

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 27-31 Oct., 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 crossborder 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

Publicity - poster





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

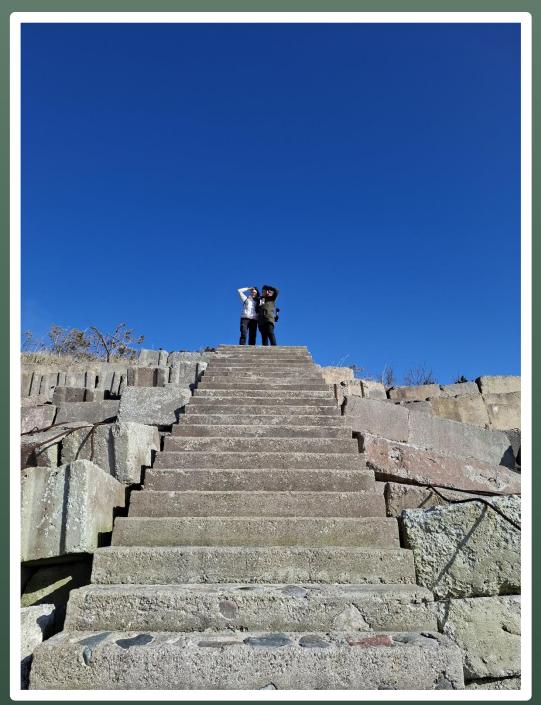
Project budget:	Co-financed by the European Regional Development Fund:	www.latlit.eu
749 939,70 EUR	599 951,75 EUR	
This project is co-funded by the I	nterreg VI-A Latvia-Lithuania Programme 2021-2027	
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Period 1 (March – August)

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. & Al
- 3) A1.4 Route development workshops 1st ones in autumn
- 4) A1.5 Investments at project sites



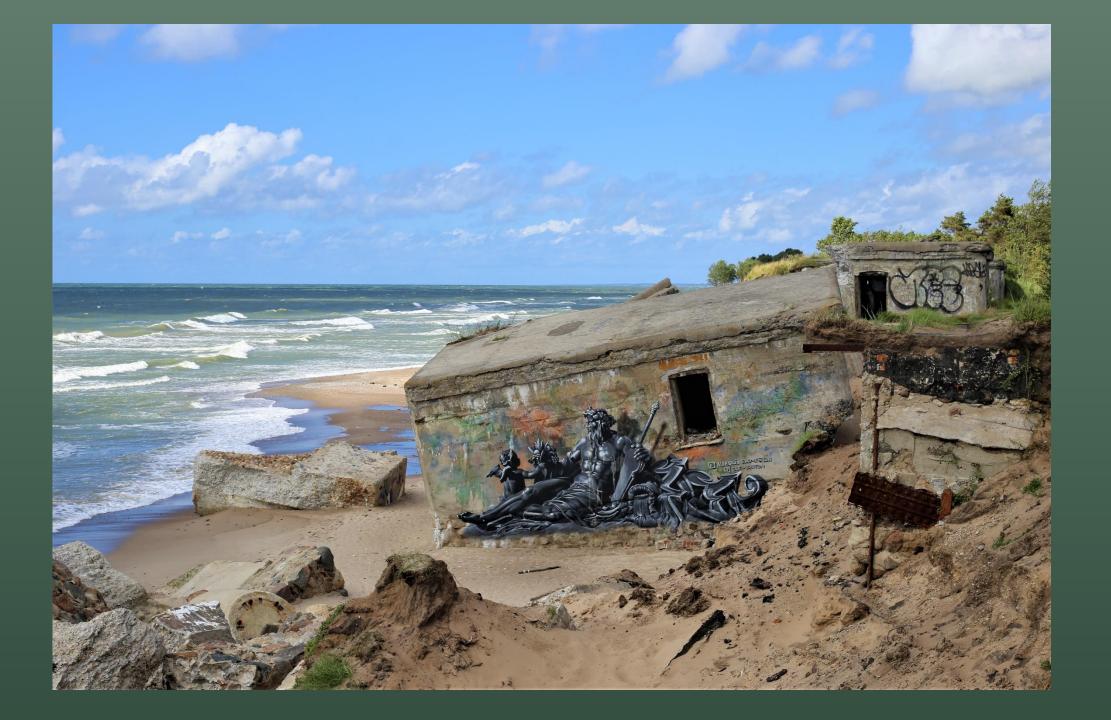
Where and what kind of Panoramic views to search for?

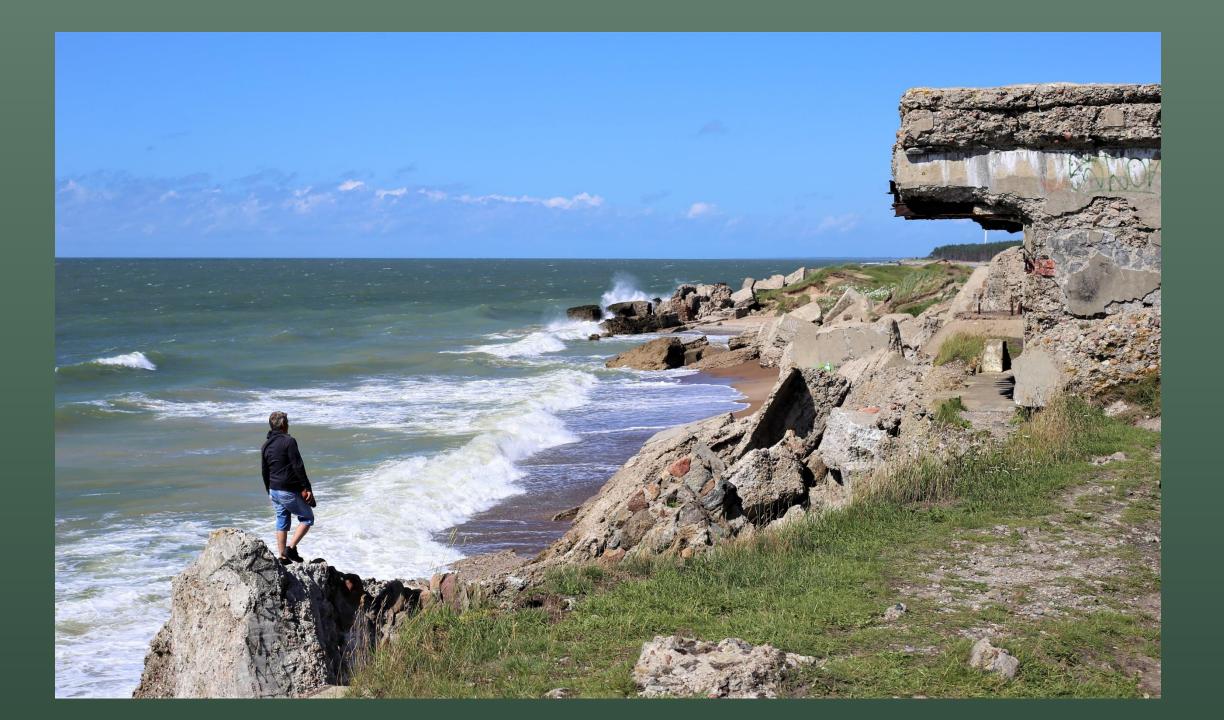
in Kurzeme, Panevėžys, Šiauliai, Telšiai and Utena regions

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

> unusual, hidden, distant, Instagrammy







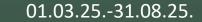






Meetings

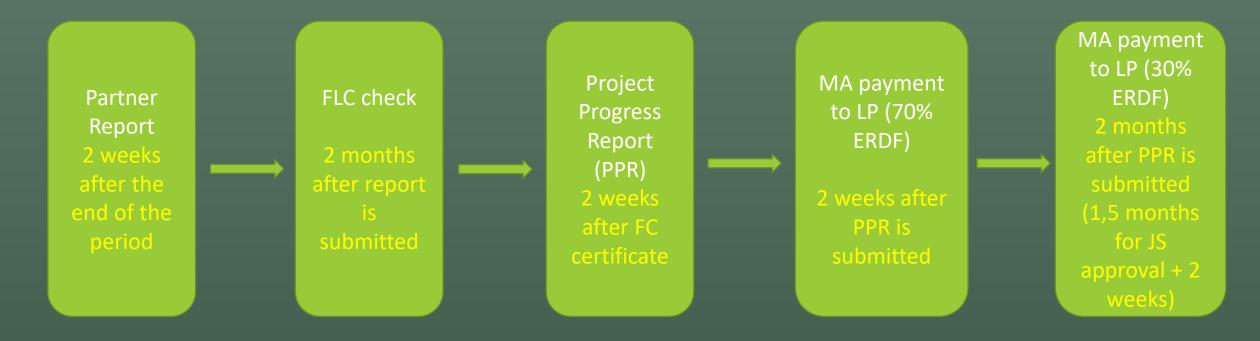
- LP kick-off
- Žemaitija 1st meeting
- Aukštaitija 2nd meeintg
- DAPA 3rd meeting
- LP 4th meeting
- Žemaitija Final Conference



01.09.26.-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 & administratiove 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 srevices, 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





Latvia – Lithuania

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To develop the PANORAMAV ROUTERS featuring 50–70 panoramiczviewpoints in atverie Kurzeme, Panevėžys, Šiauliai, Telšiai and

