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"RIVER PROMENADES III" PROJECT INFOSHEET

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Main results of 2023

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On 31.10.2023, the activities of the ER4 project were successfully completed.

In 2023, the team of the "River Promenades III" project focused on completing construction works to extend the Narva River Promenade to Raudsilla Street, which connected the lower and upper areas of the Joaoru recreation area.

The part of the renovated promenade running along Joaoru Island from the intersection of Linnus and Raja Streets and the viewing platform "5-kroon view" were open to the public **from January 1, 2023**, and both have become very popular places to visit among residents and tourists.

In September 2023, the part of the promenade connecting the Joaoru archaeological site and Raudsilla the street was also opened.

Thanks to the "River Promenades III" project, the length of Narva's riverside promenade increased by more than a kilometer.

On September 22, 2023, the opening of the infrastructure built as part of the "River Promenades III" project was celebrated in Narva as part of the European Mobility Week and the **European Interreg Cooperation Day and the Game Street was organized in the Joaoru Recreation Area.**

The project team was also involved in raising the awareness of the general public, target groups, beneficiaries and other stakeholders about the projects activities and funding program.

On February 1, 2023, the current results of the project were presented at the meeting of the Programme Joint Monitoring Committee, on **April 26, 2023**, representatives of the Programme visited the Narva river promenade and got acquainted with the projects achievements on the spot.

To popularize the results of the project and increase its visibility, the Narva Department for City Development and Economy participated in the implementation of the project **"Narva projects towards to capitalization, 'Narva projects CAP'"**

All project activities were carried out by the program's communication and visibility rules.

Project "River Promenades III" **overall objective:** Integrated construction and improvement of the historical promenade areas in Narva/Estonia and the conversion of the border area into an attractive place for tourism and business development.

Project Lead partner – **Narva City Government, Department for City Development and Economy**
As of February 24, 2022, all payments, joint events, and meetings related to Russian Federation partners were suspended.

Project web-page: www.fortour.net

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Opening the Project Infrastructure European Cooperation Day in Narva!



As part of the European Mobility Week and European Cooperation Day, on 22.09.2023 the project "River Promenades III" celebrated the opening of the project's infrastructure and organized a Game Street in the Joaorg Recreation Area in Narva.

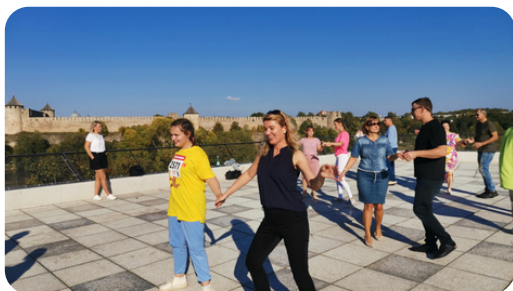
The Game Street made the dreams of our small townspeople come true - on the street, you could try your hand at football, basketball, volleyball, and rowing exercises on tandems as well as on the water in boats and canoes, play tic-tac-toe, and other entertaining games! On that day, entertainment was available not only for children but also for adults on the River promenade in the Joaorg Recreation Area: disc golf, Zumba and Salsa were performed on the observation platform "5-kroon's view".

A special adventure track (mobile climbing wall, mobile adventure track with balance tapes, zip line, rope crossing over the river) awaited guests on Joaorg Island. Photo booth - the participants of the event took more than 600 photos with them. In the evening, a tour was organized for cane walking enthusiasts, during which guide Aleksander Openko told stories related to this place.

The purpose of the event was to introduce the citizens and guests to the possibilities of the new infrastructure built within the project "River Promenades III" in Joaorg Recreation Area.

By then, construction works for the continuation of the promenade in the Joaorg Recreation Area, including on the island and the archaeological area in Narva were completed, the "5-kroon view" viewing platform has also been completed, and the newly built light traffic road from Joaorg island to Raudsilla street to connect the upper and lower walking areas of the Joaorg promenade has been opened.

On September 22, 2023, the European Cooperation Day in Narva, approximately 1,000 people participated in the event "Game street on the River promenade".



“That’s how we dreamed of celebrating the opening of the project’s infrastructure with “River Promenades III” putting a logical end to this project and showing everyone that the recreation area now has many more possibilities than before. The length of our promenade is more than two kilometers and it is currently connected to Raudsilla Street via the island” said Anne Veevo, Director of the Narva Department for City Development and Economy, emphasizing that thanks to the part of the promenade built in framework of of the project, which is lit at night and equipped with video cameras, the entire Joaorg Recreation Area has become much safer.



Nearly 20 partner organizations and over 40 volunteers took part in organizing and conducting the event. **It was a day of real cooperation!** The project team would like to **thank** the following for their participation in the preparation and execution of the event:

- SA Narva Linna Arendus
- Steppihunt NGO
- Narva Youth Seamen’s Club
- Sports school Energia, basketball, volleyball and rowing coaches
- Estonian Disc Golf Association
- Soccer club Narva Trans
- Young eagles
- Narva Youth Club
- Ida-Virumaa Vocational Education Center
- Seiklusring OÜ
- NGO “Iga Elu”
- NGO “Kuldaabi”
- Songtune OÜ
- Narva club «Salsa» and Katrin Noorkõiv
- Natalya Yakovleva
- Teachers who accompanied students to the event
- Our helpful volunteers!

The “River Promenades III” project has ended, but we hope that our cooperation will continue and we will join our efforts to make living in Narva interesting, comfortable, and safe!

Project results towards capitalization

As part of the project “Narva projects towards capitalization /Narva Projects CAP” a familiarization tour was organized in Narva for journalists, specialists, and entrepreneurs from the field of tourism in Finland on October 17-19, 2023.

The guests highly appreciated the “5- kroon view” a viewing platform built as part of the project, where many nice pictures were taken, they walked along the Narva river promenade and praised its uniqueness. The participants also got to know other important tourist attractions, including, Narva Castle, Victoria Bastion, Dark Garden, renovated Town Hall, and Town Hall Square.

The main goal of the familiarization tour was to introduce the participants to the results of projects that have made an important contribution to increasing the competitiveness of the Narva region.

The tour participants were mainly from Lappeenranta and Imatra. From the border region of Finland and Russia, where the main target group of tourism was also Russian tourists.

During the meeting, the participants agreed during the general discussion to develop cooperation to jointly find a solution mechanisms to attract tourists from other destination countries through joint projects.



In the framework of the project "Narva projects toward to capitalization/Narva projects CAP" the **SitCom** (situational comedy) "Border's Key" have been created. Based on the historical facts of Narva, 8 episodes were filmed. The series can be watched in Estonian, Russian, and English with Finnish subtitles.

The plot and visual design of the historical comedy contain recognizable locations, such as the river promenade in the Joaoru recreation area built as part of the "River Promenades III" project. The sitcom "**Border's Key**" is the result of cooperation between the Narva Museum and representatives of the Estonian creative industry. The director of the series is Artur Tjulenev, the cameraman is Iurii Zhiltsov, the screenwriter is Marat Aljautdinov, and it features a whole host of both younger and more experienced actors from Narva. The music was written by composer and sound director Dmitri Piibe.

Created within the framework of "Narva projects towards to capitalization/Narva projects CAP", the sitcom is one of the contenders for the Museum Rat award, which is awarded annually to the best museums in Estonia. The Museum Rat competition covers a variety of categories, including recognition of outstanding achievements in exhibitions, research, education, and marketing. "Border Castle" is not just a collection of promotional videos emphasizing the city's values. It is modern and modern content, in which we try to tell captivating stories and show familiar tourist attractions from unexpected angles. "Border's Key" is a kind of historical comedy that allows us to see familiar sights in a new light.

The sitcom "Border's Key" became possible thanks to the implementation of the 'ER190 project "Narva projects CAP".

The partners of the project are Narva Department for City Development and Economy (Lead partner) and Foundation Narva Museum.

The project is carried out within the framework of the Estonian EU external border program 2014–2020 and with the support of the European Union.

The project budget is 77,000 euros, of which the partners self-financing is 7,700 euros and the program support is 69,300 euros.

The project duration 01.05.–30.11.2023.



Virtual tour

A virtual tour has been developed for a walk around the riverside area of Narva.

You can now also visit the Narva River promenade virtually.

Walk along the promenade, enjoy the beauty of Dark Garden, walk-in Dark Garden, look at the new gazebo, go to the casemates of the Victoria bastion.

<https://360.visitnarva.ee/en/narva-riverside-area>



The “River Promenades III” project started in July 2019, lasted for more than 4 years, and ended successfully on October 31, 2023.

We thank everyone involved in the project for their creative and professional approach and important contribution to achieving the results.

We are grateful for the work of our team:

- Anne Veevo, project coordinator,
- Natalia Orava, project manager,
- Veronika Nikitina, financial manager of the project,
- Natalja Smelova, financial manager (until 31.12.2022),
- Erki Kõlli, construction specialist,
- Olga Smirnova, tourism and marketing specialist (until 31.12.2022),
- Angelina Ivanova, tourism and marketing specialist (01.01.2023-31.05.2023),
- Jevgenia Seletskaja, tourism and marketing specialist (01.08.2023 - 31.10.2023).

"We thank the united technical secretariat team of the Program, especially Riina Vaap, for their support and coordination of the project on behalf of the program.

We also express gratitude to the construction companies that carried out the construction works, firms overseeing the owner's supervision, and the construction management:

- RTS Infraehitus OÜ,
- BauEst OÜ,
- Ehitusagentur OÜ,
- Lindvill OÜ,
- Eastconsult OÜ

Useful links Project web-site: <https://www.forttour.net> Facebook: <https://www.facebook.com/NarvaPromenaad>
Estonian EU external border programme: www.estoniarussia.eu