

**Interreg**



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**Latvia – Lithuania**

# **Project “Development of the PANORAMA ROUTE” No. LL-00231, acronym – PANORAMA**

Project partner presentation

Kick-off meeting, 28-29th of April 2025

PP8 Directorate of Aukstaitija Protected Areas

Project coordinator Danutė Kondrotienė

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## Latvia – Lithuania

A budgetary institution carrying out:

- the protection and management of protected areas,
- implementing measures for the protection, management and restoration of biodiversity and landscape in the Anykščiai, Asveja, Biržai, Gražutė, Kaunas Lagoon, Krekenava, Sartai, Sirvėta regional parks ,
- as well as in the part of the territory and assigned to the Directorate, including other protected areas located therein, and territories of the Natura 2000 network.



# Protected Areas in Lithuania

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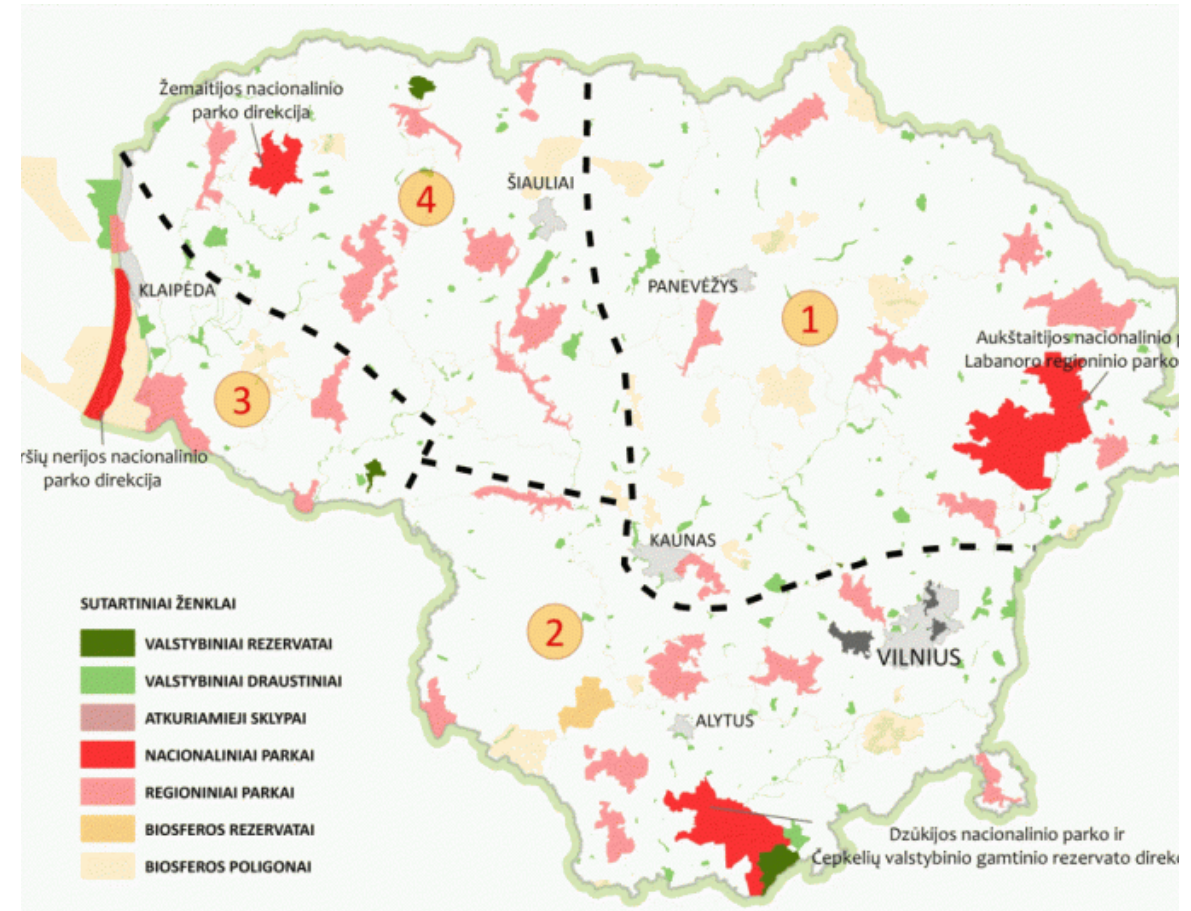


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STATE SERVICE FOR PROTECTED AREAS  
under the Ministry of Environment:

1. Directorate of Aukštaitija Protected Areas
2. Directorate of Dzūkija-Suvalkija Protected Areas
3. Directorate of Mažoji Lietuva Protected Areas
4. Directorate of Žemaitija Protected Areas
5. Directorate of Aukštaitija National Park and Labanoras Regional Park
6. Directorate of Dzūkija National park and Čepkeliai State Nature Reserve
7. Directorate of Kuršių nerija (Curonian Spit) National Park
8. Directorate of Žemaitija National Park



# Ongoing Interreg projects:

**Latvia – Lithuania**

- #C036 Integrated system for interactive public garden development in Baltic Sea Region, acronym – INTERACTIVE GARDENS
- LL-00134 Enhancement of sustainable water tourism in Lithuania-Latvia cross-border region, involving local entrepreneurs and communities, acronym – WaterTour
- LTPL00315 Enhancing knowledge about green infrastructure, nature protection for societies in Lithuania and Poland, acronym – NATURE AND PEOPLE
- LL-00231 Development of the PANORAMA ROUTE, acronym – PANORAMA
- LL-00251 Preserving Tree Alleys for Biodiversity in Kurzeme and North Lithuania, acronym – Green Guardians



# Experience in Interreg projects

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Latvia – Lithuania

Implementation of Interreg project „Improving Governance and Management of Lakes in Kurzeme and North Lithuania”, No. LLI-449, acronym - LIVE LAKE



Management of gypsum karst lakes and their surrounding areas



Events of Širvėna lake cleaning



# Experience in Interreg projects

Latvia – Lithuania

Implementation of Interreg project „Use of Unique Geological and Geomorphological Nature Values in the Development of Green Cognitive Tourism“, No. LLI-483, acronym – GEOTOUR



Action „Find GEO places“



Outside exposition in  
Biržai RP visitor center



Study visit in Czech Republic



Seminar about karst processes

# Experience in Interreg projects

Latvia – Lithuania

Implementation of Interreg project „Creation of international tourist route „The Struve Geodetic Arc““, No. LLI-477, acronym – STRUVE



Installation of Storiiai educational path



Tourism campaign



Opening event of the path



Outside exposition elements in the path



# Experience in Interreg projects

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- LLIII-157 Joint management measures for waters in the Lielupe river basin border region
- LLIV-316 Development of management tools for reduction of human impact in specially protected nature areas, acronym – Protected areas
- LLIV-326 Cross Border Cooperation for Sustainable Management of Lake Areas in Kurzeme and Lithuania, acronym – Lakes for Future
- LLV-389 ICT for better accessibility in sustainable border regions, acronym – E-Accessibility
- LLI-10 Introducing nature tourism for all, acronym – UniGreen
- LLI-199 Travel smart – visit Lithuania and Latvia, acronym – TRAVEL SMART
- LLI-291 Enhancement of Green Infrastructure in the Landscape of Lowland Rivers, acronym – ENGRAVE
- LLI-306 Conservation of biodiversity in open wetland habitats of the LV-LT cross-border region applying urgent and long-term management measures, acronym – Open Landscape
- LLI-349 Development of eco-tourism by using water resources in Latvia and Lithuania, acronym – Learn Eco Travel
- LLI-408 Regeneration, development and maintenance of public territories with environmental problems, acronym – LandCLEAN



# Planned Project activities

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WP1 Tourism product development

## **A 1.1. Mapping of sites**

D.1.1.2 Sites inspected & selected for the route in Kurzeme & Lithuania

## **A 1.2. Learning best practice**

D.1.2.1 Experience exchange visit to Poland

Travel and accommodation flat rate

## **A 1.3. Training of stakeholders**

D.1.3.1 3 online webinars

## **A 1.4. Route development workshops**

D.1.4.1 6 local events

D.1.4.2 Presentations by experts

CC4 Route development workshops

1 000,00 Eur

## **A 1.5. Equipment & infrastructure improvements at project sites**

D.1.5.5 Viewpoint in Anykščiai

CC6 Viewpoint in Anykščiai

36 500,00 Eur

# Planned Project activities

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**Latvia – Lithuania**

## A 1.5. Equipment & infrastructure improvements at project sites



# Planned Project activities

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**Latvia – Lithuania**

WP2 Route promotion & positioning

## **A 2.1. Route branding**

D 2.1.1. PANORAMA ROUTE brand in Latvian and Lithuanian

- CC4 Route recognition signs; 1 000,00 Eur

D 2.1.2. Stickers with PANORAMA ROUTE logo

D 2.1.3. Online banners

D 2.1.4. Audios

- CC4 Audios for object QR codes; 2 000,00 Eur



# Planned Project activities

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**Latvia – Lithuania**

WP2 Route promotion & positioning

## **A 2.2. Marketing campaign**

D 2.2.1. Roadgame PANORAMA developed and used by travellers

## **A 2.3. Travel Guide**

D 2.3.1. Travel Guide

- CC4 Travel Guide; 10 000,00 Eur

## **A 2.4. Digital touristic route**

D 2.4.1. Digital route on websites

# Planned Project activities

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**Latvia – Lithuania**

WP2 Route promotion & positioning

## **A 2.5. Project publicity measures**

D 2.5.2. Information about the project on partners websites

D 2.5.3. Durable plaques in infrastructure sites

D 2.5.4. Information on social media

D 2.5.5. Informative posters at premises of all partners

D 2.5.6. Final Conference **Travel and accommodation flat rate**

## **Other costs:**

**CC4 Audit (3-4%); 2.830,67 Eur**

**CC4 Project meeting; 1500,00 Eur**

**Project meetings – Travel and accommodation flat rate**

# Project staff

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Project working group:

1. Evaldas Makrickas, Project coordinator
2. Živilė Aleknienė, Senior specialist (finance)

Staff costs (unit rate):

- Project manager; 1060 h; 18 020,00 Eur
- Financial manager; 800 h; 13 600,00Eur