

Workshop 2  
**Local resources &  
entrepreneurship**

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# TCN project presentations

1. “Open Fram Day in Estonia” 2011-2012 started by two LAGs in Järva county (Estonia). Presentation by Meeri Maastik (Estonian Rural Network)
2. “Partnership for traditions and innovations in local development”, Poland (2 LAGs)-Lithuania Presentation by Bartosz Jakóbiak LAG “Północne Mazowsze” (Poland)

# Group Work





# Open Farm Day in Estonia

14.09.2017, Vilnius  
Meeri Maastik  
Estonian Rural Network

# The basic idea of Open Farm Day

- Local farms open their doors for visitors to show people how the food production and other farming activities actually work.
- Everyone can go and look the backstage of agricultural businesses.





# Where did it start?

- First „Open Farm Day“ organized in Estonia in 2012-2014 by two LAGs in Järva county.
  - They got inspired from study visit to Finnish island Åland.

**- Since 2015 we started to organize farm day all over Estonia.**











# 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.



# How?

- Key element of organizing event was public-private cooperation (ministry-farms-NGOs).
- The main organizer Ministry of Rural Affairs cooperation with: Rural Network, Estonian farmers unions, Estonian Chamber of Agriculture and Commerce.
- Estonian LAG-s and Estonian Village Movement were also involved.







# The Result of the Open Farm Day (1)

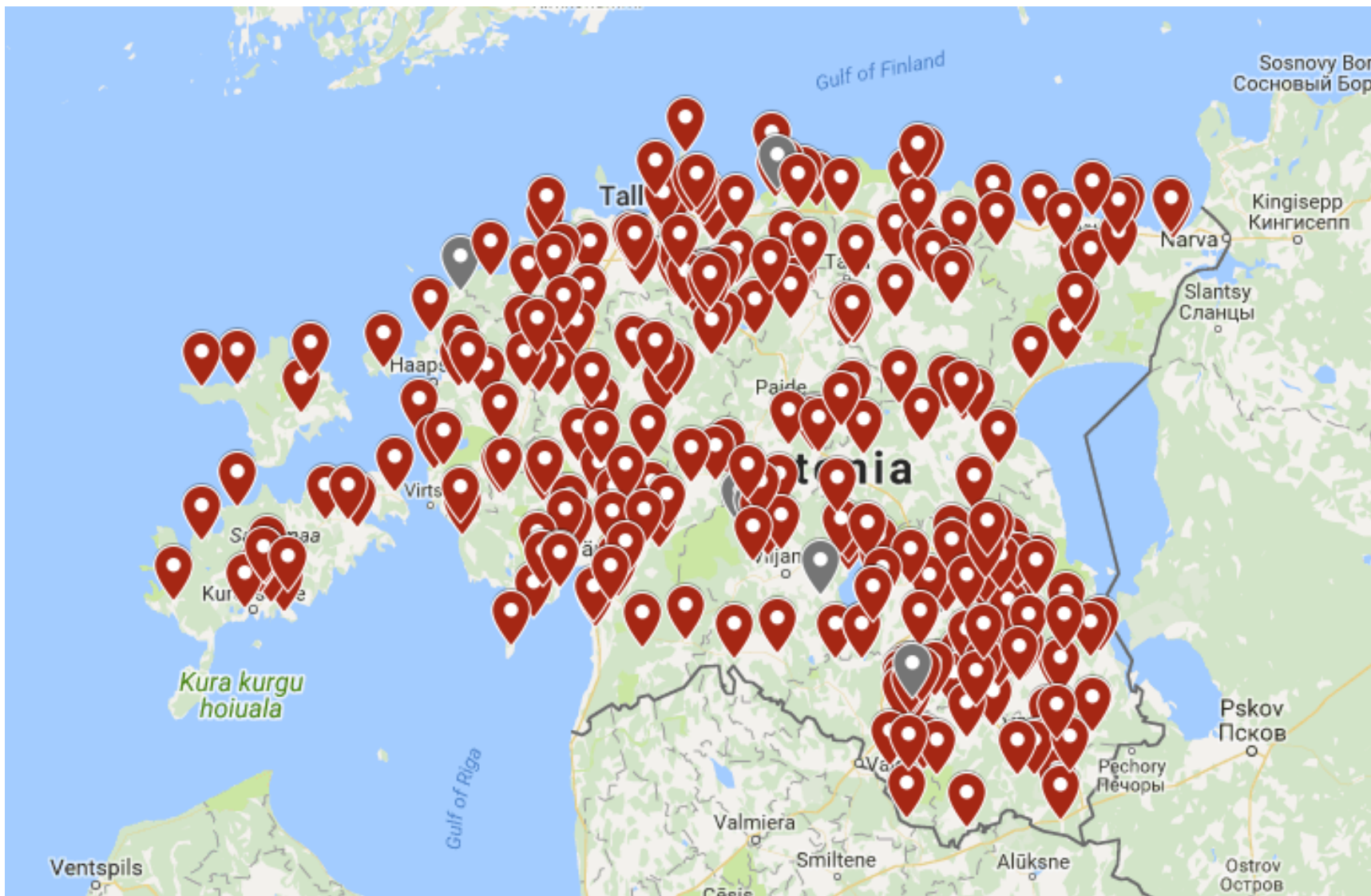
- **Open Farm Day 2015:** More than 44 000 visits to 147 opened farms. The average number of visits per farm was 300.
- **Open Farm Day 2016:** More than 85 000 visits to 234 farms. The average number of visits per farm was 360.
- **Open Farm Day 2017:** More than 120 000 visits to 280 farms. The average number of visits per farm was 430.



# The Result of the Open Farm Day (2)

In March 2016 the Estonian Public Relations Association awarded the Open Farm Day with the **best public relations prize**.







# What does the Open Farm Day offers for the visitors?

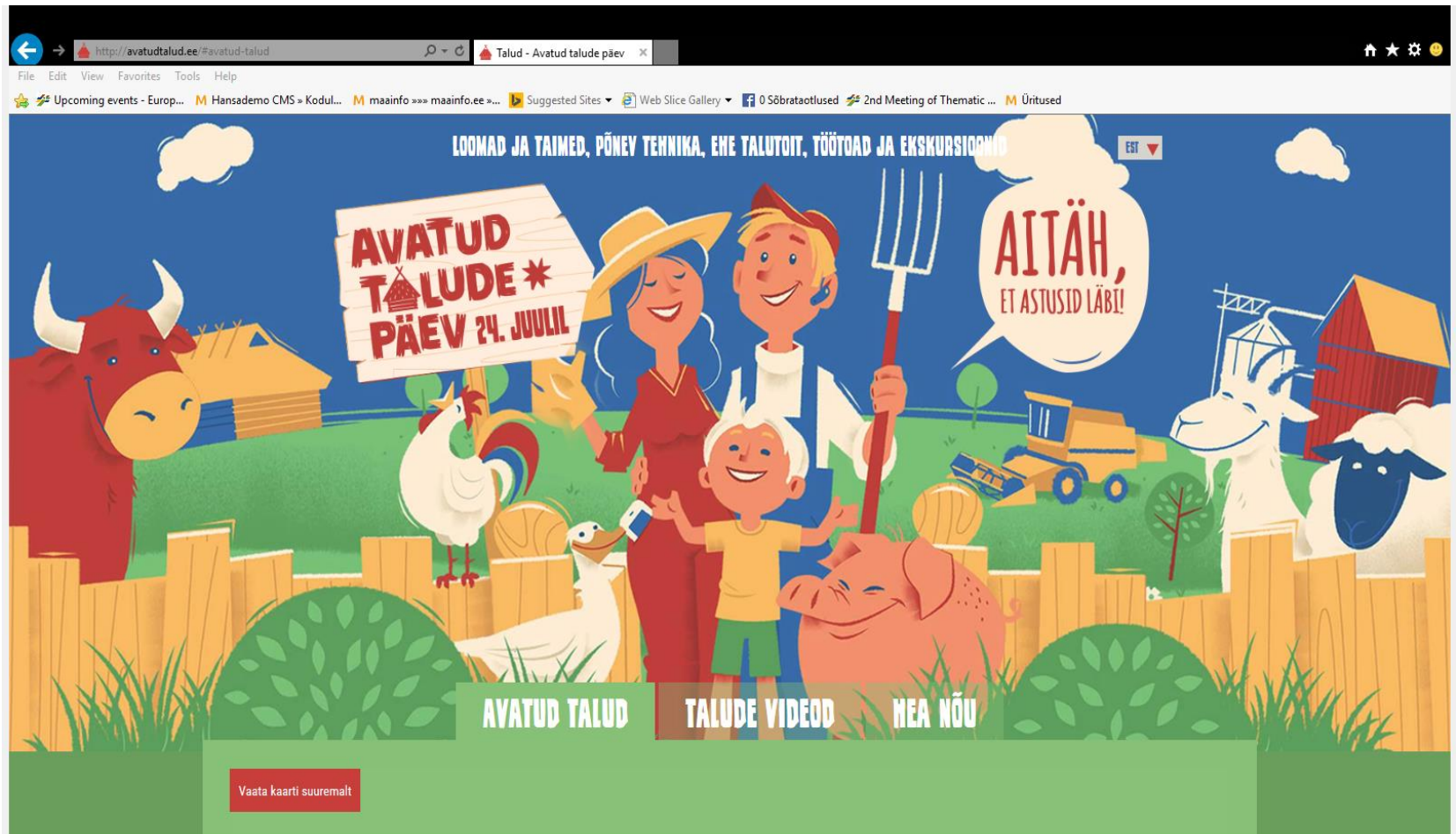
Emotions; opportunities to discover how their food is produced; meeting the farmers who produce it; to build the trust and to help to ensure that people really value the food they eat; inspiring thoughts and eagerness to move to rural area, ...

Keywords: **land**, work, *nature*, animals, processing, local food, knowledge, **grassland**, **sun**, people, freshness, ...





[www.avatudtalud.ee](http://www.avatudtalud.ee)  
[www.maainfo.ee/avatudtalud](http://www.maainfo.ee/avatudtalud)  
[Google Map](#)





# Information channel - Facebook

The screenshot shows a Facebook event page for 'Üle-eestiline avatud talude päev 2016'. The event is organized by 'Avalik - Korraldaja Maaeluministeerium ja Eesti toit'. The event details are as follows:

- Date and Time:** 24. juuli 2016. a. kell 10:00 - 17:00 (umbes 4 kuud tagasi)
- Location:** Kogu Eesti
- Shared by:** Karin Volmer shared this with you

The event has the following engagement statistics:

- 2,3 tuhat huvitatud
- 8 tuhat osalesid
- 7,3 tuhat jagatud

The page also shows a 'STATISTIKA' section with the following data:

- Data as of 24.11.2015 10:00
- 41 tuhat Reached
- +0 set nädalal

The event image features a colorful illustration of a family (a man, a woman, and a child) in a farm setting. The man is holding a pitchfork, and the woman is holding a sign that says 'AVATUD TALUDE PÄEV 24. JUULI'. A speech bubble from the man says 'AITÄH, ET ASTUSID LÄBI!'. The background includes a red bull, a white chicken, a pig, a cow, a barn, and a tractor.

On the right side of the page, there is a list of 'SÕPRADE HULGAS POPULAARSUST VEEL' (More contacts) with the following names:

- Janek Leevand
- Mait Lambur
- Kairit Vahenurm
- Küllii Jõgeda
- Kirli Saks
- Kersti Varik
- Raimo Roonet
- Phivos Papachris... 1 tundi
- Kirsti-Helena Lepp
- Kaire Salumäe
- Ülle Jukk
- Aivar Ruukel

The left sidebar shows the profile of 'Reve Lambur' and a list of 'MINU ÜRITUSED' (My events) including 'Tulevased', 'Kalender', 'Tellitud', 'Toimunud', and 'Loo'. Below this is a section for 'SEL NÄDALAL' (This week) with the text 'Šokolaadi kinkekarbi ja jõ... pühapäev, kell 13:00'.









# The next Open Farm Day in Estonia will be held in summer of 2018!







# Thank you!

Meeri Maastik

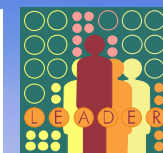
Estonian Rural Network

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Partnership for traditions  
and innovations in local development

**Title of the project:**

“Partnership for traditions and innovations in local development”

**Type of the project:** transnational (Poland and Lithuania)

No of project partners/country(-ies) involved: 3 Partners, 2 from Poland:

- LAG “Ciuchcia Krasińskich”



- LAG “Zielone Sioło”



and 1 from Lithuania:

- Jonavos rajono savivaldybės vietos veiklos grupė



**Project duration:** 01.01.2014 r. – 30.06.2015 r.

**EAFRD support (€):** 144.276,09 EU

**Total cost (€):** 180.345,12 EU

## The aim/reason for implementing the project:

- The overall objective of the project is to carry out joint actions for sustainable and multifunctional local development based on cultural traditions and an innovative approach to the development of rural entrepreneurship and social activation of the population.





## Results achieved:

- A two-day conference called "Together We Do More" was organized. A conference publication entitled "Innovations and Good Practices of NGOs in the field of social entrepreneurship" was published.











- An informational miniportal was made - an information and contact point for non-governmental organizations from the LAG's partner areas.
- There was also a seminar and study workshop for representatives of youth NGOs from the partnership area. A bilingual promotional and informational folder for the partnership area was developed.







- Brok organized an international fair combined with the presentation and promotion of local products and services. In Brok also organized a seminar on rural tourism and agritourism.













- An internet portal with an e-shop function was launched and a Polish-Lithuanian non-profit organization was created.
- Conference on "Clean energy for our LAGs."







- At the end of the project a coherent LAG cooperation strategy was presented at the project summation conference.



**Target group:** NGOs, entrepreneurs, local leader, farm families, local residents and tourists, youth.





- **Name of the speakers' organization:**  
LAG "Północne Mazowsze"
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- **Tel.:** +48 23 671 12 02
- **Email:** [biuro@polnocnemazowsze.pl](mailto:biuro@polnocnemazowsze.pl)

