

Forest and Coastal Hiking Trails' accessibility improvement for different social groups (EE-LV00013 – Accessible Hiking Trails)

Kick-off meeting, 18-19th September, 2023

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Interreg



Co-funded by
the European Union

Estonia – Latvia

Project objective, outputs and duration

Project objective:

To improve accessibility of the Coastal Hiking Trail and the Forest Trail for different social groups by implementing accessibility and inclusive marketing solutions.

A.4 Project outputs and result overview

Programme Output Indicator	Aggregated value per Programme output indicator	Measurement Unit	Output	Output Title	Output target value
Pilot actions developed jointly and implemented in projects	7,00	pilot actions	Output 3.1	Piloting the accessibility solution No.1 (wheelchair accessibility)	1,00
			Output 3.2	Piloting the accessibility solution No.2 (impaired vision)	1,00
			Output 3.3	Piloting the accessibility solution No.3 (web cam solutions for seniors, families)	1,00
			Output 3.4	Piloting the accessibility solution No. 4 (adaptations for families with children)	1,00
			Output 3.5	Piloting the accessibility solution No 5 Self-guided hiking skills for school youth)	1,00
			Output 3.6	Piloting the accessibility solution No. 6. (adaptation for foreign language and cross-cultural social groups)	1,00
			Output 3.7	Piloting the accessibility solution No. 7 (guided hikes for groups of disabled people)	1,00
Jointly developed solutions	7,00	solutions	Output 1.1	7 accessibility solutions developed jointly by project partners and social group experts, finalised after piloting and promoted for uptake.	7,00
Organisations cooperating across borders	10,00	organisations	Output 2.1	Estonian and Latvian project partner organisations cooperating.	10,00

Project duration: **36 months** (July 1, 2023 – June 30, 2026)

Reporting period: **4 months** (9 reporting periods)

Project partnership

Organisation abbreviation

LC

KPR

VPR

MS

RPR

ERTO

PLRK

HM

SMG

Peipsimaa

- Latvian Country Tourism Association "Lauku celotajs" (LP)
- Kurzeme planning region (PP2)
- Vidzeme Planning region (PP3)
- Movement Spontaneous (PP4)
- Riga Planning Region (PP5)
- NGO Estonian Rural Tourism (PP6)
- Pärnu Bay Rotary Club (PP7)
- The Municipality of Häädemeeste (PP8)
- Setomaa Municipality Government (PP9)
- NGO Peipsimaa Tourism (PP10)

Project management

- **Lead partner LC** - overall project management&coordination.
- **Project management group** - 1 staff member from each partner.
- **6 partner meetings (3 in EE and 3 in LV) to:**
 - review progress and results
 - check compliance with the schedule and budget
 - set next tasks
 - address any problems

Project work plan

WP1 Joint development of accessibility solutions

WP2 Marketing and promotion

WP3 Pilot actions of the accessibility solutions in the improved sites

WP1 Joint development of accessibility solutions

5 target groups:

1. Disabled people (wheelchair, impaired vision, disabled hiking groups)
2. Seniors
3. Families with young children
4. School-aged youth
5. People facing language and cross-cultural barrier (students, refugees)

7 accessibility solutions:

1. Wheelchair accessibility
2. Impaired vision
3. Web cam accessibility solutions
4. Adaptations for families with young children
5. Self-guided hiking skills for school-aged youth
6. Adaptations for foreign language and cross-cultural
7. Guided hikes for groups of disabled people

WP2 Marketing and promotion

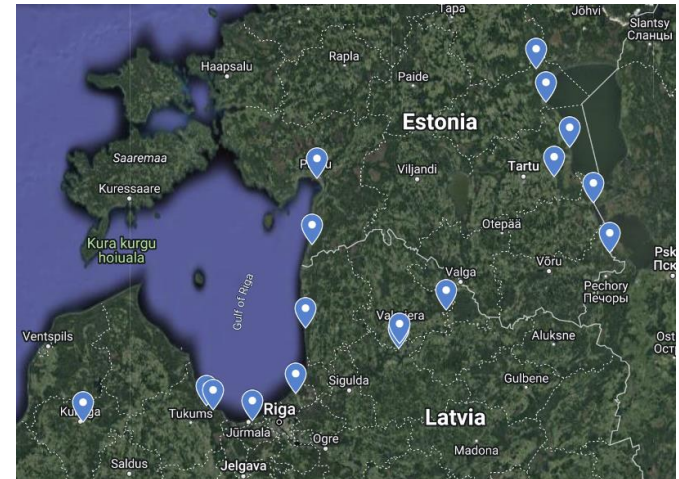
- To promote and market **improved accessibility** of the Coastal Hiking Trail and the Forest Trail as two cross-border hiking products.

WP3 Pilot actions of the accessibility solutions in the improved sites

- To pilot 7 accessibility solutions (results of WP1)
- To improve 16 sites

A pilot action is:

- 1) a piloting hike with the target group
- 2) collection of feedback
- 3) conclusions for finalisation of the solution
- 4) input for training materials
- 5) recommendations for replication



Sites to be improved on the map: [Google Maps](#)

Project Activities under WP1

Activity 1.1 Involvement of the targeted social groups (TSG)

Address TSG representatives for involvement in:

- Accessibility solutions - development, piloting and promotion
- Training materials – development
- Participate in project events, meetings, online communication as necessary

Why needed? – to ensure that accessibility solutions are relevant, usable and beneficial for the potential users.

Start period

Period 1, month 1 - 4

End period

Period 9, month 33 - 36

Activity 1.2 Involvement of local communities

Who?

Local NGOs, SMEs, representatives of TSG, local guides, municipalities, members of local communities.

How?

- Ca 12 regional workshops, seminars and similar events in Latvia and Estonia altogether (ca 15 participants in each event):
 - Local meetings to introduce the pilot solutions for different social groups.
 - Site inspections with representatives of local communities.
- The locals participate in piloting activities.

Why needed? - to ensure local awareness and acceptance = sustainability of the accessibility solutions.

Start period

Period 1, month 1 - 4

End period

Period 9, month 33 - 36

Activity 1.3 Development of the accessibility solutions and assessment of their potential uptake

- **Specify accessibility solutions for the sites** (project partners + social group experts):
 - Discussions and input from TSG.
 - Actions needed for upscaling.
- **Assess the potential for up-take** (project team)
 - Revise both trails by sections after piloting (WP3)
 - Inspect selected sections on-site for relevance

Start period

Period 1, month 1 - 4

End period

Period 8, month 29 - 32

Activity 1.4 Training materials and training

For whom?

For service providers and guides to implement accessibility solutions.

How?

Project team+input from TSG experts.

Training materials:

1. Guidelines: criteria for services, best experience from piloting.
2. Practical hints for hikers - online solutions for safe hiking (weather stations, web cameras):
<https://www.canva.com/design/DAFubaoFGWA/VeZO3adfS-XQcxE5stNQPw/edit> (LATVIAN NATURE COMMON CODE OF CONDUCT)
3. Training video and a methodology - how to guide groups with special needs.
4. Short training videos (to include in the guidelines) recorded with experts from the targeted social groups.

Practical training events:

- 3 in EE, 3 in LV, ca 20 persons in each event
- TSG experts participate in events

Start period

Period 2, month 5 - 8

End period

Period 7, month 25 - 28

WP2

Activity 2.1 Special interest hikes for social inclusion of the TSG

- Accessibility + hiking + special interest:
 - ✓ Culinary experience
 - ✓ Nature's delight
 - ✓ Childrens' pleasure
 - ✓ Winter bliss
 - ✓ Cycling
 - ✓ Cultural experience
 - ✓ Easy hike
 - ✓ Urban walks
 - ✓
- Special accessibility symbols in the baltictrails.eu web site and on the map.
- Checked by on-site inspections.



Pictures from European Winter Walking Days
12/03/2022 by European Ramblers Association



Start period

Period 3, month 9 - 12

End

Period 5, month 17 - 20

Activity 2.2 Hikers friendly sign for accessibility

[Hiker's Friendly \(HF\) sign](#) - new accessibility criteria:

- Project team + TSG experts
- Explained in training materials and events
- SMEs apply
- HF awarding meetings - twice a year in EE and LV online.



Ca 350 services in Latvia and Estonia to be labelled as Hikers' Friendly - accessible.

Start period
Period 3, month 9 - 12

End period
Period 9, month 33 - 36

Activity 2.3 Website and digital improvements

baltictrails.eu :

- accessibility symbols
- accessible special interest hikes
- Practical info for TSG
- Accessibility (ARIA) enhancements and high contrast css color scheme for visually impaired visitors in selected website segments
- Web cameras and weather stations linked
- Audio guides linked
- Map link
- Linked to partner web sites



Start period

Period 1, month 1 - 4

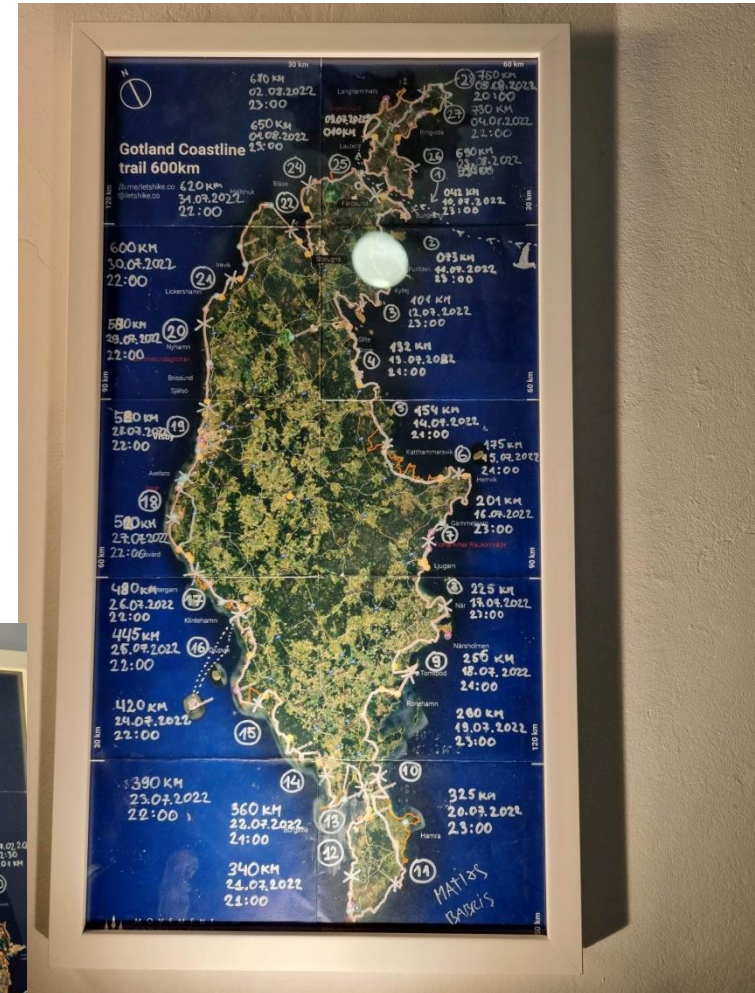
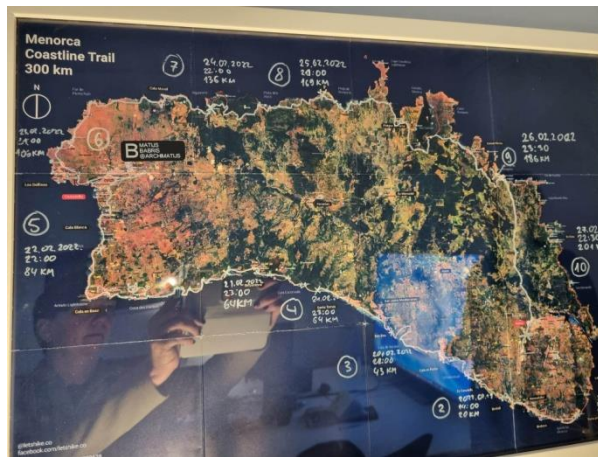
End period

Period 9, month 33 - 36

Activity 2.4 Printed map

Folding poster map – printed:

- Forest Trail and Coastal Hiking in EE-LV-LT
- Special interest hikes
- Accessibility symbols
- Space for personal notes
- **ca 20,000 copies** distributed among the 10 partners for dissemination
- Feedback for improvements for online resources



Start period

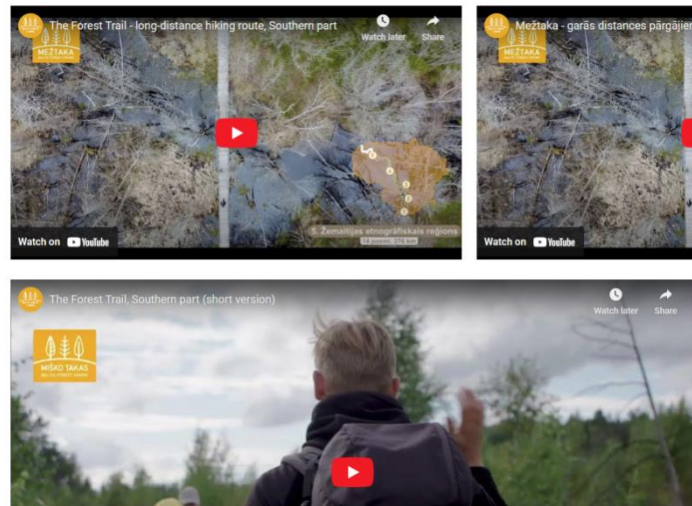
Period 4, month 13 - 16

End period

Period 5, month 17 - 20

Activity 2.5 Video reels

- ca 30 sec. video reels (~10-15) = 5 in EE and 5 in LV
- TSG experiencing hiking / accessibility solutions / improved sites
- Used in baltictrails.eu, Coastal Hiking Trail and Forest Trail Facebook profiles
- Disseminated to STG



Start period
Period 6, month 21 - 24

End period
Period 7, month 25 - 28

Activity 2.6 Communication

Addressed to public at large, stakeholders, TSG:

1. Press releases and social media feeds
2. Media/fam trips - 1 in EE, and 1 in LV, ca 10 pers. in each trip.
3. National scale tourism events – 1 in EE, and 1 in LV, 70 participants in each.
4. PR activities - media interviews, etc.

Start period
Period 4, month 13 - 16

End period
Period 9, month 33 - 36

Activity 2.7 Cooperation with international hiking community

Dissemination events:

- Hiking workshop in LV, November 2023 in Latvia + improved site visit. ERA, intl. experts.
- Dissemination event in Pärnu, summer 2024?
- Ca 20 (LV) + 20 (EE) persons + 2-5 international participants/speakers + TSG - in each event.

Project Final International Conference:

- 2-day event with a practical discussion session.
- Pre-conference study tour for international participants and/or Estonian stakeholders in Kurzeme region.
- ca 150 participants, incl. ca 50 LV and 20 EE, and international participants.

Other:

- relevant international hiking events - workshops, e-path promo events, the general participation of ERA, etc.

Start period

Period 1, month 1 - 4

End period

Period 9, month 33 - 36

Activity 2.8 Promotional items

- T-shirts, cups, flags, banners, flyers, leaflets, etc.
- For distribution in project events such as hiking piloting, the cross-border hikes and other, with participation of hiking volunteers and TSG.



Start period
Period 4, month 13 - 16

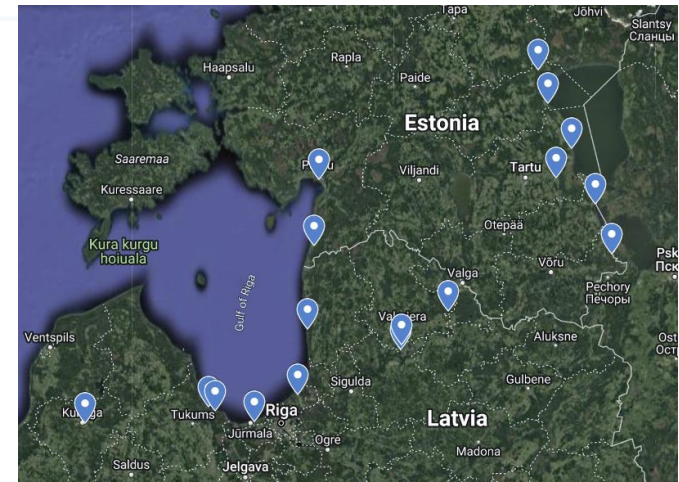
End period
Period 9, month 33 - 36

WP3. Pilot actions of the accessibility solutions in the improved sites

The aim is to **improve 16 sites** for accessibility and to **pilot-hike the 7 accessibility solutions** developed under WP1:

1. Wheelchair accessibility
2. Impaired vision
3. Web cam accessibility solutions
4. Adaptations for families with young children
5. Self-guided hiking skills for school-aged youth
6. Adaptations for foreign language and cross-cultural
7. Guided hikes for groups of disabled people

Investment title	Location
Improved sites 1 and 2 - hiking loops, Vidzeme	Vidzeme (LV008)
Improved sites 3 and 4 - web cameras, Vidzeme	Vidzeme (LV008)
Improved site 5 - wheelchairs, Apšuciemš	Kurzeme (LV003)
Improved site 6 - wheelchairs, Carnikava	Pierīga (LV007)
Improved site 7 - impaired vision solution Jārmala	Pierīga (LV007)
Improved site 8 - vision solution, Hāādemeeste	Lāāne-Eesti (EE004)
Improved site 9 - wheelchairs, Pārnu	Lāāne-Eesti (EE004)
Improved site 10 - North Camp, Setomaa	Lōuna-Eesti (EE008)
Improved sites 12-16: webcams, audio, Peipsimaa	Lōuna-Eesti (EE008)



WP3 List of deliverables

D.3.1.1	<p>Deliverable title</p> <p>Improved site 1 - the Forest Trail section #8.</p>	<p>Description</p> <p>A hiking loop installed and equipped with a game. Accessibility solution 4 (adaptations for families with children) implemented and piloted with the target group on the improved site 1 - the Forest Trail section #8 "Cauntes-Valmiera".</p>	<p>Delivery period</p> <p>Period 5, month 17 - 20</p>
D.3.1.2	<p>Deliverable title</p> <p>Improved site 2 - the Forest Trail section #12.</p>	<p>Description</p> <p>A hiking loop installed and equipped with a game. Accessibility solution 4 (adaptations for families with children) implemented and piloted with the target group on the improved site 2 - the Forest Trail section #12 "Strenči-Spicu tilts".</p>	<p>Delivery period</p> <p>Period 5, month 17 - 20</p>
D.3.2.1	<p>Deliverable title</p> <p>Improved site 3 - the Coastal Hiking Trail section #29.</p>	<p>Description</p> <p>Web camera installed by the guest house "Klintskalni" and streaming on the baltictrails.eu. Accessibility solution No. 3. (web cam solutions) implemented and piloted with the target group (ca 25 pers. from LV, 5 pers. from</p>	<p>Delivery period</p> <p>Period 4, month 13 - 16</p>
D.3.2.2	<p>Deliverable title</p> <p>Improved site 4 - the Forest Trail section #7/#8.</p>	<p>Description</p> <p>Web camera installed by the guest house "Cauntes" and streaming on the baltictrails.eu. Accessibility solution No. 3. (web cam solutions) implemented and piloted with the target group. Piloting will be combined with</p>	<p>Delivery period</p> <p>Period 4, month 13 - 16</p>
D.3.3.1	<p>Deliverable title</p> <p>Improved site 5 - the Coastal Hiking Trail section #20.</p>	<p>Description</p> <p>Beach wheelchairs available for users at Apšuciems village, wooden pathways installed. Accessibility solution No. 1 (beach wheelchair) implemented and piloted with the target group on the improved site 5 - the Coastal Hiking</p>	<p>Delivery period</p> <p>Period 6, month 21 - 24</p>
D.3.4.1	<p>Deliverable title</p> <p>Improved site 6 - the Coastal Hiking Trail Section #25.</p>	<p>Description</p> <p>Outdoor wheelchairs available for users at Carnikava, universal design elements installed. Accessibility solution No. 1. (all surface wheelchair) implemented and piloted with the target group on the improved site 6 - the Coastal Hiking Trail Section #25.</p>	<p>Delivery period</p> <p>Period 6, month 21 - 24</p>
D.3.5.1	<p>Deliverable title</p> <p>Improved site 7 - Coastal Hiking Trail #21/Forest Trail #100</p>	<p>Description</p> <p>The trail equipped with the selected solutions(info in braille, guided ropes, audio-guide with navigation instructions). The signs Accessible Toilet and Baby Changing installed on the beach in Jarmala. Accessibility solution No. 2. (impaired</p>	<p>Delivery period</p> <p>Period 6, month 21 - 24</p>
D.3.6.1	<p>Deliverable title</p> <p>Improved site 8 - the Coastal Hiking Trail #31.</p>	<p>Description</p> <p>The trail equipped with audio guide, information signs, short wooden trails and resting facilities. Accessibility solution No. 2. (impaired vision) implemented and piloted with the target group.</p>	<p>Delivery period</p> <p>Period 6, month 21 - 24</p>
D.3.7.1	<p>Deliverable title</p> <p>Improved site 9 - the Coastal Trail section #34.</p>	<p>Description</p> <p>Floating wheelchairs available for users on Pärnu beach. Accessibility solution No. 1. (wheelchair accessibility complex) implemented and piloted with the target group.</p>	<p>Delivery period</p> <p>Period 6, month 21 - 24</p>
D.3.8.1	<p>Deliverable title</p> <p>Improved site 10 - the Forest Trail section #20.</p>	<p>Description</p> <p>3D visualisations, small infrastructure equipped with audio guides. Accessibility solution No. 4. (adaptations for families with children) implemented and piloted with the target group on the improved site 10 - the Forest Trail section #20 "KOlodavitsa-Vārška".</p>	<p>Delivery period</p> <p>Period 6, month 21 - 24</p>

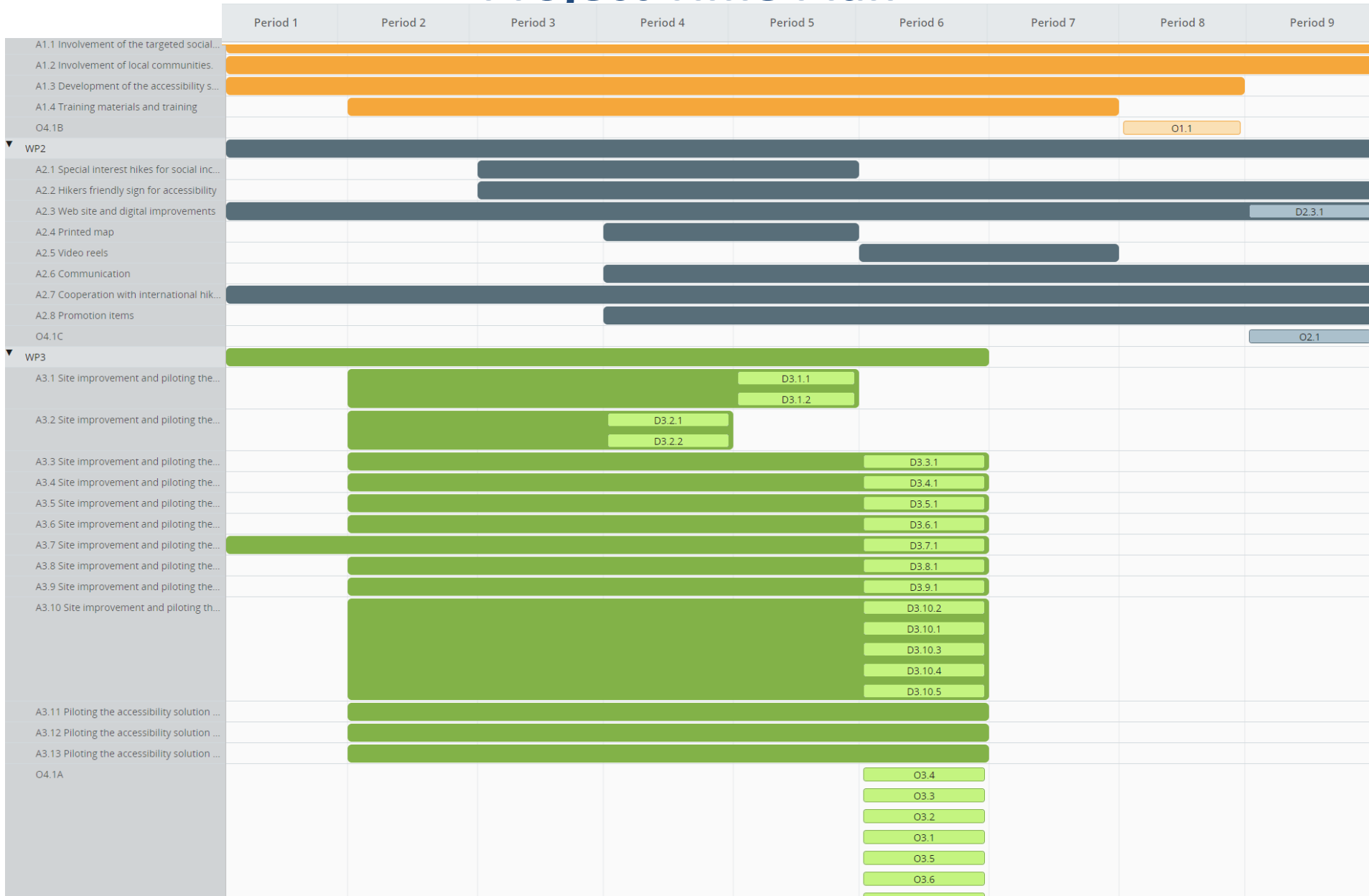
List of deliverables

D.3.9.1	Deliverable title Improved site 11 - Forest Trail section #92, Kurzeme region on both trails.	Description Part of the Forest Trail trail section #92 equipped with a QR code to start the voice application of GPS supported audio guide. Trail sections in Kurzeme equipped with audio guides. Accessibility solution No. 2. (impaired vision) implemented and piloted with the target group.	Delivery period Period 6, month 21 - 24
D.3.10.1	Deliverable title Improved site 12 - Forest Trail section #28	Description 1 web cam-weather station installed at Tiheda, Mustvee municipality and streaming on the baltictrails.eu. Accessibility solution No. 3. implemented and piloted with the target group. Audio guides installed. Accessibility solution No. 2 (impaired vision) implemented.	Delivery period Period 6, month 21 - 24
D.3.10.2	Deliverable title Improved site 13 - Forest Trail section #28/29	Description 1 web cam-weather station installed in Mustvee municipality and streaming on the baltictrails.eu. Accessibility solution No. 3. implemented and piloted with the target group. Audio guides installed. Accessibility solution No. 2 (impaired vision) implemented.	Delivery period Period 6, month 21 - 24
D.3.10.3	Deliverable title Improved site 14 - Forest Trail section #25	Description 1 web cam-weather station installed in Peipsiääre municipality and streaming on the baltictrails.eu. Accessibility solution No. 3. implemented and piloted with the target group. Audio guides installed. Accessibility solution No. 2 (impaired vision) implemented.	Delivery period Period 6, month 21 - 24
D.3.10.4	Deliverable title Improved site 15 - Forest Trail section #24	Description 1 web cam-weather station installed in Luunja municipality and streaming on the baltictrails.eu. Accessibility solution No. 3. implemented and piloted with the target group. Audio guides installed. Accessibility solution No. 2 (impaired vision) implemented.	Delivery period Period 6, month 21 - 24
D.3.10.5	Deliverable title Improved site 16 - Forest Trail section #21/22	Description 1 web cam-weather station installed in Rāpina municipality and streaming on the baltictrails.eu. Accessibility solution No. 3. implemented and piloted with the target group. Audio guides installed. Accessibility solution No. 2 (impaired vision) implemented.	Delivery period Period 6, month 21 - 24

+ Pilot testing of accessibility solutions No. 5, 6 and 7.

- Piloting the accessibility solution No. 5 (self-guided hikes for school-aged youth);
- Piloting the accessibility solution No. 6 (adaptation for foreign language and cross-cultural social groups);
- Piloting the accessibility solution No. 7 (guided group hikes for people with disabilities).

Project Time Plan



Next steps

Activities to be started/reported in the first period (July – October):

Activity 1.1 Involvement of the targeted social groups (TSG)

Activity 1.2 Involvement of local communities

Activity 1.3 Development of the accessibility solutions and assessment of their potential uptake

Activity 2.7 Cooperation with international hiking community

Activity 2.3. Web site and digital improvements

Activity 3.7.1. Site improvement and piloting the accessibility solution No. 1 (wheelchair accessibility) on Pärnu beach, the Coastal Trail section #34 "Uulu – Pärnu".

Next project meeting: FEB 2024, Tallinn (ERTO)?



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