



LL-00231 PANORAMA

Kick-off meeting

28.-29.04.25

Alise Lūse
Project Leader



Interreg



Co-funded by
the European Union

Latvia – Lithuania

Project team

LV (6 partners)

Kurzeme planning
region

Municipalities:

**Dienvidkurzeme,
Saldus, Ventspils**

Ventspils Museum

Liepāja Church

Holy Trinity

Evangelical Lutheran
Church



LT (3 partners)

Žemaitija National
Park Directorate

Aukštaitija National
Park and Labanoras
Regional Park
Directorate

Directorate of

**Aukštaitija
Protected Areas**



Project aim

To develop the
PANORAMA ROUTE,
featuring 50–70 panoramic
viewpoints in Kurzeme,
Panevėžys, Šiauliai, Telšiai
and Utena regions

Key activities

WP1 Tourism product development

- Mapping of sites (50-70 sites / landscape expert Žemaitija / site profile form)
- Study visit to Poland 29.09.-05.10. , Gdansk, EUBSR Annual Forum 2025
- Training of stakeholders (3 webinars on modern technologies & AI)
- Route development workshops (jointly discuss and co-create the route, assess the potential of local panoramic sites, 3 in Kurzeme, 3 in LT)
- Equipment & infrastructure improvements at project sites (5 viewpoints: Žemaitija, Dienvidkurzeme, Ventspils city, Saldus, Anykščiai)
- Digital solutions at project sites (4 – in Dienvidkurzeme, Ventspils County, Liepāja, Aukštaitija)

Key activities

WP2 Route promotion & positioning

- Route branding (logo, stickers, online banners, audios (QR codes))
- Marketing campaign – ROADGAME in LV, ENG, LT (2 cross-border low-season routes: spring GREEN and autumn RED)
- Travel Guide in LV, ENG, LT
- Digital route (virtual access to towers) on 3 websites: kurzeme.lv, mapeirons.eu, industrialheritage.travel
- Final Conference

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PANORAMA

Development of the PANORAMA ROUTE

Project aims to develop the PANORAMA ROUTE, featuring 50–70 panoramic viewpoints in Kurzeme, Panevėžys, Šiauliai, Telšiai and Utena regions. By mapping and opening access to culturally and historically significant sites, such as lighthouses, churches, watertowers and hillforts, the project will foster a unique cross-border route. The project will enhance access to 9 panoramic viewpoints, create the Roadgame, publish a Travel Guide and promote the route on international tourism websites and apps.

Duration:
03.2025 – 02.2027

Project budget:

749 939,70 EUR

Co-financed by the European
Regional Development Fund:

599 951,75 EUR

www.latlit.eu

This project is co-funded by the Interreg VI-A Latvia–Lithuania Programme 2021–2027



Publicity - poster



Period 1 (March – August)

1) A1.1 Mapping of sites:

- ***Site profile form (landscape expert)***
- ***Desk-search with local tourist centres and guides***
- ***On-site inspection round-trips***

2) A1.3 Training of stakeholders – 1st webinar on modern tech. & AI

3) A1.4 Route development workshops – 1st ones in autumn

4) A1.5 Investments at project sites



Where and what kind of Panoramic views to search for?

in Kurzeme, Panevėžys, Šiauliai, Telšiai and Utena regions

mapping and opening access to culturally and historically significant sites, such as lighthouses, churches, watertowers, hillforts etc.

unusual, hidden, distant, Instagrammy











Meetings

- LP – kick-off
- Žemaitija – 1st meeting
- Aukštaitija – 2nd meeting
- DAPA – 3rd meeting
- LP – 4th meeting
- Žemaitija – Final Conference

01.03.25.-31.08.25.

01.09.26.-28.02.27.

Project periods 1-4 (01.03.25.-28.02.27. 24 months)

Reports & payments



Costs

Vadošā partnera projekta vadītājs	Projekta partnera projekta vadītājs	Finanšu menedžeris
430h	284h	215h

- **Staff costs: flat rate 15% / standard**

Flat rate: DKN, Liepāja, Saldus, Ventspils County, Ventspils Museum, Aukštaitija Park
= only the list of persons working on the project should be submitted to the FC

Standard = contract (order), description of tasks, timesheets (detailed tasks for every reported h not required for Project & financial managers)

- **Office & administrative costs (15% of staff costs)** = no supporting docs needed
- **Travel & accommodation (10% of staff costs)** = no supporting docs needed (inspections, project meetings, study visit to Poland for project staff (bus rent in full eligible under BL4))

Costs

- **External expertise costs:** KPR, Zemaitija, Aukštaitija, DAPA, DKN

Lunch – 6 hours' meeting

Study visit to Poland (bus rent KPR, catering & accommodation Aukštaitija Park)

Audios

Design & printing

Other services, incl. investment-related

Delivery costs

Costs

- **Equipment:**

Ventspils Museum (binocular & stand)

- **Infrastructure & works:**

Liepāja

Ventspils County

Saldus

DAPA

Žemaitija (viewpoint – platform & frame)

Publicity - websites



sākums » projects » tourism » **panorama**



Project PANORAMA
description

- 1) Poster**
- 2) Website section**
- 3) FB, Instagram etc.**
- 4) Tags #Interreg #lat-lit
#panoramaroute**

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Objective

To develop the PANORAMA ROUTE, featuring 50–70 panoramic viewpoints in Kurzeme, Panevėžys, Šiauliai, Telšiai and

Let's find the views😊

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