

Nominees of the best Cooperation Project

Onion Road – NGO Sibulatee

**Network of successful entrepreneurs!**

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Project name: Onion Road**Beneficiary:** NGO Sibulatee (Onion Road), area of LAG Tartu Development Association**Location:** area near Lake Peipus, NGOs office in Tartu**Period of implementing project:** November 2009 – November 2011**Support from RDP Leader measure:** 26 092 EUR**Main Activities of Project:** To develop the route – 3 meetings, 2 trainings, 1 common study trip to Lahemaa – were organized; to create a common web-page for the network, it includes design, technical realization, and translations into 6 languages, video- and photo material; accomplishing activities like creating a marketing mark/brand, designing and printing the common publication, participating on fairs**Contact:** Liis Pärtelpoeg, assistant of project manager, telephone +372 56 48 00 65, e-mail liis.partelpoeg@gmail.com, web-page www.sibulatee.ee

**Discovery trip on the Estonian loft
Onion Road – NGO Sibulatee**

There are more than one third inhabitants of Estonia living in Tallinn and the city also opens the main marine- and air gates to tourists. If you approach from the capital city, the area of Lake Peipus can be considered as the loft of Estonia. It is a far and a little bit mystical place which isn't familiar to most of us.

Still it is an area which has lot to offer, for both – to body and to soul. Near Lake Peipus the Estonian peasant culture is combined with German manor culture and with Russian Old Believers' culture. There are many museums, historical structures and vivid culture heritage in the area between Tartu and Kallaste. There are many restaurants and accommodation places, offerers of active recreation with kayak drive up to making fives, and traders with interesting delicacy and handicrafts.

But, oh no! They are all small and poorly known in Estonia (maybe except Alatskivi manor), not to mention the foreign countries.

For that reason some active entrepreneurs met and started a network called Onion Road. Onion Road marks the area of Peipsiveere and tourism entrepreneur's network that exists there. It involves 23 different enterprises and sights. Onion Road also looks for new members, but to be a member, the enterprise must pass the noviciate first and only then there will be held a common decision process which decides whether the new enterprise is suitable or not to become a member of Onion Road.

Leader supported four projects which created a mark for common marketing of the area, designed the routes, started a brainstorming process to find some new services and learned more about each other. Also they established a web-page, published brochures in six languages and participated on fairs, aiming to present Onion Road to wider audience.

The main goal of the project is to act together, to market the area and to jointly offer many good (incl. food) experiences to tourists. It is also important to use and appreciate local food – cranberries, onion, fish and cucumber. The enterprisers glorify themselves with a sentence "Our onion dishes are great!"

The members of the network are having a common meeting once in every two months, where development opportunities, experiences and good tips are shared and discussed. They also generate for some new ideas on such meetings. Between these meetings, members are having some brisk discussions on the web. Study trips to meet other members give a good overview of goods and services offered by others and this allows offering more than tourists can expect.