

*Fringe Workshop*

# Optimistic about the future - what we learned from our 5 workshops

Long-Term Vision for Rural Areas  
stakeholder workshops in Estonia

Ave Bremse, Estonian Rural Network

Sille Pudel, Järva Development Partners

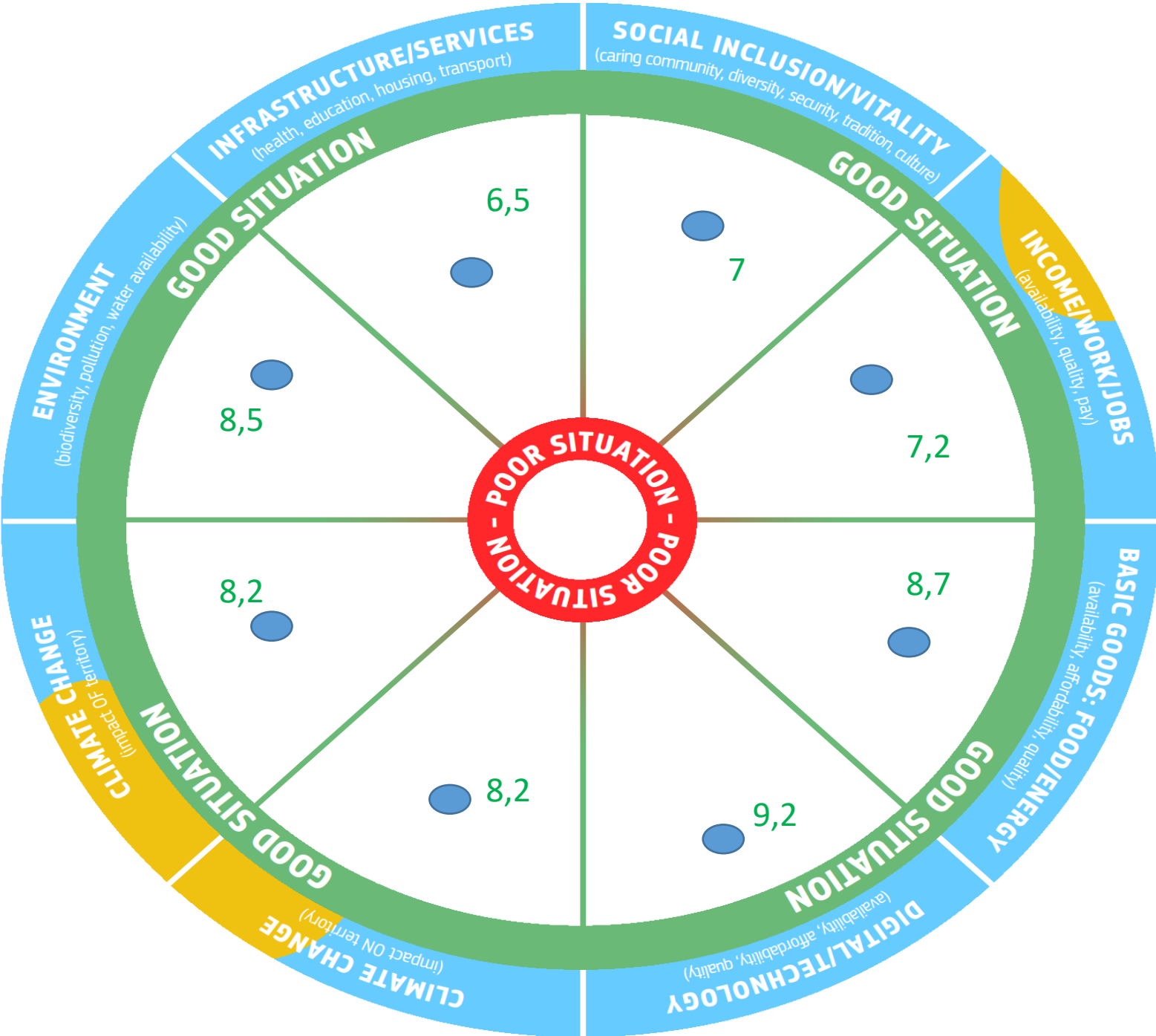
Anneli Kana, Estonian Rural Tourism

25th March 2021



# Where will we be in 2040?

- LEADER
- Smart Villages
- young people





# Vision for rural areas

## Climate and environment

**Vision for 2040:** There are still 4 seasons in Estonia!  
There are still natural resources: forest, clean air and water

- **Forest** management and valorisation of raw materials
- Control of **invasive alien species** and necessary support measures
- Focus to:
  - organic food production
  - alternative solutions for energy, building materials, fuel
  - waste collection and treatment systems

Environmental education – Youth advice:  
**More focus to adult people awareness!**

# Vision for rural areas

**Good digital solutions!** = The basics of successful rural development:

**Broadband** and **Last Mile** connection and availability are the basics of successful rural development!

- Agriculture
- Work and jobs:
  - For local entrepreneurs
  - For good teleworking
- Services
- Education
- Culture
- etc



# Vision for rural areas

Development should meet modern needs:

- roads and light traffic roads
- regional distribution/logistics centres for entrepreneurs
- dense parcel machines network is important for:
  - small entrepreneurs' transport means to their goods
  - local people access to various goods
- Development of small airports are important for the the region!  
Their development is different from the big one. Public support needed.



# Vision for rural areas

## Local food

- **Local food** must be available at a local store.
- **Local food is seasonal! - changing attitudes** - you do not have to have all the goods all the time and everywhere!
- **Procurement procedures** do not favor local and organic food. Local and organic food should be given priority in procurement for schools, kindergartens and social institutions.

# Vision for rural areas

The well-being of the rural population

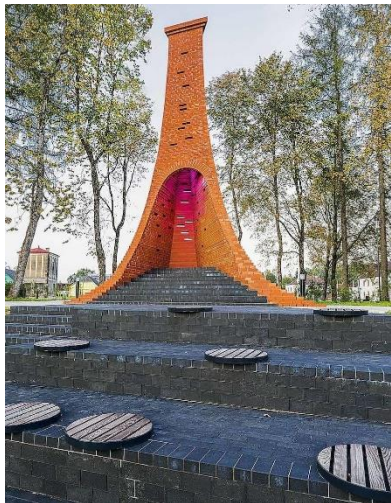
- **Rental market in rural areas** - More people could come to live to the countryside, but there is almost no rental market! **Actions:** Rental housing construction and housing construction support.
- **Kindergartens and basic education** must be available nearby. **Actions:** Supporting community schools and other alternatives.
- **Local people and newcomers** – **Actions:** supporting joint activities for better integration
- **People with disabilities** - to ensure their access to premises and events



# Vision for rural areas

## Attractive living environment

- **Success story:** The program of renewal small town centres in Estonia. The public space solutions.
- The mission project “**Great public space**” jointly kicked-off by the Association of Estonian Architects and the organising team of “Estonia 100” (Supported by ERDF) - **reconditioning of city centres**
- Results – rebuilt, renewed and modernized central squares of **15 small towns** – 2014-2020 – The project continues! [www.arhliit.ee](http://www.arhliit.ee)



**Rural culture!** Vision: Rural inhabitants has possibilities to participate in cultural events as much as in city.

The roots of **Estonian culture are in the villages**. The richness of Estonian culture is the desire of people to actively participate in cultural life, regardless of place of residence.

**Success stories:**

- The tradition of nationwide **song and dance festivals** dates back to 1869. Keeps choral singing and folk dance alive everywhere. <http://sa.laulupidu.ee/sa-uldinfo>
- European and World **cinema** to 200 villages – NGO Kinobuss platform Kinokoda (license holder). [www.kinobuss.ee](http://www.kinobuss.ee)
- **"Theater for the Countryside,,** is support programm for bringing professional theaters. ASBL Estonian Association of Performing Arts Institutions (20 professional Estonian theatres)



# Thank you!

## Let's look a VIDEO

Video LINKS: 1-2 minutes videos:

<https://www.youtube.com/watch?v=5ZXrHN8mCqU>

[https://www.youtube.com/watch?v=WUnLTON\\_4Qk](https://www.youtube.com/watch?v=WUnLTON_4Qk)

<https://vimeo.com/351375377>

# Long-Term Vision for Rural Areas

## Järva County Stakeholder workshop

Sille Pudel

LAG Järva Development Partners

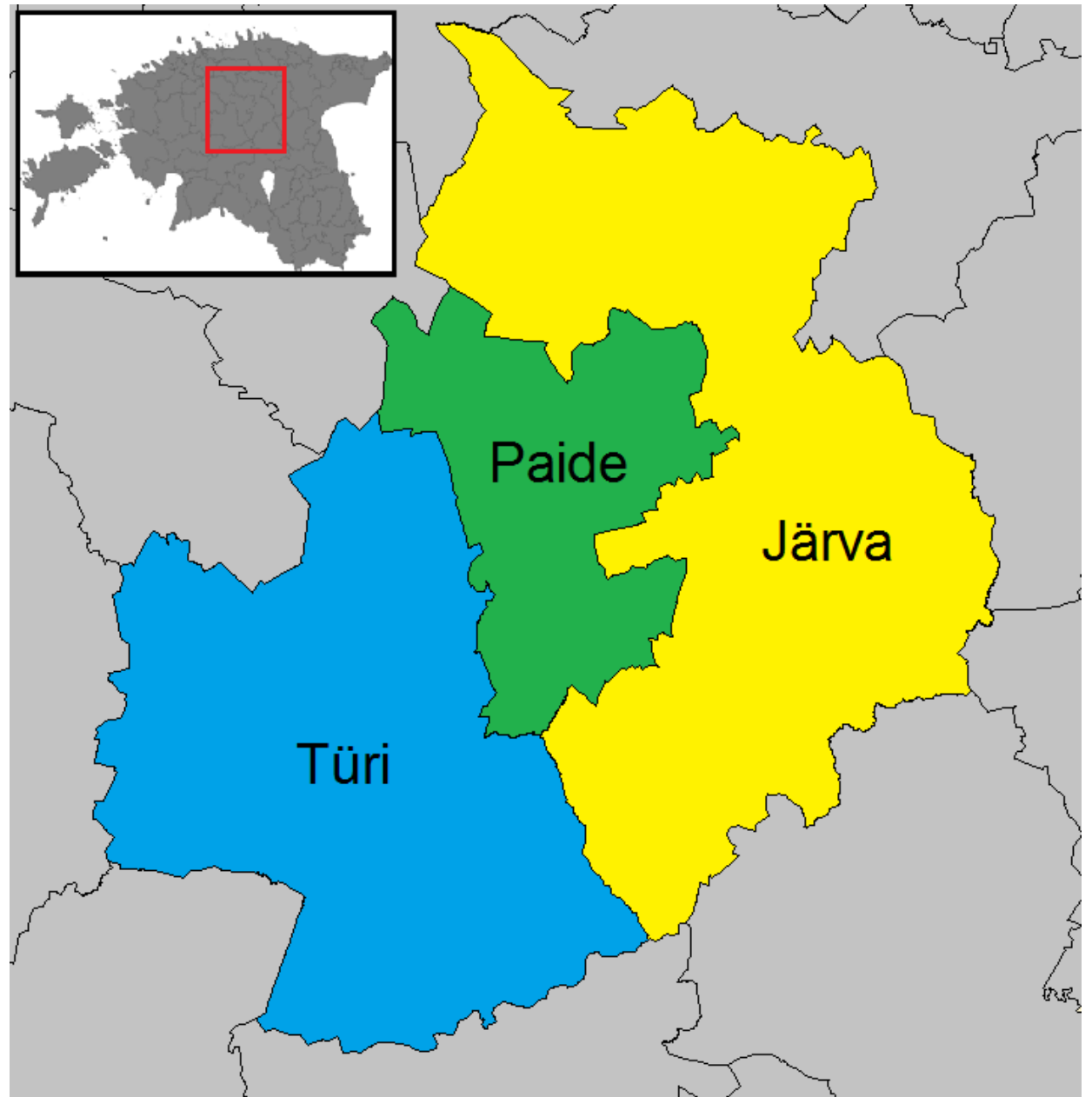


Järva County is in the heart of Estonia.  
The area is mainly agricultural.

2 665 km<sup>2</sup>

Three municipalities.  
Ca 30000 inhabitants.  
Two towns Paide, Türi

Two LEADER LAGs



# Long-Term Vision of Järva County for 2040

- **Environmental condition** - All sectors of the economy are in line with the principles of the green economy and the circular economy, supporting the preservation of rich nature and biodiversity.
- **Social inclusion and viability** - A strong community works together in all spheres of life.
- **Income, work, jobs** - In Järva County, everyone who is interested has an age-appropriate and profitable job.
- **Main needs – food, energy, economy** - The food produced in Järva County is valued both among the local people and further, the economy of the region is well developed.
- **Culture** - The cultural life of Järva County is rich in variations and events, professional cultural creators work in cooperation with communities and volunteers.

**Environmental condition** - All sectors of the economy are in line with the principles of the green economy and the circular economy, supporting the preservation of rich nature and biodiversity.

*Main targets:*

- Transition from intensive to organic and small-scale farming
- Wider usage of environmental friendly technologies and circular economy
- Protection and renewing biodiversity in lakes, forests and other ecosystems
- Smart planning of region

- ✓ Wise forestry management
- ✓ Cleansing the bodies of water
- ✓ Reducing ecological footprint of home gardens
  - ✓ Using local energies
  - ✓ To establish cogeneration plants
- ✓ Control and exclusion of invasive alien species

- ✓ Better waste management
- ✓ Establishing public and green areas
- ✓ Cooperation of entrepreneurs and universities in order to find the best ecology friendly and green solutions

To educate and raise awareness of locals

# Synergy of people with same values



**MÖTTEVIIS**

- LOODUSEHITUS
- ELURIKKUS
- LOODUSEGA KOOS
- KOHALIK TOIT
- KOOSOLEMINE
- ROHEVEST  
KESTLIK ELU FESTIVAL
- ÕPPI MINE
- PÄRIMUSED
- KÄSITÖÖ
- HUVI
- SELTSIELU
- RÕÕMUD
- VABA-  
TAHTLIKKUS

**VAJADUSED:**

**INIMESED** → VABATAHTLIKUD  
→ LIIKMED  
→ PARTNERID  
→ KOVI TUGI

**RAHA-RESSURSS:** • PROJEKTIKIRJUTAJAD/  
ELLUVIIJAD  
• KOVI TOETUS  
• ANNETUSED  
• VABATAHTLIK TÖÖ

**AJALUGU**

- KOOSTÖÖ: KOOLID  
AJALOOLASED  
MUUSEUM
- NÄITUSED (BARAKID  
VANA-EHITUS  
TOORISTAD  
PESUNÖÖRINÄITUSED jm)
- ALLOOHTUD – TÜRRI KÜLA
- VANA MAJA SÕPRADE  
KLUBI
- KONKURSID/KUTSED  
ÜLES-

**NOORED**

- VABATAHTLIKE KESKUS
- LOOVTOODE TEEMAD
- KOGUKONNAPRAKTIKA
- LASTELAAGRID
- PÄRIMUSPÄEVAD:  
RAHVAKALENDER  
MUUSIKA + TANTS
- LASTEGA – KOOS –  
SÜNDMUSED
- KESKKONNA-TEEMALISED  
MAJAPROGRAMMID:  
– TOIT  
– KESKKONNAHOID (LOODUS,  
PÄRENDID jm)  
– LOODUSEHITUS (MÄNGUD)

**KESTLIK KOGUKOND**

**VÄÄRTUSED**

- PÕHI KIRI.

**TÜRRI KOGUKONNASELTIS**

KOOSTATUD: 2020. JUULIS



**Social inclusion and viability** - A strong community works together in all spheres of life.

**Main targets:**

- Improving the competitiveness of rural areas compared to towns
- To connect young people with their communities
- Encourage the cooperation and synergy of different age and social groups.
- To enhance the new people or returners or others durable (re)integration into their community.

- ✓ Mentoring, language and personal trainings
- ✓ Using elderly people as support person, supervisors, companions
- ✓ Trainings of local guides
- ✓ Wise involvement events
- ✓ Different network possibilities

- ✓ Bringing back university brach to Järva County
- ✓ Taking advantage of the good reputation of Järva County Vocational Education Center
- ✓ Supported mentoring parctices
- ✓ Improving young people's and women's entrepreneurial activity

# Events of communities

The valley of tulipes in the park of Kirna manor



Over 40 windows with Christmas decorations at village Väätsa



Culture - The cultural life of Järva County is rich in variations and events. Professional cultural creators work in cooperation with communities and volunteers

**Main targets:**

- To bring up the originality of the region
- Maintaining and restoring the cultural heritage
- Creating a new culture (themeparks, community tourism etc)
- Enriching local culture with other nations cultures
- Accessibility to culture should be considered as a priority in rural development policies

Big events in the county

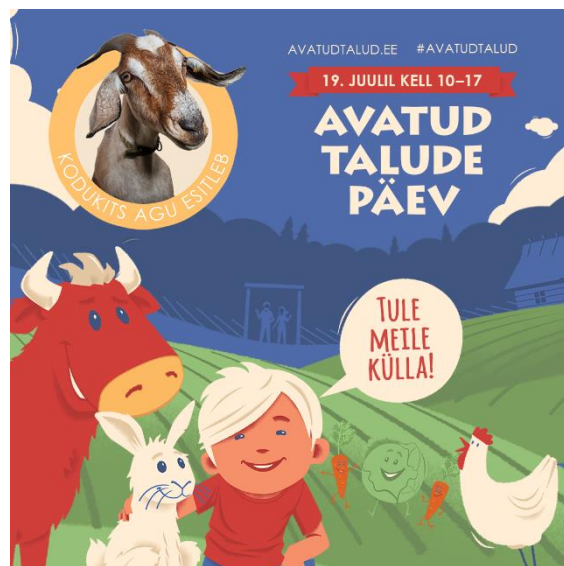
Events of communities

- ✓ New events in the area
- ✓ Support measures for organising the new event at least 3 years

# Events that are now bigger than we ever thought 😊

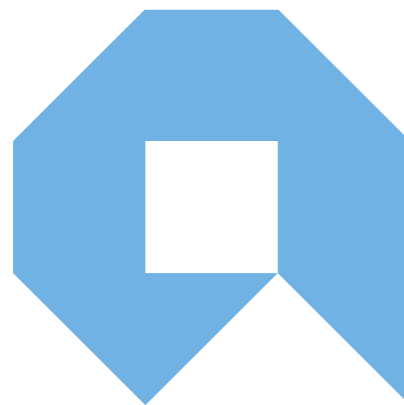
## Opened Farm Days

- Started 2011 with the cooperation of 2 LAGs Järva Development Partners and Lõuna-Järvamaa Koostöökogu. Since 2014 a special summer event all over Estonia.



## Opinion festival

- Started 2013 and based 99% of voluntary work. A special summer event known all over Estonia. Led by NGO Opinion festival.



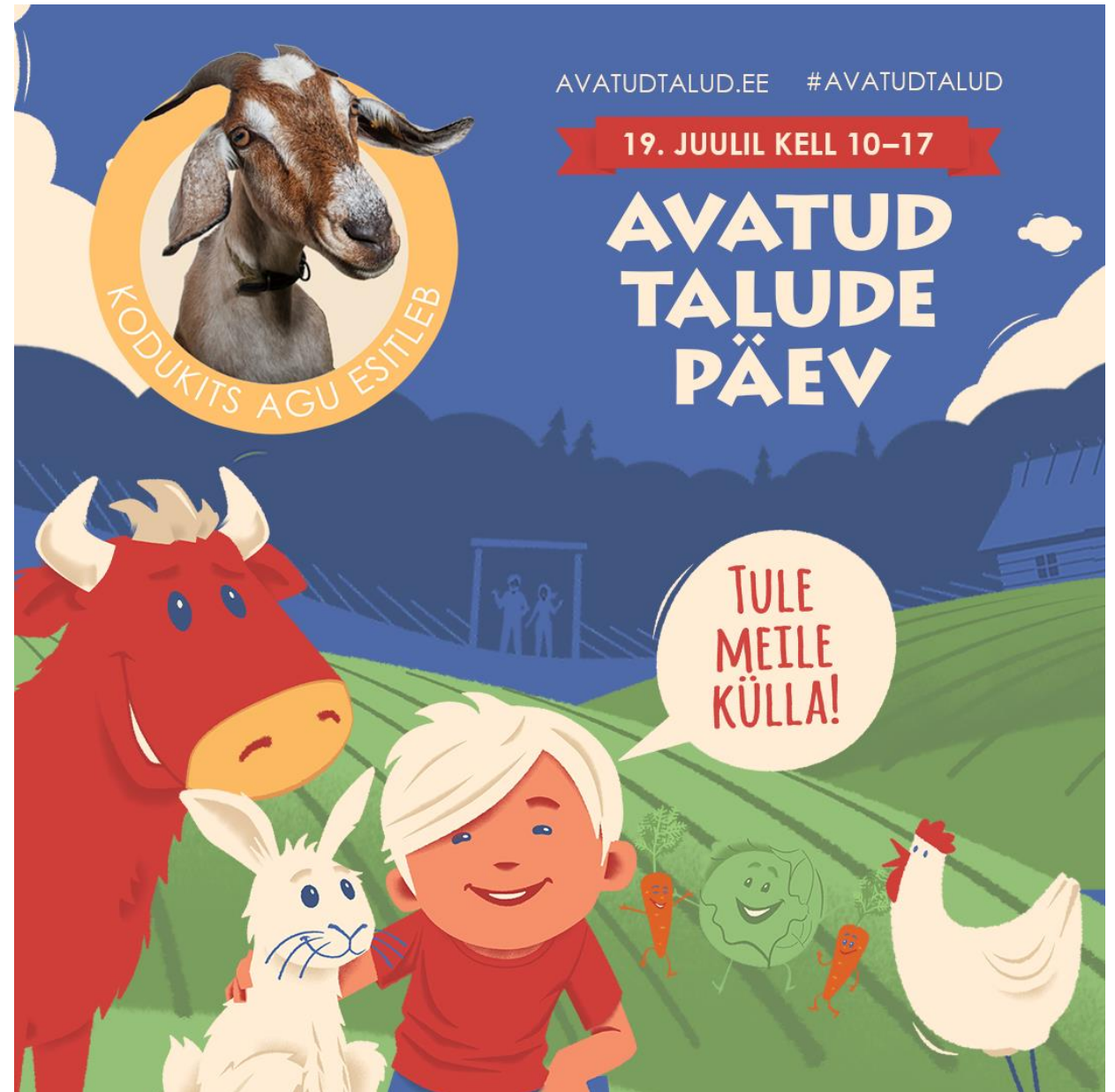
arvamus  
festival  
13.-14.08.2021 Paides

## Opened Farm Days

Strated 2011 with the cooperation of 2 LAGs at Järva County. Since 2014 it is a special summer event all over Estonia. This year the Open Farm Day will be held for the seventh time on 25 July 2021. Many farms and agricultural producers will be opening their doors and gates to visitors. You will get to see farms of all sizes, interesting animals, plants, cool farming equipment and machinery. You can also try real farm food, go on excursions, take part in workshops and much more.

The Open Farm Day represents a great opportunity to discover how local food is grown and what modern farming and agriculture involve.

The Open Farm Day is organized by the Ministry of Rural Affairs, the Agricultural Research Centre, the Estonian Chamber of Agriculture and Commerce and the Central Union of Estonian Farmers. Also involved in the running of the day are local LEADER action groups and the 'Kodukant' Village Movement of Estonia.





arvamus  
festival

13.-14.08.2021 Paides



## Opinion Festival

Opinion Festival takes place in Paide on August 13.-14.08.2021

The eight Opinion Festival brings discussions and debates to life in the ideal environment, inspiring people to create new ideas and deeds, bringing them together. Through this, the Festival aims to develop a culture of discussion within society. We invite everyone to participate, so that the many different voices and opinions of people in Estonia will be heard in discussions.

<https://arvamusfestival.ee/>

# 2040 we have in Järva County:

- ✓ Great people
- ✓ Wonderful nature
- ✓ Good food
- ✓ Classy Culture

- ✓ Crazy ideas
- ✓ Smart jobs
- ✓ Fine income
- ✓ Good education

VIABLE RURAL LIFE

Thank you!  
Let's stay optimistic!



# Long-Term Vision for Rural Areas

## Estonian rural tourism

Anneli Kana, NGO Estonian Rural Tourism



Eesti Maaturism

Leidke meid aadressil: Puhkusekeskus, Eesti Maaturism



# Eesti Maaturism

What does rural area means to us?



## Topics of participatory meeting



- Climate and environment
- Income, work, jobs
- Basic goods – food, energy, economy
- Rural tourism itself



# Eesti Maaturism

**VISION 1 – Climate and Quality of the environment: Estonia is green and organic. We grow local and organic food**

## **Actions:**

- Trainings for different age groups;
- Rural tourism entrepreneurs as customer educators; using nature and its values for tourism with respect and economically;
- Pay attention to garbage management, support the circular economy, waste reduction;
- Participate actively in local and regional development about environmental, energy, infrastructure & transport planning;
- Support sharing economy!





# Eesti Maaturism

## VISION 2 - Income, work, jobs: **full-fledged and rewarding jobs in rural tourism.**

### Actions:

- Advanced tourism education, based on needs. Preserving the tradition of handicrafts and manual activities. Traditions and heritage in education.
- Smart jobs in tourism: involve the IT-conscious generation, creating attractive IT-based services - virtual realities and their development. Mentoring system development - the mentor does not have to be an experienced master in tourism field, but also from another field.
- Courage change the business model, if needed. Adaptation to change. Considering, that the new generation of tourists (and employees) have different needs and expectations. Z-generation will be middle-aged for 2040.
- System of substitute farmers in tourist farms, rural tourism enterprises for vacation period



## VISION 3 - Main needs - food, energy, economy

Organic food is ordinary food in our consciousness and on the table. Organic food is normal and the basis of the health of the Estonian people

### Actions:

- Current situation, when „**ordinary**“ food is actually "enriched" with pesticides must be changed. Alternatives for clean and healthy food.
- Minimize trade losses and support unpackaged trade
- Using local and pure origin of food for making meals for children and other public institutions (army, hospitals, social sector)
- Security stocks consisting of local food and raw materials



# VISION 4: Rural tourism is a valued and considered way of life.

## Actions:

- Different tourism associations and networks, as the umbrella organizations of entrepreneurs, are an equal partner to the decision-makers and funders
- Continuation of various programs to support rural development. (LEADER etc)
- cooperation between organizations in local, national and international level. Study trips, visits, job exchange, shade program, trainees.
- Quality management through personal or group counselling.





Eesti Maaturism

# SUCCESS STORIES

The first steps on the described path to the future have already been taken:

- **EHE** (Ehtne ja Huvitav Eesti) (***Genuine and Interesting Estonia in ENG***) - a quality mark to label tourism products in compliance with the principles of eco tourism. Given by Estonian Rural Tourism Association
- Long distance hiking routes and surrounding services: Baltic Coastal Hiking (1420 km) <https://baltictrails.eu/en/coastal> and The Forest Trail (2140 km) <https://baltictrails.eu/en/forest>
- **Hiker-friendly** quality mark to label enterprises with good services for hikers.







## SUCCESS STORIES

### Thematical service networks:

- Estonian Culinary Route <https://www.toidutee.ee/en>
- Flavours of Livonia <https://flavoursoflivonia.com/en>
- Estonian Sauna Route (under development)  
<https://www2.maaturism.ee/index.php?id=saunatee>



# Thank you!

Ave Bremse, Estonian Rural Network  
Sille Pudel, Järva Development Partners  
Anneli Kana, Estonian Rural Tourism

