



Examples from Estonia

RURAL MOBILITY

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MOBILITY VERSUS RURAL?

- ***Mobility = the ability to move or be moved freely and easily****
- ***Rural area = In general, a rural area is a geographic area that is located outside towns and cities****

Mobility and rural - contradictory concepts

OPPOSITES ATTRACT!



**"MOBILITY"
COULD SOLVE
MANY CRUCIAL
ISSUES IN
RURAL AREAS**

***"Like all magnificent
things, it's very simple."
— Natalie Babbitt, Tuck
Everlasting***

RURAL ESTONIA

Background information

- Covers an area of 45 000 km²
- Around 21% is farmland and 50% is forest
- Has a population of 1.3 million
- 45% lives in rural areas (450.000 lives in Tallinn)
- Population density is 31.06 per km²





TYPICAL RURAL ESTONIA LOOKS LIKE THIS



MOBILE CINEMA



*Mobile Cinema

WHY?

- There is a lack of entertainment options in the village.
- Nearest town is 50 km away.
- Public transport is infrequent.
- Low activity of local people.

WHAT?

- The project helped to purchase modern mobile cinema equipment: a cinema projector, a mobile screen, speakers, pop-up tents for cinema visitors, chair, camera etc.

FACTS OF THE MOBILE CINEMA PROJECT

- BENEFICIARY: NGO Põdrala Village Association (LAG Mulgimaa Development Centre area)
- TOTAL SUPPORT: 15 462 euros (Estonian Rural Development Plan 2014 -2020 LEADER measure)



The aim of the project is to bring together people related to mobile cinema, and to organize leisure time activity that is qualitative and broadens the mind.

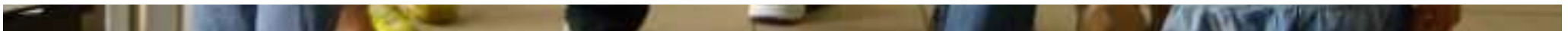
*Mobile Cinema



PROJECT RESULTS

- Thanks to the purchased equipment it is now possible to show movies in different places and during different events.
- With a camera they can make documentaries and a chronicle.
- They can offer film making service, organize film-making workshops, where young people can plan and create movies.
- The project also helped to present local activities to other areas.

*Mobile Cinema





**LOCAL PEOPLE DOESN'T HAVE TO DRIVE TO
BIG TOWN TO SEE THE CINEMA, BUT CAN
VISIT CINEMA AT THEIR HOME-PLACE.
AND BE HAPPY!**



MOBILE ANIMAL CLINIC



*Mobile animal clinic

WHY?

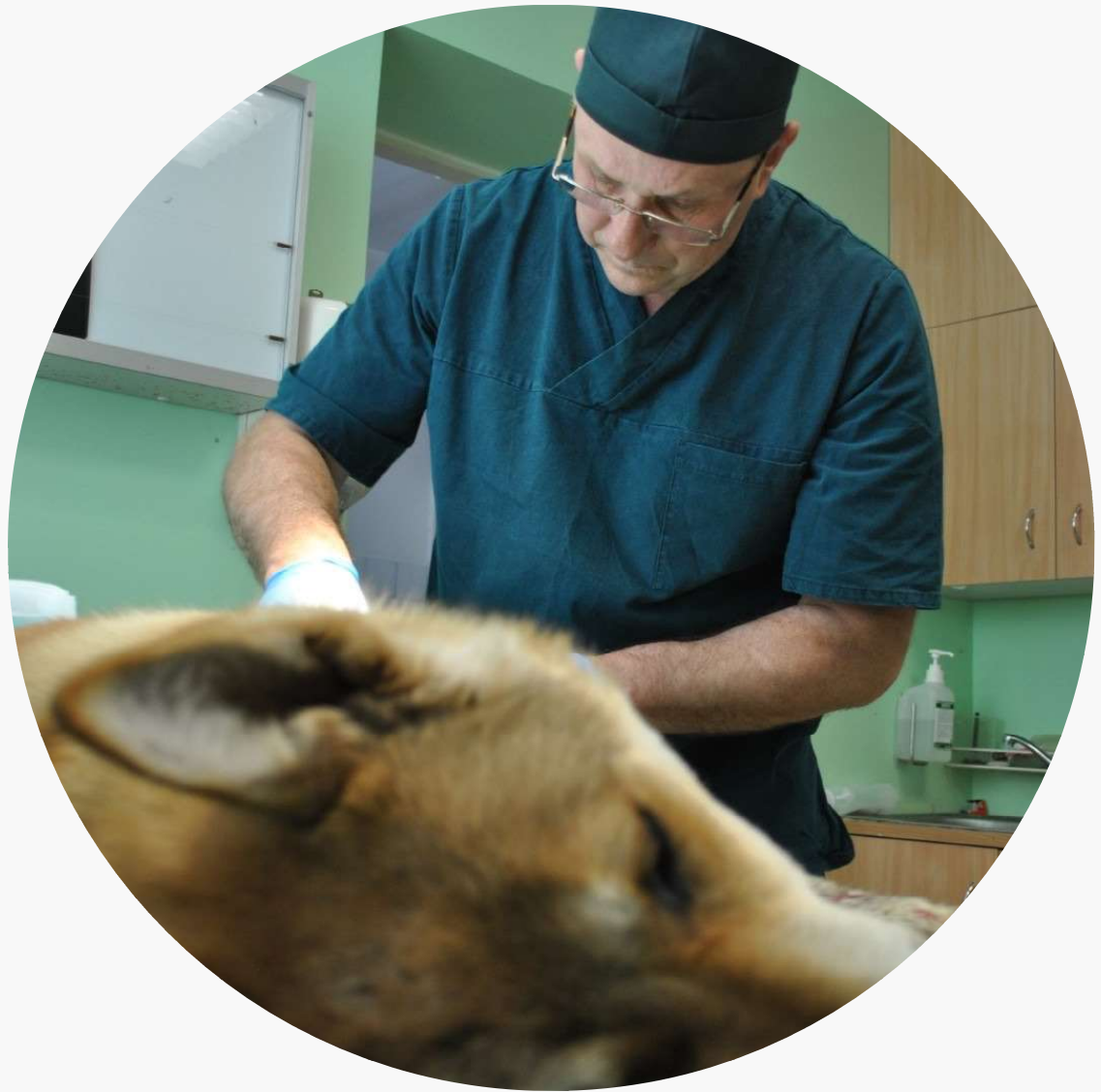
- There was a need to find new solutions because the previous rental agreement of pet veterinary clinic was ended.
- A client-survey showed the need to be closer to clients and to offer the service in different locations.

WHAT?:

- The mobile pet clinic was purchased by the entrepreneur own costs - a van with necessary and clinical equipment to provide services. The project helped to purchase necessary mobile accessories.

FACTS OF THE MOBILE ANIMAL CLINIC PROJECT

- **BENEFICIARY:** Raja Veterinary Services LTD (LAG Järva Development Partners)
- **TOTAL SUPPORT:** 8225 euros (Estonian Rural Development Plan 2014 -2020 LEADER measure)





THE NEW SERVICE IS UNIQUE, AND BRINGS A
NEW OPPORTUNITY - VETERINARY AMBULANCE - TO THE
AREA.



PROJECT RESULTS

*Mobile animal clinic

- Now the veterinary services are available in rural areas and located closer to potential clients.
- The mobile clinic allows visiting clients at any time in any location.
- In addition there is a possibility for veterinary students to have practical trainings in the new innovative mobile clinic.



THANK YOU!



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