Travelling roll-up exhibitions as a method for involvement of partners and for reaching stakeholders and broader public

Reve Lambur, Estonian NSU
12-13th May 2015 in Jurmala
LEADER roll-up exhibition

- 26 + 2 stands: one for each LAG + two general stands
- In cooperation with LAGs
- 79 RDP project examples
- Launched in 2010 autumn
- Has been in 34 places
Village development roll-up exhibition

- 15+1 stands: one for each county + one general stand
- In cooperation with Estonian village movement „Kodukant“
- 30 RDP project examples

- Launched in 2012 autumn
- Has been in 28 places in Estonia
Young farmers roll-up exhibition

• 15+1 stands: one for each county + one general stand
• In cooperation with Estonian Young Farmers Association
• Launched in 2013 autumn

• Has been in 30 places in Estonia
Heading of the exhibition – „European Union for Rural Development – Young Farmers“

Field of activity

Name of the young farmer

Quote: „You can reach your target only with devotion!“

Information about the RDP support:
- Address of the young farmer
- Field of activity
- From which measure and for what he/she has got RDP investment support
- What has been done with the support
- Little information about the entreprise

Statement – „I think that rural diversity makes life shining. It is pointless to pass your life in the city and behind the traffic lights.“
Under construction – rural tourism roll-up exhibition

- 10+1 stands: to show the diversity of the rural tourism
- In cooperation with NGO Estonian Rural Tourism
- Will be launched in autumn 2015
- We have a ongoing contest for finding good practices:
  - Open call from 10th March to 1st May to nominate good examples (application form) – we received 55 applications
  - 12th of June – network Cooparation Chamber will choose projects for roll-up exhibition
Lessons learnt

- Exhibitions need boosting!
- Short information (sheet) about the exhibition is important!
- Great places to present the exhibitions - shopping centres, libraries, village-houses
- Stand with general information is crucial!
- Less information is better than overload of information; photos makes the stands more attractive!
In the agricultural fair in 2015 Tartu, Estonia
INVITATION to Estonia to the first nation-wide open farm day on Sunday, 19th of July 2015

Estonian NSU organised to other NSUs, MAs, LAGs farm visits and a seminar. Overall programme:
• Saturday, 18th of July – arrival day
• Sunday, 19th of July – farm visits (grain growing, animal breeding, diversification)
• Monday, 20th of July – seminar + visiting 2 farms
• Back to Tallinn at 17 p.m.

Estonian NSU will cover farm visits and catering. Pre-announcement will be sent out during this week, contact person is Ave Bremse, ave@maainfo.ee
Thank you for listening!

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