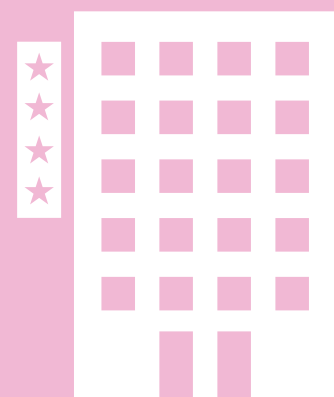


# COMMUNICATION STRATEGY





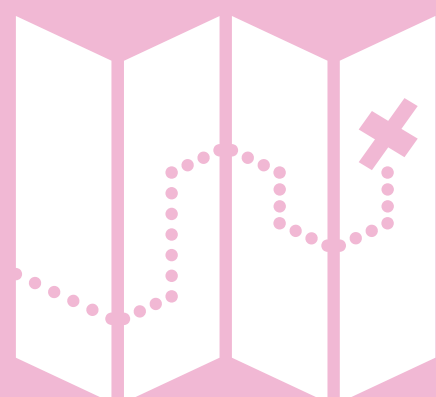
## ORGANISATION

LINK BETWEEN FULLY-FUNCTIONING NATURAL ECOSYSTEMS AND ECONOMIC BENEFITS FOR LOCAL COMMUNITIES



## AUDIENCE

LACK OF INFORMATION ON WETLANDS IMPORTANCE



## CATEGORY

PLACE WHERE LAND MEETS WATER



## CULTURE

TAKE CARE OF NATURE AND NATURE WILL TAKE CARE OF YOU

ORGANISATION

Link between fully-functioning ecosystems and economic benefits for local communities

CATEGORY

Place where water meets land



AUDIENCE

Lack of information on the importance of wetlands

TENDENCIES

Take care of nature and it will take care of you

**TO INTRODUCE WETLAND ECOSYSTEM AND PRACTICAL BENEFITS**

We know that ignorance is the biggest challenge when we talk about wetlands.  
Our task is to bring clarity, value and appreciation.

Project role decoded:

# **TO INTRODUCE WETLAND ECOSYSTEM AND PRACTICAL BENEFITS**

Reason why farmers and policy makers should care about wetlands.

Reason why broader society should care about wetlands.

# KEY INSIGHT

## BROADER SOCIETY

They care about environment, but have no or little knowledge about wetlands.

## FARMERS

Even if owning wetlands can be challenging, they are proud of what they do and are fuelled by internal motivation to manufacture not only what they grow, but also to produce nature.

## POLICY MAKERS

Support for farmers who manage wetlands is often insufficient and not sustainable in the long term, so the farmers cannot really feel secure about their investment. Policy makers can change that.

# POSITIONING

## BROADER SOCIETY

Wetlands are oasis of life and provide lots of ecosystem services that we all need to live a better life.

## FARMERS

Wetlands isn't something that farmers should get rid of, it's a piece of land that can bring pride and visible result.

## POLICY MAKERS

By supporting farmers who own wetlands, they are doing good for nature and society as a whole.

# DIMENSIONS WHY SHOULD TARGET AUDIENCES CARE

## BROADER SOCIETY

## FARMERS

### EMOTIONAL

Care about environment, creatures living in wetlands, themselves, next generations

Pride about doing something for a greater good and producing visible result

### RATIONAL

Whole package of wetland ecosystem benefits

Even if it's challenging, owning wetlands is beneficial to nature and society

### SOCIAL

By small individual actions a bigger awareness and impact can be made to benefit whole society

Helping closer community with flood barriers and giving better products (i.e. grass fed beef) to society

# COMMUNICATION OBJECTIVE

Show to broader society and farmers that wetlands are place to coexist with nature.

Create and strengthen connection and bond with nature

Give policy makers clear reasoning to support farmers who own wetlands





# KEY MESSAGE

BROADER SOCIETY - We need wetlands more than we think.

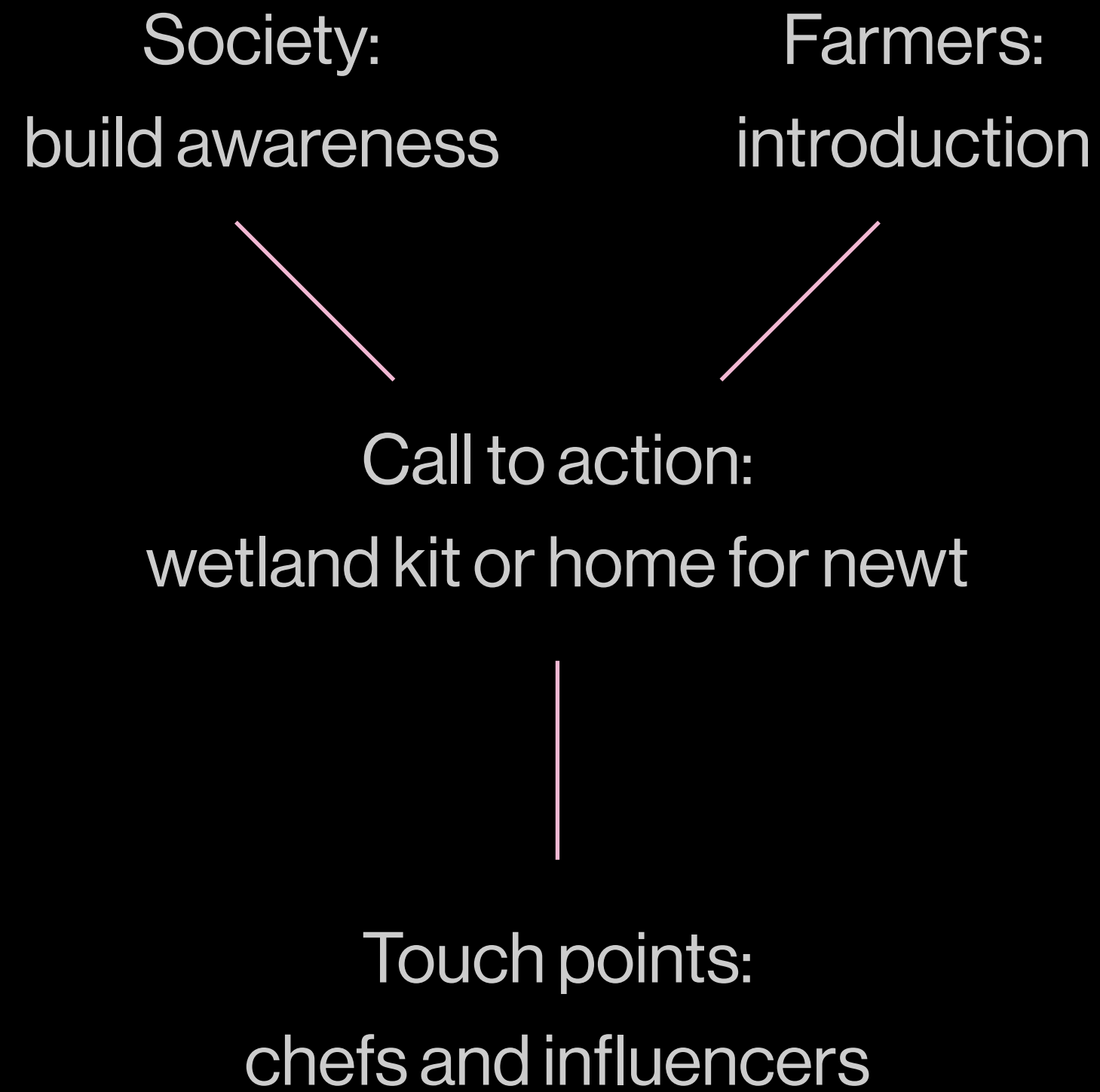
FARMERS - owning wetlands is crucial and beneficial to the nature and society as a whole.

POLICY MAKERS - Farmers managing and restoring wetlands need real, long-term and sustainable support because their work is vital for biodiversity, the environment and society.

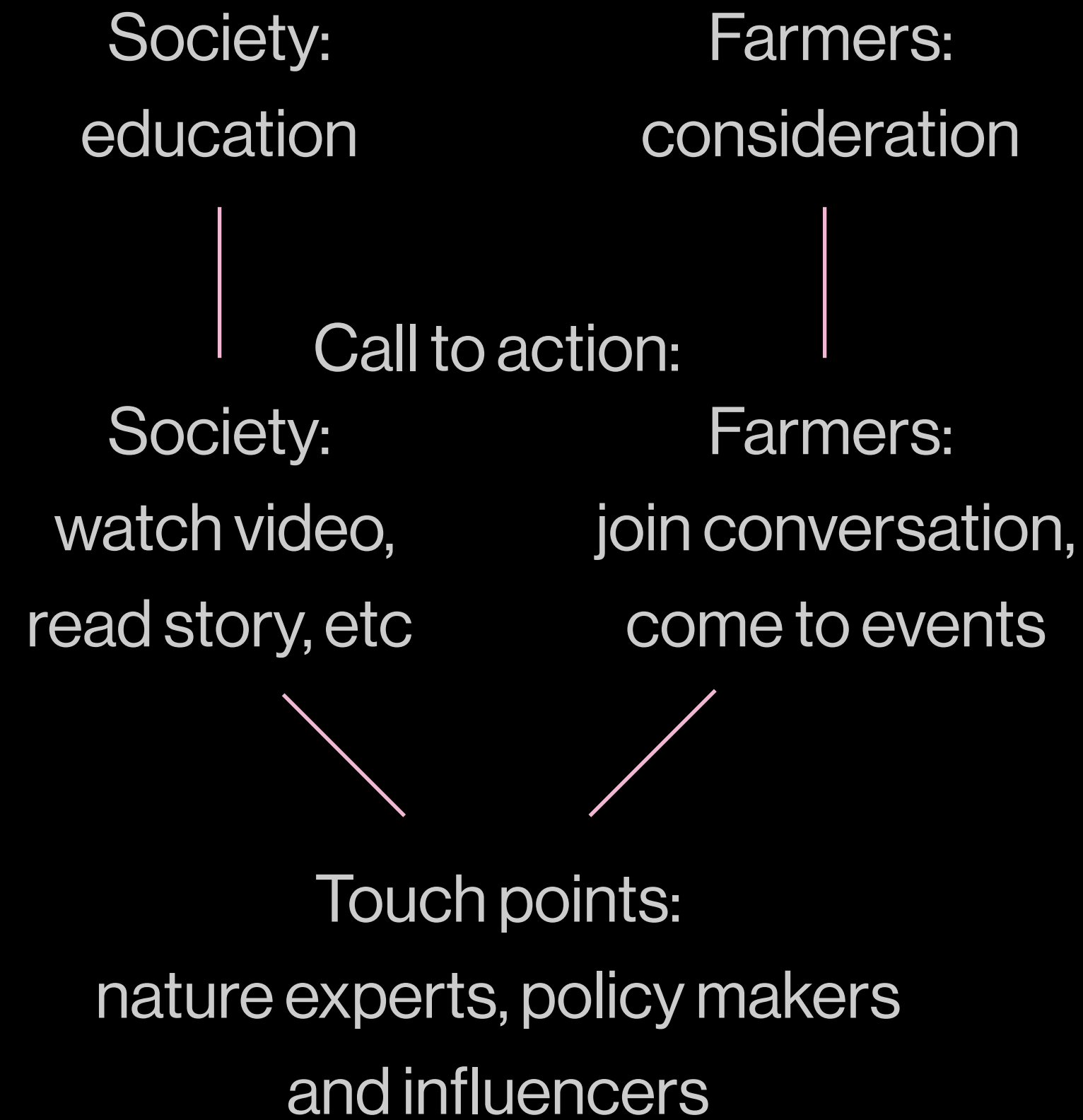


TACTICS: 3-LEVEL COMMUNICATION STRATEGY

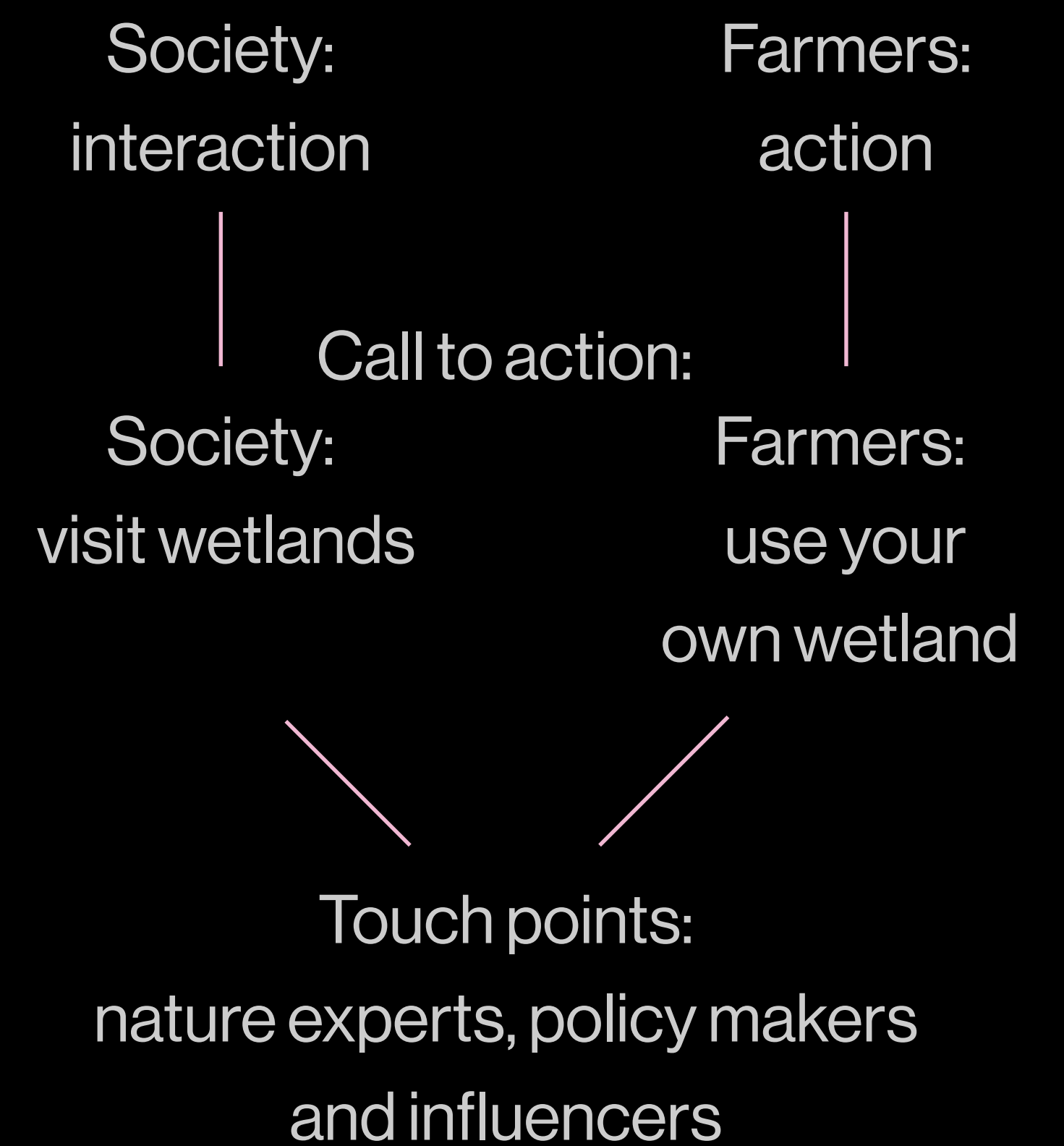
**LEVEL 1:  
PUT THEM ON MAP**



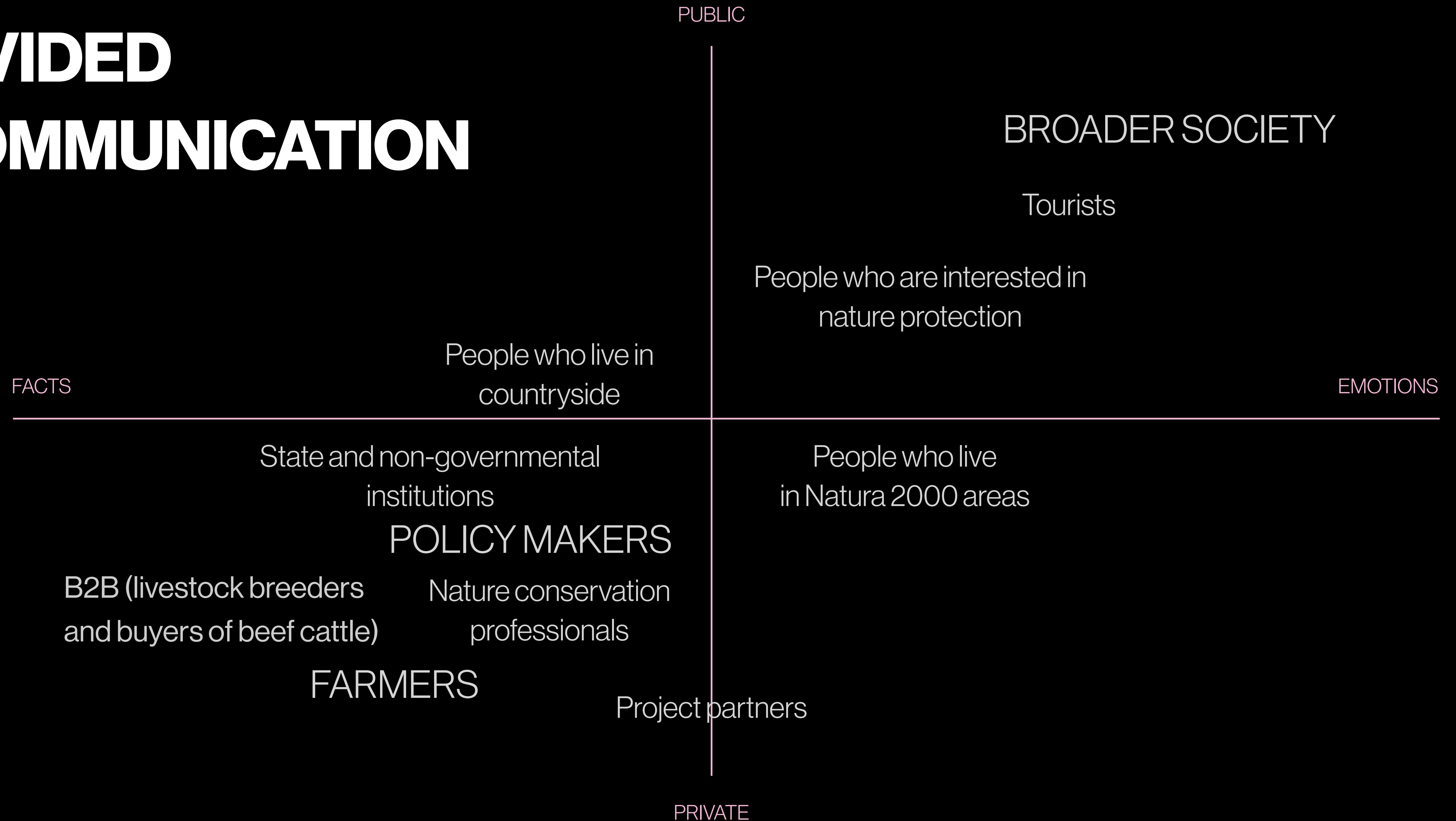
**LEVEL 2:  
GET TO KNOW THEM**



**LEVEL 3:  
MEET THEM**



# DIVIDED COMMUNICATION



# PROJECT ECOSYSTEM

## GRASSLIFE PROJECTS (LV)

1. Meadows
2. Meadow products

## MEADOW PRODUCT BRAND (LV)

## WOODMEADOWLIFE (EE)

## LIFE URBAN CIRCLES (EE)

# COMMUNICATION ACTIVITIES AND TACTICS

**wit**

# WEB LANDING PAGE

Time: 1st year

## GENERAL GUIDELINES

1. Main challenge of the project is lack of knowledge about wetlands therefore landing page should mainly serve as an educational source.
2. Secondly, it should be inspirational and give not only facts, but also emotional connection.
3. Landing page should serve as a one-stop-shop for wetlands: what are they, what are the ecosystem benefits, what actions should one take etc.
4. Tone of Voice - friendly, professional, but explaining all the terms and processes.
5. Keep in mind that there are 4 used languages: Latvian, Lithuanian, English and Polish.

# CONTENT GUIDELINES

1. Lead with key message: We need wetlands more than we think.
2. Explain how and why using ecosystem benefits as a reason to believe.
3. Give emotional reason to care - leverage project species.
4. When possible use visuals and keep text short.
5. For farmers use stories and other farmer examples. Talk to them through experiences and learnings.
6. When include farmer stories, highlight the main challenges and how policy makers can help.

# SECTIONS THAT SHOULD BE INCLUDED

1. About page that contains main project information.
2. Section for wildlife in the project as an emotional reason to care about wetlands. Include infographics.
3. Section with video and instructions on action for broader society - how to create wetland in their own backyard.
4. List all the activities all target audiences can participate in e.g. events, visiting project territories. If possible, include a calendar.
5. Audio tour on wetlands
6. Dedicated section for farmers.
7. News section. Include farmer experience stories etc.
8. Activities and progress section.



# VISUAL GUIDELINES

To ensure recognisability of project — visual appearance should be according to brand guidelines and assets.

# HOW TO GENERATE WEBSITE TRAFFIC

## COMMUNICATION TACTICS

1. Leverage Social Media: use short summaries, create infographics, videos, and other visual elements to generate traffic from social media to webpage.
2. Create Content to Educate and Engage Your Audience: Create content that is educational and engaging to draw in visitors to your website.
3. Utilise influencers to spread awareness and educate the public about wetlands. Link to website.
4. Utilise Search Engine Optimisation.
5. Utilise Paid Advertising: Invest in paid advertising campaigns targeting specific audiences.
6. Develop Partnerships: Reach out to other organisations and businesses who share a common interests.

# THREE PACKAGES OF INFORMATION MATERIAL

## OVERALL INFO

In each package of information material according to the project campaigns and target audiences, related to ecosystem restoration, species protection, etc., to ensure coherent, consistent (according to project activities and seasonality) communication throughout the project.

Each package should include:

1. Social media visuals and short videos
2. Infographics for social media communication
3. One printed information material (e.g. game, stickers, postcards, poster, etc.)
5. One educational video (aprox 10min)
6. One event.

# FIRST PACKAGE

Time: 1st year

## COMMUNICATION TACTICS:

1. Aim: to introduce the project and the topic. Put wetlands on the map.
2. Key message: We need wetlands more than we think.
3. Social media visuals and short videos explaining what wetlands are.
4. Infographics for social media communication: what are wetlands, their interaction with other parts of nature.
5. One printed information material: stickers with various types and forms of wetlands.
6. One educational video (aprox 10min): explainer video about wetlands, introduction.
7. One event: event for local residents as introduction to project. For broader society at least one hike.

# LEVEL 1: PUT THEM ON MAP



## COMMUNICATION TACTICS

1. Key message: you need wetlands more than you think.
2. Emphasis on awareness and drawing attention to wetlands.
3. Platforms: social media (organic, paid, earned), website, on site events.
4. Utilise brand ambassadors to build awareness about wetlands.
5. CTA society: fun, easy action they can take like building their own wetland or home for newt.
6. CTA farmers: events that start to build relationships. Invite policy makers to the event in order to start to build relationships as well.

# FIRST PACKAGE

## VISUAL GUIDELINES

To ensure recognisability of project — visual appearance should be according to brand guidelines and assets.

# SECOND PACKAGE

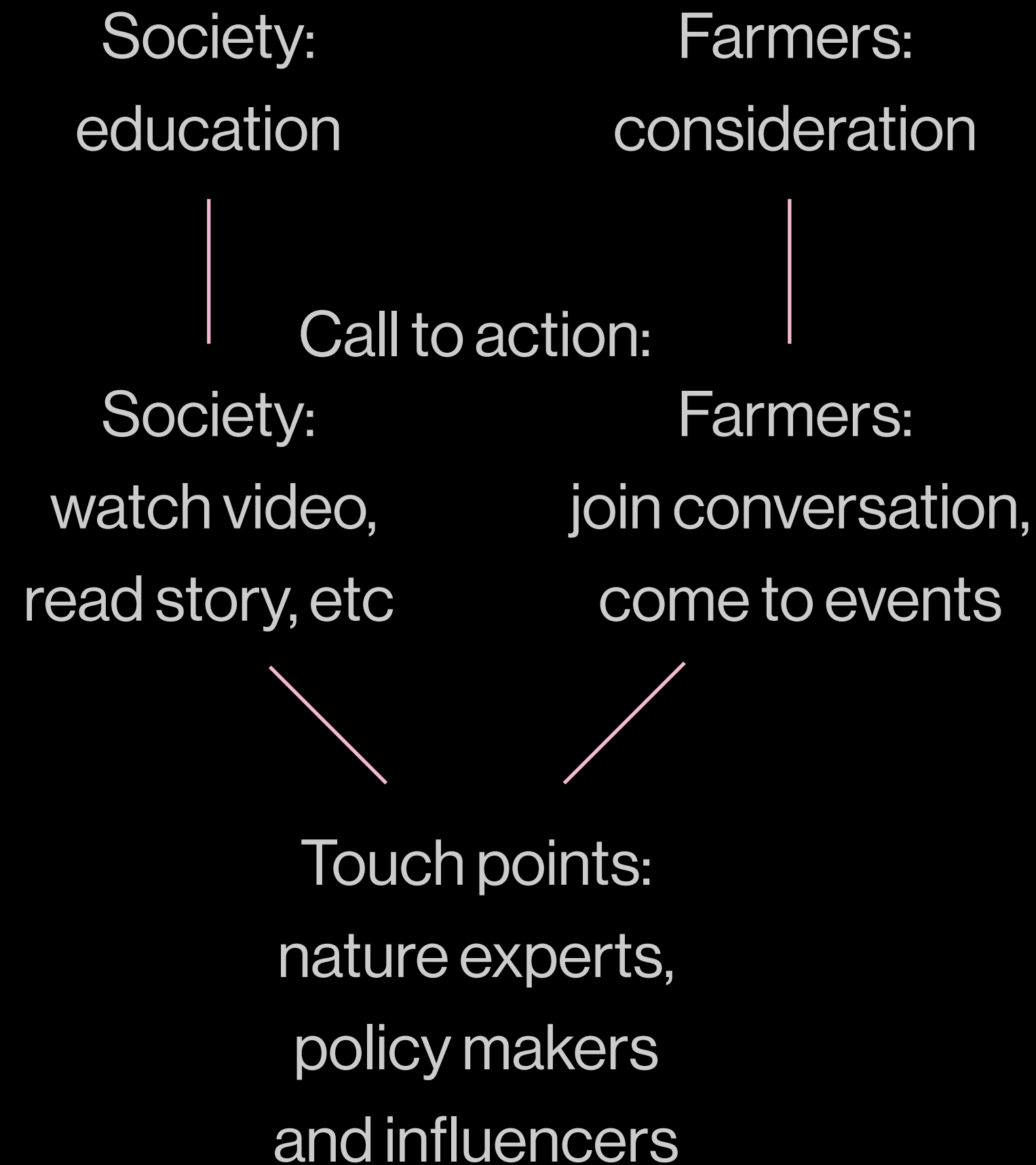
Time: 2nd/3rd year

## COMMUNICATION TACTICS:

1. Aim: Build emotional bond as well as educate about wetlands - get to know them
2. Comms focus: species protection
3. Key message: you need wetlands more than you think
4. Social media visuals and short videos: education about animal and plant species
5. Infographics for social media communication: animals and plants - their relationships and impact
6. One printed information material: postcards with birds, animals and plants
7. One educational video (aprox 10min): how species live in wetlands, cycle of life and ecosystem benefits
8. One event: event to get to know the project sites

## LEVEL 2:

# GET TO KNOW THEM



## COMMUNICATION TACTICS

1. Key message: you need wetlands more than you think.
2. Emphasis on education, facts, ecosystem benefits, short term and long term benefits.
3. Focus on facts.
4. Platforms: social media (organic, paid, earned), website, on site events.
5. Utilise brand ambassadors to share their experience, knowledge and maybe even experiments. Use brand ambassadors as a voice that speaks also to policy makers.
6. CTA society: educational materials - game, videos, stories etc.
7. CTA farmers: experience exchange events.



# SECOND PACKAGE

## VISUAL GUIDELINES

To ensure recognisability of project — visual appearance should be according to brand guidelines and assets.

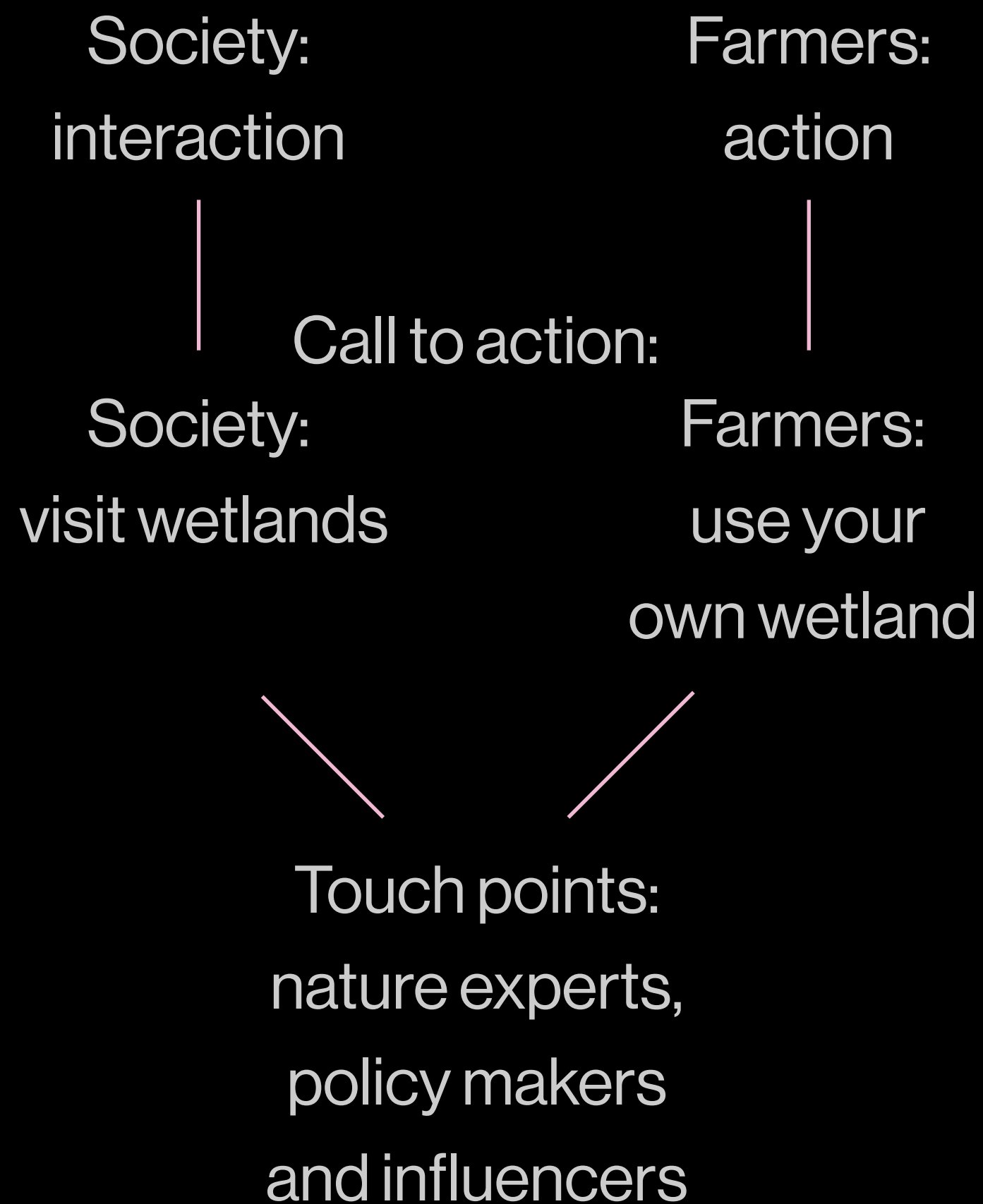
# THIRD PACKAGE

Time: 4th/5th year

## COMMUNICATION TACTICS:

1. Aim: Get closer - meet wetlands
2. Comms focus: coexisting with wetlands
3. Key message: you need wetlands more than you think.
4. Social media visuals and short videos: wetlands as integrated part of farming and recreation
5. Infographics for social media communication showing how wetlands impact farming, cycles of animal feeding
6. One printed information material: poster with various wetlands - as a farming territory, as recreational space, as wild nature etc
7. One educational video (aprox 10min): success story from a project partner about his experience
8. One event: experience exchange event for farmers

# LEVEL 3: MEET THEM



## COMMUNICATION TACTICS

1. Key message: you need wetlands more than you think.
2. Emphasis on ways how we can coexist with wetlands and do them good.
3. Focus on emotion of pride.
4. Platforms: social media (organic, paid, earned), website, on site events.
5. Utilise brand ambassadors to show pride of their personal action whether it's a trip to wetlands or their own wetland.
6. CTA society: visit wetlands, be mindful when you're there, share it.
7. CTA farmers: find your own best use of your land and your wetlands.
8. CTA policy makers: you are the ones who can make a real change

# THIRD PACKAGE

## VISUAL GUIDELINES

To ensure recognisability of project — visual appearance should be according to brand guidelines and assets.

# CAMPAIGN

Time: 2nd/ 3rd year in Latvia,  
with the possibility and support  
to adapt them in Lithuania

## GUIDELINES:

1. Key message: We need wetlands more than we think
2. Aim: promote natural grasslands and wetlands as places for people and business by discovering and reflecting the value of fully naturally functioning ecosystems to improve economic returns from agriculture
3. Aim: Promoting natural grasslands and wetlands as places for nature
4. Needs to be an extension to other materials

In the next wave: creative concept, media campaign, media relations support, social media communication, etc. communication tactics to achieve campaign objectives.

# CAMPAIGN

## COMMUNICATION TACTICS

1. Key message: you need wetlands more than you think.
2. Emphasis on education, facts, ecosystem benefits, short term and long term benefits.
3. Focus on facts.
4. Platforms: social media (organic, paid, earned), website, on site events.
5. Utilise brand ambassadors to share their experience, knowledge and maybe even experiments. Use brand ambassadors as a voice that speaks also to policy makers.
6. CTA society: educational materials - game, videos, stories etc.
7. CTA farmers: experience exchange events.

# SOUVENIRS

Souvenirs should be made from recycled materials, nature friendly or made by local craftsman's. Items should be meaningful and useful for longterm use.

To ensure recognisability of project — visual appearance should be according to brand guidelines and assets.

# EVENTS TO GET TO KNOW THE PROJECT SITES

The first three tours are to be organised in the first year of the project to introduce the project to the public.

## IN LATVIA:

12 landscape tours/hikes (50 participants each, 600 in total) through the project sites, with the participation of nature experts, musicians (concert) and an outdoor meal

One audio tour on wetlands is planned for Latvia and will be available on the project website (estimated audience 1000 people)



# EVENTS TO GET TO KNOW THE PROJECT SITES

## IN LITHUANIA:

20 bird and animal watching tours (400 participants in total) and three practical nature restoration events (50 participants each)

# EVENTS TO GET TO KNOW THE PROJECT SITES

## GUIDELINES:

Concept: Wetlands - the part of the nature that we need know more about. Exploring and getting to know wetlands, animals and plants in territories

Theme: Coexisting in wetlands

Message: We need wetlands more than we think

# EVENTS TO GET TO KNOW THE PROJECT SITES

## TACTICS:

1. Revolve events about coexisting and benefits.
2. Include external people that both farmers and broader society trust, e.g. chefs.
3. When possible make a shared experience, e.g. a meal.
4. Include B2B communication and include meat buyers and sellers in the events.

# EXAMPLE

## The Edible Country - Visit Sweden

In Sweden, healthy food can be found just around the corner – in forests, lakes and meadows. That's why Visit Sweden created the world's largest gourmet restaurant: the Edible Country. In collaboration with four Michelin-starred chefs, they have created inspirational menus featuring local produce to help anyone experience the Swedish pantry.



# SOCIAL MEDIA

## COMMUNICATION GUIDELINES:

1. Follow the 3-level communication strategy.
2. Keep it simple and visual.
3. Create a template for all think project related to fit better in overall communication.
4. Stories are the key - focus on them.
5. Be specific about which audience should care about certain posts - divide content for broader society, farmers and when needed other audiences.
6. Utilise: user generated content, content from events, wetland ambassador generated content.
7. Keep in mind seasons and react to current nature related events.
8. Have targeted messages that speak directly to policy makers.

# SOCIAL MEDIA

## COMMUNICATION TACTICS:

1. Post a series of informative graphics about the importance of wetlands, and how they help preserve the environment and biodiversity.
2. Share stories from people who are passionate about wetland conservation and their efforts to preserve them.
3. Use visuals as main attribute, keep text short.
4. Post educational content about the ecological benefits of wetlands.
5. Host a Q&A session with a wetland conservation expert to answer questions and discuss ways to help protect this valuable resource.
6. Direct to web page.

# **SOCIAL MEDIA CONTENT RE-USE**

## **CONTENT THAT CAN BE PURPOSED FOR SOCIAL MEDIA:**

1. Infographics
2. Print materials - postcards, stickers, posters
3. Photo bank
4. Photos from events
5. User generated content
6. Visual elements from game, exhibition stand, souvenirs etc.

# BROADER SOCIETY

## COMMUNICATION TACTICS

1. Create engaging posts that illustrate the beauty of wetlands and the importance of conservation.
2. Have maintaining communication plan to educate people on the value of wetlands. Include facts, stories, and images of wetlands, animals, plants, farmers etc.
3. Utilise user-generated content to showcase how wetlands can be enjoyed.
4. Create a “pledge” campaign to encourage people to take action to protect wetlands. Pledge could be “I pledge to tell 3 friends about importance of wetlands”.
5. Utilise wetland ambassadors and their generated content, interact with it.



# FARMERS

## COMMUNICATION TACTICS

1. Create posts that inform farmers about the MarshMeadowsLIFE project and potential of wetlands for farming.
2. Showcase “success stories” from farmers who have used wetlands to increase their production.
3. Run a “#WetlandsFarming” campaign to share tips on how to make the most of wetlands for farming.
4. Highlight the long-term benefits of using wetlands for farming.
5. Post materials after events in project territories and events fro project partners. Show the community.

# POLICY MAKERS

## COMMUNICATION TACTICS

1. Provide information in social media that is relevant to policy makers. Highlight the importance of supporting farmers.
2. Utilise brand ambassadors as an additional voice that can appeal to policy makers.
3. When sharing farmer stories, include main challenges and direct ways from their experience how policy makers can help.

# VIDEO

## GUIDELINES

Timelapse - showcase beauty and characteristics of wetlands. Always in motion, fog, mist, live beings.

DIY video tutorial - show and explain clear instructions how one can make their own little wetland in their backyard. Use real example step by step.

# EXAMPLE

Time lapse video that shows both creation and effects of wetland. Video targeted more towards people who have their own piece of land and are willing to put in the effort to have their own wetland.



# EXAMPLE

Quick, fun and educational experience that can be done together with kids.



# PROJECT STAND FOR PARTICIPATION IN AGRICULTURAL EXHIBITIONS

Time: 2nd year

## ABOUT

In Latvia, it is planned to participate in 10 major farmer events (e.g. fairs, etc.).

Target: 300 direct contacts per event.

Needed: a lightweight portable installation/booth and entertainment kit (games for children, interactive quizzes, posters, information leaflets, etc.) so that the project team can adapt it to different indoor and outdoor events.

# PROJECT STAND FOR PARTICIPATION IN AGRICULTURAL EXHIBITIONS

## VISUAL GUIDELINES

We suggest to use at least two stands (for example: rollup banner) — where one includes only core message of the project and is more feeling related and other to communicate data, additional information.

Information should be designed according to brand guidelines.

# EXPERIENCE EXCHANGE EVENTS

## IN LITHUANIA

5 exchange events (50 participants each) to raise awareness about the benefits of grazing and methods of conservation and restoration



# EXPERIENCE EXCHANGE EVENTS

## GUIDELINES

1. Events should revolve around different experiences that have made wetlands beneficial for farming.
2. Set clear focus for each event - what it will be about. What sort of experience should be exchanged and what participants should gain after leaving the event.
3. When appropriate, invite meat buyers and sellers to events to boost B2B relationships.

# EVENTS FOR LOCAL RESIDENTS

## IN LITHUANIA

5 events, at least 100 participants in total), involving local opinion leaders to help the project implementers during its implementation

# EVENTS FOR LOCAL RESIDENTS

## GUIDELINES

1. Focus should be on residents - not what we want to tell but what they might be interested in. Keep focus on benefits specific to local residents.
2. Use events as an opportunity to build relationships between local residents, farmers, local entrepreneurs, nature preservation activists and others.
3. Include activities that give residents more knowledge and pride about the territory they live in.
4. Use this as an opportunity to build relationships with local B2B contacts.
5. Utilise influencers for building awareness.

# ONLINE GAME

## ABOUT

An online game for children will be developed on an existing platform with 10 new tasks related to the MarshMeadows project.

Available in Latvian, Lithuanian and English.

In addition to the game, two interactive lectures for children are planned, as well as 20 walks for children in Baltoji Voke, Lithuania.

# GAME ON THE WEB

## GENERAL GUIDELINES

Since the main challenge with the broader society is the lack of knowledge about wetlands, the game should focus on education players on wetlands and ecosystem benefits. The game should be in line with the key message: we need wetlands more than we think. Therefore through the game player should learn what he/she gains from wetlands.

In addition there could be extra information and CTA on how to make a wetland in their own backyard. Take the digital aspect of the game further to the physical actions.

# GAME ON THE WEB

## IDEAS AND SUGGESTIONS

Use game elements to explore and learn information about wetlands and the projects. Include activity pages in the web that could contain:

1. Maze where one needs to connect (project) animals living in the wetlands with their habitat
2. Printable process scheme that shows a lifecycle of a wetland. Main purpose - highlight wetland benefits.
3. Printable cards to take to the project sites. Exercise: spot various species of plants. Include description of the plants.

# GAME ON THE WEB

## VISUAL GUIDELINES

To ensure recognisability of project — visual appearance should be according to brand guidelines and assets.

## GUIDELINES

Photo bank should cover:

1. Wetlands in the project territories Latvia and Lithuania in every season. Images should include diversity of the nature, distinctive beauty - mist and fog. The Lithuanian photo session should serve as a basis for a high quality travelling exhibition (in 10 different locations) to support the project's objective, tell the "wetlands story" and attract visitors to the project site.

2. Animals - great snipe, spotted crane, bluethroat, European fire-bellied toad and northern crested newt.

3. Farmers - project partners in their own lands.

# PHOTO BANK



# PHOTO BANK

## VISUAL GUIDELINES

We suggest to use photography of landscapes and closeups with animals and plants from wetland areas.

When showing people that are related with the project, they should be photographed in nature.

Aesthetics of photography should be in natural tones.

Visual references can be found in brand guidelines.

# INFORMATION BOARDS

## GENERAL GUIDELINES

8 boards in Latvia and 6 boards in Lithuania

1. Include an explanation about wetlands.
2. Detailed visual and textual information about specific territory.
3. Divide information: facts and emotions.
4. Include general guidelines for nature territory, e.g. no littering, respect of the nature etc.
5. Include QR code for:
  1. More information - link to landing page
  2. CTA create your own wetland - link to DIY video.

# INFORMATION BOARDS

## MATERIALITY GUIDELINES

To ensure recognisability of project —  
visual appearance should be according to brand  
guidelines and assets.

# INFLUENCERS

**wit**

## INFLUENCERS

Project touch points should be divided:

Farmers need to be spoken to via another farmer or association

Broader society can be spoken to by influencers, activists, etc

# INFLUENCERS

## GUIDELINES

- Build relationships with influencers in order to spread awareness and information about the project.
- Make sure to include micro and macro influencers.
- Make sure to keep in mind the key audiences that should care about the influencers: broader society and farmers. For farmers it's better to use opinion leaders, not social media influencers.
- When possible, on Instagram utilise "collaboration" posting option.
- When possible, ask influencers to direct followers to project web page.
- User influencers as an additional voice that can persuade policy makers.

# TACTICS

- Identify potential influencers . Reach out to people who are known for their passion and knowledge of the cause, such as experts in the field, celebrities, or bloggers.
- Develop a relationship with influencers by interacting with them on social media.
- Pitch your story. Keep it simple and state clear benefits. In this case keep focus on wetland ecosystem benefits.
- Clearly define what you hope to achieve with influencer marketing, such as increasing website traffic, raising awareness of your cause, or driving participation.
- Adjust influencer material and activities to project content plan.
- Track the performance of the influencer activities to ensure it is meeting the goals that were set.

# MATERIALS

## WHEN REACHING OUT, YOU SHOULD INCLUDE

- Short educational info (could be an infographic or a video) explaining what wetlands are. The most important thing is to give them a reason to care.
- Easy to use and share content such as:
  1. Visual digital material - photos, short videos.
  2. Information - one-pager with facts (ecosystem benefits, species living in area, local area etc.)
  3. Physical gifts - souvenirs from the project.
- If possible, include an invitation to project event.



TOUCH POINTS

# **SUGGESTIONS IN LATVIA**

# PAID PARTNERSHIP KRISTĪNE GARKLĀVA

1. Broadcast “900 sekundes” and “Pēdas, kas paliek aiz tevis” host
2. Pasaules Dabas Fonds ambassador
3. Communication channel - Instagram, 67.9K followers
4. Actively involved in nature and nature protection topics



# PAID PARTNERSHIP SIBILLA ŠLĚGELMILHA

1. Digital content creator
2. Communication channel - Instagram, 12.4K followers
3. Actively involved in the topics of sustainability, nature and nature protection



# PAID PARTNERSHIP

## JĀNIS ZILVERS

1. Nature photographer, the host of "Dabas Tops".
2. Communication channel - Instagram, 11.9K followers
3. Actively involved in nature and nature protection topics



# PAID PARTNERSHIP WITH MACRO INFLUENCERS - HIGHER RELIABILITY COEFFICIENT

## Roberts Līcis

Manager of Adventure and  
Endurance Events



## Agnese Zeltiņa

“Lūzumpunkts” organiser,  
nature activist



## Ieva Smilga

Magazina “EJ” ex-chief editor,  
podcast “Dabā Gājējs” host



# POTENTIAL FOOD-RELATED INFLUENCERS/ CHEFS WHO TALK ABOUT LOCAL FOODS

## **Žanis Raivo - Behmanis**

Chef, Meisons, co-founder  
of @pavarukustiba



## **Dzintars Kristovskis**

Chef



## **Edgars Sanders**

Chef, plant-based foods,  
cookbook author



# PLACES THAT SERVE ONLY LOCAL INGREDIENTS AND PEOPLE BEHIND THEM



**ČAU pica and  
Kaspars Alksnis**

Bakery that serves only locally  
grown ingredients



**Gimlet Nordic and  
Edgars Grišulis**

Cocktail Bar that uses only  
locally grown or foraged  
ingredients



INFLUENCERS

# **SUGGESTIONS IN LITHUANIA**



# PAID PARTNERSHIP SELEMONS PALTANAVIČIUS

1. S. Paltanavičius recognized among older audiences
2. Has a radio broadcast about nature



# PAID PARTNERSHIP PETRAS ŠIAUČIUNAS

1. Popular among farmers
2. Youtuber, spreading information on “nature protection” - uses pesticides sparingly
3. 40.2K Youtube followers

[https://www.youtube.com/channel/  
UC7pUm8XfQNzCGYbKvzbhoew](https://www.youtube.com/channel/UC7pUm8XfQNzCGYbKvzbhoew)



# PAID PARTNERSHIP

# MARIUS ČEPULIS

1. Popular on Facebook and TV
2. Host in TV show "Naturālista piezīmes"
3. Facebook nearly 120K followers, Instagram - 14.7K

<https://www.facebook.com/cepuliofoto>

<https://www.instagram.com/cepuliofotoklajones/>

hl=en



# PAID PARTNERSHIP GIEDRIUS ŠIRKA

1. Musician, a lot of time spends in nature
2. Takes photos and posts them
3. Facebook 24K followers

<https://www.facebook.com/GoldenParazyth>

<https://www.instagram.com/goldenparazyth/>



# POTENTIAL FOOD-RELATED INFLUENCERS/ CHEFS WHO TALK ABOUT LOCAL FOODS

## **Kristina Pišniukaitė**

Food photographer, cookbook author



## **Artūras Naidenko**

Chef at Uoksas (Kaunas),  
Modern Lithuanian cuisine



## **Liutauras Čeprackas**

Chef at Gastronomika, Tasting dinners and fine dining.



# CALENDAR

**wit**

# 2023

	Q1	Q2	Q3	Q4
Website			LV	
1st info material package			LV, LT	
Experience exchange events		LT		
Events for local residents			LT	

# 2024

	Q1	Q2	Q3	Q4
<b>2nd info material package</b>	LV,LT			
<b>Campaign</b>	LV			
<b>Project stand for participation in agricultural exhibitions</b>	LV			
<b>Experience exchange events</b>	LT			
<b>Events for local residents</b>			LT	



# 2025

	Q1	Q2	Q3	Q4
<b>Experience exchange events</b>		LT		
<b>Events for local residents</b>			LT	
<b>Campaign</b>	LV			

# 2026

	Q1	Q2	Q3	Q4
<b>3rd info material package</b>		LV,LT		
<b>Experience exchange events</b>			LT	
<b>Events for local residents</b>	LT			

# 2027

	Q1	Q2	Q3	Q4
<b>Experience exchange events</b>				LT
<b>Events for local residents</b>		LT		

## TO BE UPDATED

SOUVENIRS

AUDIO TOUR IN LATVIA

VIDEO

ONLINE GAME

INFORMATION BOARDS

## ONGOING

SOCIAL MEDIA

INFLUENCERS

PHOTO BANK

**Q&A**

**wit**

**THANK YOU**

**wit**