

Project:	Development of Forest trail in Latvia and Lithuania and expanding the Baltic Coastal Hiking route in Lithuania (Hiking Project)
Project No.	LLI-448
Lead Partner	VšĮ Kauno regiono plėtros agentūra / Public body Kaunas regional development agency
Project Partners:	Lietuvos kaimo turizmo asociacija / Countryside tourism association of Lithuania Žemaitijos nacionalinio parko direkcija / Directorate of Žemaitija National Park Kuršių nerijos nacionalinio parko direkcija / Curonian spit national park administration Latvijas lauku tūrisma asociācija "Lauku ceļotājs" / Latvian Country Tourism Association „Lauku Celotajs“ Kurzemes plānošanas reģions / Kurzeme planning region Kuldīgas novada pašvaldība / Kuldīga County Municipality

KICK-OFF MEETING

10-11 June 2020, Kaunas

Location: Hotel BEST WESTERN „Santaka“, J. Gruodžio str. 21, LT – 44293 Kaunas, Lithuania

DRAFT AGENDA

Day 1, 10-06-2020	
13:00-14:00	Arrival, registration, welcome coffee
14:00-14:30	Welcome speeches, Introduction of agenda Project implementation principles: Establishment of project implementation structure and teams: <ul style="list-style-type: none"> - Establishment of Project management group - Establishment of Project steering group Procedures for decision making and coordination of activities between partners, communication between LP and PP's Signing of partnership agreement
14:30-14:50	Overall information about the Project: aims and outcomes Forest trail trough the Non-programm area. <ul style="list-style-type: none"> - Cooperation with stakeholders and representatives of those areas - Inspection trips and final track of the route - Collection of all necessary information for marketing (info, photos etc.) - Marketing materials development (who is responsible to deliver the required content) - Signposting-marking the route - by whom?
14:50- 16.00	Project implementation activities „Step by step“ or what we do coming 6 month till Cristmas? T1 Development of Forest&Coastal Hiking routes Study visits – when we organize, who is in charge for each? Joint discussion Local Planning workshops – what is the content, whom we invite and what is the result? <i>A.Petkēvica/A.Neilande Kurzeme planing region</i> Inspection of the routes - Backbone of the whole project – timing, approach, preparations and cooperation during the inspection trips. <i>J. Smalinskis, PP5 Latvian Country tourism association</i>

16:00 – 16:30	Coffee-break
16:30-18:00	<p><u>T2 Marketing of Forest&Coastal hiking routes</u> Main outputs to produce during the project – how we cooperate, who is in charge for what, deadlines for works. Printed publications – in total 6 different publications Overview image map „Forest trail“ and „Baltic Coastal hiking“ Tour Guide „Forest trail“ and „Baltic Coastal hiking“ Package Hiking tours based on “Forest Trail” and “Baltic Coastal Hiking Route” Baltic hiking trails image map Websites – www.coastalhiking.eu and www.baltictrails.eu <i>A.Ziemele, Latvian Country tourism association</i> Joint discussion</p> <p>Overview of marketing activities for 2021-2022</p> <ul style="list-style-type: none"> ▪ Tourism fairs – Germany (Green week and Hamburg/Hannover) and Netherlands ▪ Media tours – 1 joint and 2 separate ▪ Promotional videos – in total 5 (3 for Forest trail and 2 for Coastal hiking) ▪ Promotional souvenirs – (average 500 per partner) ▪ Info campaign on public transport ▪ Final event - 2022 <p>Joint discussion and agreement on approach, deadlines, responsibilities between partners</p>

Day 2, 11-06-2020

08:30-11:00	<p><u>T3 Clustering activities</u></p> <ul style="list-style-type: none"> - Visual identity of Coastal Hiking route and Forest trail - Marking guidelines - Hikers Friendly Scheme - Pan-Baltic seminar in Rīga, incl. Study visit to Forest rail in Riga/Vidzeme region <p><i>A.Ziemele, Latvian Country tourism association</i> Joint discussion</p> <p><u>T1 Development of Forest&Coastal Hiking routes (to be implemented in 2021, preparation launched during inspections)</u> Routes accesible and recognized in the nature: Signposting of the route – colouring trees, stickers and plates with QR codes (400) Outdoor posters (190) <i>A.Petkēvica/A.Neilande, Kurzeme planning region, joint discussion</i></p> <p><u>I1 Investments</u> Resting areas in Žemaitija National Park Resting areas in Kuldīga district Short info of planned works from each partner</p> <p>C Communication Project publicity and communication requirements <i>Gaila Tulušienė, Kaunas regional development agency</i></p>
11:00-11:30	<p>Project reporting and payments Financial control in Lithuania National support to co-financing Eligibility of costs, public procurement</p>

11:30-12:00	Q&A, closing of the meeting
12:00-13:00	Lunch Departure