

Capitalisation: A Big Word To Describe Big Achievements

Capitalisation is one of those words that has only relatively recently appeared on the EU horizon. To many, this will simply be yet another technical word or “Eurojargon” but to a growing number of people within the EU environment this word is increasingly recognised as being synonymous with building on lessons learnt and knowledge acquired in European programmes.

Broken down, this word refers to the consolidation of capital in European programmes and projects which has been accumulated during their implementation. “Capital” refers to the outputs/results/knowledge/human capital of programmes and projects which is used to generate new value and/or knowledge.

So, how can this word and its definition be of any use in the ENPI CBC world?

The European Neighbourhood and Partnership Instrument (ENPI) has markedly enhanced, both qualitatively and quantitatively, the scope of cross border cooperation (CBC). In this way, the ENPI CBC programmes have an essential role to play, distinct from other forms of cooperation, by virtue of operating for the benefit of both sides of the EU’s external borders thus giving substance to the aim of avoiding the emergence of new dividing lines. Clear evidence of the added value of this kind of cooperation is needed for the future, not only to improve policy-making and programming but also to inform the wider public of what is being achieved in this domain. This is increasingly important in an era where negative images of the EU and its finances are widespread.

Capitalisation adds a strategic dimension to other programme activities such as monitoring, evaluation and communication. In ENPI CBC, capitalisation activities can culminate in the provision of structured information of what the instrument is achieving in a certain thematic field; for example, in this newsletter the focus is on tourism. In addition, these activities can also allow ENPI CBC programmes to build-on, re-use and transfer the (clustered) valuable project results in a more coherent and efficient manner to contribute to future programming and project generation. In this way, good practices are identified at both project and programme level. Lastly but certainly not least and as already mentioned, capitalisation can contribute to making the achievements of ENPI CBC more visible to the general public and other stakeholders.

There are several ongoing capitalisation activities in both European Territorial Cooperation (ETC) and ENPI CBC programmes, one of which is summed up in this newsletter. In several cases, these activities are directly contributing to the current programming process and a more thematic approach is being sought in many programmes. It is expected that capitalisation will gather momentum as more results of these activities become available and programmes include the latter as a necessary part of the programme cycle. The INTERACT ENPI project is supporting ENPI CBC programmes in capitalisation and will publish a basic methodology on this later this year. In addition, the project is following the capitalisation activities of ENPI CBC programmes and providing support upon request.

It is encouraging to see the first results of the Estonia-Latvia-Russia ENPI CBC programme’s capitalisation activities and we look forward to supporting the further development of this both in your Programme and within the ENPI CBC community in general!

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CONTACTS

Joint Technical Secretariat

Phone: +371 6750 9520

Fax: +371 67509523

E-mail: info@estlatrus.eu

Ausekļa iela 14–3, Rīga,
LV-1010, Latvia

www.estlatrus.eu

Texts are prepared by **authors**
and edited by **Anna Filatova**
and **Vineta Šnore**
Photos from the **archives**
of projects
Design by **Dita Pence**

Perspectives of cross border tourism development

ESTONIAN PERSPECTIVE



People from Asia, America and from other farther countries do not come to our region to visit just one country or attraction but rather to see the entire region. For example, they travel by car or by canoe around lake Peipsi through all three countries and there should be no hindrance for that. Therefore it is significant for us to be able to offer in cooperation qualitative cross-border tourism services for such visitors. They come along Latvia to Estonia and continue their cross-country tour to St.Petersburg. These tourists are also the target group for cross-border tourism services that need to be targeted to their interests.

Water tourism is becoming more and more popular and our three countries are maritime nations. People from Finland come by their yachts not only to Tallinn but also to Narva from

where they can transport their yachts, boats by car to lake Peipsi where they can continue their route till lake Pihkva. It would be great if in future these tourists could continue their trip by cars or by yachts via Gulf of Riga back to Finland, so that they had opportunity to choose a different way back home which is more likely preferable occasion for tourists.

Cornflowers, Estonian national flower



Cross-border tourism services have to be as free as possible of bureaucracy. Tourists should not have feeling that in the same region the rules change with the change of the state names. Not the state borders, but the nature and sightseeing should determinate the tourism routes. Why not continue the hiking trails, managed by Estonian State Forest Management Centre (RMK), from Estonia to Latvia! Well elaborated and managed tourism products promote wider region as well as prolong the travelling and make it more exciting for visitors, increase the number of tourists, they are beneficial for tourism sector in all our countries.

Tarmo Mutso, Director of Tourism Development Centre of Enterprise Estonia

LATVIAN PERSPECTIVE



Cross-border projects are very valuable and with great potential. Currently the projects are in very different development stages and the aim now is to assess the effectiveness of such projects, their individual and strategic gain and sustainability, their ability to create high quality, innovative products and involve businesses. Among the positive and sustainable projects, is ESTLAT bicycle route that has been an important key to develop the cycle tourism in the region and improve the infrastructure. Also, project "Enjoy the best in Latvia, Estonia and Russia" has been active and useful for the businesses of campings. Another potentially impactful project is the Via Hanseatica tourism route in Latvia, Estonia and Russia, as it involves many partners that actually work in the region. The post-stage of these cross boarder projects will be extremely important to learn from the mistakes, take the best out of this cooperation, and make it sustainable and strategic in the future.

Daisies, Latvian national flower



In the perspective of the national tourism marketing strategy, such projects are very useful and are in line with our target markets (Estonia and Russia) and they are a potential support for the business and tourism development in the regions. It is also in line with our aim to get the regions develop their own identity and brand.

This has been a great beginning, but there is a lot of space for growth. In the next planning period there should be more focus on the inclusion of all involved parties. Currently the National Tourism Boards are not actively involved in the development of the cross border projects and there is not a united cross border platform where the projects could all fit in. It is also very important to make the projects useful and applicable for local businesses, as well as the tour operators.

Armands Slokenbergs, Director of Latvian State Tourism Agency



Chamomile, Russian national flower



Tourism, as it had been stated by the analysts, is becoming during recent years all the more important sphere of economy, forming a considerable part of the budget of Sankt-Petersburg. The program of the development of tourism sphere for the years 2012–2018 anticipates that the tourists flow will increase to 7,5 million per year. This task is very challenging and extremely relevant for the City Authorities as well as for the tourism related business-community. Development of tourism in border regions of Latvia, Estonia and Russia will definitely contribute much to its fulfillment.

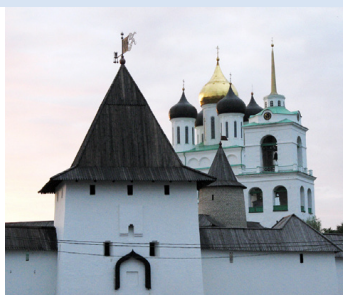
At present we face crucial decrease in the number of trips to Latvia and Estonia, traditionally having been so highly popular in Soviet times. In this respect it is difficult to overestimate the significance of the projects of cross-border cooperation in the field of tourism, and good examples of such projects are: "Unique Estonian-Russian fortresses ensemble development as a single tourist

product", "Via Hanseatica" project and "SVS Activetour". They create tourism infrastructure, new routes for info- and eco-tourism. Their utter importance is also determined by their stimulation of moderately priced tourism to Baltic countries and St. -Petersburg.

During programming period of the ENI Programme 2014–2020 it is necessary to pay more attention to preconditioning of the development of mass tourism, giving complete information about existing routs of info- and recreational tourism, in the first place by means of development of cooperation between tour-operators and small hotel business.

Vasiljev Vladimir Aleksandrovich, Executive Director of the Hotel "Galakt", President of the Association of Small Hotels of Sankt-Petersburg, Member of Executive Board of Russian Hotels Association, Fellow of the National Academy of Tourism, Candidate of Science in Tourism.

Hansa Days in Pskov



Pskov, one of the oldest among Russian cities, was first mentioned in the Chronicles (Tale of Bygone Years) in 903.

Since the late 15th century Pskov was an important partner of the Hansa.

Pskov will become the capital of the **Third Russian Hanseatic Days** for a short period of **19 – 21 July 2013**. All the events will be devoted to 1110th anniversary of the first mentioning of the ancient City of Pskov in the Chronicles. Russian Hanseatic Days is an event of national importance for the whole Russia. Its aim is the development of cross-border and inter-regional cooperation in the spheres of economy and culture, stimulation of tourism and drawing the attention of wider auditory to the historical heritage of Russian Hanseatic Cities.

The program of the Hanseatic Days includes seminars, forums and official meetings, aimed at promotion of the Hanseatic Cities and widening of the partnership and cooperation between them. Traditionally the core of the event will be the Hanseatic Fair. Masters and craftsmen from Russia and other countries will take part in it; a number of various master-classes, photo-shows, presentations and cultural programswill be organized. Organizers promise to present to the on-lookers art-plays in the open air, a festival of amateur arts and traditional fire-works.

www.hansarus.org



Lessons learned and future perspective

Implementation results of the cross border narrow gauge railway project "Exploring the history of narrow gauge railway"

Since 1825 when the first public railway from Stockton's to Darlington in Great Britain was opened, has the development of the railway transportation had the significant effect on the history of the world. Railway has changed the economics of the world and the lives of millions of people. Still, in the light of tourism, the history of railway transportation has not been presented in a very attractive manner.



The project idea was to change that, and to promote narrow gauge railway thematic tourism field.

By today we have implemented most of the activities planned in project implementation timetable.

We have created a **mutual webpage** – www.railwaymuseum.ee that is used currently as a project webpage and in future can be easily modified for the Türi Railway Museum. We have created the concepts for both exposition in St Petersburg and Türi Railway Museum.

Mutual corporate design has been created for the project and the future exposition and museum.

We have had five seminars and meetings with stakeholders, where we have disseminated the project ideas, the target groups have been informed about the project progress through articles and on tourism faire TOUREST 2013. We have also included the target groups and experts both from Estonia and Russia in the process of working out the joint tourism strategy and brainstorming about creating the cooperation network in the field.

The latest result of the project **is a book of history of narrow gauge railway "St Petersburg to Tallinn"**. The book follows the Baltic railway from St.-Petersburg to Tallinn, describing the stations and the narrow-gauge railways that start from the Baltic railway. The book's author is the popular Estonian writer Tiit Pruuli. He has managed to present the history of the railway in most enchanting way, so that the book definitely became great achievement



of the project and perfect outcome of the cross border cooperation, as we established cooperation relations with dozens of establishments and people in Estonia and Russia to get the materials for the book.

We are about to finalize the marketing strategy, feasibility study and technical documentation for the narrow gauge railway exposition in St Petersburg. We are preparing the tenders of marketing strategy, feasibility



study and the technical documentation of the Türi Railway Museum.

Both partners are most committed to the project work and this enthusiasm shows in the additional values, adding activities which were not planned in project application, like organisation of the European Cooperation Day event in 2012 or foundation of the NGO "Türi raudteemuuseum" to coordinate the building and management of the future Türi Railway Museum.

This project has been most didactical for both project partners; we have found dozens of cooperation partners in railway transport and tourism fields. We have maximised the use of the competence that both countries can offer to achieve the best results.

Written by **Reeda Kaal**, Project Manager

Project facts:

Title: "Exploring the history of narrow gauge railway"

Beneficiary: Türi Rural Municipality (Estonia)

Partner: NPO "Imperatorskii Vokzal" (Russia)

Total budget: 261 285,00 EUR

Programme co-financing: 234 285, 00 EUR (89,67%)

Project co-financing: 27 000,00 EUR (10,33%)

Duration: 24 months

Lessons learned and future perspective

Implementation results of the cross border project of camping sites
“Enjoy the best in Latvia, Estonia and Russia!”

We came to the conclusion that it is important to bear in mind the way of thinking of various nationalities, differences in mentality. For example, in Latvia, collecting information for the guide-book, we came across huge disbelief and opposition – we almost had to address each location included in the guide book individually in person. Estonian colleagues faced with long time for submitting of the information and lack of responsiveness. Russian partners had to use a completely different approach because in close proximity of campings or small guest houses there were no interesting attraction sites and they went there looking for interesting sites and possible accommodation



Vacantiebuurs, Utrecht, the Netherlands, 6–14 January 2013



Tourest, Tallinn, Estonia, 15–17 February 2013



Broshures and Map “Enjoy the best in Latvia, Estonia and Russia!”



Tourest, Tallinn, Estonia, 15–17 February 2013

18-month long project “Enjoy the best in Latvia, Estonia and Russia” is approaching the finish line and already at this moment we may evaluate successes and failures of the project execution and share new discoveries.

When we were writing the project application in the Fall of 2011 we hoped to achieve rather simple results – to create a qualitative guide-book with maps that was so necessary for the camping association, to make good stands and equipment for fairs, to have a possibility to participate in intended tourism fairs and thanks to these activities to welcome many guests from our country and abroad. But during the project implementation we faced various, previously unpredicted obstacles which slowed down many processes.

places. Therefore the route approbation process planned in the project transformed into huge allocation campaign of sightseeing locations.

Summing our experience up, we understood that in Latvia – it is necessary to envisage time and resources for travelling, for organization of meetings and preparation of presentation materials. In cooperation with entrepreneurs, while preparing information for them, it is necessary to show their personal benefits and interest.

Estonians in their turn require closer cooperation between regional organizations; to gather materials from individual companies it is necessary to plan twice as much time as in Latvia. In cooperation with the entrepreneurs it is necessary to form the information for them to understand what will be their and region's benefit in a longterm perspective.



Adventure, Vilnius, Lithuania, 1–3 February 2013



Balttour, Riga, Latvia, 8–10 February 2013



Balttour, Riga, Latvia, 8–10 February 2013



Balttour, Riga, Latvia, 8–10 February 2013

In Russia local scale tourism is not developed at all; at large they are specialized and used to the tourist groups. When planning tourism projects it is necessary to envisage additional financial assets in the budget for travelling to Russia, many meetings, conferences and seminars to clear up what are the EU projects, how they work and to make people believe that there is a chance for them to participate.

Many obstacles that were overcome during this project have made project partners very close and we have also come to several opinions about further development in the countries of the Baltic region:

1) Cooperation is the foundation of everything. It was amazing how excited the visitors of tourism fairs were, seeing the common catalogue for the program region. Especial joy was felt from those individual travelers and group guides who until the receiving of the catalogue were afraid to cross the Russian border and to travel in Russia and with the help of our guide book many of them will fulfill their dream about visiting St.-Petersburg and Leningrad region.

2) The next step is the quality certification. At the moment in our guide-book there are places of various quality and level. Within the framework of this project we did not manage to create any definite quality criteria but they are very necessary to have the trust of the individual traveler. It is the task of the future projects.

Entrepreneurs will manage to accomplish things that are not in the power of government institutions. In tourism fair undertakings in Europe and also in Russian markets the Baltic States are represented individually – each country has its own tourism development strategy, though in fact they have a single goal – to bring the tourists to the

country. And we have the same tourist because mostly this tourist will visit all three Baltic States. One of the biggest side-effects of the project execution will be a foundation of one common Baltic States' Association of campings and recreation parks in order to create common products for the entire Baltic States region in tourism sphere (guide books, maps, routes and other products).

Only by mutual cooperation of entrepreneurs we will be able to develop new tourism products, facilitate improvement of quality and draw more tourists to the region of the Baltic States. The aforesaid factors are also a foundation for economic growth of the region, creation of new jobs and our welfare.

www.enjoyler.com

Written by **Linda Bēce**, Project Manager

Project facts:

Title: "Enjoy the best in Latvia, Estonia and Russia"

Beneficiary: Latvian Campsite Association (Latvia)

Partners:

1. Regional Sports Federation of Sport tourism of Region of Leningrad (Russia)

2. Estonian Caravan Club (Estonia)

Total budget: 289 440,00 EUR

Programme co-financing: 260 496,00 EUR (90%)

Project co-financing: 28 944,00 EUR (10%)

Duration: 18 months