



Partners – LAG Pärnu Lahe Partnerluskoogu/Pärnu Bay Partnership, Estonia – lead partner
 LAG “Darisim paši!”, Latvia
 LAG Karhuseutu, LC Ulvila, Finland
 LAG Pays ruthénois, France
 LAG ADIRN, Portugal
 LAG ADRITEM, Portugal

Objectives

- Reform of the programs of medieval festivals in partner areas
- More local, regional and international performers and visitors >more tourism to area
- More sellers’ stands and artisans workshop activities
- Nationally and internationally well-known events in partner areas
- Innovation in transnational co-operation projects using medieval style activities

Joint actions

Medieval Camp: presentation of life in the Middle Ages

- Partners will try to set up tents for practicing medieval lifestyle (as much as local rules and laws permit). Activities will be as authentic as possible, no electronic devices will be allowed. Meals should include only dishes from ingredients available at Middle Ages.

- If full time medieval camp will be not possible to organise partners will arrange demonstrations of elements of medieval lifestyle, games and competitions involving local visitors, especially children and young persons. These activities would preferably be organised in the form of daytime camp.

Medieval Evening

- This activity will not be just a meal but all participants will perform in the roles of medieval personalities – hosts, guests, entertainers. Dishes should be cooked using ingredients available in Middle Ages. Serving will be medieval, using utensils similar to those used at Middle Ages.

- Every partner will host and pay for max 10 participants from each partner organisation, agreed price per person will be 15 euro. If there will be more persons, they will pay themselves. If the price for dinner will be over 15 euro, host partner will cover the difference. That will not oblige other partners to spend more than agreed amount.

Artisans Workshops, Authentic Crafts, Demonstrations

- Every partner will try to send artisans and masters of medieval style handicrafts from its territory to the festivals of other partners.

- Activities may be either demonstrations or practical workshops for local visitors, depending on the character and materials of crafts.

- If partners' artisans want to sell their products, stand for that will be provided without fee.

- Visiting partners will agree with host partner all artisans and handicrafts to assure their suitability.

Conference, seminars

- Project will not organise formal conferences or seminars on medieval subjects. If any of the partners is willing to do that, the event should be open for public.

- Project opening seminar will take place during the first meeting in Estonia, in June 2012 and closing seminar in Finland, in August 2013.

7. Cultural program

- Each partner will plan to send performers (musicians, artists, theatre groups etc.) to other partners' festivals. Style should be Medieval that concerns also musical instruments and costumes.

- Performers will be agreed between partners and performances will be included in official programmes of festivals.

LEADER VISITS

Every host partner will organise one day for visiting partners to introduce implemented Leader-projects in their LAG area. Leader-day will be included in the official programmes of project meetings.

PROJECT ACTIVITIES IMPLEMENTED SO FAR

1. Hanseatic Days of Pärnu, Estonia, June 29 – July 1st, 2012

Host partner – LAG Pärnu Bay Partnership (PLPK)

Visiting partners – Pays ruthénois (France), LAG „Darisim paši!“ (Latvia), LC Ulvila (Finland), LAG ADIRN and LAG ADRITEM (Portugal).

Pays ruthénois sent artisans – ceramist, blacksmith, wood-turner, *lacqueur* – and a musician. There were the Mayor of a medieval village Sauveterre de Rouergue, organiser of medieval festivals in the region but also representatives of the LAG present.

„Darisim paši!“ sent textile artisans and a youth theatre with medieval style performance and also representatives of the LAG.

ADIRN sent representatives of LAG and the municipality as they hadn't received funding by transnational Leader project by that time.

ADRITEM sent organisers of the medieval festival „Viagem Medieval em Terra de Santa Maria“ and also representatives of the LAG.

LC Ulvila sent organisers of the Ulvila Medieval Hanseatic Market and also members of the Lions Club to participate in project activities.

As that was the first meeting it was very important to have all partners present. So the full set of agreed project activities were carried out and tested for further events.

Medieval Festivals project partners had a camp in the central part of the festival venue, tents were put up for meetings and meals but also for artisans. Host partner took care of most of inevitable materials and equipment, visiting partners brought some tools and materials and also musical instruments.

All participants had been asked to wear medieval style costumes and most of them did so. Estonian partner had in their project budget certain amount of money to organise preparative workshops for local people about medieval lifestyle and clothing. As a result 10 sets of medieval costumes were produced for wearing at project festivals.

Partners' artisans worked in the medieval camp during the festival days. They were popular and attracted lots of people. Their work was more a demonstration as festival audience was not too eager to join for practical workshops.

Project partners participated in following festival activities:

1. Project opening seminar – introducing the partner organisations and their medieval festivals.

2. Artisans workshops
3. Scheduled concerts (French, Latvian, Estonian partners).
4. Medieval style games and competitions (sword fight, kayaking, piling firewood, shooting arrows etc.)
5. Medieval Feast in Tallinn Gates – dinner in medieval style with show and musical accompaniment
6. Young persons were involved in Latvian partner group but also in Estonian group for preparations and practical organising of activities.

Pärnu Hanseatic Days are organised by NGO Pärnu Hanseatic Chamber and Leader transnational cooperation project added some international activities. Representatives of this NGO were included in project team for obtaining practical experiences in festivals organising.

2. Medieval market „Golden Ages of Goldingen“ in Kuldiga, Latvia, July 20-22, 2012

Host partner – LAG „Darisim paši!“

Visiting partners – LAG PLPK, Pays ruthénois (informal participation), LC Ulvila

Latvian partner organised Medieval Festival in the framework of the festivities of the Kuldiga Town Anniversary.

Latvian partner organised a project seminar „Medieval traditions in Europe“ where participating partners presented their festivals. Kuldiga Town introduced their medieval heritage.

On market day, July 21 project partners demonstrated their traditional handicrafts and food in special tent. Visitors could taste and buy dandelion root coffee, see some specific operations related to making medieval costumes (and buy ready-made clothes), enjoy performances of Estonian youth choir Pöial-Liisi. Finnish partner couldn't take artisans and musicians to Kuldiga as the weekend was planned long in advance and some of Finnish medieval works (making tar for example) need special places and are not suitable in urban environment.

Outside of our project medieval style performers from Belgium, Portugal, Lithuania, Germany and Latvia presented their programmes.

Medieval Dinner was arranged using the products and dishes prepared by or brought with the partner groups themselves. Medieval costumes were required and preferably the dishes didn't contain ingredients not available at Middle Ages.

3. Medieval Hanseatic Market in Ulvila, Finland, August 4-5, 2012

This event was not included in the project calendar initially but as Latvian partner had to shorten their project period to one year, by the rules of Leader transnational co-operation it was possible to add the Ulvila Medieval Market as project event – there were Finnish and Latvian partners represented and Lead Partners' representative joined for Steering Committee members working meeting.

During the market days the Town of Ulvila was accepted as a new member of Hanseatic Cities.

Finnish partner organised hosting of project partners by our agreement although it was an additional event for them.

Latvian partner was represented by youth theatre performing medieval dance show. No artisans were represented at this event. Estonian partner visited the event as a guest of the Ulvila Town Council (except for the project co-ordinator).

4. Santa Maria da Feira Medieval Travel (Viagem Medieval), Portugal, August 9-11, 2012

Host partner – LAG ADRITEM

Visiting partners: LAG PLPK, Estonia; LC Ulvila, Finland; LAG ADIRN, Portugal (informal participation).

Programme of the project meeting included:

1. Guided tour at the „Viagem Medieval“ territory with special attention to Medieval Camp. Some important aspects of the festival organisation were discussed: number of visitors, entrance fee, preparations of the Market, requirements to restaurants and food kiosks in the festival grounds etc.
2. Seminar „History, Art and Entertainment – Events That Raise Destinations“ with presentations from different Portuguese institutions – Convent Lóios, Theatre company Vivarte, Tourism Institute of Portugal, Polytechnic Institute of Tomar, LAG ADRITEM.
3. Project meeting – Presentations of partners, their festivals (Finland, Portugal) and the concept of Medievalism (Estonia).
4. Teamwork – participation in games and contests in Medieval Camp area. Participants went through the whole track to practice simple and attractive games and contests and memorize the ideas for further adoption for own festivals as models.
5. Medieval Feast in the Feira Castle – project provided performance of Estonian musician with a 30 minutes concert. Events were photographed with the aim to use these experiences in organising own festivals.
6. Visits to medieval performances – Medieval Knights Tournament and Military Performance, fire shows, concerts.

Estonian partner had brought examples of traditional (ancient Estonian) handicrafts in form of artefacts but also materials and some self-made tools. There was also a possibility to taste special hot drink made of dandelion roots using ancient methods – the „Dandelion Coffee“. In project tent demonstrations were organised during the afternoon of one festival day. Estonian musicians performed next to the tent but also gave 2 concerts in festival area. Especially successful was their performance at the Medieval Feast using several old instruments during the 30 minutes concert for about 130 guests.

Participants from LC Ulvila took part in the seminar and project meeting but also Medieval Feast and watched performances. For them it was of particular importance as Ulvila Town is now the rightful member of the Hanseatic League.

Portuguese hosts planned the arrival of Estonian delegation as a „big entrance“: group members were asked to wear medieval costumes already in the airport, after baggage reclaim. Some members of the group wore costumes from home, so lots of air travellers on Lufthansa flights and Riga, Frankfurt and Porto airports saw medieval personalities in costumes.

RESULTS AFTER THE FIRST PART OF THE PROJECT ACTIVITIES:

Objective: Reform of the programs of medieval festivals in partner areas –

Results: All partners got many useful ideas for organising their own festivals, first of all the authentic medieval style and ambiance, simple and attractive games and competitions, medieval music, food and serving tips, arrangements for the medieval market and camp.

Participation of several foreign groups gave international aspect to all visited festivals. Partners were visible and popular with their artisans and musicians and so was the project.

Organisers of festivals were assured that the principles they have followed so far are good and worth to keep and develop.

Objective: More local, regional and international performers and visitors >more tourism to area

Results: Good reception of partners' musicians and artisans enables the organisers of future festivals to promote the events using the larger international aspect and thus attract more interest both nationally and internationally (in Estonia – more visitors from Latvia and Finland; in Latvia – more visitors from Estonia, Lithuania, maybe Russia, Portugal – more visitors from France and Baltic States etc.).

Objective: More sellers' stands and artisans workshop activities

Results: So far, more attention was paid to workshops and demonstrations; selling of products has been marginal if at all. The reason has been transport – it is not easy to take many things in luggage when travelling by air. Another reason may be the problems with multitasking – most participants are willing to participate not only in market but also in other festival activities and Leader visits that are very important part of this project.

Objective: Nationally and internationally well-known events in partner areas

Results: Festivals in partners' areas are already well known in their countries and also internationally (through the Hanseatic Cities co-operation, for example). Remaining 3 festivals of this project can already use the participation of partners as a tool for better promotion both nationally and internationally. Partners from their side promote festivals they visit in their countries and through European networks,

Objective: Innovation in transnational co-operation projects using medieval style activities

Results: Participants of this project have already experienced and thus convinced that medieval style is becoming more and more popular in Europe and gives many different possibilities to establish strong and long-lasting co-operation between partners in different European countries. Introduction of medieval style activities, handicrafts, musical and drama performances enables target groups, but first of all young people - rural youth among them, to invent new or additional ways of participation in active life, even employment related to organisation of big events, handicrafts, performances etc.

Partners are especially happy for being able to attract young participants – many volunteers helping with preparations of the festivals at home, young performers in other partners' festivals – Kuldiga Youth Theatre, young Estonian musician performing in Portugal, young participants from Estonia in Kuldiga festival. All of them have given positive feedback and they have evaluated their participation as developing factor for their skills and giving many ideas for future activities – even as a source of some income.

Presently all partners are preparing for the upcoming project events in 2013.