

# 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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LL-00231

### 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](http://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 meeintg
- 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



- **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 atverie Kurzeme, Panevėžys, Šiauliai, Telšiai and

# Let's find the views 😊

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