



EUROPEAN UNION
European Regional Development Fund

Project "FOREST TRAIL"

3rd meeting with Steering committee, 26.-27.02.2020

Setomaa, HAANJA - VÕRU COUNTY - ESTONIA

26.02.2020 1st day - Suure Muna cafe and seminar room

<https://suurmuna.ee/en/seminars-and-events/>

11:00 Meet (free will ☺) by Suure Munamäe

<https://www.visitestonia.com/en/observation-tower-on-suur-munamagi> . It takes a about 40 min to walk up from Suure Muna Café, visit the observation tower and walk back down.

12:00 lunch at Suure Muna cafe <https://suurmuna.ee/en/contact/>

13:00 – 18:00 Meeting (coffee break ~ 15:00)

- Project partners info on 1st reporting process.
- Overview of project progress of 1st and 2nd (done so far) reporting period from Lead partner (LP)
- 2nd reporting – how, where, when, what
- Overview on the progress in the 2nd reporting period by partners
 - Info seminars 2 (LV) + 3 (EE) - info by organizers (date, participants, feedback)
 - PDF pages development for Guidebook (photo missing for Northestonia!), next steps, Maps by days – checking, correcting – deadlines 29.02.2020
 - An overview of the route, did we get the confirmation from officials?
 - Project website section <https://www.celotajs.lv/en/project/19> , partner info on website on project – links by partners
 - Social networks - activity summary in each reporting period – Info Julija RPR
 - Summary of media publications and press releases sent out by project partners in each reporting period.
 - Visual identity –stylebook.
 - Image brochure
 - "Hikers friendly" sign/label development, guidelines, signs , stickers
 - E11 – agreement with ERA
 - To present the route in specialized travel fairs in Latvia (Balttour), LT Adventure, Estonia (Tourest) – info by partners, who participates
- Each partner reports on infrastructure sites (trails, info stands, signs) plans – *pls put in Google map dots in Forestrail before the meeting!*
<https://www.google.com/maps/d/edit?hl=en&mid=1vruT5wqcETvC0ch4OYDUwIRcnKq-q6dA&ll=58.096175267356315%2C26.947917407634918&z=9>

Dinner: Kubija Hotel and NatureSpa

Accommodation at Kubija spa <https://www.kubija.ee/en/> . As they have a full house, they can offer 12 standard room, with the special price 60€/night and twin 68€/night and 8 rooms are superior rooms/suites with special price 115€/night .

Accommodation can be booked by Kadri Moppel kadri.moppel@vorumaa.ee by 10.02.2020



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27.02.2020 - 2nd day Meeting at Vastseliina castle

<https://www.visitestonia.com/en/seminar-rooms-at-vastseliina-episcopal-castle> .

9:00 – 12:00 Meeting (10.30 coffee break)

- Route marking guidelines and dates for Briefing events for trail marking.
- Marking the trail – the process, local initiatives;
- Forest Trail pilot testings in LV and EE – autumn 2020.
- website development (LP);
- Forest Trail integrated in mobile app Nature Tourism (functionality reported in the 3rd period, content integration - in the 4th period.); Forest Trail integrated with the nature data management system "Ozols. (reported in the 4th period) - DAP.
- 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.
- 1 video and 3 banners for social networks and web communication - reported in the 3rd period - DAP.
- Interactive communication elements (ca25 pieces) to be put by info centers, etc. (Reported in the 3rd period)- DAP.
- Calendar of events along the hiking route- LP
- Regional seminars/ national events: Partner RPR presents the idea: **How to make Forest trail known (1) stories; (2) sales (3) involvement of hiking organizations**
- LV and EE national and regional media trips to present the Forest Trail (ca 25 pers.)
- International media/Fam trips to present the Forest Trail.
- Trade fairs 2021 – Julija RPR
- Next partner meeting Vidzeme: May 2020

12.00 - 13.00 Excursion

in Vastseliina Castle <https://vastseliinalinnus.ee/en/medieval-theme-park/>

13:00 Lunch.

Pilgrim's meal. It is a simple and modest meal monks could afford. It is customary to eat in complete silence, only signs and symbolic gestures are allowed in order to express thoughts and feelings. Eating takes place according to the medieval tradition in the right healthy order. In addition, we say prayers; hear stories about the medieval table manners and eating habits.

14:00 – 15:00 Summing up the experiences as POI along the forest trail – how to market them and mark.

Info from JS: *If you are planning the meeting, you could decide which partners would be willing to participate in our Implementation Seminar which will happen in Riga 18-19 March. For the first day, we invite lead partner project manager and communication manager (devoted to project communication, agenda will be published in apr. one week time, 3rd of March) + 4 representatives from project partners. At the same time, you as the LP are doing great with communication and coordinating the project, so you can choose if you are willing to participate or not on 18 March event.*



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Soon we will start publishing videos for cost eligibility. You can recommend for partners to watch those (in total 6 videos) — information to be provided from us together with an invitation to the Implementation Seminar. Videos will include a more detailed explanation of programme eligibility rules, concrete examples.

Departure.

Please register here: <https://forms.gle/uzWGtPSzSosLAaYj8>

Contacts for the meeting organization: Elin Priks, +37256220903.