



Lauku Ceļotājs

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EUROPEAN UNION
European Regional Development Fund



Interreg
Central Baltic

PROJECT 4TH MEETING

LONG DISTANCE CROSS BORDER HIKING TRAIL

“THE FOREST TRAIL”

CB779

19.-20.05.2020, Vidzeme PR, on-line

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

2nd reporting process

WP 1 Management

- **01.10.2019.- 31.03.2020**
- **Target groups:**
 - Do not repeat reached target groups from previous periods!
 - Check that they are subdivided correctly
- **Events**
 - Please provide dates, places and number of participants

- 3rd reporting period:
1.04. – 30.09.2020

- **Reporting deadline:**
15.10.2020



Overview of project progress in 2nd RP (done so far)

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

(WP Product development) –

- EE national event for service providers on 21.01.2020 in Pärnumaa
(Participants?)
- Riga Planning region has organized 2 meetings with Municipalities to discuss informational stand placements (dates, place, participnats?)
- RPR 1 meeting with hinking organizations (date, place, participnats?
Included in the target groups?)



The maps

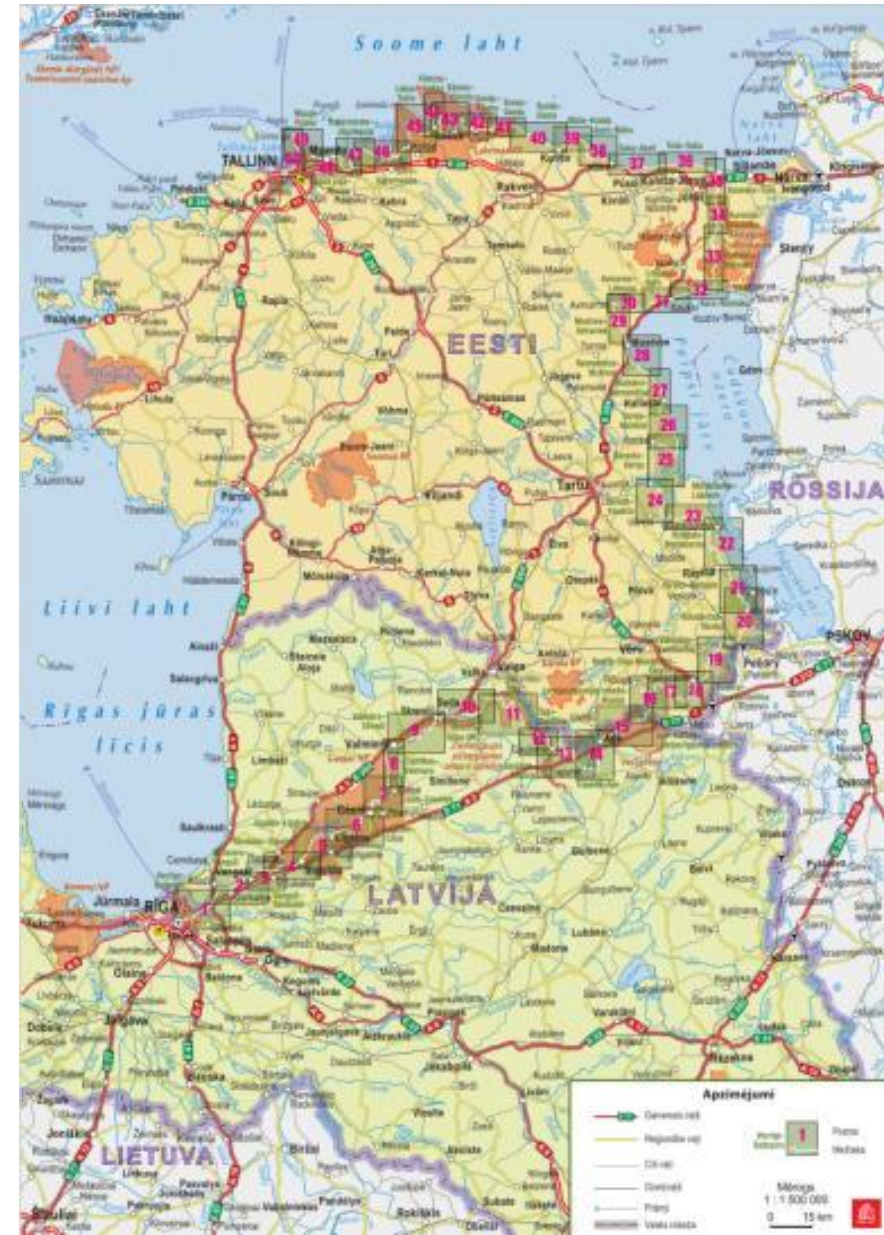
WP product development A.T1.10 Forest Trail maps by day stretches and an overview map.

Deliverables:

Maps for printing and on-line use with Forest Trail and services, sites marked – done!

Changes

- Corrections done for 5 last days in Estonia for overview map. Costs covered by LP.
- the day-maps will need corrections after service changes. The costs will be distributed to the partners accordingly.



Activity A.T.1.3 Identification of services and information along the Forest Trail

- **How many changes we expect after Pandemia?**
- **When do we expect to close the list of services for printing materials? End August?**
- **Confirmed by JS about a delay for printing needs**



Forest Trail unique selling points and forest values, descriptions. Activity A.T1.9; A.T.1.8 – finished!

- USP Defined
- Forest values developed
- Description per day are made and sent for translations



PDF pages development for Guidebook

Activity A.T1.8

- **All texts ready in EN**
- **All texts sent to translations (except services and shops)**
- **Services and shops will be checked in website August to make the automatic report list final and make the corrections in the maps according to changes (costs will be split to each partner according to changes)**
- **All texts (except second pages) sent to design to be able to calculate pages for printing tender (Vidzeme PR resp.)**

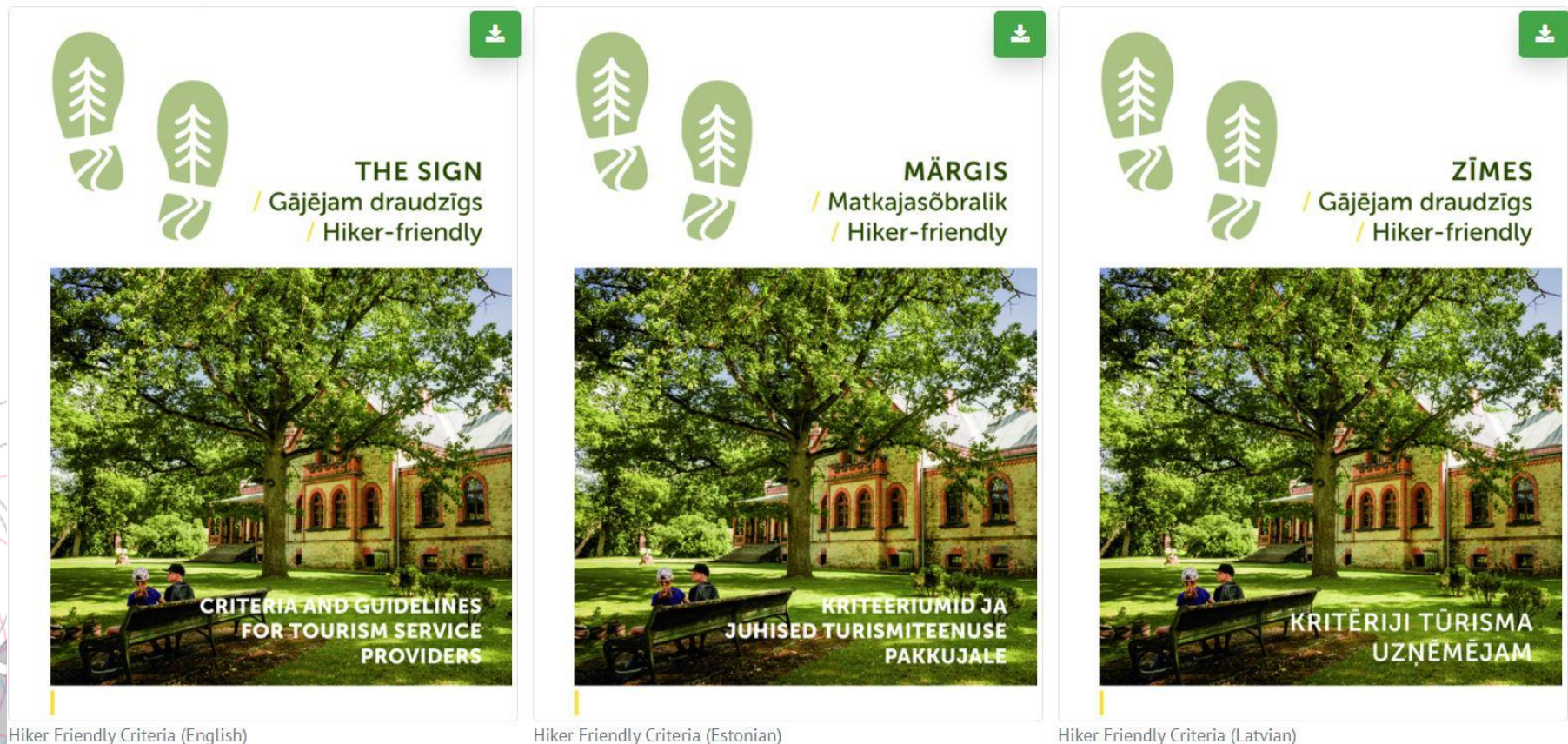
Hiker Friendly label guidelines, label design and print

WP 1 product development A.T1.6

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

Will the guidelines be printed next year?

Hiker-Friendly



Hiker Friendly label sign

WP 1 product development A.T1.6



Plastikāta plāksnīte
stiprināšanai pie sienas
17 x 16,5 cm



Printing of
stickers (?)
100pieces x 2
(ERTO and LC)
List for
proposals for
applicant list -
LV done.

Hiker Friendly label sign

WP 1 product development A.T1.6



Plastic sign
to fixing on the wall
17 x 16,5 cm



LV Applicants HF

1. Baltvilla
2. Viesu māja "Leiputrija"
3. Zilver vīni
4. "Siguldas pludmale"
5. Brūveri
6. Krimuldas muiža
7. Kanoē kempings Līgatnē
8. Rehabilitācijas centrs "Līgante"
9. HOTEL "Kārļa muiža"
10. Brīvdienu māja "Zābaciņi"
11. Kempings "Apalkalns"
12. "Caunītes"
13. Atpūtas bāze "Baili"
14. Viesu māja "Trīssaliņas"
15. Brīvdienu māja "Jaunvosi"
16. Viesu nams "Zvīguļi",
17. Viesu nams "Aivari"

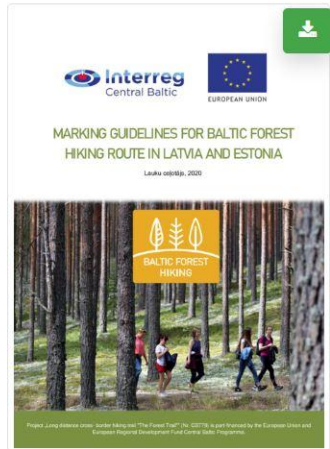


Forest Trail marking

Marking guidelines – PDF and Youtube (A.T1.7)

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

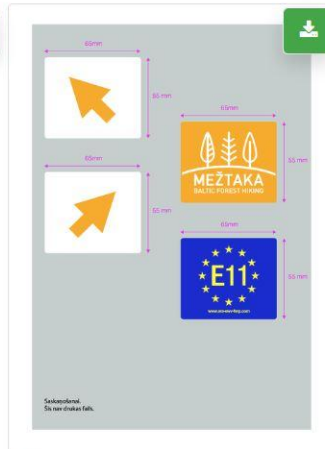
Forest Trail Marking Guidelines



Forest Trail marking guidelines english



Forest Trail marking guidelines latvian



Sticker examples with directional signs



Stickers combined 3x with directional signs



Forest Trail sticker E11 English



Forest Trail sticker E11 Estonian

Way marking guidelines for long distance routes - video



<https://youtu.be/wnJ1BPQgo5M> ,

In cooperation with DAP

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Info on posters/stands



Forest Trail logo,

E11 logo,

ERA logo

Europe map with the Forest Trail route marked on it

Forest Trail overview map

Forest Trail info:

Forest Trail is a marked long-distance hiking route that leads through the most scenic forest lands in Latvia and Estonia from Riga to Tallinn. It is part of the European long-distance hiking path E11.

Start/finish: Riga Town Hall Square (LV) / Port of Tallinn (EE)

The name in Latvia: Mežtaka

The name in Estonia: Metsa Matkarada

Length: ~ 1060km, ~50 days. In Latvia - 335km. In Estonia - 725km.

Sections: the route consists of ~20 km sections of one or two days

Marking:



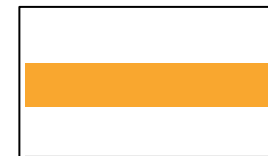
Maps and information: <https://baltictrails.eu/forest/>

elotajs.lv

Must be on posters/stands



MARKING:



European Union
European Regional
Development Fund

Info on Programme/project + Disclaimer!

This project is part-financed by the European Union and European Regional Development Fund Central Baltic Programme.

This publication reflects the views of the author.

The Commission cannot be held responsible for any use which may be made of the information contained therein



Briefing events for trail marking (train the trainner) (A.T1.12)

On 2 of March: LP + NCA in LV to test and shoot video;
on 20.05. – in Sigula all LV partners meet to discuss
marking in nature

Estonia?



E11 - coordination with European long distance hiking paths

WP marketing and promotion A.T2.4

<http://www.era-ewv-ferp.com/walking-in-europe/covid-19/>



Walking in Europe

The whole world was/is paralysed by the COVID-19 during last/these months. Each country introduced some restrictions to avoid the fast spreading of the virus. The month of May is for many countries the month of being liberating from these restrictions. Walking seems to be the most defensive kind of sport in nature, therefore well accepted by the emergency committee in countries. Please feel free to send us information about the situation in your country: Can you already go to the nature, enjoy the fresh air? What can you do as a walking organisation in your country now? Please write to the [ERA office](#). We have already received several items of news from all over Europe. See our special



ERA·EWV·FERP

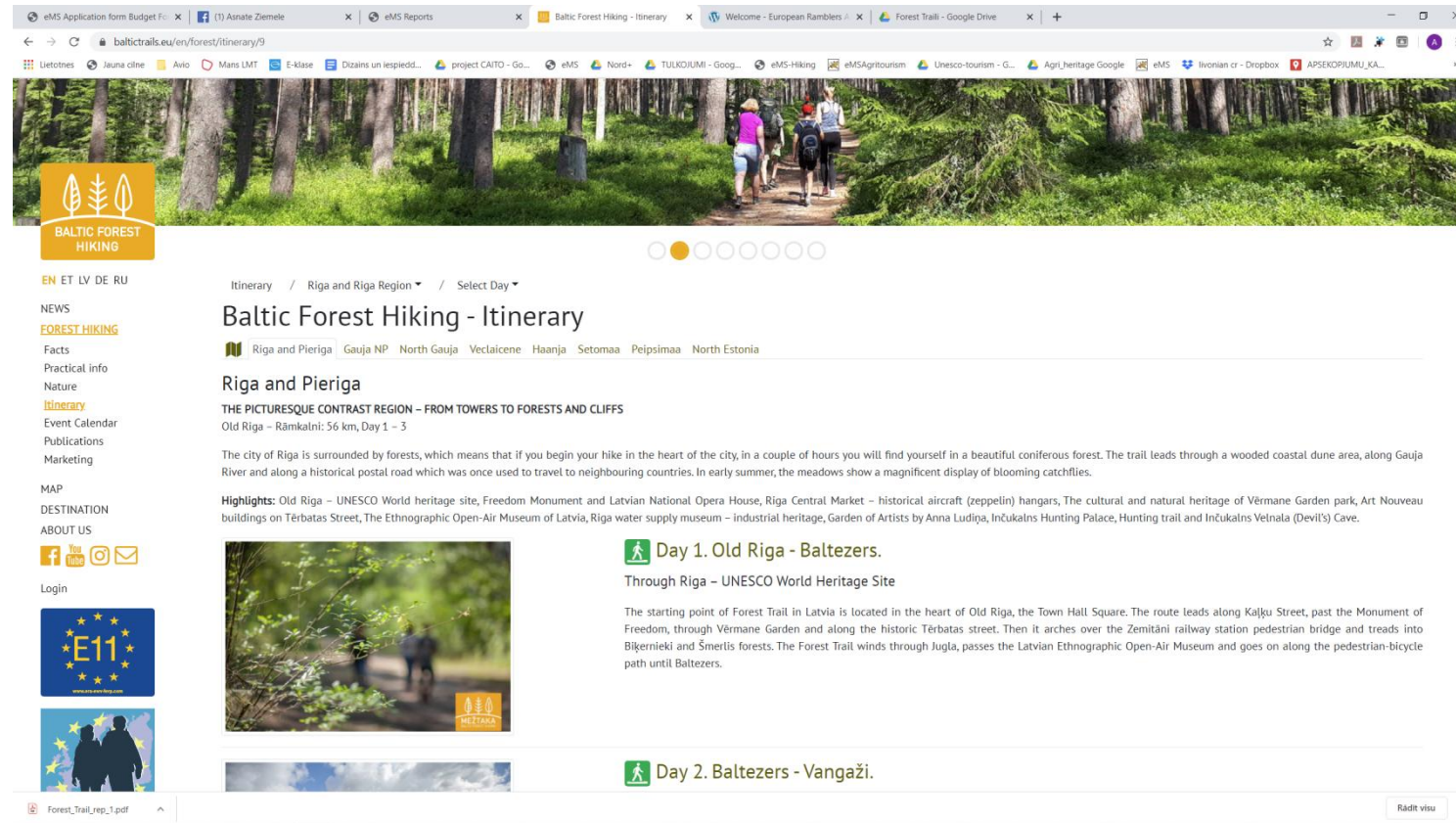
<https://www.era-ewv-ferp.org/>

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

WP Marketing and Promotion A.T2.2

- All info inserted in EN, LV
- Each partner will have their own login for correcting services, adding pictures
- If other corrections needed – contact LP!



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Baltic Forest Hiking WEB manual

How to update information in the Baltic Forest Hiking website

www.baltictrails.eu/forest

- <https://docs.google.com/document/d/1N838it07JEx05hoyBJmgJoPYQLu7uBr-yC0taY57FKY/edit?usp=sharing>

Registered user Toms Ziemelis [toms]

Operator

Administrator

↔ Route itinerary

🎯 Maintain points of interest and services

📅 Work with calendar events

WEB operators manual available in English. Read the manual online here:



Read operators manual in English

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Present the Forest Trail in travel fairs

2021 with a common stand:

WP Marketing and Promotion A.T2.8

- **BALTTOUR, ADVENTURE, TOUREST, MATKA, MATKA TRAVEL, ITB Berlin, Green week, Vakaniebeurs (NL)**

ERTO EXAMPLE:

<https://drive.google.com/drive/folders/1nBbsxkBA1jUOvmxKEfoeAEJvtB1q9oUu>



Calendar with the Forest trail events A.T2.3

- To be filled in also for 2020

The screenshot shows a web browser with several tabs open: "eMS Application form Workpack...", "FOREST TRAIL - FINAL VERSION / x", "Albums 2018", and "Baltic Coastal Hiking". The address bar shows "coastalhiking.eu/en/calendar/online". The website has a sidebar with links: "EN ET LV DE RU", "NEWS", "COASTAL HIKING" (with sub-links: Facts, Practical info, Itinerary, Tours, Event Calendar, Publications, Marketing), "MAP", "DESTINATION", "ABOUT US", and "Login". The main content area displays a calendar for February 2020. The calendar has a header with "February 2020" and buttons for "month" and "week". The calendar grid shows events for each day. Events include "CMS Winter Cup 2019" (multiple dates), "Hockey Day" (multiple dates), "Noarootsi saunara" (Feb 14), "The most beautiful" (Feb 15), "Baltic Short Track Cup, Round 4" (Feb 28), and "Maslenitsa celebra" (Feb 29). A "PDF" button is visible in the top right corner of the calendar area.

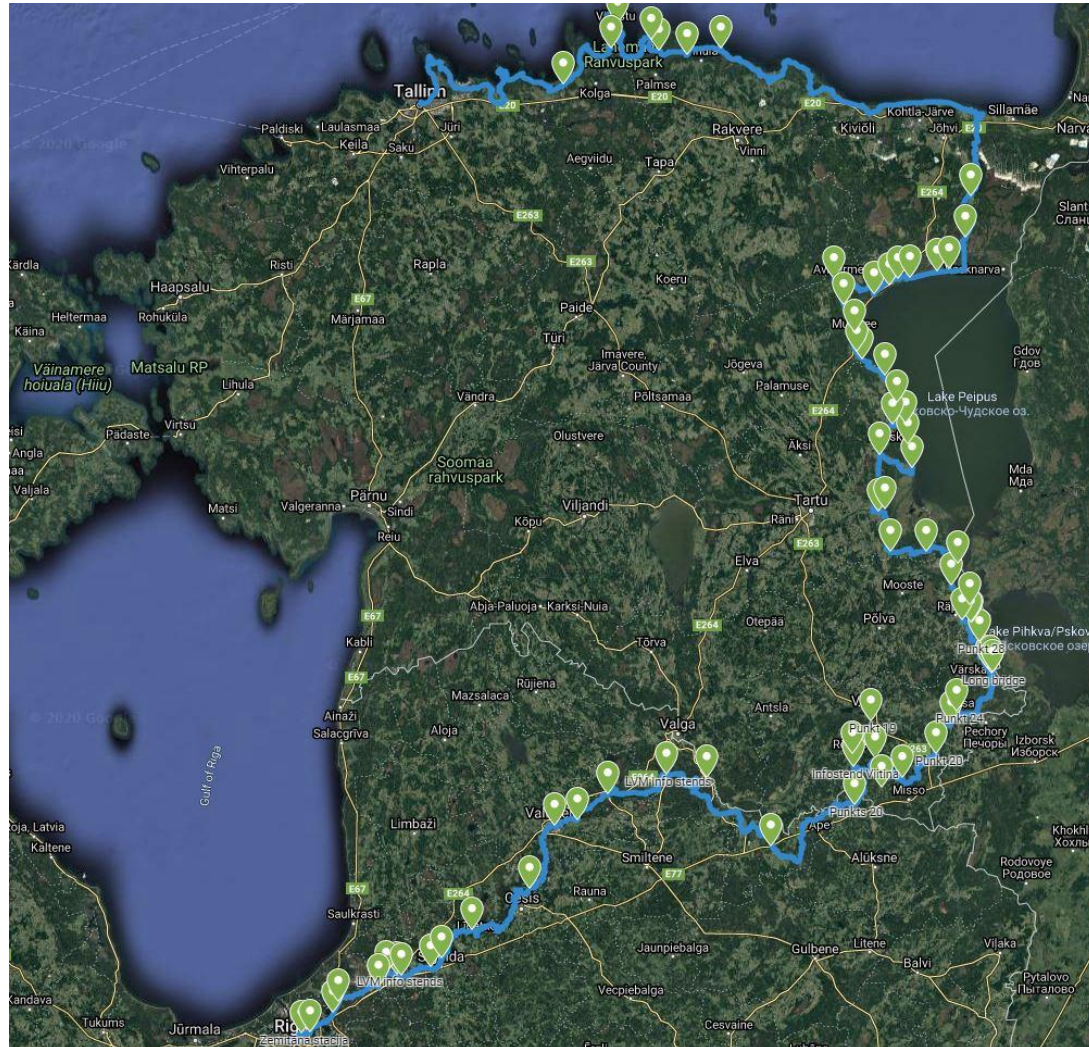
W	Mon	Tue	Wed	Thu	Fri	Sat	Sun
5	27	28	29	30	31	1	2
	CMS Winter Cup 2019					Hockey Day	
6	3	4	5	6	7	8	9
	CMS Winter Cup 2019					Hockey Day	
7	10	11	12	13	14	15	16
	CMS Winter Cup 2019					Noarootsi saunara	
	Hockey Day					The most beautiful	
8	17	18	19	20	21	22	23
	Hockey Day						
9	24	25	26	27	28	29	1
	Hockey Day					Maslenitsa celebra	
	Baltic Short Track Cup, Round 4						

<https://baltictrails.eu/en/forest/calendar/online>

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Small scale infrastructure sites (trails, info stands, signs) - locations

https://www.google.com/maps/d/viewer?hl=en&ll=58.97801594875849,25.655202539412926&z=8&mid=19i_Hc8dGLhffAMh3r94ryrE27fiC7c_T



Info Stands – design, common visual recognition!



Social networks - activity summary in each reporting period Activity A.C.2

Facebook page (LV) – Mežtaka/ Forest Trail: @meztaka:

<https://www.facebook.com/meztaka/>

01.10.2019 – 31.03.2020

Page likes and followers

A steady rise of page followers was observed, in 6 months page **followers increased by 750**. The growth is not high, but stable. All of page “likes” are organic without any “paid likes”. Most of “page likes” are achieved from activities (posts) on this FB page, followed by page suggestions, search and other activities.

77% of page followers are women and 23% men – this is very typical percentage distribution among Internet users in Latvia. Page core audience is people from 25-44.

83% of page followers are from Latvia followed by followers from Estonia, UK, Lithuania, etc..

Total Page Likes as of Today: 1,851

Total Page followers as of today: 2,047

Facebook page (EE) - Metsa matkarada - Baltic Forest Hiking – Mežtaka:

@metsamatkarada: <https://www.facebook.com/metsamatkarada/>

○ **259 followers**



Mežtaka - Forest
trail
@meztaka



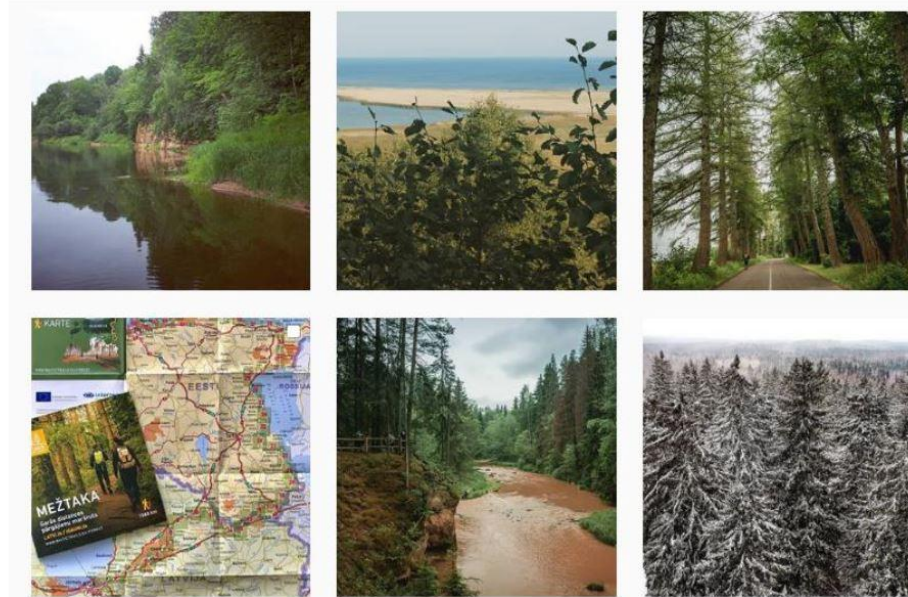
Metsa matkarada -
Baltic Forest Hiking
- Mežtaka
@metsamatkarada

WP Communication

Instagram

www.instagram.com/meztaka

The number of Instagram page followers on the 31.03.2020 is 551. A steady rise of page followers was observed, in 6 months **followers increased by 377**. During the period 23 photos were published + regular stories in the stories field.



Starting from 16.03.2020 all project partners are responsible for social networks administration and publishing on social networks – FB and IG. Partners rotate every 4 weeks.

Summary of media publications and press releases

Activity A.C.3 Publications

- 1 press release has been sent by lead partner (5.03.2020),
- 1 by VPR (4.03.2020)
- ?? by project partners –
- In LV 13 articles were published
- **IN EE:** Free article - an overview about hiking possibilities during a period of crisis (including soon marked new hiking trail - Baltic Hiking Forest Trail/Metsa matkarada) was compiled during the reporting period, but was published on 11.04. in the newspaper "Õhtuleht"



Please add press releases to your reports!

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Example for media summery (by VPR)

FOREST TRAIL publications monitoring report, Period 2 (October 2019-March 2019)						
Nr.	Format	Date	Title of Media	Media description	Link or scanned article	Audience
1.	Press release	22.11.2019.	lvportals.lv	National media	https://lvportals.lv/dienaskartiba/310765-meztakas-aicina-doties-pargajiena-no-latvijas-lidz-igaunijai-2019	15289
2.	Press release	26.11.2019.	Travelnews.lv	National tourism news portal	http://travelnews.lv/?m_id=18542&i_id=5&pub_id=119457&Veidos-1050-kilometru-garu-pargajienumarsrutu-no-Rigas-lidz-Tallinai	1890
3.	Press release	05.03.2020.	amatasnovads	Municipal news portal	http://www.amatasnovads.lv/blog/meztaka-gatavojas-uznemt-gajejus-tapusi-marsruta-brosura-un-karte/	120
4.	Press release	05.03.2020.	dzirkstele.lv	Regional news portal	https://www.dzirkstele.lv/ceļojumi/meztaka-gatavojas-uznemt-gajejus-tapusi-marsruta-brosura-un-karte-173334	2887
5.	Press release	06.03.2020.	ligatne.lv	Municipal news portal	http://www.ligatne.lv/jaunumi/meztaka-gatavojas-uznemt-gajejus-tapusi-marsruta-brosura-un-karte	150
6.	Press release	06.03.2020.	valmiera.lv	Municipal news portal	https://www.valmiera.lv/lv/jaunumi/vides_zinas/22742_meztaka_gatavojas_uznemt_gajejus_tapusi_marsruta_brosura_un_karte	930
7.	Press release	10.03.2020.	Liesma	Regional newspaper	File "Liesma_10-03-2020-p8"	13600
TOTAL Audience: 34 866						

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COMING NEXT!



Pilot testing

WP product development A.T1.14

- October 2020 – December 2020
- Responsible - PP4 (tender?), PP8
- Report of testing results, including assessment and recommendations.
- PP4 and PP8 will organise pilot testing with tourism students, summarise their feedback. EE students will test a Forest Trail stretch in LV and vice versa. Testing hikes will be organised as a group hike, led by tourism teachers.



Tour packages for int. travellers

- Table of tours:
- <https://docs.google.com/document/d/1kRTWIziNXf0AzByD1Ff8w00z2XwXnBErL-0BeHclCc/edit>
- **Descriptions and maps for tours:**
- <https://docs.google.com/document/d/1vNVdTtWPUWI3hvmmxif7Q1b2KZFI4g1qJCbdYbfse2I/edit>



Tours – Latvia

LATVIA (7 tours)

Rīga un Pierīga (Vangaži – Rāmkalni)	Rīga / Rīga	Ceļā uz Inčukalna Velnu	1	15
Gaujas nacionālais parks (Sigulda – Līgatne)	Sigulda / Līgatne	No Siguldas līdz Līgatnes dabas takām	1	24
Gaujas nacionālais parks (Cēsis – Valmiera)	Cēsis / Valmiera	Gaujas nacionālā parka klintis	2	43
Gaujas nacionālais parks (Rāmkalni – Valmiera)	Rīga / Rīga	Gar Gaujas senleju cauri Gaujas nacionālajam parkam	7	112
Ziemeļgauja (Valmiera – Strenči)	Valmiera / Valmiera	Pa Ziemeļgaujas mežaini	2	29
Veclaicene (Ape – Korneti)	Alūksne / Alūksne	Skaistākās Ziemeļlatvijas skatu vietas	2	22
Rīga - Strenči - Valmiera - Cēsis - Līgatne - Sigulda - Rīga	Rīga / Rīga	Adventure tour in Gauja National park	8	cycling 84 km (113 km), canoeing 17 km, biking 20



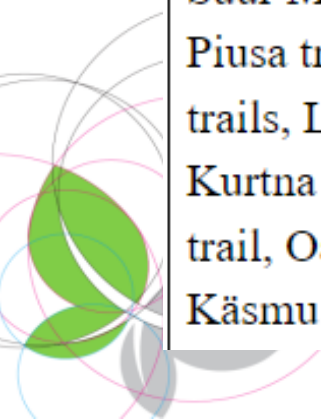
Estonia tours



ESTONIA (9 tours)				
Haanja (Haanja – Tsiistre)	Haanja / Tsiistre	The highest point in the Baltics states	1	12
Setomaa (Vana Vatseliina – Piusa)	Võru / Võru	Along the banks of the Piusa river	2	23
Setomaa (Vana Vatseliina – Värskä)	Võru / Värskä	Towards to popular Värskä resort	3	48
Peipsimaa (Varña – Alatskivi)	Tartu / Tartu	Through the onion villages of Lake Peipsi	2	19
Peipsimaa (Varña - Avinurme)	Tartu / Tartu	Diversity of Peipsimaa	5	77
Peipsimaa (Lohusuu – Remniku)	Tartu / Tartu	Impressive dunes of Lake Peipsi	3	32
North Estonia (Vasavere – Saka)	Toila / Toila	Through the Kurtña and Ontika landscape reserves	3	46
North Estonia, Lahemaa (Eisma – Tsitre)	Tallinn / Tallinn	Through the Lahemaa national park	7	101
North Estonia, Lahemaa (Oandu – Loksa)	Tallinn / Tallinn	Nature trails of Lahemaa national park	5	64

LATVIA + ESTONIA (2 tours)

Gauja, Alutaguse and Lahemaa national parks	Riga / Tallinn	Grand hiking tour: Baltic national parks	10	~ 120
Inčukalna Devil's hole trail, Līgatne Nature trails, Amata trail, Cīrulīšu trails, Ziemeļgauja trails, Vecclaicene and Paganamaa trails, Suur Munamagi, Piusa trail, Vārska trails, Lääniste trails, Kurtņa trail, Valaste trail, Oandu trail, Kāsmu trails.	Riga / Tallinn	Walking Nature trails in Latvia and Estonia	13	~ 180



Presentation materials

WP Communication A.C.5

- 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.
- Financing: **All (2000eur per partner)**
- The aim – competitions on FB, events, seminars, trade fairs

**CB LOGO – ALYAWS
and on every item!!!!**



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Forest Trail service provider regional workshops and national events

WP Product development A.T1.11

- **Regional workshops (40 pers.)** – PEIP, SET, NORTH, RPR, VPR
Postponed?
- **National events 2021** - LP suggest to move National events for year 2021 for common Baltic Hiking conference (joined with Lat-Lit Forest and Coastal hiking project) – confirmed by JS



International media/Fam trips to present the Forest Trail

WP Communication A.C.7

Postponed until 2021!

- International media/Fam trips to present the Forest Trail (May-September, 2020)
- 3 trips (5-6pax)
- PP4, PP5, PP6
- 1 – Norge Raiser Fam trip (2 pers. / June)



Partner meeting 5

WP Management A.M.4

Next partner meeting will be held in EE;

- Organizer: PP5 (PEIPSIMAA);
- Duration: 2 days;
- sept 2020 – date and place?





Thank you!