

## RIVER PROMENADES -II ELRI-015 outputs and results

### Outputs

Northern promenade of Narva river - thematic place called **"Fisher market" reconstructed in Ivangorod** (ca 3 570 sq. m.)

Part of the upper **promenade of Narva Fortress reconstructed** (ca 4 700 sq. m.)

**Festive opening** of Narva and Ivangorod promenades in February 2014 attended **by Estonian Ministry of the Interior, Governor of Leningrad Region**, tourist companies, mass-media, potential investors and wider public

**5 round tables** organized with participation of **Russian funding institutions and private investors**

**Joint press tour organized**

**18 press-releases and 23 publications** in mass-media, **15 articles** in newspapers, **3 articles in tourism magazines, 3 press-conferences, 7 TV/radio broadcast** produced to promote renovated promenades

Totally, **about 5 000 000 people addressed** with mass-media coverage on the project events and created sites

Information published on [www.visitestonia.com](http://www.visitestonia.com) (in 6 languages), [www.forttour.net](http://www.forttour.net) , [www.narva.ee](http://www.narva.ee), [www.ivangorod.ru](http://www.ivangorod.ru)



*Opening of Narva promenade, February 2014*



*Opening of Ivangorod promenade, February 2014*



*Joint press tour in Ivangorod and Narva*





## RESULTS

Border riverside areas in Narva and Ivangorod converted into **attractive convenient sights for inhabitants and visitors**

**Regions widely promoted** due to close cross-border cooperation and joint events

**Raised awareness** of tourist operators, service providers and inhabitants in project regions and countries **about new opportunities for visitors**

**Promotional and thematic materials** about Narva and Ivangorod culture and history **widely available** for local and regional audience

**Potential investors** expressed their **wish to develop the Ivangorod promenade** and support its further construction

**2 contracts with investors signed** to operate in the newly created walking area in Ivangorod

At least **750 000 readers** of regional newspapers and **180 000 radio listeners got knowledge about created sites** for visitors

**Cross-border cooperation between Narva and Ivangorod enhanced**, future common initiatives outlined

## Sharing borders, growing closer

Narva City Government (Estonia), together with the Administration of MF City Ivangorod (Russian Federation) implemented joint activities in the framework of the European Cooperation Day ([www.ecday.eu](http://www.ecday.eu)) on 21 September, which has been celebrated all over Europe for the first time. More than 100 public events took place during the week of 17-23 September all over Europe in order to support cooperation and development of friendly relations.

The 'Sharing borders, growing closer' event was to demonstrate the achievements of the European cooperation projects.

There are four Narva-Ivangorod common projects running now. One of them, 'The Unique Estonian-Russian fortresses ensemble development as a single tourist product', is aimed at reconstructing the Narva Castle Park and building the access roads to the Ivangorod fortress. Second project 'Development of historical riverside protection area in Narva/Estonia and Ivangorod/Russia, stage II' (or 'River promenades II') aims at reconstructing the upper level of Dark Garden Park in Narva and building part of the river promenade located to the north of the fortress in Ivangorod. Another project, 'Development of the unique Narva-Ivangorod trans-border fortresses ensemble as a single cultural and tourist object', is a large-scale project whose main activities consist in reconstructing the Victoria bastion in Narva, the Small Powder

Granary in Ivangorod and making them available for tourists. The forth project is led by the Estonian Ministry of the Interior and is about 'Complex reconstruction border crossing points in Ivangorod and in Narva'.



These four projects have been approved by the Estonia-Latvia-Russia cross-border cooperation Programme within the European Neighbourhood and Partnership instrument 2007-2013. The overarching strategic objective of the Programme is to promote joint development activities for the improvement of the region's competitiveness by utilising its potential and beneficial location in the cross roads between the EU and the Russian Federation ([www.estlatrus.eu](http://www.estlatrus.eu)).

During the European Cooperation Day numerous events took place in the Narva-Ivangorod cross-border area, including events for children and youngsters, such as drawing competition for children, paper ship floating along the Narva river, launch of balloons and soap bubbles and lightening fires on both river banks in the evening. More than 100 young people participated in the European Cooperation Day from both cities. Participants' works and photos are available at: <http://www.forttour.net> in the section II STAGE, Photo Galleries.

MORE

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