



Lauku Ceļotājs

www.celotajs.lv



EUROPEAN UNION
European Regional Development Fund



Interreg
Central Baltic

PROJECT 6TH MEETING

LONG DISTANCE CROSS BORDER HIKING TRAIL

“THE FOREST TRAIL”

CB779

16.03.2021., Zoom meeting, online

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

3rd joint reporting process

WP 1 Management

The third joint/consolidated report was approved. Overall, everything was fine and there were no major complaints from the managing authority.

Please remember that partner reports must describe in particular the activities in which the Lead Partner does not participate. This makes it easier to work on the consolidated reports.



4th period partner reporting process

WP 1 Management

- **01.10.2020.- 31.03.2021 (deadline for partner report submissions – 14.04.2021)**
- **Target groups:**
 - Do not repeat reached target groups from previous periods!
 - Check that they are subdivided correctly
 - As before, excel spreadsheets will be sent to partners
- **Events**
 - Please provide dates, places and number of participants
- If the report attachment document is in Latvian or Estonian, then it must be named in English and an explanation of the content must be added in the comments.



Partner report attachments must be **titled in English**. It must be clear what is in the document. You need to be able to access them without additional programs. If the attachment is complex, it is possible to add an **additional explanatory comment**.



Description of deliverable

In 1st project period 2nd partner and steering group meeting were organized in Jūrmala, Latvia on attached.

Remove

Deliverable Attachments

Deliverable evidence

File name	
<u>2nd_agenda_Jurmala_24.09.19.docx</u>	docx
<u>Participant_list.pdf</u>	pdf
<u>Photo.docx</u>	docx
<u>Foresthiking_2nd_PP_meeting_minutes.docx</u>	docx

2nd_period_Forest_trail_social_networks.pdf

Comment:

2000 Characters remaining

Exit

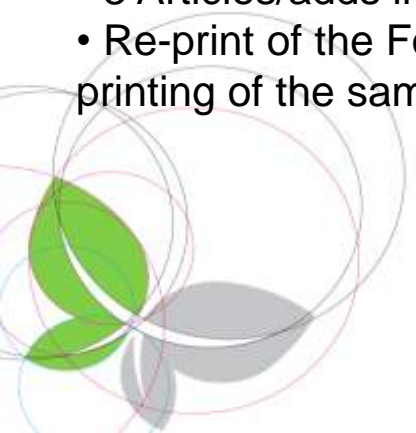
Modifications of the project

WP 1 Management

Extension of the project until 30.09.2021. + 3 silent months

WP3 "Marketing and Promotion":

- 6 travel fairs, incl. 3 fairs - in the 4th period: Balttour, Matka, Tourest.
- Baltic Hiking conference in 2021 with a following hiking festival as an official opening of the E11
- Digital solutions for marketing activities:
 - Promo video of the Forest Trail with full coverage of E11 Northern part from Riga - Tallinn.
 - Mobile applications (Navicup, Openstreet etc.), on-line games - Geocaching, Treasure hide
 - 4 regional/local video clips (Setomaa, Haanja, Peipsimaa, North Estonia)
 - photo sessions,
 - improved local sections in partners websites, featuring the trail and local services.
- Forest trail marking of Riga/Jurmala territory in order to connect Forest Trail with the Lat-Lit project.
- 4 Hiking events locally with guides, bloggers, or involving FAM participants,
- 3 Articles/adds in the national and local magazines and social media campaign.
- Re-print of the Forest Trail Image brochure in Estonian (partners Seto, Peipsi). Translation and printing of the same existing image brochure in FI (partner: ERTO).



Increase of number of visitors in project product - the Forest Trail area – 50 000

Possible methodology of hiker statistics

Forestrail SN statistics – followers, likes, shares

Youtube viewers

Baltictrails.eu unique users

Partners website statistics of the Forestrail section

Visitor centers/ TIC by Forest Trail visitors 2019 – 2021

Electronic counters of Forest Trail hikers

Forest Trail App statistics/downloads

Forest Trail GPX downloads

Service provider overnights 2019 - 2021 %

Hiker company data (participants in organized hikes in Forest Trail area)



Final partner meeting 7

WP Management A.M.4

The next and final partner meeting should be held in EE;

- Organizer: MTÜ Okokuller
- Duration: 2 days;
- Project final event in Lahemaa national park. Ca 150 persons attending.



Hiker Friendly label guidelines, label design and print

WP 1 product development A.T1.6

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

The guidelines have been printed with available service list attached.



Hiker Friendly label sign

WP 1 product development A.T1.6



Plastikāta plāksnīte
stiprināšanai pie sienas
17 x 16,5 cm



Printing of
stickers and
plates.
100 pieces x 2
(**ERTO?** and
LC)
Extra 200 by
VPR +50 by
RPR

LV Applicants for the HF label

In Latvia, the label is awarded by a commission with 13 members - both state institutions and organizations that support walking, active tourism and nature tourism: Latvian Rural Tourism Association "Lauku ceļotājs", Latvian Camping Association, Latvian Nature Tourism Association, "Hiking in Latvia", "Movement Spontaneous", Active tourism center Eži, "Uzzini – iepazīsti", "Purvu bridēji", Riga Planning Region, Vidzeme Planning Region, Kurzeme Planning Region, Zemgale Planning Region, Latgale Region Tourism Association "Ezerzeme".

To date, two commission meetings have taken place. The first on October 22, when it was decided to award the label to 17 applicants who met the criteria of Hiker-friendly. The second meeting took place at the end of February, where the label was awarded to 87 applicants.

87 tūrisma pakalpojumu sniedzēji saņem "Gājējam draudzīgs" zīmi



Aktīva atpūta dabā izbrīd ir īpaši aktuāla, un doties pārpļienos ir lielisks veids, kā iepazīt Latvijas dabu. Latvijā ir arvien pieaugošas iespējas izmantot "Gājējam draudzīgu" uzņēmumu pakalpojumus, tādējādi padarot pārgājiena pieredzi pēc iespējas pozitīvāku, un kājāmgājējiem radītu sajūtu "es šeit esmu gaidīts, mani šeit saprotis". Sagādāt pavasarī, "Gājējam draudzīgs" zīmi visā Latvijā saņema vēl 87 tūrisma pakalpojumu sniedzēji, kuri piedāvā kājāmgājējiem nepieciešamos pakalpojumus.

08.03.2021

Gājējam draudzīgs / Hiker-friendly zīme tiek piešķirta tūrisma pakalpojumu sniedzējiem Baltijas valstīs. Tā parāda, ka uzņēmējs saprot un respektē kājāmgājēju vajadzības, ka šeit viņi ir gaidīti. Uzņēmējs piedāvā kājāmgājējiem būtiskus un nepieciešamos pakalpojumus, piemēram: informāciju par maršruti, drošamo ūdeni, pirmās palīdzības aptiecinu, elektroierīcu uzlādi, naktsmitrni ir iespēja izvēlēties slāpēt un izmēģināt netīras drēbes, zābakus un citu ekipējumu.

2021. gada februārī izskatā notika otrā Gājējam draudzīgu / Hiker-friendly komisijas sēde Latvijā, kas tika organizēta projekta „Garās distanču pārrobežu pārgājēju maršruts „Meitaka”” ietvaros. Bija liela atsauce, un uz šo sēdi tika saņemti daudz pieteikumi. Tika pieņemti lēmumi zīmi piešķirt 87 uzņēmumiem, kuri atbilda Gājējam draudzīgu / Hiker-friendly kritērijiem. Tie ir:

What is the development with Estonian applicants in the last reporting period?

Forest Trail marking

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

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

- In the territory of Latvia, the route marking has been completed.
- **When is it planned to finish the marking in Estonia?**
Days 28-33 and 47-50 are not marked.



KAART
SIHTKOHT
MEIST



Logi sisse

BALTICTRAILS.EU



METSA MATKARADA on osa rahvusvahelisest Euroopa pikamaarajast E11.

Läänemere Metsa matkarada arendatakse. Raja märgistamine viiakse lõpule 2021. aasta kevadel. Veebruar 2021.seisuga on märgistamata matkapäevad 28-33 ja 47-50.





RMK's existing markings in different colors

It is necessary to inform the hikers about the existing RMK marking on the Forest Trail route.

What is the progress with the information plates/boards on the trail?

Informative text is placed in the guidebook and on the website.



- There are specific markers  on trees and other objects along the route to help you get your bearings in nature and not lose track of the road. In populated areas, the Forest Trail is marked by stickers  on road signs and other objects. In places where the trail overlaps with the trails developed by the Estonian State Forests

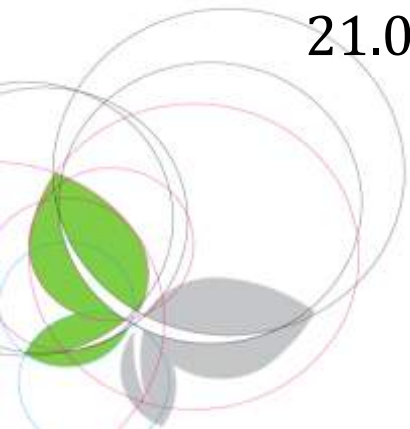


[RMK]  , different colour marking will appear. Special info plates will inform the hiker about the changes in marking.

Forest Trail regional workshops and national/international events

WP Product development A.T1.11

- **Regional workshops (40 pers.)** (5 are required, reported in the 3rd period)– **PEIP, SET, NORTH, RPR, VPR**
 - RPR - "Changes in Nature Tourism. Challenges and Solutions“, 280participants 10.03.21; OSM training seminar on 5.03.21 with follow-up info (~35 participants)
- **National events 2021:**
 - LV moved both National events to September 2021 for common Baltic Hiking conference (joined with Lat-Lit Forest and Coastal hiking project)
 - 2 national events in EE are planned: 1 event took place on 21.01.2020 in Pärnumaa. There were a total of 89 participants.



Forest Trail pilot testing in LV and EE.

A.T. 1.14

- In connection with the current situation, it was decided that **Latvian students will perform pilot testing in Latvia, but Estonian students in Estonia.** This deviation was confirmed by the JS.
- Latvians did pilot test **full day stretches instead of some kilometres** from various stretches as it was planned before.
- Among Latvian partners it was decided that **in Latvia the section 9 “Valmiera-Strenči” and section 5 “Sigulda-Līgatne”** would be pilot tested.
Info by VPR.

- **Info by EE**

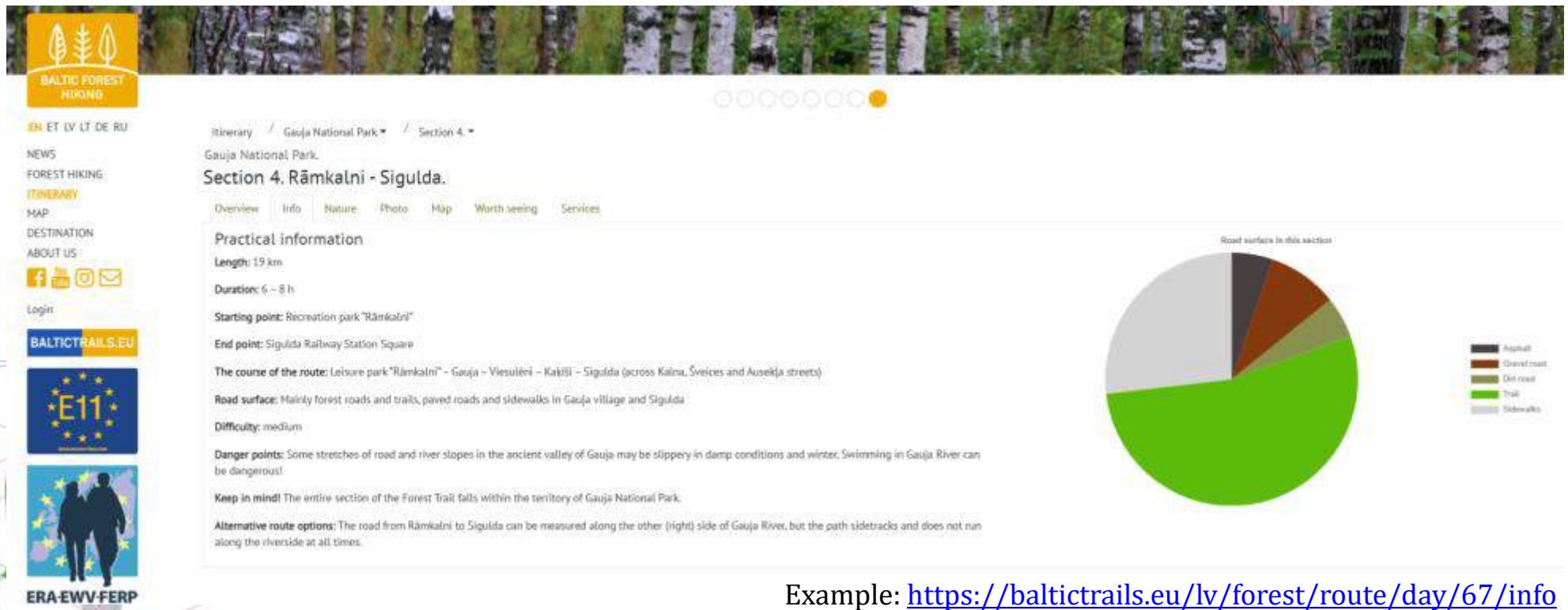
Final pilot testing reports are required.



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

WP Marketing and Promotion A.T2.2

- Latest improvement - the ability to view road surface distributions at each route day. Road surface types:
- For Latvians: <https://docs.google.com/spreadsheets/d/10msUU-7x65l882cI8yarw9b4dCAhZ2rEDuWNH8XKA98/edit#gid=0>
- For Estonians: <https://docs.google.com/spreadsheets/d/1eDQYo-BBBJNoODZ6oCEsX6yaXiNnnh98hVW1ToCxQo4/edit#gid=0>



BALTIC FOREST HIKING

EN ET LV LT DE RU

NEWS
FOREST HIKING
ITINERARY
MAP
DESTINATION
ABOUT US

GAUJA NATIONAL PARK
Section 4. Rāmkalni - Sigulda.

Overview Info Nature Photo Map Worth seeing Services

Practical information

Length: 19 km

Duration: 6 – 8 h

Starting point: Recreation park "Rāmkalni"

End point: Sigulda Railway Station Square

The course of the route: Leisure park "Rāmkalni" – Gauja – Vesulēni – Kakši – Sigulda (across Kalna, Sveices and Auseļa streets)

Road surface: Mainly forest roads and trails, paved roads and sidewalks in Gauja village and Sigulda

Difficulty: medium

Danger points: Some stretches of road and river slopes in the ancient valley of Gauja may be slippery in damp conditions and winter. Swimming in Gauja River can be dangerous!

Keep in mind! The entire section of the Forest Trail falls within the territory of Gauja National Park.

Alternative route options: The road from Rāmkalni to Sigulda can be measured along the other (right) side of Gauja River, but the path sidetracks and does not run along the riverside at all times.

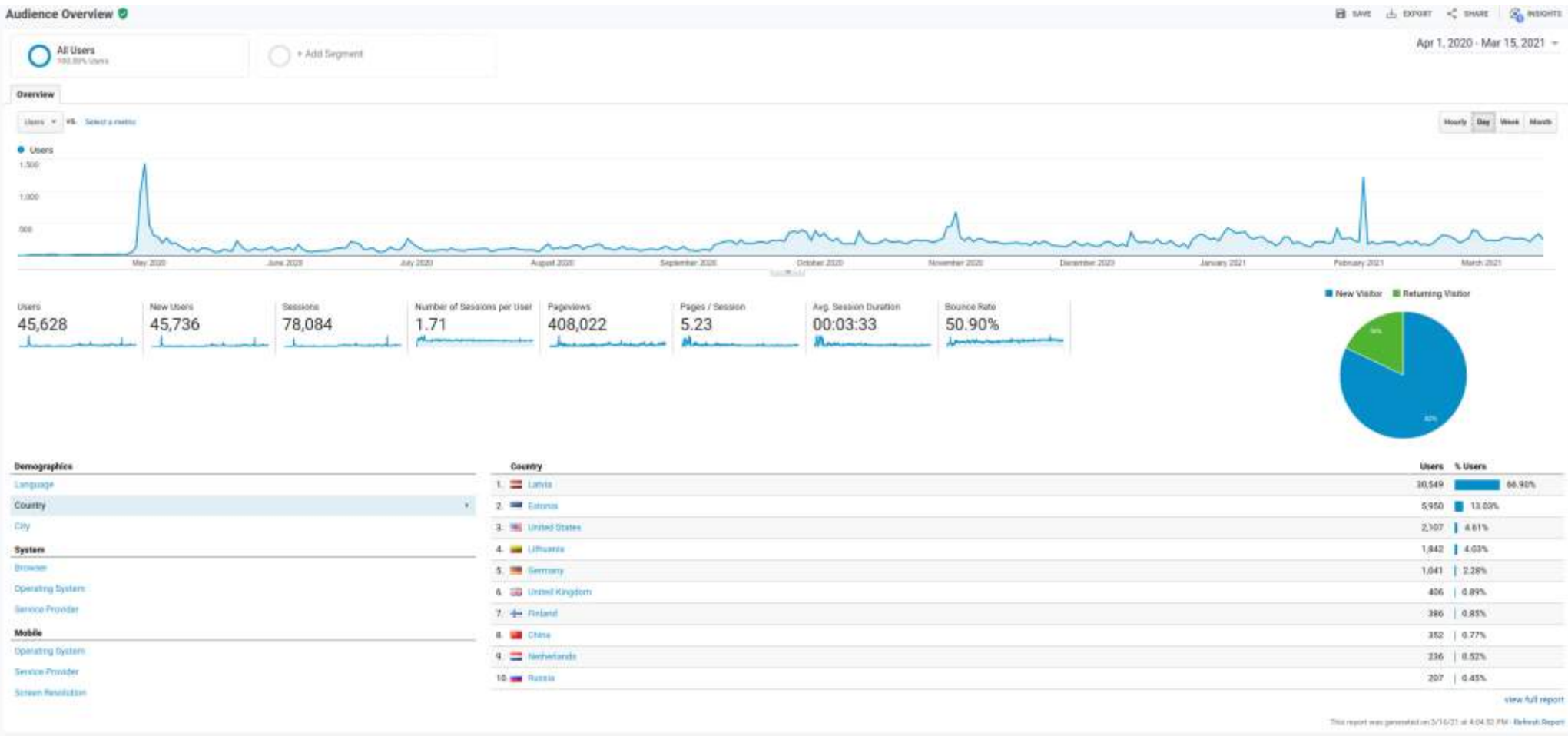
Road surface in this section

Road Surface Type	Color
Asphalt	Dark Grey
Gravel/mast	Brown
Dirt road	Light Green
Trail	Bright Green
Sidewalks	Light Grey

ERA-EWV-FERP

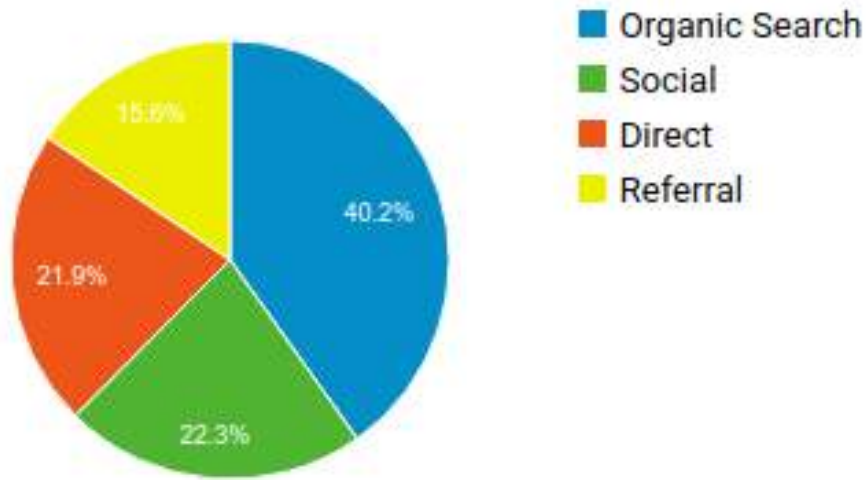
Example: <https://baltictrails.eu/lv/forest/route/day/67/info>

baltictrails.eu statistics



Ways to get to the baltictrails.eu website.

Top Channels



- Organic search** - search engines such as google, bing etc;
- Social** - forwarded from social networks such as facebook or instagram;
- Direct** - baltictrails.eu address entered in directly in the browser;
- Referral** - links from other websites, such as project partners sites, tourism portals

<input type="checkbox"/> Device Category	Users	Users	Contribution to total: Users								
	45,628 % of Total: 100.00% (45,628)	45,628 % of Total: 100.00% (45,628)									
<input type="checkbox"/> 1. mobile	26,104	57.11%	<table border="1"><thead><tr><th>Device Category</th><th>Percentage</th></tr></thead><tbody><tr><td>mobile</td><td>57.1%</td></tr><tr><td>desktop</td><td>40.8%</td></tr><tr><td>tablet</td><td>2.1%</td></tr></tbody></table>	Device Category	Percentage	mobile	57.1%	desktop	40.8%	tablet	2.1%
Device Category	Percentage										
mobile	57.1%										
desktop	40.8%										
tablet	2.1%										
<input type="checkbox"/> 2. desktop	18,647	40.79%									
<input type="checkbox"/> 3. tablet	960	2.10%									

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

Login: foresthiking

Password: E11-InBaltic

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

 [Read operators manual in English](#)

Improved local sections in partner websites

Info from last report:

- ERTO <https://metsamatkarada.maaturism.ee/> and Alutaguse Matkaklubi website: <https://www.matkaklubi.ee/project/metsa-matkaraja-kirde-eesti-loik/> and <http://www.matkaliit.ee/metsa-matkarada-e11>;
- NCA <https://www.daba.gov.lv/public/lat/turistiem/meztaka11/> AND https://www.daba.gov.lv/public/lat/projekti/aktualie_projekti/meztaka1/;
- LVM: <https://www.lvm.lv/sabiedribai/atputa/meztaka>; VPR: http://www.vidzeme.lv/lv/projekti/parrobezu_pargajiena_marsruts_8220meza_taka8221_forest_trail/info/;
- SETO <https://www.visitsetomaa.ee/>.



PP5 PEIPSI, PP7 NGO Ökokuller, PP9 RPR, ViaHansiatica.info by VPR - will report links in this period.

Forestrail in the APPs and digital promotion

<https://baltictrails.eu/en/forest/apps?lang=en>

Contacted and work started:

alltrails.com; www.gaiagps.com; www.wikiloc.com; www.gpsies.com; www.ramblr.com, <https://www.traildino.com>. (ERA, Wikipedia, Traldino, Alltrails, Wikiloc, GPSies.com, Ramblr.com, viewRanger.com, NaciCup.com, Hiking Waymarked and Open street maps.)

NAVICUP  

The Latvian Nature Conservation Agency application "Nature Tourism"

The mobile application "Nature Tourism" provides an opportunity to plan a day for a beautiful walk or trip in nature in a short time. The app helps to find answers to questions - where to go today or what to do - it has more than 400 different nature tourism destinations - nature trails and sights, towers, throughout the territory of Latvia, including the Baltic Forest hiking route!

To find the Baltic Forest hiking route in the territory of Latvia, use the search engine of the application and enter the keywords "Forest trail". Therefore, select the appropriate route section, starting from the Riga Old Town and ending with the Korneļi, the Latvian-Estonian border. Have a nice adventure in the woods!

"Jāņa Sēta" mobile application "Baltic Maps"

The popular long-distance hiking route Mežtaka - Forest trail for the pleasure of hiking enthusiasts can now also be found in the mobile app BalticMaps (Android version).

Mobile application ViewRanger

The Baltic Forest Hiking route both in Latvian and Estonian part can be found also on the tourism trail and route application ViewRanger.

Mobile application Ramblr.com

The Baltic Forest Hiking route both in Latvian and Estonian part can be found also on the tourism trail and route application Ramblr.com.

Regio

Regio has added the Baltic Forest Trail route to their maps/hiking brochure. Information was given by FRTD.

Promised in modification: others as Navicup, Openstreet, ViewRanger, on-line games like Geocaching - Treasure hide (for geocaching.com and geopeitus.ee), etc.

By NCA: 3 banners for social networks and web communication

celotajs.lv

<https://baltictrails.eu/en/forest/apps?lang=en>

VIDEOS

- **Promo video of the Forest Trail with full coverage of E11 Northern part from Riga - Tallinn:** Technical specification is ready for price requests. Forest Trail video will be made for digital promotion purposes which are much more efficient and adequate in the given situation than other promotion methods. It will be ca 2-3 minutes, presenting the Forest Trail in full length, with subtitles in LV/EE and EN languages.
- **4 Regional videos** (Setomaa, Haanja, Peipsimaa, North Estonia), and photo sessions

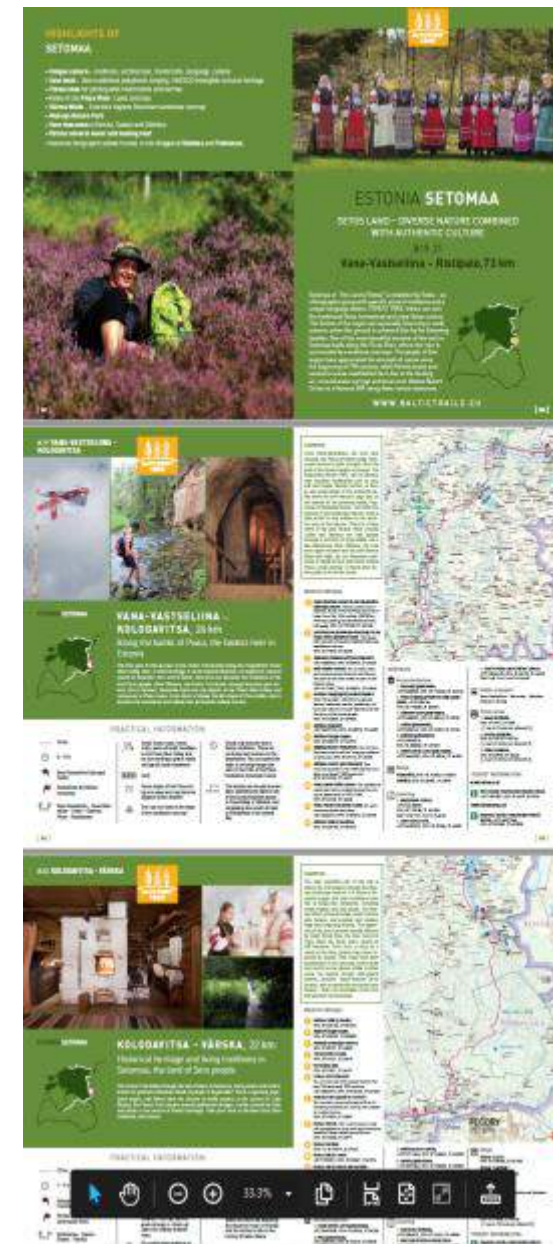


Guidebook development

Activity A.T2.5.

- All work with the guidebook is completed. The print files were transferred to the printing company. Delivery of the guidebooks to partners is scheduled for the end of March.
- We must agree on the distribution of specific language copies among ourselves. Below is a table that should help with the discussions.

- <https://docs.google.com/spreadsheets/d/1j8Mm9-SOSFWmr6kHIxaONSOF0AQ-fLYjVrn9dfQ7aLU/edit?usp=sharing>



Tour packages for int. travellers

A.T.2.7.

- Activity is completed. Copies can be obtained from LC (Latvia) and ERTO (Estonia).
- On March 8, the Lead Partner mailed tour operator manuals along with image brochures and cover letters to a total of 63 European tour operators

Forest Trail Tours



Forest Trail Hiking Tours (German)



Forest Trail Hiking Tours (English)

Travel fairs 2020/2021

WP Marketing and Promotion A.T2.8

- **On-line events?**
- **Modification:** Forest Trail promoted in 6 travel trade fair events in 2 years. (3 fairs reported in the 2nd period: Balttour, Adventure, Tourest, 3 fairs - in the 4th or 5th period: Balttour and/or Matkamess, Tourest, Matka.



International/national media/Fam trips

WP Communication A.C.7

- International media/Fam trips to present the Forest Trail 3trips (5-6pax), PP4, PP5, PP6 . Estonians organized a Finnish FAM trip from September 3-9. 11 companies participated.
- 2LV and EE national and regional media trips, bloggers to present the Forest Trail (ca 25 pers.) – 1 in LV is organized end of OCT 2020



Hiking events locally

In Modifications:

1 Hiking event in Lahemaa national park,

2 events in Peipsimaa,

1 event in Setumaa

Hired bus will take the event participants to the starting point. A local guide will participate with entertaining stories, knowledge of local flora/fauna. Local snacks and tea will be provided in the finish point.

In Lake Peipsi, hikes will be organised in autumn 2020, which will introduce hiking trails in the area, including the forest hiking trail.

The hikes will also be organised in spring and summer of 2021.



Must be on posters/stands



Forest Trail is a long distance hiking route, part of E11, in the Baltic States which leads through the most forested lands and national parks of Lithuania, Latvia and Estonia. The route starts from the Polish - Lithuanian border near the town of Łodźka, leads through Latvia, heading into Riga, and finishes in Tallinn, Estonia.

Name in Latvia: Meitaka
 Name in Lithuania: Miško takas
 Name in Estonia: Meitka matkakaide

Length: ~ 2026 km, ~94 days

- In Lithuania – 702 km, 32 days
- In Latvia – 599 km, 27 days
- In Estonia – 725 km, 35 days

The route is divided into ~ 20 km long stages with accommodation and transport options.

Road surface: forest roads and trails, country roads, edges of asphalted roads, sandy or rocky beaches.

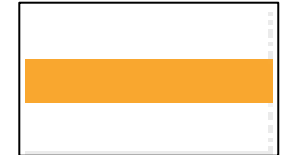
Highest points and valleys: Nemunas Valley and Sarsgaitiņi (Žemaitija) highlands in Lithuania, Rietunkurše upland, ancient valley of Abava and Gauja, Vestalokne protected landscape area in Latvia, Pļavānciņi valley and northern coast in Estonia.

Highlights:

- In Lithuania: Dūkija and Žemaitija National Parks, Nemunas Loop Regional Park, Kaurak.
- In Latvia: Kuldīga, Abava River Valley Nature Park, Kerneri National Park, Gauja National Park.
- In Estonia: Lahesmäe National Park, Alutaguse National Park, Suur Munamägi – the highest peak of the Baltic States (111 m above sea level), Lake Peipus – the fourth largest lake in Europe.



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



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

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

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

The total amount of the FB (until March 16, 2021):

Followers: 5652 (+2029 from September 2020)

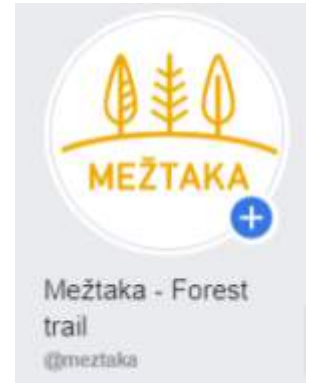
Fans: 4874 (+1707 from September 2020)

Top 3 posts (1.10.2020-16.03.2021)

1. Animal footprints in the snow – 109 072

2. Tour manual – 11 372

3. Video – Baltezers – Vangaži - 6100





Metsa matkarada - Baltic Forest Hiking - Mežtaka

@metsamatkarada · Health & wellness website

 Following

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

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

The total amount FB:

followers 909 (+ 601 from September 2020)



WP Communication, Instagram

www.instagram.com/meztaka

Instagram

Search

Log In

Sign Up



meztaka

Follow

164 posts

1,726 followers

120 following

Mežtaka 🌲 Metsa Matkarada

👉 Click the link for more

Project "Long distance cross-border hiking trail The Forest Trail" is part-financed by EU and ERDF Central Baltic Programme.

linktr.ee/ForestTrail



Gauja NP



Riga Region



Hikers



333km Run



Setomaa



Nobalso



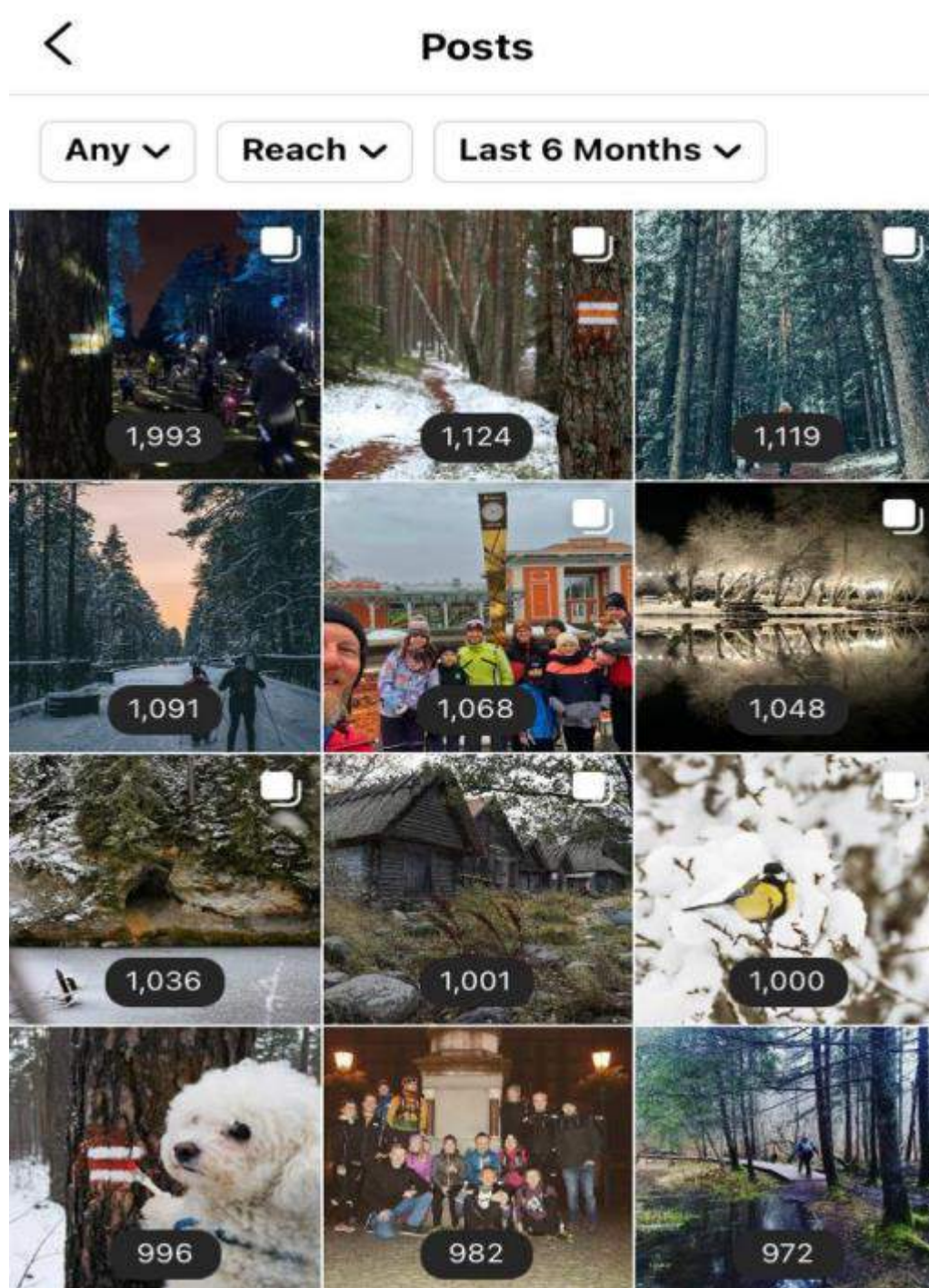
Veclaicene

+ 530 followers

+ 42 posts

+ ~25 monthly stories

Top
Instagram
posts
from the
last 6
months



Summary of media publications and press releases

Activity A.C.3 Publications

- 2 Press releases by lead partner (28.10.2020, 08.03.2021)
- 13 articles in LV media (by LC).
- Have other partners sent press releases? Please describe it in the period reports.



Presentation materials

WP Communication A.C.5

Please tell us about all the souvenirs made!

By NCA: Interactive communication elements (ca25 pieces) to be put by info centers, etc.

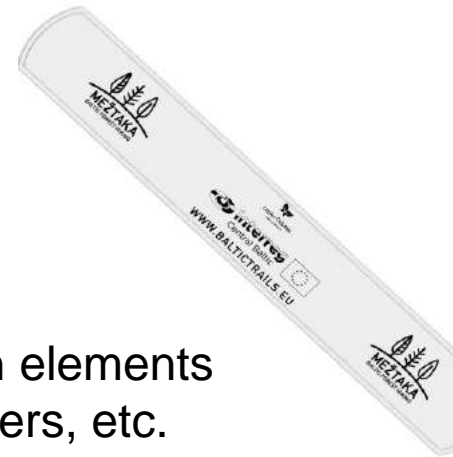


Table: What logos and references to have where?

Methods and measures	Emblem (flag) of the European Union	Text "European Union"	Reference to the European Regional Development Fund	Programme logo	Additional
INFORMATION / PROMOTION MATERIALS	x	x	x	x	NB! The size of the item defines the requirements
Materials where space allows (e.g. brochures, leaflets, books, t-shirts, bags, folders, videos, CDs, DVDs)	x	x	x	x	
Materials where space limits printing (e.g. pens, USB sticks, business cards)	x	x		x (or project logo)	



CB/EU LOGO – ALYAWS and on every item!!!

Info on Lat-Lit Forest Trail project (southern part)

- Updated Marking guidelines (in LV):
[file:///C:/Users/asnat/Downloads/Foresttrail marking guidelines lv.pdf](file:///C:/Users/asnat/Downloads/Foresttrail%20marking%20guidelines%20lv.pdf)
- Updated Brandbook:
[file:///C:/Users/asnat/Downloads/Foresttrail brandbook lv.pdf](file:///C:/Users/asnat/Downloads/Foresttrail%20brandbook%20lv.pdf)
- Itinerary planned to be in website by May
- Image map is designed, Guidebook written, sent for design





Thank you!