

## TNC Project OFFER Form / LATVIA

### Topic / title of the proposed project

---

### Identity product of Vidzeme

---

#### Brief summary of the project idea (max 500 characters)

---

Identity product of Vidzeme or Produced in Vidzeme (support for local producers and products).

### Objective:

---

#### Initial position / background / local context of the proposed project (max 500 characters)

---

- No regional initiatives, there is no shared brand for products of Vidzeme worked out;
- Currently, planning region of Vidzeme structures food cluster;
- All the initiatives are rather local;
- Some RGV have created local product baskets – with an aim to popularize local values.

#### Proposed objectives / activities (max 500 characters)

---

Popularize local producers and products; improve their quality, as well as, to strengthen the identity of the territory by the help of local products.

**Target group:** producers of local agricultural and non-agricultural products, craftsmen, small producers.

### I. SHARED ACTIVITIES:

1. Development of the Internet platform:
  - joint data base with products/services.
  - social network for local producers and consumers, where the producer places the information about himself, his activities, where he is going to trade at the weekend etc. And consumers, in their turn, can read the news, follow, comment, debate, add references etc.
  - united calendar, where all public fares, timetables, places, organizers are seen, and where each producer can mark which fare he is going to.
  - e-shop – maybe ambitious, but worth considering.
2. Development and popularization of the brand „Produced in Vidzeme” or „VIP of Vidzeme”.
3. Certification of the quality of the products, development of the standarts and VIP labels.

## TNC Project OFFER Form / LATVIA

- 
4. Development of new offers for tourism and testing, for example, „On a milky way in Vidzeme“, „At craftsmen in Vidzeme“, Yummy in Vidzeme“...
  5. Printed materials – PR and publishing product catalogues.
  6. International Exchanges.
- a.o.

### II. RGV INDIVIDUAL ACTIVITIES:

1. Development of the local VIP brand, which is visually similar to the brand of „VIP of Vidzeme“ or „Produced in Vidzeme“, for example, Produced in Piebalga, VIP of Smilene, VIP of Gulbene, VIP of North Vidzeme etc...
  2. Events, seminars, conferences with local producers and local experts in tourism about the development of the VIP
  3. Equipping the trading places or purchasing the inventory to provide the trade.
  4. Organizing local trading festival and fairs
  5. Development of the united conceptual design for trade stands etc.
- a.o.

---

### Country and /or kind of partner you are looking for

Netherland, Czech Republic, Lithuania, Estonia

---

### Offering LAG:

---

#### Country / Region

---

### LATVIA

---

#### Contact details

---

Māris Cīrulis  
m: +371 29782159  
t/f: +371 64122854  
maris@partneriba.lv  
www.partneriba.lv  
skype: maris\_cirulis