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# VIDZEME PLANNING REGION

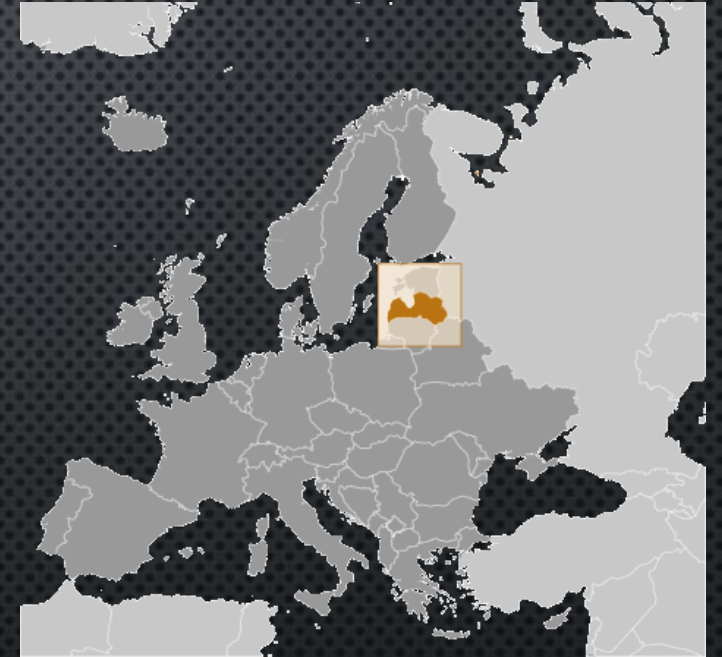
A PARTNER IN RIVERWAYS II PROJECT

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23.09.2024. Kuldīga

# VIDZEME REGION IN A NUTSHELL

- One of 5 planning regions in Latvia (NUTS 3); 11 municipalities
- Largest region in Latvia – 1/3 (19809 km<sup>2</sup> or 31 %) of the entire territory of Latvia;
- ~273 835 inhabitants\* (14,6 % of the whole country)
- Lowest density 14\* people/km<sup>2</sup> (average in Latvia – 30\*)
- 56 % of the territory covered by forests
- Latvia's largest and oldest national park, Gauja National Park
- Strong tradition of field- and forest-driven economy
- The first Bioregion Latvia





**THE MAIN TASK OF THE INSTITUTION OF VIDZEME PLANNING REGION IS TO MANAGE (PLAN AND COORDINATE) THE DEVELOPMENT OF THE REGION**

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# RIVERWAYS II (2024-2027)

Sustainable tourism and recreation is one of the areas of smart specialization set in **Development Strategy of Vidzeme Planning Region for 2015-2030**.

The planned activities and specific results of the project will contribute to the implementation of the objective of Development Program of Vidzeme Planning Region for 2022-2027: “To preserve and wisely manage natural ecosystems and resources” Priority T2. “Natural and cultural heritage” specifically “To promote the sustainable use of cultural and natural heritage in tourism” and “Improve accessibility to cultural objects, nature places and promote improvements in public outdoor space infrastructure”.



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# RIVERWAYS II (2024-2027)

Vidzeme is rich in natural water resources:

- The most popular rivers for boating in Vidzeme are Gauja, Brasla, Salaca, Aiviekste, Ogre, Amata and Pededze.
- The biggest and most visited lakes in Vidzeme are Lubāns, Burtnieks, Alūksnes Lake, Alauksts, Inesis, and Ungurs.

There are many other smaller but not less attractive rivers and lakes in our region.



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# PROJECT ACTIVITIES

- Conduction **accessibility inspections** of water tourism resources in Vidzeme region
- Participating in testing and finding solutions for waterfront access, as well as revise and expand the websites [www.riverways.eu](http://www.riverways.eu) and [www.mapeirons.eu](http://www.mapeirons.eu) for sites and water routes in Vidzeme region.
- Coordination of **accessibility expertise** for Vidzeme region investment sites by improving multi-functional sites at the cost of lakes
- Organizing **a cross-border hackathon** in Vidzeme
- Organizing **training** for water tourism operators in Vidzeme
- "**Green&Safe**" concept event in Vidzeme region
- A **PROMO FAM** trip in Vidzeme
- Contributing to the content of **the Travel Guide** on accessible water tourism regarding Vidzeme region water tourism sites and routes

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# CROSS-BORDER HACKATHON IN VIDZEME

- February 2025
- 2 days
- Key topic: innovative solutions for accessible water-based active tourism products/services
- Invitees: project partners, architects, universal/service design and tourism students, service providers, equipment producers, NGOs of disabled persons, nature protection institutions, municipalities, and tourism developers.
- Participants: 30 from LV, 30 from EE, with 5 - 6 team members.
- An **evaluation commission** shall be set to choose the winning team, which shall be granted an opportunity **to participate in the experience exchange visit** to Finland.

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## Estonia – Latvia

# TOWARDS COOPERATION



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