



*Living
on the edge*

SOUTH ESTONIA

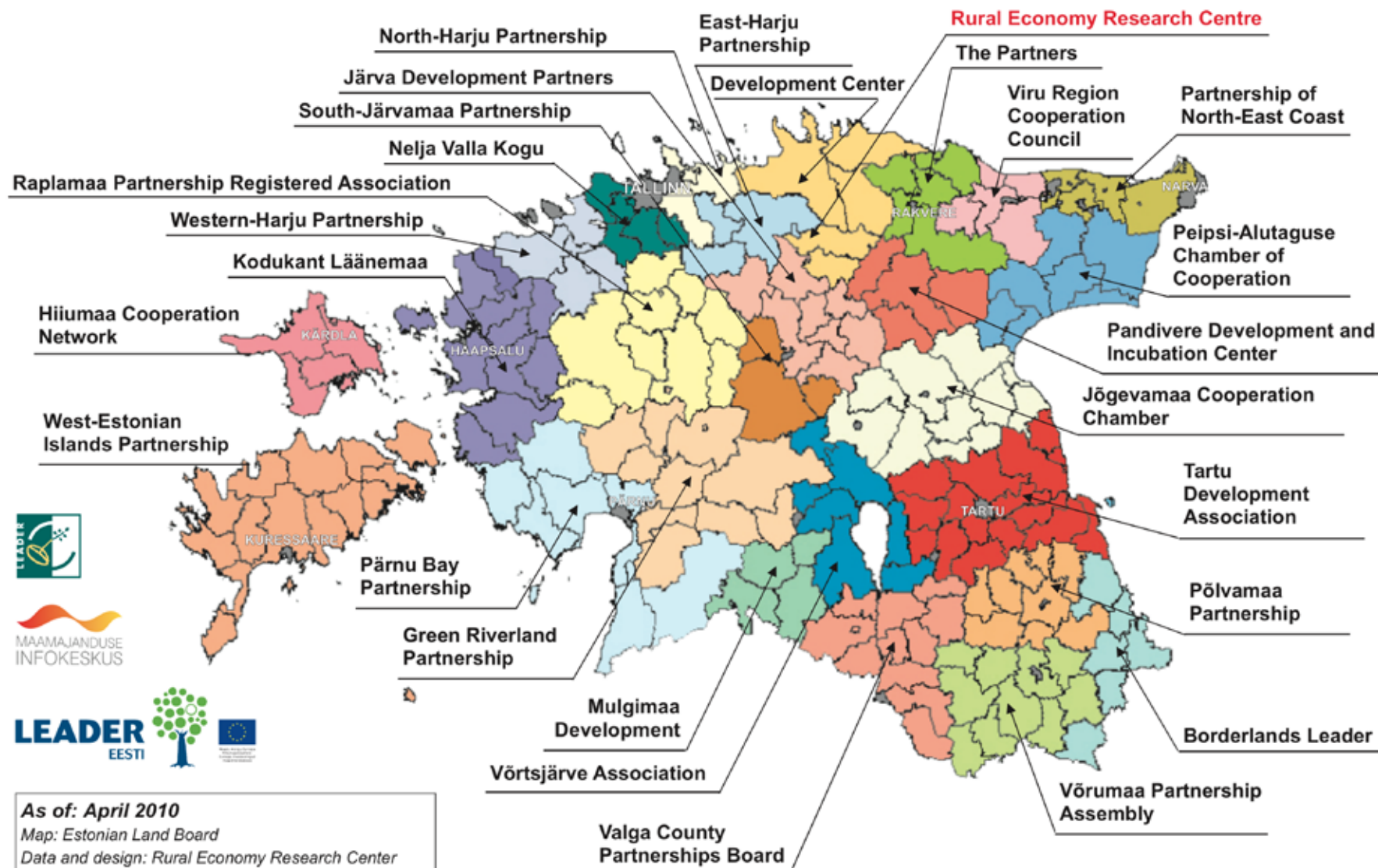
Triin Lääne

LAG Tartu Rural Development Association

Project manager



LEADER ACTION GROUPS IN ESTONIA



What is this project about?





Project name – South Estonia “Living on the edge”

The purpose of the project:

- To strengthen the regional identity of South Estonia;
- To raise awareness about the area and attract new visitors.

The project focuses primarily on the development of new tourism products and services and creation of cooperation networks.

Our values:

- well-preserved nature,
- rich cultural heritage and national traditions,
- local food,
- unique natural products,
- economical and sustainable lifestyle
- health and active holidays.

Project partners

- **11 official partners:**
 - 7 LAGs from South Estonia
 - towns of Tartu, Valga and Mustvee
 - National Geographic Estonia (NG)
- **Involved:**
 - South-Estonian tourism developers
 - EAS (Enterprise Estonia)
 - LAG from East Groningen in the Netherlands

Elu kahe maailma piiril

LÕUNA-EESTI

Project partners



LEADER
EESTI



Maailm, Ameerika, Saksamaa
Põllumajandus- ja
Riigisõjaväe- ja
Euroopa Investeeringud
maapõlvkonnas



EAS

Enterprise Estonia



**EUROOPA
KALANDUSFOND**
JÄTKUSUUTELIKU KALANDUSE HEAKS



Toetab Euroopa Liit



PROGRAMMA
LANDELIJK GEBIED
GRONINGEN



LEADER
OOST-GRONINGEN



**NATIONAL
GEOGRAPHIC
EESTI**



1 linn, 2 riiki



VALGA



JÕGEVAMAA KOOSTÖÖKODA



Tartumaa Arendusselts



Piiriveere Liider



Võrumaa Partnerluskoogu



**PÕLVAMAA
PARTNERLUSKOGU**



PEIPSIMAA

Ida-Viru-, Jõgeva-, Tartu- ja Põlvamaa



Võrtsjärv
Vaatame tulevikku

Project activities:

- Announcing and carrying out an **idea competition** to find places worth discovering – December 2012–January 2013;
- Creation, transportation and installation of **yellow windows** and information boards – March 2013–June 2013;
- The **project opening ceremony** in Tartu (cultural program, a festive reception at the Tartu Centre for Creative Industries and a field trip in South Estonia) – 20.- 21. of June 2013;
- **Opening campaign** (NG articles, prints, homepage, cards and other information materials) – March 2013–September 2014;

Project activities:

- Creation of **tourism route** of South Estonia (route of yellow windows)
- **Video and photo contest** for local people and professionals;
- **Foreign marketing** to target markets: Latvia, Lithuania, Finland, Russia, Holland, Germany

*Elu kahe
maailma piiril*

LÕUNA-EESTI

*Жизнь на границе
двух миров*

ЮЖНАЯ ЭСТОНИЯ











*Elu kahe
maailma piiril*
LÕUNA-EESTI

Tartu Kaubamaja III korrusel

Sven Začeki loodusfotode näitus

www.visitsouthestonia.com













Elu kahe maailma piiril

LÕUNA-EESTI



Elu kahe maailma piiril

LÕUNA-EESTI

Locations of the National Geographic Yellow Windows in Estonia:

- **Tartu County:** Tartu city, Alatskivi Castle and the Onion Route, Lake Saadjärv, Tõravere Observatory, Järvselja old-growth forest
- **Valga County:** Valga town, Barclay de Tolly mausoleum, Sangaste Castle, Otepää church and hill fort, Lüllemäe
- **Võru County:** Vastseliina Episcopal Castle, the ancient valley of Rõuge, Urvaste church, Lake Uhtjärv, Obinitsa village
- **Põlva County:** the historic centre of Räpina, Podmotsa village, Sühahavva village, the Estonian Road Museum, Valgesoo bog
- **Viljandi County:** Lake Võrtsjärv region
- **Jõgeva County:** Mustvee town on the shore of Lake Peipus







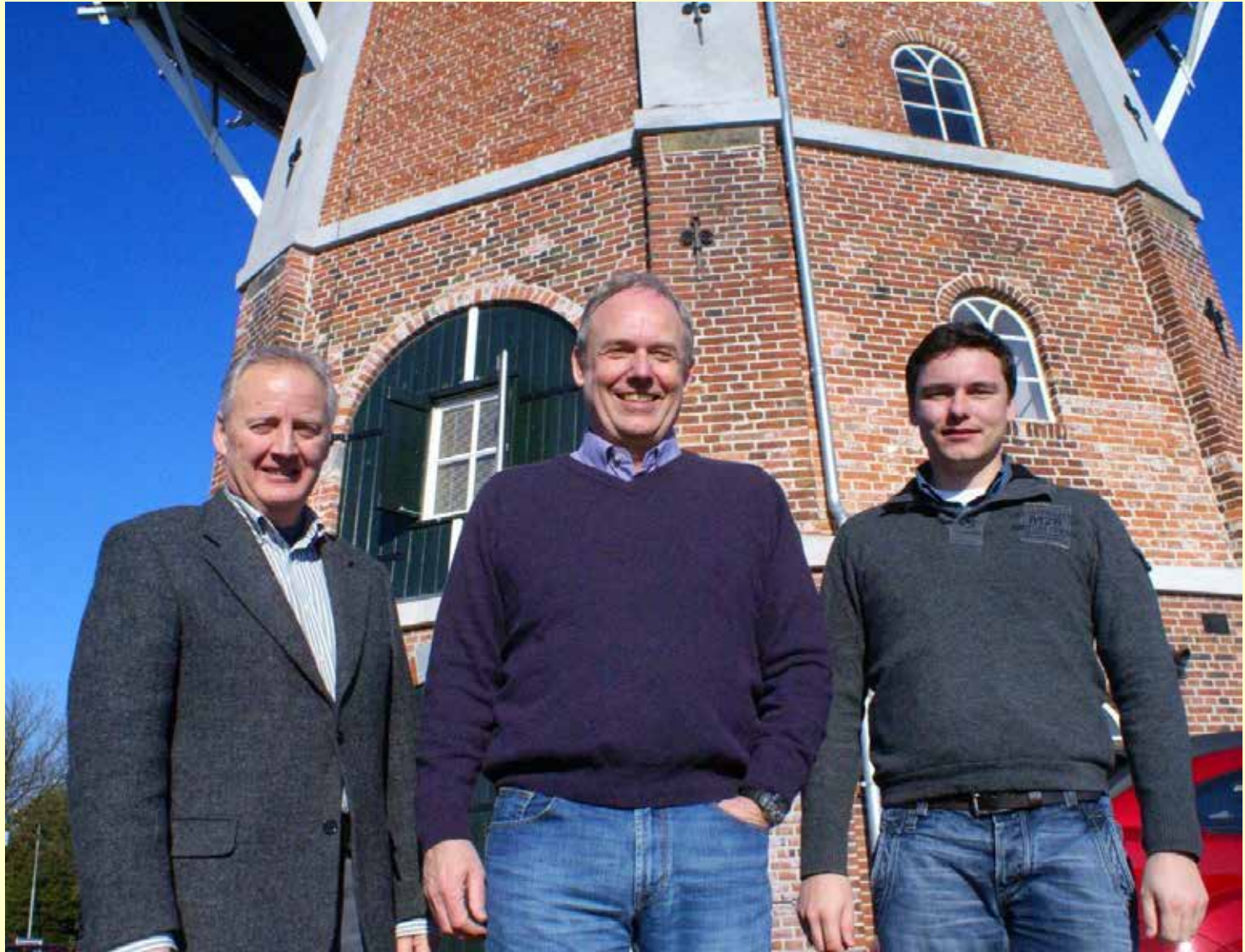
*Elu kahe
maailma piiril*

DUNA-EESTI











See you in South Estonia!

Thankyou!

Triin Lääne, triin@tas.ee

www.visitsoutheastonia.com

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maailma piiril*
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