

# THEMATIC FACT SHEET

Fact Sheet No 2, 2015



united by borders

## Estonia – Latvia – Russia Cross Border Cooperation Programme within European Neighbourhood and Partnership Instrument 2007-2013

### PRIORITY I “Socio-economic development” and its thematic scope in the Programme

The Estonia-Latvia-Russia CBC Programme tackles the Priority I “Socio-economic development” as a very important field of cooperation which provides an essential contribution to the Programme’s objectives. The Priority is dedicated to strategic development of border region’s competitiveness through support to business and labour market development, improvements in communication networks and exploring region’s potential for tourism as well as maintaining efficient and safe borders. These areas are foreseen to be addressed through a wide range of admissible project actions which include both investments and soft activities.

#### Priority I includes three areas of cross-border cooperation:



Measure 1.1 Fostering of socio-economic development and encouraging business and entrepreneurship



Measure 1.2 Transport, logistics and communication solutions



Measure 1.3 Tourism development

Priority I is funded with a considerable amount of the Programme’s funds comprising as much as 58% of the total budget that amounts to 34.14 M euro. Within Priority I the Estonia-Latvia-Russia CBC Programme finances 14 projects of the 1st and 2nd Calls for Proposals altogether. These partner projects provide improvements in various areas of cooperation which can be grouped in 4 thematic fields – LIVING ENVIRONMENT AND SAFETY CONDITIONS (3 projects), TOURIST SERVICES AND LOCAL ATTRACTIVENESS (5 projects), BUSINESS ENVIRONMENT AND SME SUPPORT (4 projects) and VOCATIONAL EDUCATION (2 projects). These projects are in the focus of this Thematic Fact Sheet issue and presented in the next pages.

## LIVING ENVIRONMENT AND SAFETY CONDITIONS

Particular 3 projects support renovation of the historical sites and road infrastructure, increase of tourism attractiveness of historical and cultural heritage and improvement of safety conditions.

### 1. Development of Historical Riverside Protection Area in Narva/ Estonia and Ivangorod/Russia II stage (River promenades II)

#### Main results:

- Northern promenade of Narva river in Ivangorod (3 570 m<sup>2</sup>) and part of the upper promenade of Narva Fortress (ca 4 700 m<sup>2</sup>) reconstructed
- Border riverside areas in Narva and Ivangorod converted into attractive convenient sights for inhabitants and visitors
- About 5 000 000 people addressed with mass-media coverage on the project events and created sites

€ Budget spent: 1 688 874,63 €





## 2. Unique Estonian-Russian Fortresses Ensemble Development as a Single Tourist Product. Stage II (EstRusFortTour-2)

### Main results:

- Ivangorod fortress access road (370m length), descent (336 m<sup>2</sup>) and ascent to the fortress (90m), and 13 538 m<sup>2</sup> of Narva fortress access territory constructed with new public facilities
- Audio-tour in Estonian, Russian and English languages developed and installed (34 objects in Narva, 33 in Ivangorod)
- New audio-tour included in tourist packets for visiting Narva-Ivangorod fortresses (estimate of 177 000 tourists per year)

€ **Budget spent:** 1 775 020,08 €



## 3. Increasing Traffic System's Capability within EE-LV-RU International Importance Transport Corridors (ESTLATRUS TRAFFIC)

### Main results:

- Improvements of transport and road information infrastructure in 12 Estonian, Latvian and Russian settlements
- Traffic Education Parks installed and equipped in Karsava, Rezekne (Latvia), Pskov, Krasnogorodsk, Pytalovo (Russia) and Võru (Estonia), altogether 6325m<sup>2</sup> territory reconstructed and 8 equipment sets provided
- Public awareness on traffic safety increased with involvement of 22 207 persons into 4 traffic safety campaigns and 2 forums

€ **Budget spent:** 1 876 570,00 €

12 000  
CHILDREN INVOLVED

350 PRESS-MATERIALS IN 66 000 COPIES ISSUED



**5 Million**  
people informed



49km  
transit streets  
improved

44 Media  
events organised

**7500** drivers and  
travellers involved

## TOURIST SERVICES AND LOCAL ATTRACTIVENESS

These 5 projects develop new tourism routes and local sites, equip tourist spots and elaborate info materials, provide new services and promote local attractiveness for tourism professionals and local people.



### 1. Establishment of Environment in Võru (EE), Sigulda (LV), St.Petersburg (RU) for Development of Tourism (SVS ACTIVETOUR)

#### Main results:

- Cooled 1,1 km ski track, stadium and a service house constructed at Laurenči centre (Sigulda, Latvia);
- Sports/playgrounds, soccer fields, volleyball and handball courts, paths developed at Kubija centre (Võru, Estonia);
- 2 well equipped service houses on existing skiing tracks built at Kurortnyy and Primorskiy districts (St.Petersburg, Russia);
- 14 sport events organised

€ **Budget spent:** 1 700 000,00 €

### 2. Advancing Remote Areas by Development of Cross-Border VH Tourism Route on Basis of Local Resources (Via Hanseatica)

#### Main results:

- Database of 786 objects including attractions and services and 12 thematic routes in frame of Via Hanseatica (VH) areas created
- Visibility and availability of VH route information increased with 314 road signs, 56 object signs and 22 road information-boards, 9 touch-screens in major visiting places and 12 objects reconstructed
- VH interactive multilingual website [www.viahanseatica.info](http://www.viahanseatica.info), VH mobile application and audio guide developed

€ **Budget spent:** 1 803 966,30 €

### 3. Tour de Latgale and Pskov (Tour)

#### Main results:

- 5 new tourism routes developed in Latgale (Latvia) and Pskov Region (Russia) – Sacral, Crafts, Rural, Nature and Culture
- 28 tourism spots equipped
- 3 million inhabitants informed about Latgale and Pskov tourism routes

€ **Budget spent:** 1 603 520,65 €

### 4. Exploring the History of Narrow Gauge Railway (EHNGR)

#### Main results:

- Preconditions prepared for Railway Museum in Türi (Estonia) and exposition in St. Petersburg (Russia)
- Book of railway history "St. Petersburg to Tallinn by train" published
- Joint tourism strategy elaborated

€ **Budget spent:** 214 868,30 €

### 5. Enjoy the Best in Latvia, Estonia and Russia (EBLER)

#### Main results:

- 2 new thematic tourism routes developed in Estonia, Latvia and Russia – Enjoying the National Cuisine and Relaxation for Families with Children
- Camping opportunities widely promoted in 6 countries
- Business opportunities of 531 local tourism entrepreneurs developed in 3 countries

€ **Budget spent:** 264 304,30 €



**74**  
routes &  
spots  
developed

**45 FAIRS AND  
PROMO ACTIONS  
ATTENDED**



**165 650**

*Guidebooks /  
brochures published*

**3,6 Million** people informed

**166 500 maps printed**

**7 WEBSITES  
& APPS**



## BUSINESS ENVIRONMENT AND SME SUPPORT

4 projects of these areas develop facilities for small and medium-sized enterprises (SME), create new infrastructure and ICT services, promote business networking and improve skills and knowledge of youth and school-children in CBC areas about entrepreneurship.

### 1. Baltic ICT Platform (ICT Baltic)

#### Main results:

- 1 Demo Centre in North Estonia improved and 3 new Demo Centres in St. Petersburg (Russia), Riga (Latvia) and South Estonia opened and equipped with most up-to-date equipment
- Most modern ICT approaches demonstrated at Demo Centres' presentations and trainings to governmental, public, business sectors
- 29 e-services elaborated, and 145 e-solutions exhibited by partners' Demo Centres

€ Budget spent: 1 625 080,00 €

### 2. Promoting the Use of Cultural Heritage and Resources in Product Development in Border Areas (Heritage Business)

#### Main results:

- Improvement of business environment for small and medium-sized enterprises (SMEs), cross-border trade, knowledge and skills of SME's in project area
- Cross-border Business and Cooperation Centre established in Pechory (Pskov region, Russia) including opening of Business incubation centre
- 3800 copies of Manual for SMEs on using traditional cultural heritage in business issued in Estonian, Russian, Latvian

€ Budget spent: 932 389,00 €

### 3. Fostering of Socio-economic Development and Encouraging Business in Border Areas (FOSTER SME)

#### Main results:

- Mobile Business Fair centre 500 m<sup>2</sup>, Small Mobile Fair centre 150 m<sup>2</sup> purchased and equipped, business fair equipment provided in Pskov (Russia)
- Existing Hall in Madona (Latvia) equipped with modern business fair equipment
- 52 business events (business fairs, seminars, B2B meetings, regional presentations, round table discussions) organised

€ Budget spent: 1 084 938,15 €

### 4. Regions are to Attract the Investors (4 investors)

#### Main results:

- Building of the business incubator repaired, project documentation for industrial business incubator completed (Ivangorod, Russia)
- Planning for industrial area 82 ha completed, construction projects of technical infrastructure for Kulgu industrial park and business incubator in Kadastiku industrial park (total area 1 200 m<sup>2</sup>) in Narva (Estonia) elaborated
- 5 new office work places in Ivangorod and 5 in Narva business incubators equipped, 2 sets of modern IT-solutions for distant services provided

€ Budget spent: 371 716,00 €



17 SMES  
FACILITIES  
DEVELOPED

**20** Equipment sets purchased

**17** CBC NETWORKS  
AND AGREEMENTS

**33**  
Websites &  
E-services

**89** Business events held



# VOCATIONAL EDUCATION

2 projects under this subject raise academic staff competence and qualification, upgrade vocational programmes and introduce new knowledge, develop modern approaches and provide new training facilities in transport and logistics sphere.



## 1. Logistics and Overland Transport Network for Training "Blue Collars" (LogOnTrain)

### Main results:

- Curricula and training vocational programmes upgraded up to modern international standards
- Teaching methods developed including access to simulation, modelling and IT-based software for transport and logistics
- Package laboratory IT-programme of Valga Training Centre, RFID programme of St. Petersburg State University of Telecommunications and costs calculation IT system of St. Petersburg State Transport University adapted to actual needs

€ **Budget spent:** 452 452,22 €



## 2. Transport and Logistics (T&L)

### Main results:

- New skills and knowledge in latest technologies and trends in transport and logistics obtained
- Vocational training programme on motor vehicles in the field of transport and logistics improved
- 3 sets of distance learning equipment and new equipment for Automotive laboratory provided

€ **Budget spent:** 219 465,36 €



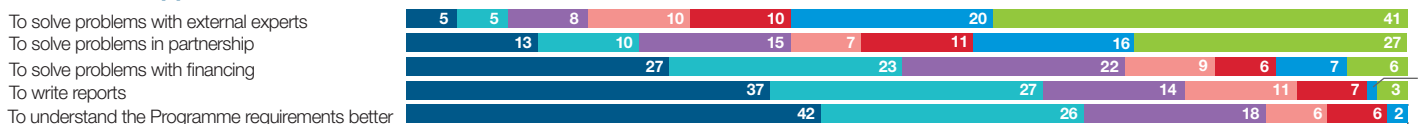
# QUESTIONNAIRE FOR BENEFICIARIES AND PROJECT PARTNERS

When the Programme is finalising its activities it is a good time to look back at experience gained by the projects not to lose valuable knowledge. In order to sum it up the Joint Technical Secretariat (JTS) developed electronic questionnaire for project Beneficiaries and Partners to express their view on various aspects of the Programme. The conclusions, findings, opinions and comments have been carefully collected. In this fact sheet introduction to some conclusions on two parts are found – visibility requirements and JTS support to the projects. The Programme is grateful to those who found the time to answer all questions, share valuable knowledge with all parties and donate it for the sake of future cross border cooperation.

## 1. Which communication with the JTS was most effective, %



## 2. The JTS support was needed, %



## 3. The visibility requirements for following issues were clearly described, %



■ Most relevant   
 ■ Rather relevant   
 ■ Somewhat relevant   
 ■ Can't say relevant or not   
 ■ Somewhat irrelevant   
 ■ Mostly irrelevant   
 ■ Least relevant

[www.estlatrus.eu](http://www.estlatrus.eu)

Estonia-Latvia-Russia CBC Programme within ENPI 2007-2013 has been launched in 2010. The strategic objective of the Programme is promotion of joint development to improve competitiveness of the Region using its socio-economic potential and beneficial location on the cross roads of the EU and the Russian Federation. The specific objective is to make the wider border area an attractive place for both inhabitants and businesses through activities aimed at improving the living standards and investment climate.