Extending the Baltic military heritage tourism product in Lithuania and South Latvia   LL-00052

PARTNER AND STEERING GROUP MEETING

10.-11.09.2024
Asnate Ziemele, Latvian
Country tourism association

MILITARY HERITAGE

Lauku Ceļotājs
www.celotajs.lv

Interreg
Latvia – Lithuania

Co-funded by
the European Union

Overview of the project activities implemented Feb-Sep 2024

Established steering group and management group:

Management group	
LC	Asnāte Ziemele
ZPR	Anna Builo-Hoļme
LKTA	Agnė Vaitkuvienė
ŽNPD	Paulius Mika
LTA	Mārīte Orniņa

Steering group	
Kārlis Dambītis	Museum of the Occupation of Latvia (LV)
Ivars Dimdiņš	Carnikava Local History Center (LV)
Marius Ėmužis	Member of the Board of the Department of Cultural Heritage (LT)
Sandra Kasmauskienė	Director of Plunges tourism and information center (LT)

Overview of the project activities by LC Feb-Sep 2024

D 1.1.1 Regional information and cluster network development seminars in LV and LT: LC participated in Latgale seminar (30.07.2024.)

Activity 1.3 Military heritage tourism objects and tours - on-site visits, information collection

- Support for PPs; PPs online meeting about military heritage objects on 20.05.2024; [excel form](#) for military heritage object information collection prepared.
- Involvement of expert with experience in inspecting the military heritage objects to review the preliminary lists of military heritage objects in Zemgale and Latgale, and to supplement the lists with additional objects.

D 1.4.1 Military heritage tourism product logo:

- logo (brand sign) and visual identity brandbook has been adapted and created in Lithuanian.

Available on Google Drive: https://drive.google.com/drive/folders/1nZJHFg3I04CGz8Cd3MNvrrKD0O-MVzXb?usp=drive_link

A 1.5 Experience exchange trips and meetings for product development:

- The work on planning the experience exchange trip to Estonia has been started. LC has prepared a <u>draft program</u>.
- LC organized Product development meeting with on-site visits on the 2nd day of PPs' kick-off meeting, on 27.02.2024.
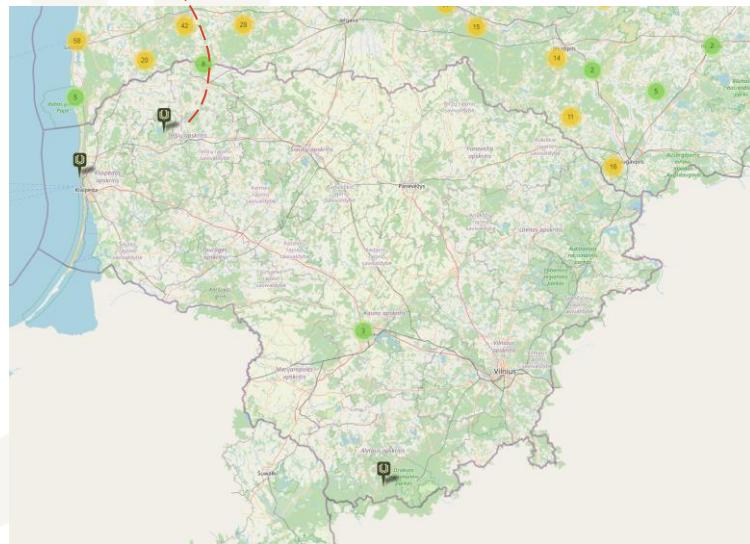
A 1.6 IT solutions - adaptations of the military heritage tourism web platform militaryheritagetourism.info to integrate Latvian-Lithuanian product information:

- Map changes have been made to allow LT object positioning
  https://militaryheritagetourism.info/en/map.

- LT language added, translations to LT inserted

- LT country and travel info added
  militaryheritagetourism.info/en/info/travel

- Machine translation to LT is technically done, but not started yet until the original translated texts are inserted.
- LT tourism object linking using web services from available sources is partially done - technical implementation allows using celotajs.lv LT objects, but route entry not started yet.
- User security upgrades to support new project partners and functions have been made.
- All library and database upgrades to latest versions, performance optimization and security fixes are in process.
- Social network integration functionality improved; Facebook news feed added in start page.

Facebook news feed

Military Heritage Tourism

Followers: 1940

27.08.2024
Militārā mantojuma tūrisma produkta izstrāde un sadarbības tīkla izveide Zemgales reģionā
12. septembrī
10.00
Jelgava, Driksas iela 9, Biznis "Silva", Zutere

🏹🚩 Zemgales Plānošanas reģions / Zemgale Planning Region aicina militārā mantojuma vēstures interesentus piedalīties seminārā "Militārā mantojuma tūrisma produkta izstrāde un sadarbības tīkla izveide Zemgales reģionā". 🏛 Datums: 12.septembris 🕐 Laiks: 10 - 15. Norises vieta: Mītnias

27.08.2024
KOVŲ ISTORIJOS KELIAIS

🏹 International Festival of the History of Warfare

23.08.2024
EE LV LT Pirms 35 gadiem, 1989. gada 23. augustā, notika tautas akcija "Baltijas ceļš", kad apmēram divi miljoni cilvēku, 👏 sadevušies rokās, veidoja apmēram 670 km garu dzīvo ķēdi, kas savienoja Baltijas valstu galvaspilsētas. ✨ "Baltijas ceļš" bija unikāla akcija ne vien Baltijas, bet visas Eiropas un pat pasaules

23.08.2024
Vai zināji, ka Malnavā kādreiz atradās vācu armijas grupējuma "Ziemeļi" štābs, kur viesojās arī Hitlers? 🤔 Iespējams, arī tas būs viens no raidījuma stāstiem!

21.08.2024
✍ Šodien Latvijas Okupācijas muzejs/Museum of the Occupation of Latvia rīko bezmaksas ekskursiju "Molotova–Ribentropa pakta sekas: nozīmīgas vietas Vecrīgā". 📍 Sākums plkst. 14.00 pie Latvijas Okupācijas muzeja Latviešu strēlnieku laukumā 1, Rīgā. i 1939. gada 23. augustā PSRS un Vācija

09.08.2024
Kaušēnai Holocaust Memorial
🟫 Near Plungė city there is a tree-covered Kaušēnai countryside hill, in which around 1800 Jews of Plungė district were murdered and buried on July 15-16, 1941. 🔥 Initially, they were kept closed in a synagogue without food for two weeks, under anticapitalism conditions. After that

08.08.2024
Litvak Memorial
🔵 the main road to outline is marked bushes and meta growing" on the communities des 1944. 🔴 Litvak world order then their ancestors

- New history periods added.
- Design and layout of timelines improved.

From the period between when Lithuania, Latvia and Estonia first won their independence to when their independence was restored, a great deal of evidence of the monumental events of the time in terms of battle sites, military structures, historical photographs and memoirs have survived. Altogether they make a compelling military heritage story of how the three new countries emerged out of World War I, how they fought for their survival during the wars of independence, how they were devastated by World War II, how national partisans kept up the battle for more than 10 years after the war, and how independence was restored after decades of occupation. The period is divided into four parts, which the timeline divides into smaller time sections and includes the most important military events in Lithuania, Latvia and Estonia:

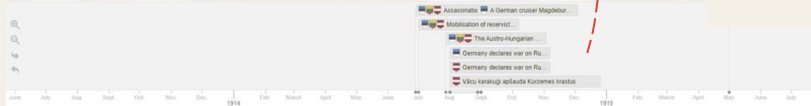| 1914 - 1918 | World War I |
	Description Timeline
1918 – 1920	Wars of Independence
	Description Timeline
1920 – 1940	First Independance
	Description Timeline
1939 - 1945	World War II
	Description Timeline
1944 - 1957	National partisan movement - forest brothers
	Description Timeline
1945 - 1991	Under Soviet occupation
	Description Timeline
1991 - …	Restored Independent Countries
	Description Timeline

MILITARY
HERITAGE
TOURISM

EN LV ET LT DE RU

START
HISTORY
MAP
MILITARY
TOURING ROUTES
EVENTS
INFO
ABOUT US
SEARCH

LOGIN

Interreg
Co-funded by the European Union
Latvia – Lithuania

Interreg

Assassination   A German cruiser Magdebur…
Mobilisation of reservist…
The Austro-Hungarian …
Germany declares war on Ru…
Germany declares war on Ru…
Vācu kanaiugi aplauda Kurzemes krastus

1914   1915

World War I 1914 - 1918

Before the establishment of the Estonian and Latvian states, Latvian and Estonian soldiers served in the Imperial Russian Army during World War I. Although both countries proclaimed independence at the end of the war, this did not bring peace for their people. Latvia and Estonia had to defend their existence against several military forces with political ambitions. Germany tried to claim the territories of Latvia and Estonia, Baltic Germans attempted to establish their own country there, Soviet Russia fought to annex the Baltic countries, and officers of the former Russian Empire had a goal to defeat Bolsheviks and return the Baltic provinces to Russia.

↓ Next period: **Period I** - Wars of Independence 1918 – 1920 ↓

Read more about historical periods

D 2.1.1 Baltic military heritage travel map:
- Objects from Est-Lat reviewed.
- [Excel file](#) created for new Lat-Lit objects, intro texts ready.

A 2.2 Product integration in the Baltic military heritage tourism web platform militaryheritagetourism.info:
- LC supported PPs in process of defining tasks for their history experts.
- Lithuania is added in all introduction texts of the main website sections in all languages.
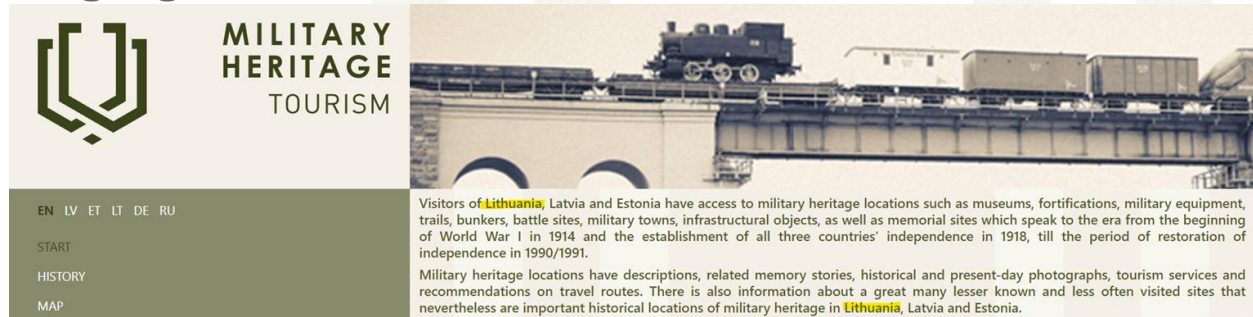
- Information about the Military Heritage II project is added, Lat-Lit programme logo and disclaimer added.

A 2.3 Contacts and PR to international media, military heritage and tourism networks:

- LC participated in LRE Forum and LRExpo (themed trade fair) in Aachen, Germany, from 26.-29.02.2024.

A 2.4 Communication and public relations:

- project news on project start and activities posted in LC webpage and FB page;
- created content on Military Heritage Tourism social media accounts in FB and IG;
- Military Heritage II project presented in LC general assembly on 13.02.2024, information about project included in LC e-newspaper (Spring edition);
- Informative e-mail sent out to LC members and TICs in Latvian regions on 20.05.2024 - to invite SMEs to join the project product.
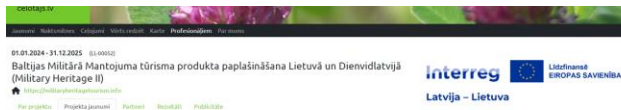
A 2.5 Travel fairs and themed public events:

- roll-up stand developed

Feedback about 1st period reports

Any questions, challenges with 1st period reports?

Project changes

Status of implementing project changes

WP1: Development of objects and routes to extend the Baltic military heritage tourism product

Activity 1.1
Public involvement events for extension of the Baltic military heritage tourism product in Lat-Lit programme area.

D.1.1.1 **Regional information and cluster network development seminars in LV and LT**	5 regional open information seminars (2 in Latgale and Zemgale regions in LV, 3 in LT, 20-30 participants in each). Partners responsible: ZPR, LTA, ŽNPD and LKTA. LKTA as a national scale organisation will organise seminars in Aukštaitija region and Klaipeda region.	Delivery period: 2

- ☑ Latgale - 30.07.2024
- ❏ Zemgale - 12.09.2024
- ❏ Žemaitija - 20.09.2024.
- ❏ LKTA - one in 26.September and one in November

D.1.1.2 **National events in LV and LT**	2 national events - <u>rural tourism general assembly sessions</u> on the project and military heritage tourism product (1 in LV, 1 in LT, 70-100 participants in each). Partners responsible: LC; LKTA.	Delivery period: 3

❏ In Latvia - March 2025
❏ In Lithuania - ?

Activity 1.2
Adaptation of Military heritage tourism product development guidelines.

D.1.2.1 **Military heritage tourism product development guidelines**	Guidelines in Latvian and Lithuanian languages, electronic form, available online. Costs included: Content adaptation, translation, design, etc. as relevant. Responsible partners: LC, LKTA.	Delivery period: 3

Guidelines. Use of military heritage in tourism in Latvia and Estonia

SÕJAAJALOOPÄRANDI KASUTAMINE TURISMIS Eestis ja Lätis **JUHENDMATERJAL**

VADLĪNIJAS MILITĀRĀ MANTOJUMA IZMANTOŠANA TŪRISMĀ LATVIJĀ UN IGAUNIJĀ

Military Heritage guidelines in Estonian

Military Heritage guidelines in Latvian

To update the text in LV, to add good examples in Lithuania, *The training material will be updated, adapted to the Latvian-Lithuanian context, examples of military heritage objects in Lithuania added (LV translation for LT objects), and whole material translated into Lithuanian language.* (budget for translation 500EUR - LKTA)

Activity 1.3
Military heritage tourism objects and tours - on-site visits, information collection.

D.1.3.1 **Military heritage tourism object descriptions**	Ca 300 objects included in the Lat-Lit military heritage tourism product. The descriptions inserted in the military heritage tourism web platform database https://docs.google.com/presentation/d/1UDARBwt0qPzndJvs1DrBPbeQ8kkzMhXSl-evSw5cNHM/edit#slide=id.p and ready for adaptation and use in marketing materials. Languages: LV/LT/EN/DE/RU/EE. Responsible PP: LC. PPs involved: ZPR, LTA, ŽNPD and LKTA	Delivery period: 3

❏ Status of object description: start with selected objects for map/guide
❏ Deadline for descriptions: end NOV for shortlist/ end DEC the rest
❏ Final objects to be included in printed travel map

https://docs.google.com/spreadsheets/d/16Jr65BJNczDww5Dm3e4jtPmcsNrUw5Xx/edit?usp=sharing&ouid=106265368557269696588&rtpof=true&sd=true

Baltic military heritage travel map
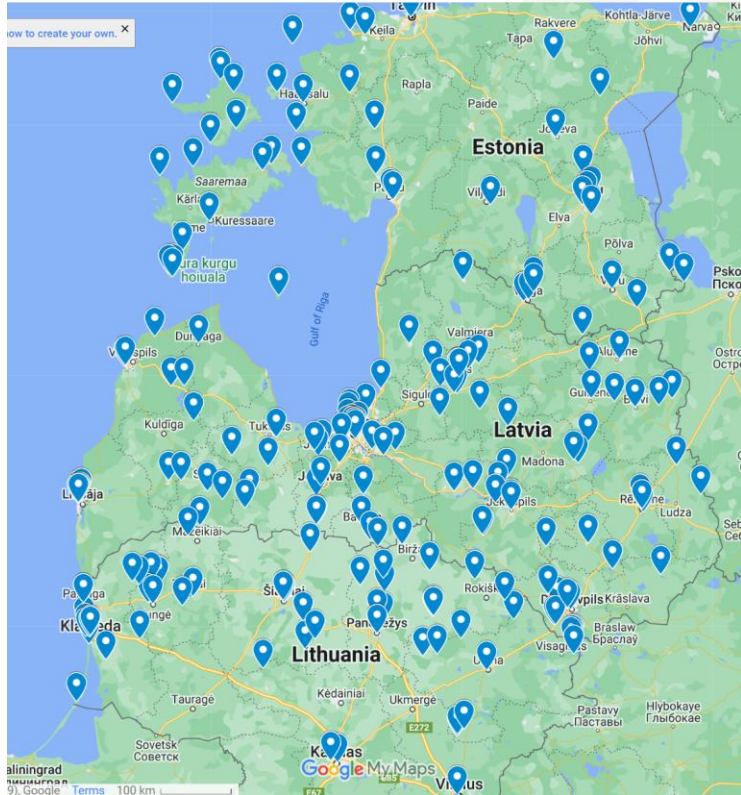
Regions			
LV from est-lat	69	Latvia	112
Zemgale	23	Lietuva	68
Latgale	20	Estonia	64
Žemaitija	18		
LKTA	50		
Estonia	64		
In total:	244		

TOURS

**D.1.3.2
Military heritage touring route descriptions**

Ca 10 touring routes with overnight stays in Latvia and Lithuania. The descriptions inserted in the military heritage tourism web platform database and ready for adaptation and use in marketing materials. LC develops LV part and outline and LKTA works for LT sites to include. Languages: LV/LT/EN/DE/RU/EE.

Deadline for draft: end OCT
Translation: end NOV

Delivery period: 2!!
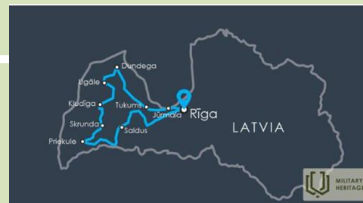
Along the battlefields of Kurzeme Pocket to Soviet Heritage adventure in Dundaga

Kurzeme, Latvia   Duration: 5 days

🚂 Rīga–Lestene–Zante–Brocēni–Saldus–Ezere–Vainode–Priekule–Skrunda– Pelči–Kuldīga–Renda–Usma–Ugāle–Blāzma–Dundaga–Tukums–Rīga

The tour features sites associated with the events of the end of World War II, from October 1944 to May 1945 when the German army retreate from Rīga to Kurzeme, where 6 major battles took place in different parts of the Kurzeme front. Because of the brutal battles, this period of th war is known as the Courland Cauldron, Curland Pocket or Kurzeme Fortress. The Red Army was unable to conquer Kurzeme until th capitulation of the German army.
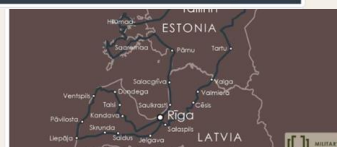
independence of Latvia and Estonia

Latvia–Estonia   Duration: 13 days

🚂 Rīga–Tīreļi–Lestene–Kandava–Sabile–Renda–Stende–Dundaga–Irbene–Ovīši–Ventspils–Užava–Jūrkalne–Pāvilosta–Akmeņrags–Liepāja–Skrunda– Saldus–Zvārde–Jelgava–Olaine–Rīga–Mangaļi–Carnikava– Pārnu –Virtsu–Kuivastu–Kuressaare–Panga–ferry to Hiiumaa–ferry to Haapsalu–Tallinn– Hara–Rakvere–Sillamäe–Vaivara–Narva–Avinurme–Mustvee–Jõgeva–Tartu–Valga/Valka–Valmiera–Cēsis–Līgatne–More–Salaspils–Rīga

The tour introduces the military heritage of Latvia and Estonia, which dates back more than 100 years from World War I to the present day. The focus is on the emergence of both countries at the end of World
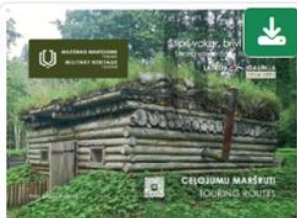
Audio guides

D.1.3.3 **Audio guides for military heritage tourism objects** Status?	Audio guides available as QR codes at 20 (LV)+11 (LT) selected objects, placed as relevant, on objects in their locations/info plates/info stands /in the exhibition. Lang.: LV/EN or LT/EN. Audio guides available on the web platform, in the profiles of the respective objects. Responsible PP: ZPR, ŽNPD, LTA.	Delivery period: 3

EXAMPLES:

https://www.youtube.com/@ZlekuLuteranuBaznica

Accessible Audio Guide Through Kuldiga Along the Forest Trail
https://izi.travel/en/3ffc-accesible-audio-guide-through-kuldiga-along-the-forest-trail/en

https://izi.travel

Activity 1.4
Adaptation of military heritage tourism product visual identity.

D.1.4.2 **Info plates for military heritage tourism objects**	Ca 72 plates produced and military heritage tourism objects in Latvia and Lithuania marked. In Lithuania ca 10 plates will be put on highly important military heritage objects outside the programme territory, in Vilnius and Kaunas. Responsible partners: ZPR, LKTA, ŽNPD, LTA.	Delivery period: 3

❏ the placement must be agreed with the owners of the sites (with official letters). Plates can't be put on monuments;

❏ placed on the main objects included in the guidebook;

❏ if the object already has info stand, we can put the small info plate on it for "Military Heritage" network recognition;

❏ plates need to be in 2 languages with Lat-Lit program logo.

Examples from Est-Lat project:
https://galerija.celotajs.lv/lv/f/xArchive/2021/Militar ais_infrastruktura/Military_info_plates_objects

Activity 1.5
Experience exchange trips and meetings for product development.

D.1.5.1 **Military heritage tourism experience exchange trip**	Participants from Latvia and Lithuania (20 persons). 2 staff members and 2 stakeholders from each partner. Responsible partner: LC. Partners involved: ZPR, LTA, ŽNPD and LKTA	Delivery period: 2

- ❏ Project changes regarding the budget - in process;
- ❏ Final arrangements;
- ❏ Questions from partners?

Activity 1.5
Experience exchange trips and meetings for product development.

D.1.5.2 Product development meetings = *project partner meetings*	4 meetings will take place (2 in LV, and 2 in LT). Participants from Latvia and Lithuania: project team, steering group and history experts. Responsible partners: LC, ZPR, LKTA, ŽNPD. All partners involved.	Delivery period: 4

Next meeting? FEB/March 2025
Responsible partner for next meeting in period 3: ŽNPD

Activity 1.7
Site improvements in Latgale region, Latvia. Status?

D.1.7.1 Indoor digital interactive kiosk with exposition in Latgale museum of culture and history, Rēzekne	The costs include kiosk, software development, and contents development. Specification of the equipment is in the annex. Responsible partner: LTA.	Delivery period: 2
D.1.7.2 Indoor digital interactive kiosk with exposition in Viļaka regional museum	The costs include kiosk, software development, and contents development. Specification of the equipment is in the annex. Responsible partner: LTA.	Delivery period: 2
D.1.7.3 2 outdoor information stands on military heritage hiking trail in Līvāni region	The costs include production and installation of the stands. Specification is in the annex. Responsible partner: LTA.	Delivery period: 2

Activity 1.8
Site improvement - Cold War Exposition in Žemaitija, Lithuania Status?

D.1.8.1 **3D technology printed tactile info stand of the Cold War exposition**	Scheme - plan of area with small models of missile silos and buildings of Plokštinė (The Cold War Exposition) military base with military town. Responsible partner: ŽNDP.	Delivery period: 2
D.1.8.2 **11 info stands in the military town of Plokštinė military base**	1 info stand of the size 120*180 and 10 info stands of the size 60*90 - plates, supporting structures (metallic), design and installation works. Responsible partner: ŽNDP.	Delivery period: 2
D.1.8.3 **Mobile interactive exhibition about Cold war period**	Mobile interactive exhibition will be situated within the Cold War Exposition territory or at the main base (undergr. exh.). Mobile exhibition will be suitable for indoor and outdoor uses. Costs: exhibition concept development, design, interactive elements, materials, supporting structures. Responsible partner: ŽNDP	Delivery period: 2

Examples of infrastructure from Est-Lat project:
https://galerija.celotajs.lv/lv/f/xArchive/2021/Militarais_infrastruktura/Achieved_outputs

WP2: Marketing and promotion of the Baltic military heritage tourism product

Activity 2.1
Marketing publications and videos.

D.2.1.1 **Baltic military heritage travel map**	Folded map, 45000 copies. Languages: LV/LT/EN/DE/RU. The map will include all 3 Baltic states. External production services will be used. Responsible partner: LC. Partners involved: ZPR, LTA, ŽNPD and LKTA	Delivery period: 3

Work has been started:
- ✓ Est-Lat objects reviewed
- ✓ Introduction texts updated
- ✓ Lat-Lit objects selected: https://docs.google.com/spreadsheets/d/16Jr65BJNczDww5Dm3e4jtPmcsNrUw5Xx/edit?usp=sharing&ouid=106265368557269696588&rtpof=true&sd=true

Next steps:
- ❏ Putting objects on the map - purchase of map for marketing materials in the budget of LTA
- ❏ Translating texts to LV (Lithuanian objects)/LT (incl. Est-Lat objects) /EN/DE/RU - in the budget of ZPR
- ❏ Work with layout and design - LC
- ❏ Printing - in the budget of LKTA. Lang distribution
- Google link for % distribution for lang per partner: hhttps://docs.google.com/spreadsheets/d/19gu_vEMqSdNE9n1sOXFMPEHN3Etpx2zJwf832GDfyus/edit?gid=0#gid=0
- ❏ The map have to be finished and printed by January 2025

D.2.1.2 **Baltic military heritage travel guide with folding map - Southern part**	A4. Map LV/LT - will be changed to map of Baltic States with objects and tours. Online & printed in 5 lang. (LV/LT/EN/DE/RU) x 1000 copies (5000 in total). Printing 4+4, cover pages in matte dispersion varnish. ~60 pages, glued binding. Matt coated paper 90g for pages, 300g for cover pages Responsible partner: LC. PPs involved: ZPR, LTA, ŽNPD and LKTA	Delivery period: 3
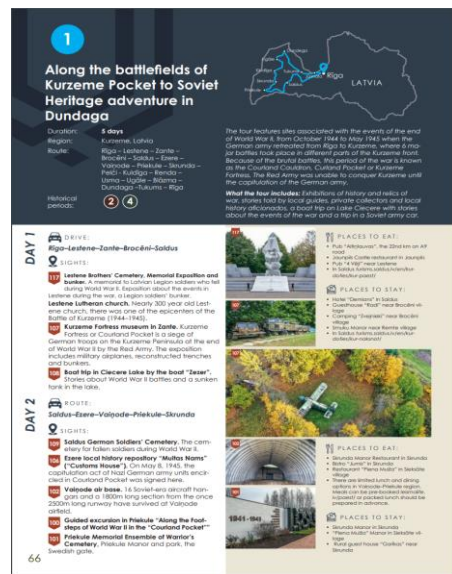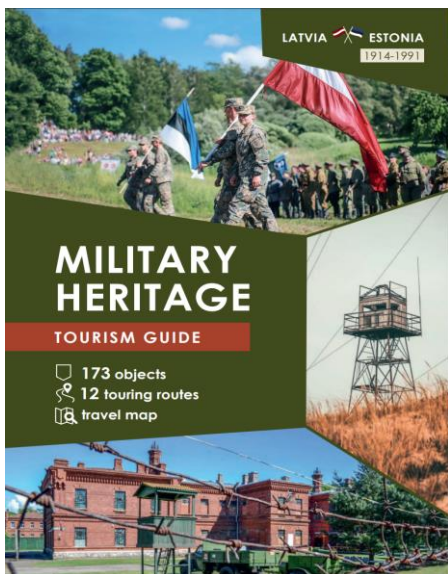
How to show the Baltic scope?

33

| D.2.1.3 **Promo videos and reels**	Video: MPEG-4 and 4K quality, for internet & TV; 3-5 min with subtitles; and ~10 reels: Mp4; 15-30 sec, 1080px x 1920px with 9:16 aspect ratio, for soc. networks and website introducing product and targeting tourists. Lang.: LT/LV/EN. Responsible PP: LC. Partners involved: ZPR, LTA, ŽNPD and LKTA	Delivery period: 3

Video from Est-Lat project:
https://www.youtube.com/watch?v=7iRN0zNCNIQ&list=PLwv2pauxCyw8OEOLGBQ_ndNirgEdn1n_3&index=4&t=9s

Planning table:
https://docs.google.com/spreadsheets/d/1ZnPnL3bhCW289RsV9LHsCEbLU_GI338Le19NQIQ9TnQ/edit?gid=451802608#gid=451802608
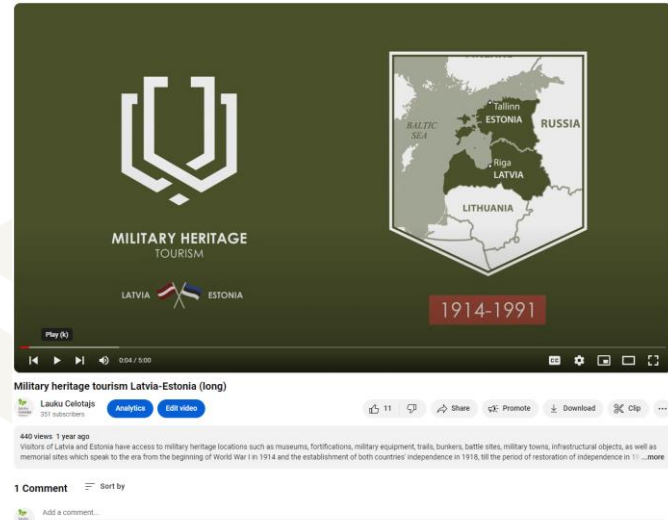
Activity 2.2
Product integration in the Baltic military heritage tourism web platform militaryheritagetourism.info.

D.2.2.1 Latvian-Lithuanian military heritage tourism product integrated in web platform	Texts, photo, video, audio inserted in militaryheritagetourism.info in LT, LAT, EE, EN, DE, RU languages. External translation, adaptation and editing services used as required, combined with machine translation. Responsible partner: LC. Partners involved: ZPR, LTA, ŽNPD and LKTA	Delivery period: 4

Work has been started:
- ❏ Lithuania added where relevant; LT country and travel info added
- ❏ Web site existing sections translated to LT
- ❏ History periods and timelines updated and supplemented by Latvian history expert; new texts translated to EN
- ❏ Update of LV timelines in webpage in process
- ❏ History periods and timelines supplemented by Lithuanian history expert; clarifications and improvements in process
- ❏ New history periods added; design and layout of timelines improved

PPT about inserting objects in web: https://docs.google.com/presentation/d/1UDARBwt0qPzndJvs1DrBPbeQ8kkzMhXSl-evSw5cNHM/edit?usp=sharing

Activity 2.3
Contacts and PR to international media, military heritage and tourism networks.

D.2.3.1 **International specialised blogger, influencer, media tour, articles/ads in specific efficient media**	Aim of the intl. media tour is to raise interest in Baltic military heritage tourism, to tell story of the Baltic independence, to reach international target audience –tourists, travel trade. The tour will be in EN. The tour will visit objects in LV and LT. 4-8 participants. PP: LC, LKTA, LTA, ŽNPD.	Delivery period: 4
D.2.3.2 **Military heritage tourism project final conference** *together with the new Est-Lat project*	International 2-day event with participation of LT and LV military heritage tourism stakeholders, history experts, 2-3 international and Baltic countries' speakers (ca 80 pers.) to strengthen cooperation between stakeholder organisations. Responsible PP: LC. PPs involved: ZPR, LTA, ŽNPD and LKTA	Delivery period: 4

Activity 2.4
Communication and public relations.

D.2.4.1 Mandatory communication	Project profile on www.latlit.eu, project web page https://www.celotajs.lv/lv/c/prof/proj and links from project partner web sites. Project information posted on partner social networks. Informative posters at premises of LP and PP. Responsible partner: LC. Partners involved: ZPR, LTA, ŽNPD and LKTA	Delivery period: 4

- ✓ Project profile on www.latlit.eu: latlit.eu/theprojects/military-heritage-ii/
- ✓ Project web page on LP web site with links from project partner web sites: www.celotajs.lv/lv/project/42
- ✓ Social media activities

D.2.4.2 National media trips	Aim of nat. media tour is to reach domestic target audience and new military heritage tourism objects to be involved in the product. Nat. media trips will be in nat. lang. 1 trip in LV & 1 trip in LT for journalists, bloggers and influencers. 15-20 participants per trip. Responsible partners: LC, LKTA, LTA, ZPR	Delivery period: 4

Activity 2.5
Travel fairs and themed public events.

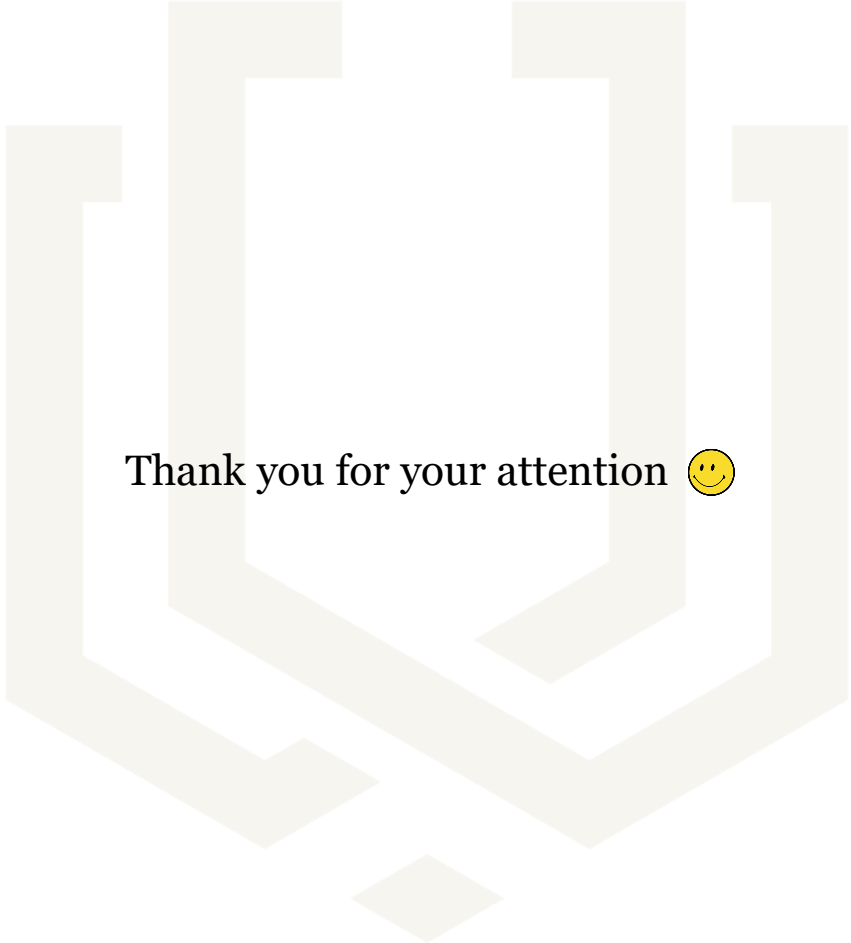|		
D.2.5.1 Participation in travel fairs	Costs included: stand design elements, sending the materials to event, renting the space, etc. as relevant. Responsible partners: LC - Green Week (DE), LTA - Balttour (LV), LKTA - Adventuras (LT), Atostogos Lietuvoje - won't happen (LT).	Delivery period: 4
D.2.5.2 Participation in a themed military heritage event	The product and the project promoted for general public. Costs included: space rent, design elements, action rent (photo, game, 3D obstacles), catering, distribution materials, event recontrustion elements etc. as relevant. Responsible partner: LC. Partners involved: ZPR (4500eur), LTA (500eur), ŽNPD(500eur) and LKTA(500eur)	Delivery period: 4

SUMMARY: FIRST TASKS AND DEADLINES

Next partner meeting – FEB/MARCH 2025.
Work with travel map:
1. objects on the map
2. translation
3. layout and design
4. printing
Work with object descriptions for web and guide

Thank you for your attention 🙂