

# "RIVER PROMENADES III" PROJECT INFOSHEET

JULY 2019 - DECEMBER 2020

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## About the project

**The project** "Development of historical riverside protection area in Narva/Estonia and Ivangorod/Russia III stage" or "River Promenades III" is being implemented within the framework of Estonia-Russia CBC Programme 2014-2020.

**The project overall objective** is integrated construction and improvement of the historical promenade areas in Narva (Estonia) and Ivangorod (Russia) and conversion of the border area into an attractive place for tourism and business development.

**The project activities** include further construction of existing river promenades in Narva and Ivangorod, development of common marketing strategy to promote tourist product "Historical Promenades" on both sides and attracting tourists, local communities and business to the promenades' areas.

The project is implemented **in the partnership** of Narva City Government, Department for City Development and Economy (Estonia) and Administration of Municipal Formation «City of Ivangorod, Kingisepp municipal district, Leningrad Oblast» (Russia).

**The project overall budget** is 5 290 443,31 EUR, which includes partners co-financing in the amount of 539 322,56 EUR and Programme co-financing in the amount of 4 751 120,75 EUR. The project is planned to be finished by June 2022.

**The project web-site:**

<http://www.forttour.net/1-promenades.html>

# Project staff

## Lead Partner

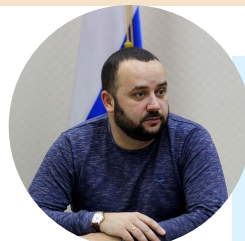
Narva City Government, Department  
for City Development and Economy



**Anne Veevo**  
Overall Project  
Coordinator

## Partner

Administration of Municipal  
Formation «City of Ivangorod,  
Kingisepp municipal district,  
Leningrad Oblast»



**Aleksei Syrovskii**  
Project Manager



**Natalia Orava**  
Overall Project Manager



**Kira Moskalenko**  
Specialist in Information  
and Tourism



**Natalja Smelova**  
Overall Financial Manager



**Olga Bodrakova**  
Specialist in  
Construction



**Olga Smirnova**  
Specialist in Information  
and Marketing



**Veronika Nikitina**  
Accountant



**Tatiana Saikina**  
Financial Manager



**Erki Kõlli**  
Specialist in  
Construction



**Julia Kiakinen**  
Specialist in  
Procurement  
Procedures



The cornerstone is laid in Ivangorod

**On the 19th of November 2020 the cornerstone was laid in Ivangorod on the place where the next part of Ivangorod river promenade will be constructed in the nearest time.**

The construction of the riverside promenade will be implemented from the existing completed part of the promenade till the Friendship Bridge.

"In the nearest five years Ivangorod should transform into the outpost of Russian Federation. I am assured that the implementation of this project will be one of the brightest actions for our town development. Nowadays the visitors of Ivangorod can mainly have a look at the magnificent Ivangorod fortress. After the project implementation, people can also admire the view of the comfortable promenade area, bright and modern", - addressed the participants of event the head of Ivangorod administration Mr Aleksandr Sosnin.

Transfer and Acceptance Act was signed in the administration of Ivangorod to transfer the object for the implementation of promenade construction work to the contractor. After the official part had been completed the event participants moved to the historical riverside of the Narva River, where the cornerstone was laid on the place of the future promenade. Two coins, euro and ruble, were also laid to symbolize the reliable partnership and friendship between Narva and Ivangorod.

The project partners from Narva could participate in the event distantly via videoconference, because of the COVID-19 restrictions .

Video link:

<https://www.youtube.com/watch?v=r23ierQQs28>

# Project activities

June 2019 - December 2020

**29th June 2019** the Grant Agreement was signed

**30th - 31st July 2019** kick-off meeting took place in Narva

**21st September 2019** public tour on the border riverside in Narva and Ivangorod with the slogan "River promenades unite" was organized in the framework of European Cooperation Day

**11th October 2019** project workshop/seminar was organized in Narva in the framework of Entrepreneurship Week to discuss business development opportunities on the promenades territory with entrepreneurs and stakeholders

**17th December 2019** the second Project partners meeting was organized in Ivangorod to discuss the project current themes and future plans

**17th August - 14th September 2020** the creative competition „Cross-border cooperation without borders“ was organized in the framework of European Cooperation Day

**21st September 2020** awarding the winners of creative competition „Cross-border cooperation without borders“ in Narva

**7th October 2020** round tables with entrepreneurs on the topic of business development in the promenades' areas were simultaneously carried out in Narva and Ivangorod

**5th November 2020** awarding the winners of the creative competition „Cross-border cooperation without borders“ in Ivangorod Administration

**19th November 2020** the Transfer and Acceptance act for construction of Ivangorod promenade was signed and the cornerstone was laid

**10th December 2020** an online round table for entrepreneurs on the topic of gastronomic tourism on Narva and Ivangorod promenades was organized



## Results and Plans

The first stages of the promenades' development have been completed. In Narva the construction of the upper riverside (about 655 m) in the Dark Garden and the lower riverside (967 m) is complete and next Joaorg Recreation area is going to be reconstructed. In Ivangorod construction of the promenade for the Fisherman's market (119 m) has been finished and now the existing promenade is going to be continued till the Friendship Bridge (about 500 m).

The main complication now is unfinished area along the bank of the river and already existing infrastructure being inadequate for business.

For instance, in Ivangorod the fortress is not accessible from the riverside and vice versa. Visitors cannot reach the riverside straight from Ivangorod fortress to walk along the river and enjoy the view of Narva and both fortresses. In Narva the riverside is not directly accessible from Kreenholm district because of poor road conditions. The riverside by the recreation area in Joaorg requires strengthening, which has not been accomplished neither at the previous nor at the current stage.

The realized parts of the promenades have not therefore achieved their main goal, which is to make the border territory an attractive place as a single integrated destination. It is necessary to finish the construction in general and create conditions to improve accessibility of the historical areas of the border towns along with attracting entrepreneurs to develop business in the promenades.

The historical riverside areas both in Narva and Ivangorod urgently require further renovation to prevent their destruction. The construction of the river promenades will make the territory safer and more comfortable for tourists and visitors. Further building of the promenades on both sides of the Narva River and measures for their exploitation can be accomplished within the framework of the integrated project because only in this case the project realization will encourage the best possible synergy and the most positive contribution to the achievement of the project's goal. This will make the cross-border cooperation between the towns more productive and effective.



View to Narva Castle, Ivangorod Fortress  
and River Promenades  
Photo: Sven Zacek

Narva Department for Development and Economy and the administration of Municipal Formation "City of Ivangorod" have prepared the project idea "Development of historical riverside protection area in Narva/Estonia and Ivangorod/Russia, IV stage".

On 30 December, 2020 the application was submitted to the Ministry of Finance of Estonia to be included into the cross-border cooperation programme between 2021 and 2027 and receive funding.

The objects of the project idea are the historical riverside areas in immediate proximity to the historical districts of the towns. In Ivangorod it is a part of the riverside area from the Friendship Bridge to the Well Tower in Ivangorod Fortress (about 26 m) and the territory by the entrance to the fortress through the Gate Tower (about 1.2 ha). In Narva it is a recreation area Joaorg by the river from the railway bridge to the public beach and the accomplished promenade (about 1.3 ha, about 600 m) with an amazing view of the ensemble of the fortresses. Both parts are the continuation of the promenades which are either already completed or still under construction.

The project's partners expect the Programme's approval to receive an intensified effect from the investment which has recently been made in the border region of Narva-Ivangorod

# Comments about the project

*"Within the framework of the Russia-Estonia cross-border cooperation programme, four large infrastructure projects have been funded, each of which is a kind of a hallmark of the programme. The River Promenades III project, carried out in the joint efforts of the municipalities of Narva and Ivangorod, is one of the brightest examples of cooperation focused not only on investments, but also on the joint activities of residents of the border areas. Despite the limitations caused by COVID-19, the project partners organized a number of joint events in which face-to-face communication was not only replaced, but raised to a new level through video bridges. I myself witnessed a fascinating exchange of ideas between entrepreneurs from Narva and Ivangorod at a seminar held at the end of 2020 as part of the Entrepreneurship Week, and I highly appreciate the contribution of the organizers from both sides of the border to the successful implementation of the event.*

*The following important milestones have already been marked - laying the cornerstone of the embankment in Ivangorod in December 2020 and the announcement of a construction procurement in Narva in January 2021. Now it is expected that the completion of the embankments, scheduled for June 2022, will allow the Narva river promenades to become a joint hallmark of border cities".*

**Riina Vaap**

Estonia-Russia Cross Border Cooperation Programme consultant



*"I would like to emphasize that taking into consideration Narva and Ivangorod promenades' unique location, the promenades are not only included into the public space system of the towns, but also connected between themselves by a single tourist route. Therefore the promenades could be the new attraction point of the destination and also stimulate the region economic growth".*

**Evgenia Arefyeva**

Institute of territory planning "Urbanika"



*"Ivangorod promenade's construction in the framework of project "Development of historical riverside protection area in Narva/Estonia and Ivangorod/Russia III stage"/River promenades-3" will contribute to the creation of a continuous walking route along the Narva River and a qualitative public space, improve the attraction of the town for tourists, giving possibilities for business development in the field of tourism and leisure. The implementation of such projects fosters tourism development of the border areas of Leningrad oblast and Estonian Republic".*

**Ekaterina Bocharova**

Head of the Tourism Development Department of the Leningrad Region Committee on Tourism





# Interesting information about the project

**"River Promenades III" project partners organized the creative competition „Cross border cooperation without borders“ which took place from 17th August till 14th of September.**

The aim of the competition was to emphasize the importance of cross-border cooperation development and to give the creative people an opportunity to demonstrate their talents.

The name of the competition implied that there are no limitations, neither on age nor on talents' expression manner. The main point was that the competition work should reflect Narva and Ivangorod cross-border cooperation topic. This could be drawings, songs, recipes, craft products and etc.

As a result many interesting and various works were submitted.

In the nomination **"Video clips"** **Vladimir Safronov** was awarded for the cartoon about life on the border and **Ilya Maslyakov** for the music video "From Piter to Tallinn";

In the nomination **"Poetry and prose"** the winners were the participants from Ivangorod - **Anzela Makarova** with "Tale about Ivangorod goldfinch" and **Anna Kezina** with the poem "What is happiness". From Narva side **Yulia Nechipor** was awarded for the poster "World without borders inside me";

In the nomination **"Painting and photo"** the winners were **Evdokia Eremenko** from Ivangorod and **Darya Udodenko** from Narva;

In the nomination **"Handicraft"** the main prizes were given to **Nina Mazanova**, **Galina Smirnova** and **NGO "Home for children"** for people with disabilities.

**The peoples' favorite** became the painting of **Oleg Stroganov** "Narva Castle".

The awarding ceremony of competition winners in Narva was organized on 21st September in the framework of European Cooperation Day. The awarding ceremony in Ivangorod took place on 5th November.



Darya Udodenko with her work (Narva)

## **Project "River Promenades III" was presented in the European Campaign #EUinmyregion**

The campaign took place in May 2020 on the European level and was aimed at raising the awareness about European projects, financed by European Funds. The organizations, implementing European projects, were able to present photos illustrating projects activities to the competition of postcards, tell the story about the project or participate in the quiz.

Among others there was selected a photo illustrating "River promenades III" project to create a postcard.



## **Useful links**

Project web-site:

<http://www.forttour.net/1-promenades.html>

Project in Facebook:

<https://www.facebook.com/NarvaPromenaad>

Estonia-Russia Cross Border Cooperation Programme web-site:

[www.estoniarussia.eu](http://www.estoniarussia.eu)