Interreg

Co-funded by
the European Union

Latvia – Lithuania
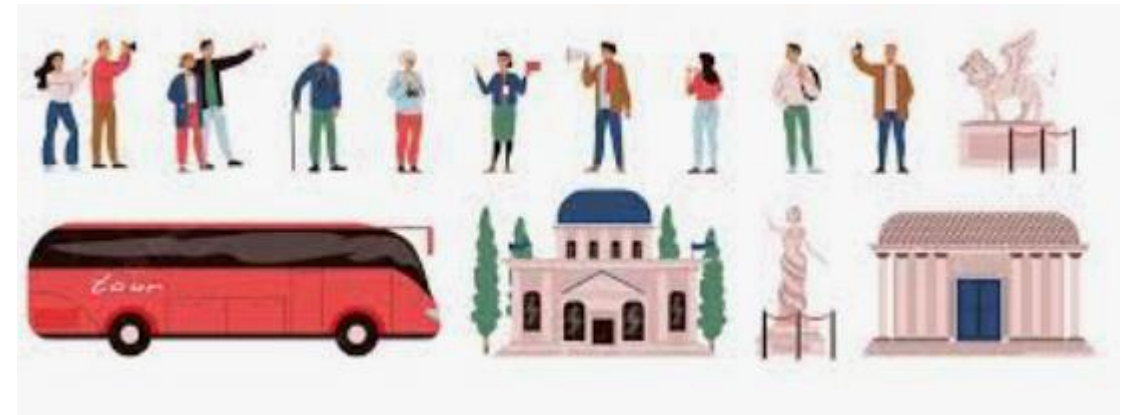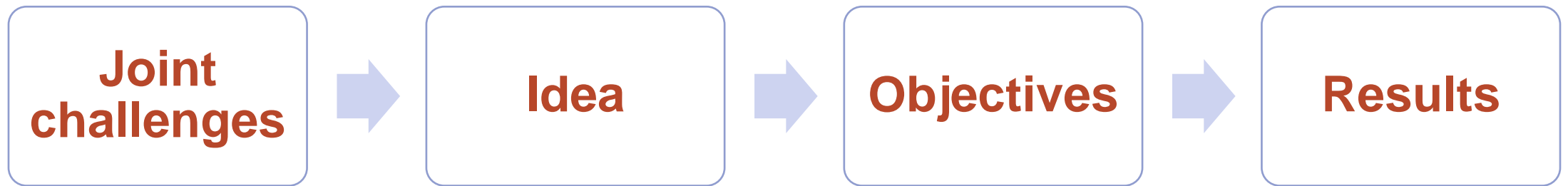
Priority IV "Economic potential of tourism and heritage"

Requirements for development of application

Thematic seminar on
Priority IV "Economic potential of tourism and heritage"
for the potential applicants

Designing a tourism project

Joint challenges ➜ **Idea** ➜ **Objectives** ➜ **Results**

A project must be

Clearly linked to the Programme

With cross-border cooperation

With logical workplan, and coherent budget

PROJECT

With durable results

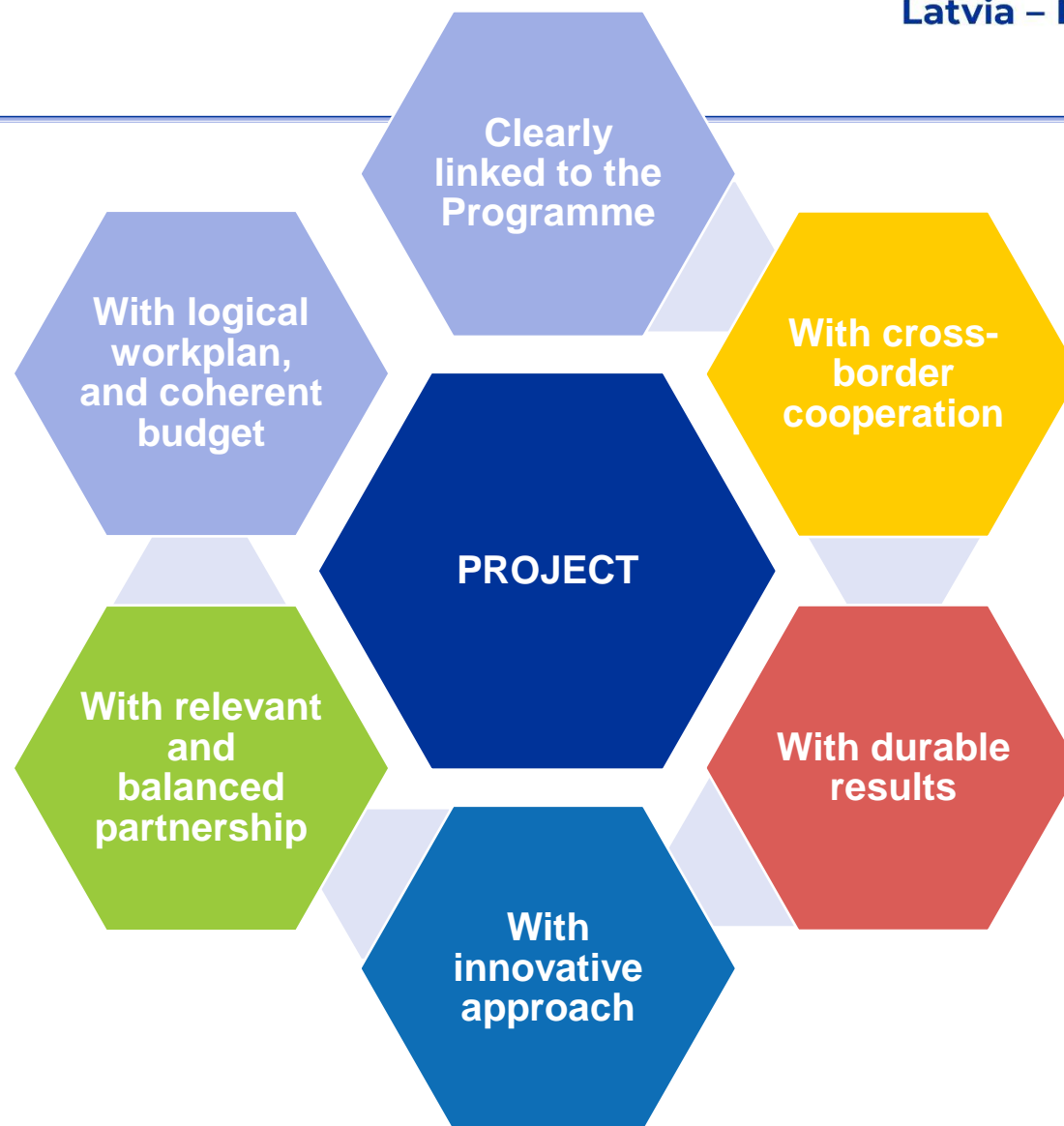With relevant and balanced partnership

With innovative approach

Image by d3images Freepik

Cross-border cooperation

Project activities and planned results must demonstrate cross-border cooperation nature

- **should address common territorial challenges**
- **should bring added value and positive impact for the Programme area, and have a long-lasting effect after the end of the project**
- **objectives cannot be reached by partners only from one country**

Project idea

Tourism product/service

Technical arrangements?

Demand?

PROJECT IDEA

Overlapping?

Target group?

Innovativeness?

Consult with experts at any stage

Since communication and promotion of project results play huge role in tourism, we advise you to involve **communication specialist** already at planning stage

Think of these points

➢ **What will be your product?**

▪ Decide on the topic and content

▪ Tourism product/services must be clearly defined, with clear stages of use/operation, accessible

▪ Check if it is technically possible to develop planned product/service

▪ Does the product/service have a cross-border character?

➢ **Who will be your target group? Will there be a demand for your product?**

▪ Check tourism projects in your region: what has been offered, is there a demand?

▪ Who will be the main user of tourism services/products in your regions. To whom your developed product might be interesting? Can it attract tourists?

▪ What are current trends and needs of target groups?

Think of these points

➢ **Will there be a duplication with some already existing tourism products / services?**

- Check if similar products/services exist in your region. Don't duplicate, integrate if possible.

- Check if these products are in use. Are they demanded?

➢ **What are the promotion channels for ready tourism product / services?**

- Investigate the existing promotion channels in your region / municipality, etc. Are they effective? Check / learn about new, modern and effective promotion channels that are really working.

- Make a preliminary plan for promotion channels. Make sure that municipal promotion channels are working (e.g. section about tourism on municipal work page, information on TIC website, etc.)

Think of these points

➢ **How will a product / services be accessible, operating, maintained after project end?**

Plan measures for product/service's maintenance and operation after project end. Check who will be responsible for maintenance and operation of project results. Will you have necessary staff for:

- **services** (update / maintenance of webpages, applications, interactive maps, etc.),

- **equipment** (responsible staff, skilled to use and ensure maintenance of equipment, who will manage its provision to target groups and ensuring its safety),

- **premises** (must be accessible and properly maintained),

- **organization of events** (are events that started in projects included in plans for annual events, if applicable).

- **continuous promotion** (Who and how will continue promotion of developed product/service? Is there appropriate staff and channels for promotion?)

Check if finance can be allocated in LP/PP organization for maintenance of product / services developed after project end.
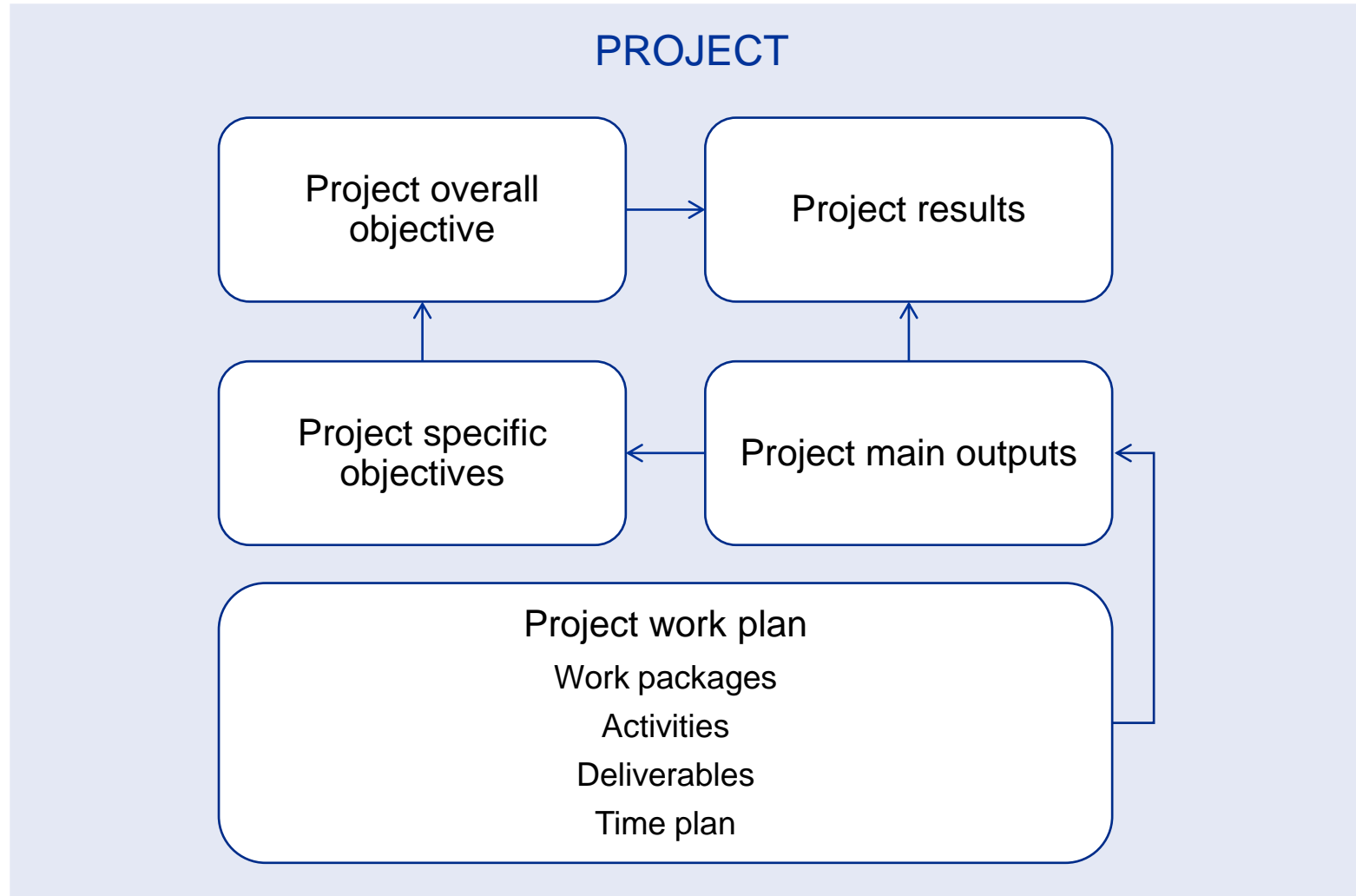
Main requirements

Project shall

Address one Programme priority & specific objective

Enhancing the role of culture and sustainable tourism

Address at least one Programme mandatory result indicator

1. Organisations cooperating across borders after project completion

2. Visitors of cultural and tourism sites supported

Address at least one Programme mandatory output indicator

1. Organisations cooperating across borders

2. Number of cultural and turism sites supported

* Several Programme output indicators can be chosen in case several output indicators are developed for a particular Programme priority/specific objective

Project structure

PROJECT

Project overall objective → Project results

Project specific objectives ← Project main outputs

Project work plan
Work packages
Activities
Deliverables
Time plan

Project objectives

Project overall objective – provides overall context for what the project is trying to achieve, shall be linked to programme priority/specific objective.

To increase number of visitors and the number of overnight stays in project partner's territories through development of new products and their promotion.

To increase number of visitors to the Programme area through developing and promoting two joint cross-border nature hiking trails crossing the Programme area ✓

Project specific objective – a tangible statement describing what the project is trying to achieve.

To develop tourism route on historical heritage of World War I ✓

To achieve up to 10% increase in number of overnight stays in X and Y districts

Structure of work package

Work package 1

Project specific objective 1

Communication objective 1

| Activity 1.1 | … | Activity 1.n |

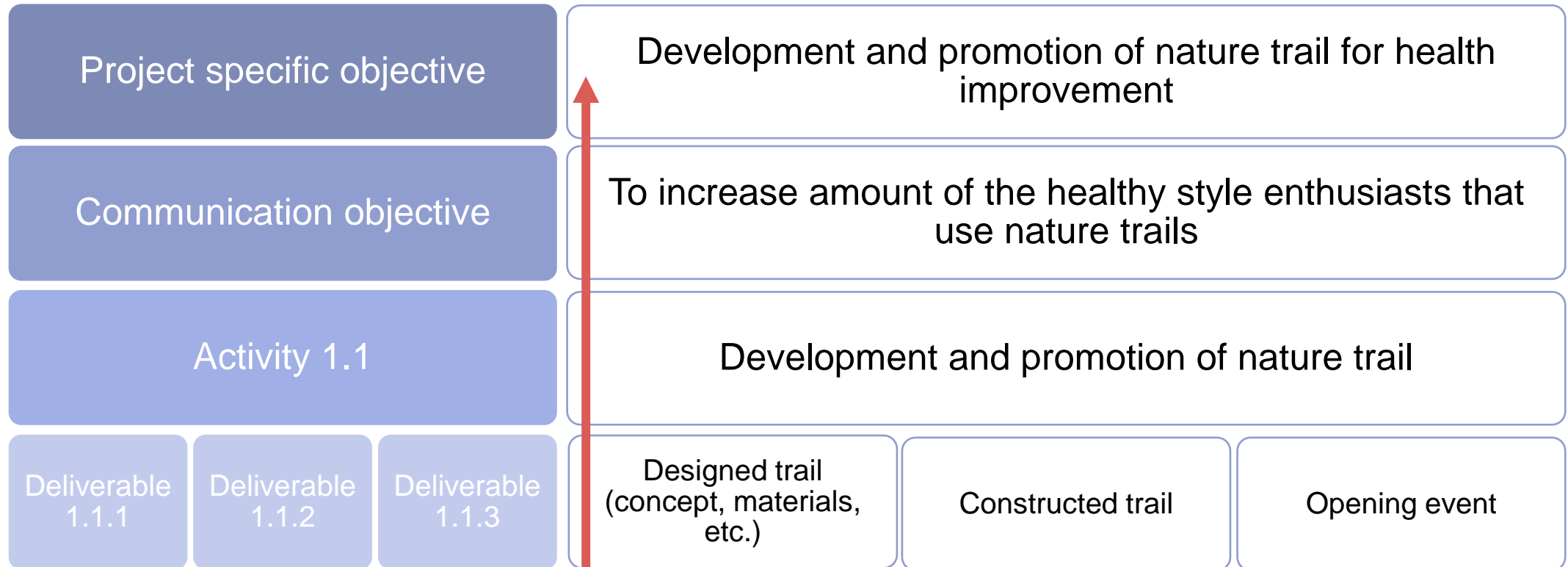| Delive rable 1.1.1 | Delive rable 1.1.2 | … | Delive rable 1.n.1 | Delive rable 1.n… |

- Two-three WPs per project
  - One WP per specific objective
- No specialised WPs
  - (e.g. management, investment, communication, etc.)
- No communication objective in the WP if there are no communication activities
  - At least one communication objective per project
- At least one deliverable per each activity

Project work plan – **example**

Work package 1 – Establishment of nature trail

Project specific objective	Development and promotion of nature trail for health improvement
Communication objective	To increase amount of the healthy style enthusiasts that use nature trails
Activity 1.1	Development and promotion of nature trail

Deliverable 1.1.1	Deliverable 1.1.2	Deliverable 1.1.3	Designed trail (concept, materials, etc.)	Constructed trail	Opening event

Project activity

Project activity – specific task performed for which resources are used and that result in a development of deliverable

Activity number	Automatically generated
Title	**Increase of knowledge and competence of X tour objects**
Start period	**2nd period**
End period	**3rd period**
Description	*General description of activity. Without detailed information on responsible partners, number of participants, places, etc.* **To increase the knowledge, availability and quality of X route product and services, trainings for guides and masterclasses will be organized.** *1000 characters*
Partner(s) involved	**LP, PP2** - *select all partners involved, not only paying PPs.*

ACTIVITY

Project deliverable - Events

Project deliverable - a product or service of the project that contributes to the development of a project's main output

Deliverable number	Automatically generated	
Deliverable title	**Organized thematic conference**	*100 characters*
Description	*What, where, how many participants, who will do, why, when? How many products or services will be delivered because no separate input field for target value*	
	One thematic conference will be organized in Zarasai for representatives of nature parks from Latvia and Lithuania to discuss challenges and solutions for maintenance of nature parks. Results of discussions will be a part of methodology planned under D.1.2.3. One-day event, up to 60 participants.	
	Responsible partners: LP and PP2.	*300 characters*
Delivery period	**2nd period**	

Image by rawpixel.com Freepik

If number of symbols for deliverable description is not enough, write information in activity's description.

Budget

Thematic conference

Rent of premises, catering, moderator, translation services, etc. 60 participants

Project deliverable - Equipment

Deliverable number	Automatically generated
Deliverable title	*Purchased equipment for exposition* *100 characters*
Description	*Equipment for exposition will be purchased by LP in order to create thematic exposition of X. The exposition will consist of artefacts, furniture … of X. Also, interactive screens will be installed to show videos, digital games, etc. on X. Specification of equipment is available in attachment.* *300 characters*
Delivery period	**2nd period**

Image by stuido4rp Freepik

Budget

Equipment for exposition

Specification of equipment is in attachment

Project deliverable – (Re)construction

Deliverable number	Automatically generated
Deliverable title	**Renovated Crafts center in Zarasai** 100 characters
Description	**Simple renovation of the ground floor of X Manor house in the area of ~633 m2 for hosting workshops for craftsmen in ceramics and weaving and organisation of craft exhibitions. Main works: changes of windows, renovation of walls, sewage system, toilets.** 300 characters
Delivery period	**3rd period**

Image by Freepik

Budget

Renovation of Crafts center in Zarasai

Cost-estimate in attachment [*file title*]
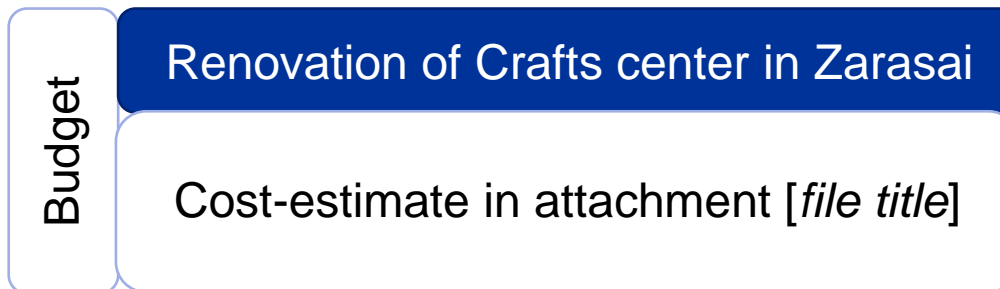
Project deliverable - Document

Deliverable number	Automatically generated
Deliverable title	Developed concept on park X *100 characters*
Description	A concept will be developed by LP in cooperation with PP2 and PP3. *Scope/content/ purpose of the concept? Who are end users? Endorsement or inclusion in planning documents? Reference to the legal acts if there are any official requirements set-up for this type of document.* *300 characters*
Delivery period	2nd period
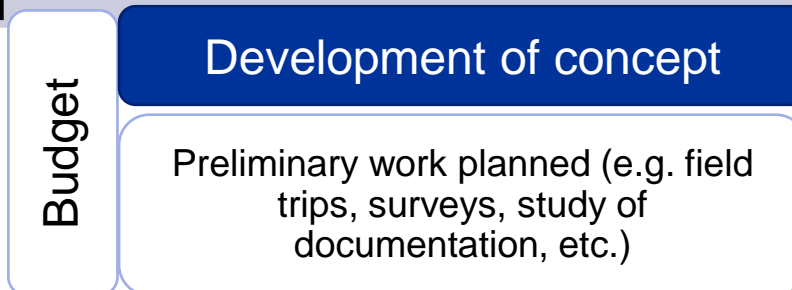
Image by studiogstock Freepik

Budget

Development of concept

Preliminary work planned (e.g. field trips, surveys, study of documentation, etc.)

Project outputs and results

Output indicators	Result indicators
Organisations cooperating across borders (mandatory) →	Organisations cooperating across borders after project completion (mandatory)
• Target value = number of project partners • Output in one WP, no duplication in WPs • Output cannot be with 0	• Cooperation must continue after project end (at least 1 year) = cooperation agreement • Report on achievement of result one year after project end
2 municipalities cooperating across borders	*2 municipalities cooperating across borders after project completion*

OUTPUTS&RESULTS

Project outputs and results

Output indicators	Result indicators
Number of cultural and tourism sites supported ⟶	Visitors of cultural and tourism sites supported
• Target value = number of cultural and tourism sites supported by investments • Output in WP with investments • Output cannot be with 0	• Estimated number of annual visitors to cultural and tourism sites supported • Purchase visitors' counter or establish reliable source of statistics • Report on achievement of result one year after project end
2 cultural and tourism sites supported: created X exposition and Y crafts center	*1200 visitors of cultural and tourism sites supported: X exposition and Y crafts center*

OUTPUTS&RESULTS

Self-assessment

Criteria	
The project overall objective, activities, outputs and results are clearly **linked to a Programme** priority specific objective, output and result indicators and activities supported, including specific requirements, defined under specific objectives	✅
The importance of **cross-border cooperation** for the topic addressed is clearly demonstrated. The project results cannot (or only to some extent) be achieved without cooperation	✅
The **project intervention logic** is optimal for achieving targeted project objectives, outputs and results	✅
Project outputs are **durable**	✅
The project proposes **innovative solutions** and brings new knowledge to the region and LP/PPs	✅
Planned activities, deliverables and outputs **are realistic** and it is possible to achieve them with given resources and time.	✅

Self-assessment

Criteria	
The **importance of investments** planned in the work plan with corresponding costs under CC5 and/or CC6 and their cross-border relevance is demonstrated to reach project objectives	✅
Target group(s) are clearly described and involved in the project activities	✅
Communication activities are planned in the work plan and are appropriate to reach the relevant target groups and stakeholders	✅
Management structures and procedures are clear, efficient, proportionate to the project size and needs and allow involvement of LP/PPs in decision-making and ensure quality of the project	✅

Full list of quality assessment criteria is in sub-section 5.2.2 of the Programme Manual

Tourism routes

➢ Are objects interesting, motivating tourists to come and travel along the route?

➢ Is there a clear concept for route?

➢ If route is joining objects in Latvia and Lithuania, check the distance between them, whether people will travel from one country to another.

➢ Check if similar products already exist? If yes, try to integrate and use successful practices.

Tourism equipment

(e.g. expositions, interactive screens, etc.)

➢ Is there a concept to ensure content?

➢ Will it be interesting for tourists?

➢ Does such equipment exist, check its price and delivery options to your country.

➢ Check if there is skilled staff to ensure its use and operation.

Promotional materials

➢ Communication materials such as **leaflets, brochures, booklets** and similar could be planned if their need and value for target group is justified

Main aspects:

Content, target group, volume, quantity, language, promotion, where and how will it be disseminated

➢ Costs linked to **awards** and **prizes** granted or given at competitions organized by the LP/PPs are not eligible

➢ The Programme has a strict approach to promotional materials (e.g., **gadgets, giveaways, souvenirs** and similar)

Only promotional material specifically required for reaching one of the defined target groups and objectives may be produced by projects.

Videos

Things to consider:

Topic	Target group	Duration	Language
• Original idea • Curiosity	• Who will see it? • Where to publish and promote?	• Short ! • Corresponds to promotion	• Target group • Corresponds to promotion

Focus on target group and promotion

Additionally to plan:

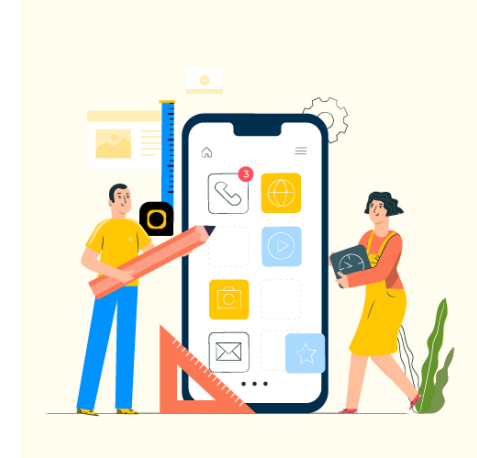• Wide promotion

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Websites & Apps & QR codes

Planning stage:

- Check for similar & integrate if possible, how will it be different from others ?

- Check if there is a need

- Check if it is possible to implement technologically and planned costs are sufficient

- What will motivate people to download / use it ?

- How will safety be ensured?

- Easy to find, easy to access, easy to use

Additionally to plan:

- Wide promotion

- Resources and staff for maintenance during project and after its end

Focus on long-term use & durability

Infrastructure

Main aspects:

➢ Cross-border cooperation aspect

➢ Available necessary technical documentation

➢ To complement soft and cooperation activities

➢ Object must be complete and ready to use

Focus on cross-border cooperation

State aid

**Direct state aid
Article 20 of the GBER**

- Purchase of touristic equipment that will be given for rent (e.g. bicycles)

- Renovation of private objects that are given for use to partner

**Indirect state aid
Article 20a of the GBER
Up to 20 000 EUR per
organization per project**

- Trainings / workshops for preselected target group (e.g. workshop for preselected catering places to meet route standards)

- Inclusion of preselected catering / accommodation places in the brochure

* Partner will not receive 10% state co-financing for DIRECT state aid relevant declared costs

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Financial sustainability of project results

- During the project implementation, projects are expected to share any outputs and results widely and for free

- After project end, to help the sites to be financially independent and economically sustainable, to maintain developed outputs and results they could sell entrance tickets.

Co-financing

Programme ERDF Co-financing rate: 80%

National co-financing possible: 10% of eligible costs

- For Latvia: https://likumi.lv/ta/id/335780-valsts-budzeta-lidzeklu-pieskirsanas-kartiba-un-kriteriji-latvijas-republika-registretiem-eiropas-teritorialas-sadarbibas

- For Lithuania: https://www.e-tar.lt/portal/lt/legalAct/d99fe43028f011edb4cae1b158f98ea5

Budget planning

CC4

➢ Plan costs of travels for target group

➢ Plan costs for communication elements

➢ Plan costs for technical /author supervision of (re)constructions

➢ In comments to organization of events specify what is included

➢ Costs for setting up exposition can be planned under CC4, if it is planned to procure as set of services

➢ Costs for websites, applications provide breakdown of costs or attach commercial offers

Compare workplan and budget !

Budget planning

CC5

➢ Plan equipment that exists on the market and possible to buy

➢ In comments to planned costs specify main functionalities of equipment, if necessary, provided technical specification in attachments

➢ Attach the file with a lists of equipment for expositions in attachment

➢ Purchase of equipment with installation shall be planned under CC5 if installation does not require technical documentation

Compare workplan and budget !

"The journey of a thousand miles begins with one step."

Lao Tzu, ancient Chinese philosopher