

LEADER
EESTI



Euroopa Maaleu Arengu
Põllumajandusfond:
Euroopa Innastatungid
maapiirkondades



Saaremaa LAG – NGO West- Estonian Islands Partnership



SAARTE KOOSTÖÖKOGU



Terje Aus
Sulvi Munk
Ivar Ansper

What has happened in Saaremaa, Estonia?

Interesting and complicated history because of little bit aggressive neighbours from Sweden, Russia, Denmark, Poland, Germany.

Despite of that Estonia celebrated 100 years anniversary this year.

Some wellknown historical events: hypothesis of Ultima Thule, Sigtuna gates, War of Umera 1218, Danish flag (1219), Fabian Gottlieb von Bellinghausen (Antarctica 1820), War of Freedom (1918-1920), Singing revolution (1988), etc



- Čimerā laihing 1210
- Turaida rētk 1211
- Lehola piiramine 1215
- Otepās piiramine 1217
- Madisepäeva laihing 1217
- Lindamise laihing 1219
- Lähula piiramine 1220



What we have in Saaremaa, Estonia?

Beautiful nature: valuable species (plants, animals, fishes, birds), long coastline, ...

Culture and traditions: dancing, singing, handwork, ...

Very good vacation place (especially in summer): hiking, bike travelling, ...

Local healthy food

Good education and sporting opportunities

Friendly but maybe not so temperamental people

Beautiful Estonian language all over Estonia:

HI - TERE

GOODBYE - NÄGEMIST

PLEASE - PALUN

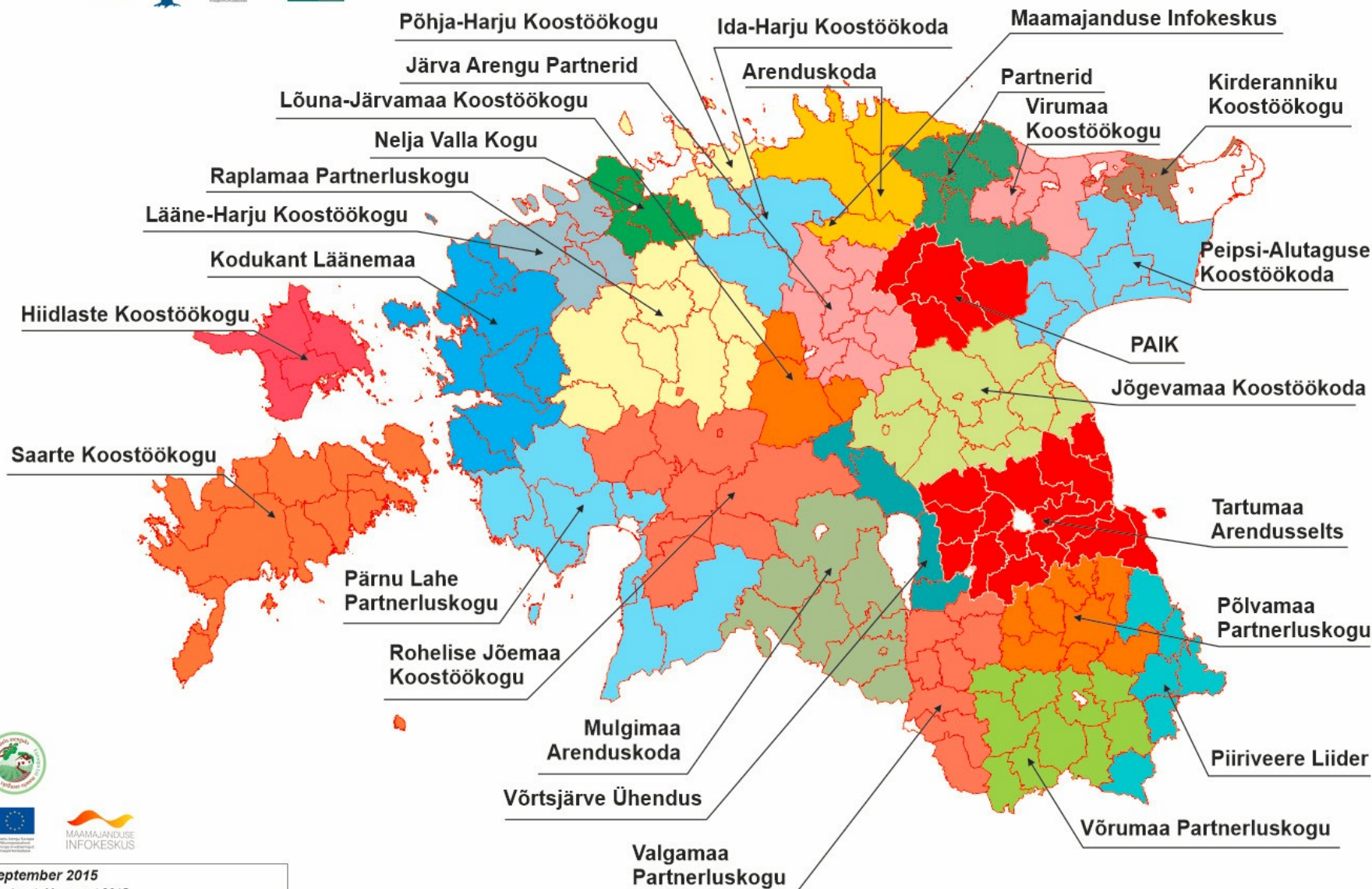
THANK YOU - AITÄH

null, üks, kaks, kolm, neli, viis, kuus, seitse,

kaheksa, üheksa, kümme

JÄÄ-ÄÄR, ÖÖ, ...





MAAMAJANDUSE
INFOKESKUS

Saaremaa LAG – NGO West-Estonian Islands Partnership

83 members (3 municipalities: Saaremaa, Muhu and Ruhnu, 54 NGO-s, 26 enterprises).

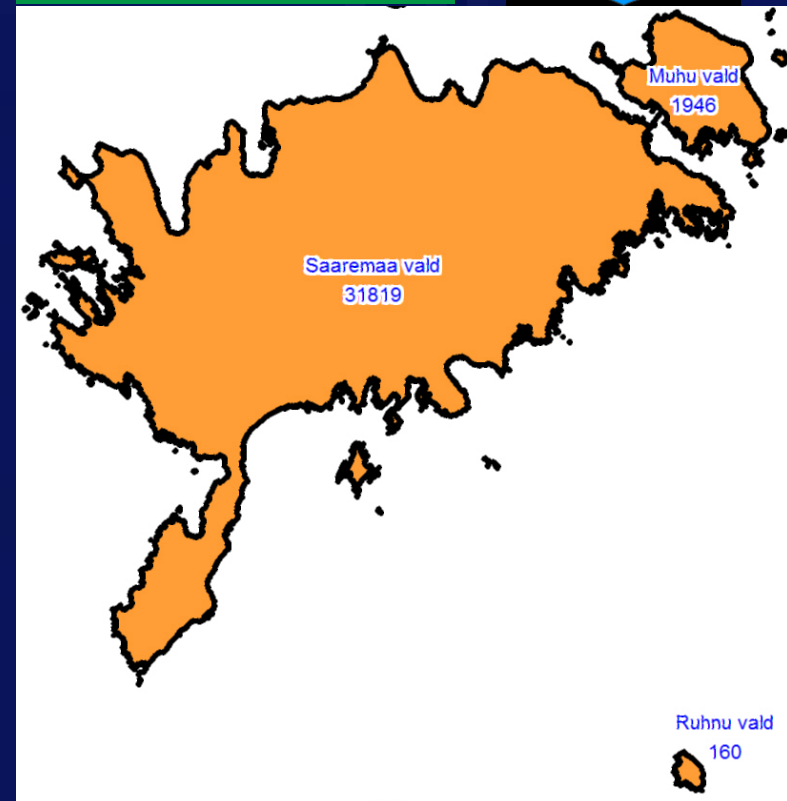
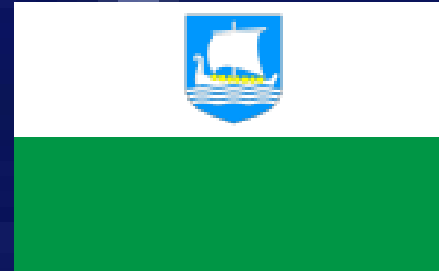
Main priority is supporting and promoting development initiatives, culture and environment, which support and facilitate the development of local enterprise and increase knowledge and subsistence in the region.

Keywords: Sea and islands – insularity! Uniqueness mainly thanks to our location and isolation – beautiful folk costumes, different use of language, traditions etc., Ship and boat building industry.

Problems: Emigration of younger population, Disappearance of traditional occupations and necessary skills and knowledges from rural areas.

Supported measures:

- ADDING VALUE TO LOCAL PRODUCTS;
- IMPROVING THE QUALITY OF LIFE IN RURAL AREAS;
- COOPERATION AND JOINT ACTIVITIES.



Supported projects

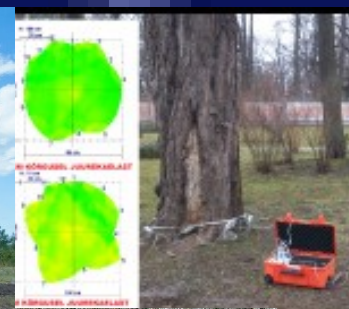
In the period of 2007-2013 Saaremaa LAG has supported through the LEADER program 378 projects including 2 transnational cooperation projects (Planet said to me, Growing Gastronomists).

Total sum of accepted application ~5 mln eur (including 20% of running costs).

In the period of 2014-2020 has been made five rounds so far and general conclusion is: lot of applicants and few money.
Also has been started 2 Transnational cooperation projects: Marine traditions for area marketing (preliminary) and FinEst Bandcamp.



Supported project examples



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Since the end of 2012 the producers of Saaremaa have used the blue "Made in Saaremaa" mark on their products.

This regional mark presents the consumer with an easy method of identifying products produced in Saaremaa that are available in stores, at the marketplace and at food establishments.





The Made in Saaremaa mark must be more than just a label for businesses.



The sign represents human-centered thinking. It doesn't just speak of what Saaremaa is, but rather for what the consumer will receive.

Saaremaa is one of
the most natural
and ecologically
cleanest places
in Estonia!



The mark's promise
to the consumer is:
"Made in Saaremaa,
in a clean
environment"



IT'S MANY USES





3,99+0,08

Kompasitongitl www.ohar.ee
4,19+0,08
30 TUBLIMALE OSTJALE
ARENDSBURG SPA
100% KINKKKAART

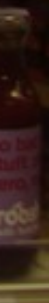
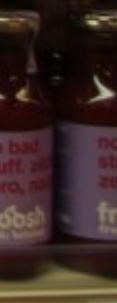
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Kompasitongitl www.ohar.ee
LEAL 9,49
30 TUBLIMALE OSTJALE
ARENDSBURG SPA
100% KINKKKAART

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9,49
30 TUBLIMALE OSTJALE
ARENDSBURG SPA
100% KINKKKAART

2,35

2,35



1,25

6,25 €/kg

1,15

5,75 €/kg

PARTNERKAARDIGA



PIIMARASVAVÕIE TALUVÕIE
200 g
1,79
8,95 €/kg

Kampaaniareeglid: www.selver.eu

LEAD

või 82%
200 g
1,79
8,95 €/kg

50 TUBLIMALE OSTJALE
ARENBURG SPA
100€ KINKEKAART

või SOOLAKRISTALLIDEGA
80%
200g
1,89
9,45 €/kg





Saaremaa
ehtne toode



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Tehtud Saaremaal



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Tehtud Saaremaal
www.ehtne.ee

**THANK YOU FOR
ATTENTION!**

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