

# RIVERWAYS II

## TRAINING MATERIALS

- ▶ By early October 2025: 1st draft of training materials for partners
- ▶ By mid-December 2025: 2nd draft for partners.
- ▶ Updating the online material throughout the project, if needed, with best practice examples.

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## TRAININGS (in Estonia)

- ▶ February 2026: Online training with a focus on water tourism; entrepreneurs and clients will share practical experiences. More participants may be able to join online.
- ▶ March 2026: In-person classroom training for 20-25 participants (entrepreneurs + clients).
- ▶ April 2026: Outdoor training (at a site completed within a project, if possible).

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# TRAINING MATERIAL CONTENT by Liina Käär

- ▶ Accessible customer journey
- ▶ Different social groups
- ▶ Generations
- ▶ Disabilities (mobility impairment, hearing, speech, intellectual disability, mental illness)

Overview of target group and their needs, personas, examples of practice in water tourism.

Safety, conflict situations, product development

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