



ACTION PLAN 2020-2022



UrbanLinks 2 Landscape



Project partner:
Kuldīga District Municipality

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Abbreviations

CM	Cabinet of Ministers
EU	European Union
KDM	Kuldīga District Municipality
KPR	Kurzeme planning region
MC	Ministry of Culture of the Republic of Latvia
MEPRD	Ministry of Environmental Protection and Regional Development
MH	Ministry of Health of the Republic of Latvia
NCA	Nature Conservation Agency
OP	Operational Programme (in this case “Growth and Employment”)
SO	Specific objective of the Operational Programme “Growth and Employment” – “particular object” is a result, the achievement of which in specific national or regional circumstances will be facilitated by implementing priority investment or EU priority and carrying out activities or measures
SO 5.4.1.	Objective of specific support for the investment priority “Preservation, protection, promotion and development of natural and cultural heritage” of the priority axis “Environmental protection and resource efficiency” of the Operational Programme “Growth and Employment” 5.4.1. “Conserve and restore biodiversity and protect ecosystems”
SO 5.5.1.	Objective of specific support for the investment priority “Preservation, protection, promotion and development of natural and cultural heritage” of the priority axis “Environmental protection and resource efficiency” of the Operational Programme “Growth and Employment” 5.5.1. “Preserve, protect and develop important cultural and natural heritage, as well as develop related services”
SO 9.2.4.2.	Objective of specific support for the investment priority “Improving access to affordable, sustainable and high-quality

services, including health care and social services of general interest” of the priority axis “Environmental protection and resource efficiency” of the Operational Programme “Growth and Employment” 9.2.4.2. “Improving access to health promotion and disease prevention services, in particular for people at risk of poverty and social exclusion”

Terms and definitions

Landscape – an area, as perceived by people, whose character is the result of the action and interaction of natural and / or human factors. (Article 1 of the European Landscape Convention)

Landscape management – action, from a perspective of sustainable development, to ensure the regular upkeep of a landscape, so as to guide and harmonize changes which are brought about by social, economic and environmental processes. (Article 1 of the European Landscape Convention)

Integrated landscape management – follows from the aim of Latvian landscape policy – „Multifunctional and high-quality landscapes that improve the quality of life of people throughout Latvia, promote the economic activity and recognizability of places, regions and countries, as well as ensure biological diversity” and priority task – improving landscape management by defining the competencies of the institutions involved in landscape management and integrating landscape policy into territorial development planning, with a territorially unified view of both natural and cultural heritage.

Landscape planning – strong forward-looking action to enhance, restore or create landscapes. (Article 1 of the European Landscape Convention)

Landscape policy – an expression by the competent public authorities of general principles, strategies and guidelines that permit the taking of specific measures aimed at the protection, management and planning of landscapes. (Article 1 of the European Landscape Convention)

Visit – each visit to a supported cultural and / or natural heritage and / or tourist site by a person who is not employed at the place of visit. A visit is considered:

- a person's entrance to the territory of the supported object and / or object;
- the registration of a visit to an event that is organised in the territory of the supported object and / or object;
- the purchase of a ticket for an event that is organised in the territory of the supported object and / or object (in accordance with the Operational Programme prepared by the Ministry of Culture “Growth and Employment” priority axis “Environmental protection and resource efficiency” SO 5.5.1. and SO 5.6.1. methodology for the development, evaluation and accounting of indicators set out in the framework (approved on 28.12.2018).

Natural heritage objects –

- natural monuments arising from physical or biological formations or groups of such formations which are of special universal value from an aesthetic or scientific point of view;

- geological or physiographic formations and well-defined areas which are the habitat of an endangered animal or plant species of special universal or scientific value;
- significant natural sites or restricted natural areas of special universal value from the point of view of science, conservation or natural beauty (in accordance with the United Nations Educational, Scientific and Cultural Organisation (UNESCO) Convention Concerning the Protection of the World Cultural and Natural Heritage (ratified in Latvia on 1995.01.10.) Article 2).

Cultural heritage objects –

- monuments: architecture, monumental sculptures and paintings, archaeological elements or structures, inscriptions, caves or groups of elements of special universal value from the point of view of history, art or science;
- ensembles: groups of individual or combined buildings which, because of their architecture, their unity or their place in the landscape, are of special universal value from the point of view of history, art or science;
- significant sites: man-made or co-created by man and nature, as well as areas containing archaeological sites of special universal value from the point of view of history, aesthetics, ethnology or anthropology (in accordance with the United Nations Educational, Scientific and Cultural Organisation (UNESCO) Convention Concerning the Protection of the World Cultural and Natural Heritage (ratified in Latvia on 1995.01.10.) Article 1).

Region – the region of the project partner according to the regional breakdown of EU statistics. According to the project, the region of Kuldīga District Municipality as a project partner is a NUTS2 level region - the whole territory of Latvia.

Part I General information

Project title:	UrbanLinks 2 Landscape
Abbreviation:	UL2L
Lead partner:	Rhineland Regional Council (Germany)
Partner organisation:	Kuldīga District Municipality
Country:	Latvia
NUTS2 region:	Latvija
Project implementation:	June 1, 2018 - May 31, 2022
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The UrbanLinks 2 Landscape (UL2L) project is dedicated to open space development and the issues surrounding the design of areas, taking into account their economic, social and ecological functions and involving local players. Open spaces, ranging from natural heritage to derelict sites and from the urban core to the fringe and into the landscapes, are of increasing value for European municipalities. Not only because they are constantly reduced by land use (for business, infrastructures, housing etc.), but also because remaining open spaces must serve new requests and functions. These include ecosystem services, such as mitigation of local effects of climate change, and new public demands for urban farming and outdoor healthcare services. Local and regional policies to deal with these issues have been agreed and measures will be financed from several sources.

It is the project's main objective to increase the knowledge base and skills and to deliver tools that allow the evaluation of urban gardening, health care and selected ecosystem services compared to other uses of open spaces and consequently the enhancement of policies that support action plans and measures to use the limited natural capital sustainably.

Best practice examples, reliable criteria, effective tools and a good knowledge transfer are needed to support the implementation of the project. To deliver this, the partners together with their stakeholders have organised workshops, a study tour as well as elaborated two joint studies.

In total seven partners are involved in the project:

- Rhineland Regional Council (Germany, Lead Partner);
- Surrey County Council (England);
- Silesia Park (Poland);
- Umbria Regional Authority (Italy);
- Kristianstad Municipality (Sweden);
- Kuldīga District Municipality (Latvia);
- Schloss Dyck Foundation (Germany).

The project is funded with a volume of EUR 1,004,903 via the Interreg Europe programme of the European Union. The total volume of the project is EUR 1,193,175.00.

The duration of the project is four years and it is divided into two project phases. The first project phase from 1 June 2018 to 31 May 2020 was dedicated to interregional learning and the preparation of the Action Plan. The second project phase from 1 June 2020 to 31 May 2022 is intended for the implementation of the measures of the Action Plans.

Elaboration of the Action Plan has been based on involvement of significant stakeholders:

- Kuldīga District Municipality and municipal organisations (Kuldīga Development Agency, Construction Department, Restoration Department, Kuldīga District Museum);
- Ministry of Environmental Protection and Regional Development of the Republic of Latvia;
- The State Environmental Service of the Republic of Latvia;
- Kurzeme Planning Region;
- The Nature Conservation Agency;
- Kuldīga Business Incubator of Investment and Development Agency of Latvia;
- Spatial planning and development experts;
- Representatives of NGOs (Kurzeme Tourism Association and Kuldīga Active Recreation Centre – tourism activities, local action group “Darīsim paši!”, which implements a local development strategy guided by society /LEADER approach, Foundation “Coordination Centre of Cultural Projects” – cultural heritage protection).

Four stakeholder group meetings and two thematic discussions as well as individual interviews have been organised during the preparation of the Action Plan. The involved stakeholders have

contributed greatly to the development of the Action Plan by providing comprehensive approach and evaluating the planned actions from different points of view.

The Action Plan has been prepared in line with the Interreg Europe Programme Manual and the Guidelines for the sound financial management of beneficiaries of the European Structural and Investment Funds Objective “European Territorial Cooperation” in the Interreg Europe interregional cooperation programme for the 2014-2020 programming period.

Part II Policy context

The Action Plan will have an impact:

- on the Operational Programme “Growth and Employment”;
- on other development policy instruments.

The Action Plan is aimed at improving the measures taken within the framework of the Operational Programme “Growth and Employment” (OP), the achieved results and their evaluation process. The OP aims to implement national development priorities in line with the objectives of the Europe 2020 strategy. The contribution of the Action Plan is focused mainly on the improvement of the OP priority axis 5 “Environmental Protection and Resource Efficiency”, but also affects other priority directions, including priority axis 9 “Social inclusion and the fight against poverty”. The investment strategy of the Operational Programme “Growth and Employment” determines the specific support objectives corresponding to the respective investment priorities: SO 5.4.1. “Conserve and restore biodiversity and protect ecosystems”, 5.5.1. “Preserve, protect and develop important cultural and natural heritage, as well as develop related services”, as well as SO 9.2.4. “Improve access to health promotion and disease prevention services, especially for people at risk of poverty and social exclusion”, 9.2.4.2. “Measures to promote local public health and prevent disease”.

KDM has implemented or is implementing projects in each of the relevant SOs. Since SO 5.4.1 project selection has been completed, additional measures will be taken within the framework of the Action Plan, which will improve the achievement of the monitoring indicators set by the OP and its evaluation.

Taking into account that the OP has been developed for the period until 2020, but the implementation time of UL2L Action Plan is 2020-2022, the included proposals are also aimed at the improvement of the documents of the next planning period. Kuldīga District Municipality in accordance with the problems identified in the development of the Action plan and the set tasks, has provided proposals for the development of the National Development Plan of Latvia for 2021-2027, that will also be a basis for EU funds programming documents. Proposals for an integrated approach to the cultural environment, natural and cultural heritage and landscapes are integrated into the National Development Plan of Latvia (sustainable management of natural resources and use of green infrastructure, while protecting and enhancing biological and landscape diversity, promoting sustainable tourism), thus influencing policy instruments in the period of 2021–2027.

Part III Details of the actions envisaged

The activities included in the Action Plan are based on:

- the general objectives and guidelines of the UL2L project, the analysis of the partners good practice examples, experience transfer measures implemented, study visits and experience gained in seminars;
- the analysis of landscape planning in cities in Latvia and in-depth study of Kuldīga as a pilot area carried out within the framework of the project;
- the findings and proposals of the example study “Riverbanks: how to achieve a coexistence of biodiversity, recreation and flood retention”;
- the conclusions of the meetings of the stakeholder group and the thematic discussions of the industry experts.

Each activity includes measures, the implementation of which will contribute to the achievement of the goals set within the framework of the OP “Growth and Employment”, as well as the improvement of result indicators and their monitoring. The implementation of activities will also facilitate the development and implementation of planning documents for the period 2021-2027.

The Action Plan developed within project UL2L will be implemented in the 2nd phase of the project, until 31.05.2022, but a part of the initiated measures will be implemented in the next period as well.

Action No.1 “Promotion of educating and capacity building in the field of urban environment, natural and cultural heritage, and ecosystem services as well as improvement of evaluation processes”

Relevance to the project

The set of cultural and natural heritage, the historical urban environment, which has developed in interaction with the Venta river valley, and which shows the harmonious integrity of different time periods, determines the landscape excellence of Kuldīga with high educational and aesthetic potential.

The educational significance of landscapes, natural and historical heritage is emphasized in many UL2L partner regions, including the acquisition of new uses to preserve historical evidence in the landscape, as well as a variety of information on landscape-forming natural processes and the impact of historical developments.

In the study that was developed within the UL2L project a landscape and ecological assessment of the Venta river and its riverbanks has been carried out, including in terms of ecosystem services, as well as provided proposals for further measures to assess their impact on the landscape.

In order to evaluate the existing policy planning documents in Latvia, consultations with the MEPRD on the landscape policy planning document “Latvian Landscape Policy Guidelines 2013–2019 have been organised including participation in the discussion “Landscape policy today and the future in Latvia” organised by the MEPRD, in which the participants shared their experience on the implementation of Latvia's strategic goals and the most important tasks in preserving landscape values.

In the analysis of the situation during the development of the Action Plan, as well as in consultations and thematic discussions with the MEPRD, the MC and the KPR, several problems in the field of landscape planning, management and monitoring were identified. Thematic landscape plans are developed according to general terms and guidelines, but in practice at both regional and local level a fragmented approach to the preparation of these documents is followed. A landscape plan carried out by the Zemgale planning region, has been developed at the regional level (with guidelines for the local level). The evaluation of this experience with a possible transfer of experience should be included in this Action Plan.

One of the current problems in the field of landscape planning and management is its fragmentation. There are different laws and regulations and supervisory institutions for the protection of natural and cultural heritage at the national level. In the field of nature protection, specially protected nature territories and objects are created, in which the goal is set - to protect and preserve nature diversity

(rare and typical natural ecosystems, habitats of protected species, peculiar, beautiful and Latvian characteristic landscapes, geological and geomorphological formations, etc.), as well as protection plans for the protection of plant and animal species and habitats. In the field of cultural heritage, protection status is granted to monuments - individual objects (buildings, art objects, etc.) and complex objects (archaeological sites, architectural ensembles, historic centers of the old towns, etc.) with the aim of preserving them for future generations. The landscape is viewed both in the field of culture and nature protection: “cultural and historical landscapes” - in the field of cultural heritage, “beautiful and Latvian characteristic landscapes” - in the field of nature protection.

Objects and territories of both areas often overlap or encompass each other, creating common cultural landscape spaces. For example, the cultural monument “Kuldīga Historical Center” partly overlaps with the Natura 2000 territory, the nature reserve “Ventas ieleja” and the geological and geomorphological natural monument “Ventas rumba”, as well as the territory included in the UNESCO National List¹. Also in the urban landscape there are objects and view perspectives that are not protected at the regulatory level. Kuldīga municipality must strengthen an integrated planning approach to landscape conservation and management in cooperation with the responsible state institutions. In order to promote co-operation, measures should be implemented with the involvement of specialists from various fields to improve knowledge of natural and cultural values in the municipality, discuss forms of co-operation and plan actions aimed at sustainable conservation, further development and protection of the historical city.

One of the most important aspects of integrated landscape management is public participation and awareness raising. The recommendation² adopted by the European Council on 16 October 2019 defines public information as a precondition for public participation in the definition and implementation of landscape policy. If certain topics are not suitable for discussion, the public must retain the right to be informed of the decisions taken. All parties must be informed in a transparent manner about the participation process and the results achieved.

In order to implement new initiatives related to the improvement of the space freely available to the public (new elements of public space, land use function, etc.), it is necessary to consult with the widest possible public. It is important for the public to ensure timely and transparent decision-making on new intentions in the territory.

¹ During the development of the Action Plan, an application is being prepared for the inclusion of the Old Town of Kuldīga as an excellent example of cultural heritage in the UNESCO World heritage list.

² Recommendation CM/ro (2019) 8 of the Committee of Ministers for the implementation of the Council of Europe Convention on the Landscape of Europe - Landscape and Democracy: Public Participation, adopted on 16 October 2019.

Partners' good practices for knowledge transfer

One example of good practice is the ecology park and the geology³ education center “GEOsphere” in Poland, a theme park with a focus on nature education. The park is located in a place where a number of rare geological processes (sinkhole, mineralization, paleontology, etc.) are available for viewing in a relatively small area, which provides an opportunity to create this place as an educational center. The territory has been revitalized by applying it to a new function. The main target audience is school-age children and young people, but the project has also helped to attract tourists (mainly families and tourists from Poland). In total, more than 100,000 visitors are attracted each year, which is significantly higher than originally planned.

Kuldīga municipality, taking over this practice:

- will compile and create informative materials about the natural and cultural heritage of the Venta valley;
- will organise educational events on the cultural and natural heritage of the Venta valley suitable for various target audiences (including families with children and young people).

Public involvement in the landscape planning process using the participatory photography method has taken place at the Ciuffelli Institute of Agriculture⁴. The use of photography in an educational context will make it possible to express it in several dimensions:

- as an object of the relationship between the landscape as reality and its representation;
- as a tool for nonverbal communication and activation of interactions;
- as possible tools for mediation in human relations.

In the 1980s, a photographic survey was taken and a book was produced with 444 photos of 111 grid reference points in the Colne Valley Regional Park (Surrey, Great Britain). Since 2014, photographs of landscape changes at specific viewpoints have been gathered.⁵

When taking over this practice, Kuldīga District Municipality will use it for both the documentation of the subjective coverage of the landscape and develop it as a monitoring tool for landscape changes.

³ <https://www.interregeurope.eu/policylearning/good-practices/item/3461/geosfera-jaworzno-ecological-and-geological-education-centre/>

⁴ <https://www.interregeurope.eu/policylearning/good-practices/item/2845/participatory-photography-workshop/>

⁵ <https://www.colnevalleypark.org.uk/landscape-camera-project/>

Nature of the action

Within the framework of the action, activities will be taken to promote public awareness of the values of natural and cultural heritage in the historic urban environment, integrated management, as well as capacity building.

A public involvement plan for the preservation of natural and cultural heritage in the historic urban environment - Kuldīga as a pilot area, will be developed, including recommendations for further transfer of experience at the national level (including infographics). Based on the material collected and analyzed in the UL2L project on the values of the Venta valley, incl. visual fixation and geospatial data, an interactive informative material suitable for educating the target groups of the society will be prepared with further possibilities to place it both on digital platforms and in the urban environment. Educational events for various target audiences will be organised in Kuldīga, including events for children and youth, UNESCO games in the urban environment, educational events of the restoration center on urban values, thematic events in the Kuldīga District Museum. Practical public involvement measures will also be implemented for the preservation of protected habitats, for example, recultivation of river streams, reduction of coverage of aquatic plants, opening of the landscape. This will directly improve the condition of the habitat, as well as promote the accessibility of the shores and the aesthetic quality of the landscape. An annual species and habitat expert will be involved in conducting habitat quality assessment.

Proposals for integrated landscape management will be developed. Based on the conclusions of the situation analysis part, a set of proposals will be prepared for evaluation and inclusion in the local plan of the old town, strengthening the values of nature and landscape protection. The concept of landscape photo monitoring will be developed based on the viewpoints and perspectives identified in the UL2L project, as well as examples of good practice of the partners, providing an assessment of seasonal and annual changes. According to the proposal included in the Action Plan situation analysis, it is planned to develop a green infrastructure plan for the city of Kuldīga, including sustainable stormwater solutions.

By increasing the capacity in the field of landscape planning, a thematic discussion will be organised within the framework of the KPR Development Programme, evaluating also the evaluation and transfer of experience of other regions. The capacity of municipal employees will also be increased by organising training seminars and courses.

Stakeholders involved

KDM institution “Kuldīga Development Agency” will coordinate the implementation and monitoring of the activities planned within the action. KDM institutions will be involved in the implementation of the activity measures: Construction Board, Kuldīga Active Recreation Center,

Kuldīga District Children and Youth Center, Kuldīga District Museum, Kuldīga Main Library, KDM Real Estate Department in cooperation with NGOs and industry specialists. The responsible ministries - MEPRD, MC and their supervisory institutions will be involved in certain events informatively and consultatively. KDM will organise capacity building activities in the field of landscape management within the framework of the planning region development programme.

Event	Result	Involved sides	Time frame	Indicative costs (EUR)	Indicative sources of funding
1. Raising public awareness of the values of natural and cultural heritage in the urban environment					
1.1. Development of public involvement plan and recommendations	A public involvement plan has been developed (1)	KDM: Kuldīga Development Agency in cooperation with the Public Relations Department, Construction Board, Education Department, Restoration Center.	01.06.2020. - 31.05.2021.	2000,00	Municipal budget
1.2. Preparation and publication of informative material	Informative material prepared (1)	KDM: Kuldīga Active Recreation Center in cooperation with Kuldīga Development Agency, Construction Board, Public Relations Department and Kuldīga Regional Museum	Until 31.05.2021.	2000,00	Municipal budget
1.3. Educational events for different target audiences	Organised events (6)	KDM: Kuldīga Children and Youth Center, Construction Board, Kuldīga County Museum, Restoration Center	01.06.2020. - 31.05.2021.	3600,00	Municipal budget
	Educational activities for youth (within the framework of the Youth program)	KDM: Kuldīga Children and Youth Center	01.01.2021. - 31.12.2021.		Municipal budget
	UNESCO games in the urban environment, including the heritage of the Venta valley	KDM: Construction Board	01.01.2021. - 31.12.2021.		Municipal budget
	Educational events in the museum	Kuldīga District Museum	01.06.2021. - 31.05.2022.		Municipal budget
	Educational events of the Restoration Center on urban values	Restoration Center	01.06.2021. - 31.05.2022.		Municipal budget
	Thematic events in Kuldīga Main Library	Kuldīga Main Library	01.06.2021. - 31.05.2022.		Municipal budget
1.4. Public involvement in nature conservation activities	Activities for the maintenance of the stream and riverbank habitats with public involvement. (2)	KNP: Construction Board (environmental specialist) in cooperation with State Environmental agency, NCA, NGO.	01.06.2021. - 31.09.2021.	2000,00	Municipal budget, environmental funds

2. Development of proposals for integrated landscape management					
2.1. Strengthening the landscape silhouette to be preserved in planning documents	Regulations included in the project of the local plan for the old town of Kuldīga in the ancient valley of the Venta (1)	Ltd “Metrum” (local plan developer); KDM working group	01.03.2020. - 31.04.2020.	No additional costs	n/a
2.2. Landscape photo monitoring concept	Developed landscape photo monitoring concept (1)	KDM: Kuldīga Development Agency and Construction Board	01.06.2021. - 31.05.2022.	1000,00	Municipal budget
2.3. Green infrastructure plan for the city of Kuldīga, including sustainable rainwater solutions	Work task prepared for the development of an integrated green infrastructure and rainwater management plan (1) Prepared work task for stormwater system modelling (1)	KDM: Construction Board in cooperation with Kuldīga Development Agency, Real Estate Department and Ltd “Kuldīgas komunālie pakalpojumi”	01.07.2021. - 31.09.2021. 01.07.2022. - 31.09.2022.	1500,00	Municipal budget
3. Capacity building in landscape management					
3.1. Thematic discussion within the development of the KPR Development Programme	Organised discussion (1)	KPR, municipalities belonging to the region, public administration institutions, NGOs.	31.12.2020. - 31.05.2021.	500,00	KPR budget and EU funds (Interreg V-A Latvia – Lithuania Programme 2014-2020 ⁶)
3.2. Capacity building of municipal employees	Training courses and seminars (3) New employees attracted (1)	KDM (Construction Board, Kuldīga Development Agency, Real Estate Department) in cooperation with KPR and MEPRD.	01.12.2020. - 31.05.2022.	1500,00	Municipal budget, KPR, EPRDM.

Impact on the OP "Growth and Employment"

The activity will improve SO 5.4.1. and SO 5.5.1. the performance of the result indicators and the process of their evaluation.

SO 5.4.1. the specified result indicators - until 31 December 2023 (together with other nature protection measures):

- a favourable protection status has been ensured for 60 per cent of specially protected habitats of European Union importance;

⁶ LLI-431 Inter-regional Cooperation for Sustainable, Integrated and Smart Planning (SMART PLANNING)

- a favourable conservation status has been ensured for 60 percent of specially protected species of European Union importance.

Kuldīga District Municipality within SO 5.4.1. has implemented the project “Reduction of anthropogenic load in the nature reserve “Ventas ieleja” by creating a high-quality network of tourism and nature research infrastructure”. The infrastructure that reduces the anthropogenic load was created within the project, thus positively affecting the area of habitats (support in order to achieve a better level of protection – 1778,79 ha). Measures aimed at raising public awareness and involvement in habitat maintenance activities will improve the condition of protected habitats of European importance in the project area, providing a complementary effect to the OP project investment and affect the overall result indicator by increasing the area (ha) of favourable protected habitats of European Union importance. Public awareness raising measures will reduce the anthropogenic pressure on specially protected habitats, while practical involvement measures will directly contribute to ensuring favourable status.

SO 5.5.1. outcome indicators by 31 December 2023:

- the expected increase in the number of visits to supported cultural and natural heritage sites and tourism facilities compared to 2015 - not less than 140,000 visits;
- number of supported natural and cultural heritage objects - not less than 15 objects;
- the number of newly created services in the supported cultural and natural heritage objects - not less than 15 newly created services.

SO 5.5.1. the specified result indicator - until 31 December 2023 are nights spent in tourist accommodation establishments in the territory of Latvia during the year (not less than 3,978,152 nights spent).

The Ministry of Culture of the Republic of Latvia has developed SO 5.5.1. the methodology for the development, evaluation and accounting of the indicators specified within the framework, including:

- the definition and detailed description of the indicators;
- the base year and the value against which the changes have been assessed;
- achievable values of indicators by years;
- approach and calculation methodology for determining the value of indicators;
- data sources for determining the value of indicators;
- principles of the data accounting system.

Kuldīga District Municipality within SO 5.5.1. implements the project “Cultural heritage and art creation magnets on Jēkabs route” in partnership with Alsunga and Talsi municipalities and the association “Pedvāle”, implementing a joint development strategy in the “Hercoga Jēkaba Road” cultural tourism development zone defined by the Ministry of Culture. Public involvement and information measures to be implemented within the UL2L project will promote the development of services and attract visitors to the “Hercoga Jēkaba Road” which is one of the defined cultural heritage roads, thus contributing to the performance of the result indicator – “nights spent in tourist accommodation” - and UL2L situation analysis proposal. The development and application of the methodology recommended for the accounting of overnight stays in Part I will improve the monitoring process of OP indicators.

In addition to the impact on the OP “Growth and Employment”, the measures included in the activity will improve the development of policy instruments in the period 2021-2027. Kuldīga District Municipality has provided proposals for the development of the National Development Plan of Latvia for 2021-2027, that will also be a basis for EU funds programming documents. Proposals for an integrated approach to the cultural environment, natural and cultural heritage and landscapes are integrated into the National Development Plan for 2021-2027 (sustainable management of natural resources and use of green infrastructure, while ensuring protection and enhancement of biological and landscape diversity by promoting sustainable tourism). In turn, the thematic discussion in the field of landscape management will contribute to the development of a document at the regional level - the KPR Development Programme.

Action No. 2 “Promotion of healthcare services and social inclusion, based on the potential of landscape and urban green structures”

Relevance to the project

Natural areas, including urban green spaces, play an important role in maintaining people's mental and physical health. The overall objective of the UL2L project includes the evaluation of health promotion services and proposals for the sustainable use of natural capital.

The thematic discussion organised within the project with the representatives of MEPRD, MH, MC and KPR concluded that so far the term “ecosystem services” is mainly used in the context of nature protection and spatial planning, but a synergetic approach should be developed. and the implementation of social inclusion measures.

Kuldīga natural and cultural heritage, including specially protected nature territories and the infrastructure created in them, has a significant potential for the development of health promotion and social inclusion services. Within the framework of the project “Reduction of anthropogenic load in the nature reserve “Ventas ieleja” by creating a high-quality tourism and nature cognition infrastructure network” a nature trail with two viewing platforms has been created, a health route in Mārtiņšala and a Blue Flag bathing place have been restored. The creation of infrastructure objects has facilitated the accessibility of the nature reserve “Ventas ieleja”, optimization of the flow of visitors, which helps to preserve natural values and redirect visitors to less sensitive places, as well as promoting an active and healthy lifestyle by creating a health route. The impact on the health of the population has also been assessed in the project within the framework of the overall impact on the economy. The study “Riverbanks: how to achieve a coexistence of biodiversity, recreation and flood retention” developed within the framework of the UL2L project provides proposals for further infrastructure development in natural areas, i.e. see, in the creation of nature trails, within the framework of the analysis of the Action Plan situation, proposals for “green connection” places in the city have been prepared.

In the field of health promotion, the KDM implements SO 9.2.4. project “Improving the availability of health promotion and disease prevention services for the residents of Kuldīga district”, which organises such health promotion events as family health day, seniors' health day, health day by the water, water aerobics for seniors, gymnastics classes for various target groups, etc. The evaluation of the first phase of the project (2017-2019) concluded that one of the most successful has been events organised in the public outdoor space, incl. “Health day by the water”. In its turn, the MH points to the good practice implemented by the KDM in the “Family health day”, in the implementation of joint initiatives, combining both the public and private sectors, attracting various

resources and funding sources. At the stage of the analysis of the situation of the UL2L project, it was concluded that the potential of the Venta river and its riverbanks is still not sufficiently used, therefore, when planning SO 9.2.4.2. measures in the second round, their venues shall be adapted to those areas of the city that are part of the green infrastructure network, combining the aspects of health promotion and cognition of natural and cultural heritage.

Partners' good practices for knowledge transfer

The Kristianstad Health Garden⁷ is located in the old town park, an initiative of the municipality in close cooperation with local organisations and NGOs to include special needs groups in health prevention activities, while ensuring the development of an essential element of the city's green network.

The KDM will take over the experience of good practice by developing and using elements of the green structure of the old town for public health promotion activities, including for people with disabilities.

Measures to be taken within the activity

Within the framework of the activity, a thematic discussion with the participation of local governments, public administration institutions and NGOs within the framework of the development of the KDM development program will be organised for knowledge transfer. In Kuldīga as a pilot area, health promotion measures will be implemented for various target groups, incl. for residents with special needs and their family members, using the potential of the Venta river and its riverbanks and other natural territories, incl. infrastructure established in the *Natura 2000* territory. The event will include the use of nature trails as a health route with informative and interactive “workshops” in its stages. New health and cognitive routes will be developed. The implementation of the measures will promote the habits of a healthy lifestyle of the population, at the same time informing about the values of natural and cultural heritage.

Involved sides, their roles

KDM Agency “Kuldīga Development Agency” will coordinate the implementation and monitoring of the activities planned in the action. Kuldīga Active Recreation Center in cooperation with NGOs will organise health promotion events and development of new health and cognition routes. KDM will be involved in the development of routes, as well as organise a discussion on the role of urban green structures in the development of social inclusion and health promotion services.

⁷ <https://www.interregeurope.eu/policylearning/good-practices/item/2892/the-health-garden/>

Event	Result	Involved sides	Time frame	Indicative costs (EUR)	Indicative sources of funding
1. Thematic discussion on the role of urban green structures in the development of social inclusion and health promotion services	Organised discussion (1)	KPR, municipalities belonging to the region, public administration institutions, NGOs	01.01.2021. – 31.12. 2021.	500,00	KPR budget and EU funds (Interreg V-A Latvia – Lithuania Programme 2014-2020 ⁸⁾)
2. Implementation of health promotion measures in places of green structure	Measures taken (5)	KDM: Kuldīga Active Recreation Center in cooperation with Kuldīga Development Agency, Kuldīga sports school, Education Department and Social Service	01.09.2020. – 05.05.2022.	24 000,00	European Social Fund (within OP ⁹⁾), municipal budget

Impact on the OP “Growth and Employment”

The activity will promote SO 9.2.4. Achieving the result indicator “Improving access to health promotion and disease prevention services, in particular for people at risk of poverty and social exclusion”, creating a synergetic effect with SO 5.4.1. investments.

SO 9.2.4. the following performance monitoring indicators are achievable by 31 December 2023: population at risk of territorial, social exclusion and poverty¹⁰, which have changed dietary and other lifestyle habits from 75,000 to 100,000 as a result of health promotion measures.

Implementing health promotion measures for different target groups using SO 5.4.1. the result indicator - the number of inhabitants (2000) who have changed their dietary and other lifestyle habits by participating in the impact of health promotion measures in urban green areas, at the same time gaining awareness and changing attitudes towards natural and cultural heritage values, promoting their preservation and the achievement of the environmental objectives of the OP.

⁸ LLI-431 Inter-regional Cooperation for Sustainable, Integrated and Smart Planning (SMART PLANNING)

⁹ Project “Improving the availability of health promotion and disease prevention services for the residents of Kuldīga district”

¹⁰ residents living in non-urban areas with a population density of less than 50 inhabitants per square kilometer; poor and low-income people; unemployed; persons with disabilities; population over 54 years of age; children; other groups at risk.

Part IV Monitoring Plan

The monitoring process for the implementation of the Action Plan shall be ensured by Kuldīga District Municipality, the co-ordination shall be carried out by the institution of Kuldīga District Municipality “Kuldīga Development Agency”. Monitoring reports for the implementation of the Action Plan shall be prepared annually: May 2021 and May 2022. The monitoring reports shall contain a description of the activities carried out as well as an assessment of the achievement of the monitoring indicators and recommendations for the measures to be followed.

Action No 1

Event	Monitoring indicators		Implementation assessment		Responsibility
	Result indicators	Impact indicators	31.05.2021.	31.05.2022.	
1.Raising public awareness of the values of natural and cultural heritage in the urban environment					
1.1. Development of public involvement plan and recommendations	A public involvement plan has been developed (1)	The number of the involved people and the assessment of the inhabitants (following an internet survey) have increased.	X		KDM: Kuldīgas Development Agency
1.2. Preparation and publication of informative material	Informative material prepared (1)	The assessment of the inhabitants (following an internet survey: >50% positive assessment), number of visits (by visitor counters)	X		KDM: Kuldīga Active Recreation Center
1.3. Educational events for different target audiences	Organised events (6)	Number of participants	X	X	KDM: Kuldīga Development Agency
	Educational activities for youth (within the framework of the Youth program)	Number of participants		X	KDM: Kuldīga Children and Youth Center
	UNESCO games in the urban environment, including the heritage of the Venta valley	Number of participants		X	KDM: Construction Board
	Educational events in the museum	Number of participants		X	Kuldīga District Museum
	Educational events of the Restoration	Number of participants		X	Restoration Centre

	Center on urban values				
	Thematic events in Kuldīga Main Library	Number of participants		X	Kuldīga Main Library
1.4. Public involvement in nature conservation activities	Activities for the maintenance of the stream and riverbank habitats with public involvement. (2)	Number of participants, a habitat area with favourable protection status (ha)		X	KDM: Construction Board (environmental specialist)
2. Development of proposals for integrated landscape management					
2.1. Strengthening the landscape silhouette to be preserved in planning documents	Regulations included in the project of the local plan for the old town of Kuldīga in the ancient valley of the Venta (1)	Approved locational plan, ensured protection of the landscape (following monitoring / photo fixation / survey data)	X		KDM: Kuldīga Development Agency and Construction Board
2.2. Landscape photo monitoring concept	Developed landscape photo monitoring concept (1)	Ensured protection of the landscape (following monitoring / photo fixation / survey data)		X	KDM: Kuldīga Development Agency and Construction Board
2.3. Green infrastructure plan for the city of Kuldīga, including sustainable rainwater solutions	Work task prepared for the development of an integrated green infrastructure and rainwater management plan (1) Prepared work task for stormwater system modelling (1)	An area with planned improvements / green infrastructure to be created / improved rainwater drainage solutions		X	KDM: Kuldīga Development Agency and Construction Board
3. Capacity building in landscape management					
3.1. Thematic discussion within the development of the KPR Development Programme	Organised discussion (1)	Solutions included in KPR Development Programme / other planning documents	X		KPR Administration
3.2. Capacity building of municipal employees	Training courses and seminars (3) New employees attracted (1)	Number of employees / employee survey	X	X	Municipalities, KPR, MEPRD.

Action No 2

Event	Monitoring indicators		Implementation assessment		Responsibility
	Result indicators	Impact indicators	May 31, 2021	May 31, 2022.	
1. Thematic discussion on the role of urban green structures in the development of social inclusion and health promotion services	Organised discussion (1)	Solutions included in KPR Development Programme / other planning documents	X	X	KPR Administration
2. Implementation of health promotion measures in places of green structure	Measures taken (5)	Number of inhabitants (2000) who have changed eating and other lifestyle habits by participating in health promotion measures in urban green zones and at the same time have gained awareness and changed their attitude about the values of natural and cultural heritage, contributing to their preservation and achievement of the environmental objectives of the OP	X	X	KDM: Kuldīga Development Agency



DATE: July 16, 2020

NAME: Inga Bērziņa

POSITION: Mayor

SIGNATURE:

STAMP OF THE ORGANISATION

