



**MILITARY HERITAGE**

**Improved Accessibility of the  
Latvian-Estonian Military Heritage  
Tourism Product  
MIL-HER ACCESSIBLE  
EE-LV00094**

**KICK-OFF MEETING**

**30.09.-01.10.2024**

**Asnate Ziemele, Latvian**

**Country tourism association**



**Interreg**

**Estonia – Latvia**



**Co-funded by  
the European Union**

*Project EE-LV00094 "Improved Accessibility of the Latvian-Estonian Military Heritage Tourism Product" (MIL-HER ACCESSIBLE) is being implemented with the support of the European Union Interreg VI-A Estonia-Latvia Programme 2021-2027.*

*This presentation reflects the views of the author. The managing authority of the programme is not liable for how this information may be used.*

# Project partnership

No.	Name	Country	Abbreviation	Partner role
LP1	Latvian Country Tourism Association "Lauku ceļotājs"	Latvia	LC	Lead Partner
PP2	Karosta NGO	Latvia	KGB	Project Partner
PP3	Ltd. Rehabilitation Centre "Līgatne"	Latvia	RLC	Project Partner
PP4	Saldus regional municipality	Latvia	SNP	Project Partner
PP5	Municipal Agency "Cēsis Business and Tourism Agency"	Latvia	CNUTA	Project Partner
PP6	Occupation Museum Association of Latvia	Latvia	LOMB	Project Partner

<b>No.</b>	<b>Name</b>	<b>Country</b>	<b>Abbreviation</b>	<b>Partner role</b>
PP7	Saaremaa Military Equipment Society	Estonia	SSS	Project Partner
PP8	Foundation of Haapsalu and Läänemaa Museums	Estonia	SALM	Project Partner
PP9	Estonian War Museum – General Laidoner Museum	Estonia	ESM	Project Partner
PP10	Estonian Aviation Museum	Estonia	EAM	Project Partner
PP11	NGO Hiiumaa Military History Society	Estonia	HiiuMil	Project Partner
PP12	NGO Estonian Rural Tourism	Estonia	ERTO	Project Partner

# Project management

## Establishment of Project management group:

The project management group will be set up in the starting phase of the project and will include **1 staff member from each partner** - *who?*

The project management group will ensure **overall project coordination and management, development of the accessibility solutions, piloting and promotional activities.**

# Project management

## Partner meetings (in total 6 meetings)

- ✓  LP1 / Latvian Country Tourism Association "Lauku ceļotājs":  
30.09.-01.10.2024
- PP5 / Municipal Agency "Cēsis Business and Tourism Agency"
- PP6 / Occupation Museum Association of Latvia
- PP8 / Foundation of Haapsalu and Läänemaa Museums
- PP9 / Estonian War Museum – General Laidoner Museum
- PP12 / NGO Estonian Rural Tourism

# Project management

Partners will **communicate** via skype, telephone, e-mail, in project meetings and other project events to ensure continuous and efficient information exchange.

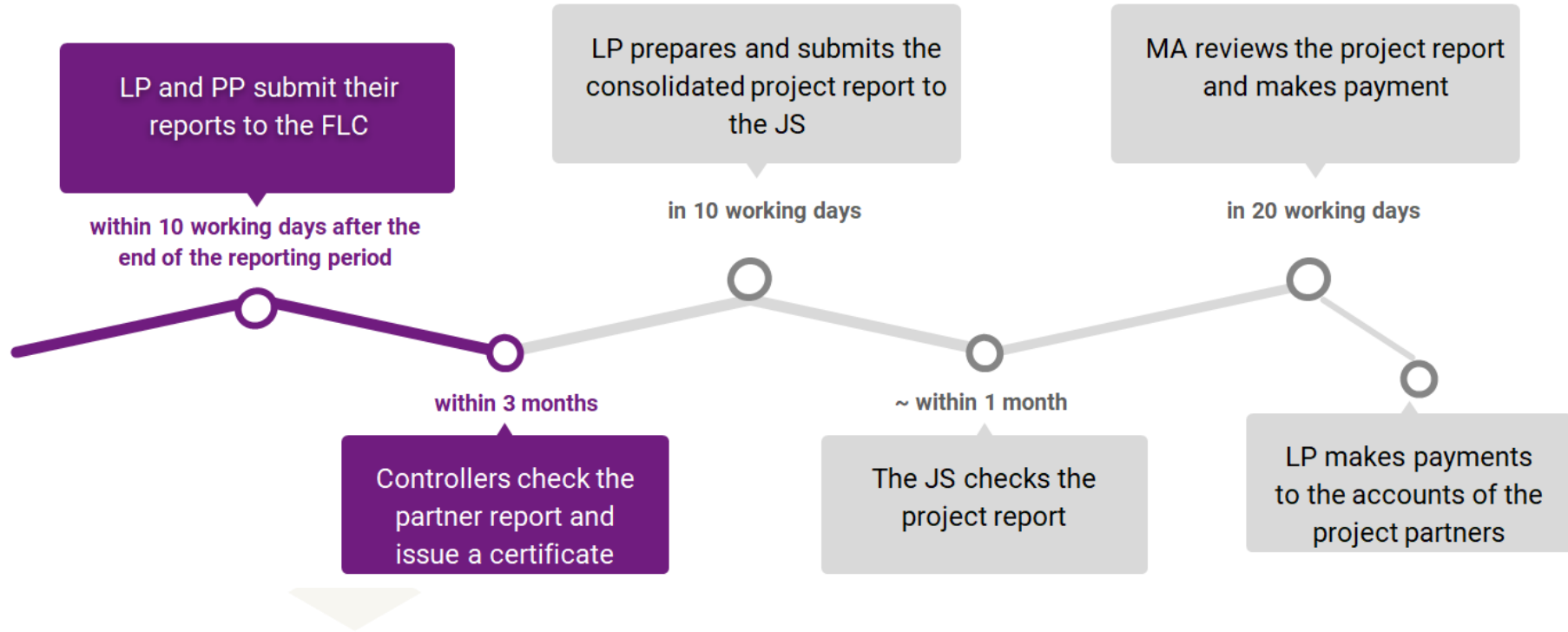
**LC contacts:** project manager - Asnate Ziemele  
(asnate@celotajs.lv), project coordinator –  
Katrina Serzante (katrina@celotajs.lv)

Interreg VI-A Estonia-Latvia programme 2021-2027 PROGRAMME MANUAL:  
[https://estlat.eu/sites/default/files/documents/2023-12/Programme%20Manual%202021\\_2027%202nd%20call%20January%202024.pdf](https://estlat.eu/sites/default/files/documents/2023-12/Programme%20Manual%202021_2027%202nd%20call%20January%202024.pdf)

## Reporting:

- Partner and project reports must be submitted via Jems.
- Reporting period after every 4 months; 9 reporting periods: 1st period 01.07.2024.-31.10.2024.
- Partner report must be submitted within 10 working days after the end of the reporting period (14.11.2024).
- Reporting has to be done in English, supporting documentation, e.g. invoices, contracts, tender documentation may be in Estonian or Latvian.
- Report includes financial data AND activity description.
- If “0” costs reported, the report must still be submitted.

## Reporting process:





# **MIL-HER ACCESSIBLE project**

## **Objective:**

The project aims to jointly **develop 4 accessibility solutions, pilot** them and **implement in 11 Estonian-Latvian military heritage tourism sites** in the programme area to improve the existing Military Heritage tourism product accessibility **for different social groups**: school-aged youth and people with visual, mobility, and anxiety restrictions, and to carry out joint targeted marketing.



# Changes Military Heritage 2

4 historic periods — 7 historic periods Time line extended, LT history added:

<https://militaryheritagetourism.info/en/history>

1914 - 1918	World War I
	<a href="#">Description</a> <a href="#">Timeline</a>
1918 - 1920	Wars of Independence
	<a href="#">Description</a> <a href="#">Timeline</a>
1920 - 1940	Independence of the Baltic States
	<a href="#">Description</a> <a href="#">Timeline</a>
1939 - 1945	World War II
	<a href="#">Description</a> <a href="#">Timeline</a>
1944 - 1957	National partisan movement - forest brothers
	<a href="#">Description</a> <a href="#">Timeline</a>
1945 - 1991	Soviet occupation
	<a href="#">Description</a> <a href="#">Timeline</a>
1991 - ...	Restored Independence
	<a href="#">Description</a> <a href="#">Timeline</a>

The screenshot displays a detailed timeline interface. At the top, it shows a navigation bar with various historical periods. The main content area is titled "Military actions in Lithuania in 1914" and "Military actions in Latvia in 1914-1915". It features a horizontal timeline with markers for specific events, such as "Military actions in Lithuania in 1914" and "Military actions in Latvia in 1914-1915". Below the timeline, there is a section titled "Military actions in Lithuania in 1914" with a detailed text description in Lithuanian. The text describes the military actions in Lithuania in 1914, mentioning the Russian army's advance and the German occupation. The screenshot also shows a section for "Military actions in Latvia in 1914-1915" with a detailed text description in Lithuanian. The text describes the military actions in Latvia in 1914-1915, mentioning the Russian army's advance and the German occupation. The interface includes navigation arrows and a "Read more about historical periods" button at the bottom.

**WP1: Joint  
development and  
piloting of  
accessibility solutions**

# Activity 1.1 Partner working groups for joint solution development

Start: Period 1, 01.07.2024 End: Period 3, 30.06.2025

- 1) Working group to develop solution for school-aged youth: PP2, PP3, PP5, PP6, PP7, PP8, PP9, PP10, PP11, PP12.
- 2) Working group to develop solution for visual impairment restrictions: PP3, PP7, PP8, PP9.
- 3) Working group to develop solution for reduced mobility restrictions: PP4, PP10.
- 4) Working group to develop solution for claustrophobic restrictions: PP3 and PP11.

- Solution group meetings will be dedicated to planning the social target group involvement, planning of training workshops, planning of piloting, discussion of the proposed solutions and similar relevant topics.
- LP1 - monitoring the results of the work groups and coordinating with other project activities.
- Cross-border partner groups will **meet online and face to face** as necessary (**with experts and target group representatives**).
- Face-to-face meetings: ca 10 pers. in each meeting. 2/3 national and 1/3 cross-border participants.
- At least 2 meetings per partner, according to the need.

# Activity 1.2 Training events and methodology for development of solutions for school-aged youth

Start: Period 2, 01.11.2024 End: Period 4, 31.10.2025

- 4 training events in Latvia and 4 training events in Estonia
  - LC: 2 trainings, development of methodology = 3400 EUR
  - LOMB: 2 trainings, development of methodology = 4000 EUR
  - ESM: 2 trainings, development of methodology = 2000 EUR
  - ERTO: 2 trainings, development of methodology = 4000 EUR

- Organized for museum specialists, the educational sector, and relevant partners - military heritage site owners developing accessibility solutions for school-aged youth: PP2, PP3, PP5, PP6, PP7, PP8, PP9, PP10, PP11, PP12.
- Practical sessions at military heritage sites: museums, battle sites, bunkers, etc.
- Participation of school-aged youth to receive and incorporate their feedback.
- Ca 20-30 persons per training event.
- The conclusions gained from this feedback and the overall experience will be utilized in producing a **Methodology for Development of Accessible Programmes for School-Aged Youth.**



# Activity 1.3 International workshop on accessibility solutions for social groups

Latvia

*International Workshop and study tour*

**Integrating Military Heritage into  
Tourism and History Education**

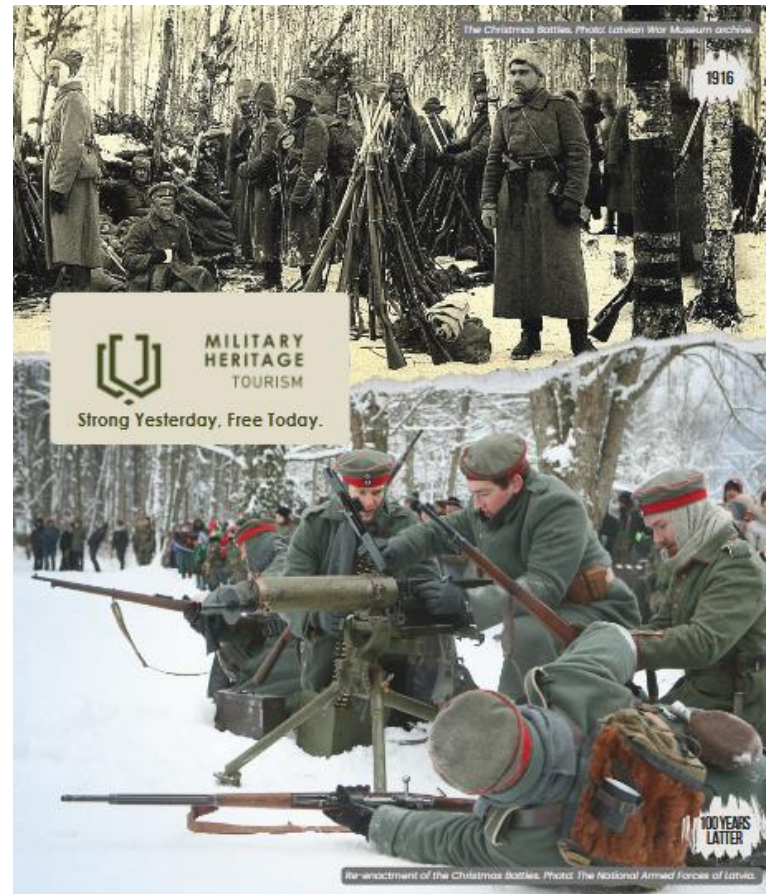
## Program:

9.01.2025, Thursday. Study tour of Latvian military heritage sites, showcasing some of the most creative and effective solutions in action.

10.01.2025, Friday. The workshop in Riga.

11.01.2025, Saturday. The Christmas battles reenactment and visits to the objects

Together with Lat-Lit Military Heritage II project



- A joint workshop for stakeholders;
- International speakers (NL, DK, FI, UK, *NOR*);
- Ca 80 participants, incl. all project partners. Ca 5 international participants, ca 25 EE, ca 50 LV.
- Budget:
  - LC - 5000 EUR
  - ERTO - 5000 EUR
- Combined with partner meeting on 14.01.25?

# Activity 1.4 Adaptation of Military Heritage tourism product development guidelines

Start: Period 4, 01.07.2025  
End: Period 6, 30.06.2026

- To update the guidelines integrating the accessibility topic.
- Updates will be created in EN, with subsequent translation/adaptation into LV and ET.
- Digitally.
- Budget:
  - LC - 1500 EUR
  - LOMB - 500 EUR
  - ESM - 1000 EUR



# Activity 1.5 Piloting and finalisation of accessibility solutions

Start: Period 4, 01.07.2025

End: Period 6, 30.06.2026

Each partner will organise piloting at their own site by piloting actions jointly developed by the partner groups:

- PP2 will organise piloting for Karosta Prison in Liepāja and Karosta Redan in Liepāja.
- PP3 will organise piloting for The Secret Soviet Bunker (Medical Rehabilitation Centre Līgatne):
- PP4 will organise piloting for Zvārde military firing grounds in Saldus region.
- PP5 will organise piloting for The Melanija Vanaga museum in Cēsis region.
- PP7 will organise piloting for Saaremaa Military Equipment Museum.
- PP8 will organise piloting for Railway and Communications Museum in Haapsalu.
- PP9 will organise piloting for Estonian War Museum in Tartu.
- PP10 will organise piloting for Estonian Aviation Museum.
- PP11 will organise piloting for Hiiumaa Military Equipment Museum.
- PP12 will organise piloting for Orjaku Military Harbor.

- Piloting of accessibility solution **for school-aged youth** - visits of school groups to respective military heritage sites.
- Piloting of accessibility solution **for people with mobility restrictions** - test excursion with a small test group of people with mobility restrictions (seniors, people with disabilities) to the improvement sites.
- Piloting of accessibility solution **for people with visual impairment restrictions** - in collaboration with associations of visually impaired; a trial excursion will be organised. (<https://www.youtube.com/watch?v=Vd8F0CfzVZQ&t=10s> - example of piloting)
- Piloting of accessibility solution **for people with claustrophobic anxiety** - a testing visit.
- After testing, **the members of the groups will be interviewed and asked to assess whether a proposed accessibility solution reduces/eliminates the defined accessibility problems.**
- Participant numbers in piloting: at least 1 cross-border partner from each solution group. The numbers of the target group representatives depend on the solution type (from at least 1 person in testing the solutions for people with restrictions, and up to 25-30 persons in testing solutions for school-aged youth).

# **Activity 1.6 Transferability of the developed accessibility solutions to military heritage tourism objects in LV and EE**

Start: Period 4, 01.07.2025 End: Period 9, 30.06.2027

Communication activities (round-mailing with project news, invitations to attend project public events, etc.) - to channel the accessibility solutions to the participants in the Military Heritage tourism network.

Transferability will be supported by the updated Military Heritage Tourism Product Development Guidelines, the Methodology for Development of Accessible Programmes for School-Aged Youth and other relevant project materials.

**WP2: Improvement of  
11 Military Heritage  
tourism sites with  
accessibility solutions**



- 
- Site improvement 1-2: Karosta Prison and Karosta Redan
  - Site improvement 3.: Secret Soviet Bunker in Rehabilitation centre “Līgatne”
  - Site improvement 4. : Zvārde military firing ground
  - Site improvement 5.: Melānija Vanaga museum
  - Site improvement 6: Saaremaa Military Equipment Museum
  - Site improvement 7: Railway and Communications Museum
  - Site improvement 8: Tartu Branch of the Estonian War Museum
  - Site improvement 9: Estonian Aviation Museum
  - Site improvement 10. Hiiumaa Military Museum
  - Site improvement 11. Orjaku Military Harbour

# **WP3: Marketing and promotion**

# Activity 3.1 Website and digital improvements – accessibility adaptations in [www.militaryheritagetourism.info](http://www.militaryheritagetourism.info)

Start: Period 1, 01.07.2024 End: Period 9, 30.06.2027

## D.3.1.1 Upgraded cross-border Military Heritage Tourism product

The upgrades for accessibility and social inclusion will be evident on the Military Heritage tourism platform [militaryheritagetourism.info](http://militaryheritagetourism.info): information regarding accessibility of the sites will be incorporated, and the implemented accessibility solutions will be highlighted.

Delivery period:  
9



- New icons;
- School programmes in the search function;
- The offer for school-aged youth will be grouped under a specialised section which will include and update the present section Sites with Educational Programs with new programmes developed by project partners and military heritage tourism network member sites;
- Additional sub-section featuring educational one-day tours for school-aged youth;
- A map will be added featuring sites that offer specialised programmes for school-aged youth;
- Digital products (audio and visual) developed under the project will be added to the profiles of military heritage tourism sites as relevant.

# Activity 3.2 Targeted marketing for the educational sector to reach school-aged youth

Start: Period 4, 01.07.2025 End: Period 9, 30.06.2027

- Educational sector will be approached to introduce the specialised military heritage programmes and one-day-tours available from [www.militaryheritagetourism.info](http://www.militaryheritagetourism.info).
- To integrate military heritage educational programmes with the teaching subjects of History and National Defence in school curricula in Latvia and Estonia, and the “Skolas Soma” national programme in Latvia.
- The activities: **presentation visits** in schools, to education boards, and **demo excursions** and **presentation events for educators in military heritage tourism sites**.
- 3 events per country, 20 pers. in a group, LV and EE nationally due to language considerations).
- Activities will also reach youth organisations such as Skauti, Gaidas, Jaunsargi in LV, and youth organisations in Estonia.
- Budget: LC (2000 EUR), ERT0 (2000 EUR)

# Activity 3.3 Marketing publications and videos

Start: Period 4, 01.07.2025 End: Period 7, 31.10.2026

## 1) Printable Baltic Military Heritage tourism map

- LV/EE/EN/DE languages;
- objects offering accessibility for different social groups will be marked with special icons;
- all 3 Baltic States using synergy with the map developed within the Military Heritage II project, supported by the Lat-Lit programme.
- Budget: LC, LOMB, ESM, ERT0



## 2) Printable Est-Lat Military Heritage tourism map for school-aged youth:

- in LV, ET and EN;
- objects offering specialised educational programmes and one-day tours for school groups;
- one-day themed tour itineraries for school groups;
- 20 touring routes, including cross-border routes.
- budget: LC, KGB, RLC, CNUTA, SSS, SALM, EAM, HiiuMil, ERTO

3) **Video reels** from the improved sites (Budget: KGB, RLC, SNP, CNUTA, SSS, SALM, ESM, EAM, HiiuMil)

# Activity 3.4 Marketing and PR

Start: Period 1, 01.07.2024 End: Period 9, 30.06.2027

Targeted marketing activities to reach the social groups to inform about accessibility achievements in the Military Heritage tourism product.

- **Media tours and target group (school teachers) tours**
  - to demonstrate accessibility in diverse military heritage objects;
  - 15-20 participants in Latvia,
  - ca10 participants in Estonia;
  - Budget: LC, LOMB, ESM, ERT0
- Participation in **themed public events** with involvement of youth organisations and other target groups.
- **Travel fairs** to reach the target audience.



- **PR work:** press releases, social network posts and specialised campaigns in social media.
- Partners will **improve** their **web sites** with product accessibility information and will optimise their website profiles for Google search; **product logo on a website** of each of the improved sites.
- **Pan-Baltic military heritage tourism conference**
  - international partners and presentations of success stories;
  - participants: ca100 pers. (5 international participants, 40 EE, and 55 LV);
  - budget: LC (3500 EUR), LOMB (3500 EUR), ESM (3500 EUR), ERTO (3500 EUR)

# Please use Military Heritage Tourism social media accounts:



[www.instagram.com/militaryheritagetourism/](https://www.instagram.com/militaryheritagetourism/)



[www.facebook.com/militaryheritagetourism](https://www.facebook.com/militaryheritagetourism)

militaryheritagetourism Edit profile View archive Ad tools

208 posts 500 followers 92 following

**Military Heritage Tourism**  
Landmark & Historical Place  
A route around military heritage sites around Latvia, Lithuania & Estonia. Amazing sites, unbelievable stories... more  
@ militaryheritagetourism.info  
306 accounts reached in the last 30 days. View insights

Highlights New

POSTS REELS SAVED TAGGED



Interreg Co-funded by the European Union  
Latvia – Lithuania  
www.militaryheritagetourism.info

**Military Heritage Tourism**  
1.6K likes • 1.6K followers

Posts About Mentions Reviews Followers Photos More

Switch into Military Heritage Tourism's Page to start managing it. [Switch Page](#)

**Intro**  
Latvia and Estonia have a lot many military heritage tourism objects that are available to visit and meet the history of military events in both countries.

- Page Landmark & Historical Place
- Page Latvia
- military@rebt.gov.lv
- militaryheritagetourism@fb.com [Promote Website](#)

Not yet rated (0 reviews)

**Posts**

**Military Heritage Tourism**

Centrs par militārā mantojuma tūrisma produktu attīstīšanas turpināšanu, paplašinot Baltijas militārā mantojuma tūrisma produktu portfeli un Demovietādi šo  
Projektā L1-00502 „Baltijas Militārā Mantojuma Tūrisma produktu paplašināšana Latvijā un Demovietādi” atbalsta mantojuma tūrisma tīklu reālitātes un Eiropas Savienības un Interreg Latvija –  
Lietuvas Programmas atbalstā.  
#militaryheritage #tūrisms #atbalsts #iniciatīvas  
See more

Photos [See all photos](#)

# Publicity – basic requirements

Programme and project visual identity will be an integral part of all communication.

Please follow rules of Interreg VI-A Estonia–Latvia Programme 2021-2027

Visibility guidelines: [https://estlat.eu/sites/default/files/documents/2024-02/EstLat%20VisibilityGuidelines%202021-2027\\_31.01.2024.pdf](https://estlat.eu/sites/default/files/documents/2024-02/EstLat%20VisibilityGuidelines%202021-2027_31.01.2024.pdf)

Product visibility - Military Heritage brandbooks in LV and ET:

<https://www.celotajs.lv/lv/project/24/results?3>

When displaying other logos alongside the programme logo, **the EU flag must be at least the same size**, either in height or width, as the largest among the other logos. The programme logo must always be clearly visible and readable.



In accordance with the regulation Annex IX, which says that the EU Emblem shall have at least the same size, measured in height or width, as the biggest of the other logos



The size of the EU Emblem is smaller than the official logo of other organisation logos

## Make sure to follow the publicity rules!

If the project partners fail to follow or only partly follow the visibility requirements, the related activities may become partly ineligible for ERDF funding.

- Make sure to make photos to provide evidence that the visibility requirements have been applied throughout the project implementation. This evidence must also be submitted together with reporting.
- Make sure to visit a special section on estlat.eu website:  
<https://estlat.eu/en/projects/visibility>

# **SUMMARY: FIRST TASKS AND DEADLINES**

Next partner meeting - ?

Project management group

Project info on your website

A3 project poster at your premises (already sent to all partners in email)

1st partner report – by 14.11.2024 (10 working days after the end of the reporting period)

Participate on workshop 9.-11.01.25

Thank you for your attention 😊