

## 5<sup>th</sup> project partner meeting

22<sup>nd</sup> of Septmeber, 2020

Zoom meeting, online

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meeting of Latvian partners on Septmeber 23 in LVM premises, Vaiņodes iela 1, Rīga

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6<sup>th</sup> and final PP meeting could take place on the 14<sup>th</sup>/15<sup>th</sup> of May in Lahemaa, but the dates will still be specified.

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### Prolongation of the project:

The project partners have agreed on the prolongation of the project, for the previously mentioned term 6 months + 3 silent months (until 30.09.2021 + 3 months). None of the project partners opposed this decision. This must be agreed in writing with the steering committee.

The deadline to submit a request for changes document is December 2020 - 6 months before the end of the project. Given that 2 requests for changes are possible for the whole project, the partners need to prepare all their change requests by October 15 (changes in activities and budget) in order to submit them in parallel with the request to extend the project. LP will send an excel table with the budgets spent so far to each partner after their 3<sup>rd</sup> report submissions.

It is necessary to figure out which activities will not be possible - tourism exhibitions, FAM trips? Maybe it is possible to achieve the same goal with other activities?

The exact process and terms of project prolongation will be announced in the near future.

### **Reporting process:**

The partners did not observe any problems in the second reporting period. The joint report for the second period was approved by the JS.

Recommendations were received from JS to pay additional attention to the following issues in the future:

- ✓ Remind partners, use always logos in the project documentation and presentations (also in presentations, documents prepared by paid experts).
- ✓ If partner participated in some events, ask to provide some insight into its content, outcome or meaning for the project in the report. Maybe this would be too much for all events, but the most important ones. For example, it can be a partner email to the LP informing how event or exhibition went. Or some memo, what is agreed.
- ✓ List of expenditure, travel cost: please refer to titles of events, not only dates. You will make much easier checking the report! Also if you report travel cost, make sure it is clear to which events it is connected.
- ✓ Pay attention of partners that payment days have to be filled obligatory for all reported cost.

Lead partner's remark - please report on the activities carried out precisely, especially if it is not joint, but done by the partner individually. Also please make sure the attachments are named in English. It must be comprehensible to third parties, what is attached.

### **Comments from JS:**

- Always use logos in the project documentation and presentations (also in presentations, documents prepared by paid experts).
- If partner participated in some events, ask to provide some insight into its content, outcome or meaning for the project in the report. Maybe this would be too much for all events, but the most important ones. For example, it can be a partner email to the LP informing how event or exhibition went. Or some memo.
- List of expenditure, travel cost: please refer to titles of events, not only dates. You will make much easier checking the report! Also if you report travel cost, make sure it is clear to which events it is connected.
- Pay attention of partners that payment days have to be filled obligatory for all reported cost.

The third period (01.04.2020 - 30.09.2020) report is due by October 14th.

### **Overview of project progress / upcoming tasks:**

#### **Stakeholder involvement and local planning seminars**

The activity has been completed. The seminars were held 1) on May 30th, 2019 in Valmiera, 2) on May 31, 2019 in Sigulda, Latvia, 3) on August 27th, in Kolgakūla, Estonia, 4) seminar was organized by Peipsimaa in Estonia 27.09.2019., in Setumaa involving the municipality of Võrumaa, Rõuge and 5) Setumaa district on 28.05.

#### **The maps**

We have received the last updated Forest Trail maps. Route updated in its current version, service providers updated, worth seeing object icons are orange. At the moment, the mapping company has spent ~ 6 hours with updates. RPR will pay for changes in the territory of Latvia, but EROTO will pay for changes in the territory of Estonia.

You can view and download the maps here -

[https://drive.google.com/drive/folders/1uoexlYhbxQMK7EZC5BTZvARk\\_jjvYEWU?usp=sharing](https://drive.google.com/drive/folders/1uoexlYhbxQMK7EZC5BTZvARk_jjvYEWU?usp=sharing)

Partners will be sent a guidebook pdf design where these new maps will be included. It will also be easier to check the new maps with everything else together.

#### **Identification of services and information along the Forest Trail**

The lists of tourist services, sites and information have been updated.

Service providers changed within 12 days. In total, 22 service providers were added and 10 were removed. Due to the changes, the service numbering was changed to follow the order of services on the route.

Route gpx changed and was corrected in 10 days.

The updated list of service providers is ready and handed over to the translators / guidebook designer. Further changes are only allowed on the website.

#### **PDF pages development for Guidebook**

All texts are ready. The design will be sent to partners for checking.

#### **Hiker Friendly label guidelines, label design and print**

Almost ready for print. The latest edits from Lat-Lit project partners are being implemented.

The Estonian partners agreed with the new additions and the comment will also be incorporated in the Estonian language guidelines.

## **Forest Trail route marking in nature**

In the territory of Latvia, the route marking has been completed.

Not yet completed in Estonia. Marking is still taking place in the Setomaa and Peipsimaa regions. Kuremaa and Lahemaa are almost completed. Possibility that by the end of September/October everything could be completed. ERTO will report when all marking in Estonia is complete. Info plates will be installed to inform hikers about RMK trails and their markings.

A couple of problems were encountered - incorrect color codes, RMK's existing markings in different colors, the similarity of the markings to the Santiago road, the colour blurred as a result of rain. The marking guidelines will be updated after these lessons learned.

## **Forest Trail service provider regional workshops and national events**

5 regional workshops (40 pers.) are planned – PEIP, SET, NORTH, RPR, VPR (reported in the 3rd period).

Dates - Peipsimaa in December, Setomaa 29<sup>th</sup> of September, MTÜ Okokuller TBA, VPR end of October, RPR October.

4 national events were planned.

LP is planning to move both Latvian National events for year 2021 for common Baltic Hiking conference (joined with Lat-Lit project).

The first Latvian national event was planned to be held on 31.03.2020, but was cancelled. Instead info was disseminated electronically in the new paper to target market.

One Forest Trail national event for service providers and interest groups in Estonia took place on 21.01.2020 in Pärnumaa. There were a total of 89 participants.

Estonians plan to organize a second national event in November this year, if that will be possible due to pandemic regulations.

## **Forest Trail pilot testing in LV and EE**

In connection with the current situation, it has been decided that Latvian students will perform pilot testing in Latvia, but Estonian students in Estonia. This deviation is confirmed by the JS.

Latvians will pilot test full day stretches instead of some kilometres from various stretches as it was planned before. And it would be very good that these sections include populated places, famous attractions sites and remote areas as well.

Among Latvian partners it was decided that in Latvia section 9 “Valmiera-Strenči” and section 5 “Sigulda-Līgatne” (the second partly, but if students want, they will be able to do all) will be pilot tested.

Pilot testing will be carried out in Latvia at the end of September and in Estonia immediately afterwards. Final pilot testing reports will be required.

**Digital version of the Forest Trail – website <https://baltictrails.eu>**

All info inserted in all languages.

All partners have access to the rights of the website operators, so they can edit services, add pictures, etc. Partners also have access to the web page user manual. If you want other larger edits, you can always contact the lead partner.

### **Calendar with the Forest trail events**

Partners need to add the events! Previously, due to the uncertain situation, the events were added only until the end of October.

You can add the events yourself on the web page (detailed guide in the web user manual) or contact LP if there is something uncertain.

A warning sentence should be added to the calendar events on the web page that event information can change.

### **E11 - coordination with European long distance hiking paths**

International trail applications and platforms to be contacted - [alltrails.com](http://alltrails.com); [www.gaiagps.com](http://www.gaiagps.com); [www.wikiloc.com](http://www.wikiloc.com); [www.gpsies.com](http://www.gpsies.com); [www.ramblr.com](http://www.ramblr.com), <https://www.traildino.com>. (ERA, Wikipedia, Traldino, Alltrails, Wikiloc, GPSies.com, Ramblr.com, viewRanger.com, NaviCup.com, Hiking Waymarked and Open street maps.)

Regio.ee has added the Forest Trail route to their maps.

Contacts taken with Open street maps and ERA (<https://www.era-ewv-ferp.org/e-paths/e11/e11-in-the-baltic-states/>).

To add the trail to ERA it is required to have it in Open street maps. An Open street maps workshop with invited specialists is planned for the middle of October. Are partners interested in participating?

ERA GA meeting on-line – on 30.09. and 3.10.20, LP participates

ERTO takes care of contacts with NaviCup.com.

## **Guidebook development**

Design completed, all comments from partners have been received, will be sent for another review.

Changes can be done in design, but not in content. Possible to continue updating all current information on the website.

The partners have confirmed that the guidebook will not be printed in Russian (will be available in pdf version).

The guidebook will be printed by Estonian partners. The price survey was conducted in LV. It is possible to use it or to make a new one in Estonia. The guidebook will be printed in 4 languages (it is 5 in the existing tender!), the price offer should be re-done.

## **Tour packages for international travellers**

Sent for design (payment by PEIPSI). Printing in EN and DE (done by DAP, January 2021).

The same size and layout as the Coastal Hiking tour operator manual.

When ready – we will send it manually to the tour operators digitally or by post.

The brochure includes 17 hiking tours for one and multiple days (up to 11 days) in Latvia and Estonia.

Suggestion is agreed to transfer the not-spent budget of marketing materials to a common marketing video. How to split the costs by partners – to be consulted with the JS.

## **Travel fairs 2021 with a common stand**

BALTTOUR ? (possible), ADVENTURE (cancelled), TOUREST ? (possible), MATKA in May?, MATKA TRAVEL, ITB Berlin, Green week (cancelled), Vakantiebeurs (NL) (postponed to april).

## **International media/Fam trips to present the Forest Trail**

International media/Fam trips to present the Forest Trail (May-September, 2020), 3 trips (5-6pax), PP4, PP5, PP6

Estonians organized a Finnish FAM trip from September 3-9. 11 companies participated.

A FAM trip was planned in Latvia during the summer, but due to the current situation it was cancelled.

### **Small scale infrastructure sites (trails, info stands, signs)**

Setomaa has completed work on two bridges.

Latvian partners have agreed on a common stand design, visual recognition. The partners will exchange all solutions with each other. Vidzeme stand is seen here

[https://galerija.celotajs.lv/lv/item/xArchive/2020/Meztakas\\_Infrastruktura/Mezataka\\_17majis\\_Bar\\_Meztaka\\_dzeltenu.pdf/detail](https://galerija.celotajs.lv/lv/item/xArchive/2020/Meztakas_Infrastruktura/Mezataka_17majis_Bar_Meztaka_dzeltenu.pdf/detail)

The new marketing texts with added information about the Lithuanian part of the trail should be used in stands (from - <https://baltictrails.eu/en/forest>).

### **Social networks - activity summary in each reporting period**

Facebook page (LV) – Mežtaka/ Forest Trail: @meztaka:  
<https://www.facebook.com/meztaka/>

The total amount of the followers (until September 21st) on the Facebook in Forest trail profile is 3623, but 3167 people liked this page.

Facebook page (EE) - Metsa matkarada - Baltic Forest Hiking – Mežtaka:  
@metsamatkarada: <https://www.facebook.com/metsamatkarada/>

The total amount of the followers (until September 21st) on the Facebook in Forest trail profile is 308. Estonians should increase their activity and number of followers on social media.

Detailed information will be found in the summary of social networks for the period.

### **Summary of media publications and press releases**

2 Press releases by lead partner (29.04.; 21.05., (EN).

Another press release must be sent when the whole trail is marked. It is decided to send end Sept in Latvia press release and invitation to Media trip in October.

In the third period, 14 articles about the Forest Trail were published in the Latvian media.

We ask partners to report and include in their reports information about their issued press releases.

### **Presentation materials**

The partners have started work on the presentation materials. Partners exchange with thoughts and experiences. Different solutions are coordinated with JS. All program publicity guidelines are followed.

**Next meeting place and date** – 6th and final PP meeting could take place on the 14th/15th of May in Lahemaa, but the dates will still be specified. Organized by MTÜ Okokuller.

### **Risk assessments:**

Similar to before, the biggest problems are with the global pandemic. It is not clear what will and will not be allowed - trade fairs, press trips, public events and seminars. It is already clear that many events and activities will need to be postponed to spring 2021. The good news is that, in connection with the above, a number of activities have been started before the scheduled time.

A video recording of this meeting is available on YouTube (only for people with the specific link) - <https://youtu.be/Q0uSe2A9m00>

### **Meeting of Latvian partners on September 23 in LVM premises, Vainodes iela 1, Rīga**



It was decided to form a hiker-friendly label approval commission. Potential representatives from the following organizations will be invited - “Hiking in Latvia”, “Movement Spontaneous”, Aktīvā tūrisma centrs Eži, “Uzzini – Iepazīsti”, “Purvu bridēji”, Dabas aizsardzības pārvalde, Rīgas plānošanas reģions, Vidzemes plānošanas reģions, Kurzemes plānošanas reģions, Zemgales plānošanas reģions, Latgales plānošanas reģions, Latvijas Kempingu asociācija, Latvijas Lauku tūrisma asociācija “Lauku ceļotājs”. The first meeting of the commission is scheduled for the end of October.

It was decided to use only one of the hiker-friendly logos to increase the recognition of the label. Green background with yellow entries was selected. A table could be created on google drive with all the potential candidates to receive the label.

The hiker-friendly label should be embedded in the website to make the recipients visible.

The nature tourism application developed by DAP will be completed in March, until the summer. DAP has completed work on the marketing video. The Forest Trail is also integrated with the nature data management system "Ozols". The app does however only contain the Latvian part of the trail. What are possible solutions? Negotiations are underway with NaviCup to incorporate Estonian part of the trail into their system.

On the division of the route - "Days" should be changed to "stages" on the website.

RPR plans to complete the info plates / stands by the end of October. The Riga regional event will be announced. The all-Baltic event will take place in the spring, if possible.

The Lead Partner will send all updated maps to the partners for further use.

It was decided to organize a media trip in the 4th period (October). The Lead Partner will prepare the program and invite media representatives. The costs will be covered by the DAP and VPR partners.

Talking about possible solutions so that people can mark that they have done the whole route or parts of it? Route passport, where the completed stages are marked? Maybe a digital solution is possible? At the moment, an Edmodo challenge on the completed kilometres of Forest Trail will be created to observe the activity. Promotional materials will be prepared for the prizes.

Discussion of a possible final promotional marketing video that would include the entire trail route. What could be the video format? Latvian partners will find out if anyone needs a procurement for a promo video and will report (VPR, RPR, LVM).

Some shortcomings in the use of the logo and references have been identified in the project brand book and will be corrected.

Discussions about project Instagram account development. Should there be only one account or more? If one, how many and in what languages should be posted? Is there a need for one international account where everything is posted in English? Instagram stories are only possible in one language. It was decided to set up another separate small meeting for partners to discuss social networks.

Protooled by Toms Ziemelis.