



FINAL REPORT OF PILOTING IN SETOMAA AND ALUTAGUSE

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MTÜ Partnerlus

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1. LÜÜBNITSA

Setomaa, Urmas Sarja, Urmas@taure.ee

Description of the equipment bought for community:

2 sets of tents

foldable plastic chairs 8

foldable plastic tables 4

a steam convection oven (electrical) 1

oven plates 4

Description of the service and main target groups

Lüübnitsa offers customers a village tourism service, which consists of various components:

- Guided tour of the village for 1 hour for groups of 10-30 people, which includes a tour of the village (tsässon, tower, museum, cemetery), introduction to the village's specialties (three cultures).
- Onion workshop for 1-1.5 hours for groups of 8-15 people. Includes a brief introduction to how onions are grown in Lüübnitsa and practical instructions on how to make onions. During the onion season, a participant in the workshop can buy a wreath with them. Tea with a samovar is also offered in the workshop.
- Lunch at the village house, which includes onions and fish dishes. Lunch is made by reservation.

How the service was advertised to target groups, which channels were used?

We decided to promote ourselves through Setomaa guides and NGO Seto Tourism considering Covid 19 situation. We tried to target to specific groups and were not looking for casual visitors. We also received a casual camper tourist in order to test whether the information is spreading and whether there is interest.

How many people / customers (visitors, locals, etc.) were estimated to use the service?

We offered a village tour service to about 125 people. Workshops of onion braid took place in 2020 only (Seto Kingdom day, Peipsi food street and Lüübnitsa fair), all together for about 50 people. Also pies were sold on events.

Income earned from offering the services 2020 and 2021.

The total turnover was 1258 €.

What were the main costs?

The main cost is on raw materials.

What changes had to be made to the original action plan. A brief explanation of how the plans were changed and why.

Initially, we planned to make onion pie workshops, but since the restrictions did not allow it, we just baked the pies for sale.

What human resources were used to provide the services? Did anyone involved in providing the service also receive a salary?

Nobody received a salary. We used 5 people alternately as human resources. Everyone contributed for the future.

What are the prospects for the provision of community services in the future? What investments are needed in equipment, infrastructure, etc.?

The outlook for the future is very good once we can return to normal life. It is necessary to find a person who speaks foreign languages and who would offer foreign tour car tourists an excursion and an onion van service. We offered to some tourists and through them information has been spread and inquiries have come. You would need to invest in a coffee shop or better yet a mobile vehicle. Definitely we need to grow onion raw material ourselves. The possibility of smoking fish would also add value. The need for investment is inventory (dishes, refrigerators, freezers, generator 380v., Etc.).

What is the potential for lasting employment opportunities for those involved in the provision of services?

The potential of the job opportunity for the summer period is definitely 100%. There are still thoughts, but they are not confirmed yet.

2. MATSURI

Setomaa, Merily Marienhagen, merily.marienhagen@gmail.

Description of the equipment bought for community:

4 sets of sales counters (roof, table and benches)

a market plaque 1

bins 3

Description of the service and main target groups

The service is weekly local product market days by the Tartu-Pihkva road on the village square with a size of approx. 0.5 ha. For this purpose a market place with weatherproof sales counters, seating areas, barbecue places, parking places, camping facilities and a children's playground will be developed. In the future, there will be opportunities to eat and drink, charge the phone, go to the bathroom, wash your hands, get rid of garbage. While parents eat or buy products, children can play.

How the service was advertised to target groups, which channels were used?

We mostly used FB

How many people / customers (visitors, locals, etc.) were estimated to use the service?

The sales counters have been rented out twice. A total of about 150 people visited the market this year after two market days, and we are waiting for the next to come.

Income earned from offering the services 2020 and 2021.

The majority of the turnover went to the villagers who used the market place, the turnover was estimated at 2000 euros. The NGO earned a total of 290 euros.

What were the main costs.

The main costs of these two years were perhaps the maintenance of the site, for which it has been possible to ask the local government for funding.

What changes had to be made to the original action plan. A brief explanation of how the plans were changed and why?

Maybe we will no longer focus on marketplace. Our priority now is to develop a caravan park, the possibility of camping and the organization of small fairs. The idea of the market is in the background, because the person who should have managed it left the project. Secondly, through the picnic area and the possibility to spend the night, the place will be used more. Today there is already water on the square and electricity should arrive soon.

What human resources were used to provide the services? Did anyone involved in providing the service also receive a salary?

Nobody received a salary. Local village people were provided possibility to earn additional income.

What are the prospects for the provision of community services in the future? What investments are needed in equipment, infrastructure, etc.?

The counters purchased within the project are very useful in organizing fairs and events. At the same time, counters have already been rented out to others. The creation of camping sites is planned for next spring. We have created a possibility to get drinking water, and the site will soon be supplied with electricity. In the future, there will also be a barbecue house, campsites and camping car parks.

What is the potential for lasting employment opportunities for those involved in the provision of services?

If the overnight stay becomes more frequent and the organization of the fair continues, then seasonal part-time work is very much possible in the future.

3. SAATSE

Setomaa , Ingrid Kala, ingrit@setomaa.ee

Description of the equipment bought for community:

Dehydrator 1

Slicer	1
teflon base sheet	11
peeling knives	2
kitchen knives	2
chef's knives	2
bowls	4
lids	4

Description of the service and main target groups

The aim of the community service is to create an environment for the producers and service providers of Satserinna and in Setomaa municipality to sell their products and to offer an opportunity to add value to agricultural and forest products. Thus, the community will offer three sub-services:

- Organizing the Pajäänitsipäev fair.
- Organizing local events.
- Production of food souvenirs and dehydrator rental.

How the service was advertised to target groups, which channels were used?

At fairs and mouth-to-mouth information

How many people / customers (visitors, locals, etc.) were estimated to use the service?

Events have attracted about 900 customers. 10 clients have put in order for dried products.

Income earned from offering the services 2020 and 2021.

Due to the corona, the service of the dryer has not been very popular. Dried fruit and vegetable products have been sold on fairs with total income 2000 euros.

What were the main costs?

The most substantial cost has been music groups for events. Otherwise there has been some costs for packaging and spices.

What changes had to be made to the original action plan. A brief explanation of how the plans were changed and why?

The process of convincing village people to grow necessary herbs and vegetables has been slower than expected. More needs to be done there.

What human resources were used to provide the services? Did anyone involved in providing the service also receive a salary?

No salaries have been paid.

What are the prospects for the provision of community services in the future? What investments are needed in equipment, infrastructure, etc.?

Additional time resources would be needed. There are constantly big events in Setomaa in which many take part personally and there is not enough time for community activities. A new and more realistic and concrete plan and timetable would need to be set.

What is the potential for lasting employment opportunities for those involved in the provision of services?

The potential of the job opportunity is highly likely, it would be necessary to actively engage in the search for a suitable and motivated person and to start acting.

4. UUSVADA

Setomaa, Rein Järvelill, rein@seto.ee

Description of the equipment bought for community:

2 sets of outdoor tents

10 sets of outdoor furniture (table + 2 benches)

Screen and remote controller 1

Description of the service and main target groups

The Uusvada community was developing the Uusvada Cultural Village concept, which is based on the region's human and cultural resources. Many different events were planned to take place here - creative camps, Finno-Ugric film camps, concerts, etc. Our client is a different kind of resident looking for a cultural event in the nearby area, in Estonia and also from other parts of Europe.

How the service was advertised to target groups, which channels were used?

We use our website uusvada.ee and our FB group's new cultural village to advertise our services. We have also introduced the Uusvada through a major media campaign, the Great Art Auction in support of the Uusvada Cultural Village, SKUKT.

How many people / customers (visitors, locals, etc.) were estimated to use the service?

The service has been used on site by about 150 people (participants in the theatre performance) and 9 legal entities who have rented the equipment. In addition our virtual art gallery has attracted hundreds of visitors.

Income earned from offering the services 2020 and 2021.

2020-2021 turnover approx. 1400 eur. We get additional income from our virtual art gallery service.

What were the main costs?

The main costs are investment costs for the village house approx. 25,000 euros and electricity costs 250 euros.

What changes had to be made to the original action plan. A brief explanation of how the plans were changed and why?

Covid significantly disrupted the original plan. So far smaller and more local events could take place. We also failed to get some of the planned investments. The community was very resourceful and came up with a whole new web-based service. Namely, a virtual gallery was created where artists can put their works up for auction. Part of the income goes to support the Uusvada cultural village: <https://skukt.uusvada.ee/oksjon/>

What human resources were used to provide the services? Did anyone involved in providing the service also receive a salary?

All activities took place without pay, no labour was hired.

What are the prospects for the provision of community services in the future? What investments are needed in equipment, infrastructure, etc.?

The volume of investments required for the renovation of a village house is approximately 50,000 euros.

What is the potential for lasting employment opportunities for those involved in the provision of services?

There is potential to create 1 job after the renovation of the village house.

5. ILLUKA

Alutaguse, Ene Raudar, ene@kultuuriveski.ee

Description of the equipment bought for community:

Pneumatic tent	1
Side walls	2
Foldable benches	4
Foldable tables	5
Frames for advertisements	1
Cafe table	1
Roll-up + outdoor banner	2

Description of the service and main target groups

The service is to organize fair days in the warmer half of the year, where producers from the Illuka region and Alutaguse municipality can offer their products. There are currently about a dozen potential bidders in Illuka's area (pastries, wooden products, horticultural and agricultural products,

honey, eggs, sausages, canned food, fish, mushrooms, sauna hats, home wine, plants, berries, handicrafts such as socks, gloves, yarns, etc.), but all traders with anything to offer are welcome.

How the service was advertised to target groups, which channels were used?

We shared information about the fairs on social media (Facebook), in the municipal newspaper and as posters on the notice boards of the local area, and we also shared the information orally. However, Facebook is the most effective, because from there the sharing is quite active and the information has reached many people.

How many people / customers (visitors, locals, etc.) were estimated to use the service?

Each fair had up to 20 traders and more sales items. Each fair was visited by an estimated 100 people or more.

Income earned from offering the services 2020 and 2021.

The organization itself earned about 120 euros per fair day (total 480.-) providing sale of pancakes and coffee, sale of souvenirs and handicrafts made jointly by the organizers. Most of the turnover was made by local farmers and producers who sold their products.

What were the main costs?

Main (running) costs: pancake flour, coffee + sugar, thermos

What changes had to be made to the original action plan. A brief explanation of how the plans were changed and why.

In 2020, we planned to hold 5 fairs from May to September, but due to the unpredictable covid pandemic, the first two were cancelled.

To compensate for the missed spring fair days, we planned to make a pre-Christmas fair, but it also had to be cancelled (for the same reason) just before the deadline.

However, as a replacement for the pre-Christmas fair, we left the sales desk open in the society building, where purchases could be made during the opening hours of the house.

For 2021, we also planned 5 fairs. The March fair was again cancelled due to covid. On May 23, we participated in the opening day of the Luke manor season with our café. In August, we planned to participate in the fair in the neighbouring village of Atsalama, and we are cooperating friendly with the community there. 2 more fairs are coming 2021.

What human resources were used to provide the services? Did anyone involved in providing the service also receive a salary?

As our fair management team has grown to 9 members, we were able to manage our own circle, make division of tasks and, if necessary, also make changes. Nobody received a salary.

What are the prospects for the provision of community services in the future? What investments are needed in equipment, infrastructure, etc.?

The outlook for our community service - fair management - is positive. We will continue our fair activities both in our region and elsewhere. We are investing more in mobility, which gives us a greater opportunity to promote our community and community products further and earn income through it.

What is the potential for lasting employment opportunities for those involved in the provision of services?

Quite small in this form. Everyone is currently contributing to the community and to common goals. It is planned to use the income earned for the benefit of the community to learn new skills and accumulate knowledge (joint trainings and practical skills training, etc.) in order to re-apply the skills already learned to the production of new products. In the future, the possibility of opening a more stationary community café may shine, but initially we will still take one step at a time.

6. KIIKLA

Alutaguse, Ruth Linnard, ruth.linnard@alutagusevald.ee

Description of the equipment bought for community:

cloth bars	3
shelves	2
wireless glue guns	10
glue sticks	3 packs
rhythm instruments and effect instruments	19
stapler	1
drilling and nozzle kit	1
tool kit	1
combo kit	1
ironing board	1
iron	1
tied shoes (traditional)	14
costumes	20
Linen fabric	42

Description of the service and main target groups

Kiikla has a long musical and drama tradition, which was the basis for launching the experience service "Village of fairy tales". The service includes 2-hour fairy-tale-themed workshops, along with crafting and listening to and playing fairy tales.

How the service was advertised to target groups, which channels were used?

Facebook and website kiikla.ee and direct contacts.

How many people / customers (visitors, locals, etc.) were estimated to use the service?

A fairy tale program for elementary school 100 children

Christmas country program for one group of 40 participants

Summer fairy tale program for students participating in the language camp 72 students

Income earned from offering the services 2020 and 2021.

900 euros

What were the main costs.

Material consumption

What changes had to be made to the original action plan. A brief explanation of how the plans were changed and why?

Everything had to be changed because the terms of the virus restrictions could not be accepted by the group.

What human resources were used to provide the services? Did anyone involved in providing the service also receive a salary?

Local residents on a voluntary basis, nobody was paid a salary.

What are the prospects for providing community services yet? What investment guidelines are needed for equipment, infrastructure, etc.?

If there is no threat of a virus, we will take action. It would be necessary to purchase funds for the outdoor service package - folding chairs, folding tables, tent.

What is the potential for lasting employment opportunities for those involved in the service package?

At this point, I do not see such an opportunity. The revenue from the service will be now used by the community for joint activities. It can be possible in the future, when community will start offering the services more widely.

7. IISAKU

Alutaguse, Mari Oolberg, mari.oolberg@iisakumuuseum.ee

Description of the equipment bought for community:

Confectionery counter	1
A small wooden fence	1
Chairs for outdoor cafe	11

Description of the service and main target groups

The service of the Iisaku community is a community café during the summer season and a catering service based on local tradition upon reservation. Additional services include a sales desk and a tour desk.

How the service was advertised to target groups, which channels were used?

We used FB because it seemed the most operative and also direct messages to mailing lists.

How many people / customers (visitors, locals, etc.) were estimated to use the service?

About 350 people

Income earned from offering the services 2020 and 2021.

1800.-

What were the main costs?

foodstuffs, electricity.

What changes had to be made to the original action plan? A brief explanation of how the plans were changed and why.

The plans changed due to Covid virus prevention requirements. We had to stay closed for long period.

What human resources were used to provide the services? Did any person involved in providing the service also receive a salary?

We provided the services on voluntary bases. It was for us possible to our working hours.

What are the prospects for the provision of community services in the future? What investments are needed in equipment, infrastructure, etc.?

We hope to make the cafe indoors as the restrictions ease. In the near future, we will need a preparation table, 2 marmites to keep the food warm and one large coffee maker that would keep the coffee warm.

What is the potential for lasting employment opportunities for those involved in the provision of services?

In this case, we could offer part-time work in the winter and full-time in the summer.

8. ALAJÕE

Alutaguse, Marek Kullamägi, marek.kullamagi@alutagusevald.ee

Description of the equipment bought for community:

Desk	2
Table shelf	1
Toaster	1
Microwave oven	1
Contact grill	1

Plate grill	1
Deep fryer	1
Pancake cooker	1
Cocktail mixer	1

Description of the service and main target groups

The community service is a summer café based on an old community center just next to the beach of Lake Peipsi. The service is intended for summer residents and their guests.

How did you promote your service to audiences, what channels did you use?

This service is offered in the center of the village on the territory of the People's House next to the church. This is such a central place that a reference has been enough so far. Additional information about the services is also provided from the stationary ice cream kiosk located in the open territory of the whole summer season, which is located next to the parking lot and from which all those going to the beach pass.

How many people / customers (visitors, locals, etc.) were estimated to use the service?

In the summer of 2020, the service offer essentially failed. This year, the situation is completely different. There have been an average of about 400 clients per week during the summer months. While hot weather brought customers to the clientele in June and July, August compensated colder days with special events like the Village Day and Peipsi Food Street. In addition, there have been orders for one-time catering, including for funerals. In total, it has been estimated that there have been 4,000 visits. Most customers purchased ice cream.

Income earned from offering the services 2020 and 2021.

In 2021, the turnover was 5,300.

What were the main costs.

Sewage, cleaning, transport, raw materials and electricity.

What changes had to be made to the original action plan. A brief explanation of how the plans were changed and why?

The community had a number of setbacks in summer 2020. The provision of the service was hindered by Covid, then by an unexpected change in the parking arrangement (making it paid), which did not facilitate customers' access to the community center. Third, the community temporarily provided its premises for the storage of waste paper and it was not removed from the premises at the authorized time. All this has hindered the provision of the service and they managed to provide service only at the end of the season.

In 2021, the weather has favored the provision of the service and the service has been able to be provided as planned.

What human resources were used to provide the services? Did any person involved in providing the service also receive a salary?

3 people received remuneration for part-time seasonal work.

What are the prospects for the provision of community services in the future? What investments are needed in equipment, infrastructure, etc.?

Its own parking lot with 100 places will be put into use and a camping area will be created, in the long run also campsites. These investments create better preconditions for the provision of café service.

In order to develop the service indoors, a bar counter and a billiard table would be needed to offer activities to local summer people even in bad weather.

What is the potential for lasting employment opportunities for those involved in the provision of services?

In the future, part-time work can be offered from May to September.