

Project Overview

2018 
EIROPAS KULTŪRAS
MANTOJUMA
GADS
#EuropeForCulture

// Activities
done //

// Next steps //

//Lessons
learned //



INDUSTRIAL HERITAGE
FOR TOURISM

Presented by MAIJA BEBRE,
KURZEME PLANNING REGION

// REPORTING //

- 1st Period Report Approved by JS/MA (*Money received*)
- 2nd Period Report submitted - FC cheking ongoing (*Pre-payment 50% received*)
- 3rd Period Report - should be submitted until **May 15** (period: 01.01.-30.04.2018)

Period 2

Statistics

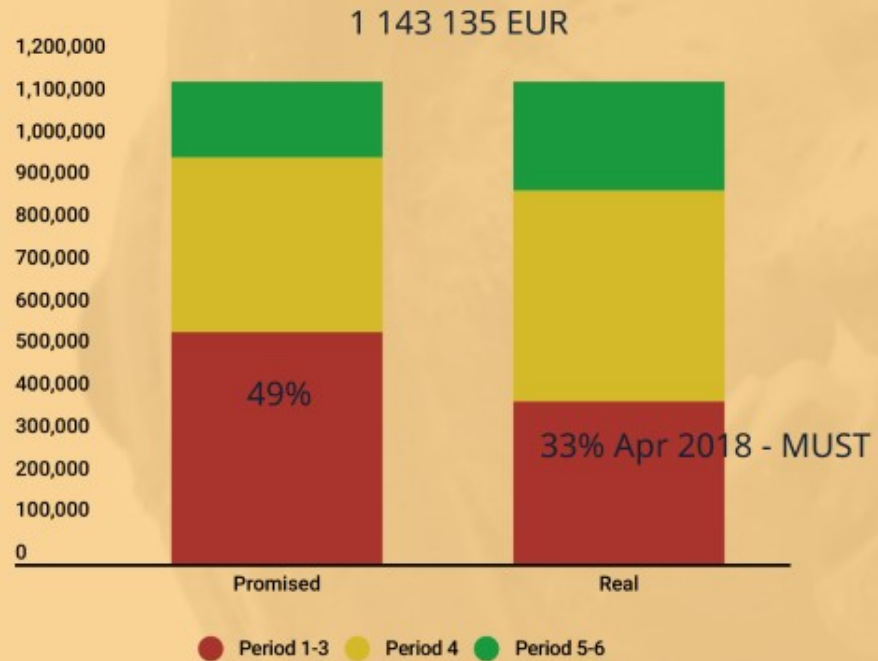
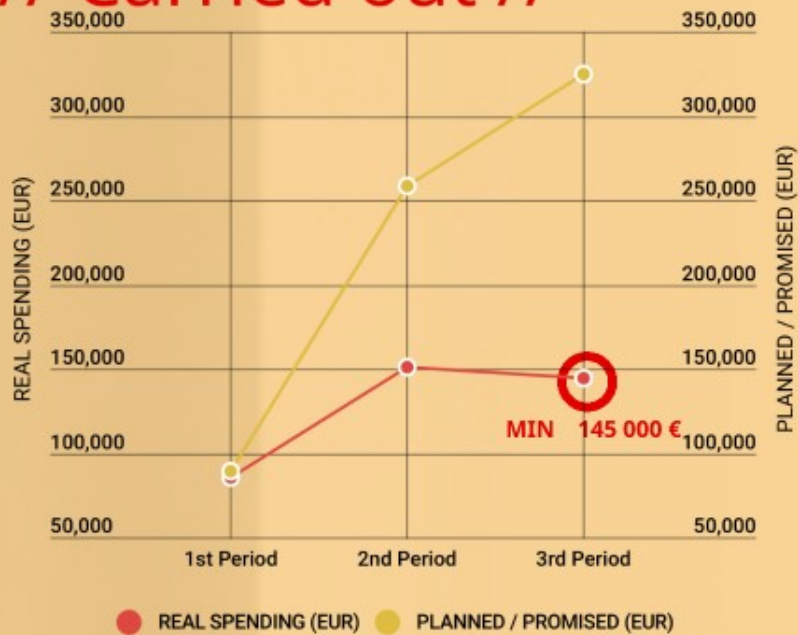
// Current status //

Period 2



Expected payment (rest part) -
beginning of June
(Pre-payment for 3rd Period - July)

// Carried out //



0 € REPORTS:

- Period 1: 18 Partners
- Period 2: 10 Partners
- Period 3: ???

NB! Reporting for Period 3 (01.01.-30.04.), include all costs/invoices received and paid until report submitted

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// Lessons learned //

Inform regional coordinator/ Lead Partner if needed:

- type of costs (BL) changes (equipment to external expertise)
- new budget items needed/ replaced/ removed to implement activity
- changes in volume of works, number of items etc

Construction works: the WHOLE documentations should be sent to JS (via regional coordinator/ LP)

Communicate with regional coordinator if need some help for reporting/ documentation

Your lessons learned - share it!

//
Shortcommings
//

// Publicity /
Basic KIT//

FLOOR FOR
PARTNERS

//Shortcomings //

- Before implement activity, **check the application** and **budget**, consult with regional coordinator
- Not completed/ **fragmented documents** provided for each cost (auditors do not understand full picture of the costs)
- Have **realistic deadlines** for works and deliveries in the contracts (auditors may ask evidences for completed works in any time)
- Be **careful with advance payments**, especially in the end of period (if works are not completed during audit of costs)
- **Separated account** system for project costs (using accountancy code)
- **Price quotation** - better to have also for private partners
- **Conflict of interest** - avoid contracting related companies, foundations etc
- **Keep evidences** - Make a photos of process, of result for reports



BASIC KIT

- Place the new poster
- Provide project information on webpages, **updated with news**
- Use disclaimer

PUBLICITY

- Missing communication about the progress/ news
- Simple news also for FB page (via regional coordinator)
- Press realizes also in local media/ national media

Please share and be proud of your results!

Name and site represented

- What is planned in the project?
- How much is done? What activities are done?
- What is left to do?

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// Next steps //

- Finish report 2 and 3 (Q&A to auditors, joint report)
- Continue with your site improvements and product developments
- Marketing activities

Marketing activities

Weekend Tours

Next meeting

OUR HERITAGE:
WHERE THE PAST
MEETS THE FUTURE

2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture



The Road Ahead

Marketing activities

**PROMOTIONAL
TOURS**

**WEEKEND
TOURS**

**VIRTUAL
TOUR**

**IMAGE
BROCHURE and
MAP**

**FACEBOOK
SITE**



**INDUSTRIAL HERITAGE
FOR TOURISM**

Weekend Tours

365

September 2018

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
35						1	2
36	3	4	5	6	7	8	9
37	10	11	12	13	14	15	16
38	17	18	19	20	21	22	23
39	24	25	26	27	28	29	30

Vidzeme region

West Estonia region

Riga region

365

October 2018

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
40	1	2	3	4	5	6	7
41	8	9	10	11	12	13	14
42	15	16	17	18	19	20	21
43	22	23	24	25	26	27	28
44	29	30	31				

South Estonia region

Kurzeme region

Weekend
Tours

Weekend Tours

Project sites and extra objects, in total 50 sites, should reach **25-50 visitors each** (500 per region) (**TOTAL: 2500 visitors**)

Idea: Some thematic more underlines in each week (e.g.):

- Vidzeme: watertowers
- West Estonia: manufacture
- Riga: railways
- South Estonia: mills
- Kurzeme: lighthouses



- Project plans to financially support Pop-up events with a small and fair amount
- Marketing agency will be involved for promotion activities
- Deadline to inform about YOUR site involvement and type of event: **April 27**
- How to count the visitors - souvenirs, giveaways?

Partners' meetings



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