

Workshop 4
Improving lives & building
inclusive communities

Ave Bremse

Estonian Rural Network Unit

ave@maainfo.ee

Improving lives & building inclusive communities?

- How do we understand it?
- How to do LEADER TNC project under this topic?

TCN project presentations

1. „The Development of regional tourism using local resources in the areas of Estonia North Harju, Lithuania Suduva, Poland KOLD, Slovakia SPIS“ 2011-2012

Presentation by LAG Suduva (Lithuania)

1. „From Salla to Salla“, NGO PAIK Estonia and NLL Finland – 2010-2011

Presentation by Aivar Niinemägi, LAG PAIK (Estonia)

Some more inspiration from Estonia

Open Farm Day in Estonia

Local farms open their doors for visitors to show people how the food production and other farming activities actually work.

First „Open Farm Day“ organized in Estonia in 2012-2014 by two LAGs in Järva county.

In 2015 – National Open Farms Day – 140, 240, 280 farms open – more than 140 000 visitors in 2017

Cooperation between Ministry, Rural Network and farmers associations + LAG-s

Tours for foreign guests organised by Estonian NRN in 2015, 2016 and 2017 (Finland)





AVATUD TALUDE PÄEV

22. juulil 2012 JÄRVAMAA TALUDES

22th July 2012
14

farms opened their
doors in the area of

LAG Järva
Development
Partners
and
LAG South
Järvamaa
Partnership

Vaata lähemalt:
www.koostookogu.ee
www.jap.org.ee



LEADER



Maaelu Arengu Euroopa
Põllumajandusfond
Euroopa Investeeringud
maapõlvanduseks



Leader tegeusgruppide

Lõuna-Järva Koostöökoogu (www.koostookogu.ee)

ja Järva Arengu Partnerid (www.jap.org.ee) koostööprojekt.

Why?

- To bring city inhabitants back to countryside, and to show the origin of quality local food;
- To get inspiration and motivation;
- To get an opportunity to market themselves;
- To educate consumers;
- To make direct contacts.



Living in the Edge

- Cooperation with National Geographic to put „yellow windows“ around South-Estonia

Purposes and values of the project

*Living
on the edge*

SOUTH ESTONIA

Purposes

- To strengthen regional identity
- To make the region well-known and to bring visitors from other places in Estonia and abroad

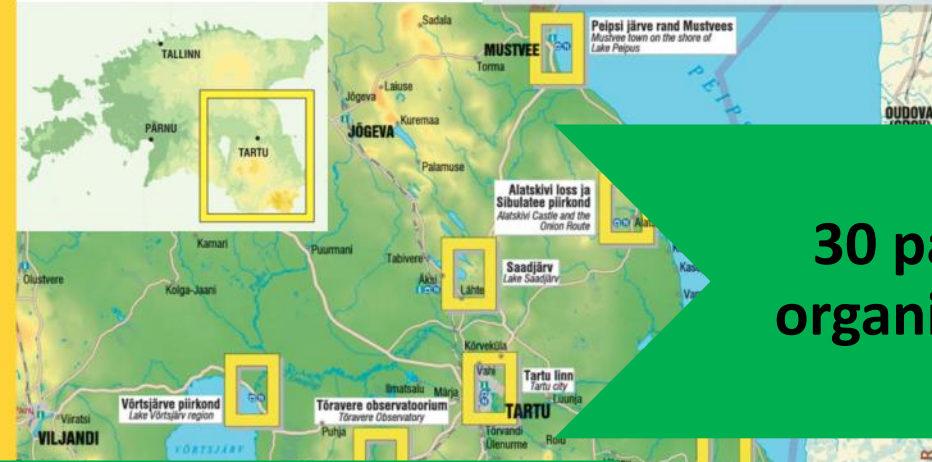
Values

- Beautiful nature
- Diverse culture and national traditions
- Local food and natural products
- Active holidays and healthy lifestyle
- Sustainable and innovative entrepreneurship

Living on the edge
SOUTH ESTONIA



www.visitsouthestonia.com



LÕUNA-EESTI

Elu kahe maailma piiril

Living on the edge

Tere tulemast

WELCOME TO SOUTH ESTONIA!

Six counties in South Estonia have opened the route "Living on the Edge" for visitors, inviting the inhabitants as well as guests to delve into the rich cultural heritage, wonderful nature and innovative entrepreneurs of the region.

In cooperation with local communities, 21 sights worth discovering were chosen and designated bright yellow National Geographic windows.

Looking through the yellow window you can experience living in an extraordinary place, near both the Russian and Latvian borders, and on the border of the European Union. Life in the context of different languages, cultures, ideas and world-views always provides surprises and discoveries.

SOUTH ESTONIA

Living on the edge

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ЮЖНАЯ ЭСТОНИЯ

Жизнь на границе двух миров

Добро пожаловать в Южную Эстонию!

Шесть уездов Южной Эстонии открыли для посетителей маршрут под названием «Жизнь на границе двух миров», чтобы все желающие смогли познакомиться с богатством культурным наследием, чудесной природой и инновационными предприятиями региона.

В сотрудничестве с общинами была выбрана 21 достопримечательность, которая теперь обозначена желтыми окнами «National Geographic».

Заглянув в желтое окно, можно прикоснуться к жизни разных уголков, соседних с Россией и Латвией и находящихся на границе Европейского Союза. Существование на пересечении разных языков, культур и мировоззрений всегда предоставляет удивительные открытия.

Lõuna-Eesti tutvustav koostööprojekt on ühtlasi üks neist algatustest, millega saavad takse 125 aasta möödumisel tähistada National Geographic asutamist.

Koostumiseni

National Geographicu kollaste akende asukohad Lõuna-Eestis

Tartumaal: Tartu linn, Alatskivi loss ja Sibulatee piirkond, Saadjärv, Tõravere observatoorium, Järvselja ürgmets

Valgamaal: Valga linn, Barclay de Tolly mausoleum, Sangaste loss, Otepää kirik, linnamägi, Lüllemäe

Võrumaal: Vastseliina piiskoplinn, Ürgorg, Urvaste kirik ja Uhtla muuseum

Põlvamaal: Räpina ajalooline muuseum, Podmotsa küla, Sügavla muuseum, Maanteemuuseum, Valgesoo raba

Viljandimaal: Võrtsjärve piirkond

Jõgevamaal: Peipsi järve rand Mustvees

500-600 entrepreneurs

Põlva County: the historic centre of Räpina, Podmotsa village, Sühahava village, the Estonian Road Museum, Valgesoo bog

Viljandi County: Lake Võrtsjärve region

Jõgeva County: Mustvee town on the shore of Lake Peipus

Толли, замок Сангасте, церковь Отепээ и холм Линнамäги, Лүллемэе

Вьурумаа: Епископское городище Вастселиина, древняя долина Рьугте, церковь Урвасте и озеро Ухтьяре, деревня Обница

Пьльвамаа: исторический центр Рэпина, деревня Подмотса, Сьвахавва, Эстонский музей шоссейных дорог, болото Валгесоо

Вильяндимаа: регион Выртъярве

Йьгевамаа: берег Чудского озера (Пейпси) в Муствее



Main project activities 2013-2014

- Creating the 21 yellow frames tourism route;
- Training programs for entrepreneurs;
- Media advertising: articles in the media, magazine National Geographic, television, social media;
- Participation in fairs: travel fairs Balttour, Tourest;
- Routes and study trip packages: culture and history, active holidays, innovation;
- Photo exhibitions with famous photographs;
- Marketing campaign activities: coupon book and offers' website;
- Organising competitions: photo and video competition, souvenir competition.



Improving lives & building inclusive communities?

What kind of themes could be suitable here in general?

- Building/renovating infrastructure, buildings, centres, market places, centres, church communities
- Handicraft
- Local food
- Rural tourism
- Youth work
- Sport activities
- Work with disability groups

Themes to TNC actions!

- Each small group will find under one topic suitable and useful actions
- 15-20 minutes
- Report from each group

Groupwork work results

1. *Roural tourism (Lithuanian initative)*

Actions:

- to introduce rural area;
- to inform local people about existing resources;
- to make network of local resources

2. *Village branding (Finnish initative)*

Actions:

- to raise the attractiveness of villages (go online);
- recognise the capacity of the area through TNC cooperation (study tours, events, consultations)

3. *Rural area = a good way to re-socialize*

Actions:

- to work with people who have different addictions;
- to make cooperation with NGOs;
- to connect them with rural villages

Roural tourism

RURAL TOURISM

- X DIGITAL INFORMATION
- X LOCAL HANDICRAFT,
FOOD (COLLECT)
- X GIVE INF. TO TOURISM ORG.
- X ORGANIZE TOUR
FOR TEACHERS
- X ORGANIZE OPEN DAYS)
INT. FOR YOUTH
WITH FAMILIES
- X TRAINING LOCAL
PEOPLE FOR COMMON
ACTIONS

Village branding

VILLAGE
BRANDING

YOUNG PEOPLE BACK TO
RURAL AREAS

NEW INHABITANTS

WHAT IS THE ATTRACTION?

ACTIVITIES

- YOU DON'T EXIST IF YOU ARE NOT ONLINE
 - GO ON LINE NEW METHODS!
- VISIBILITY

→ TRANSNATIONAL CO-OPERATION OPEN YOUR EYES
(study tours, consulting) ^{yes}
events

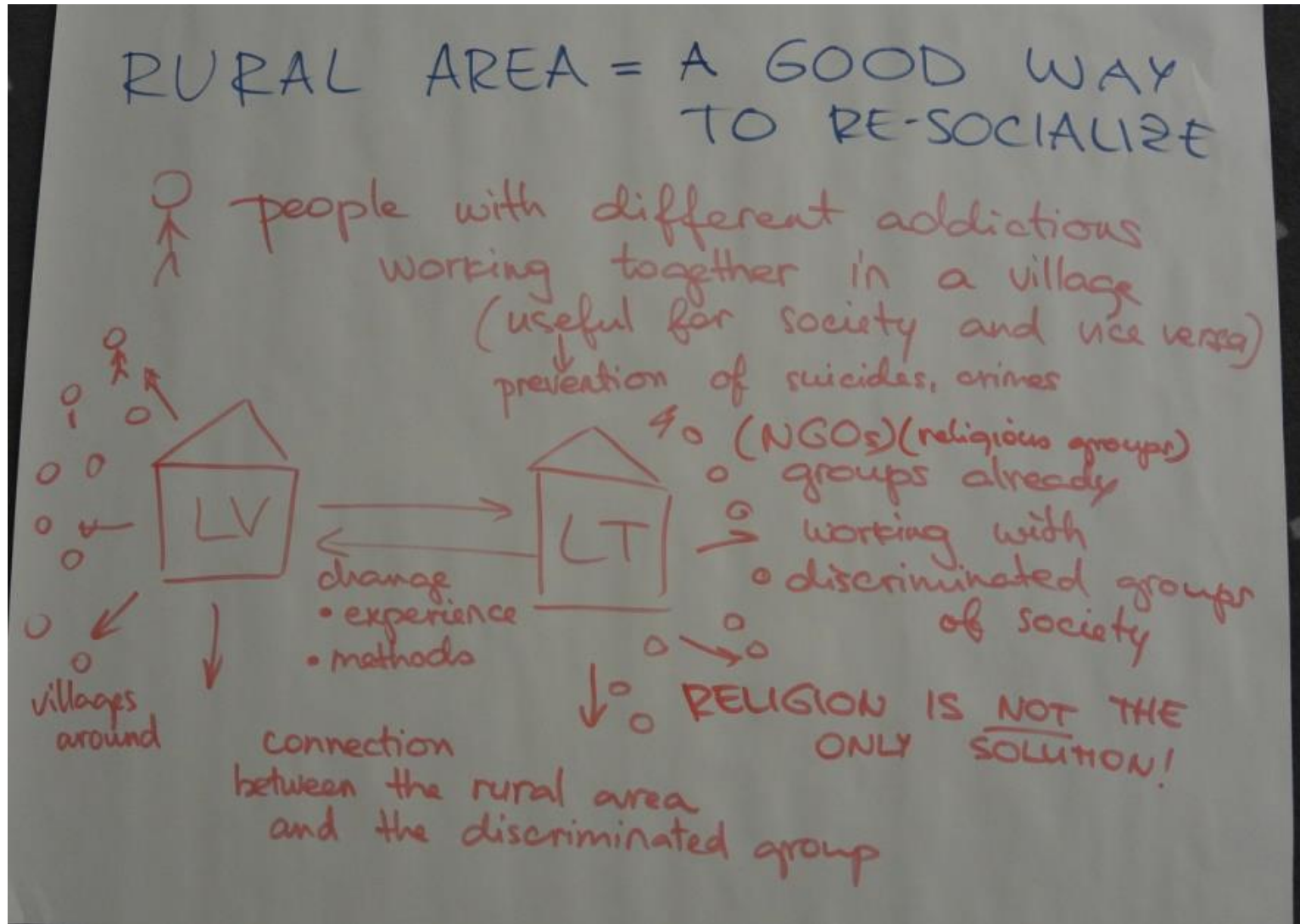
- GUIDELINES

OPPORTUNITIES
MORE VISIBLE

TOURISM + AGRICULTURE
WINE

BACK FROM URBAN AREAS
SMALL AND MEDIUM
size business
as a tool to
social inclusion

Rural area = a good way to re-socialize



Transnational Cooperation Project
*The Development of regional tourism using local
resources in the areas of Estonia North Harju, Lithuania
Suduva, Poland KOLD, Slovakia SPIS*



Project idea

- Suduva LAG did analysis of the economic competitiveness of the territory in 2010. It was clarified that it is necessary to increase area attraction in minimum cost using the existing resources. Nature resources – forest is one of the main Suduva LAG competitive advantage in the territory. These resources can be used to develop tourism sector. Suduva LAG was looking for partners for international project and cooperation was started with Poland LAG KOLD in 2006. Partners from Slovakia and Estonia joined us in 2011.

Kick-off meeting of the project's team



EUROPOS ŽEMĖS ŪKIO FONDAS KAIMO PLĖTRAI:
EUROPA INVESTUOJA | KAIMO VIETOVES



LIETUVOS RESPUBLIKOS
ŽEMĖS ŪKIO MINISTERIJA



SŪDUVOS
VIETOS VEIKTOS GRUPĖ

Partnership agreement

- Partners had meetings. It was discussed about cooperation fields. The first one - to use nature resources creating educational tracks according to well-known fairy-tale. It is one of the way to develop tourism sector as well as showing every country immaterial cultural heritage – fairy-tales. All partners met in Kazlu Ruda and signed partnership agreement to take part in this project on 23rd.November. 2012.



Project partners

**Local Action Group KOLD
(Poland)**

Slovakia SPIS region Local Action Group



Sūduva Local Action Group (Lithuania)



**Estonia North Harju Partnership Local Action
Group**



Educational tourism development 2012-2014

- a) Common tourist routes according to folk tales;
- b) Map publishing;
- c) Organisation of Regional days;
- d) Project Website.



...pio duomenys ©2012 GIS Innovatsia, Tele...

www.lepstour.eu

The screenshot displays the website lepstour.eu/en in a browser window. The browser's address bar shows the URL. The website's header features a decorative wooden border with a scalloped edge and a row of national flags including Poland, United Kingdom, and others. On the left side, there is a vertical sidebar with four wooden-style buttons: 'About the project', 'The tales', 'Places to visit', and 'Organizations'. The 'The tales' button is expanded to show a list of five items, each with a small icon: 'Kitten and Rooster', 'The fairytale of the nordic dragon', 'Prince Popiel and Mice', and 'The story of three pennies'. The main content area is a map of Europe and the Baltic region, with several wooden house icons placed over various countries: Estonia (Tallinn), Latvia (Riga), Lithuania (Vilnius), Poland (Warsaw), and Slovakia. Other cities like Stockholm, Helsinki, St. Petersburg, Moscow, and Kiev are also labeled. A vertical scroll bar is visible on the right side of the map.

www.lepstour.eu

Lietuva- Estonia- Poland- Slovakia



In Lithuania

In Lithuania





In Poland

In Poland





In Estonia

In Estonia





In Slovakia

In Slovakia



The results of the project

- Educational track according to the tale was installed in Suduva LAG territory. There was created an interactive webpage. Region days of Suduva were organized in partners' countries in 2013.
- Handcrafts, culinary heritage, folk musicians were presented in Poland, Slovakia and Estonia.
- The map, with marked educational track, places to visit, descriptions of tales in all languages, was prepared from the project's budget.

Project from Salla to Salla introduction 14.09.2017

Aivar Niinemägi

Executive manager PDIC

Estonia



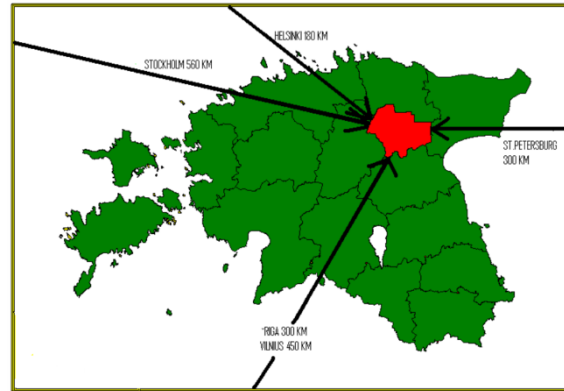


EAFRD support (€); 61341,75

Total cost (€); 120415,00

NGO PAIK

- NGO PAIK is a development organisation in North-Estonia.



- PAIK has 11 years long experiences in leading and participating in different international and national cooperation projects. The considerable experience is in management of LEADER program.

From Salla to Salla

- Exchange experiences and good practices between the action groups for the development of tourism of the villages and between the villages, as well as cooperation between the villages and local authorities.



- To encourage operators in the villages to engage in uncompelled development and enhance the faith of the village residents in the future for the area.



- To strengthen the home district identity of the young people in the villages, encourage young people to become involved in the development of the region and to increase international readiness



Visits to the partner's art and village events. Promotion of joint environmental art





Emuša Arvutaskis

Familiarisation, product testing and feedback of the villages, Salla Village Route and Pandivere Limestone Route products from the perspective of the international tourist.



Cultural exchange





New events



New events



New tourism attractions



Renovated village house

