

Leader TNC – a positive impact in Estonia

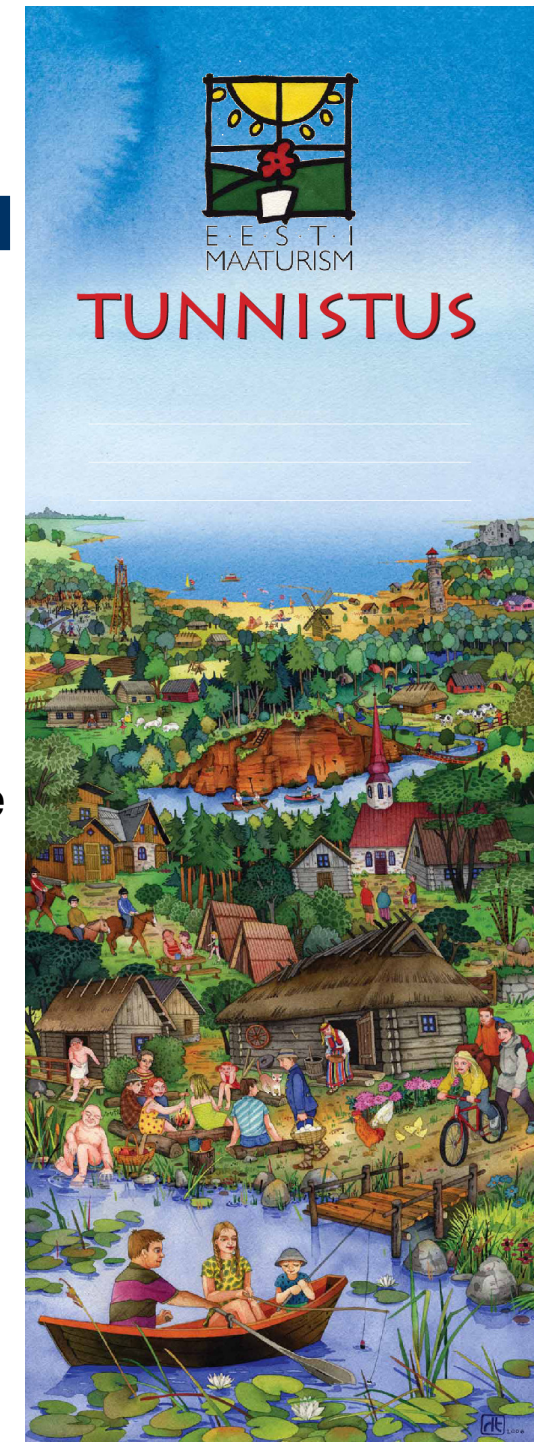
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NGO ESTONIAN RURAL TOURISM
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LEADER
EESTI



NGO ESTONIAN RURAL TOURISM

- Estonian Rural Tourism Organisation was established on **January 2000** as a nationwide organization in order to represent and protect the interests of rural tourism entrepreneurs.
- Members of the organisation must be situated in the countryside or in rural settlements with up to 10 000 inhabitants.
- In September 2013 there was 300 members in the organization. That is estimated 40% of all registered Estonian rural accommodation facilities.



THE MISSION OF RURAL TOURISM

- To support the development of tourism based on national and regional cultural heritage and life style and managed by the local people.



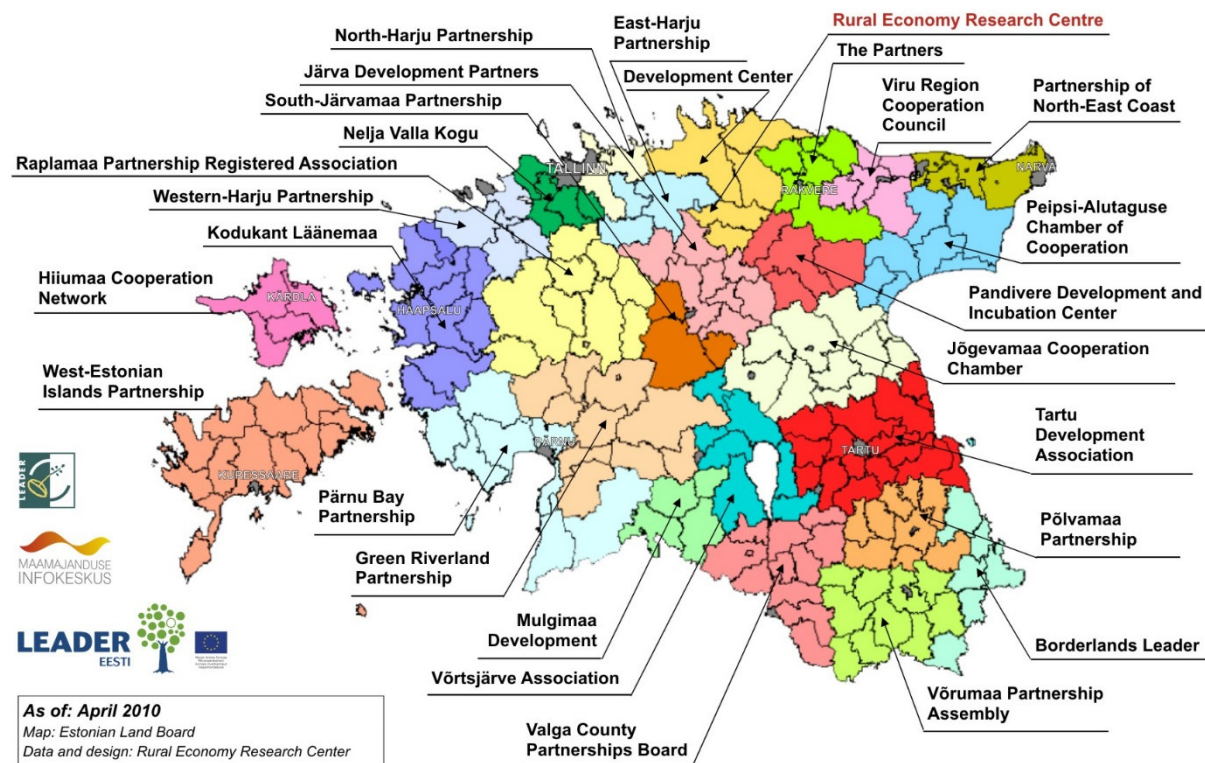
TNC LEADER-PROJECTS IN ESTONIA



- 25 TNC Leader projects in Estonia
- 18 LAGs involved from all parts of Estonia
- current Leader programme TNC projects implementation period is 2009-2014
- lot of our LAGs transnational project partners are from Baltic Sea region
- majority of projects are linked to rural tourism and young people of our rural regions

16 LAG-s involved in TNC projects

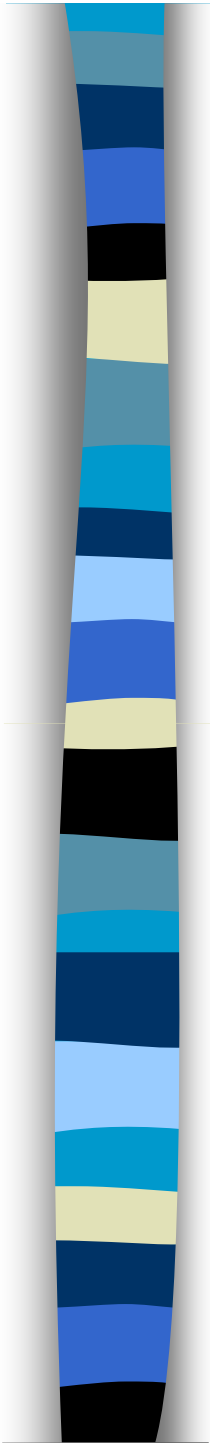
LEADER ACTION GROUPS IN ESTONIA



TNC LEADER-PROJECTS – HOW THEY STARTED



- encouragement from different Leader seminars, conferences, events/activities
- Estonian and transnational partners straight proposals for cooperation
- need to support sustainable development of rural life and entrepreneurship in rural regions



TNC LEADER-PROJECTS AIMS



- activation and development of transnational dialogue in the area of the project
- finding and developing contacts for target groups in the region and internationally
- arising involvement and motivation of the target groups
- heating up the use of heritage in products and services
- supporting sustainable partnership and starting and developing networks
- predisposing the origination of new rural enterprises and products/services

TNC LEADER-PROJECTS AIMS



- attracting young people, strenghtening their links to their home region and addressing them to become operative and networking
- affording local entrepreneurs and NGOs the participation in different sale-/marketing events and giving them local and transnational joint marketing experiences
- compiling transnationally usable study materials and acting models in rural tourism, handicraft and ngo development areas
- introducing Leader programme's all possibilities to project targets

EST-FIN TNC pr. of NGO Tartumaa Arendusselts „Promoting sport activities“: Estonians from Peipsi region on start line of the run on August 24, 2013 in Imatra, Finland



TNC LEADER-PROJECTS ACTIVITIES



- development seminars, workshops, practical study days, competitions, studytours, camps, sealing trips, introduction events, conferences etc
- joint participation of markets, fairs, festivals etc
- compiling and distribution of different study materials, handbooks, marketing materials and films
- starting regional joint label of products and services
- implementing new approaches of rural services and products: socio-cultural village tourism, medieval handicraft, traditional boatbuilding and sailing, hunting and woodart, sport events etc

NGO Põlvamaa Partnerluskogu TNC pr.: Youth cooperation camp in Valgemetsa in August 2013



TNC LEADER-PROJECTS RESULTS AND IMPACT TO ESTONIAN PARTNER ORGANISATIONS



- better activation of target groups and valuing of its own enterprise or ngo, rise of motivation, new ideas for products-services and hobby activities
- come up of many new partnerships and networks (entrepreneurs, ngo-s, young people), including new transnational initiatives for joint future cooperation
- better and wider knowledge of Leader programme and rised motivation of target groups for participation in next Leader programme period (projects, measures)

NGO Arenduskoda local food TNC pr.: practical study day of using seasonal herbs on May 15, 2013 – some output of the day



TNC LEADER-PROJECTS RESULTS AND IMPACT TO ESTONIAN PARTNER ORGANISATIONS



- Estonian LAGs and their member organisations have new ideas and plans for starting new transnational initiatives and continuing current cooperations
- green mindset, forfending and introducing the local heritage and sustainable development have become an important principle in partners activities and products/services
- started new enterprises or products/services and strenghtened existing enterprises and ngo-s
- involved new participants or interest groups

**WE WISH YOU FRUITFUL
COOPERATION!**



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