



Euroopa Maailu Arengu
Põllumajandustõrjand:
Euroopa Investeeringut
maapirkondadesse

Success Stories of Rural tourism in Estonia

Exhibition in cooperation with the Estonian Rural
Network and the Estonian Rural Tourism

28th March 2017



Ave Bremse



Sisukord

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Estonian Rural Network Unit

Under the Estonian Ministry of Rural Affairs – department of Rural Economy Research Centre in Jäneda

- To improve the quality of Rural Development Programm implementation
- To increase the involvement of target groups and inform wider public and potential beneficiaries about rural development policy

The first period of activities 2007-2013

The second period 2014-2020

2.3 million € per period; approx. 330 000 € per year (6% of Technical Assistant budget)

2014-2020 – **8,5 employees**

Rural Network's **cooperation chamber** – advisory organization, 2 meetings per year



ENRN main activities

- Collecting and disseminating RDP best practices
- Collecting and disseminating information about different sectors;
- Information and training activities for LEADER LAGs
- Innovation activities
- Short supply chain support activities
- Communication activities:
 - Weekly e-newsletter about information in Estonia and EU
 - Short Supply e-infoletter (1-2 in month)
 - LEADER e-info letter (1-2 in month)



FACTS ABOUT ESTONIA

- Neighbours Latvia and Russia, and a maritime boundary with the Finland and Sweden.
- Area: 45 339 km².
- Estonia has 1521 Baltic Sea islands, of which biggest are
- Saaremaa (2671 km²), Hiiumaa (989 km²)
- Population: 1 313 271 (as of January 1, 2015);
- 37% of Estonia's population lives in rural areas
- Population density: 30 residents per km²



Some facts of agriculture

- Agricultural area: 974 820 hectares (2014); covers 21.5% of the territory of the state.
- 51% Forest land, 31% Agricultural land, 17% other
- Cereals: 48% Wheat, 38% Barley, 7% Oats and other
- Share of agriculture, forest management and fishing in employment: 3.9% (2014)
- Share of agriculture, forest management and fishing in GDP: 3.4% (2014)
- Enterprises in Estonia (2014) – 113 760, Rural enterprises – 32 100
- Rate of unemployment – 4-5 %, in rural area – 6-7%



Estonian Rural Development Plan 2014-2020

- Financial Plan: European Agricultural Fund for Rural Development amount 823,3 mio Euros
- Total public sector: 992,8 mio Euros
- Average co-financing rate 82,9%
- Estonia implementing 14 measures
- Support for LEADER local development (CLLD – community-led local development): 90 mio (EAFRD 90%)

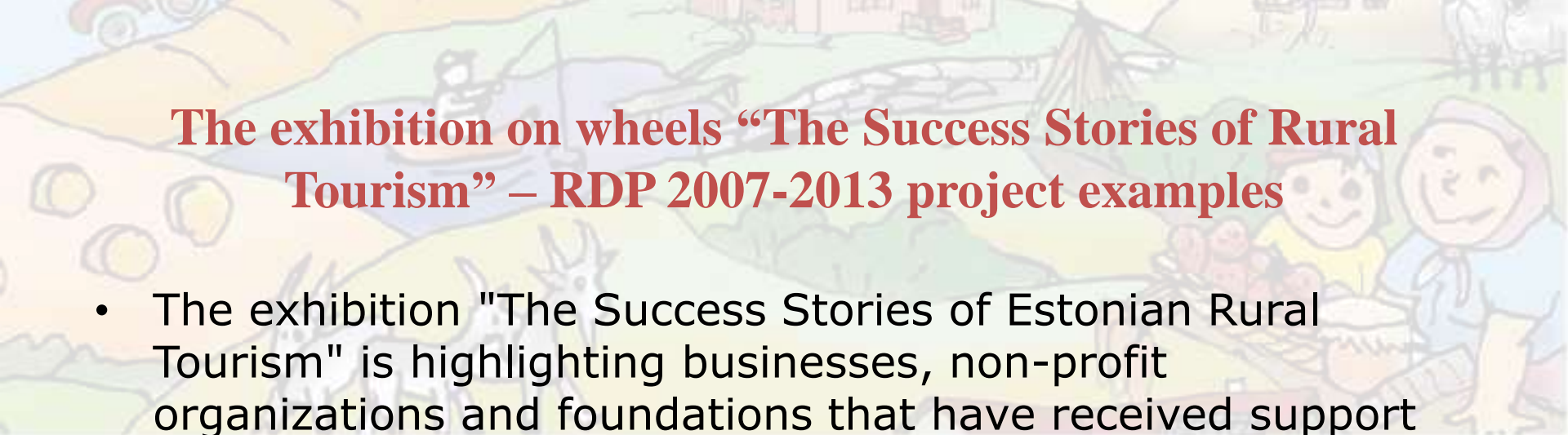


Exhibitions

- Travelling exhibitions:
- 2015 - "The Success Stories of Estonian Rural Tourism"
- 2013 - "European Union Rural Development for Young Farmers"
- 2012 - Village renewal and development "We Thought, We Made"
- 2010 - LEADER exhibition Leader

Organized by European Commission

Over-European photo exhibition
contest "Images of Rural Europe,, 2013



The exhibition on wheels “The Success Stories of Rural Tourism” – RDP 2007-2013 project examples

- The exhibition "The Success Stories of Estonian Rural Tourism" is highlighting businesses, non-profit organizations and foundations that have received support from the measures of the Estonian Rural Development Plan 2007-2013 and the support has helped to develop an interesting product or service and to introduce it to wider publicity
- For composing the exhibition, a **contest was held in 2015** to find suitable projects. **58** project proposals were submitted to the contest. **33** of them were nominated for the exhibition by the selection committee that consisted of Estonian Rural Network cooperation chamber members.

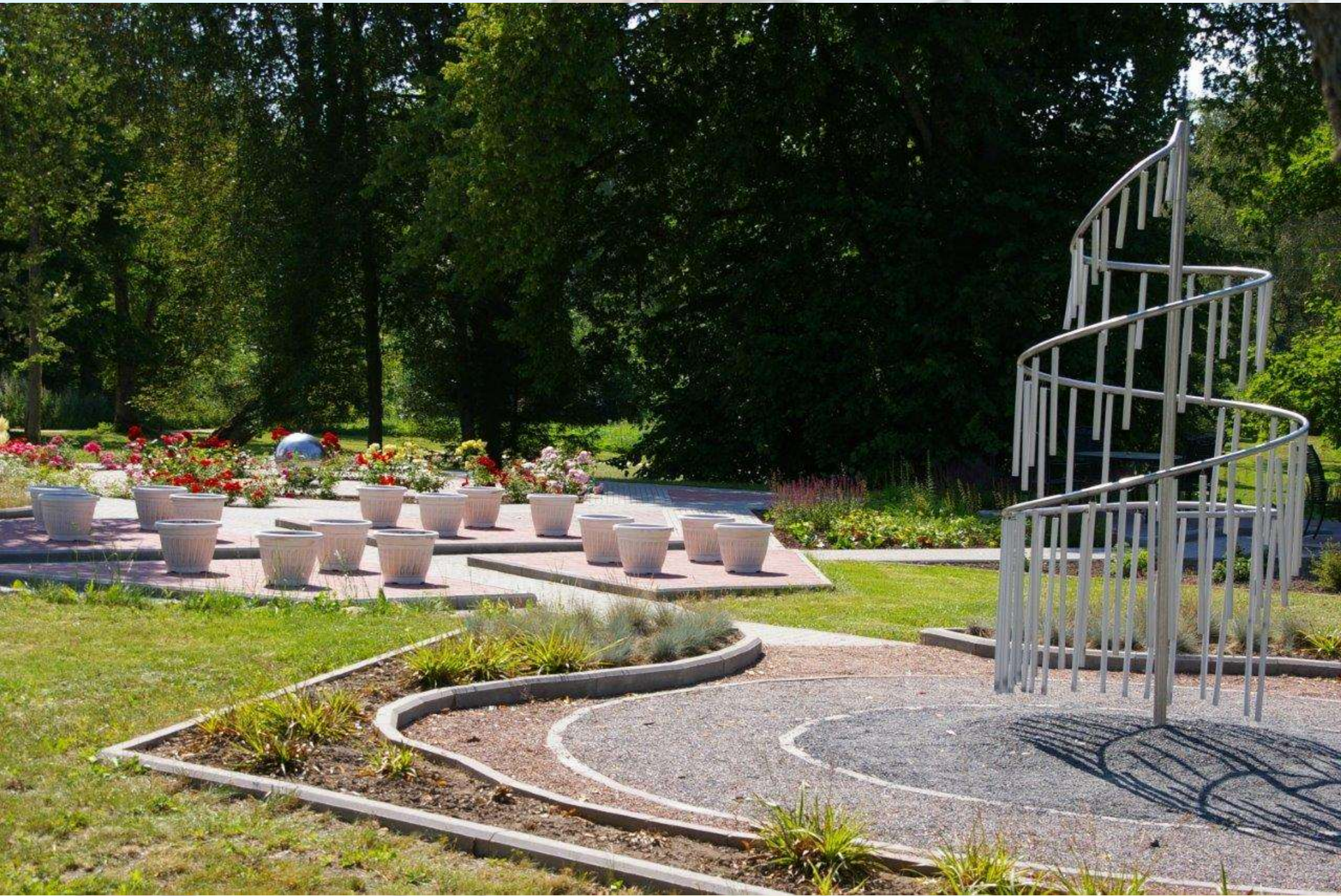
Opening Nov 2015





Pure Water Theme Park

- *Location:* Lääne-Virumaa
- *Website:* www.metsamoisa.ee
- Support (3 measures) - 2.5.1 "Support for the establishing and restoration of stonewalls", support measure 3.1 "Diversification into non-agricultural activities" and LEADER-measure.
- **The aim** of the Pure Water Theme Park is to present the pure nature, and to teach how to notice it, how to take care of it and how to use it.
- **Information:** Establishing the "Sense-garden"; restoring stonewalls, renovating cellar; purchasing and mounting wind generators, solar panels, electric-generator with gasoline motor and energy storage system; construction-works of service centre.
- The project offers educational programmes for disabled people, pre-schoolers and pupils, life-long education programmes for grown-ups, adventurous tours and vacations for families. The number of services and sponsors has grown appreciably. The number of annual visitors has grown from 0 to 2000.





Herb Centre of Energy Farm

- Location: Viljandi county
- Website: www.energiatalu.ee
- Support: LEADER-measure
- **The aim** is to present the opportunities of alternative medicine, and to offer different healthcare solutions.
- **Information:** Establishing the herb centre: carrying out the I stage of construction-works of seminar-house; building the health-theme house; developing new activities for herb centre and improving the promotion.
- Building a diverse and sustainable seminar-house/health-theme house. The competitiveness of Energy farm has increased all year round. The farm produces different ecological products and offers services based on nature: saunas, baths, massages and different workshops.







Excitement Tourism - Floating Park

- Location: Võru county
- Website: www.juraskipark.ee
- Support: LEADER-measure
- The aim: : Establishing and developing the floating park. Create new jobs in rural area, to use local resources and peculiarity
- Information: Sport-events using floating vehicles are becoming more popular in the whole Europe, and it creates positive image for the whole area. The hilly surroundings are very suitable for enjoying the floating park services. Cooperation with local enterprises adds value for the whole enterprise.







Handicraft Barn of Jaago Farm

- Location: Tartu county
- Website: jaagotalu.blogspot.com
- Support: LEADER-measure
- The aim: “Everyone can make something with their hands!” We share the happiness that is generated by carrying through different handicraft camps, workshops and other similar activities.
- Information: for renovating the Jaago Handicraft Barn. A whole new building – a handicraft barn – has been established, that is used by local handcrafters. The new building allows to host larger groups and to organize workshops in a cosy environment





UusKalda Sports and Holiday Village

- Location: Lääne county
- Website: www.uuskalda.ee
- Support: measure „Diversification of the rural economy”.
- The aim: Construction-works of recreation-village, 2 cottages, a pavilion, an outdoor stage, beach-volleyball court, petanque-ground, disc-golf course and land-sailing boats
- Information: The support has helped to develop the whole area – a new sporting activity - land sailing - has been developed that is unique in the region and also in the whole Estonia.







Valma Adventure Park

- Location: Viljandi county
- Website: www.valma.ee
- Support: LEADER-measure
- The aim: The support helped to establish an attractive tourism enterprise on the waterside of Võrtsjärve lake. The adventure trails are easily transportable and installable according to the needs of users. It is possible to conduct trainings for instructors, and evaluations on the trails.
- To develop the tourism sector in Võrtsjärve region
- Information: Carrying out the I and II stage of construction-works of adventure park; upgrading children trails.



Art- and Handicraft Centre “Ajaveski” (Time-Mill)

- Location: Harju county
- Website: www.ajaveski.eu
- Support: LEADER-measure
- The aim: One of the most important elements - the mill - in the local area and in whole Estonia has been maintained thanks to the project. to renovate the innovative mill into an art- and handicraft centre
- Information: Compiling the construction plan for wind-mill reconstruction; restoring the mill into an art- and handicraft centre; establishing a culture-room and a toilet for disabled people.



Accordion Museum of Instrument Maker August Teppo

- Location: Võru county
- Website: www.lootsatalu.ee
- Support: LEADER-measure
- The aim: Instrument maker August Teppo and its' accordion heritage holds a special place in local culture. He was a legendary instrument maker.
- Information: Compiling a construction-plan and renovating the accordion museum: installing the electrical system; designing it to be adequate to fire-safety standards; ; setting-up the exposition and collecting the accordion-related heritage; purchasing an audio-video system and compiling information brochures.



Theatre in Old Barn “Pullitalliteater”

- Location: Lääne-Viru county
- Website: www.janedaturism.ee
- Support: LEADER-measure
- The aim: The theatre, situated in old barn, has carried out different theatre-performances since 2010. There are around 20 performances during one summer-season, and one performance hosts about 200 guests. The new theatre helps to attract more tourists in the area. They also cooperate with other local tourism enterprises.
- Information: Compiling a construction plan and renovating the former barn into a concert- and theatre hall; purchasing lightning- and sound system.





The Theme Park of Gothamites

- Location: Järva county
- Website: www.kilplased.ee
- Support: LEADER-measure
- The aim: It is a thematic park based on gothamites' folk tale presented using absurd-humour.
- Information: Compiling the architectural construction plan of the theme park and renovating the building; purchasing kitchen devices and furniture; furnishing the play-room; compiling a roll-up stand and information materials; participating at an educational fair;
- The idea of such theme park is unique in whole Estonia. Thanks to the new building theme park can now be open during all year round. Many new services are offered: handicraft workshops, catering, seminar organization, weekly dancing-parties, and the extended souvenir shop. In addition to seasonal jobs – guides and handicraft makers – the park now offers a full-time job for one person. The area has an attractive and unique rural tourism object that offers diversified services.







Local Attraction - Järuska Bridge

- Location: Ida-Viru county
- Website: et.wikipedia.org/wiki/Lemmaku
- Support: measure 3.2 “Village renewal and development”, and LEADER-measure
- The aim: Rannapungerja river has an unique roofed wooden framed bridge which connects the Lemmaku village situated on the both side of the river. After the old bridge was flooded away, the bridge restoration was initiated by local people because the only way to cross the river was by using a raft. The wood for making the bridge came from local forests. The bridge construction process involved more than 20 volunteers from Estonia and foreign countries, 50 students were involved to make the wooden chip roof. Establishing the wooden part of the bridge was carried out as an international workshop. The new bridge was opened in June 2013.
- Information: Compiling the construction plan; carrying out construction-geological- and surveying works; building concrete-pillars and a wooden bridge; ordering and installing the traffic signposts and -marks.



Living on the Edge -

- Location: Viljandi county
- Website: www.visitsouthestonia.com Support: LEADER-measure
- The aim: Placing 21 yellow windows of National Geographic to different places in South-Estonia; creating a home-page; compiling route-brochures for people interested in history and culture; carrying out the opening gala of the project and different marketing campaigns.
- Information: The aim of the project was to raise the regional identity and to attract more tourists.



Living on the edge SOUTH ESTONIA

www.visitsouthestonia.com

30 partner
organizations

300 000
inhabitants
6 counties

500-600
entrepreneurs

LÕUNA-EESTI

SOUTH ESTONIA

ЮЖНАЯ ЭСТОНИЯ

Welcome to
South Estonia!

Добро пожаловать
в Южную Эстонию!

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.

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

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

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

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.

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 сюрпризы и открытия.

Lõuna-Eesti tutvustav koostööprojekt on ühtlasi üks neist algatustest, mille eesmärgiks on tähistada 125 aasta möödumist Eesti Vabariigi loomisest ja Eesti Vabariigi Geograafilise asutamisest.

Koostöökumist

National Geographicu kollaste akende asukohad Lõuna-Eestis

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

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

Võrumaal: Vastseliina piiskoplikool, Ürgorg, Ürvaste kirik ja Uhtla

Põlvamaal: Räpina ajalooline muuseum, Podmotsa küla, Süvahava Maateemamuuseum, Valgesoo raba

Viljandimaal: Võrtsjärve piirkond

Jõgevamaal: Peipsi järve rand Mustvees

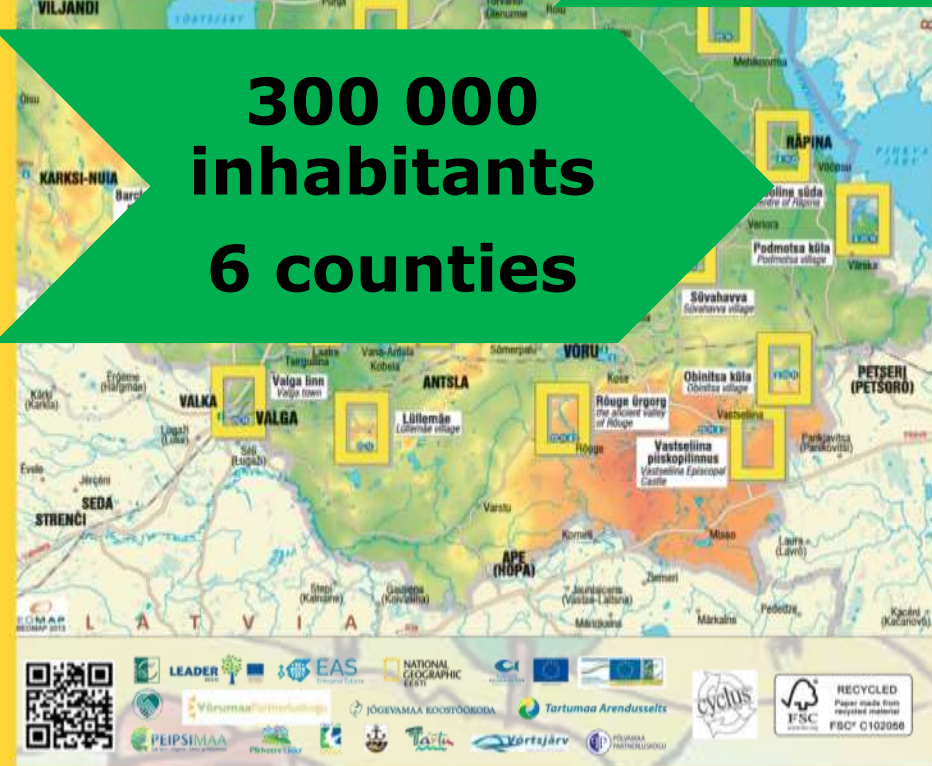
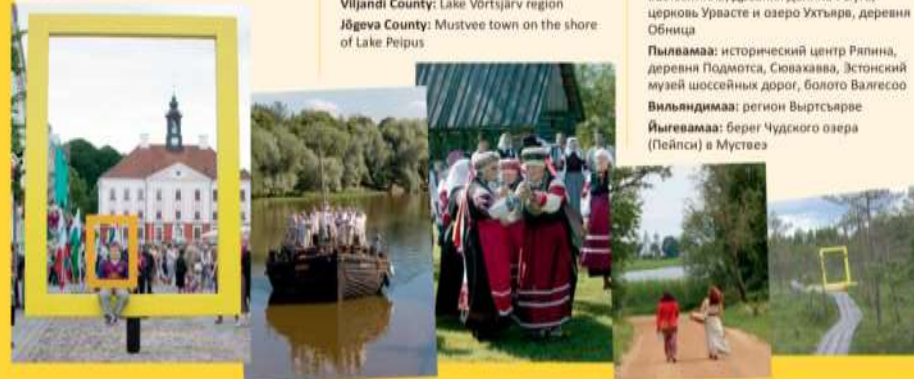
Põlva County: the historic centre of Rāpina, Podmotsa village, Süvahava village, the Estonian Road Museum, Valgesoo bog
Viljandi County: Lake Võrtsjärve region
Jõgeva County: Mustvee town on the shore of Lake Peipus

Толли, замок Сангасте, церковь Отепээ и холм Линнамägi, Лüllemäe

Вырумаа: Епископское городище Вастелийна, древняя долина Ругте, церковь Урвасте и озеро Ухтыаре, деревня Обница

Пылвемäа: исторический центр Рāпина, деревня Подмotsа, Сювахавва, Эстонский музей шоссейных дорог, болото Валгесoo

Вильяндимаа: регион Выртсыярве
Ййгевамаа: берег Чудского озера (Пейпси) в Муствее



www.visitsouthestonia.com

“Living on the Edge”

- The “Living on the Edge” route which comprises of 21 different sites presenting the nature, culture and history of South-Estonia is identifiable by the use of a yellow frame, the iconic symbol of the “National Geographic”

- VIDEO: https://youtu.be/YeHswzb_00



Open Farm Day 142 farms ca 50 000 visitors

- PR: <https://youtu.be/LGr7VDyc4y4>
- Video:



[xmA](#)



Thank you

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