

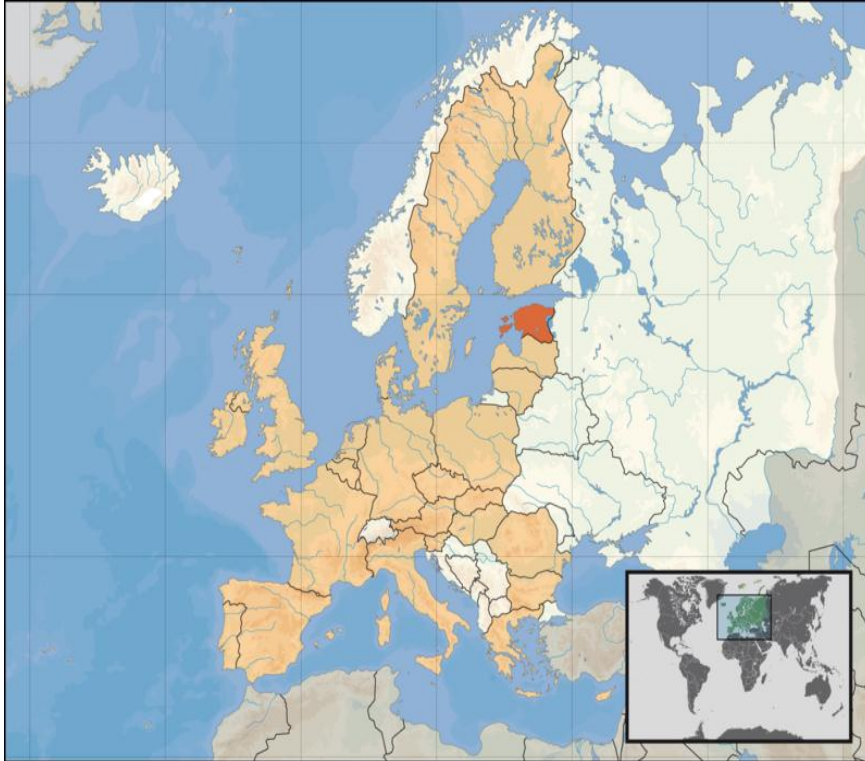
# Delivery of ICT based services in rural areas,

Examples from Estonia.

*Kerli Kõiv  
Võrumaa Partnership Assembly  
Estonia*



# Facts



Population in Estonia is 1,3 million inhabitants

Sparse population: 30% lives in Tallinn, only 20% lives in 4433 villages.

1km<sup>2</sup>= 31 inhabitants



# Background

- Since 2000 there have been remarkable developments in the Estonian ICT sector,
- 69% of the population uses the Internet and 86% Internet banking (spring 2008)
- e-Elections
- More than 800 public Internet access points
- 1,200 free Wi-Fi Internet zones around the country
- The popularity of several e-Services (e.g. e-School, e-Health and other electronic Public Services)
- Electronic ID-card and ID related services.
- Over 16,500 employees are currently working in the ICT sector - 4% of total employment in Estonia

*Estonian Investment and Trade Agency, [www.investinestonia.com](http://www.investinestonia.com)*



# Rural life situation- weaknesses

- Weak marketing and small spendings on innovation.
- Low reputation of rural life.
- Low population concentration in rural area
- Small number of consumers of goods and services, limited logistics opportunities and the outflow of services from rural area.
- Shortage of non-agricultural jobs in rural area

*Estonian Rural Development Plan 2007-2013*



# Strategy related to strenghts and weaknesses

- Activities are more and more directed by the Leader-decisionmaking process.
- Preference is given to non-agricultural production which are directly related to the improvement of the quality of life in rural area.
- New solutions should be found, considering the sparse population (mobile solutions to offer goods and services and the implementation of modern information technology, at the same time considering people with special needs)
- The objective is the reduction of migration caused by the unavailability of services.

*Estonian Rural Development Plan 2007-2013*

# LEADER program in Estonia and in Võru County



26 LAGs in Estonia

99,99% of Estonian territory

Võrumaa Partnership Assembly  
– South-East of Estonia

10 municipalities

21500 inhabitants

Main topics in LAG strategy:  
entrepreneurship, village and  
culture, youth

ICT is connected with all of  
these topics



# Local research in 2006 for local region strategy – needs of local people

More activities needed for solving unemployment problems

More effective information network

More local services

More working places for women and young people

More technological innovation to improve cost-effective services



# Activities for LAG strategy according to research

Investments improving Internet access

Services increasing people internet connections

New knowledge and skills

Improving information network

**INNOVATION!**





# LAG Strategy 2007-2013

New knowledge and skills to improve rural region quality in production and service field.

Improve life environment ( networking, social services, infrastructure, identity, welfare )



# Supporting ICT project in rural region

- ICT supporting is not special action, this is manner of thought.
- Decision is based on Estonian Rural Development Plan and LAG strategies
- On Leader program decision making is on local level and helps to better understanding of local needs.
- We support innovative ideas and ICT is usually connected with innovation.
- We support local traditions, food, handicraft marketing
- ICT is a tool for better marketing and local life promotion, increasing services for local region.
- ICT has been one part of initiative and add extra value to it

# Project examples (1)

**Lõuna-Eesti Toiduvõrgustik**

Tutvustus Kasulikud teadmised Talukataloog Pildid

### Kes me oleme?

Lõuna-Eesti Toiduvõrgustik on alguse saanud Võrumaa taluliidu toidu ja ühistegevuse alasest koolitusest 2006. aasta septembris. Samal ajal läks käima ka Kagu-Eesti talude toiduring Tartu inimeste juurde. Nüüd oleme jõudnud organisatsiooni loomiseni ning selleni, et talutoidu huvilised Tartu linnast saavad ise meie kodulehel taludega tutvust teha ning toiduaineid tellida.

Tahame anda kõigile inimestele võimaluse katta oma toidulaud loodusõbralikult kasvatatud kvaliteetse köögivilja, marjade, pagari- ja piimatoodetega.

Meie ringi kuuluvad mitmed mahetalud, kes ei kasuta keemilisi umbrohutõrjevahendeid, väetisi ega putukamürke. Oleme võrgustikku koondanud ka mitte päris maheda, kuid siiski käsitsi nopitud või ise valmistatud toidu tegijaid. Uhesõnaga- kõik, mida pakume, on saanud tunda pererahva terast silma ja hoolitsevat kätt.

Mitu võrgustiku liiget müüb oma saadusi ka otse talust. Alt-Lauri talupoest saab osta ka teiste võrgustiku liikmete tooteid. Aitame kaasa selliste müügikohtade tekkimisele külades.

Toiduvõrgustikku kuulub lisaks tootjatele ja töötajatele turismettevõtteid, kes tahavad oma külalistele näidata kohalikkude rüüast toitu.

### Kes me oleme?

- Teenused
- Tulundusühistu
- Liikmeks saamine
- Liikmed
- Tegevused

Lõuna Eesti Toiduvõrgustik  
Telefon: +372 5 250 977  
E-mail: info@let.ee  
Alt-Lauri talu, Lauri küla, Rõuge vald

- **South-Estonia Food Network**
- Farm products selling and marketing e-solution. Selling + logistics.
- Applicant: Farm Union

# Web for food marketing and logistics

The screenshot shows the website for Lõuna-Eesti Toiduvõrgustik. At the top left is a logo with a sun and various food items. To the right of the logo is the text "Lõuna-Eesti Toiduvõrgustik". In the top right corner, there are links for "Keri Kõiv", "Telli", and "Logi välja". Below the logo, there are buttons for "Loo tellimused", "Avatud tellimused", "Arved", and "Logistika". A green notification bar contains a checkmark and the text: "Hetkel pole ühtegi tellimustele avatud toiduringi. Järgmine toiduring "Sooduspakkumised 14.veebr" avatakse tellimiseks 08.02.2011 00:00:00 - 11.02.2011 23:59:59". Below this is a search and filter interface. It includes a "Toiduring:" dropdown menu, and summary statistics: "Summa: 0.00€", "KM: 0.00€", "Kokku: 0.00€", and "EEK: 0.00". There are buttons for "Prindi", "Kustuta tellimus", and "Kinnita tellimus". Below these are columns for "Kategoria", "Müüja", "Nimi", "Kirjeldus", "Ühik", "Hind km-ga", "EEK", "Saadaval", and "Tellitud". The "Kategoria" and "Müüja" dropdowns are both set to "- kõik -". There are empty input fields for "Nimi" and "Kirjeldus", and an "Otsi" button. Below the search area, it says "Ühtegi rida ei leitud." At the bottom right of the search area are buttons for "Kustuta tellimus" and "Kinnita tellimus". At the bottom left, there is a copyright notice: "Copyright © Lõuna-Eesti Toiduvõrgustik 2010".

## Results:

**Savings in time resource, more independence**

**Enlargement of communications**

**Cost-effective logistics**

**More cost-effective services, decreasing unemployment**

# Project example (2)

## UMA MEKK (own taste)

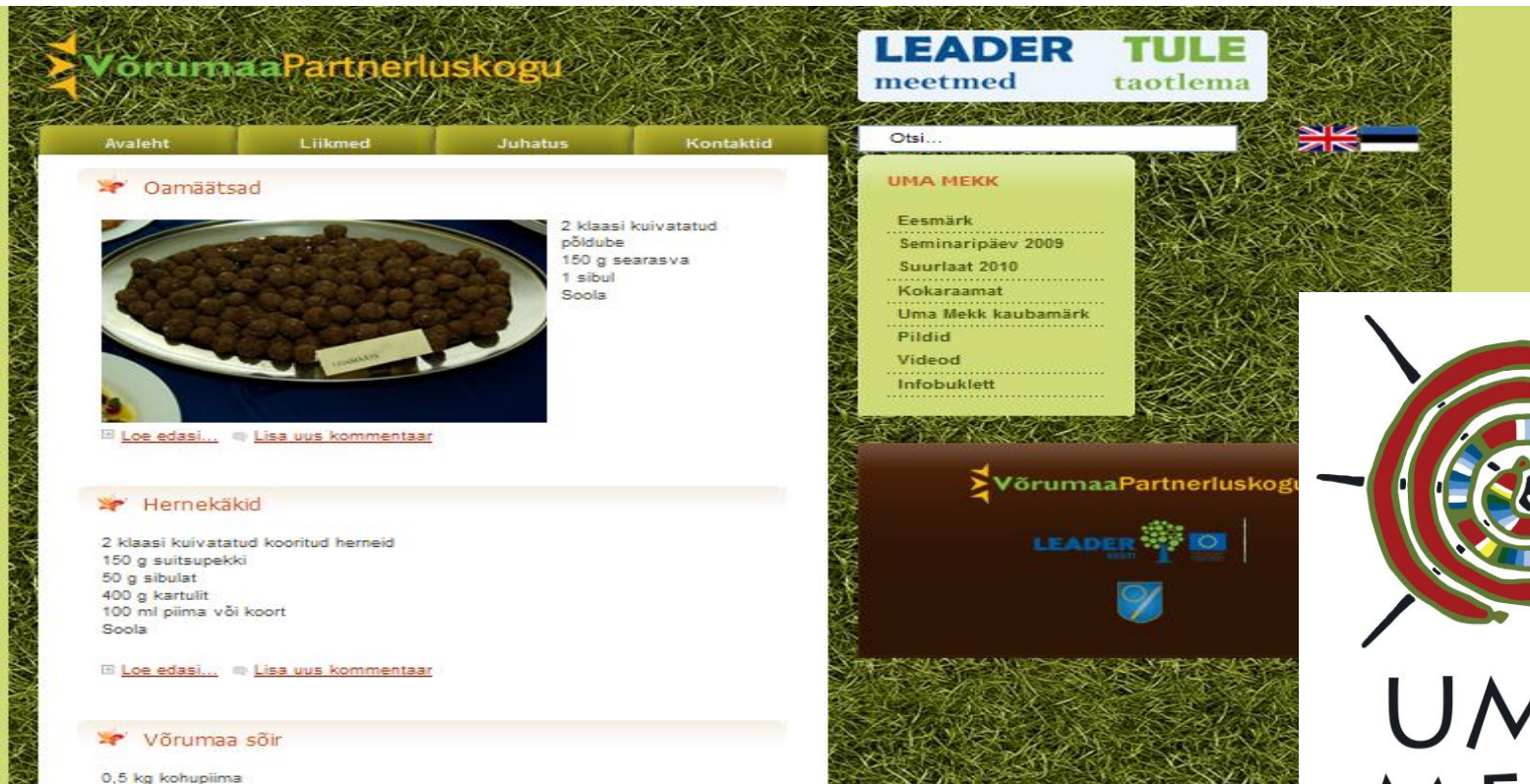
Applicant:

Võrumaa Partnership Assembly.

Local food promotion, marketing



# Digital cookbook in web www.voruleader.ee



## Results:

Local food better promotion, traditions are better available and more used

Rural region image improvement

Increasing number of local food producers

# Project example (3) - Youth work market www.noorteklubi.ee/bors

The screenshot shows the homepage of the 'Noorte Tööstöörors' (Youth Work Market) website. The header features the logo 'NOORTE TÖÖBORS' and a navigation menu with links to various regions: Rõuge, Antsla, Haanja, Lasva, Meremäe, Misso, Mõniste, Sõmerpalu, Urvaste, Varstu, Vastseliina, Võru linn, and Võru vald. A main banner area contains text about the youth work market and a call to action to select a region. Below this, there are two columns of content. The left column has a 'Menüü' (Menu) section with links to 'Avaleht', 'Info', 'Seadused', 'Tunnustus', 'Meediakajastus', and 'Kontakt'. Below the menu is a 'Teadaanne' (Notice) section with text about the Rõuge Youth Club and a 'Haridus- ja teadus- ja teeriumi' (Education and Science) logo. The right column features two main sections: 'Oled Võrumaa noor ja otsid suveks tööd?' (Are you young in Võrumaa and looking for summer work?) and 'Oled töökäsi otsiv Võrumaa talunik, ettevõtja või vajad lihtsalt suveks abilisi?' (Are you a young farmer, entrepreneur, or need help for summer?). Both sections include a call to action: 'Noorte tööstöörors aitab sind.' (Youth work market helps you) and 'Vali menüüst oma piirkond, vaata pakkumisi või lisa kuulutus! See on täiesti TASUTA!' (Select your region from the menu, view offers or add an advertisement! It's completely FREE!). Below these are two columns for job seekers ('Abiks tööotsijale') and employers ('Abiks tööpakkujale'), each with a list of requirements and a call to action to add an advertisement.

## Results:

Decreasing unemployment of young people

Effective information network between entrepreneurs and young people

Young people connections with local region

Local information is collected into common website about Võru county tourism attractions, food, accommodation, packages ect. Website is produced by Tourism Association. [www.visitvoru.ee](http://www.visitvoru.ee)

The screenshot shows the website interface for Võru county tourism. At the top is a green navigation bar with the following menu items: Majutus ja üldinfo, Aktiivne puhkus, Vaatamisväärsused, Teemapargid ja elamused, Eripakkumised Võrumaal, Üritused, Fotogalerii, Kasulikud lingid, Kontakt, and Turismiettevõtjale. Below the navigation is the Võrumaa logo, which features a stylized landscape with a church, a river, and rolling hills, with the text "VÕRUMAA Southern Estonia" underneath. To the right of the logo is a search bar with the label "Otsing" and a button labeled "Otsi". Below the search bar is a section titled "Pildikesi Võrumaalt" with a thumbnail image of a wooden cabin in a snowy landscape and the label "Fotogalerii". The main content area features a yellow header with the text "VÕRUMAA - MAHE JA MUHE!" and a sub-header "Turismitalude talveaja pakkumistega tutvu siit ....". Below this is a large photograph of a snowy ski slope with many people skiing and a wooden building in the foreground. A small tooltip over the building reads "haanja\_peeter\_lina.jpg". At the bottom of the main content area is a decorative banner with the text "Müüma - ümaga ja hääg!" and a small red triangle icon.





# Strategy - Initiatives

- More activities needed for solving unemployment problems
  - Youth work market
  - [www.visitvoru.ee](http://www.visitvoru.ee)
- More effective information network
  - South-Estonia Food network
- More technological innovation to improve cost-effective services
  - UMA MEKK
- Living in countryside is attractive



# Follow up...

- All these project just finished.
- Influence of these project is not measured yet.
- Influence of these activities will be in the next projects.
- ICT initiatives were all positive and confirmed their usefulness in rural life.
- ICT initiatives for different age and interest group are very welcome!



Thank you!