



Tartumaa Arendusselts

Innovative LEADER activities

Tartu Rural Development Association

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LEADER
EESTI



Maaelu Arendus Euroopa
Põllumajandus- ja
Rurali Investeeringud
maapiirkondadesse

Introduction

- Tartu Rural Development Association is a LEADER local action group (LAG) in South Estonia;
- the main aim of the association is to develop a rural living environment in the partnership of three sectors;
- 5 key areas: local communities, young people, environment, entrepreneurship and cooperation networks;
- population of the territory: 35 000 inhabitants;
- on October 2010, the association had 106 members.



Project “International LEADER Youth Seminar – building the future villages”

- Applicant: Tartu Rural Development Association
- Total budget: 3515 EUR
- Support: 3164 EUR
- Duration: August 2010
- The aim of the project was to offer to young people at rural areas attractive and developing opportunities for spending their free time and to enthuse them to find new outputs and possibilities through network;
- participating countries: Slovakia, Slovenia, Latvia, Lithuania, Estonia;
- during the project:
- mixed groups of young people developed the concept of the future villages and built the models of future villages;
- each group gave a video interview about the main characteristics of their village;
- future village models were exhibited on trade park Lõunakeskus in Tartu city in august 2010;
- innovative aspect: youngsters´ vision about the future villages will be used as an input for renewing Tartu Rural Development Associations´ strategy.



Building the future villages



Giving a video interview

Project “Onion Route”

- Applicant: NGO Sibulatee (Onion Route)
- Total budget: 16 742 EUR
- Support: 15 068 EUR
- Duration: November 2009 – November 2010
- The aim of the project is to develop the tourism route Onion Route, which comprises creation, development and marketing of unified product and services packet of Lake Peipus multicultural area;
- during the project is:
- created tourism network connecting entrepreneurship in Lake Peipus area (methods: meetings, seminars, trainings, study tours);
- developed website www.sibulatee.ee (includes information about tourism route, service providers' locations and introductions; videos, photos);
- created the label of Onion Route, designed publication (in 6 languages) and introduced the tourism route on several fairs;
- innovative aspect: Lake Peipus area was missing the unified product packet, which could introduce the unique area as a whole.



✖ tas-pohi-fotota



Lake Peipus



Onion Route – 1 area, 2 nationalities, 3 cultures!



Alatskivi castle



Old believers orthodox cemetery



Fishing in Lake Peipus



3 stadium of onions



Project “Men Train Yourself”

- Applicant: NGO ABC Arendus
- Total budget: 6920 EUR
- Support: 6230 EUR
- Duration: April – December 2010
- The aim of the project is to change the attitudes connected with men’s healthiness, improve health awareness and increase the average life expectancy of men;
- during the project:
- is formed an active group of 35 men, whose changes in lifestyle and physical activity will be mapped within the project;
- is created a website www.mehedliikuma.ee, which offers healthiness related advice and information;
- members of active group participate at least on 30 health and sport events in Tartu county;
- innovative aspect: cooperation between public, private and third sector (by men participating in active group) for raising health awareness of men on the level of communities and municipalities.



Project active group

Network of South Estonian LEADER LAGs and local food producers

- NGO Maitsev Lõuna-Eesti (Tasty South-Estonia) is a network which was established in summer 2010 by South-Estonian LEADER LAGs and local food producers;
- the aim of NGO Maitsev Lõuna-Eesti is to contribute to the development of South Estonian small producers' network, offer to farms and small producers unified selling and marketing channel, development activities and participation in networks;
- NGO Maitsev Lõuna-Eesti opened in August 2010 a marketing channel Farmers Market for farms and small producers on trade park Lõunakeskus in Tartu city;
- innovative aspect of the network in our area: the way the NGO Maitsev Lõuna-Eesti has been established - in cooperation with LEADER LAGs and local food producers; role of NGO in supporting local food producers – NGO will be involved in arranging the selling and marketing activities, notification, counseling but also in training and development activities including production development.





Products on Farmers Market



Products on Farmers Market

Thank You!



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