

Cooperation Leader movement and women network in rural areas.

Aivar Niinemägi – Pandivere
Development
and Incubation Center



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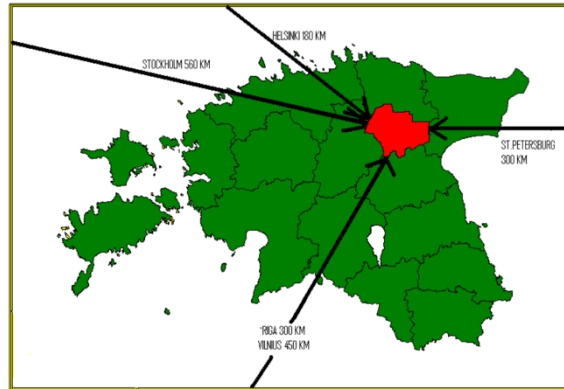
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NGO PAIK

- NGO PAIK is a development organisation in North-Estonia.



- PAIK has 9 years long experiences in leading and participating in different international and national cooperation projects. The considerable experience is in management of LEADER program.

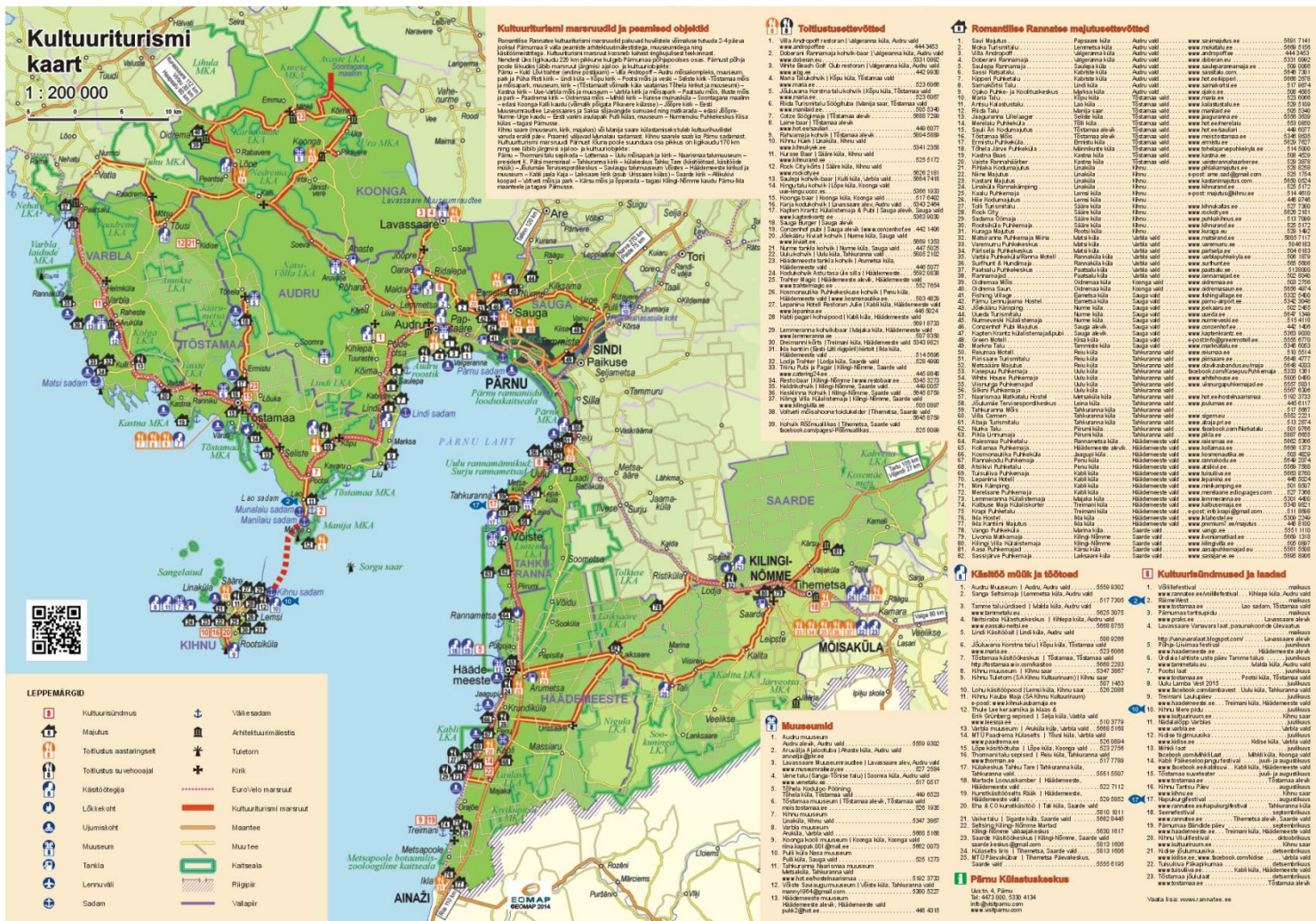


South-East Yellow pages



<http://pakkumised.visitsouthestonia.com/#hotlist/298>

Romantic Coastline



<http://www.rannatee.ee/marsruudikaardid>

Community based model for transferring cultural heritage via tourism and education

Lapland UAS, Business & culture

University of Lapland, Multidimensional Tourism Institute (MTI)

Tallinn University, Kuressaare College

INSTITUTE OF SOCIAL, ECONOMIC AND HUMANITIES RESEARCH (HESPI)

Vidzeme Planning Region

Vytautas Magnus University, Department of Art History and Criticism

CESIE, Higher Education and research department

University of Tartu Museum, Tartu old observatory

Studio E-City, Finland

Non-profit organization Paik

JST “Infoterminalas”

Latvian Country Tourism Association

Struve Route basics



Cultural
heritage

Civil Society

Research

Research

- The main objective of the project is to develop a model for transferring cultural heritage for new generations by implementing it in tourism and in education. The model combines in an innovative way various research orientations for a multidisciplinary mindset in order to sustain and raise awareness of local and regional cultural heritage. The project will increase the role of cultural heritage in the economic and sustainable development of European regions

Specific objective 1

- **To use transnational Struve Geodetic Arc as a platform to research common cultural heritage and European identity as well as to emerge and transmit Europeanisation**
- The Struve Geodetic Arc is an unique example of European cultural heritage crossing nations. In this particular project the project consortium has selected Struve Geodetic Arc to showcase and represent common cultural heritage and its significance emerging and transmitting European identity.

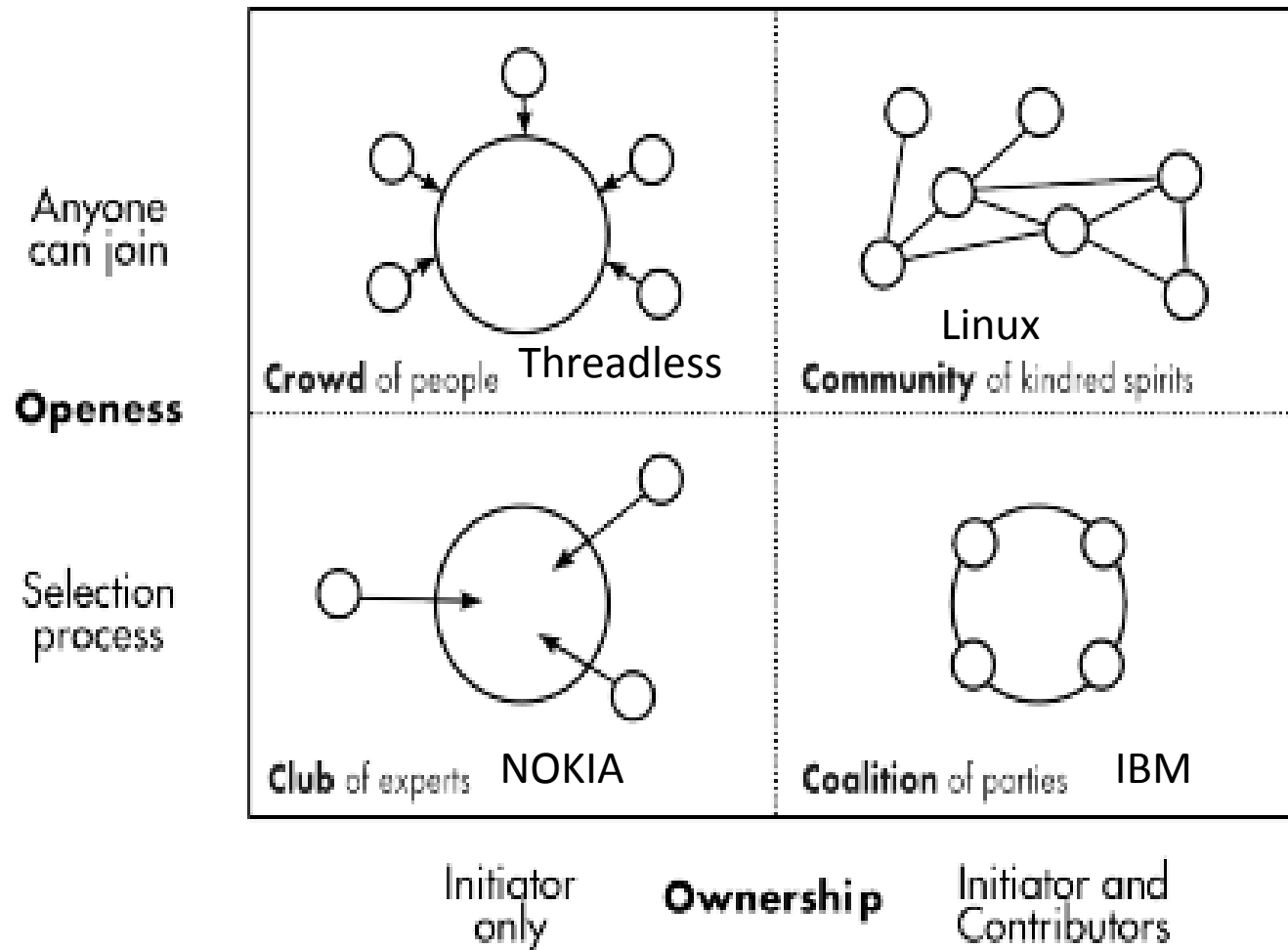
Specific objective 3

- **To stimulate innovative ways of utilizing cultural heritage in business**
- Heritage can be seen as a source of social innovation for smart, sustainable and inclusive growth. Digitisation and online accessibility enable unprecedented forms of engagement and open up new revenue streams. E-learning tools promote wider access to cultural content in homes, schools and universities, and allow people to generate, reuse and add value to content, enhancing the value of cultural collections.

Community-driven development (CDD)

- is an initiative that provides control of the development process, resources and decision making to community groups.
- With an assumption that the communities knows best how their lives and livelihoods could and should be improved and they can organise it themselves.
- CDD is responsive to local demands, inclusive, and more cost-effective than traditional centrally-led methods.

Four Types of Co-creation



The five guiding principles in co-creation

- ***Inspire participation:** Trigger people to join your challenge: open up and show what's in it for them*
- ***Select the very best:** You need the best ideas and the best people to deal with today's complex issues*
- ***Connect creative minds:** You have to enable bright people to build on each others ideas, both on- and off-line*
- ***Share results:** Giving back to people – and finding the right way to do it – is crucial*
- ***Continue development:** Co-creation is a longer-term engagement, in- and outside your company. Only then it will deliver results*