



# Interreg Estonia-Latvia Programme Citizen's Summary

Annex to the Annual Implementation Report 2021

# General Overview

Interreg Estonia-Latvia programme is one of the 60 cross-border cooperation programmes operating along EU internal borders.

**Of total 36.27 million euros available for projects, 36.08 million were committed by the end of 2021.** Forty-two projects had finished their activities and most of the programme funds – 80 % – had been paid out to the partner organisations.

Table 1

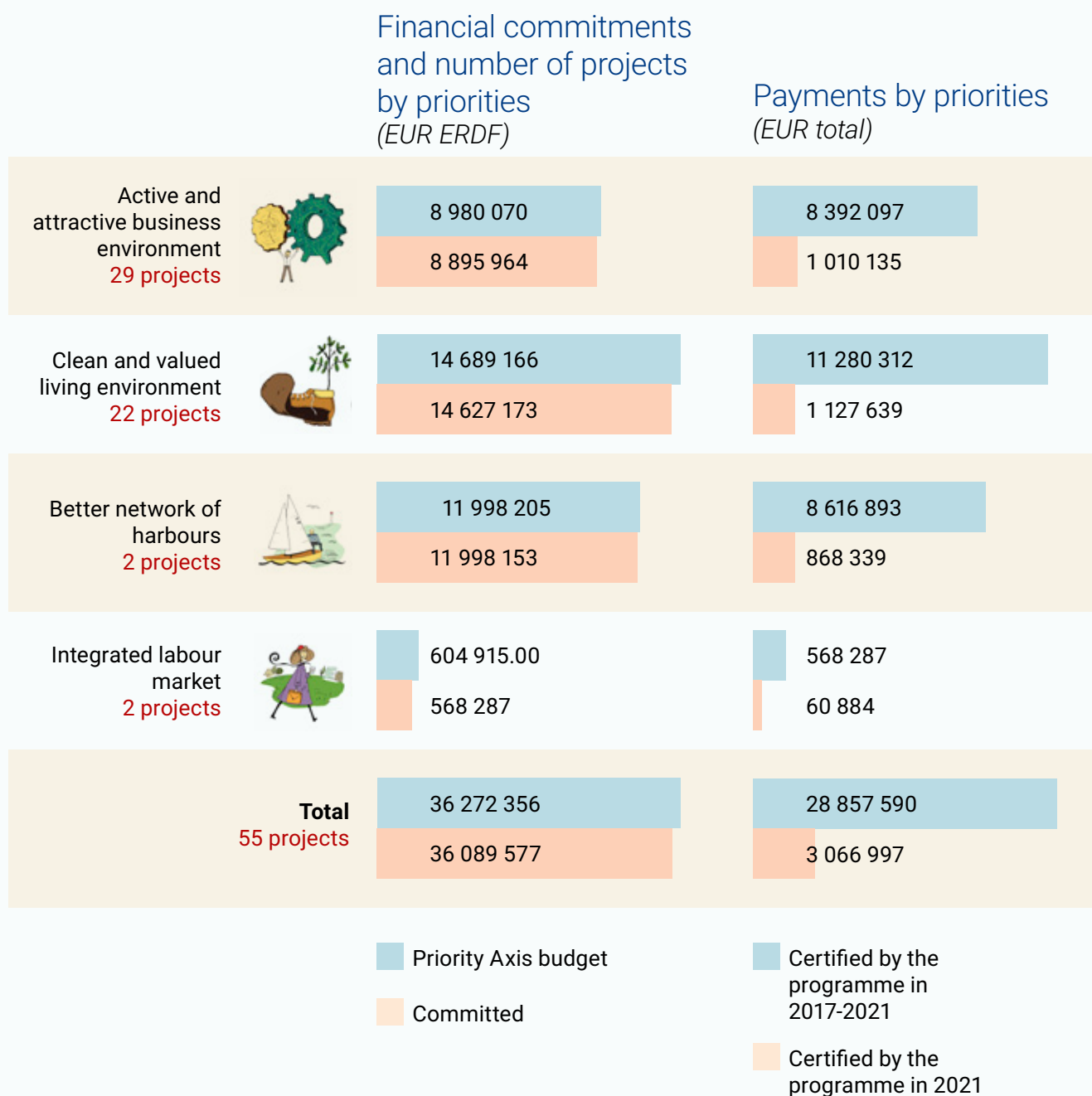


Table 2

## Partners and lead partners by EE and LV

Lead Partners: 109 EE, 118 LV

Type	Total	Estonia				Latvia					
		Total	Lääne-Eesti	Lõuna-Eesti	Põhja-Eesti	Total	Vidzeme	Kurzeme	Rīga	Pierīga	Zemgale
SME	72	33	6	25	2	39	8	5	22	4	0
NGO	61	40	12	23	5	21	5	5	7	3	1
State institution	36	17	2	4	11	19	5	2	10	1	1
Municipality	58	19	5	14	0	39	14	10	1	14	0
<b>Total</b>	<b>227</b>	<b>109</b>	<b>25</b>	<b>66</b>	<b>18</b>	<b>118</b>	<b>32</b>	<b>22</b>	<b>40</b>	<b>22</b>	<b>2</b>

## Territory Of The Programme

The programme area includes Hiiu, Jõgeva, Lääne, Põlva, Pärnu, Saare, Tartu, Valga, Viljandi and Võru counties in Estonia and Kurzeme, Pierīga, Rīga and Vidzeme regions in Latvia.

The territory of the Estonia-Latvia programme is part of the area covered by the **European Strategy for the Baltic Sea Region (EUSBSR)**. The projects whose impact reaches beyond the programme territory and contribute to the EUSBR, are *Hiking Route in the Baltic Sea Coastline in Latvia and Estonia* ([Coastal hiking](#)), *Integrated Nitrogen Management System for the Gulf of Riga* ([Gurinimas](#)), *Improvement of Sailing Infrastructure and Yacht Harbours Network Building in Estonia and Latvia* ([ESTLAT harbours](#)), *Improvement and Promotion of the East Baltic Coast Harbours Network* ([EASTBALTIC HARBOURS](#)) and *Daily Allowable Maximum Loads to Decrease Nutrient Load to the Gulf of Riga* ([DAML](#)).

The programme has developed to the stage where we witness many of the desired results achieved and ambitions fulfilled. It is evident that the programme support has a great role in bringing together complementing ideas, expertise and capacity for creating new values together and overcoming joint challenges.



# Active and Attractive Business Environment

## GeoTranslate

<https://estlat.eu/en/estlat-results/geotranslate.html>

The two companies, masters in cartography and geospatial intelligence - Jana seta Ltd (LV) and Regio Ltd (EE) - **developed and implement an automated online machine-translation and substitution solution that will focus on translating geographical names.** The solution consists of a tool that is used by the project partners for translation of their own products and offered as service to the third parties who require translation of graphical files consisting of geographic names.

The outcome of the project - [TerraLexicon translation solution](#) - fills a real gap in the geographic solution market for companies who prepare cartographic products for export. The project improved cross-border business networks and strengthened cooperation between partners who combined their know-how to bring a more durable project outcome – jointly developed service – to the market.

*Lead partner: Jana seta Ltd*



## Herbal Water

<https://estlat.eu/en/estlat-results/herbal-water.html>



Through **industrial research and experimental development** two SMEs – Mayeri Industries Ltd. (EE) and Field and Forest Ltd (LV) created jointly four new **liquid household cleaning and personal care products based on herbal water as a natural fragrance.**

Organic herbal water was developed from locally grown plants. Their use allowed replacing the synthetic chemicals currently used in liquid household cleaning and personal care products, thus adding real value to the products as harmful impacts on the environment were reduced. This partnership and product development enables the Latvian company to seek additional land resources in Latvia to expand its growing and harvesting operations and the Estonian company to enlarge the variety of its household cleaning products. The new line was widely marketed, it is included in the selection of the supermarkets and is well received by customers.

*Lead partner: Mayeri Industries Ltd.*

## EstLat Translator

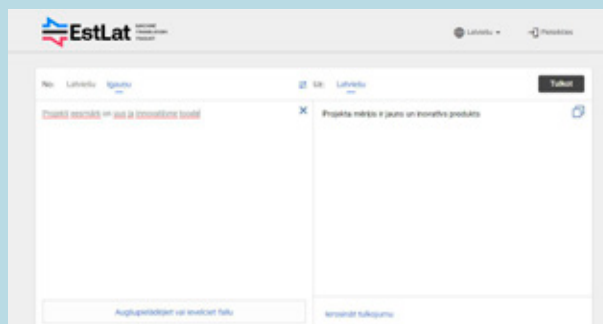
<https://estlat.eu/en/estlat-results/estlat-translator.html>

The objective of the project **was to develop artificial intelligence (AI) based Estonian-Latvian machine translation toolkit** by a combination of LV partner Tilde Ltd. state-of-the-art machine translation technologies and EE partner Avatar Ltd. extensive data pool and translation expertise.

The new toolkit addresses the market need for an efficient cross-border communication solution and creates new cross-border business opportunities. **Both public and private entities benefit from**

**the Estonian-Latvian-Estonian machine translation service.** It provided both project partners with a unique product - [EstLat Translator toolkit](#) - to expand their businesses and seize new market opportunities.

*Lead partner: Tilde Ltd*



# Clean and Valued Living Environment

## WasteArt

<https://estlat.eu/en/estlat-results/wasteart.html>

Five partners joined their efforts to use the capacity of **contemporary art and the diversity of artistic practices as tools for increasing public awareness about the vast amounts of waste produced from activities of everyday life and to promote the Waste 3R among the public.** During the project they implemented several campaigns to raise the awareness and change people's habits towards more environmentally friendly behaviour concerning the waste reduction, re-use and recycling. The curated **artistic Creative Reuse Campaign "NOT out of sight, NOT out of mind"** attracted 39 849 visitors and accompanying communication campaign reached 520 987 people. The campaign "Waste Audit and 3R" attracted 26 schools and kindergartens from both countries to test the waste audit toolkit and most of them included it in their daily processes. Moreover, the project provided equipment for schools and kindergartens, so that it

would be easier to start waste reduction, re-use and recycle activities. Additionally, the project communication raised much bigger resonance in the society than it was predicted. The communication campaign reached 734 427 people, thus showcasing that waste problems are crucial in both countries and the society is ready to take steps to improve the situation.

*Lead partner: Foundation "Institute for Environmental Solutions"*



## Valga-Valka City centre

<https://estlat.eu/en/estlat-results/valga-valka-centre.html>

Twin town Valga-Valka is located on the Estonian-Latvian border. In addition to the border, they share a motto - „One city, two states”. The project made it possible to implement common goal of improving the joint territory and physical space to unite the citizens of both towns, promote tourism and activate entrepreneurship. The revitalisation of the city centre facilitates economic activity and creates long-term development potential for Estonian and Latvian border area.

During the project the partners reconstructed the multifunctional cross-border central area, including an area for open-air markets and festive events; playgrounds, innovative street lighting systems, original urban space furniture and pedestrian street linking the churches in both town centres that opened new possibilities for small businesses such as cafes, restaurants, and other services. The total improved urban area is 53 625 m<sup>2</sup>. All the investments and related communication events in the project have contributed to the mindset of the people, that the two towns are one entity rather than separately operating units.

*Lead partner: Valka Municipality Council*



## Smart Living

<https://estlat.eu/en/estlat-results/smart-living.html>



The project objectives are aimed to **promote the concept of smart living – being** aware about environmentally friendly lifestyle and using smartly the energy resources. Three project partners combined knowledge and competence and focused directly on informing the society about the possibilities to save energy and real estate managers regarding the use of renewable energy resources.

Created [joint online interactive tool for measuring and simulating energy efficiency](#) enables to create a copy of their own home and, in a game-like manner, make it more energy efficient using various solutions. During the project dozens of **workshops are organized for households and real estate managers** related to lighting, heating systems, house thermal insulation, water consumption, passive buildings, electrical equipment, solar panels, and other subjects.

*Lead partner: Association "Green and Smart Technology Cluster"*



# Programme Result Indicators

In 2021 the programme carried out a mid-term **evaluation of the five result indicators: SO1.1, SO1.2, SO2.2 awareness, SO2.2 water and SO2.3 and gathered data for the SO2.1 and SO3.1.** The target values for

indicators of tourism and small harbours are affected by the situation caused by the pandemic, in other fields we see positive trends.

Table 3

SPECIFIC OBJECTIVE	RESULT INDICATOR	BASELINE	ASSESSMENT		TARGET
		2014/2015	2018	2021	2023
1.1 Increased entrepreneurial cross-border cooperation in the programme area	Share of entrepreneurs and new businesses in the region (not older than 3 years), which are ready for cross-border cooperation	53%	46%	45%	59%
1.2 More jointly developed products and services in the programme area.	Share of entrepreneurs carrying out joint product or service development	14%	13%	28%	19%
2.1 More diversified and sustainable use of natural and cultural heritage.	Visitors to the natural and cultural heritage sites	3 103 576	3 729 721 (for 2017)	2 585 486 (for 2020)	3 786 000
2.2 Increased awareness of energy-saving, sorting waste and re-use, and the more efficient management of common water resources.	Awareness of people about resource efficiency with a focus on waste and energy saving	43%	53%	50%	53%
	Cooperation intensity between institutions on management of water bodies and coastal areas	36%	46%	55%	59%
2.3 More integrated Valga-Valka central urban area.	The share of inhabitants of Valga and Valka considering Valga and Valka as a joint entity	21%	29%	46%	28%
2.4 More harmonized geodetic reference systems.	The use of harmonized geodetic reference system in Estonian-Latvian cross-border projects	Harmonized geodetic system not in use/available	N/A	N/A	A harmonized system has been introduced, 1
3.1 An improved network of small harbours with good levels of service.	Number of visiting vessels at small harbours	6 420	7 789	6 871	16 000
4.1 Improved conditions for accessing jobs across the border.	Work commuters crossing the border	2 753	4 598	Not available yet	3 100

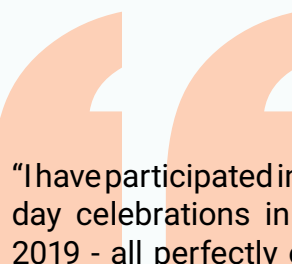
Read more at <https://estlat.eu/en/about-estlat/evaluation-and-surveys>

# 10 Years of European Cooperation Day



## 10 years of memories

In 2021 the Interreg community celebrated the 10 years anniversary of the European Cooperation Day. The Estonia-Latvia programme has marked the day with bigger joint event since the very beginning every year. So, it was only natural to take a walk on the memory lane and share the participants' pictures and emotions from past events in social media.



"I have participated in European Cooperation day celebrations in 2016, 2017, 2018 and 2019 - all perfectly organized! I really liked that I could take part and work together with others. Sometimes I was bothered by not knowing the language, but then I tried to communicate with gestures! It is a pity that we cannot meet and continue cooperating now (2020)!"

From the memorabilia I use the most the blue pad and a raincoat from 2016 event, the rest I keep as memories of my nice time with friends. Good luck in the future to create events that strengthen the friendship of neighbours!"

*Velga Podniece (born as Tamm)*

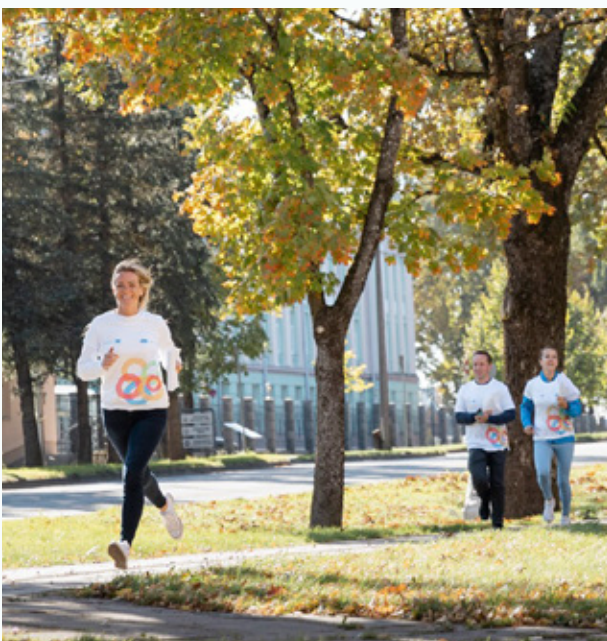






## Orienteering Games

In cooperation with [Interreg Latvija](#) we organised five photo-orienteeing games in different Latvian towns. In addition to finding the objects in the particular town, participating teams had to answer 20 questions about Interreg and programmes. To attract Estonians to play the game in the closest town to the border, the questionnaire for Cēsis game was available in Estonian. There, 22 teams (86 people) participated.



## [Picture gallery](#)



# Communication

## New town centre on the border

The municipalities of Valga and Valka - twin town on the Estonia-Latvia border - completed in December 2020 the reconstruction of the joint urban centre in the framework of the project [Valga-Valka Centre](#). The story about the challenges and future possibilities of the remote border towns and the improvement of the physical connectivity to unite citizens, including the grand opening of the reconstructed centre on 6 August 2021, is [captured in video](#).



## Sharing good practice

The JS discussed the programme experience in the implementation and communication workshops at **Interreg Annual Event on 7-8 October**. The programme representatives for testimonials on the programme project selection and assessment methodology were the MC member Inga Brieze and project manager Aleksander Tõnnisson from project SpectroScreen.

## Quiz on the EU Day

Europe Day on 8 May was marked with Interreg quiz on Facebook in cooperation with Estonia-Russia programme.



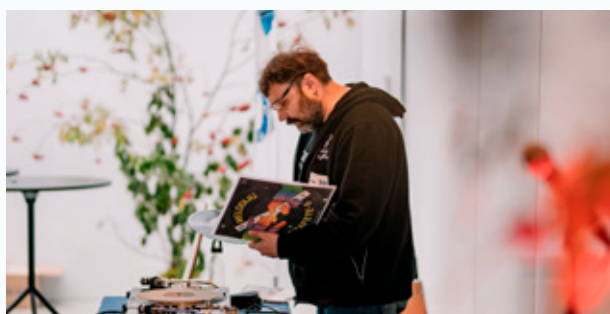
## Website and social media

The average number of monthly visitors in 2021 was 906 (753 in 2020) and visits – 1905 (1491 in 2020). There were a lot of newcomers to the page regardless that there a no funding opportunities available yet, and the 2014-2020 programme funds are fully committed.

Creating good and attractive content on Facebook is increasingly crucial. In 2021 we saw that most popular posts are about the tangible results that people can benefit from and relate to – e.g. new joint town centre on the border, improved infrastructure in small harbours, Est-Lat online machine translation tool, and all cross-border tourism routes. The programme Facebook account had 3 169 followers in the end of 2021. During the summer holidays we highlighted and invited to pay attention to the objects, sites and routes created and improved by the programme since 2008. This was well received, and rather popular campaign marked with #estlatonholidays.

# Estonia-Latvia Stories II

The most important communication project in 2021 was compiling the story book of all the 55 supported project. To present the programme results this way is now tradition, as the compilation – Estonia-Latvia stories II - is the second edition. The book contains 49 stories of people, partnerships, places and solutions covering all projects, written by four Estonian and four Latvian journalists. In addition, there are some programme facts and figures as of June 2021. The books are available electronically here <https://estlat.eu/en/about-estlat/estonia-latvia-stories-ii>, accompanied with short introductions of the writers and photographers.



Since 2012 we have invited Estonians and Latvians to celebrate together the cooperation, project results, friendships and share stories in European Cooperation Day, celebrated in and around 21 September. To celebrate the 10th anniversary of the EC Day and the remarkable results of the programme, 52 Estonians and Latvians gathered in [Estonian National Museum](#) in Tartu on 30 September to launch the book, read stories, listen to Estonian and Latvian music, and spend time together after long time of remote meetings and virtual communication. If you missed the event, do take a look at the [book teaser](#), [picture gallery](#) and [video of the event](#). As usual, at the end of the EC Day event, all participants were part of the [cheerful cooperation action](#) (drone clip).



# Programme Authorities

The two member states are represented in the programme by the Ministry of Finance of the **Republic of Estonia** (MoF) and Ministry of Environmental Protection and Regional Development of the **Republic of Latvia**. The Audit Authority is located in the MoF as well. The highest decision-making body in the programme is the Monitoring Committee that consists of the national and regional representatives and experts of

supported areas of Estonia and Latvia. The programme is implemented by the Managing Authority (MA) and Joint Secretariat (JS), both located in the [State Shared Service Centre](#) in Tallinn and Tartu (EE). The MA bears the overall responsibility for the fair, correct and effective implementation of the programme. The JS is the main contact point for the applicants, beneficiaries and general public.



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