

ESTONIA

Local development

Location

Peipus lake

Programming period

2014 – 2020

Priority

P6 – Social inclusion and local development

Measure

M19 – CLLD/LEADER

Funding (EUR)

Total budget 38 000

RDP support 25 200

Private 3 000

Other 9 800

Project duration

2017 – 2017

Project promoter

Jõgevamaa Cooperation chamber, Tartu Rural Development Association, Borderlands LEADER, Peipsi-Alutaguse Chamber of Cooperation, Peipus Fisheries Area Development Chamber

Contact

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Website

www.peipsifestival.ee

A cooperation project was set up between 4 LAGs and 1 FLAG to promote local heritage and stimulate the local economy around a lake area.

Summary

Lake Peipus Festival is an itinerant cultural event. Over a period of 8-10 days each summer, a fleet of boats sails from the northern end to the southern end of the lake; stopping every day in a different port. Participants are invited to experience local culture, heritage and gastronomy in a variety of creative ways.

Following a successful trial-run of the initiative, a cooperation project was set up between 4 LAGs and 1 FLAG in order to upscale the event by helping to cover the marketing, communication and organisational costs.



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Results

The Lake Peipus Festival is now a well-established local event, accepted and supported by the lake communities.

At each port, 150-500 visitors participated in the festival activities. Kolkja port was the most popular: attracting an audience of about 500 people.

The number of boats participating in the festival fleet increased by 10 compared to the first year.

Festival participant figures were also up by 50%.

The project has raised awareness about the culture and heritage of the Peipsi region.

Lessons & Recommendations

- ❑ A festival of 10 days is too long: it is exhausting for the organisers and for those participants who take part in each of the events. The number of participating ports will be decreased from 10 to 8 in 2018.
- ❑ The extent to which the lake communities and municipalities got on board with the idea was a positive surprise. In each port, local communities organised additional activities and concerts that supported and complemented the official festival programme.

Context

Peipus is among Europe's largest lakes. It has very diverse coastal culture, an exciting shipping heritage which is now in decline and unique nature. In the area of Peipsi, there was once a tradition of constructing wooden boats and vessels, but this is now disappearing. The Peipsi region has been lagging behind the rest of the country, economically, but several investments made with EU support have created the conditions for the region to become an attractive destination for both domestic and foreign tourists.

A marketing and development campaign for the Peipsi region has been under way for the last 9 years. During that time, a new destination brand has been established which is now well-known in Estonia as well as in neighbouring countries. The Lake Peipus Festival was set up in order to specifically promote boating/sailing activities while also introducing local boating culture and heritage.

The Lake Peipus Festival invites boat owners and enthusiasts to sail on Peipsi with the festival fleet and become part of the event itself. Every day, sailing to a new port, participants are introduced to the unique culture of that specific area and community. Workshops are organised for both the children and adults, local food is available and for entertainment one can enjoy a free concert in the evening on the festival leader barge named Jõmmu. The festival has been well-received by both the local communities and the visitors, and the number of participating water vessels has increased considerably.

Following a successful trial-run of the initiative, a cooperation project was set up between 4 LAGs and 1 FLAG.

Objectives

The main objectives of the project were:

- to increase tourism *to* and use *of* the lake by showcasing the unique local culture of Peipsimaa (Peipus land)
- to contribute to developing the brand/image of Peipsi as an interesting, exciting and sustainable region
- to support the other tourism marketing and development activities in the region.

Activities

The financial support was used, in the first instance, to cover the costs of promoting the event in the Estonian

media and among local people (television airtime, poster/flyer campaigns, etc.)

It also supported the organisation and delivery of at least three different workshops and activities in each of the ports of the lake, for both children and adults. These included food-related workshops, water rescue actions, fishing, model ship building, etc.

The project support also covered the costs of the festival leader barge, Jõmmu: its crew and fuel, as well as additional accommodation, fees and transport costs related to the festival program.

The concerts, offered at each port/stop on the festival tour, give added value to those who are sailing in addition to encouraging other visitors to gather at the ports to greet the fleet. The concerts were prepared in cooperation with local municipalities.

The festival also provided space for community-members and entrepreneurs to introduce the festival participants to local culture and traditions.

Finally, the festival partnered with the Fisheries Information Centre on the delivery of several fisheries education workshops.

Main results

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The number of boats participating in the festival fleet increased by 10 compared to the first year.

Festival participant figures were also up by 50%.

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Key lessons

- A festival of 10 days is too long: it is exhausting for the organisers and for those participants who take part in each of the events. The number of participating ports will be decreased from 10 to 8 in 2018.
- The extent to which the lake communities and municipalities got on board with the idea was a positive surprise. In each port, local communities organised additional activities and concerts that supported and complemented the official festival programme.

Additional sources of information

www.youtube.com/watch?v=9TLVZuHQSvM