



Interreg
Estonia-Latvia
European Regional Development Fund



EUROPEAN UNION

PROJECT OVERVIEW

Latvian - Estonian Common Military
Heritage Tourism Product
EST-LAT156

Kick-off meeting on-line
April 16, 2020

This project is part-financed by the European Union (ERDF Interreg Estonia-Latvia).

PRESENT SITUATION - CONDITIONS FOR PROJECT FINAL APPROVAL AND CONTRACT

- ✓ PP27 – West Estonia Tourism NGO removed. The budget and tasks are taken over by PP23 – ERTO.

Staff changes, +1 project partner meeting, 3 product development seminars, national event, visiting travel fairs, external finance management, IT solutions, final event, contacts with intl organisations – costs of publications.

Shared costs: Visual identity, Tourism product development guidelines, Expert for historical info, marketing translations, info plates and signposts, study trip, presentation materials, media trip, MH product guide, tourist brochure, video, final event.

- ✓ Lead partner change – our complaint resolved, LC remains the lead partner.
- ✓ PP individual conditions – resolved.
- ✓ De minimis requirements – will be followed during the project implementation.
- ✓ Project start/end dates remain as planned:

Start date: **01.01.2020**. End date: **31.12.2022**.

- ✓ Project partners should have no tax debts by the time of signing the subsidy contract.



Colours:
 Regional partners
 Investment partners

PROJECT PARTNERS

Lead partner - P1 Latvian country tourism association “Lauku Ceļotājs” - LC

P2 Vidzemes Tūrisma asociācija	VTA	P14 SIA Sky Port	SKYPORT
P3 Peipsi Koostöö Keskus	CTC	P15 Carnikavas novada pašvaldība	CND
P4 SA Haapsalu ja Läänemaa Muuseumid	SALM	P16 SIA Rehabilitācijas Centrs Līgatne	RCL
P5 Kurzemes plānošanas reģions	KPR	P17 Amatas novada pašvaldība	ANP
P6 Visit Saaremaa	SAAR	P18 Lääne-Nigula Vallavalits	LNV
P7 Saldus novada pašvaldība	SNP	P19 Saaremaa Sõjavara Selts	SSS
P8 Ventspils muzejs	VM	P20 Panga Areng MTÜ	PANGA
P9 Muinsuskaitseamet (Heritage board)	MKA	P21 MTÜ Hiiumaa Militaarajalooselts	HiiuMil
P10 Rīgas plānošanas reģions	RPR	P22 Eesti Sõjamuseum - kindral Laidoneri muuseum	EWM
P11 Olaines Vēstures un mākslas muzejs	OVMM	P23 MTÜ Eesti Maaturism	ERTO
P12 Ikšķiles novada dome	Tīnūžu muiža	P26 Setomaa vallavalitsus	Setomaa
P13 Biedrība "Mores muzejs"	More		

MILITARY HERITAGE PROJECT OBJECTIVE

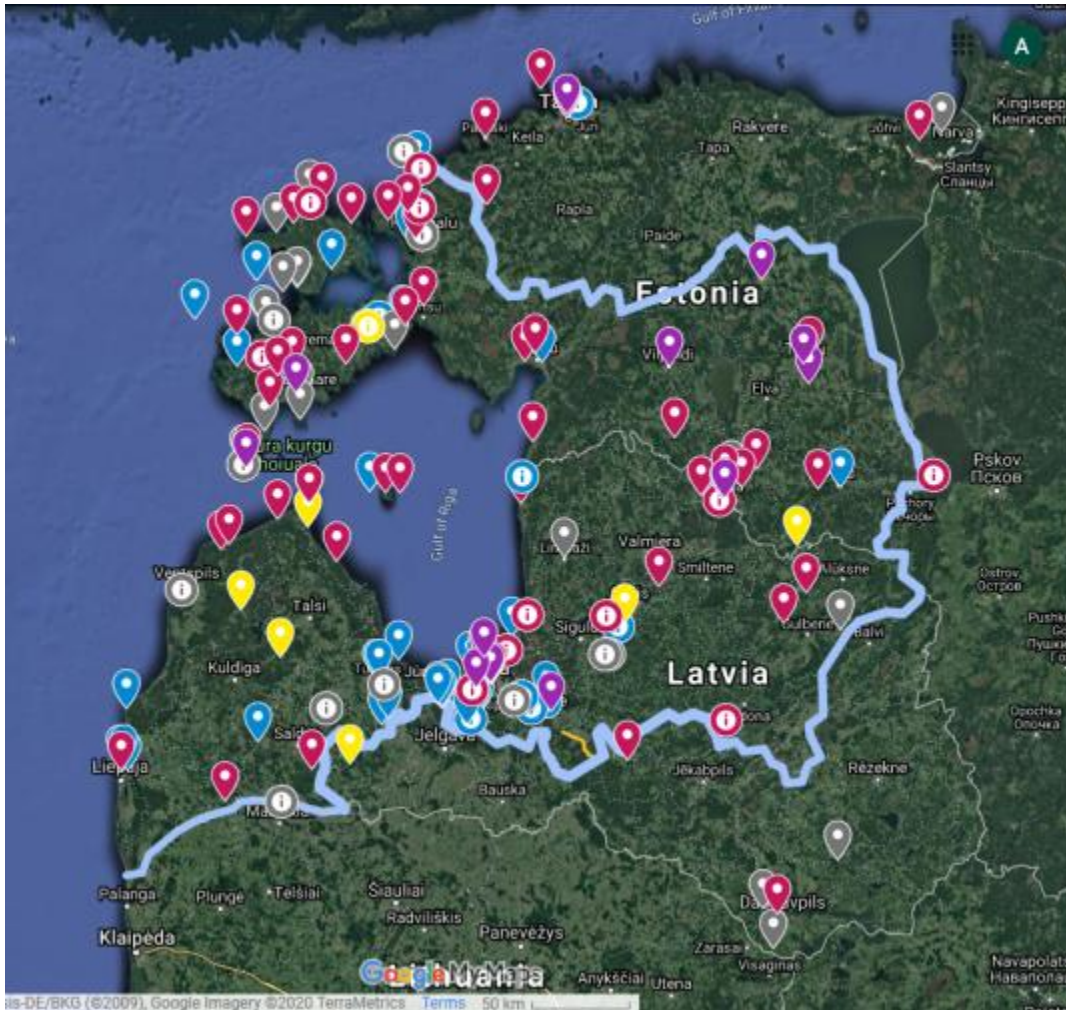
To attract more tourists to the region* through project outputs:

- 1 joint cross-border Military Heritage tourism product (consisting of 150-170 MH objects in LV and EE)
- 1 cross-border network for functioning, further development and promotion of the product (MH objects, tourism organisations, other stakeholders)
- improved 36 sites - military heritage tourism objects (infrastructure and works under the project)

**Est-Lat programme result indicator: the number of visitors at cultural and natural heritage sites*



MILITARY HERITAGE TOURISM PRODUCT



Tourism objects according to periods in history of Latvia and Estonia:

1. WW I / Latvian War of Independence / Estonian War of Independence (1914 – 1918).
2. WW II (1939 – 1945).
3. National partisan movement in Latvia and Estonia (1945 – 1956).
4. Under Soviet rule / on the way to restoration of independence (1944 – 1991).

Draft map:

<https://www.google.com/maps/d/viewer?hl=en&ll=57.72720165788664%2C23.77393608437501&z=7&mid=16kpWxwk-5qqF05t-aOtaDXBQv9TTLWdw>

MILITARY HERITAGE TOURISM OBJECTS

Tourism product criteria in project application:

- attractive and interactive information presentation on one or several of the 4 defined historic periods;
- can be experienced in a group or individually;
- product info on site allows full touristic experience for independent visitors (e.g., info stands, audio-guide). Optional guide services or programs;
- the product site and/or constructions are safe for visitors;
- the product site has at least minimum tourist infrastructure / facilities / services in the surroundings.



Workplan

- **WP M: Management**
01.2020-12.2022
- **WP T1: Product development**
01.2020- 10.2022
- **WP T2: Marketing and communication**
01.2020- 12.2022

4 month reporting / 9 reporting periods

» *1st reporting period: **01.01. - 30.04.2020***

» *1st reporting date: **18.05.2020***

WP M Management (1)

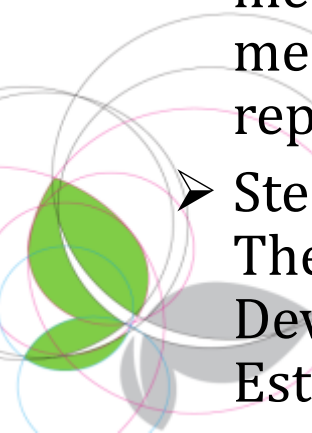
Activity A.M.1

Project management and steering group meetings (Jan2020 – Oct 2022)

Kick off meeting: April 16, 2020., P1

On agenda: administrative and financial procedures, sign the partnership contracts, discuss and clarify project activities and partner tasks, reporting requirements, set detailed agenda for the 1st reporting period, establish the project management group and the steering group.

- Project management group: representatives from the lead partner and regional partners (4 pers. LV: P1, 2, 5, 10 and 6 pers. EE: P3, 6, 21, 22, 23, 9(?)). There can be additional management group meetings done, with agreement from JS. It can be also face-to-face meetings, not only Skype (has to be put in Deviation on progress report).
- Steering group: strategic stakeholders, 2pers LV+2pers EE. The following stakeholders will be invited: Latvian Investment and Development Agency, the Museum of the Occupation of Latvia, Visit Estonia **and..?.**



WP M Management (2)

Activity A.M.1

Project management and steering group meetings (Jan2020 – Oct 2022)

- **Partner meetings:**

 - 4 two-day partner meetings in LV (incl. kick-off)

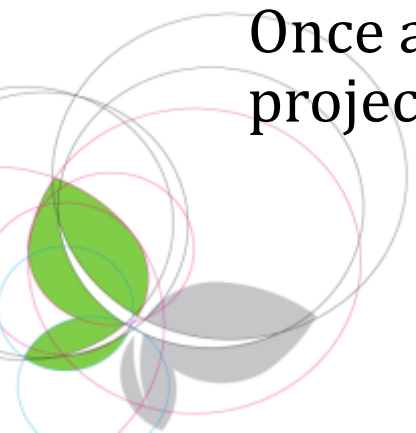
 - P1, P2, P5, P10**

 - 3 two-day partner meetings in EE

 - P3, P23x2**

- **Steering group (SG) meetings:**

 - Once a project year: 2 meetings in LV + 1 in EE, tagged on to project partner meetings. **P1, P23**



WP M Management (3)

Activity A.M.2

Project overall management (Jan2020 – Dec 2022)

- Overall project management, coordination and reporting **P1**
- Coordination:
 - General cases: Lead partner → partners
 - country based cases:
 - in LV: Lead partner → LV regional partners (VTA,RPR,KPR)
→ investment partners
 - In EE: Lead partner → Estonian National coordinator ERT0 (P23) → partners



WP T1 Product development

Activity A.T1.1. National events (Jan 2020 – March 2022):

- 4 national events (2 in LV, 2 in EE, the 1st and the 3rd project year) tagged on to general assembly events LC and ERTO, 70-100 participants per event. **P1, P23**

Activity A.T1.2. Product development and networking workshops, guidelines for development of military heritage tourism products (March 2020 – Oct 2022):

- Product development and networking workshops (8 in LV, 8 in EE, ca 30 participants each workshop). **2VTA, 4KPR, 2RPR, 3ERTO (formerly West Estonia), 3PEIP, 2Setomaa.**
- Military Heritage Tourism product development guidelines (EN, LV and EE , pdf only for electronic dissemination.) **P1, P23**

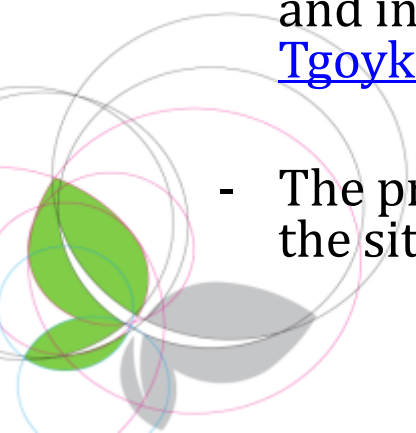


WP T1 Product development

Activity A.T1.3 On-site visits to military heritage objects and collection of historical information (Apr2020 – May2022):

P1, regional partners

- To prepare the visits partners will review and update the draft map. Estonia: 77 objects inside the programme area, 9 objects outside the programme area. Latvia: 76 objects inside the programme area, 8 objects outside the programme area.
- A common object information template to be used in on-site visits to ensure consequent data.
- Coordinate which partner is visiting which objects
- After on-site visits the project team will share their updated list of objects and information (in Latvian <https://docs.google.com/spreadsheets/d/1z-Tgoyk2xFwMx0yaHseFC6eBbGwmKPYzI3wMIFKuwxS/edit#gid=0>)
- The project management group will make final decision to include or not the site/object in marketing activities of the project.



WP T1 Product development

Activity A.T1.4. Visual identity design of Military Heritage product and info plates (March 2020-March 2022).

- Visual identity.

External designer services: Stylebook (pdf) – the visual identity rules of MH product (logo, design of signposting, etc.) to be used for printed and digital materials, stands, plates. **LP, shared costs.**

- Visual identity info plates.

The Military Heritage product objects will be marked with common visual identity plates - logo and the name of the object.

Regional partners will be responsible to produce the plates, organise their distribution to objects and supervise application in their territories of responsibility.



WP T1 Product development

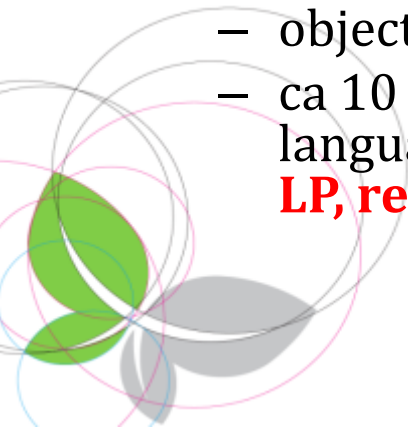
Activity A.T1.5. Study trip to Lithuania/Poland (**postponed to spring 2021**)

- Group by tourist coach:
 - project staff ca14 from Estonia, ca17 from Latvia
 - stakeholders 7 persons from LV (**PP5**)

Activity A.T1.6. Military heritage product object descriptions and touring routes (Nov 2020 – Nov 2021)

- 4 historic periods shortly characterised/described
- object descriptions according to a single template in LV/EE, EN, DE, RU languages. (object descriptions will be translated, but descriptions of history related with each object will be translated to EN, with automatic Google translation options to other languages from online web platform). The historical aspect will be described in cooperation with external experts in history.
- objects grouped under 4 historic periods
- ca 10 Military Heritage touring routes developed. LV/EE/EN/DE/RU languages.

LP, regional partners



WP T1 Product development

Activity A.T1.7. IT solutions for product visualisation (Jan2020-Oct 2022)

- A common MH product platform with links and adaptations to partner web sites. Product information in LV, EE, EN, DE, RU. Additional information (memories, historical descriptions, etc.) in original languages (LV or EE and EN) with integrated Google API for automatic translation etc. and save option. **LP**
- **PP9** (EE Heritage Board) - visualization of the product - 3D print of one of the 3D models of the historical wrecks, 3D video documentation and 3 D models of five wrecks. The 3D models will be showcased in the museums of Saaremaa and Hiiumaa.
- **PP19** (Military Equipment Museum of Saaremaa) - improve its website technically to be able to present the product information.
- **PP21** (Hiiumaa Military History Society- electronical pocket guide of Hiiumaa military sites for smartphones and tablets
- **PP22** (EWM)- arrange the object information (text, pictures audio, video) as a map where the information will be presented site-by-site.
- **Other partners** will create the necessary IT solutions and adaptations for product presentation in their web sites, in languages, linking with the common platform and other relevant sites.

WP T1 Product development

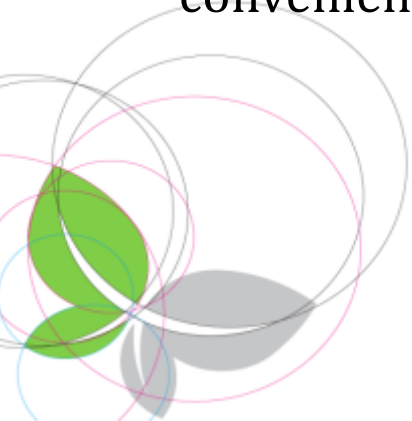
Activity A.T1.8. and Activity A.T1.9. Investments: (Jan2020 – Oct2022).

Each partner comments on status, procedures, permissions to Regional partners in LV, and – to national coordinator for EE!

PP4 will renovate its exhibit - the oldest preserved broad-gauge war locomotive 52 3368 (SKS Kriegslokomotiv) that was used during WW2.

PP7 will develop new interactive permanent exposition in the historical Ezere Customs House where on May 8, 1945, the act of capitulation of units of the Nazi German army encircled on the so called Kurzeme Cauldron was signed.

PP8 will improve the 46th Coastal Defense battery at Ventspils to make it convenient for visiting.



WP T1 Product development

Activity A.T1.8. and Activity A.T1.9. Investments: (Jan2020 – Oct2022).

PP11 will make improvements to the World War I Cognitive Route at Olaine, in the area around which the line of defense of the Russian army was located during the WW1. It is planned to build a dugout, a wooden footbridge, install lighting, place an information stand and install an exposition showcase.

PP12 will install an interactive stand outside the Ikšķile County Cultural Heritage Center "Tīnūžu muiža" to inform visitors outside the museum opening hours. The stand will present information about the exposition, battles of the WWI in the location.

PP13 will improve the outdoor exposition territory of More museum to make it more attractive and convenient for visitors.

PP14 will install a showcase for exposition of WW1 and WW2 exhibits at Jūrmala airport aviation museum.

WP T1 Product development

Activity A.T1.8. and Activity A.T1.9. Investments: (Jan2020 – Oct2022).

PP15 will install a viewing platform in Mežgarciems to present the military heritage of the area through recent 100 year history.

PP16 will improve the tourism object Secret Service Bunker at Līgatne: improvements for demonstration of power and ventilation systems, installation of interactive indoor stand, exposition cabinets, historical outfits for guides, an audio-guide, a mobile advertising stand.

PP17 will install a binocular with built-in augmented reality with a scene of starting of the Cēsu freedom fights. Location: Ieriķi village.



WP T1 Product development

Activity A.T1.8. and Activity A.T1.9. Investments: (Jan2020 – Oct2022).

PP18

- 1) will install barriers, warning signs, a signpost and an information stand for a 180mm coastal battery fire control tower and 2 armored towers, 130mm coastal battery 3 armored towers on island Osmussaar.
- 2) will improve the Spitham's radar station (Spithami radarijaam): parking spot, bench and table for picnic, signpost, information stand.
- 3) will improve Kudan's border to closed area Noarootsi (Kudani piiripunkt): historical barrier, parking spot, signpost, information stand.



WP T1 Product development

Activity A.T1.8. and Activity A.T1.89 Investments: (Jan2020 – Oct2022).

PP19 - exposition in a “forest brothers” bunker that will serve as an exhibition at day-time and as an accommodation facility during night-time.

Building notice has to be provided during project as per conditions!

PP20 will develop a Military Trail at the highest cliff of Saaremaa, the Panga Cliff.

Building notice – to be decided by JS during project as per conditions!



WP T1 Product development

Activity A.T1.8. and Activity A.T1.9. Investments: (Jan2020 – Oct2022).

PP21

- 1) will design and build the exposition area of Soviet radio and radar equipment in Tahkuna, Hiiumaa Military Museum.
- 2) Tahkuna Museum main house reconstruction and exhibition renewal and expanding to side-buildings.
- 3) will develop a new exhibition in Tahkuna military museum focusing on the manifold military history of Hiiumaa in the wider context of the project region.



WP T1 Product development

Activity A.T1.8. and Activity A.T1.9. Investments: (Jan2020 – Oct2022).

PP22

1) will station the current moving temporary exhibition "Armoured train no. 7 "Wabadus" to a permanent one in the territory of the Estonian War museum. The train is a replica of the armoured train No. 7 built in Tapa in commemoration of the armoured trains used in the War of Independence.

2) will install information signs and stands, and a model of the narrow-gauge armoured train in Ikla where a world-wide unique commando event landing an armoured train on a ferry was planned.

3) will improve Karujärve anti-aircraft missile base in Saaremaa by putting signs, information, combining and linking it with the nearby hiking trail.

4) will develop an exposition about the whole Military Heritage product and the project: sites and routes involved, stories and maps, etc. for exposition in EWM.



WP T1 Product development

Activity A.T1.8. and Activity A.T1.9. Investments: (Jan2020 – Oct2022).

PP26 will create an exposition on border guard in Saatse museum.



WP T1 Product development

Activity A.T1.10. Info Stands (March 2020 – Oct 2022)

This activity covers information stands and boards that are not part of site improvement investments described in activities 1.8. and 1.9.

The info stands will present the object information and the project information.

PP2 2 information stands in Valka for military bunkers and 1 info board will be attached on the wall at Mārciena municipality building for military base - a training unit of unmanned aerial vehicles.

PP6

- 1) an info stand and signpost for Stebel coastal battery command post in Saaremaa.
- 2) info stand for WW1 defense ditches at the Eemu windmill in Muhu island.



WP T1 Product development

Activity A.T1.10. Info Stands (March 2020 – Oct 2022)

This activity covers information stands and boards that are not part of site improvement investments described in activities 1.8. and 1.9.

PP10

1) info stands for military heritage sites in (for Salaspils and Ikšķile where exact stand locations will be decided by stakeholders and project management team during the project):

Sigulda - at Mores park, for WW II events on the location,

Stopiņi - for dugouts of WW I battles on the location,

Kandava - for the Kurzeme Cauldron museum at Zante

Saulkrasti - for dugouts of WW I battles on the location,

Salaspils - for the Salaspils memorial,

Ikšķile - for Nāves sala (the Island of Death, WW I battles),

Mārupe - for soviet jet bomber IL-28 at Skulte.

2) exposition for the Museum of Occupation of Latvia about the military heritage product and the project as a temporary and mobile installation – info stand.

(agreed during the condition phase)

WP T2 Marketing and communication

Activity T2.1. Military Heritage tourism product marketing publications. (01.01.2021 - 31.12.2021)

- Military Heritage Tourist brochure (product image brochure) introduce the product - its concept, geographical scope, historical scope, and general information on how the product can be experienced. The brochure will also include a map where Military Heritage tourism objects and touring routes will be marked.

Languages: LV, EE, EN, DE, RU. Copies: total 60000 **LP, shared costs**

- Military Heritage tourism product guide with map. LV, EE, EN, DE, RU. will include introduction of the product and the four historical periods, detailed descriptions of objects, contact details, photos, tourist services, a map and other practical information for travel planning. It will also include the touring routes for individual and group travel.

Copies: 5000 **LP, shared costs**



WP T2 Marketing and communication

Activity T2.2. Activity T2.2. Military Heritage tourism product web presentation. (01.08.2020 - 31.10.2022)

- Military Heritage tourism product web presentation platform. **LP**
The main presentation platform will be linked with partner web sites and other sources of military heritage information. The web presentation contents will include introduction of the Military Heritage product, the four historical periods with key facts and events, the principle of grouping the objects under these periods, the historical information collected (memories, stories, descriptions of events and processes, etc.), picture galleries, the military heritage tourism objects, tourist services, touring routes . The touring routes with GPS information will be downloadable using GPX files. The product information (introduction, objects, tours, etc.) will be in LV, EE, EN, DE, RU languages. Additional information (memories, historical descriptions, etc.) will be in original languages (LV/EE and translated to EN) with integrated automatic translation and save option to DE and RU.
- Military Heritage tourism product promo video (max 2min). **shared costs**

WP T2 Marketing and communication

Activity T2.3. Trade fairs, contacts with international military heritage organisations, international and domestic tour operators, media trips, project communication.

(01.01.2020 31.10.2022)

- Product presentation in travel fairs.

TB (Berlin) – 2 pers. from LV, 2 pers. from EE, Hamburg – 1 pers. from LV, 2 pers. from EE, Hanover – 1 pers. from LV, 2 pers. from EE.

PP1, PP5, PP23

-Domestic tour operators. **P1, P23**

- Contacts with European Organisations. Before going to events, they have to be specified and approved with JS.

Kurland-kessel.de, ICOMAM, www.coldwarsites.net. , LV – 2 trips x 1 person, EE – 2 trips x 1 person). **P1, P5, P22.**

Publicity Guidelines of the programme should be followed in project communication!

<https://estlat.eu/en/for-projects/guiding-documents#>

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WP T2 Marketing and communication

Activity T2.3. Trade fairs, contacts with international military heritage organisations, international and domestic tour operators, media trips, project communication. (01.01.2020 31.10.2022)

- Media trips.

 - 2 trips in Latvia (ca 10-15 journalists per trip)

 - 2 trips in Estonia (ca 5-15 journalists per trip).

- Project communication.

 - Partner social networks (Fb, Twitter, etc.), national and regional media, press, radio, TV, press releases (LV PP1, EE PP23, together 2), interviews, etc.

- Presentation materials – roll-ups, posters, and presentation items. Poster must always be visible in events, in your office and web section. Presentation items will be produced relevant to the project theme, they will be distributed in project events, trade fairs, meeting with new relevant contacts, etc. The presentation items will bear the visual identity.

Publicity Guidelines of the programme should be followed in project communication!

<https://estlat.eu/en/for-projects/logos-and-disclaimer>

Info on project in each partner www

LP: <https://www.celotajs.lv/en/project/24>

Lauku Ceļotājs
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01/01/2020 - 12/31/2022 (EST-LAT156)

Latvian - Estonian Common Military Heritage Tourism Product

About project **Project News** Partners

Project goals

The project aims to attract attention of general interest tourists to military heritage tourism which is at present in the status of niche tourism in Latvia and Estonia. The cross-border scope of the project will improve the professional level of the whole network of tourism objects in Estonia and Latvia, creating a homogenous product with common identity serving to attract more domestic and incoming tourists.

It is planned to combine 150 - 170 different military heritage objects (museums, collections, expositions, buildings, structures, etc.) in Latvia and Estonia, make object improvements, develop a unified visual identity of the Military Heritage tourism product and mark the objects involved in the project with informative signs, produce printed materials - Military heritage product guide and tourism brochure. Military heritage tourism product information will also be available on the website. The project also serves educational purposes as it will improve society's awareness and understanding of processes and events in the recent common history of Latvia and Estonia within the last 100 years. Joint marketing and promotion of the whole route territory brings more publicity and interest than efforts trying to attract attention to individual locations. The product will also facilitate cross-border tourism between Latvia and Estonia.

Expected project results

The overall project goal is to attract more tourists to the region. This will be achieved through project objectives:

- 1) to develop and promote 1 joint cross-border Military Heritage tourism product integrating new and existing individual military heritage tourism objects in Estonia and Latvia,
- 2) to develop 1 cross-border network for functioning, further development and promotion of the product,
- 3) to improve 36 sites - military heritage tourism objects.

Project budget information: The total budget of the Project is 1 928 992.39 EUR, of which the ERDF *Interreg Estonia-Latvia program* contribution is 1 639 643.53 EUR and co-financing by the project partners is 289 348.86 EUR.

Project Period: 01.01.2020 - 31.12.2022.

Programme homepage: estlat.eu

This project is part-financed by the European Union (ERDF Interreg Estonia-Latvia).

Interreg Estonia-Latvia
European Regional Development Fund

EUROPEAN UNION

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BALTIC COASTAL HIKING

From Publicity Guidelines

During the implementation of the project, the beneficiary shall inform the public about the support obtained from the programme funds by:

- Providing on the beneficiary's website, where such website exists, short description of the project, objective, result, the reference to the programme and the amount of the programme support to be received. In case there are no websites connected to the project and organizations/companies of the project partners do not have websites, the project partners do not have to create a website;
- Placing at least one poster with information about the project at a location readily visible to the public, such as the entrance of the building. The poster must be in minimum size A3, must include the Logos that cover at least 25% of the area of the poster, the information about the amount of the financial support from the programme and the name of the project with the height of at least 30% of the poster's area.



WP T2 Marketing and communication

Activity A.T2.4. Public events. (05.2022 – 12.2022)

- **Public events.** To disseminate the project results in relevant events such as conferences, workshops, presentations, and other public events as will be identified and decided during the project.

Project final event.

will be tagged on to an already popular themed event, e.g., reconstructions of battles or historical events attracting at least 5000 visitors. The particular event will be selected and agreed by partners during the project. For efficiency, the final event will be combined with a partner meeting.

Publicity Guidelines of the programme should be followed in project communication!

<https://estlat.eu/en/for-projects/logos-and-disclaimer>

SUMMARY – FIRST TASKS AND DEADLINES/**dates**

- - 1ST report – by 18.05.2020 (sample texts – by end Apr)
- - Info on project in partners websites
- - steering group – by end Apr (from ERTO + LC info)
- - next partner meeting dates – 17.04. and 22.04.2020
- - national events: - spring 2021
- - product development and networking workshops – asap.
- - object onsite visits: info template – sent by LC for 22.04. discussion
- - visual identity – by sept 2020
- - IT solutions (activity A.T1.7.) – domain ideas: baltic.army; balticmilitary.eu; balticmilitary.travel; balticmilitary.org
- - Investments – arrangements for building documents, procurement, etc.
- - Info stands – arrangements for building documents, etc.

Reporting and communication

- **LeadPartner – LC, Asnate Ziemele, coordinator – Lauma Strode lauma@celotajs.lv**
- **For EE partners contact person – Silja Lehtpuu, email: silja@maaturism.ee , Ph.: +372 5157724;**
- **For LV investment partners - contact your regional partners: RPR, KPR, VTA.**
- **Sample texts will be provided for the 1st reporting period by LP end April.**
- **Meeting on Reporting in EMS on 17.04.2020 seperately in EE and LV. Partners please register in EMS and send your usernames to Lauma or Silja.**



Next meetings

- **17.04. 10:00-12:00** - online meeting about reporting and investment plans – separate for LV and EE
- **22.04. 11:00-13:00** - online meeting about product development, definition of product template (for regional partners, not investment partners) – together LV and EE
- **In June (?)** – meeting face-to-face, all partners preferable, or by each country





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