

Interreg



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Latvia – Lithuania

LL-00134 Extending the Baltic military heritage tourism product in
Lithuania and South Latvia (Military Heritage II)

PROJECT PARTNER AND STEERING GROUP MEETING

D.1.5.2 Product development meeting

Overview of the project activities implemented

PP2 – Zemgale planning region (ZPR)
Edgars Jānis Paulovičs, project manager

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Project current issues

- Partner Report 1 submitted – 11.07.2024
- Change of PP2 project management
 - Project manager – Edgars Jānis Paulovičs,
 - Product development specialist – Evija Sudmale

ZPR Development departament

WP1/ Activity 1.3 «Military heritage tourism objects and tours - on-site visits, information collection»

• **D.1.3.1 Military heritage tourism object descriptions**

- it has been collected potential Zemgale region military tourism objects in all our 6 municipalities through official request. All objects have been collected in joint format and document. Ca. 230 objects assembled, much of them burials and cemeteries
- On 03.05.2024 it has been published price survey about Historical expert services, agreement has been concluded on 16.05.2024. Up to 50 objects, 10 - 20 memory stories, 5 - 10 historical themes and their descriptions should be described
- List of on-site visits objects has been compiled and visits has been started from 07.2024. Examined and recorded approx. 60 objects in nature
- Delivery period 3 –descriptions from History expert – 10.2024

WP1/ Activity 1.3



WP1/ Activity 1.3



WP1/ Activity 1.3 and 1.4.

- D.1.3.3 Audio guides for military heritage tourism objects
- D.1.4.2 Info stands for military heritage tourism objects

10 Zemgale military heritage objects will be defined, where information stands will be installed and audio guides will be added according to the visual requirements of the military heritage, based on the investigation, the importance of objects and other factors. Single design information stands will be installed for the most important objects, which will also be included in the marketing material - the military heritage tourism guide

Delivery period 3 –descriptions from Historical expert – 12.2024



WP1/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»
- Seminar «**Development of a military heritage tourism product and establishment of a cooperation network in Zemgale region**»
- Delivery period - Period 2; 12.09.2024
- Number of registered – 32
- Lectors - 6



Interreg  Līdzfinansē
EIROPAS SAVIENĪBA

Latvija – Lietuva

SEMINĀRS

Militārā mantojuma tūrisma produkta izstrāde un sadarbības tīkla izveide Zemgales reģionā

 12. septembrī

 10.00

 Jelgava, Driksas iela 9,
Bistro "Silva", 2.stāvs

WP2/D.1.5.2 Product development meetings



- ✓ PP2 project team participation in the project Kick off, 1st Product development meeting in Riga for 2 days on 26.-27.02.2024.
- ✓ PP2 project team participation in the project 2nd Product development meeting in Klaipeda, Lithuania for 2 days on 10.-11.09.2024.
- ✓ Internal meetings within project team have been regularly held

WP2/Activity 2.4 «Communication and public relations»/ 1st period

- D.2.4.1 Mandatory communication
 - PP2 has printed A3 poster about the project and put it in visible place
 - Information about project has been published in PP2 homepage: <https://www.zemgale.lv/lv/projekts/baltijas-militara-mantojuma-turisma-produkta-paplasinasana-lietuva-un-dienvidlatvija-0>
- PP2 has prepared 3 publications in webpage in PP homepage www.zemgale.lv, 2 press releases and 7 social media news
- From PP2 Social media posts it has been reached 2076 persons
- 14 social media posts prepared and published in Military Heritage Tourism profile in Facebook and Instagram



WP2/ Activity 2.5 « Travel fairs and themed public events»

- D.2.5.2 Participation in a themed military heritage event

Annualy events –

- Reconstruction of World War I Christmas Battles in Zemgale
- Lāčplēsis Day - memorial day for soldiers who fought for the independence of Latvia. Celebrated on November 11th

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Thank you for attention!

Zemgale Panning region

www.zemgale.lv

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