-q6dA&ll=58.60093034412479%2C24.068015587514537&z=7>



WP Product development

Activity A.T1.5 Partner study trip to FIN. **ALL**

- Trip about development, maintenance and promotion of hiking trails;
- 30.09.2019.-03.10.2019.;
- 34 participants;
- Deliverable: Study trip report with conclusions and experiences valid for Forest Trail;
- **Reported in 1st period. Programme invoice to be paid after trip**



WP Product development

Activity A.T1.5 Partner study trip to FIN. **ALL**

- 30.09. departure:
 - 7:00 from Riga, “Rimi”, Kalnciema str. 41;
 - 12:00 from Tallinn, Sikupilli Keskus, Tartu maantee 87 (close to the Bus station Tallinn).
- Don't forget:
 - passport or ID and check for ferry **all together!**
 - waterproof clothing and rain jackets.



WP Marketing and Promotion

Activity A.T2.1 EUROPARC Federation conference session. PP2

- Deliverable: Conference presentation of the Forest Trail, participation on 25.09. list, agenda; Market space on 27.09.
- Responsible: PP2 (Nature conservation agency);
- Financing: PP2 (Nature conservation agency);
- **Reported in 1st period.**





WP Marketing and Promotion

Activity A.T2.2 Digital version of the Forest Trail - website, mobile app

- The website is under construction;
- The Forest Trail website in EE, LV, DE, EN, RU languages;
- Linked with partner web sites;
- Integrated in mobile app Nature Tourism;
- **Domain(s) for the website reported in 1st period;**
- Web site structure and design reported in the 2nd period;
- Content reported in 3rd period, updates in 4th period.

<https://baltictrails.eu/forest/>

EIROPAS SAVIENTBA
Eiropas Reģionālās attīstības fonds

Interreg
Central Baltic

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WP Marketing and Promotion

Activity A.T2.4 Coordination with European long distance hiking paths (Sept 2019-March 2021) LP,

- Deliverable: 3 Rambler organization's events in Europe - agendas, summary;
- 1 in the 1st period, 2 in the 3rd reporting period;
- 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.



WP Communication

Activity A.C.1 Communication strategy

- Responsible: LP;
- Document in EN;
- https://www.celotajs.lv/g/Professional/Projects/ForestTrail/Communication_plan_final.pdf



WP Communication

<https://www.celotajs.lv/en/project/19>

Activity A.C.2 **LP**

- Deliverable: Project web page under www.celotajs.lv
- To follow project proceeding;
- All partners info;
- Sections:
 - About project;
 - Project news;
 - Partners;
 - Publicity.

○ **Reported in the 1st period.**



Lauku Ceļotājs
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Baltic Country Holidays - Latvia, 1

Accommodations Tours Worth seeing Map Professionals About us

04/01/2019 - 06/30/2021 (CB779)
Long distance cross-border hiking trail
"The Forest Trail"

About project Project News Partners Publicity

Project goals
Project goal is to develop a long distance cross border hiking tourism route along the forest from Riga till Tallinn. The Forest trail will begin in Riga, then cross Gauja national park, Ziemeļgauja and Vecilaicene. In Estonia will continue through the Setomaa, along lake Peipsi and further along the coast of Northern Estonia to Tallinn. The Forest Trail will guide hikers through ca 1050km of most beautiful nature territories as they would follow the map the marked route, with a map or a mobile device in hand. Walking distances will cover of average 20km per day. The Forest trail will include all forest types and wildlife features typical of the Baltic States.

Expected project results
Long distance cross border hiking trail "The Forest Trail":

- marked trail for all fitness levels;
- total length of 1050km, split in ca 20km daily distances;
- accommodation, food and transport services en route;
- guidebooks, books and online information en route.

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This publication reflects the views of the author(s). The Commission cannot be held responsible for any use which may be made of the information contained therein

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WP Communication

Activity A.C.2 Digital activities

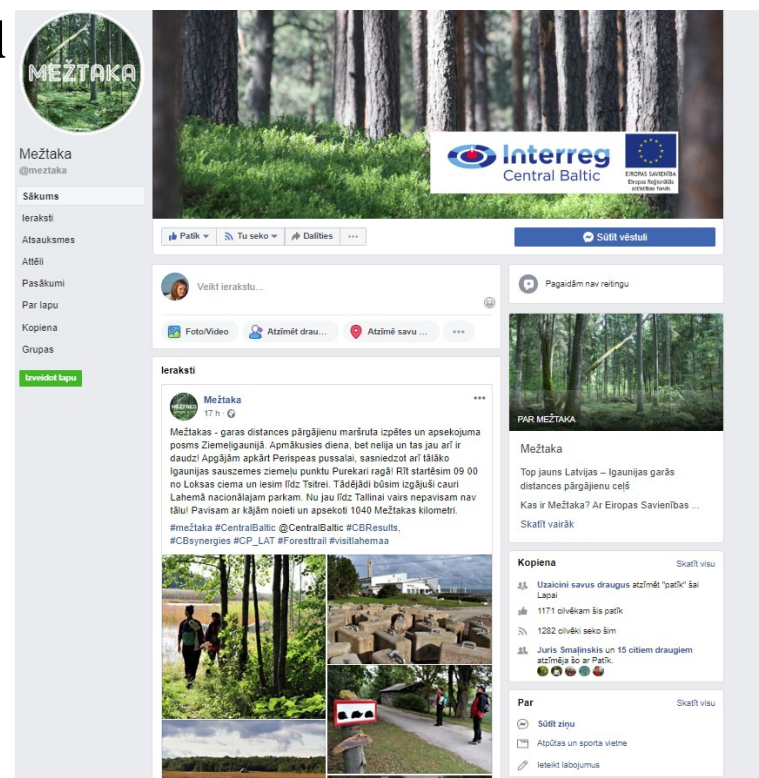
- Deliverable: Social networks - activity summary in each reporting period;
ALL

- 1 video and 3 banners for social networks and in the 3rd period); **PP2**

- Facebook page - **LV partners register?**

- https://www.facebook.com/metsa_matkarada/forest_trail/meztaka - LV

- https://www.facebook.com/metsa_matkarada/forest_trail/meztaka – EE
Followers LV FB 1300



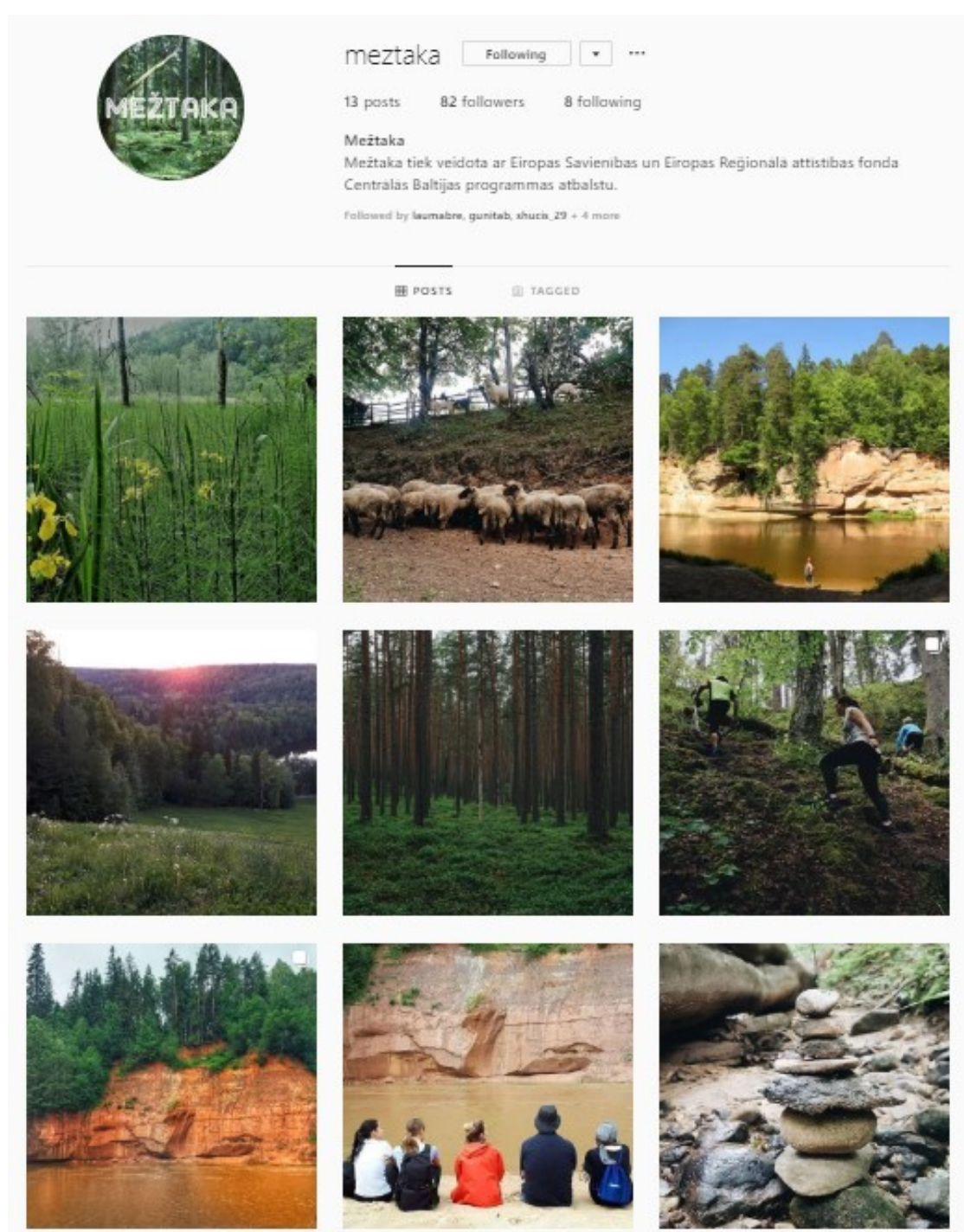
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WP Communication

Instagram

www.instagram.com/meztaka

174 followers



WP Communication

Activity A.C.3 Publication(s)

- Promotion activities – press releases, SN etc. in each reporting period;
- 1 press release have been sent by Lauku Celotājs, EE - ?;
- 12 articles were published;
- 2 Radio programme



WP Communication

Activity A.C.4 Promotional material

- Project leaflet in LV, EN, EE languages - design, content translation and printing;
- Translation by LP;
- Print – ALL (1000 x 3 languages); Printed 2000 in EN, **LV/EE - ?**
- **Reported in 1st period**



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Tasks to start in the 2nd reporting period

WP	Activity	Start	End
Communication	3rd partner meeting	02.2020.	02.2020.
Product development	T1.6 Hikers' Friendly label guidelines and label design and print	10.2019.	03.2020.
Product development	T1.7 Forest Trail marking guidelines - development, design, translation	10.2019.	03.2020.
Product development	T1.8 Forest Trail route description	10.2019.	03.2020.
Product development	T1.9 Forest Trail unique selling points and forest values.	10.2019.	03.2020.
Product development	T1.10 Forest Trail maps by day stretches and an overview map	10.2019.	03.2020.
Product development	T1.11 Forest Trail service provider regional workshops/national events	03.2020.	03.2021.
Marketing & Promotion	T2.3 Calendar of events along the Forest Trail route	10.2019.	12.2020.

Tasks to start in the 2nd reporting period

WP	Activity	Start	End
Marketing & Promotion	T2.6 Write, translate, design, print the Forest Trail image brochure in LV, EE, DE, ENG, RU languages	10.2019.	03.2020.
Marketing & Promotion	T2.7 Develop, design, translation, print hiking tour packages for international tourists/tour operators in DE, EN languages	03.2020.	03.2021.
Marketing & Promotion	T2.8 Present the Forest Trail in travel fairs	01.2020.	03.2021.
Small scale infrastructure	Forest Trail information stands: approvals, production, installation	10.2019.	09.2020.
Communication	C.5 A set of presentation materials for each partner with Forest Trail and program visual identity	10.2019.	03.2020.



WP Management

Activity A.M.3 Partner meeting 3 and Steering group meeting;

- Next partner meeting will be held in EE;
- Organizer: **PP6** (Setomaa Tourism);
- Duration: 2 days;
- **FEB or MAR 2020**



WP Product development

Activity A.T1.6 Hikers' Friendly label guidelines and label design and print

- Deliverable: Hikers' Friendly sticker LV and EE language versions (100+100);
- Deliverable: Hikers' Friendly guidelines for service providers. Online and printing publication (250 copies in LV and 250 copies in EE).
- Responsible: **LP**
- Financing: **LP, PP4 (ERTO)**
- Reported in 2nd period (01.10.2019.-31.03.2020.)



WP Product development

Activity A.T1.7 Forest Trail marking guidelines - development, design, translation

- Route marking guidelines – presentation by LP and discussion on the improvements
- Deliverable: Forest Trail marking guidelines in LV and EE;
- PDF only;
 - Responsible: **LP**. Finansing: **LP, PP4**;
 - Reported in 2nd period (01.10.2019.-31.03.2020.)



WP Product development

Activity A.T1.8 Forest Trail route description

- Deliverable: route description according to pre-defined description template (daily stretches ca 15-20 km, terrain, hiking conditions, services, etc.);
- Responsible and financing: **LP**;
 - Reported in 2nd period (01.10.2019.-31.03.2020.)



WP Product development

Activity A.T1.9 Forest Trail unique selling points and forest values

- Deliverable: description/interpretation of forest values and other unique selling points/attractions along the Forest Trail.
- Responsible: **LP + each partner for respective trail section**
- Financing: LP
- Reported in 2nd period (01.10.2019.-1.11.2019.)



WP Product development

Activity A.T1.10 Forest Trail maps by day stretches and an overview map

- Maps – checking, correcting deadlines 15.03.2020.
- Deliverable: maps for printing and on-line use with;
- Forest Trail and services, sites marked (maps for each of ca 52+ days by 20km);
- Responsible: LP
- Finasing: PP9 (RPR) + procurement process.
- Reported in 2nd period (01.10.2019.-31.03.2020.)



WP Product development

Activity A.T1.10 Forest Trail maps by day stretches and an overview map

- Route description in one day stretches – LP, all PP responsible for The route has been divided into **xx** stretches;
- E11 / E9 - How to do North Estonia coast, which stretch is it on E-path;
- PP9 map purchase;



WP Product development

Activity A.T1.11 Forest Trail service provider regional workshops (40 pers.)/national events (100 pers.)

- Deliverable: Regional workshop participant lists, agendas;
- Deliverable: National events participant lists, agendas, summary;
- Responsible & financing partners: LP, PP4, PP6, PP7, PP8, PP9
- Reported in 2nd period (1LV + 1EE).



WP Marketing and Promotion

Activity A.T2.3 Calendar of events along the hiking route

- How to gathered the data, translation for 2020;
- Calendar of events along the Forest Trail route 2020
- Translation EE/LV/EN/DE/RU;
- Online;
- Responsible: **LP**, financing: **LP, PP3 (translation)**;
- Reported in the 2nd period.
- <https://coastalhiking.eu/lv/calendar>

Calendar events (page 37)

<https://docs.google.com/document/d/1mivoDRbQSoEwIS-3yKuASfZyGMi8QqLWS5NyOIdtLGM/edit?usp=sharing>

WP Marketing and Promotion

Activity A.T2.6 Write, translate, design, print the Forest Trail image brochure

- The Forest Trail image brochure (pocket size ca 20pages + folded overview map);
- Texts in 5 languages LV, EE, DE, ENG, RU languages;
- Responsible: **LP**
- Financing: **PP6,PP8** - translate; LP - design, layout, content, printing – all
- Reported in 2nd period
- 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. **1.11.2019**

WP Marketing and Promotion

Activity A.T2.8 Present the Forest Trail in travel fairs

- **3 fairs reported in the 2nd period – BALTTOUR, ADVENTURE, TOUREST with common stand:**
 - **Balttour (Latvia);**
 - **Dates: 31.01.-02.02.2020.**
 - » *PP5 Peipsimaa:*
 - Budget: : External expertise and services (stand, expert) 1500,00,
Travel and accommodation (1pers.) 500,00
 - » *PP6 Setomaa:*
 - Budget: External expertise and services (stand, expert) 2500,00,
Travel and accommodation (1pers.) 500,00



WP Marketing and Promotion

- **Adventuras (Lithuania);**
- **Dates: 24.-26.01.2020.**
 - » *PP4 ERTO*
 - Budget: External expertise and services (stand, expert) 1000,00,
Travel and accommodation (1pers.) 1000,00
 - » *PP5 Peipsimaa*
 - Budget: : External expertise and services (stand, expert) 1141,00,
Travel and accommodation (1pers.) 500,00
 - » *PP6 Setomaa:*
 - Budget: External expertise and services (stand, expert) 2200,00,
Travel and accommodation (1pers.) 500,00



WP Marketing and Promotion

- **Tourest (Estonia)**
- **Dates: 07.-09.02.2020.**
 - » *PP4 ERTO*
 - Budget: External expertise and services (stand, expert) 1500,00,
Travel and accommodation (1pers.) 100,00
 - » *PP5 Peipsimaa*
 - Budget: External expertise and services (stand, expert) 1500,00,
Travel and accommodation (1pers.) 500,00
 - » *PP6 Setomaa:*
 - Budget: External expertise and services (stand, expert) 1500,00,
Travel and accommodation (1pers.) 200,00



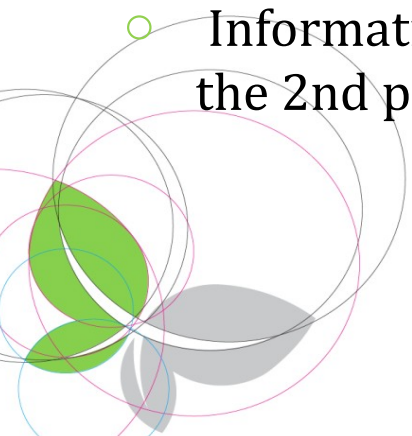
WP Small scale infrastructure

Activity A.I1.1 Forest Trail information stands: approvals, production, installation; PP2, PP3, PP5, PP6, PP7, PP8, PP9

- Deliverable: Forest Trail information stands along the route;
- Information on the progress and achievements - procedure, design, documentation - reported in 2nd period;
- Stands in nature reported in the 3rd period).

Activity A.I1.2 Bridges: approvals and building; PP6

- Deliverable: Bridges in Värška Ūrsava area along the Forest Trail;
- Information on building permission and procurement progress - reported in the 2nd period; bridges in nature reported in the 3rd period.



WP Communication

Activity A.C.5 Promotional material

- 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.
- Responsible: **LP**
- Financing: **All (2000eur per partner)**
- Reported in 2nd period





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