

## Latvia – Lithuania

### Interreg cooperation day

On 19 of September, 2024 Interreg VI-A Latvia–Lithuania Programme 2021–2027 project **LL-00100 „Digital Craft Tourism“** (D-tour) partners participated in Interreg cooperation day event organized by the program's Managing Authority and Joint Secretariat at Mežaparks Grand Bandstand in Riga.

At the event, Interreg project partners from Lithuania, Latvia and Estonia shared their experience in the fields of project implementation and application preparation, improved communication skills, established contacts for the development of potential projects, met with Interreg representatives and gained valuable insights into future perspectives.

The report „Effective communication“ on how to create an attractive presentation of the project was read by Olga Kazaka, partner of the communication agency „Olsen+Partners“ and lecturer at the University of Latvia, and in the panel discussion, participants from Lithuania, Latvia and Estonia shared their insights on accessible and nature-friendly tourism.

In the final part of the event, participants of Interreg Cooperation Day had a unique opportunity to get acquainted with the history and development of Mežaparks Grand Bandstand, the largest concert venue in Latvia, and to look around this unique place – the Big Stage, concert and exhibition halls where Latvian song and dance festivals take place.

Events of this type undoubtedly provide more opportunities to get know other project executors, to broaden outlook and discover ideas for generating new projects.

Moments of the event – in photos (author Linda Ermica).







The Interreg VI-A Latvia-Lithuania Programme 2021–2027 aims to contribute to the sustainable and cohesive socioeconomic development of the Programme regions by helping to make them more competitive and attractive for living, studying, working and visiting.

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