

# **Estonia - Latvia Programme overview**

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**4 April 2022, EPICAH**

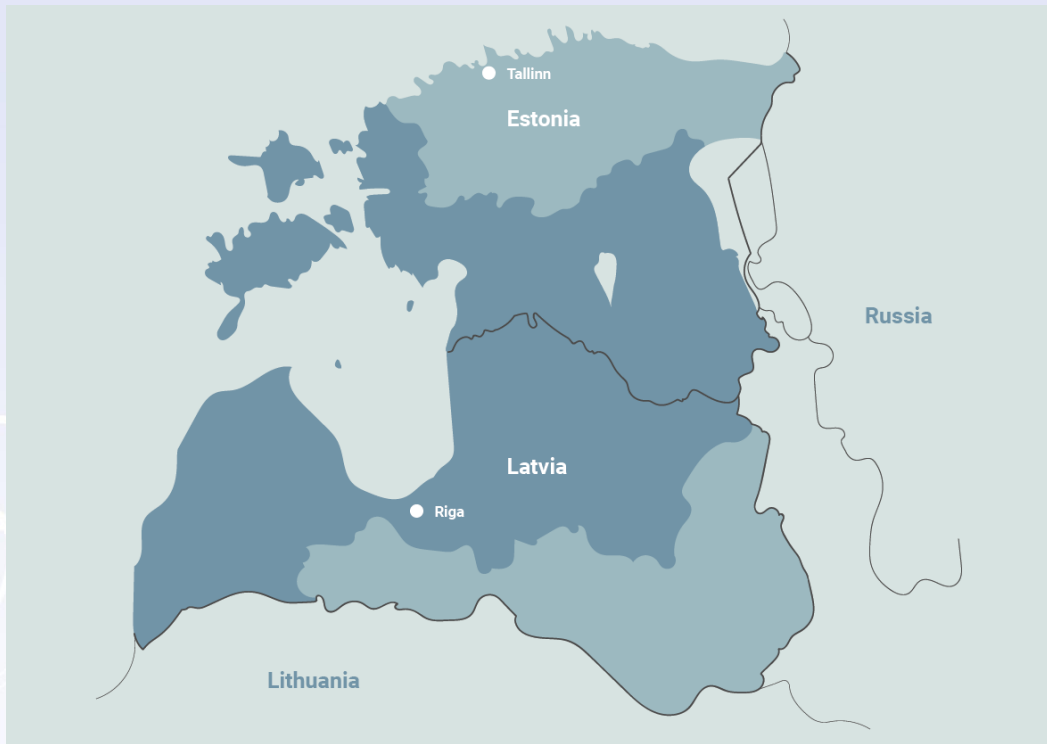


**Interreg**  
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# Map



# Update on Estonia - Latvia Programme

## **Estonia - Latvia Programme 2014-2020**

- Last projects are ongoing
- Commitments 99,2%
- Payments 80,58%
- Closing event planned to September 2022

## **Estonia - Latvia Programme 2021-2027**

- Submitted to European Commission on 28 March 2022
- Design of priorities, guidelines is ongoing
- Opening event planned to September 2022

# 2014+: Programme support to cultural and natural heritage

## **Tourism development - cultural and natural heritage**

- More visitors at cultural and natural heritage sites
- Improve at least 35 cultural and natural heritage sites
- ca 7 million euros for tourism development.

## **7 heritage tourism projects**

Coastal Hiking, Green Railway, Industrial Heritage, Livonian Culinary Route, UNESCO tourism, Garden Pearls, Military Heritage

**1 project** to improve sailing infrastructure and yacht harbours

# 2014+: COVID affect on Estonia - Latvia Programme & activities to adopt

## **Significant decline in tourism sector in 2020**

- Domestic and foreign visitors
- Turnover and jobs in accommodation
- Catering
- Travel agencies & tour operators

## **Not possible to carry out certain project activities**

- Guidance about eligibility of costs
- Re-design of project activities: certain activities online
- Prolongation of projects

# 2021+: cross-border heritage as valuable asset

## **Priority 5 More accessible and sustainable cross-border tourism experience – PO4** (social Europe, culture and sustainable tourism)

- Development of attractive, sustainable, visible and accessible cross-border tourism products
- New developments and improvement of the existing products with smart and targeted marketing
- Focus on Vidzeme, Kurzeme, Pierīga, West Estonia and South Estonia
- Public sector institutions and NGOs from capitals can participate to pass on their know-how and best

# 2021+: re-establishing cross-border relationships and trust

## Development of 2021-2027 period programme

- Interreg: cooperation governance
  - administrative + people-to-people

## Joint Programming Committee

- Many representatives have experience in tourism, business

## Public hearings 8.11.-8.12.2021 comments and proposals:

- Great interest of organisations in tourism development
- Municipalities: joint service development under ISO1

**Close cooperation during and between the calls for proposals to widen the target group and raise knowledge**

# Thank you!

Questions are welcome!



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