

# "RIVER PROMENADES III" PROJECT INFOSHEET

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## IN THIS ISSUE

**Main results of 2021**  
**PAGE 1**

**Continued construction  
of the Narva promenade**

**PAGE 2**

**Plans for 2022 and ideas  
for the development of  
the promenades**

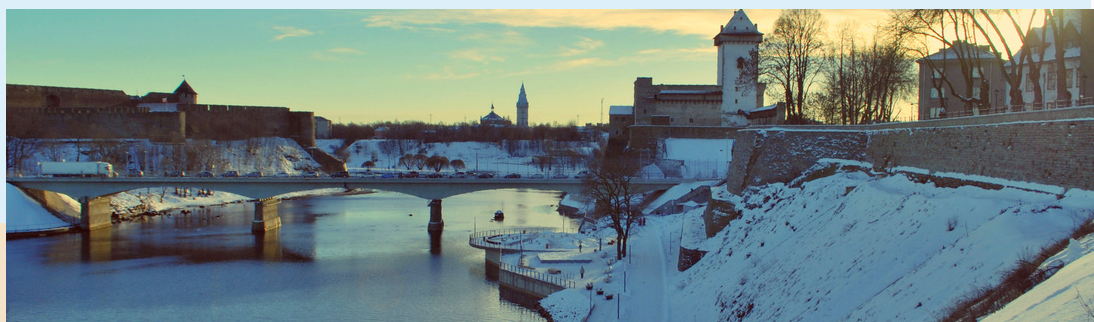
**PAGE 3**

**New quest game! Explore  
the promenades and win  
prizes**

**PAGE 4**

**Talking about the project**  
**PAGE 5**

**Interesting information  
and contacts**  
**PAGE 6**



## Main results of 2021

**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 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).

As part of the project, **in 2021**, the construction of the continuation of the **promenades in Narva and Ivangorod began**, three roundtables were held to discuss ideas for the development of promenades with entrepreneurs and interested organizations. In total, more than 100 representatives of business and non-profit organizations took part in the roundtable discussions. As a result, consulting company Urbanika developed a Plan to attract small and medium-sized businesses to the river promenades, which took into account all the ideas that arose during the roundtable discussions. In June 2021, the Plan was presented to the general public for discussion.

**The activities of the project** team were aimed at raising awareness of the general public, target groups, beneficiaries and other interested parties about the project activities and the Program. Representatives of the project took part in various events to present the project.

**On September 21**, the Estonia-Russia Cross Border Cooperation Programme 2014-2020 organized the celebration of the 10th anniversary of the European Cooperation Day in Narva in the form of a teleconference between Russia and Estonia with a live broadcast, where a presentation of ongoing cross-border projects took place. The River Promenades-3 project, implemented jointly by Narva and Ivangorod, was chosen by the Programme to be presented during the celebration of the European Cooperation Day, as it is one of the flagships of cross-border cooperation projects.

As part of the Entrepreneurship Week, on October 7, simultaneously in Narva and Ivangorod with an online broadcast from both cities, the game "What? Where? When?" was held. The theme of the game was dedicated to the river promenades of Narva and Ivangorod.

**TESIM** experts visited Narva on **December 16** and **Ivangorod on December 17** to prepare an overview of large-scale cross-border cooperation projects, including the River Promenades-3 project.

The total budget of the project is 5,290,443.31 euros, the contribution of partners is 539,322.56 euros, the support of the program is 4,751,120.75 euros. The project is planned to be implemented by the end of 2022. The project website:

<https://www.forttour.net>



Narva Castle and Ivangorod Fortress

## Construction of the continuation of the Narva promenade

**On April 16, 2021, the Department for Narva City Development and Economy and OÜ RTS Infraehitus company signed an agreement for the design and construction works for the continuation of the Narva river promenade, stage 2.**

The main construction works comprise the continuation of the current river embankment in the Joaorg Recreation Area, including the island, strengthening of the riverside, reconstruction of the bridges, installation of energy-saving lighting, construction of pedestrian and bicycle paths, construction of the five-kroon view observation deck and landscaping. The contract price is EUR 1,457,421.14 excluding VAT (EUR 1,748,905.37 including VAT).

Immediately after the announcement that the contract for design and construction work had been signed, the Department for Development and Economy was contacted by the local community with the fear that a large number of trees would be cut down in the Joaorg Recreation Area and this would damage the natural balance. The Department specialists met with representatives of the local community, introduced them the project and gave explanations regarding environmental protection measures at the construction site. Both parties were satisfied with the meeting.



According to the contract, construction works began on the sites (on the island and on the observation deck) after the preparation of working projects, which required approvals from both local authorities and the Ministry of the Environment. It should be noted that the builders were not the first to come to the object, which is an island in the Joaorg Recreation Area, beavers were already "building" there, and some trees were irretrievably lost.

By mid-December, the constructor completed the following work: preparations for concreting and roadwork were completed at five-kroon view observation deck, and electrical cables for outdoor lighting were laid. In Joaorg Recreation Area, the existing bridges to the island were dismantled and foundations for new bridges were poured, as well as cables were laid and bases for lighting poles were installed.



Construction management services are provided by OÜ Ehitusagentuur and owner supervision is carried out by Lindvill OÜ.

Construction works on the extension of the river promenade in Narva as part of the River Promenade 3 project have been suspended due to weather conditions since 15 December. According to the work schedule provided by the constructor OÜ RTS Infraehitus, it is planned to continue construction work around 03/22/2022, and if possible earlier, as soon as weather conditions allow to continue the work. The Department for Development and Economy of the city of Narva reminded the citizens and guests of the city that it is dangerous and forbidden to be on a construction site, especially on an island in the Joaorg Recreation Area.



# Plans for 2022

## Cross-border cooperation between Narva and Ivangorod on the way to capitalization

The partners of the project "River Promenades 3" together with the partners of the project "Narva-Ivangorod Castles 2", which are the "Museum Agency" State Budgetary Institution of Culture of the Leningrad Region and the Narva Museum Foundation prepared a follow-up project "Narva-Ivangorod Cross Border Cooperation towards to Capitalisation/ Narva-Ivangorod CBC CAP" and submitted it to the 4th round of project applications of the Estonia-Russia Cross Border Cooperation Programme 2014-2020 on November 9, 2021.

The overall goal of the Narva-Ivangorod CBC CAP project is to expand the influence and ensure a wider impact of the Estonia-Russia Cross Border Cooperation Programme 2014-2020 in the program area and beyond by capitalizing the cross-border cooperation between Narva and Ivangorod.

### Specific goals set by the partners in this project:

- Transfer of results, knowledge, experience of Narva-Ivangorod cross-border cooperation projects on the territory of the Estonia-Russia Cross Border Cooperation program and beyond.
- Raising awareness of Narva-Ivangorod cross-border cooperation projects through advertising.
- Popularization of existing projects in the border area of Ivangorod and Narva at such events as the Forum of Strategists in St. Petersburg and the Week of Cities and Regions in Brussels.

Since two large-scale international projects "Development of historical riverside protection area in Narva/Estonia and Ivangorod/Russia III stage" and "Development of the unique Narva-Ivangorod trans-border fortresses ensemble as a single cultural and tourist object, 2nd stage" are being implemented in the border areas, partners of the organizations that are currently implementing the above-mentioned projects in the territory of Narva and Ivangorod within the framework of the Estonia-Russia Cross Border Cooperation Programme 2014-2020 are participating in the project.

Project implementation period is 6 months. If the project is supported by the Programme, the partners plan to implement it in 2022.

## Construction of the Ivangorod Promenade in 2022

In 2022, it is planned to complete the construction of the Promenade on the Russian side. There are also plans to present an advertising brochure to attract entrepreneurs and tourists, containing information for entrepreneurs and other groups interested in the development of the Ivangorod and Narva promenades.

In 2022, it is planned to organize and hold working meetings with consulting company Urbanika to popularize the results of the work to attract enterprises, support small and medium-sized businesses development in the riverside areas of Ivangorod and Narva.



## Construction of the Narva promenade in 2022

Construction work at the Joaorg Recreation Area is scheduled to resume in March 2022 and be completed in the summer of 2022. As a result, the river promenade in Narva will be extended in the Joaorg Recreation Area and adjacent areas, pedestrian and bicycle paths will be built on the island of Joaorg, and an observation platform overlooking the river and the fortress will be erected.



Information about the river promenades can now be obtained in a game form

At the end of 2021, partners in the River Promenades 3 project created a free quest game on the theme of the river promenades of Narva and Ivangorod in the Actionbound app.

**Test yourself and see how familiar you are with the history of the coastal promenades of Narva and Ivangorod**

Complete the quest prepared by the partners of the River Promenades 3 project. The quest can be completed without leaving home, the main thing is to have a smartphone.

The first 5 people who answer all the questions of the quest correctly will receive a prize!

#### What to do?

- Download the Actionbound app to your smartphone (the app is free)
- Type RiverPromenadesQuest in the search bar
- Start Bound

Be sure to provide your e-mail so that the promenade team can contact you and give you the prize!

#### Quest link:

<https://en.actionbound.com/bound/promenades>

## How was the idea of creating a quest game born?

In October 2021, the game "What? Where? When?" was held in the framework of River Promenade 3 project.

The theme of the game was dedicated to the river promenades of Narva and Ivangorod.

The game, in which 5 teams from Narva and 2 teams from Ivangorod took part (37 participants in total), turned out to be bright and informative, since the riverside territories of Narva and Ivangorod are rich in interesting facts and attracted at different times not only historians, but also famous directors for making films and served as inspiration for writing poetry, novels and songs. Narva guides and the Ivangorod Museum also presented their questions. And one question with a black box puzzled the teams, since no one expected to find a brick in it, which is most directly related to the border areas.

According to the results of the game, the first place was taken by two teams, one from the Narva side, the other from the Ivangorod side, who scored an equal number of points. In a word, as usual, friendship won!

The project team liked the questions and the format of exploring the river promenades so much that it was decided to find a solution to enable everyone to play the game "What? Where? When?" and win prizes.

### Ivangorod team



### Narva team



**VIDEO:** <https://www.youtube.com/watch?v=A8HoEWLGBF8>

# Talking about the importance of the development of promenades...

Narva guide  
**Alexander Openenko**



*"The promenade and its development as a tourist site is extremely important for the development of tourism in Narva, because, walking along it, the guest of the city sees the most different epochs of Narva's development: ancient times (Narva site of ancient settlement), the Middle Ages (Narva Castle), the period of Swedish rule (bastions), the industrial revolution of the 19th century (cotton warehouses of the Kreenholm manufactory). Thematic excursions on the promenade attract great interest from the citizens and guests of the town. The entire Narva promenade is involved in the excursions, as historical objects of different eras are located on it."*

*"River promenades are often the architectural and cultural dominant of urban space. In this sense, for Narva, the presence of such a diverse natural landscape and historical context of the river zone is a huge advantage. And it would be strange not to take advantage of this. The ability to creatively integrate permanent or temporary artifacts there, to create uninterrupted cultural and social life in this environment will attract both new initiatives and financial flows, revive and diversify tourist attraction, and most importantly, make urban infrastructure more attractive to citizens and potential new residents."*

Director of Russian theatre of Estonia  
**Svetlana Yanchik**



Event organizer  
**Evgeny Timoshchuk**



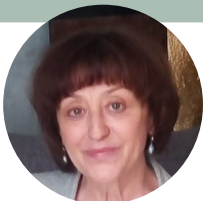
*"Having worked a lot with individual and corporate tourists, I can say that the border location of Narva is of the greatest interest. We are the gateway to Europe, where every tourist wants to see something unique while receiving quality service. That is why it is necessary to develop promenades and a variety of services that will attract and make you come back here again and again."*

*"Tourism is a multifaceted concept that represents a complex system of interrelated industries, being at the same time a type of activity, a form of recreation, a branch of the national economy and a way of spending leisure time. The Leningrad Region has a rich tourism potential, and today the region has one of the most developed recreation systems in Russia and tourism. The Promenade in Ivangorod, constructed within the framework of the ER4 project, will certainly become one of the brightest new tourist objects in the Leningrad Region."*

Vice Chairman of the Committee for Culture and Tourism of the Leningrad Region  
Head of Tourism Department  
**Olga Golubeva**



Head of the Ivangorod Museum  
**Irina Mironova**



*"The River Promenades 3 project should become the most important geopolitical, tourism and even peacekeeping strategy. In the future, joint activities in recreational river areas will provide an opportunity for new joint cultural projects available to various categories of users: tourists, entrepreneurs, representatives of different cultural spheres."*

*"We, as a team with extensive experience in integrating cultural projects in new locations, confirm that many different events can be held on the promenade in Ivangorod - performances, flash mobs, concerts, etc. In 2022, we will again create a border project. We will closely monitor the process the promenade construction, our directors and artists will get acquainted with this space and, perhaps, they will be able to offer Ivangorod some projects to show on the promenade. We wish you a successful completion of the project!"*

Executive Director of "Literary Agency of St. Petersburg"  
**Olga Arshanskaya**





# Companies participating in the project

## CONTACTS OF COMPANIES INVOLVED IN THE CONSTRUCTION OF THE RIVER PROMENADE AND SUPERVISION FROM THE IVANGOROD SIDE

**Construction company:** PiterSportStroy LLC  
St. Petersburg, Obukhovskoy Oborony Avenue,  
76, k. 4, lit. A, room 10-H office 624

**Contact:** Yury Podloboshnikov  
Phone +79215834496  
[pitersportstroi@yandex.ru](mailto:pitersportstroi@yandex.ru)

**Construction management:** IP Alekseev Eduard Nikolaevich  
Phone +8-911-946-50-99

**Construction supervision of the owner:** ANO "Competence Center of Leningrad Region"  
**Contact:** Ekaterina Manzhula  
Phone +8-905-220-39-60

### REFERENCE:

On November 9, 2020, the Municipal Contract was signed with the winning contractor, PiterSportStroy LLC. As part of the contract, it is planned to continue the construction of the promenade from the existing one to the Friendship Bridge and will create an uninterrupted walking route and high-quality public space for recreation for residents and guests of Ivangorod. The constructed promenade will become a comfortable and landscaped area that will provide more opportunities for business development in the field of tourism services, entertainment and leisure.

### REFERENCE:

On April 16, 2021, the Department for Development and Economy of the City of Narva and OÜ RTS Infraehitus signed an agreement for the design and construction of the 2nd stage of the river promenade. The 2nd stage includes the construction of a pedestrian and bicycle path on the island of Joaorg and adjacent territories, the construction of a 5-crown view observation deck on the site of st. Grafova 27 along with related buildings.

## CONTACTS OF COMPANIES INVOLVED IN THE CONSTRUCTION OF THE RIVER PROMENADE AND SUPERVISION FROM THE NARVA SIDE

**Construction company:** RTS INFRAEHITUS OÜ  
**Contacts:** Peterburi tee 2f, Tallinn, Harjumaa 11415, [office@rtsinfra.eu](mailto:office@rtsinfra.eu)  
Project manager Margus Nigul, tel. +372 505 6079  
[www.rtsinfra.eu](http://www.rtsinfra.eu)

**Construction supervision of the owner:** Lindvill OÜ  
**Contacts:** Keevise 10, Tallinn, [info@lindvill.ee](mailto:info@lindvill.ee)  
Lembitu Lindmäe, tel +372 5199 5386  
<http://www.lindvill.ee>

**Construction management:** Ehitusagentuur OÜ  
**Contacts:** Pärnu mnt 160a, 11317 Tallinn, [info@ehitusagentuur.ee](mailto:info@ehitusagentuur.ee)  
Siim Klaassen, tel: +372 56 833 426  
<http://www.ehitusagentuur.ee>

## CONTACTS OF THE DEVELOPER OF THE PLAN FOR ATTRACTING ENTERPRISES AND DEVELOPING SMALL AND MEDIUM-SIZED BUSINESSES IN THE BORDER AREAS OF IVANGOROD AND NARVA

**Consulting company Urbanika**  
St. Petersburg, emb. Fontanka River, 108, office 4 (4th floor)  
Tel. +7 (812) 418-25-80, [info@urbanica.spb.ru](mailto:info@urbanica.spb.ru), <http://urbanica.spb.ru/>

### USEFUL LINKS

Project web-site:

<https://www.forttour.net>

Project in Facebook:

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

Estonia-Russia Cross Border Cooperation Programme web-site::

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

### Overall Project Manager Natalia Orava

Narva Municipality,

Department for City Development and Economy

Contacts: +37235 99085, [natalia.orava@narva.ee](mailto:natalia.orava@narva.ee)

### TESIM

TESIM (Technical Support to the Implementation and Management of ENI CBC programmes)

<https://tesim-enicbc.eu/>