



IMPLEMENTED BY  
Narva City Government,  
Department for City  
Development  
and Economy



Estonia – Latvia – Russia Cross Border Cooperation Programme within the European Neighbourhood and Partnership Instrument 2007-2013 financially supports joint cross border development activities for the improvement of the region's competitiveness by utilising its potential and beneficial location on the crossroads between the EU and Russian Federation.  
The Programme web-site is [www.estlatrus](http://www.estlatrus).

*Dear friends!*

*Project staff of **EstRusFortTour-2** congratulates you with upcoming winter holidays! During the year 2012, we worked together for a common goal – to improve the competitiveness of our border region! With gratitude for future cooperation in 2013, we wish you personal growth, commitment, good luck in all your endeavours, good health to you and your family! May the coming year be full of pleasant events, joyful meetings, new discoveries and good mood! Good luck to all of us in realisation of our project!*

*Merry Christmas and Happy New Year!*



## Information about project EstRusFortTour-2

Project "Unique Estonian-Russian fortresses ensemble development as a single tourist product. Stage II." has been approved by the Estonia-Latvia-Russia cross border cooperation Programme within European Neighbourhood and Partnership instrument 2007-2013.

Grant Contract of the project "EstRusFortTour-2" was signed on December 15 and implementation of project "EstRusFortTour-2" started on December 16.

Project "EstRusFortTour-2" is directed to increase of access to unique fortification ensemble, and among other things it includes improvement of access roads infrastructure to the fortresses. As a result the following project activities will be carried out: reconstruction of the Narva Castle Park (in front of the entrance to the fortress); construction of the access road to Ivangorod fortress and creation of the necessary tourist infrastructure including parking places and toilets. The project activities also include development of a single audio-tour around the fortresses, development of a joint promotional strategy and promotional events.

The project partners are: Narva Department for Development and Economy, Administration of the Municipal Foundation "City Ivangorod Kingisepp Municipal District Leningrad oblast" and Narva Museum. Associated partners in the project are: Heritage Conservation Board of Estonia, Ida-Viru County from the Estonia side, the Committee on Culture of the Leningrad Oblast, the Committee on Culture, Sports and Youth Policy of City Administration Kingisepp and the Leningrad Oblast State Administration of Culture "Museum Agency"(Russia).

In order to better achieve objectives and results of the project, Steering Committee was established, which includes representatives of municipal, regional and state level.

The total project budget is 1 824 564 EUR, out of which 10% is partners' co-financing. Financing from Programme's side is 1 642 108,36 EUR. Duration of the project is planned in the period from December 2011 till March 2014.

For better realisation of the project, 5 working groups were formed, which consist of representatives of project and associated partners. Each working group focuses on concrete project's direction:

- "Coordination and management" (Working Group 1);
- "Information and Visibility" (Working Group 2);
- "Improvement of access roads to Ivangorod Fortress" (Working Group 3);
- "Improvement of access roads to Narva Fortress" (Working Group 4);

- “Improvement of the quality and accessibility of tourism information” (Working Group 5).

#### Achieved results of the project in 2012:

- ❖ In order to better achieve objectives of the project, duties and responsibilities of the project partners were defined at the beginning of its implementation. Proper fulfilment of the goals and objectives of the working group is constantly monitored throughout the duration of the project: the members of the working group took part in the working groups meetings, partners have provided advice on the legislation of the two states, consulted the regional and state agencies about the use of certain provisions of laws, attention has also been paid to informational activities of the project as well as of the Programme. For better implementation of the project a Financial Agreement between the partners was developed and signed; Communication Plan was approved as well.
- ❖ From 18<sup>th</sup> to 20<sup>th</sup> of June, the representative of the Audit Commission of the Monitoring Committee of the European Commission met with the staff of the project, as well as the target groups (including travel agencies and journalists) in Narva and Ivangorod. After examining the situation on the site the auditor noted the need and stressed the importance of this project.



- ❖ On 15<sup>th</sup> of August, Narva City Government (Estonia) together with the Administration of MF «City Ivangorod» (Russian Federation) announced an international drawing competition for children «Narva and Ivangorod: united by border». The purpose of the contest was to introduce to children the life of their peers living in the neighbouring border towns. More than 160 children from Narva and Ivangorod participated in the

competition. All the drawings are displayed on the Internet: [www.forttour.net/cgi-bin/form.cgi/gallery\\_rus?get=b1645](http://www.forttour.net/cgi-bin/form.cgi/gallery_rus?get=b1645)



Asya Sonina, 18, «Narva and Ivangorod: United by poesy»

- ❖ On 21 September, 2012 European Cooperation Day organised by the project team was held in Narva. During the week from 17 to 23 September, more than 100 public events took place all over Europe in order to support cooperation and development of friendly relations.



Press conference in the framework of European Cooperation Day (Narva Castle)



In the framework of European Cooperation Day various events took place simultaneously in two cities in the border region of Narva - Ivangorod: paper ship floating along the Narva River, launch of balloons and soap bubbles.



21.09.2012, launch of balloons: Narva Castle and Ivangorod fortress

- ❖ On the 31<sup>st</sup> of October 2012 around 160 participants - representatives of various projects financed by the Programme - attended an Annual Event of the Estonia-Latvia-Russia CBC Programme, which took place in Narva.



31.10.2012 - Mr Siim-Valmar Kiisler, the Minister for Regional Affairs at the Estonian Ministry of the Interior, Mrs Dace Grūberte, the Head of the Joint Managing Authority of the Programme and Mr Alexander Tsybulskiy, Head of Department for International Relations and Cross-Border Cooperation of the Ministry of Regional Development of the Russian Federation

Project **EstRusFortTour-2** was presented at the plenary session of the conference as a perfect example of real cooperation between border cities.



During the Annual Conference guided tours around Narva and Ivangorod were organised for the participants to get acquainted with the rich local history and see the places that will be reconstructed during the projects and co-financed by the Programme Estonia-Latvia-Russia.

- ❖ In order to inform the wider public about the project press releases and other information concerning the project has been prepared and published in the media in Estonia and Russia. 35 media channels were used to disseminate information, and as a result, more than 250,000 people received information about the project and its implementation.
- ❖ Contract was signed with the company EDS Systems OÜ to update and upgrade project site - [www.forttour.net](http://www.forttour.net), which provides visitors with information about the project, upcoming events; allows them to see reports on past events, read the latest news. 3,000 people visited the project site since 01.01.2012.
- ❖ On 20 June 2012, Company «Дивный град» (Divny Grad) started construction of the road at Pskov Street, which is adjacent to the Ivangorod fortress.



Road to Ivangorod fortress, October 2012

Informational panel was placed on the construction site. By now parking for buses and cars with total area of 400 m<sup>2</sup> has been arranged. Road base is being constructed to Ivangorod fortress from the Pskov Street. Works aimed at construction of infrastructure began (construction of toilets). The works have to be completed in October 2013. Still, Ivangorod fortress operates in its usual regime; safe pedestrian crossings have been arranged for tourists.

- ❖ Narva Museum has announced a tender for construction works. During the construction works the Narva Castle Park will be reconstructed. The following works will be implemented: landscape gardening, construction of access roads, construction of a playground for children, reconstruction of a fountain; stands and information signs will also be placed.

- ❖ A tender for the development of a single audio tour of the fortresses complex of Narva-Ivangorod and joint tourism marketing strategy for the audio tour was announced. Single audio tour will be presented in a detailed as well as in a shorter version. Moreover, special tours based on fairy tales and legends associated with the fortifications will be developed; it will expand the target group of potential users of this service, specifically, it will attract families with children. For facilitation of exploring the facilities, maps with routes will be made.
- ❖ Administration of Municipal Formation "City Ivangorod" signed a contract for supply of audio guides. In the framework of the project, Ivangorod will purchase 30 audio guides, on which audio tour of Ivangorod fortress and Narva Castle will be recorded in Estonian, Russian and English. In the nearest future, a similar tender for supply of audio guides will be announced in Narva.



Meeting of the working group

### **Implementation of the project is proceeding as planned**

#### Major plans for the next 6 months:

- Continuation of construction / reconstruction of access roads to Ivangorod Fortress
- Beginning of the reconstruction of the Castle Park in Narva
- Tendering and procurement of audio-guides on the Estonian side
- Tendering and ordering audio tour
- Tendering and ordering of the project PR brochures
- Preparation of audit report



### **Additional information**

Anne Veevo (Overall Coordinator)

tel: +372 35 99080, [anne.veevo@narva.ee](mailto:anne.veevo@narva.ee)

Natalia Orava (Project Manager)

tel: +372 35 99085, [natalia.orava@narva.ee](mailto:natalia.orava@narva.ee)

Irina Seliverstova (Assistant of Partner Coordinator from the Russian side)

tel: +7 813 75 5417 6, [irinaadm@mail.ru](mailto:irinaadm@mail.ru)

Anastasia Sokolova (Assistant of Partner Coordinator of the Narva Museum)

tel: +372 35 99235, [anastassia.sokolova@narvamuuseum.ee](mailto:anastassia.sokolova@narvamuuseum.ee)

### **Information:**

The overarching strategic objective of the Estonia-Latvia-Russia cross border cooperation Programme within European Neighbourhood and Partnership instrument 2007-2013 is to promote joint development activities for the improvement of the region's competitiveness by utilising its potential and beneficial location in the cross roads between the EU and Russian Federation. The specific objective is to make the wider border area an attractive place for both its inhabitants and businesses through activities aimed at improving the living standards and investment climate. The Programme website: [www.estlatrus.eu](http://www.estlatrus.eu)

In the first Call the Programme received 226 applications, approved for funding were only 25, project **EstRusFortTour-2** being one of them.