



DEVELOPMENT OF ACCESSIBILITY SOLUTIONS

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Interreg



Co-funded by
the European Union



Estonia – Latvia

WP 3

Activity 3.1.

- 4 educational objects/games installed in section 8 of «Forest Trail»



The piloting event with the target group was held on June 12

WP 3

Activity 3.1.

- The piloting event, June 12

39 participants:

- Valmiera TIC specialists with children (4 families);
- 8 representatives of the Nature Conservation Agency;
- a children's folklore group from Estonia with their leader;
- project partners.



WP 3

Activity 3.1.

- The piloting event with the target group, June 12

Survey – feedback:

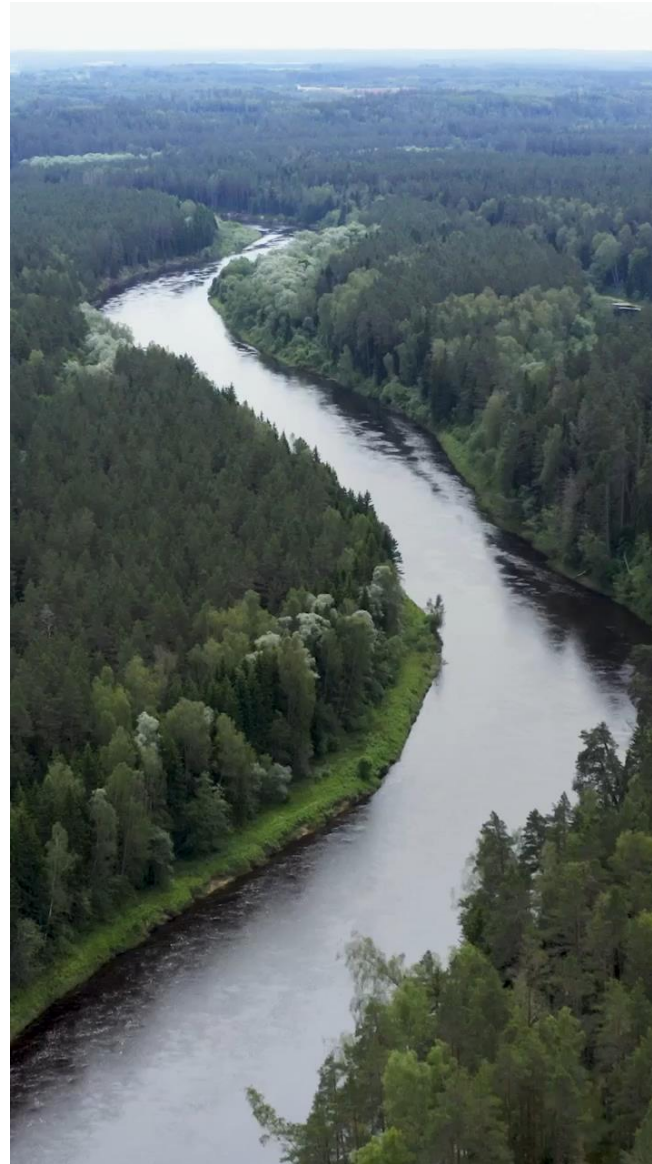
- in some places, additional markings are needed;
- there could be more games;
- it would be better, instead of plastic tubes, to use a more natural material;
- safety rules are needed. **DONE**



WP 3

Activity 3.1.

Video reel «Sietiņiezis»



WP 3

Activity 3.1.

- Digital game Loquiz is developed and installed in section 10 of «Forest Trail»
- **The piloting event was held on September 24**



MEŽTAKA

BRĪVDABIS

September 24, 2025

Recreation area by the river Gauja "Kauči", Valmiera Municipality

FOREST TRAIL
short route + digital quiz game

Program

10.00 MEETING AT THE PARKING LOT AT A3 ("KAUČI")

- ▶ 3 KM LOOP HIKING TRAIL
- ▶ A DIGITALLY PLAYABLE HIKING GAME
- ▶ LUNCH PROVIDED BY THE ORGANIZERS

Pilot event – become the first explorer!

Planned duration of the event: **3-4 hours**.

Please **dress comfortably** and according to the weather conditions, and **choose shoes suitable for walking in nature**.

The short circular route "BRĪVDABIS" and educational games were created within the Estonian-Latvian cross-border cooperation program project "Forest and Coastal Hiking Trails' accessibility improvement for different social groups" (EE-LV00013).

www.baltictrails.eu

Photography and filming will take place during the event. Video and photo materials will be used in the project's publicity materials.

WP 3

Activity 3.1.

- The piloting event, September 24

36 participants:

- 27 first-grade students from Strenči School;
- their parents and teachers;
- a specialist from Latvia's State Forests;
- Toms;
- the project team.



WP 3

Activity 3.1.

- The piloting event, September 24

Survey – good evaluation:

- will recommend it to other school classes;
- the questions are interesting for adults as well.

Comments:

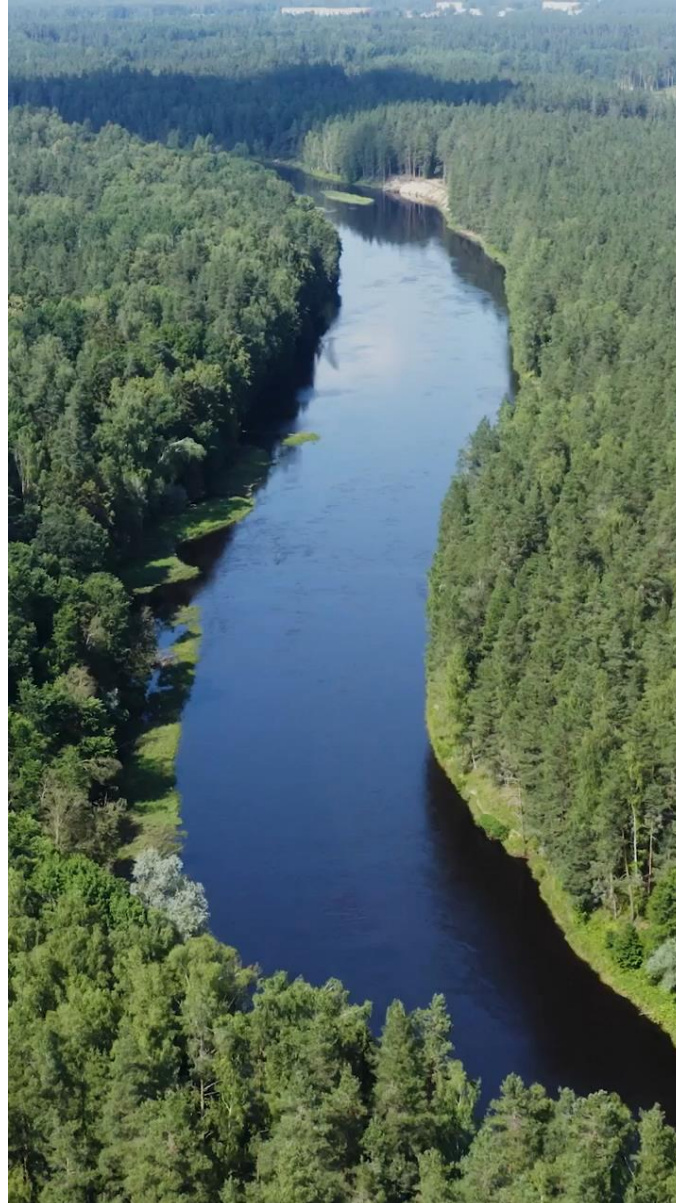
- it's not easy to register for the game for those who haven't played it before;
- it's more convenient online, without downloading an app.



WP 3

Activity 3.1.

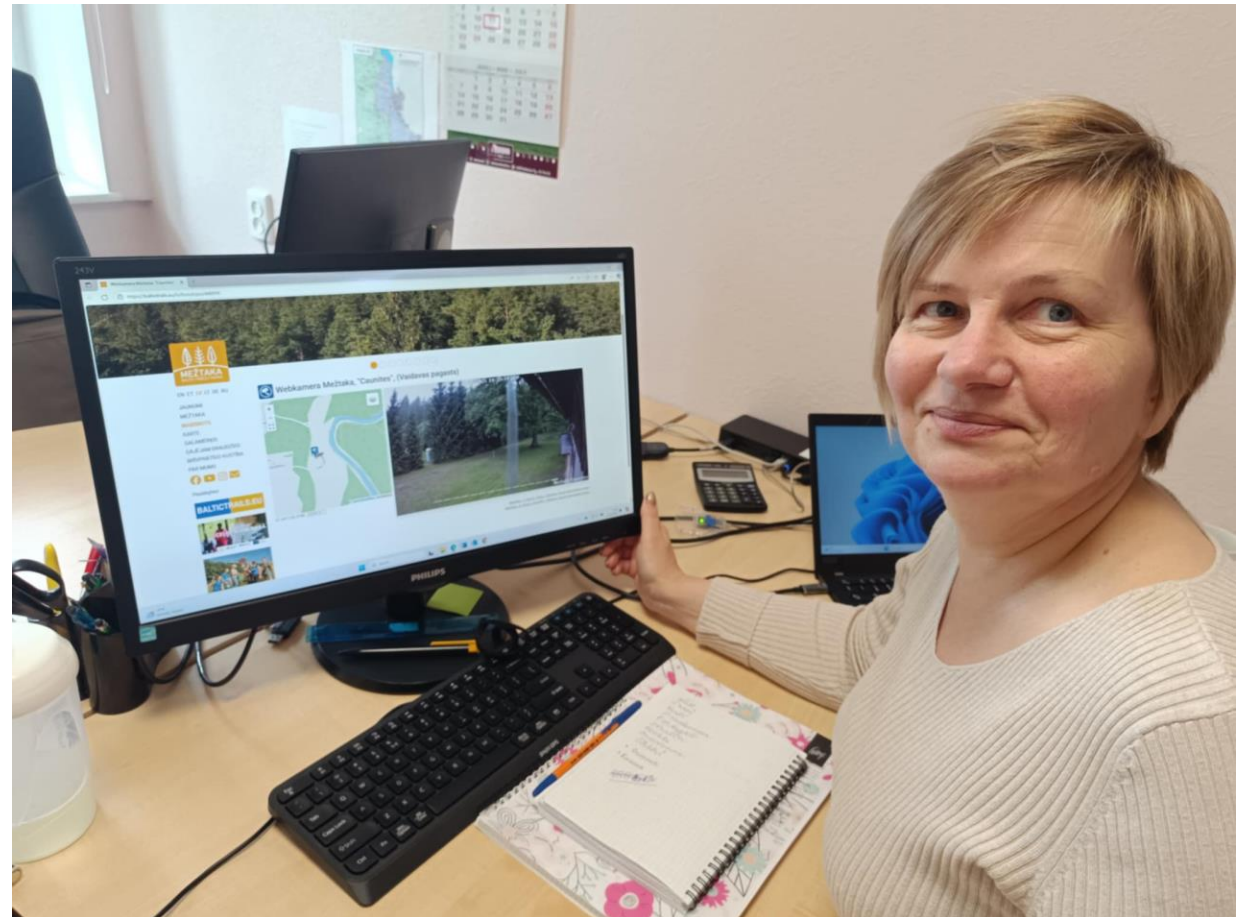
Video reel «Kauči»



WP 3

Activity 3.2.

- Lead partner - Baltic Country Holidays («Lauku ceļotājs») has installed a video camera at «Caunītes» in section 8 of «Forest Trail»
- The piloting event was held on June 12



WP 1

- **Involvement of the targeted social groups and local communities** – they were invited to participate in piloting events.



- **Training materials and training**
Short training video: October – November 2025;
Training: January – February 2026.

WP 2

- Communication: 5 news publications, 8 FB posts
- Media Reach and Social Media Performance

The news items reached a strong national and regional audience
95 898 people

Facebook posts also performed well,
reaching **22 300 users** and
generating **249 interactions** (likes and shares)

WP 2

- Participants of the piloting event held at «Kauči» on September 24 received project promotion items.



Thank you!

