



# The Nordic-Baltic LEADER Cooperation Award

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Rural Development Programmes 2007-2013  
using the European Agricultural Fund  
for Rural Development

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List of Submitted Projects	4
LEADER Transnational Cooperation	6
Celebrating LEADER Transnational Cooperation in the Nordic-Baltic Countries!	7
The Nordic-Baltic National Rural Networks Cooperation	10
<b>NOMINEES FOR THE BEST YOUTH PROJECT</b>	
• My Fell Lapland	12
• "The Planet Said to Me"	14
• Youth For Youth	16
• Wind For Youth - (WFY)	18
<b>NOMINEES FOR THE BEST TOURISM PROJECT</b>	
• CULTrips - Creating a New Concept for Socio-Cultural Village Trips in Europe	20
• Re-creation of the Landscape / TEAM	22
• Nature Tourism Project	24
• Mustaparta Archipelago and Tornio Valley	26
<b>NOMINEES FOR THE BEST CULTURE PROJECT</b>	
• Handicraft	28
• Medieval Festivals	30
• Ecomuseum - From Memories to Future	32
• Traditions on the Market Square	34
<b>NOMINEES FOR THE BEST LOCAL AREA DEVELOPMENT PROJECT</b>	
• À la Région - Upper Tampere & Hunsruck and Rhein Valley	36
• Villages Full of Treasures	38
• Loving Local Values	40
• Cross-Border Entrepreneurs Blekinge / Warmia-Mazury	42
<b>NOMINEES FOR THE BEST LOCAL RESOURCES AND ENVIRONMENT PROJECT</b>	
• Bees and Biodiversity - Together to Stop Pollinating Insects Decline and Protect Biodiversity	44
• Forest Trails	46
• Management Fishing in the Lakes Finjasjön and Bosarparasjön. The Transnational Project: Developing Methods of Management Fishery and Utilization of Haul	48
• Growing Gastronomists	50
• Traditional Sailing and Maritime Heritage	52
The Nordic-Baltic LEADER Cooperation Awards Organisers and National Contact Persons	54

# List of Submitted Projects

During April and May 2013, a total of 60 applications were collected from the participating countries and on 6th June 2013 in Roskilde, an Evaluation Committee selected 21 finalists in five categories. On 27th August, a final jury gathered in Helsinki to select the best LEADER TNC project in each category.

Here you can find a list of all submitted projects and on the following pages you can find 21 finalists introduced in more detail.

PROJECT TITLE	PARTNER COUNTRIES	SUBMITTED BY
<b>PROJECTS IN THE CATEGORY OF YOUTH</b>		
Action and Interaction	Finland, Lithuania	Lithuania
Amazing Countryside	Finland, Lithuania	Finland
Band Camp	Finland, Sweden	Finland
Clover Power! 4H Twinning People	Finland, Estonia	Finland
FENIX	Finland, Sweden, Estonia	Finland
FINEST RUrual Youth Camps	Estonia, Finland, Russia	Estonia
Giving Young People the Chance to Preserve Regional Traditions	Poland, Lithuania	Poland
IdeaCamp	Finland, Sweden	Finland
International Youth Project - Learning by Doing	Finland, Poland, Russia	Finland
LEADER Unites	Poland, Lithuania	Lithuania
My Fell Lapland	Italy, Finland, France	Finland
Our Earth Hour	Finland, France	Finland
"The Planet Said to Me"	Finland, Luxembourg, Estonia, France	Finland
Rural Youth - Active, Creative and Humane Youth ACHY	Finland, Spain	Finland
Ung Folkmusikbro / Folk Summer School 2010	Finland, Sweden	Finland
Villages on Move	Finland, Estonia	Finland
Wind For Youth	Finland, Austria	Finland
Youth For Youth	Lithuania, Latvia, Estonia	Lithuania
<b>PROJECTS IN THE CATEGORY OF TOURISM</b>		
CULTrips. Creating a New Concept For Socio-Cultural Village Trips in Europe	Luxemburg, Austria, Finland, Italy, Estonia	Estonia
Cultrural - International Culture Tourism Project	Finland, Lithuania	Finland
Development Of Local Identity Product By Using Innovative Marketing In Rural Tourism	Lithuania, Latvia	Lithuania
International Theme Routes	Finland, Estonia	Finland
Konst-och Kultursommar Österbotten (Art and Culture Summer Ostrobothnia)	Sweden, Finland, Germany	Finland
Mustaparta Archipelago and Tornio Valley	Finland, Sweden	Finland
Nature Tourism Project	Finland, Hungary, Scotland, England, France, Portugal, Cape Verde	Finland
Re-creation of the Landscape / TEAM	Poland, Belgium	Poland

## PROJECTS IN THE CATEGORY OF CULTURE

Connecting Countryside Cultures - Forming Finnish-French Fellowship	France, Finland	Finland
Cooperation in Cultural Heritage Exploitation	Czech Republic, Estonia	Estonia
Ecomuseum - From Memories to Future	Italy, Finland	Finland
European Oral Singing Traditions - Leader Project	Finland, France, Estonia, United Kingdom	Finland
Finnish Sauna - Learning By Doing	Finland, Hungary	Finland
Handicraft	Finland, Estonia, Latvia	Estonia
Leva i Två Världar (Living in Two Worlds)	Finland, Sweden	Finland
Medieval Festivals	Estonia, Finland, Latvia, France, Portugal	Estonia
Old Crafts Today	Lithuania, Latvia	Latvia
Polish and Swedish Trail of Local Product	Poland, Sweden	Poland
Rising YOUTH BANDS	Finland, Scotland, Italy	Finland
Slöjdkontakt och Hantverksmöten (Handicrafts Contacts and Meetings)	Finland, Sweden	Finland
The Many Faces of Wood - Insights Into Folk Art and Everyday Creativity	Finland, Estonia, Lithuania, Poland, Italy	Finland
The Traditional Craft Skills Project	Finland, Ireland	Finland
Traditions on the Market Square	Finland, Italy	Finland
Woven Together	Finland, Austria	Finland

## PROJECTS IN THE CATEGORY OF LOCAL AREA DEVELOPMENT

À la Région - Upper Tampere & Hunsrück and Rhein Valley	Germany, Finland	Finland
Cross-Border Entrepreneurs Blekinge / Warmia-Mazury	Sweden, Poland	Sweden
Forest Project - Network of Densely-Wooded Region in Europe	Finland, Sweden, Luxemburg, France	Finland
Innovative Village	Finland, Estonia, United Kingdom	Finland
Loving Local Values	Estonia, Finland	Estonia
The Transnational Local Food Project	Finland, United Kingdom, Sweden	Finland
Villages Full of Treasures	Finland, Lithuania, Czech Republic	Finland
Villages Without Fences	Czech Republic, Finland	Finland

## PROJECTS IN THE CATEGORY OF LOCAL RESOURCES AND ENVIRONMENT

Bees and Biodiversity - Together to Stop Pollinating Insects Decline and Protect Biodiversity	France, Slovakia, Germany, Belgium, Finland, United Kingdom-Wales, Denmark	Finland
Ecoland LEADER	Finland, Estonia	Estonia
Forest Trail	Finland, Luxembourg, Sweden, France	Finland
Growing Gastronomists	France, United Kingdom, Estonia	Estonia
Local Food for Local Development	Finland, Austria, Cyprus, Ireland, Sweden	Finland
Management Fishing in the Lakes Finjasjön and Bosarpassjön. The Transnational Project: Developing Methods of Management Fishery and Utilization of Haul	Finland, Sweden	Sweden
RUCOP - Supporting Rural Sustainability Through Co-operation	Scotland, Sweden	Sweden
Traditional Sailing and Maritime Heritage	Finland, Estonia, Denmark	Estonia
Transnational Hunting	Sweden, Estonia	Sweden
Use of Local Resources for Energy and Construction Purposes	Finland, Estonia, Germany	Finland



## LEADER Transnational Cooperation

**LEADER cooperation project is supported by the Rural Development Programmes (RDPs) using the funds from the European Agricultural Fund for Rural Development (EAFRD) with the aim for tightening contacts between all parts of rural Europe.**

Cooperation helps to develop rural areas and encourages local action groups in organising joint actions with partnering LAGs or other groups with similar goals. There are two main types of cooperation under the current RDPs' LEADER axis, which are inter-territorial cooperation - projects within a Member State and transnational cooperation - projects between rural areas from different Member States. It is also possible to extend this cooperation to groups in pre-accession states or third countries following a similar approach.

Transnational cooperation helps LAGs to improve local activities, add value to resources and find new perspectives and ideas. How-

ever, it is not just about sharing experiences, but cooperation has to include a concrete joint project.

Both types of cooperation have increased in their importance for rural areas in the EU and past experiences show that cooperation is an efficient way of assisting rural areas.

In the current period: there are about 360 LEADER TNCs identified in the LEADER Axis (2007-2013) and there are around 180 projects, where at least one LAG from the Baltic-Nordic region is a partner.

# Celebrating LEADER Transnational Cooperation in the Nordic-Baltic Countries!

In 2013, the seven Rural Network Support Units from the Nordic-Baltic Region - Denmark, Estonia, Finland, Latvia, Lithuania, Poland and Sweden - initiated the Nordic-Baltic LEADER Transnational Cooperation (TNC) Awards.

The aim of the competition is to:

- highlight the importance of transnational cooperation for rural development in the Nordic-Baltic countries;
- recognise and promote existing LEADER transnational cooperation “success stories” involving the Nordic-Baltic countries;
- raise awareness amongst a wider audience of the interesting and diverse themes and activities which could be developed for future transnational cooperation with and between the Nordic-Baltic countries;
- acknowledge the Local Action Groups which are currently active in the Nordic-Baltic countries, and inspire these and other Local Action Groups to continue with transnational cooperation during the new programming period (2014-2020);
- reinforce the role of LEADER in supporting implementation of the EU Strategy for the Baltic Sea Region.

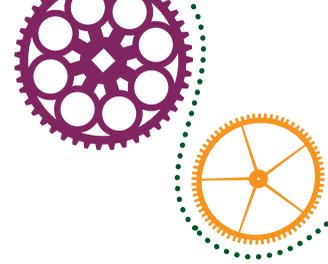
Criteria for participating LEADER TNC project in the competition:

- The LEADER transnational cooperation project must involve at least one Nordic-Baltic Local Action Group as a partner;
- The LEADER transnational cooperation project must be included in the list of LEADER transnational cooperation projects that have been notified to the European Commission.
- The LEADER transnational cooperation project can be submitted by Local Action Groups, Rural Network Units, or any other organisation.

Photos

*Left: Folk Summer School in Järvsö. By Synnöve Svanström.  
Right: Rising youth bands in Huntly. By Gerge Gunn.*





### Award categories:

There are five award categories for which LEADER transnational cooperation projects can apply. These are laid out below with examples of the types of project nominations which are expected:

- **YOUTH** - LEADER transnational cooperation projects which diversify activities for young people and children in rural areas; youth exchanges, camps, festivals or other thematic events; activities which develop entrepreneurship and involvement in community development amongst young people in rural areas.
- **TOURISM** - LEADER transnational cooperation projects developing rural tourism; promoting tourism through the creation of a common brand, identity or idea for a region(s); promoting tourism in an area through festivals or thematic events.
- **CULTURE** - LEADER transnational cooperation projects which have supported cultural development in the fields of art, hand-craft, theatre, music, dance, folklore or heritage protection; festivals, exhibitions or other cultural events; research or publications in the field of culture; business development in the field of culture.
- **LOCAL AREA DEVELOPMENT** - LEADER transnational cooperation projects which have enabled local area development; village development; new solutions for delivering services and infrastructure; local business support or business diversification and innovation.
- **LOCAL RESOURCES AND ENVIRONMENT** - LEADER transnational cooperation projects which have developed the use of local resources; local food and local food supply chains; better use of local raw materials; protection of the environment; activities in environmentally protected areas e.g. organic farming; ecological entrepreneurship; development of renewable or alternative sources of energy.





The LEADER transnational cooperation projects were evaluated against the following criteria:

- **Participants' benefits** - How have participating organisations and stakeholders benefited from the LEADER transnational cooperation project? Consider benefits accrued both during the LEADER transnational cooperation project and/or afterwards.
- **Transnational cooperation and partnership** - Were all partners involved equally in a strong partnership approach? What was the added value of the transnational elements? Did the LEADER transnational cooperation project involve other stakeholder groups both during the project and/or afterwards?
- **Level of innovation** - What was innovative or new about the LEADER transnational cooperation project? E.g. unique or new action, solution, result or effect.
- **Impact on regional development** - What are the positive effects of the LEADER transnational cooperation project within the participating region(s)?
- **Added value - transferability and sustainability** - What is the added value of the LEADER transnational cooperation project? Can the results or methodology of the LEADER transnational cooperation project be used by others? Will the LEADER transnational cooperation project or actions started during the project continue after completion?

Photos

*Left page, counterclockwise from top:*  
Action and Interaction. Visit to ecological farm in Lithuania. By Andrius Rudokas.  
Giving young people the chance to preserve regional traditions. In Smalininkai, Lithuania.  
A cow as a youth project Fenix filmstar. By Taina Simola.

*This page from top to bottom:*  
Rebuilding Finnish sauna in Hungary. By Rieska-Leader.  
Visiting Findhorn Foundation in Scotland. By Kim Scharafinski.  
Willow weaving in Ballinahown Ireland. By Minna Kuronen.



## The Nordic-Baltic National Rural Networks Cooperation

The National Rural Networks were established in each EU Member State in the programming period 2007-2013. LEADER info points, which acted as a LEADER support structure in the Member States, served as an example for the creation of the rural networks.

NRNs provide an important link at the Member State level between the national administrations and organisations involved in rural development. Their main role is to support the implementation and evaluation of rural development policy, help to bring together a variety of rural stakeholders and ensure communication both at regional, national and European level. Also, the main task is to organise events and produce a variety of communication tools, such as guides and event calendars, and have an important role in identifying and disseminating good practice.

Neighbours do communicate with each other more and the newer Members like Estonia, Latvia and Lithuania had been searching for experience in Finland, Sweden and Denmark. Therefore, when the NRNs were established, an idea sprung immediately that the neighbouring NRNs should communicate with each other tightly. At the

beginning, acquaintance was made with the different structures of the NRNs, RDP implementation; common and different regulations governing the LEADER measure, because each Member State has a lot of similarities, as well as differences. The focus has always been on the establishment and development of LEADER LAGs. New topics, such as the role of NRNs in engaging the target groups of Axis 1 and 2 or LEADER transnational cooperation possibilities for new Member States have always been focused on. Several mutual study tours were agreed upon at the meetings, invitations for events have been shared, ideas exchanged and partners or foreign lecturers for their stakeholders have been searched for. Estonia and Finland have also organised joint study tours. An important theme has been the Baltic Sea Strategy and the implementation of its priorities, as well as many other rural development issues. Fisheries networks have also been included in many meetings. The hosting country of each meeting has also organised a study tour introducing its area with the RDP support for projects.

Photos  
Left: Roskilde, June 2013.  
Right: Tallinn, September 2011.



## List of Nordic-Baltic Network Meetings

- **Seinäjoki, Finland, 19 - 20 February 2008.**  
Participants: Danish, Estonian, Finnish and Swedish networks
- **Jämeda, Estonia, 24 - 26 September 2008.**  
Participants: Danish, Estonian, Finnish, Latvian, Lithuanian and Swedish networks
- **Åhus, Sweden, 12 - 14 May 2009.**  
Participants: Danish, Estonian, Finnish, Latvian, Lithuanian, Polish and Swedish networks
- **Billund, Denmark, 3 - 5 November 2009.**  
Participants: Danish, Estonian, Finnish, German, Latvian, Lithuanian, Polish and Swedish networks
- **Apšuciems, Latvia 28-30 April, 2010.**  
Participants: Danish, Estonian, Finnish, Latvian, Lithuanian, Polish and Swedish networks
- **Haikko, Finland, 23 - 25 May 2011.**  
Participants: Danish, Estonian, Finnish, Latvian, Lithuanian, Polish and Swedish networks
- **Tallinn, Estonia, 13 - 14 September 2011.**  
Participants: Danish, Estonian, Finnish, Latvian, Lithuanian, Polish and Swedish networks. Joint event with the fisheries networks
- **Vilnius, Lithuania, 13 - 14 March 2012.**  
Participants: Danish, Estonian, Finnish, Latvian, Lithuanian, Polish and Swedish networks. Joint event with the fisheries networks
- **Brålanda, Sweden, 3 - 4 October 2012.**  
Participants: Danish, Estonian, Finnish, Latvian, Lithuanian, Polish and Swedish networks
- **Roskilde, Denmark, 5 - 6 June 2013**  
Participants: Danish, Estonian, Finnish, Latvian, Lithuanian and Swedish networks
- **Jurmala, Latvia, 24. October 2013**



Photos  
From top to bottom: Brålanda, Sweden, 3-4 oct 2011.  
Baltic Sea Strategy Seminar, Helsinki 2011.  
Roskilde, June 2013.  
Fishery Network Conference in Pärnu, June 2009.



**LEAD PARTNER** - GAL Sulcis Iglesiente Capoterra e Campidano di Cagliari (Italy)

**PARTNERS** - GAL Linas Campidano (Italy), LAG KKTM (Finland), GAL Sarcidano Barbagia di Seulo (Italy), GAL Marmilla (Italy), GAL Pays de Puisaye Forterre (France)

**PROJECT LOCATIONS** - Sardinia (Italy), Fell Lapland (Finland), Burgundy (France)

**PERIOD** - June 2012 - October 2014

**BUDGET (in EUR)** - 150 000

**CONTACT** - Ms. Sofia Nikka, Project Manager  
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**MAIN ACTIVITIES:**  
a writing  
competition,  
short films,  
youth camps

*Photos*  
*Left:* Lapland Campus Icefishing event. By Laura Vilander.  
*Center:* Lapland Campus. Kõngäs. By Marjut Tiensuu.  
*Right:* Lapland Campus. Going to Icefishing event. By Sofia Nikka.

# My Fell Lapland

My Fell Lapland is an international youth project bringing together youth from Finland, France and Italy. The target group of the project are 11-14 year old young people living in the Fell Lapland, which consists of 4 municipalities: Kolari, Muonio, Enontekiö and Kittilä. The main project procedure is making short films based on compiled stories, however, to reach this result, several joint actions have been organised. The project is the first international cooperation project in the Fell Lapland area, it has already received good feedback and also the national cooperation partners are interested in making follow-up projects.

The project aims are to strengthen self-esteem, self-knowledge and cultural identity of young people, as well as encouraging them in independence and internationality. Positive experience of the countryside later advances the young people's interest in returning home after their studies. The best benefit have been campus meetings for the project youth, they have met new friends from Italy, France and the local community. The international cooperation also improves language skills.

The first joint action was a writing competition in Autumn/Winter 2012. The top three stories of the competition were translated into

English and they were published in a book *My World, Stories from the Land of My Birth*. The project book and the films will be donated to the local schools and libraries.

The second joint action was a 3-day international youth camp, which was organised at the end of April 2013. The elite of the contest - the selected young people from Finland (12), Italy (95) and France (5) were participating in the camp. The theme of the camp was to publish the stories of the book, as well as the Lappish culture and life. The next camp will be organised in October 2013 in France. The Camp France is the premiere of the short films. The final camp will be held in Sardinia, Italy in April 2014. All young people who take part in the project will participate in the short movie workshops, where it will also be planned how to carry out the filming session of the short film "*Lappilainen maailmalla*".

Almost every school in the Fell Lapland has taken part in this project. The project has developed networks and partnerships among LAGs in Finland, Italy and France. This first project may lead to new international cooperation in other fields, such as geotourism.



**LEAD PARTNER** - LAG Redange-Wiltz (Luxembourg)

**PARTNERS** - LAG Miselerland (Luxembourg), LAG Pays de Broc Éliande (France), LAG West-Estonian Islands Partnership (Estonia), LAG Joensuu Region (Finland)

**PROJECT LOCATIONS** - Redange (Luxembourg), Grevenmacher (Luxembourg), Becherel (France), Kuressaare (Estonia), Joensuu (Finland)

**PERIOD** - 2011 - July 2013

**BUDGET (in EUR)** - 418 094

**CONTACT** - Ms. Taina Parkkulainen, Project Coordinator  
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MAIN ACTIVITIES:  
action-weeks  
on environmental  
issues for youth



*Left:* The water themed posters in the park in Luxembourg by the end of the camp week.

*Center:* Participants in Luxembourg camp. By Franka Vakkum.

*Right:* Day of wind. By Jane Treima.

# "The Planet Said to Me"

"The Planet Said to Me" is a 3-year international project for youth from Luxembourg, France, Estonia and Finland. The goals of the project are to increase the young people's knowledge of the environment and the importance of environmental issues.

Main project activities were action-weeks focusing on different environmental issues, group research and presentations. Each partner region selected a group of 8-10 young people in the age of 15 - 18. The group examined environmental issues related to a common theme in their own region and produced an output of the theme in their chosen format. Once a year, an action-week with a different main theme was organised, where the groups introduced their work to the other groups, held workshops and explored the selected environmental theme.

Action-weeks took place at the end of July in the summers of 2011, 2012 and 2013. In 2011, the action-week took place in Luxembourg with the theme of water and saving water. The second action-week took place in France with the theme of recycling and the third was held in Estonia and Finland with the theme of renewable energy sources.

The project has increased the youth's environmental knowledge and sensitivity. Project results of each group have been displayed locally in their own region, for example in youth houses and schools. The project has shown that environmental issues can be presented in different ways. The youth have acquired knowledge of many new things on environmental protection and got new tools to help share their knowledge, their interest in environmental issues has increased, as well as their motivation in developing their own regions.





**LEAD PARTNER** - Ukmerge Region LAG (Lithuania)

**PARTNERS** - Põlvamaa Partnerluskogu (Estonia), Cesis District Rural Partnership (Latvia)

**PROJECT LOCATIONS** - Põlva County (Estonia), Cesis (Latvia), Ukmerge (Lithuania)

**PERIOD** - September 2012 - December 2013

**BUDGET (in EUR)** - 73 973

**CONTACT** - Ms. Klavdija Stepanova, Administrator  
Ukmerge Region LAG

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Photos

Left: Fun, Lithuania. By Rūta Miciūtė.

Center: Singing, Lithuania. By Rūta Miciūtė.

Right: Concert with dances and song "Ārgake, Baltimaad" in Ukmerge Town Square. Ukmerge Camp. By Marko Avikson.

# Youth For Youth

MAIN ACTIVITIES:  
three creative  
camps and  
a final  
conference

Youth For Youth aims to fight against the trend in the migration of young people from rural areas in the Baltic countries by showing the youth a range of cultural, social and economic opportunities to encourage them to return to live and work in rural areas after their studies. The project is targeted to 18-30 year old young people from the Baltic countries, who are from rural areas, but study in the cities. Three 1-week creative camps and a final conference are organised in course of the project.

The first camp was held in Cesis, Latvia in 2012, where the youth participated in different workshops, for example: submitting applications for funds, self-assessment, photo-hunting, excursion in Cesis. The second camp was held in Ukmerge, Lithuania in 2013, with seminars about communication skills and team work, as well as different activities (hikes, kayak race, percussion learning, acting, music therapy). The third camp will be organised in Põlva, Estonia in August 2013 and the final conference in Ukmerge in October 2013.

All the activities of the camps are filmed and the material will be stored and prepared as methodological material illustrating various methods for working with youth. The material will be presented at the conference in Lithuania. The project has received great feedback from the participants and other involved parties. It enhances the youth's understanding of different possibilities for developing their local communities, creates transnational co-operation contacts and improves the youth's skills in different areas.





**LEAD PARTNER** - Aktiivinen Pohjois-Satakunta ry (Finland)

**PARTNER** - LAG Linz Land (Austria)

**PROJECT LOCATIONS** - Ikaalinen (Finland), St.Marien (Austria)

**PERIOD** - January 2012 - December 2012

**BUDGET** (in EUR) - 101 000

**CONTACT** - Minna Nissilä, Project Manager  
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# Wind For Youth - (WFY)

Wind For Youth is a large scale project between two partners, Inory from LAG Aktiivinen's area and Jung St Marien - band from LAG LinzLands area. The project facilitates the educational exchange on European music education, exchange of orchestras, cultural studies, international education for youngsters and developing cultural tourism on music-thematics. One of the main goals is to keep youth together and maintain the orchestras functioning, as today, in rural areas, the youngsters tend to move away and all the orchestra work will be lost in the area.

The project's target group are youngsters interested in music and orchestra playing and their families. The international dimension adds value for older youngsters to upkeep their interest in playing and forming bands, whereas, the family accommodations during the international workshops facilitate friendships between all the participants. Facebook and social media were largely used and participants formed longlasting contacts. The project received visibility in

*Photos*  
*Left:* Raine Ampuja, conductor of the Guards Band, gave a workshop on the music of Jean Sibelius and a workshop on Finnish marching routines as well.  
*Center:* Vesa Keso, the chairman of INO's parents board, lead the group on a trip with traditional Finnish church boats.  
*Right:* The combined percussion group of INO and JSTM gave an interval show in a top league match of pesäpallo, the Finnish national game. The match, and also the percussion show, was broadcasted live on TV.  
 All photos by Gerald Hollaus.

**MAIN ACTIVITIES:**  
 exchange on  
 European music  
 education, exchange of  
 orchestras, workshops,  
 concerts

the Finnish television and a good visibility on Sata Häme Soi-festival (Scandinavia's greatest accordeon music festival).

As a result of the project, the adult orchestra activity is being started, as some of the youngsters decided to stay, live and study in Ikaalinen area. Within the project, the cultural offer was extended in both partner areas by free concerts given in the framework of the workshops. The project actions created long lasting collaboration ties and the first public concert of entirely Finnish music ever kept is being planned in Austria for 2013.





**LEAD PARTNER** - Redange-Wiltz LAG (Luxembourg)

**PARTNERS** - Urfahr-West LAG (Austria), Oststeirisches Kernland LAG (Austria), Raplamaa Partnership LAG (Estonia), Joensuu Region LAG (Finland), Central Karelian Jetina LAG (Finland), Valle Umbra e Sibillini LAG (Italy)

**PROJECT LOCATIONS** - Eschdorf (Luxembourg), Puchenau (Austria), Kaindorf (Austria), Rapla (Estonia), Joensuu (Finland), Kitee (Finland), Foligno (Italy)

**PERIOD** - September 2010 - September 2013

**BUDGET** (in EUR) - 718 607

**CONTACT** - Mr. Esko Lehto, Project Manager  
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Photos

Left: Karelian pie workshop at Varpasalo Village Hall. Varpasalo, Rääkkylä, Finland. By Tanja Airaksinen.

Center: The pilot trip group at Pyhäjärvi Lake. Suitsa, Kesälahti, Finland. By Tanja Airaksinen.

Right: Pilot trip of CULTrips to Rapla. Nail making in black smiths forgery in Puraviku. By Reinhard Nimmervoll.

# CULTrips - Creating a New Concept For Socio-Cultural Village Trips in Europe

MAIN ACTIVITIES:  
developing  
socio-cultural tourism  
concept, pilot trips,  
lectures, courses

The idea of the project is to develop an alternative method to mainstream tourism on the regions outside of mass tourism, comprising sustainable tourism approaches, like socio-cultural, community based and creative tourism. CULTrips activity is based on local level action for developing socio-cultural tourism. During the project, the new concept of socio-cultural tourism was developed via six pilot trips and other activities, resulting in a manual for developing socio-cultural travelling. The main target group of the project is a broad spectrum of local people and their networks.

Actions carried out in course of the project included: arranging a common international guide training session on socio-cultural tourism, expert lectures on local history and culture, English courses, regional surveys, regional test trips, etc.

Learning by doing was a main method in the project, hence pilot trips were organised and main principles for the new tourism concept were created by the seven project partners. The pilot trips

had different themes: landscape and energy in Luxembourg, architecture and culinary in Upper-Austria, workshops of kantele (musical instrument) and Karelian pie (a traditional food) by Finland, truffles picking by Italy and glassblowing by Estonia.

As the project's result, there are now about 35 local guides who have got new knowledge and international experience to develop the socio-cultural tourism. Furthermore, the local identity has strengthened, and the trained local guides are now the key-actors in the participative and socio-cultural tourism in their regions.





**LEAD PARTNER** - Leader Tielt - Plateau (Belgium)

**PARTNERS** - Bialskopodlaska LAG (Poland), Leader Westhoek (Belgium)

**PROJECT LOCATIONS** - Tielt ja Westhoek, West Flanders (Belgium), Lubelskie Region, Bialskie district (Poland)

**PERIOD** - October 2010 - June 2014

**BUDGET** (in EUR) - 279 769

**CONTACT** - Mr. Arkadiusz Misztal, Project Coordinator  
Bialskopodlaska Local Action Group

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Photos

Left: Youth Bicycle and Foot Trip in the Bug River area. By Wieslaw Bylina.  
Center: Polish-Belgian partners in cooperation on the old professions presentation event. Slawatycze. By Agnieszka Kazimierska.  
Right: Youth Exchange from Belgium to Poland. By Arkadiusz Misztal.

# Re-creation of the Landscape / TEAM

MAIN ACTIVITIES:  
creating tourist  
hiking trails,  
study tours,  
youth exchange

One of the main tourism sectors in Belgium is cycling, which requires a simple solution for marking trails and demands cooperation with local municipalities and NGOs. Poland wished to learn from Belgium's experience and therefore, the project TEAM was created. The aim of the project was to transfer good practices and as a result, over 1000 kilometres of tourist trails based on the West Flanders system were developed in Poland. Project partners were various stakeholders: youth, persons managing the region, members of non-governmental organizations and businesses.

The following activities were organised: conference in Poland for the management of the region, study visit for the region's managers from Poland to Belgium, implementation of marking the hiking trails, youth exchange from Belgium to Poland and Polish youth exchange in Belgium, meetings with the heads of municipalities and NGO members. Solutions were transferred between Belgium and Poland in course of the project, with the added value given by the

creation of coherent and new labelling system in Poland, greatly expanding the number of potential visitors. Activities undertaken in the project will be continued and expanded in the future by developing a system of routes and forms of cooperation activities of the newly established "House of the Region".

The positive effects for the Bialskopodlaska LAG include: extensive experience in international cooperation, established trade relations with the Benelux. Furthermore, the LAG has gained new partners for future projects from Germany, France, Spain, Italy and Romania.





**LEAD PARTNER** - LAG Karhuseutu ry (Finland)

**PARTNERS** - LAG Abaúj Leader Egyesület (Hungary), LAG Outer Hebrides LEADER; Outer Hebrides Tourism Industry Association (Scotland), LAG Pays Boulonnais (France), LAG Coast, Wolds, Wetlands & Waterways; Yorkshire Wildlife Trust (England), LAG Adirn (Portugal), Ami Ribeirão (Cape Verde)

**PROJECT LOCATIONS** - Satakunta Region (Finland), Abauj Region (Hungary), Outer Hebrides islands (Scotland), Boulonnais area (France), Yorkshire (England), Tomar area (Portugal), Island of Saint Anton (Cape Verde)

**PERIOD** - February 2012 - ongoing

**BUDGET** (in EUR) - 728 573

**CONTACT** - Ms. Jaana Mälkki, Coordinator  
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Photos  
 Left: Birdwatching, England. By Santtu Ahlman.  
 Center: Golden Eye Eagle-birdwatching hut, Scotland. By Cliff Webb.  
 Right: Naturelovers. Scotland, Outer Hebrides. By Jaana Mälkki.

# Nature Tourism Project

MAIN ACTIVITIES:  
 nature/cultural tourism  
 conferences,  
 nature/culture based  
 tourism products,  
 marketing website

The project tackles economic fragility through the promotion of natural and cultural tourism assets in rural areas via responsible tourism. The aim is to have each area host a nature/cultural tourism conference with the goal of learning about best practices in tourism, network and experience local tourism. Everyone involved in tourism, especially microbusinesses run by women, community groups and young people form the target group.

The first event in course of the project was held in Yorkshire dealing with the questions of how nature tourism can stimulate economic growth, how to use wildlife in marketing tourism businesses and how to use websites/social media to build new markets. The second event in the Outer Hebrides gave opportunities for 160 local businesses to meet and network with LAG visitors.

Different project actions include: developing a marketing website, hosting an exchange programme of nature/culture based activities, hosting a conference on nature based tourism, developing and

promoting nature/culture based tourism products, developing themes to promote the area.

As a result, tourism businesses are more aware of what the area can offer visitors. Many new businesses have already started up and 220 small businesses are more actively engaging with the tourism sector. Partners have learned from each other's experience and actively find ways to further develop the project and new products. In one LAG area, the involvement of local businesses has increased from 90 to 250, another LAG area is interested in adopting a similar membership model, one LAG has developed a 'Puffin' quality brand mark.





**LEAD PARTNER** - LAG Outokaira tuottamhan (Finland)

**PARTNERS** - LAG Mare Boreale (Sweden)

**PROJECT LOCATIONS** - Tornio (Finland),  
Haparanda (Sweden)

**PERIOD** - November 2010 - February 2013

**BUDGET (in EUR)** - 153 550

**CONTACT** - Mr. Hannu Alatalo, Project Manager  
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**MAIN ACTIVITIES:**  
common trademark  
and marketplace,  
theatre group,  
musical performances,  
business cooperation



**MUSTAPARTA**  
TORNIOHAPARANDA

*Photos*  
*Left: Mustaparta Theater visiting Visby, Sweden. By Esa Rautiainen.*  
*Center: Mustaparta winterclothes collection Juoksengi, Sweden. By Kenneth Mikko.*  
*Right: Mustaparta logo.*

# Mustaparta Archipelago and Tornio Valley

Tornio Valley is a region around the border between Finland and Sweden, with common history and culture, which is visited by three million shopping tourists every year. The roots of the international business development project extend back to the 18th century, when Finland and Sweden were the same country and Tornio and Haparanda one town. Their common, historical hero was Isakki Mustaparta (Isac Blackbeard), which now forms the basis for making culture products for tourism. The goal of the project is to create business opportunities for the two towns in cooperation and increase offers to the tourists in the region.

The common Mustaparta-trademark has been created. There have been a range of different joint events, including a play based on the key events of the novel on Isakki Mustaparta, musical performance programmes created based on the story, The Mustaparta winter clothes collection. There is a common market place, where people can sell their products and perform. Individual actions in Finland: A Swedish novel on Isakki Mustaparta has been translated

into Finnish and its dialogue has been translated into meänkieli (local language). A number of restaurants in the Tornio Valley offer Mustaparta beer. The Mustaparta-theatre group has been founded. Individual actions in Sweden: a fair in the village Nikkala in the summer.

Tornio valley, the villages and towns have received lots of publicity thanks to the project. Local people in two countries have learnt to know each other and their cultures. Stakeholders can market their products through the Mustaparta-trademark. The Finnish and Swedish prominent entrepreneurs can develop products together.





**LEAD PARTNER** - LAG Karhuseutu (Finland)

**PARTNERS** - Jõgevamaa Cooperation Council (Estonia),  
LAG Darišim paši! (Latvia)

**PROJECT LOCATIONS** - Kokemägi (Finland), Jõgeva County  
(Estonia), Kuldīga, Skrunda (Latvia)

**PERIOD** - May 2011 - December 2012

**BUDGET** (in EUR) - 91 257

**CONTACT** - Mrs. Hanna Hakala-Rosu, Project Coordinator  
Juustolan Käsiyöläiset ry

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Photos

*Left:* Open workshop in Põltsamaa castle yard. By Hanna Hakala-Rosu.

*Center:* Skrunda seminar. By Kaire Sardis.

*Right:* Patchwork workshop in Põltsamaa. By Hanna Hakala-Rosu.

# Handicraft

MAIN ACTIVITIES:  
workshops, handicraft  
exhibitions and markets

The objectives of the project are the following: to develop a network of partners and entrepreneurs of handicraft makers, to change know-how of handicraft culture between regions, to change know-how of ideas, to make and sell handicrafts, to spread handicraft culture to the public. The project aims at giving the local handicraft makers possibilities to find transnational lasting contacts. The main reasons for the project were partners' mutual interest to learn something new and to pass on existing know-how to younger generations and thereby keep the heritage alive, create new partnerships and spread handicraft culture to the public.

Five bigger joint transnational events and two special Christmas markets have taken place in the project. Each event featured workshops for project participants and for the public, handicraft exhibitions and markets. The events had four main topics: weaving, crochet, patchwork and national costumes.

The most important outcome of the project has been passing on and thereby keeping alive the local handicraft heritage. About 70 handicraft makers from three countries have participated in the project and about 350 children and adults have joined the work-

shops. New partnerships between Estonian, Latvian and Finnish handicraft makers are made. Moreover, relations on the municipal level have enlivened as well - connections between Põltsamaa, Kokemäki and Skrunda were already there before the project, but now handicraft artists' participation on each region's cultural events is traditional and expected. Skrunda and Kokemäki have initiated official relations to become twin cities as a result of the connections established in this handicraft project.





**LEAD PARTNER** - LAG Pärnu Bay Partnership (Estonia)

**PARTNERS** - JLAG Karhuseutu (Finland), LAG "Daršim pašī!" (Latvia), LAG Pays Ruthénois (France), LAG ADRITEM and LAG ADIRN (Portugal)

**PROJECT LOCATIONS** - Pärnu County (Estonia), Satakunta Region (Finland), Kurzeme Region (Latvia), Aveyron, Midi-Pyrénées (France), Aveiro Region and Ribatejo Norte Region (Portugal)

**PERIOD** - May 2012 - October 2013

**BUDGET** (in EUR) - 287 959

**CONTACT** - Mr. Toomas Abel, Project Coordinator  
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**MAIN ACTIVITIES:**  
preparing and organising  
festivals on medieval  
culture



*Left:* French turner and mayor of Sauveterre de Rouergue René Mouysset at the Pärnu Hanseatic Days.  
*Center:* Estonian and French artisans working together in Sauveterre-de-Rouergue, France.  
*Right:* Procession at the Medieval Hanseatic Market in Ulvila.  
All photos by Toomas Abel.

# Medieval Festivals

The main objective of the project is to enlarge the field of activity of rural people communicating medieval heritage between partners from different European regions - with rich medieval heritage (Portugal, France) and those discovering the subject (Estonia, Finland, Latvia). The target groups of the project are NGOs, entrepreneurs, volunteers, culture groups, and youth societies in the LAGs regions.

Activities of the project include: preparing and organising festivals - heritage and cultural studies, costume workshops, medieval hand-crafts workshops, hosting partners and visiting partners' festivals with innovative and attractive input, medieval camps and banquets animated by partners' musicians and actors, seminar on heritage, historical and cultural subjects. The following festivals were organised in 2012: Hanseatic Days in Pärnu, Estonia, Medieval festival in Kuldīga, Latvia, Medieval Hanseatic Market in Ulvila, Medieval Festival in Santa Maria da Feira, Portugal and in 2013: Festa Templaria in Tomar, Portugal, Médiévafoles, Sauveterre de Rouergue, France, Medieval Hanseatic Market, Ulvila, Finland.

The project has provided deeper knowledge on European medieval heritage. Baltic and Nordic partners have learned about the popularity of medieval topics in Western Europe and all the opportunities to offer specially developed products and performances to large audiences. Communication of the medieval heritage helps participants to better understand the role and historical background of Western Europe (and vice versa). The project has enlarged the horizons for rural people, including youth, through new ideas for increasing income and the creation of part-time or seasonal jobs.





**LEAD PARTNER** - LAG Piceno (Italy)

**PARTNERS** - LAG Sibilla (Italy), LAG Oulujärvi Leader (Finland)

**PROJECT LOCATIONS** - Marche Region (Italy), Kainuu Region, Paltamo (Finland)

**PERIOD** - May 2012 - April 2014

**BUDGET** (in EUR) - 157 663

**CONTACT** - Ms. Anna Huusko, Project Manager  
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**MAIN ACTIVITIES:**  
making the Map of The  
Community Traditions,  
common website,  
trainings for school  
students



*Photos*  
*Left: Learning to make a traditional fence in Melalahti. By Seppo Härkönen.*  
*Center: The Wall of Forgotten Words in Raggiolo, Italy. By Anna Huusko.*  
*Right: Students helping on the field in Melalahti. By Anna Huusko.*

# Ecomuseum - From Memories to Future

The keywords of the project are communality and a future based on traditions by involving youngsters and elderly people in village development. In all partner areas, there was a strong need to come up with ideas, which could help villages to remain viable. The target groups in the project are elderly people, who have a lot to tell about the past and youngsters, who can have access to the old traditions and thus learn to appreciate their own living area.

The main common measure of the project is making The Map of the Community. First, places and stories important to locals have been identified and put on the map. The maps are done in cooperation between local people and high school students, who have designed unique symbols and created drawings about the villages based on old photographs. Students have also learned about the “way of bread from the field to food”, they had a course, where they learned how to make traditional dishes of the area and they have collected video and photo materials related to the theme of the “way of bread” in order to dedicate a blog to this theme. During the project, the students have learned about the traditional ways

of working in the countryside and decided to organize an “amazing race” -type tradition competition, which will be held for the first time next autumn.

Project partners are creating a common web portal, which will be available for any European Ecomuseum. Co-operation between schools and village associations has become more efficient. The project helps to coordinate collecting the traditions of the area better. During the project, the villages have started to hold village evenings that have tempted more and more storytellers.





**LEAD PARTNER** - LAG Aktiivinen Pohjois-Satakunta ry (Finland)

**PARTNERS** - LAG Valle Umbra e Sibillini (Italy)

**PROJECT LOCATIONS** - Satakunta (Finland), Umbria (Italy)

**PERIOD** - April 2012 - December 2013

**BUDGET** (in EUR) - 64 700

**CONTACT** - Ms. Krista Antila, International Coordinator  
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Photos  
 Left: Children from the Kantti School at the Spoleto Christmas market. By Iiri-Maija Koivujärvi-Viitala.  
 Center: Italian group in Natural Park of Kauhaneva. By Krista Antila.  
 Right: Italian old recuiped traditional music at Fair Karviapäivät. By Iiri-Maija Koivujärvi-Viitala.

# Traditions on the Market Square

MAIN ACTIVITIES:  
 exchange of rural traditional performances,  
 gathering cultural heritage material,  
 a heritage film

The project focuses on the recuperation of old rural traditions and rural fair events through modernizing them and enabling intercultural and entrepreneurial exchanges between Finland and Italy. Senior citizens, youngsters and also people in their best working age are involved in the project. The large scale cultural exchange -community project was implemented solely through volunteering in Finland. The goal of the project is to give different developing and cultural interchange possibilities for the different sectors operating in rural areas.

The project's themes are: cultural heritage work, the recuperation of disappearing cultural valor, intergenerational transfer of knowledge, tourism promotion, market events, promoting cultural community work and entrepreneurial life in rural areas. As activities, a heritage film was made by Karvia Kantti village school, teaching youngsters how works were done in the past. The film has been presented for the public in Italy and in Karvia. Italians collected the disappearing traditions and songs in Spoleto area and edited a DVD

containing the musical pieces collected from local elderly people and the ethnographic band "Societa di Musici". The first presentation of the first part of the material was in 2012 at a rural fair in Karvia. Different promotional and photo material was produced, which have been used in different events.

The project has provided many benefits: e.g. gathering cultural heritage material, promoting volunteering work, enterprise life and cultural life, creating new possibilities for collaboration. The North Satakunta area and the Region Satakunta had benefits in the form of free tourism promotion in Italy.





**LEAD PARTNER** - LAG Hunsrück (Germany)

**PARTNERS** - LAG PoKo ry (Finland), LAG Welterbe Oberes Mittelrheintal (Germany)

**PROJECT LOCATIONS** - Hunsrück and Upper Middle Rhine valley (Germany), North Pirkanmaa, Upper Tampere (Finland)

**PERIOD** - June 2010 - March 2012

**BUDGET** (in EUR) - 109 300

**CONTACT** - Mrs. Anu Schuoler, Project Coordinator  
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**MAIN ACTIVITIES:**  
workshops,  
gourmet events,  
chef exchanges,  
youth website,  
rural women's  
cooperation



*Photos*  
*Left: À la région in Kastellaun, Germany. By Werner Dupuis.*  
*Center: Witches Night in Ruovesi, Finland. By Anu Schuoler.*

*Right: German rural women on ice fishing trip in Ruovesi, Finland. By Gerlinde Sagel.*

## À la Région-Upper Tampere & Hunsruck and Rhein Valley

À la région - Upper Tampere & Hunsrück and Rhein valley is a project between Finland LAG and two German LAGs with the objective of developing rural areas and sustainable actions. The project's aim is to increase knowledge of international activities and support networking, thereby achieving permanent connections and cooperation. Entrepreneurs in tourism, crafts and catering, students and schools, youth organisations, village activities serve as the target groups.

Four workshops were organised, where participants met and discussed their cooperation possibilities and concrete project ideas. The first workshop was held in LAG Hunsrück area on tourism and education, the second in LAG PoKo ry area on tourism, education and gastronomy, the third in LAG Welterbe Oberes Mittelrheintal area on rural women's cooperation and the fourth in LAG PoKo ry area on rural women's organisations.

In addition, regional actors took part in local fairs, markets, festivals and seminars in the cooperation area and the project website

was created. The Fin-Ger-Net website publishes short stories and pictures of the project's workshops and events. Gourmet events and chef exchanges have been organised and a special project started in the field of education in Mänttä-Vilppula, Finland, where secondary school language teachers developed "Fin-Ger-Mail". The idea is that the pupils from Kirchberg (DE) and Virrat (FI) have email correspondence in English on different topics, like "my town" or "my hobbies".

Participants have learned a lot from each other and gathered many new ideas. Events and fairs provide added value for entrepreneurs and associations.





**LEAD PARTNER** - LAG Karhuseutu (Finland)

**PARTNERS** - LAG Kaunas District (Lithuania), LAG Zálábí, LAG Říčansko, LAG Krajina srdce and LAG Podlipansko (Czech Republic)

**PROJECT LOCATIONS** - Ulvila (Finland), Kaunas district (Lithuania), Týnec nad Labem, Říčany, South and Central regions (Czech Republic)

**PERIOD** - January 2012 - November 2013

**BUDGET** (in EUR) - 224 929

**CONTACT** - Ms. Rosanna Telaranta  
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MAIN ACTIVITIES:  
different artisans  
festivals in the partners'  
areas



Photos  
Left: Folkdance in Lithuania.  
Center: Ironwork festival, blacksmith competition, Finland.  
Right: Learning weaving and to make tapestry in Lithuania.  
All photos by Rosanna Telaranta.

# Villages Full of Treasures

The Villages Full of Treasures is an international project, which main objective is to promote cultural knowledge and develop village tourism. Different festivals are held in the partners' areas with the opportunity to send artisans to hold workshops of their local traditional crafts and food culture. The project provides a good opportunity to develop tourism and increase the know-how of cultural heritage. The project will especially impact young people and local residents. The international dimension helps to develop new events, get international contacts and opportunities to develop international tourism.

Several festivals were held in course of the project: a Metal Ironworks-Festival in Finland in 2012, where a blacksmith's competition and traditional crafts workshops were held; in October, Finland and Lithuania took part in the Czech Republic Apple festival in Říčansko, where the Finns held workshops about rye bread, Karelian pies, viking knitting and tar candles. In May 2013, the Easter Ironwork Festival with over 700 visitors in 4 hours took place in Finland. In May 2013, an international ironwork festival was held in Lithuania.

The project has increased tourism in Leineperi's Ironwork area and extended the tourism season. The events were great success and will be continued in the future. The project has helped to understand how to get young people to attend the festivals, by employing puppet shows and parkour, which are growing in popularity. One of the project's plans is to create uniform costumes and packaging for Leineperi's actors and create an Iron-theme for Leineperi.





**LEAD PARTNER** - Development Centre (LAG Arenduskoda, Estonia)

**PARTNERS** - LAG Development Association Sepra (Finland), LAG Pohjois-Kymen Kasvu (Finland)

**PROJECT LOCATIONS** - LAG Arenduskoda area (Estonia), Sepra Leader group area and Kasvun Leader group area (Finland)

**PERIOD** - August 2011 - August 2013

**BUDGET** (in EUR) - 193 037

**CONTACT** - Ms. Eha Paas, Project Leader, LAG Arenduskoda

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**MAIN ACTIVITIES:**  
seminars, workshops,  
Internet recipe book,  
video about village  
tourism,  
local food days



*Photos*  
*Left: Estonian Youth in Finland. By Heleriin Jõesalu.*  
*Center: Local food in tourist farm Arma Ratsatalu. By Mare Kalme.*  
*Right: Making Finnish pie in Farmhouse Iivari, Virolahti. By Helena Pakkanen.*

# Loving Local Values

The project focused on valuing local products and food in the district of LAG Arenduskoda and Kymenlaakso county in Finland, where it involved the municipalities - Kouvola, Hamina, Kotka, Miehikkälä, Pyhtöo, Lovisa, Virolahti and Iiti. The focus of the project was to enhance cooperation between people who are active in the field of local food, rural tourism and handicraft to help them design their products and services, add extra value and arrange better marketing. Furthermore, rising awareness about local and healthy food was one of the goals of the project.

In course of the project, seminars were organised, as well as field trips and workshops for young people. Discussions and meetings with different local partners were held to build potential sustainable cooperation relations. 3 open events for the public about local food and a food competition were organized in Estonia, an Internet recipe book and local food website was created. In Finland, a video about village tourism products was made and village walks about rural culture and landscapes were organized. Networks of local food parties were started: in Estonia, there are 100 partners in the local food network in the Arenduskoda region. Open local food days

brought lot of attention to local food, the project helped to reach the new target of kindergarten and school cooks.

The project has promoted cooperation both locally and transnationally. The different experiences from Finland and Estonia have inspired entrepreneurs and encouraged them to develop new products and services. The project resulted in some straight contacts and relations, for example, between Finnish and Lahemaa region tourism entrepreneurs.





**LEAD PARTNER** - Leader Blekinge (Sweden)

**PARTNERS** - LAG Brama Mazurskiej Krainy (Poland),  
Warminski Zakątek (Poland)

**PROJECT LOCATIONS** - Ronneby, Blekinge (Sweden),  
Nidica, Mazury and Dobre Miasto, Warmia (Poland)

**PERIOD** - April 2011 - September 2013

**BUDGET** (in EUR) - 298 826

**CONTACT** - Ms. Iwona Słojka, Project Leader  
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Photos

*Left:* Polish anglers test fishing in Järnavik, Sweden. By Piotr Wawrzyniuk.  
*Center:* Polish food from Tusinek on Harvest Fair in Olofström, Sweden. By Iwona Słojka.  
*Right:* Elk meat from Sweden on a Polish Christmas Fair in Kamionka. By Jolanta Kolosinska.

## Cross-Border Entrepreneurs Blekinge / Warmia-Mazury

MAIN ACTIVITIES:  
entrepreneurs  
study tours, fairs,  
developing small  
firms

The goal of the project was to develop business through establishing contacts between Polish and Swedish rural firms. 12 international activities took place during the project, including study tours and reciprocal visits, organising and participating at fairs that enable testing products and services, as well as discussions and evaluation of joint events. Test groups visited both countries, evaluating services that partners regard as their best practices. The Swedish partner has prepared 29 entrepreneurs for entering the Polish market. Polish partners have also successfully selected their participating entrepreneurs.

The project has contributed to the development of small firms. In Blekinge, 5 new firms started during the project, all of whom have non-Swedish background (Polish and Lithuanian). Entrepreneurs with Polish background formed a network KompetensPo(o)len that helps other companies to meet the Polish market. The project partners had very little knowledge of each other beforehand, now, substantial contacts have been established. Participating at fairs in

combination with study visits has resulted in an understanding of the conditions across the Baltic Sea. The enthusiasm and fantastic development in Warmia-Mazury have inspired entrepreneurs from Sweden to start improving their products. Swedish companies got much help from their Polish colleagues and business contacts gave practical results, for example, a contract for windows imported from Poland by a Swedish company or Polish groceries sold by small shops in Sweden.





**LEAD PARTNER** - LAG Pays Voironnais (France)

**PARTNERS** - LAG Zlata Cesta (Slovakia), LAG Duebener Heide (Germany), LAG Pays des Tiges et Chavées (Belgium), LAG Lolland (Denmark), LAG Merthyr Tydfil (UK/Wales) LAG Living Kainuu LEADER and LAG Oulujarvi LEADER (Finland)

**PROJECT LOCATIONS** - Voiron (France), Kainuu, Kajaani, Paltamo, Vaala, Puolanka (Finland), Banska Stivnica (Slovakia), Düberner Heide (Germany), Condroz (Belgium), Merthyr Tydfil (UK, Wales), Lolland (Denmark)

**PERIOD** - July 2012 - December 2013

**BUDGET** (in EUR) - 441 912

**CONTACT** - Mr. Pasi Laajala, Project Manager  
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**MAIN ACTIVITIES:**  
a guide to beekeeping,  
seminars, conferences,  
project website



*Photos*  
*Left:* Getting familiar with the project's area in Banska Stiavnica, Slovakia.  
*Center:* LAG partners and bee-keepers from partner areas in Slovakia meeting.  
*Right:* Rob Taylor from Wales presenting the pollinators hive made by children.  
All photos by Pirjo Heikkinen.

# Bees and Biodiversity - Together to Stop Pollinating Insects Decline and Protect Biodiversity

The initiative for the project sprung from the wish to challenge the universal phenomenon: reducing number of bees and other pollinating insects. The project engages seven Leader partners and has three main goals: land management (all types of land use so that measures take into account pollinating insects, biodiversity and environment-friendly farming), beekeeping activity and economy (increasing the volumes of beekeeping, enhancing product marketing, development of networks, financial support), and information and education (inform and raise awareness amongst all public in order to influence practices in agriculture, public spaces maintenance by local authorities and private people's gardens.)

The main activities of the project are sharing experiences and solutions through ongoing internal communication and the organization of common events with visits, seminars, conferences and the participation of local stakeholders (beekeepers, berry and fruit farmers, wild berry industry, local citizens) and professionals. A project

website will be created by autumn 2013 presenting the project partners, their areas and method followed.

The already visible and tangible achievements of the project are: books for children about the importance of pollinating insects (Wales), Eco-friendly schools (Slovakia), launching pollination services (Kainuu), flower strips in towns, by roads, and between fields (Voiron), new educational model of a bee-hive (Voiron), general information about biodiversity (Lolland et al). As well, a beginners guide to beekeeping has been compiled giving practical information on how to maintain the bees, set up an apiary, record keeping etc.





**LEAD PARTNER** - LAG Aktiivinen Pohjois-Satakunta (Finland)

**PARTNERS** - LAG Mullerthal (Luxembourg), LAG Växtlust Värmland (Sweden), LAG Pays de la Deodatie (France)

**PROJECT LOCATIONS** - Pirkanmaa (Finland), Mullerthal (Luxembourg), Värmland (Sweden), Lorraine (France)

**PERIOD** - May 2012 - December 2013

**BUDGET (in EUR)** - 502 238

**CONTACT** - Ms. Eira-Maija Savonen, Project Manager  
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Photos

Left: French and Finnish identifying the new wellbeing tracks by area of Pays de La Deodatie.

Center: The first forest therapy "Wellbeing trail" outside Finland was opened in Sweden in LAG Växtljuts area.

Right: The opening of the Wellbeing track in Luxembourg by the Ministry of Agriculture and the Ministry of Culture and Tourism.

All photos by Eira-Maija Savonen.

# Forest Trail

**MAIN ACTIVITIES:**  
new concept  
of forest therapy tracks  
in different countries,  
consultancy,  
seminars

The aim of the project is to diffuse a completely new concept of forest therapy tracks and the multisided use of forest in Europe. A special concept of forest tracks was developed in Finland, which psychological and physiological effects have been studied at university level. The tracks contain several exercises, which must be done with certain intervals and they provide more effect on the human body than simply moving for the same time and length in urban environment. Stakeholders of the project are forest owners, tourism entrepreneurs, spas, different associations, universities, research centres, METLA Finland and respective stakeholders in partner countries.

The main action of the project is to transfer the patterns of "Well-being forest trails" to other countries, which are used for making completely new tracks, using already existing tracks in forests. Joint activities include: a university level seminar in Finland on how to do the tracks in 2012, transfer of forms in different languages for interviewing track users, transfer of exercise plates, consultancy between partners online and on site, opening seminars of the

tracks in Sweden, Luxembourg, Finland and France with lectures and testing, gathering international data on the tracks and its health effects on users.

With transnational collaboration, the scope is to diffuse this unique idea and increase the possibility for healthier life for people. The multiple uses of forest property promote rural tourism, as well the sustainable use of forests. The first private wellbeing enterprise paths, as well the first "Wellbeing tracks" were established in Sweden, Luxembourg and France.





**LEAD PARTNER** - LAG Etpähä (Finland)

**PARTNERS** - LAG PH (Sweden), LAG Ykkösakseli (Finland)

**PROJECT LOCATIONS** - Lahti and Suomensjärvi (Finland),  
Hässleholm (Sweden)

**PERIOD** - March 2012 - December 2013

**BUDGET (in EUR)** - 693 000

**CONTACT** - Mr. Per Nilsson, Project Leader  
Hässleholms kommun

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**MAIN ACTIVITIES:**  
promotion  
of balancing fishing,  
bathymetric maps,  
seminars



*Left:* Bunches of branches were put into Lake Finjasjön to promote the perch predator fish.  
*Center:* Members of the Lake Finjasjön project group are eating grilled bream from the reduction fishery.  
*Right:* Waiting for the fish catch from the fyke nets in Lake Finjasjön.  
All photos by Johan Forssblad.

## Management Fishing in the Lakes Finjasjön and Bosarpasjön. The Transnational Project: Developing Methods of Management Fishery and Utilization of Haul

In this project, various methods for restoring the balance in fish communities have been implemented in lakes with algal blooms. The goal is to develop economical, efficient and mild fishing methods for cyprinid fishing and to investigate the potential for a commercial market for cyprinid fish. Bathymetric maps have been created with the purpose of facilitating the fishery. Three international workshops have been organized. Information on fishery methods, estimation of the fish biomass and new, ethical and economical ways for consuming and marketing the cyprinid fish were exchanged, whereby transnational cooperation proved extremely valuable.

Various activities were carried out to manage fishing in Lakes Finjasjön and Bosarpasjön, resulting in a balance in the fish communities. Cyprinid fish were reduced by using efficient fishing gears, fishing was carried out during the spawning periods in spring and when fish gather in shoals in autumn, predatory fish were promoted, pike-fry were cultivated in ponds and later transferred to the

lake, hiding sites for perches were made and pike hunting sites were improved.

The environment, local resources and stakeholders benefitted from the project. Lake Finjasjön's water quality improved as the levels of phosphorus and algae decreased. In summer 2013, the lake water was clear and attracted anglers, hikers, bird-watchers, sailors, windsurfers and others. The fish catch was used as food for people and feed for storks. The earlier extinguished storks will now recolonize the region. A transnational functioning group is created, whose collective experiences from fishery management and lake restoration constitute a complete advisory group.





**LEAD PARTNER** - LAG Pays Vallee du Loir (France)

**PARTNERS** - LAG Pays Vallee du Loir (France)  
Partners: Shropshire Hills AONB Partnership (England),  
Central Warwickshire Villages LAG (England), LAG Hiiumaa  
Cooperation Network and LAG West Estonian Islands  
(Estonia)

**PROJECT LOCATIONS** - Pays de la Loir (France), Shropshire  
(England), Warwickshire (England), islands Hiiumaa and  
Saaremaa (Estonia)

**PERIOD** - March 2012 - December 2013

**BUDGET (in EUR)** - 240 586

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[esto-growinggastronauts.webnode.com](http://esto-growinggastronauts.webnode.com)





Photos  
 Left: Food preparation workshop at Käina school Hiiumaa.  
 Center: Soup making in Käina school Hiiumaa.  
 Right: Gastronomists show at Hiiumaa's Children Festival what they have learned - the cutlet making with art teacher Sulev Loopalu.  
 All photos by Toomas Kokovkin.

# Growing Gastronomists

**MAIN ACTIVITIES:**  
 training sessions,  
 events and  
 thematic days  
 for students  
 and school staff

The main objective of the project is to strengthen links between schools and local food producers. The goal is to teach children farm work and food preparation. Adding value to local food products and shortening supply chains are also important objectives for all partners.

The project's activities were oriented towards school children and the staff of school and nursery restaurants. Training sessions, events and thematic days were organised, related to topics of local food and eating habits, such as an exchange of school cooks in partner countries. Farm visits were organised for youngsters, as well as gardening workshops and practical language skill development. Each participating school has a partner school in the UK and France and they had parallel activities. For example, students had to introduce a vegetable dish to a partner school that they liked, but the partners might not. A number of movie clips are produced to make the learning process more interesting together with an interactive cookbook in English, French and Estonian and flyers about the project.

As a result of the project, the children's awareness about producing food, processing school food and the benefits of healthy local food have risen. Many schools are already converting from regular to local and ecological food. Furthermore, the project encouraged trust in local products. In Hiiumaa, a school signed a contract with local farmers to grow vegetables for the school. In Saaremaa, one school made a school plot in one organic farm. The project has positive impact on the Nordic-Baltic partnership; cooperation projects on promoting local and ecologically friendly food are initiated between Hiiumaa, Saaremaa and Gotland.





**LEAD PARTNER** - LAG Karhuseutu ry (Finland)

**PARTNERS** - Hiiumaa Cooperation Network (Estonia), LAG Bornholm (Denmark), LAG Udvikling Nordvestsjælland (Denmark)

**PROJECT LOCATIONS** - Pori (Finland), Hiiumaa (Estonia), Bornholm and Kalundborg (Denmark)

**PERIOD** - June 2010 - December 2012

**BUDGET** (in EUR) - 310 308

**CONTACT** - Ms. Jaana Mälkki, Coordinator  
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*www.maritimeheritage.eu*



Photos  
 Left: Transnational crew in sailing training.  
 Center: Sailing training.  
 Right: Sailing training.  
 All photos by Toomas Kokovkin.

# Traditional Sailing and Maritime Heritage

**MAIN ACTIVITIES:**  
 building traditional sailing vessels,  
 seminars,  
 sailing trainings,  
 open ship days

The aim of the project was to revive the maritime heritage and shipbuilding traditions in the Baltic Sea. The targets were to increase interest of coastal people and the general public in maritime heritage, revive the skills of sailing in wooden ships, raise the interest of young people to seagoing and marine environment, learn the techniques of building and build actual wooden ships. The transnational dimension was very valuable: shipbuilding was already ongoing in Finland and Denmark, while Estonian shipbuilders learned and benefitted from the partners' experience. Sailing from one partner to another, using the wind energy of sails, navigating, working in shifts as a crew and depending on weather, helped to learn about seagoing and respect the power of nature.

Project partners organised joint seminars, sailing trainings for crews and youth in traditional sailing ships, open ship days for the public with hundreds of participants. Hiiumaa LAG developed a common webpage with links to every partner's website and installed a web camera on the shipyard to view shipbuilding. Traditional sailing vessels were built - galeass Ihana in Finland, sailing boat Ota in

Denmark and sailing schooner Halulaev in Estonia. When Ihana was launched in July 2010, there were almost 7000 visitors to witness the launch, incl The President of Finland.

The most important result was the increased interest towards seagoing, especially among young people. The second important result was the revival of the shipbuilding tradition by building 3 ships. The Nordic-Baltic cooperation is strengthened by the project: partners plan to cooperate during the next period and the exchange of experience is ongoing.





## The Nordic-Baltic LEADER Cooperation Awards Organisers and National Contact Persons:



**Rural Economy Research Centre - Estonian Rural Network Unit**  
[www.maainfo.ee](http://www.maainfo.ee)



Ms. Krista Kõiv, Ms. Ave Bremse, Ms. Helene Kõiv, Ms. Ester Valdvee,  
Mr. Erik Lööper, Estonian Ministry of Agriculture, Mr. Konstantin Mihhejev



**Danish National Network Unit -  
Ministry of Housing, Urban and Rural Affairs**  
[www.mbbf.dk](http://www.mbbf.dk)

Mr. René Kusier, Mr. Gert Lind Kristoffersen, Ms. Sylvana Kjeldsen



**Rural Network Unit of Finland - Ministry of Agriculture and Forestry**  
[www.maaseutu.fi](http://www.maaseutu.fi)

Mr. Juha-Matti Markkola, Mr. Hans Bergström, Mr. Benjamin Heikkinen



## Latvian Rural Network Unit - Latvian Rural Advisory and Training Centre

[www.llkc.lv](http://www.llkc.lv)

Ms. Guna Šulce, Ms. Liene Radzina

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## Lithuanian Rural Network - Ministry of Agriculture of the Republic of Lithuania

[www.zum.lt](http://www.zum.lt)

Ms. Jolanta Vaiciunienė and Ms. Žaneta Jucaitytė

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## Polish National Rural Network - Foundation of Assistance Programmes for Agriculture (FAPA)

[www.fapa.com.pl](http://www.fapa.com.pl)

Mr. Przemysław Greda

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## Swedish Rural Network - Swedish Board of Agriculture

[www.landsbygdsnatverket.se](http://www.landsbygdsnatverket.se)

Mr. Hans-Olof Stålgren and Mr. Nils Lagerroth

