

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

PROJECT MANAGEMENT GROUP MEETING

20-21 April 2021

Location: Online meeting

AGENDA

Day 1, 20-04-2021	
10:00-10:40	<p>Overview of the Project's activities implemented from December 2020 till April 2021.</p> <p><u>T2 Marketing of Forest&Coastal hiking routes</u></p> <p>T.2.1. Printed publications</p> <p>T2.1.1. Tour guide „Forest trail“</p> <p>T2.1.2. Tour guide „Baltic Coastal Hiking Route“</p> <p>T2.1.3. Overview image map „Baltic Coastal Hiking Route“</p> <p>T2.1.4. Overview image map „Forest trail“</p> <p>T2.1.5. Photo bank</p> <p>T2.3. Online marketing promotion</p> <p>T2.3.3. Baltic Hiking route – www.baltictrails.eu</p> <p>T2.3.4. Forest trail – www.baltictrails.eu</p> <p><u>T3 Clustering activities</u></p> <p>T3.1. Transfer of existing solutions</p> <p>T3.1.3. Marking guidelines</p> <p>T3.1.4. Hikers Friendly scheme</p> <p><i>G. Tulušienė, Kaunas regional development agency</i> <i>All partners</i></p>
10:40- 11:20	<p>Project implementation activities „Step by step“ from May 2020 till November 2021?</p> <p><u>T1 Development of Forest&Coastal Hiking routes</u></p> <p>T1.1.2. Networking seminars – aim, target groups, schedule. <i>A.Meri/A.Neilande Kurzeme planing region</i></p>

	<p>T1.2. Study visits – various scenarios in regard to COVID-19 situation. <i>Joint discussion</i></p> <p>T1.3.2 Routes marking briefing events – target groups, schedule. T1.3.3 Marking of the routes and outdoor posters – planning and implementation. T1.3.4 Hikers Friendly signs – certification process in Lithuania <i>Joint discussion</i></p>
11:20 – 11:40	Coffee-break
11:40 – 12:40	<p><u>T2 Marketing of Forest&Coastal hiking routes</u></p> <p>T2.1. Printed publications – works to be done, responsibilities Tour Guide „Forest trail“ and „Baltic Coastal hiking“ – design and printing Baltic hiking trails image map (T2.1.3.) - schedule Articles in international hiking magazines (T2.1.6.) – Where? When? Package Hiking tours based on “Forest Trail” and “Baltic Coastal Hiking Route” (T2.1.7.) - schedule <i>A.Ziemele, Latvian Country tourism association</i> <i>Joint discussion</i></p> <p>T2.2. Marketing events Tourism fairs in Germany (Green week and Hamburg/Hannover) and Netherlands (T2.2.1., T2.2.2., T2.2.3.) – various scenarios in regard to COVID-19 situation. Hiking festival – Final event (T2.2.4) – first ideas</p> <p>T2.3. Online marketing promotion T2.3.2 Promotional campaigns online T2.3.3., T2.2.4. Websites – www.coastalhiking.eu and www.baltictrails.eu <i>Joint discussion and agreement on approach, deadlines, responsibilities between partners</i></p>
12:40 – 13:40	Lunch
13:40 - 14:40	<p><u>T3 Clustering activities</u></p> <p>T3.2. Joint marketing T3.2.1 Baltic hiking trails image map - deadlines, responsibilities</p> <p>T3.3 Pan-Baltic seminar in Rīga Pan-Baltic seminar in Rīga, incl. Study visit to Forest rail in Riga/Vidzeme region <i>A.Ziemele, Latvian Country tourism association</i> <i>Joint discussion</i></p> <p><u>I1 Investments</u> Resting areas in Žemaitija National Park and in Kuldīga district – works done and/or planned <i>Žemaitija National Park, Kuldiga municipality</i></p> <p><u>C Communication</u> C.2.1. Social media communication <i>Joint discussion</i></p>
14:40 – 15:00	Q&A, closing of day 1.

Day 2, 05-11-2020

10:00-10:20	2nd reporting period: deadlines and lessons learned from previous period <i>G. Tulušienė, Kaunas regional development agency</i>
10:20- 11:20	Separate discussions between Latvian and Lithuanian partners regarding peculiarities of implementation of activities in each partner country.
11:20 – 11:40	Coffee-break
11:40 – 13:00	Project Steering Group meeting
13:00 – 13:10	Q&A, closing of the meeting