



**Interreg**  
**Estonia-Latvia**  
European Regional Development Fund



EUROPEAN UNION

**Interreg Estonia – Latvia programme**  
**Citizen's Summary**



**2 0 1 8**

**ANNEX  
TO THE ANNUAL  
IMPLEMENTATION  
REPORT**

## GENERAL OVERVIEW

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Interreg Estonia-Latvia programme is one of the 60 cross-border cooperation programmes operating along EU internal borders. **EUR 36.27 million** are made available by **the European Regional Development Fund** for funding cooperation projects between the Estonian and Latvian organizations.

This Citizen's Summary provides a short overview of the main highlights of the Estonia – Latvia programme in 2018.

First 29 projects were selected for funding in 2017, but in 2018 the Monitoring Committee of the programme in addition selected 6 environmental awareness, water management

and labour commuting projects and 8 SME cooperation projects. **Financial support so far has been granted to 42 Estonian-Latvian cooperation projects in total committing spendings of EUR 28.78 million.**

New cooperation initiatives will join, as the fourth call for proposals was open from 24 September 2018 till 3 January 2019. Estonian and Latvian companies and organizations submitted **14 SME cooperation and labour commuting project applications and it is expected that EUR 1.9 million** will be allocated as a result of the fourth call.

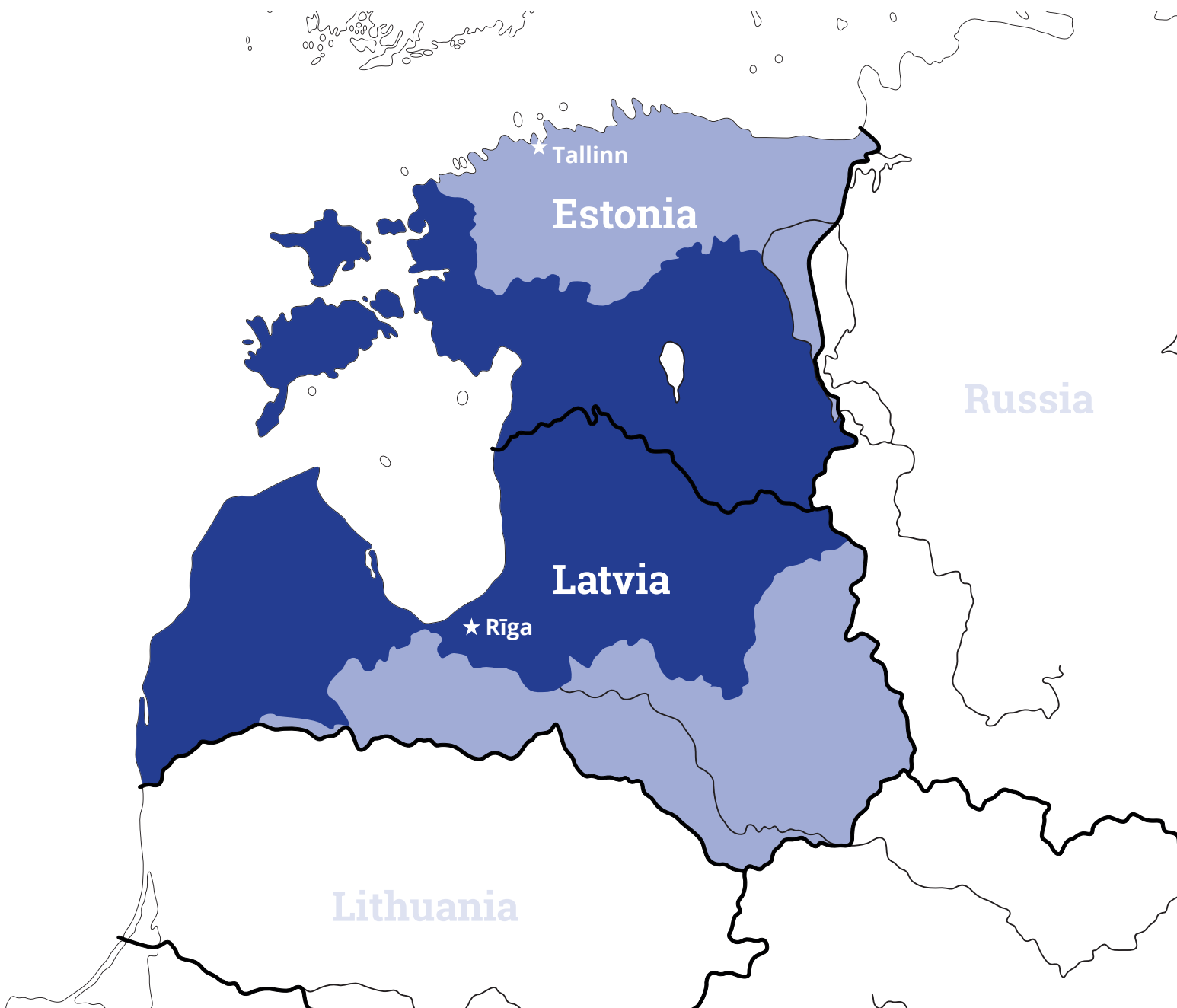
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## FINANCIAL OVERVIEW I (PROGRAMME FUNDS)







## 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.



## FINANCIAL OVERVIEW II (PRIORITIES & PROJECTS)

<b>PRIORITY</b>	<b>Priority budget (million EUR)</b>	<b>Committed (million EUR)</b>	<b>Available (million EUR)</b>	<b>Approved projects</b>
 <b>Active and attractive business environment</b>	<b>9.62</b>	<b>7.72</b>	<b>1.9</b>	<b>24</b>
 <b>Clean and valued living environment</b>	<b>13.65</b>	<b>10.98</b>	<b>2.67</b>	<b>15</b>
 <b>Better network of harbours</b>	<b>12.00</b>	<b>9.33</b>	<b>2.67</b>	<b>1</b>
 <b>Integrated labour market</b>	<b>1.00</b>	<b>0.75</b>	<b>0.25</b>	<b>2</b>
<b>Total</b>	<b>36.27</b>	<b>28.78</b>	<b>7.49</b>	<b>42</b>

Within the four priorities projects are selected for funding under support areas like SME cooperation, promotion of entrepreneurship, heritage tourism, raising environmental awareness, management of joint waters, creation of small harbours' network on the Western coast of Latvia and Estonia and around the Gulf of Riga, development Valga-Valka twin-town centre

and promotion of employment possibilities along with facilitation of labour commuting. Information about all supported projects can be found on <https://estlat.eu/en/estlat-results>.

The total budget of the Interreg Estonia-Latvia programme is EUR 46.73 million of which the EU support amounts to EUR 38.93 million.

## PARTNERS FROM ESTONIA AND LATVIA

In all selected projects there should be at least one partner from Latvia and one partner from Estonia. Involvement of the partners from both countries increased from 167 in 2017 to 257 in 2018.



### PARTNER DAY 2018

To facilitate cooperation and communication of partners of different projects, the programme has established a tradition to organize a Partner Day. In 2018, **Partner Day took place on 30 May, in Ligatne (LV).**

Altogether ca 60 participants representing project partners from 24 projects discussed the possibilities of capitalisation of the project results and good practices in communication and promotion.



## PROJECT RESULTS CASE STUDIES

By the end of 2018 six projects – **Smart Energy Community, Green Public Events, HIADEX, Organic Candy, ESTLAT BUSINESS, waldur.eu** – have ended their activities. We feature here three projects, including project Industrial Heritage,

where the results are well visible and success of the project may encourage public to learn from joint product development, to visit new tourism routes and to practice environmentally friendlier event organizing habits.

### Organic Candy

Project **“Organic Candy”** aimed at developing a new organic product for healthy lifestyles. Two companies BIORGANIK 5 (LV) and Chaga (EE) joined forces to make it, but for the testing of the developed product they used the expertise of the Technology and knowledge transfer division of the University of Agriculture of Latvia.

As a result, there are **organic jelly candies with freeze-dried berries with organic aloe vera in three flavors: lingonberry, sea buckthorn and chokeberry-blueberry**. Latvian company provided aloe vera and Estonian partner the freeze-dried berries. All three types of candies will meet the shelf, microbiological and taste tests.



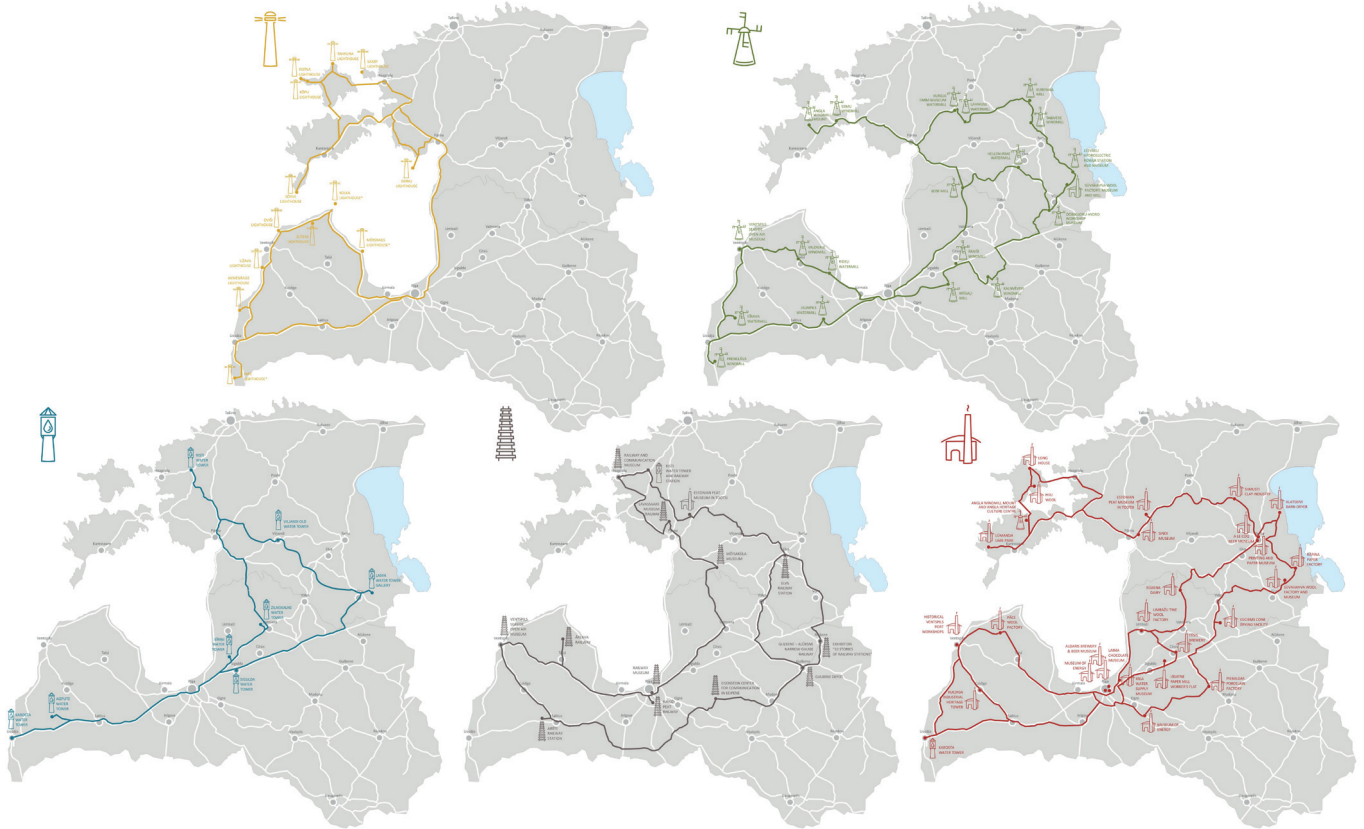
The new product **WILD CANDY** was introduced at food fairs – BioFach – World’s Leading Trade Fair for Organic Food in Nürnberg, Estonian Food Fair and Riga Food. Marketing activities included market research and market strategy for the target groups, and marketing material development. The brand name is registered at the European Intellectual Property Office. Mid-term and final results were presented at the events in Latvia and Estonia.

 [WEBSITE](#) | [FB](#)

### Industrial Heritage

Project **“Industrial Heritage”** is very close to present new tourism route that is developed in large and mixed Estonian and Latvian partnership of 30 partners – NGOs, private companies and municipalities. In 2018, they improved 25 natural and cultural heritage sites and established cross-border network. **They produced a guide book “Industrial Heritage for Tourism in Estonia and Latvia” and maps of thematic routes** – the main route and 5 thematic routes (water tower, railroad, mill, factory and lighthouse) that represent altogether 65 industrial heritage

objects. During five weekends 55 industrial heritage sites opened doors for public and attracted 13372 visitors. In addition to sharing the stories and promoting the route and network in Facebook, they have created a **webpage** for promoting the industrial heritage route with thematic sections and virtual tours, where more than 300 professional photos provide lively impressions about sites. Project was awarded with the label of the European Year of Cultural Heritage 2018.



[WEBSITE](#) | [FB](#) | [YouTube](#)

## Green Public Events

Project “**Green Public Events**” focused on waste reduction and energy saving issues among active adults and youngsters, who attend public events. Partners organized interactive awareness raising

activities at Viljandi Folk Music Festival 2017 and 2018, Young Scientists’ Festival in Tartu (EE), Business Conference in Valmiera (LV) and Positivus Music Festival (LV).



The digital tool and installation “Save our paradise” were developed and presented in music festivals and business conference. At the Young Scientists’ Festival and Viljandi Folk Music festival the energy and waste areas offering interactive and educative activities were opened for visitors. In total more than 7 700 persons took part in these activities. In addition, partners cooperated with the organizers and service providers before the events helping them to implement several more environmentally friendly choices concerning the organization of the event.

Partners organized media campaign to support the actions at the events in Latvia and Estonia

with the outdoor posters that included tips for the picnic season in Estonia in summer 2017, about avoiding single use dishes in Latvia summer 2017 and in Estonia summer 2018. There were different posts in social media and video competition for young people up to 30 years old. The partner developed **the green guidelines** for the organizers of the public events in both countries, in Estonian [here](#) and in Latvian and English [here](#). The ideas and practical experiences were disseminated and exchanged in the final events of the project in Estonia and Latvia. The networking with the stakeholders continues in the Facebook group “Rohelised üritused”.



WEBSITE | FB

## IMPACT PROGRAMME IMPLEMENTATION

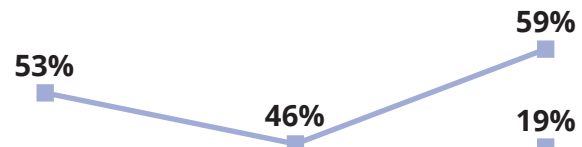
### RESULT INDICATOR

Baseline 2014/2015

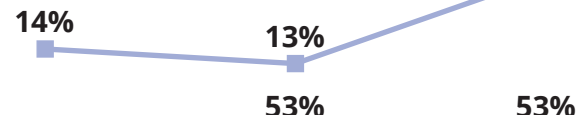
2018

Target 2023

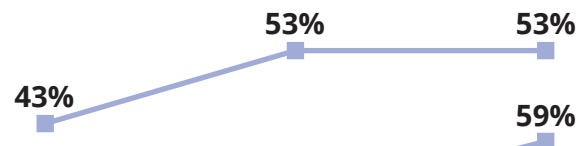
Share of entrepreneurs and new businesses in the region (not older than 3 years), which are ready for cross-border cooperation



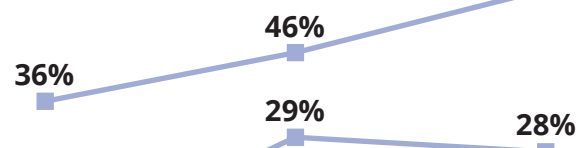
Share of entrepreneurs carrying out joint product or service development



Awareness of people about resource efficiency with a focus on waste and energy saving



Cooperation intensity between institutions on management of water bodies and coastal areas



The share of inhabitants of Valga and Valka considering Valga and Valka as a joint entity



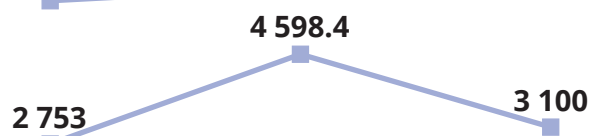
Visitors to the natural and cultural heritage sites



Number of visiting vessels at small harbours



Work commuters crossing the border



Results of surveys 2018



## EUROPEAN COOPERATION DAY 2018

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**European Cooperation Day** is an initiative of the European Commission to mark the cooperation across the borders and to honor its achievements. It is celebrated on the 21st of September each year or during its preceding or following week. In 2018, the European Cooperation Day was held **on 15 September and it gathered around 200 fans from Estonia and Latvia.** We organized bus

trips on four thematic routes – Coastal, Green, Industrial and Hansa in a joint Heritage Road Trip. All routes led to Sangaste castle in Estonia for joint celebrations with ethnic groups – Livs and Suiti from Latvia, and Seto and Kihnu from Estonia. To mark the European Year of Cultural Heritage 2018 this event was awarded the label of the EYCH 2018.

**2018**   
**EUROPEAN YEAR  
OF CULTURAL  
HERITAGE**  
#EuropeForCulture

## EUROPEAN YEAR OF CULTURAL HERITAGE 2018

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**European Year of Cultural Heritage 2018** aimed at encouraging more people to discover and engage with Europe's cultural heritage. The programme has presented five tourism heritage projects – **Coastal Hiking, Green Railway, Industrial Heritage, Livonian Culinary Route**

**and UNESCO Tourism** – to get the label of the EYCH 2018. The awarded label allowed these projects to strengthen their communication about the importance of preservation of cultural heritage throughout 2018, thus allowing more people to experience, appreciate and enjoy it.



## 10 MOMENTS WITH ESTLAT SOCIAL MEDIA CAMPAIGN

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**In 10 video stories we talk about cooperation benefits.** People from different strands – youngsters, local entrepreneur, sailor, kindergarten teacher, business consultant, young start-up owner and team of space technology developers share their experience

about opportunities that they could use and what added value it brought into their lives.

Great support in making the campaign was received from **Interreg volunteers Joana Cunha Lima (PT) and Glenys Johnson (UK).**

 **VIDEOS | YOUTUBE**

### Programme implementing authorities in Estonia and Latvia

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On a strategic, Member State level in Estonia the body responsible for the programme is the Ministry of Finance of the Republic of Estonia, where also the programme's Audit Authority is located. In Latvia, the responsible authority is the Ministry of Environmental Protection and Regional Development of the Republic of Latvia. The programme implementing bodies, Managing Authority (MA) and Joint Secretariat (JS),

are located in the State Shared Service Centre in Tallinn and Tartu (EE). The JS has an Information and consultation point in Riga hosted by the Latvian State Regional Development Agency. The MA bears the overall responsibility for a fair and purposeful implementation of the programme. The MA is supported by the JS, which is the first contact point for the applicants and beneficiaries.

### NEWS & FURTHER INFORMATION

