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Update on Projects and Project Management in Latvia

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Project News

Go Cycling through Vidzeme and Southern Estonia

Upon initiative of the Vidzeme Tourism Association and part-financed by the European Union a joint Estonia-Latvia project ***“Go cycling through Vidzeme and Southern Estonia”*** is being implemented

The Lead Partner and idea originator of the project is Vidzeme Tourism Association. In total Vidzeme is represented by 10 partners, but Southern Estonia – by Valga County Municipality (representing Tartu, Jõgeva, Viljandi and Valga county partner municipalities). The total project implementation period is 18 months and the total budget – 1,7 mio EUR, and currently the project is already half way through.

The cycling tourism development is affected by several aspects – favourable weather and relief conditions, good geographical location, rich cultural heritage, rather unchanged nature and good road network. Both in Latvia and Estonia there is potential to develop cycling tourism, but still several obstacles exist: low activity, insufficient and missing infrastructure and lack of information are only few to mention.

To solve the problems and create ground for development, the following activities are planned within the Project:

- To establish joint cycle routes connecting Vidzeme and Southern Estonia, to develop and improve the infrastructure of local cycling routes (e.g., information boards, resting places, signs, trash bins, etc.);
- To promote long-term cooperation and planning between public and private sectors on development of tourism and cycling tourism;
- To promote Vidzeme and Southern Estonia as a joint tourism destination.

The project covers not only “soft” activities, but physical route infrastructure will also be created – route signs, bicycle stands and shelters, large map stands within the route are partly already installed. On the other side – route guides and maps, as well as GPS-linked maps for downloading will be available under vidzeme.com and southeastonia.info.

For the developed cycling route, a logo and a title were elaborated – Tour de LatEst. To promote this route, a major event is planned as opening. From 11th-24th July, 2010 a cycling marathon will be organized to “study the route on bike”, cycling more than 1000km in 14 days.

**Discover
North Latvia
and South Estonia
at one go!**

Opening
of the long-distance
cycling route

11th – 24th July, 2010 **1000 km**

14-day cycling marathon

Note: Cyclists on tandem bikes – accommodation and catering during the marathon - free of charge

More information of the project and upcoming events, including the cycling marathon, you will find under www.vidzeme.com.



To provide professional project management – coordination of partners, communication with Joint Technical Secretariat and First level control, financial and administrative management, reporting, organisation of tender procedures according to valid laws and regulations, organisation of Project Steering Group and Project Management Group meetings and PR activities one of the leading project management company in Latvia “NK Konsultāciju birojs, Ltd.” (www.nkconsulting.lv/eng) is subcontracted by Vidzeme Tourism Association.

The Project “**Go cycling through Vidzeme and Southern Estonia**” is part-financed by the ERDF Estonia – Latvia cross-border cooperation programme within priority “Higher competitiveness of the Programme area”.

Links:

www.vidzeme.com

www.estlat.eu

www.nkconsulting.lv/eng



Downtown Riga

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Arnis Leikarts, MSc., IPMA-B is an International Correspondent for PMForum and *PM World Today* in Latvia. Mr. Leikarts is also Board member of Latvian National Project management association (member of IPMA) since 2004. He is founder and director of the Latvian National Project Excellence Awards and Project Excellence Ambassador of IPMA PE Award in Latvia. Mr. Leikarts has more than 14 years experience in banking and last nine with Business and IT development on international level both - leading development team at Swedbank's Group Product development in Baltic countries and leading Product development department in DnB NORD Bank Latvia. Mr. Leikarts is currently a PhD Candidate in Strategy, Project and Program Management at ESC Lille (PMI® GACPM accredited programme), France. He holds a Masters degree (MSc) and Bachelor degree (BA) in Management Science, International economical relationships from the University of Latvia. He has solid consulting and training experience in the project and program management field for organizations. He is a consultant and trainer at Latvia's leading training company "[Komerzizglitibas centrs](#)". He is also a consultant at the global expert network "[Gerson Lehrman Group \(GLG\)](#)". Arnis is Certified Senior Project Manager (IPMA Level B) from International Project Management Association (IPMA) and a Certified Information Technology Infrastructure Library Foundation (ITIL) in Service Management from Examination Institute for Information Science, Netherelands. Arnis Leikarts lives in Riga, Latvia and can be contacted at arnis.leikarts@lnpva.lv.