

Interreg VI-A Latvia – Lithuania Programme 2021-2027

LL-00126 Exploit Your Senses to Discover the Green
Secrets of Zemgale and Žemaitija!
/Green Secrets

About the Project, it's vision and main activities

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*Directorate of Žemaitija Protected Areas,
project manager*

Project in brief

Programme priority:

- Priority 4 - Economic potential of tourism and heritage;

Programme priority specific objective:

- SO 4.1 - Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

Project in brief

- **Project duration:** 01-02-2024 – 31-01-2026
- **Partnership:**
 - LP Directorate of Žemaitija Protected Areas (LT)
 - PP2 Jelgava Local Municipality (LV)
 - PP3 Bauska Municipality Government (LV)
 - PP4 Joniškis Tourism and Business Information Centre (LT)
 - PP5 Nature Heritage Fund (LT)

Project in brief

- **Budget:**

Total budget:	740 810, 12 Eur
ERDF co-financing (80%)	592 648,09 Eur

Expected results

- The “Green Secrets” project aims to expand sustainable and green tourism opportunities in Latvia–Lithuania's cross-border regions by introducing the joint “Green and Sensory Secrets” travel route, providing diverse recreational options in natural and urban surroundings of Zemgale and Žemaitija. Project partners will create a network of green zones and sensory gardens, including the creation of green infrastructure objects and the provision of inclusive tourism services, along with capacity-building programs and promotional activities tailored to the needs of visitors and specific target groups.
- **Increase of visitors is expected as a result of a project – number of visitors to Zemgale and Žemaitija increased as a result of infrastructure created or upgraded in 3 sites as well as joint tourism products offered revealing the green secrets of the cross-border region.**

Planned activities within the project – LP (Venta Regional Park)

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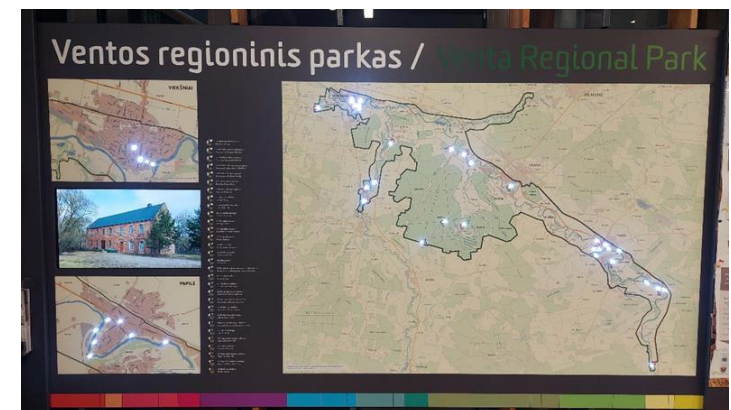
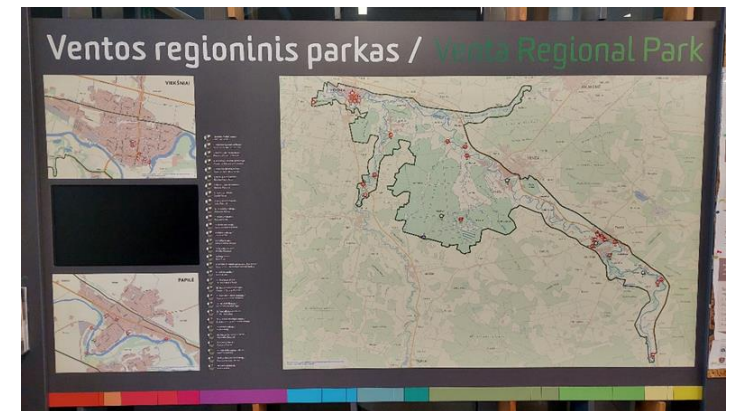


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Renovation of exposition's interactive stand in Venta Regional Park

In order to increase the attractiveness of exposition of Venta regional park, the LP will renovate the interactive stand that provides information about objects of the park. By renovating the interactive stand, the needs of visually impaired people would be considered and info in Braille presented.



Planned activities within the project – LP (Kamanos nature reserve)

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Establishment of educational and therapeutic landscape in Kamanos nature reserve

LP by a visitor center of Kamanos nature reserve will establish a zone offering the visitors to explore sensory secrets that may be revealed through educational and therapeutic engagements. „Barefoot" nature trail with different pavements will be installed, a zone for educational games and brainteasers will be created, outdoor recreational infrastructure elements will be placed (benches, bike stand, garbage bins, table with benches, terrace, info stands), trees and other plants planted in a green zone of the space.

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Planned activities within the project – LP (Tytuvėnai Regional Park)

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Interactive display with map in Tytuvėnai RP exposition

A physical exposition with an interactive display & map to present values of Tytuvėnai RP will be created in visitors' center.

Outside sensory garden with traditional herbs

It will provide a recreational space for visitors to enjoy the traditional Lithuanian garden and learn about curative herbs & spices of old times. Educations will be offered presenting features of traditional gardening and usage of local herbs.



Planned activities within the project – LP (Kurtuvėnai Regional Park)

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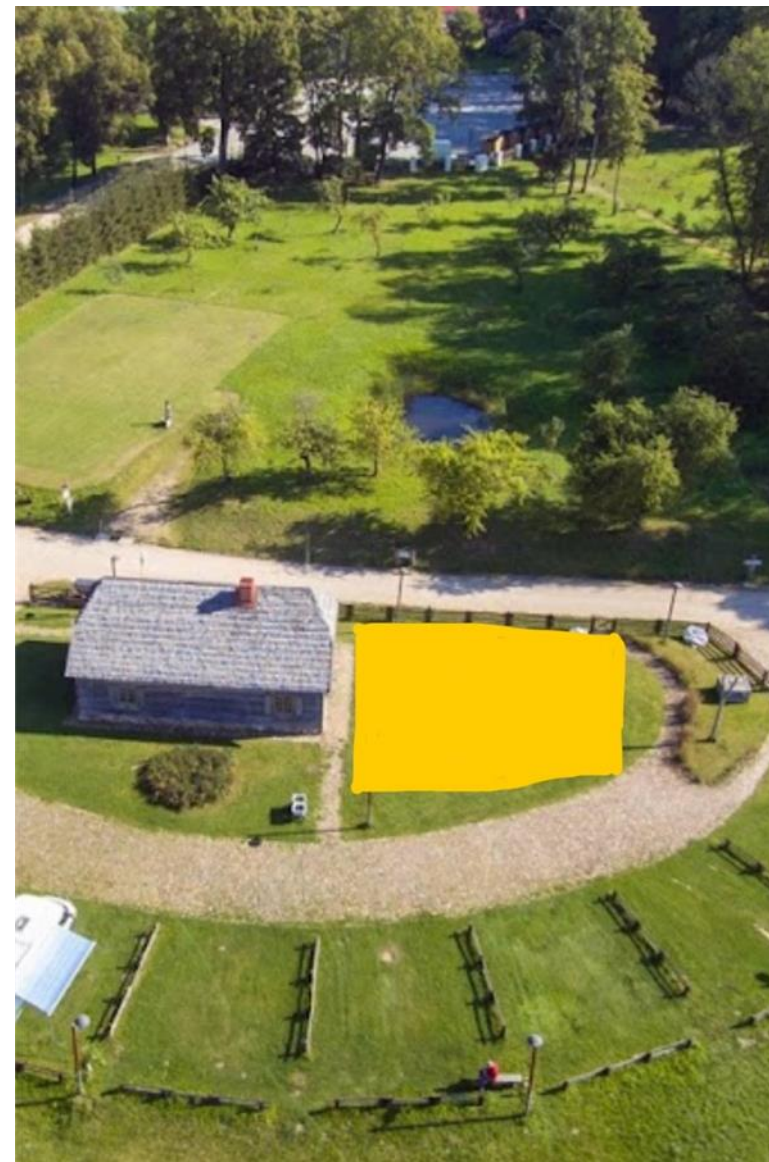


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Outdoor sensory space in Kurtuvėnai RP

Outdoor sensory space consisting of water road, sensory path, gardens, black board will be installed.



Planned activities within the project – LP (Kurtuvėnai Regional Park)

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Indoor sensory space in Kurtuvėnai RP

Cultural indoor exposition with sensory elements and escape room will be installed.



Planned activities within the project – LP (Varniai Regional Park)

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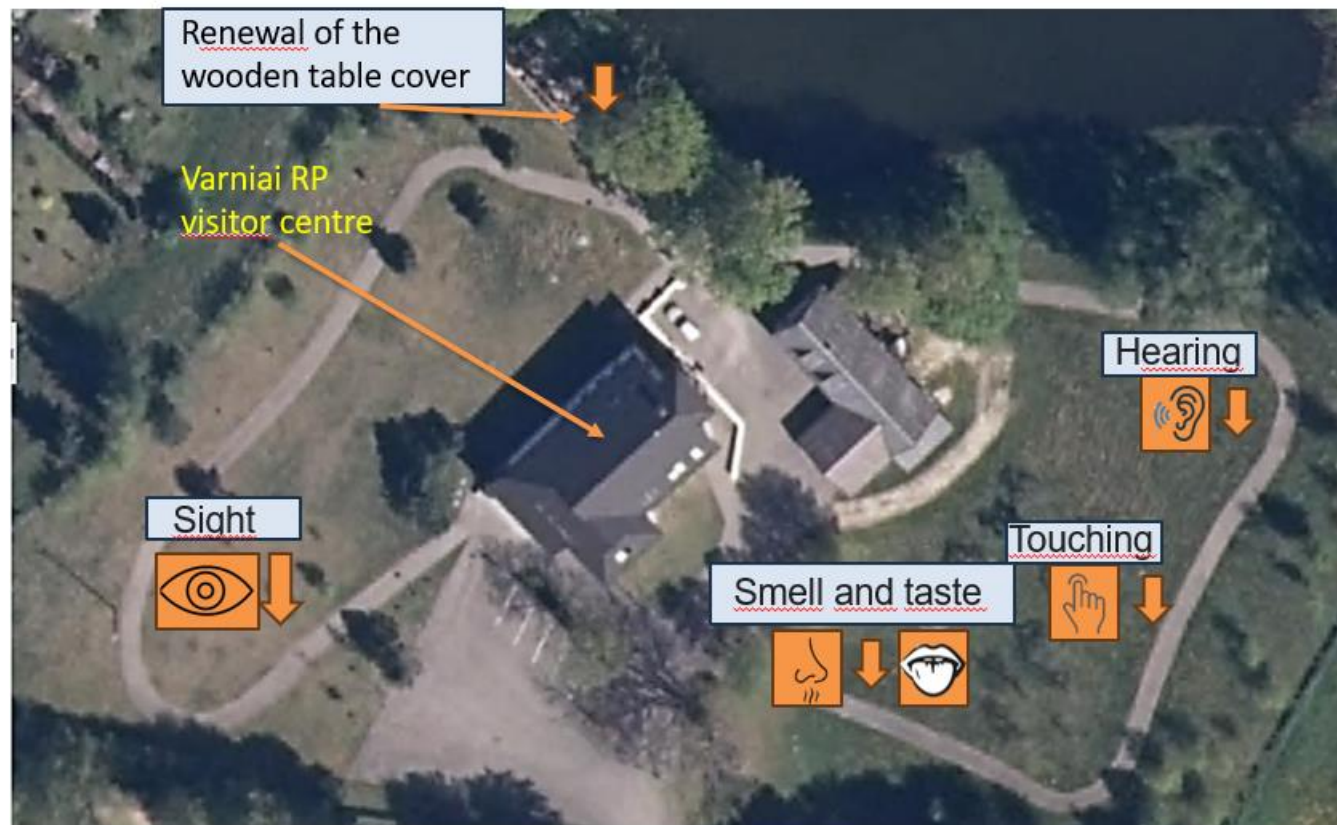


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Development of sensory nature trail in Varniai RP

A sensory nature trail with different stops by its visitor center of Varniai regional park will be established. Each stop shall be dedicated to different sense. The nature trail will be offered to all interested visitors, but mainly to families with children, elderly, people with disabilities, special needs or mentally challenged, participants of nature school.



Planned activities within the project – PP2 Jelgava Local Municipality

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Installation of Wooden park as a green secrets zone in Eleja Manor Park

Wooden park (or Mežaparks) will be developed in the north-west part of Eleja manor park. The place is foreseen to become a recreational place for residents of Jelgava region, incoming visitors, nature and history lovers, students, families with children, people with disabilities, elderly.



Planned activities within the project – PP3 Bauska Municipality Government

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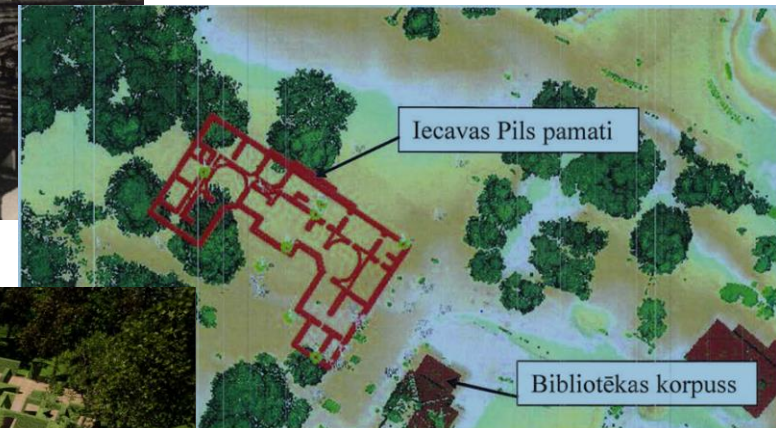


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Installation of Green Labyrinth in Iecava Manor Park

Trimmed hedge forming former Iecava manor house walls and entrances will be planted in Iecava Manor Park. After the hedge wall grows up, this object shall look as a Green Labyrinth.



Planned activities within the project – PP4 Joniškis Tourism and Business Information Centre

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Installation of Step-hear sound navigation system, sensory fountain

3 units of step-hear audio guide systems will be installed for use by visually impaired or elderly visitors. An opportunity to get to know the interesting places of Joniškis by hearing and not only by touching.

1 sensory fountain with drinking water will be installed allowing visitors to quench their thirst. The fountain will also be adapted for easy use by people in wheelchairs.



Planned activities within the project – PP4 Joniškis Tourism and Business Information Centre

2 electric bicycles and installation of 2 chargers for them

Available free of charge for visitors who wish to explore Joniškis and its surroundings by bicycle.



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Planned activities within the project – PP5 Nature Heritage Fund

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Elaboration of feasibility study about potential of sensory garden network in cross-border territory of Žemaitija and Zemgale

Inventory and analysis of tourism objects having features of sensory gardens and interesting destinations for therapeutic or adventure-based functions. Based on several criteria (diff. target groups; passive/active engagement; walk/cycle/auto; etc.).



Planned activities within the project – PP5 Nature Heritage Fund

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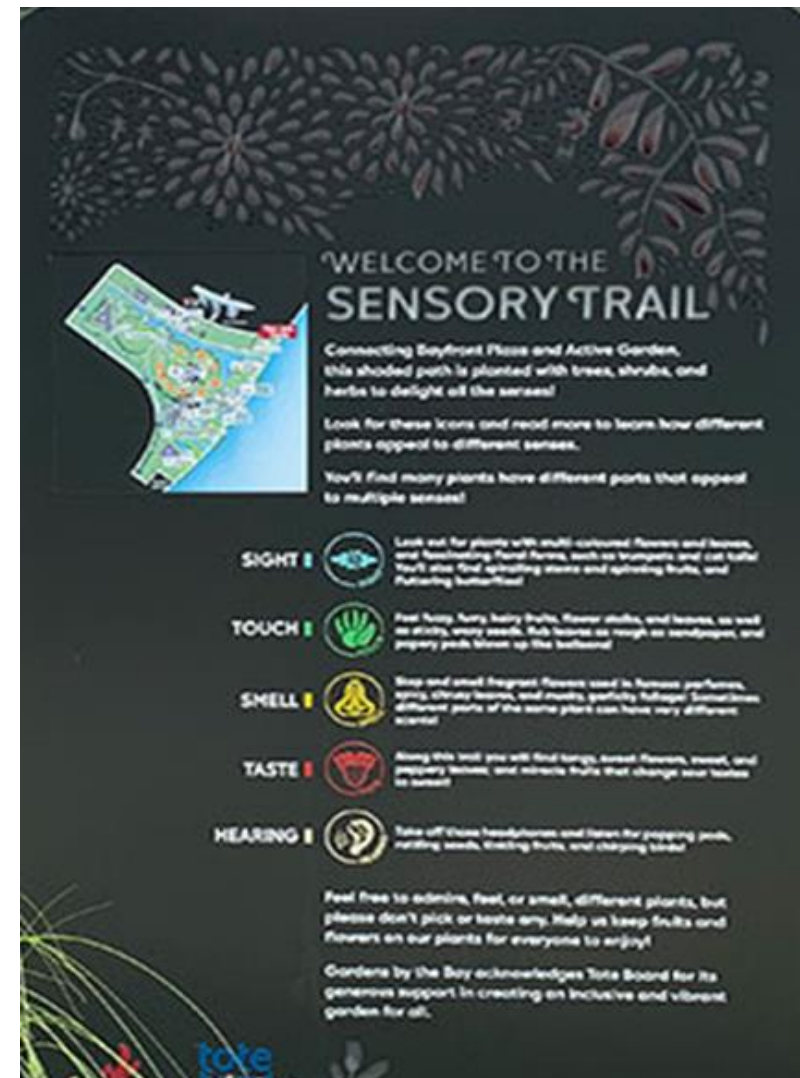
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Development of tourism route
“Green and Sensory Secrets”
including sensory objects of
Zemgale and Žemaitija

Descriptions and map in:

- a paper A4-A3 format, LT+LV+EN, 15000 copies in LT+LV+EN
- downloadable in pdf from websites
- accessible as webmap application from websites or QR codes.



Planned activities within the project – PP5 Nature Heritage Fund

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Organization of testing tour for people with disabilities



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*Žemaitijos saugomų
teritorijų direkcija*



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Thank you for your attention!

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