

# Rural Pact Conference

15-16 June 2022



# Digital, social tools and innovative use of cultural and environmental heritage to encourage local coastal economy

**Project “SEA all over the Year- Promotion of seaside lifestyle tourism”**





# The aim of initiative

Combat seasonality by pooling community resources to boost the local economy

1. Build new and develop existing products and services on the coast to build the capacity of local entrepreneurs
2. Build a good reputation for coastal villages and inform about opportunities in the off-season with the implementation of the Digital Campaign.
3. Develop and implement new concepts for POP-UP events that could become a traditional for mobilizing the community economy during and after the project



# Achievements



## 1) Capacities of coastal entrepreneurs have been increased and interoperability has been developed



How to increase interest and attractiveness of product and services during off- season, How to use digital tools and social network for effective promotion and service delivery, How to ajust the business in changing demand and other external factors

## 2) There has been a significant increase in knowledge about coastal resources and their use, and a significant improvement in the visibility of coastal communities for off-season tourism.



Using Social Networks, Engaging Influencers, Creating and boosting Digital Video Stories, Engaging the National and Local Media, etc. New brand creation



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## Achievements

Developed 5 new experimental concepts of events of attraction that could become a traditional for mobilizing the community economy in long term perspective

- We built activities keeping in mind 7 LEADER principles: Area (Including local culture) based, bottom- up, Cooperation, Networking, Integrated actions, cooperation between public and private and Innovation.
- We highlighted unknown treasures
- We made things possible where people didnt believe we will succeed
- We made local brands to use in future (Digital boating in Salacgriva, Kurzeme Fish Market in Užava, The road of robbers in Engure, Carnikava Lampray train, Roja Herring Kitchen)





# Added value for people

1. Change of perspective
2. Encouragement to do, to cooperate, to create
3. Transformation of the approached, but not changing the basics
4. Identification or more recourses
5. Be visible, be valuable
6. Lot of digital materials created that can be used in the future
7. Good reputation of rural/coastal areas created

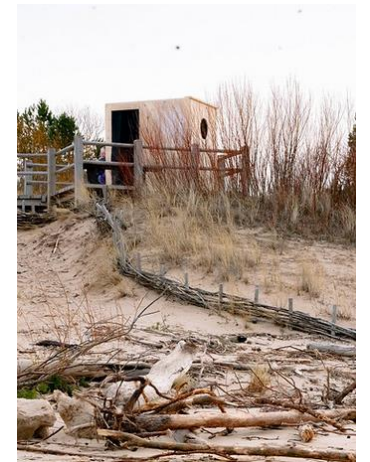


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# The main challenges

1. To make people believe
2. To make a content / products for your target audience not for yourself
3. To Keep in mind LEADER principles and Implamentation of EU project  
(for example, Challenges of Public Procurement, Administrative costs)
4. Visibility in Media and EU logo row
5. COVID as a driver and an obstacle
6. Keep the off-season focus
7. Weather and fragility of demand



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A scenic landscape featuring rolling hills, a dirt road, and mountains in the background. The foreground is filled with golden-brown grass. The middle ground shows a dirt road winding through green fields and small clusters of houses. The background consists of dark, forested hills and a range of jagged mountains under a blue sky with wispy clouds.

# Thank you

Āris Ādler (aris.adlers@gmail.com)