

Annex 1

Description of the transnational cooperation project

“Promoting sustainable water tourism in Latvia and Estonia”

1. Aims and target groups of the project

1.1. The aim of the project is to promote sustainable water tourism in project partners (LAGs) territories: Rural partnership „Lielupe“, Latvia and „Green Riverland Partnership“, Estonia.

1.2. Target group of the project is local stakeholders including: entrepreneurs, boat and boating equipment renters, landowners with access to rivers, tourist information center, local government representatives, people with special needs.

2. Project activities and budget

Project period

Green Riverland Partnership (GRP): April 2025 – March 2028

2.2. Joint activities and benefiting parties of the project are:

Activity and time	Participants numbers and outputs
Time : March 2025 Project opening online meeting for administration	Participants: 4 -6 (2-3 representatives of participating LAGs) Output: Review of the activities plan and detailed time schedule for the first year.
Time: April 2025 GRP - April – June 2025 Project opening event Hackathon or seminar- brainstorming for the project's target group. The	Participants: Project target group: entrepreneurs, boat and boating equipment renters, landowners, tourist information center, local municipality representatives, people with

hackathon takes place in each territory of the partner organization.	special needs. 20-50 participants in each partners territory. Outputs: Problems in the field of river tourism have been clarified, the needs of the target audience have been identified, the necessary investments for the promotion of river tourism in the territories of partner organizations have been determined.
Time: October -November 2025 GRP: October 2025 – February 2028 Training seminars for the tourism entrepreneurs. The training seminars takes place in each territory of the partner organization.	Participants: Project target group: entrepreneurs, boat and boating equipment renters, landowners by rivers, tourist information center, local municipality representatives, people with special needs. 20-30 participants in each partners territory. Outputs: Implemented training seminars on the following topics: Sustainable nature tourism near water (recreational ecology, etc.), specifics of water tourism (safety on water, inventory, rescue and first aid, risk management), planning of tourist routes, cooperation, master class of new tourism products, marketing of water tourism.
Time: April - June 2025 and April - May 2026 River cleaning activities The river cleaning activities takes place only in Latvia	Participants: Project target group: entrepreneurs, boat and boating equipment renters, landowners by rivers, tourist information center, local municipality representatives.

	Outputs: River cleaning has been implemented in 3 rivers (in Misa, Bērze and Iecava rivers, Latvia).
Time: June – September 2025 GRP: June 2025 – April 2026 Mapping of the waterway and existing objects: - on Raudna, Halliste river or on other small rivers in Estonia, -on Svēte, Misa, Iecava and Bērze rivers in Latvia.	Participants: Project target group: entrepreneurs - boat and boating equipment renters, tourist information center, people with special needs. An expert is involved in activity. Outputs: Fixed data for the creation of a five tourist routes (necessary berths, sightseeing spots, picnic spots, WC facilities on the shore, new potential cooperation partners on the routes, necessary investments for people with special needs, etc.)
Time: December 2025 – March 2026 GRP: September 2025 – January 2026 Development of a tourist routes in each territory of the partner organization.	Participants: Project target group: entrepreneurs - boat and boating equipment renters, tourist information center, people with special needs. Outputs: 1 - 5 new boating tourism routes have been prepared. Digital and printed maps.
Time: August 2025 Mid-term project online meeting	4 - 6 (2 - 3 representatives of participating LAGs)
Time: September 2025 International exchange of experience in Latvia	Participants: Every participating LAG can send 10-15 participants. Outputs: Examples of good practice in water tourism have been seen, discussion between entrepreneurs from both countries, exchange of views, identification of cooperation opportunities, networking, presentation of project achievements for Estonian group .

	Exchange of experience in river cleaning and development of opportunities for fishing spots/tourists.
Time: December 2025 Project online meeting for administration - first year evaluation and second year opening	Participants: 4-6 (2-3 representatives of participating LAGs) Output: Review of the activities plan and detailed time schedule for the second year.
Time: April – July 2026 <i>GRP: preparation January – April 2026</i> <i>April 2026 – October 2027</i> Installation of signs for boaters in each territory of the partner organization. <i>At least 1 multifunctional docking point with special equipment and amenities for people with special needs.</i> <i>All solutions are designed with the developed Soomaa CVI.</i>	Participants: landowners by rivers, boat and boating equipment renters Outputs: Directional signs for boaters have been installed (location, distance to an important object, distance to the end of the route, etc. important information for boaters) in each territory of the partner organization. Multifunctional docking point has been built.
Time: September 2026 International exchange of experience in Estonia	Participants: Every participating LAG can send 10-15 participants. Outputs: Examples of good practice in water tourism have been seen, discussion between entrepreneurs from both countries, exchange of views, identification of cooperation opportunities, networking, presentation of project achievements for Latvian group.
Time: August, October-November 2026, January-February 2027 Promotion activities for new water tourism routes in Latvia	Participants: The project management group in collaboration with project participants, the tourism information center, and the local municipality. Outputs: Promotional boating event, video, article in social networks and local newspaper,

	participation in radio programm, collaboration with influencer, digital advertising poster, promotion of the route at tourism fairs and tourist information centres.
Time: June 2026 and June 2027 Dugout canoe trip „From Spring to Summer“ in Estonia During the dugout canoe trip ‘From Spring to Summer’ organised by the GRP, the government of Estonia’s summer capital Pärnu will be invited to travel along the river from Türi to Pärnu. Everyone interested is welcome to participate and experience authentic and unique nature of the Soomaa dugout canoe culture, now recognised as UNESCO cultural heritage.	Participants: Project target group from both partner organizations. Outputs: This experience is significant for the Latvian partner and provides new knowledge in water tourism, as the Latvian partner's territory lacks extensive experience in large-scale water tourism events.
Time: December 2026 and March 2027 Project management meeting in – analysis of the project results and conclusions.	Participants: 4-6 (2-3 representatives of the partnering LAGs)

2.3. PLANNED BUDGET OF THE PROJECT

Name of the LAG	Planned budget in the project (EUR)
LAG Green Riverland Partnership, Estonia	72 000 EUR
LAG Rural Partnership “Lielupe”, Latvia	30 000 EUR
Planned project budget	 EUR

3.1. Expected results of the international cooperation project.

1. Promotion of Sustainable Tourism: Encouraging eco-friendly practices and sustainable water tourism in Latvia and Estonia. Enhancing recreational ecology and safe use of water tourism resources.
2. Economic and Social Development: Supporting local entrepreneurs, including boat and boating equipment renters. Creating opportunities for landowners, tourist information centers, and local governments to collaborate and benefit economically.
3. Community Involvement and Education: Providing training seminars on sustainable nature tourism, safety, and tourism marketing.
4. Environmental Improvements: Cleaning rivers in Latvia, enhancing environmental quality and usability for tourism. Mapping and improving waterways for better accessibility and user experience.
5. Innovation and Infrastructure: Developing and marking new tourist routes. Installing directional signs for boaters to facilitate navigation and safety.
6. Cultural and International Exchange: Organizing international exchanges for sharing best practices, networking, and collaboration between Latvian and Estonian stakeholders. Highlighting unique cultural aspects, such as the UNESCO-recognized Soomaa dugout canoe culture in Estonia.
7. Promotion and Marketing: Increasing visibility of water tourism through events, social media campaigns, digital advertising, and collaborations with influencers. Attracting tourists to newly developed routes, contributing to local economies.
8. Partnership Building: Strengthening transnational cooperation between the Green Riverland Partnership (Estonia) and Rural Partnership "Lielupe" (Latvia). Creating "Good Will Agreements" for sustained collaboration and resource sharing.

3.1.1. Measurable Project Results:

1. There are **at least 70** ~~100~~ participants all together participated in Hackathon Event.
2. Training Seminars for Tourism Entrepreneurs: **at least 20** ~~30~~ participants in each partner organization's territory, all together **40** ~~60~~ participants participated.
3. River Cleaning Activities in Latvia: 3 rivers are cleaned.
4. Water Tourism and Object Mapping: Mapped rivers: 2 in Estonia (Raudna and Halliste) and 4 in Latvia (Svēte, Misa, Iecava, Bērze).
5. Development of New Tourist Routes: 5 new water tourism routes developed all together.
6. Experience Exchange: 20-30 representatives all together participated, 3 experience exchange trips are implemented (1 to Latvia and 2 to Estonia).



7. Installation of Signs for Boaters: Informational signs on 5 rivers installed indicating location, distance to key points, etc., in each partner organization's territory. **1 multifunctional docking point with special equipment and amenities for people with special needs has been built.**
8. Water Tourism Promotion Activities in Latvia: Organized 1 promotional boating event. prepared 4 video materials, 4 social media posts, 4 digital advertisement poster, and published 1 article in local media.

4. General impacts of the project

The project is expected to generate significant impacts in several key areas, including environmental, economic, social, and cultural domains.

1. **Environmental Sustainability:** Enhanced cleanliness and usability of rivers through cleaning activities, contributing to improved ecological health. Promotion of sustainable tourism practices that encourage responsible interaction with natural resources.
2. **Economic Growth:** Support for local businesses, including boat renters and tourism operators, leading to increased income opportunities. Development of new tourism routes, attracting more visitors to the regions.
3. **Social Inclusion and Community Engagement:** Strengthened local networks through collaboration among entrepreneurs, landowners, and local governments.
4. **Cultural Exchange and Cooperation:** Promotion of unique cultural heritage, such as the UNESCO-recognized Soomaa dugout canoe culture in Estonia. Enhanced cooperation between Latvian and Estonian stakeholders, fostering long-term partnerships and cultural understanding.
5. **Tourism Development:** Creation of five new water tourism routes, increasing accessibility and variety for tourists. Increased visibility and promotion of the regions as sustainable tourism destinations through digital and traditional marketing efforts.
6. **Capacity Building:** Educational training sessions for tourism operators, improving skills in areas such as marketing, safety, and sustainable tourism planning. Exchange of best practices between stakeholders from Latvia and Estonia, enriching knowledge and innovation.
7. **Long-Term Regional Development:** Establishment of infrastructure such as directional signs for boaters and mapped tourist routes. Strengthened identity and competitiveness of the project regions as leading destinations for water tourism.

These impacts highlight the project's contribution to fostering sustainable development, enhancing regional appeal, and improving quality of life for local communities.

4.1 Detailed indications based on the LAG's strategy will be defined in the project written by each partnering LAG.

This project implements Rural partnership „Lielupe“ strategy focus points:

One of the strategic goals in the Rural Partnership "Lielupe" strategy for year 2023-2027 is to promote the competitiveness of local entrepreneurs. In order to achieve this strategic goal it is planned through international collaboration implement actions such as promote local entrepreneurs competitiveness, recognition and ability to collaborate in creating new offerings, such as the new water tourism offerings in the region.

This project implements „Green Riverland Partnership“ strategy focus points:

According to the Green Riverland region's joint strategy for 2023-2029, the goal of Green Riverland's networking and cooperation is stated in point 3.1:

A functioning international cooperation network has been established, through which several significant international projects have been implemented. Various project partners from Latvia and other countries have been involved. International cooperation experiences are shared, and partnerships and networks are continuously developed. This project contributes to achieving the following strategic objectives:

1.2. The principles of sustainable tourism and the strategy of the Soomaa tourism region serve as the foundation for providing tourism services, developing tourism products and services based on the uniqueness of the region, and marketing them.

1.2.1. A unified visual information infrastructure supporting cultural and natural values has been developed, offering visitors the opportunity to obtain the necessary information.

1.2.6. Sustainable tourism is prioritized: environmentally friendly management and services, valuing the local community, preserving heritage culture, sustainable business, personalized services and data, and modern technologies.

5. Financing of the project

In both countries LAGs apply for their own projects where joint activities are included in.

For the travels each LAG prepares the schedule for the exchanges. The visiting partner covers the costs accommodation and travel for their participants. Hosting partner will cover the costs of foods for study trip participants. (No transporting of the funds between LAGs).

6. Project management



LAG „Green Riverland Partnership“ manages the project in Estonia and LAG Rural partnership „Lielupe“ in Latvia. For the international cooperation LAGs will have cooperational meetings and evaluations together. Each LAG is committed to this joint activity plan. Each LAG does it's own project management (budged, coordination, marketing, raporting).