

ACHIEVING PROJECT GOAL

„To become smart, green, innovative and desirable place to live“



Siksali Development Centre, Estonia

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Our European Smart, Green & Innovative future. DIGITALISATION



- Small towns are going digital KEY LEARNING POINTS
- ENERGY RELATED ISSUES ARE CURRENTLY (2022) IN FOCUS
 - With rising energy prices, renewable energy development is of utmost importance. Encourage to set up eg solar power stations for companies, private houses, local government buildings etc (especially if it is possible also to get some EU funding)
 - More local (rural) infrastructure needed for electric cars (charging points).
 - Solar powered streetlights wherever possible
 - Develop an App for local travel sharing (to save on fuel and car costs)
 - Continue with free bus service on county lines

A farm producing organic milk, cheese and other dairy products (Metsavenna Farm in Võru County)has installed a fast charger for its electric cars in August 2022, to support clean production and give electric car owners the opportunity to take a gourmet tour of South Estonia with peace of mind.

„We are looking forward to seeing when the first serious electric tractors will be on sale“, said Meelis Möttus, the owner of the Farm. Estonian schools will receive a premium for subscribing to the eco-milk scheme, under a decision backed by national and local authorities. The eco-milk will be delivered to Võru schools by an electric car running entirely on hydroelectric energy.



Our European Smart, Green & Innovative future. DIGITALISATION

- Small towns are going digital KEY LEARNING POINTS

- GENERAL



- High-speed internet access in every home is a must
- Improved teleworking opportunities are needed
- Promote paper-free communication
- Introduce a local government App to submit applications, report maintenance and other problems etc
- Local businesses to concentrate more on digitalisation (eg in big towns there are possibilities to order food delivered home from shops; people in smaller towns also expect to have this possibility)

Our European Smart, Green & Innovative future. LOCAL FOOD / FOOD CHAINS

- KEY LEARNING POINTS




- With currently (2022) growing food prices, people are more motivated, and encouraged to grow their own food / buy home-grown food from neighbours, acquaintances
- With growing fuel prices, the distribution network development is a crucial issue. It is ever important to have the food chains SHORT
- Food networks need to learn how to reach business clients (B2B) so that the sales would not be limited to end clients at shops and markets

Our European Smart, Green & Innovative future. LOCAL FOOD / FOOD CHAINS

- KEY LEARNING POINTS for development of B2B sales
- There is a need for an e-platform where producers could upload information about their products and where chefs can make orders
- Information about the products needs to be very specific for chefs to make sure they get exactly what they need for their menus
- Using a distribution company between restaurants and farmers would be convenient for both...
- ...yet that there still needs to be personal contact, meaning that the products should not become anonymous and chefs need to know where and from whom the products come from
- A wider usage of e-platforms in selling local food products B2B is the future and all parties will need to adjust their daily practices



Best practice example from Võru county



- At the initiative and support of the local LEADER local action group, in October 2022 the 13th „Own Taste“ Grand Fair is organized on the central square of the county capital, Võru. 
- Video: <https://youtu.be/zKLXT-58NB8>

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This year's special:

The country folk will pack their bags and introduce the people of the capital City, Tallinn, what is produced in Võru county:

cheese ,  wine and juices,  buckwheat products,

 vegetables ,  honey and preserves.

See you at the „Countryside Comes to Town" farm food fair!



Our European Smart, Green & Innovative future. YOUTH/ IMMIGRANTS



- KEY LEARNING POINTS (YOUTH)

- Need for **well qualified teachers** in the rural areas. An incentive scheme would be needed for teachers to start employment in a rural area.
- Positive development for **doctors who start work in rural areas**: Family doctors will receive up to three times as much as before, up to €45,000, and other specialist doctors will receive up to twice as much, up to €30,000, to start work in rural areas.
- Solutions needed for **childcare in rural areas** so that one person would not have to stay at home with the small ones. With growing fuel prices, it would be important to have a **solution for transport** to a kindergarten (like there are school buses to bring children to school)

Our European Smart, Green & Innovative future. YOUTH/ IMMIGRANTS



- KEY LEARNING POINTS (YOUTH)

- **Need to continue with** state agency guaranteed loans with a little bit better terms (smaller initial co-financing) to buy a home in the countryside for young families
- **Need to continue with support schemes**, eg: State + local authority + rural inhabitant – Project grant for improving water supply or electricity connection or road connection
- **Need for EU funds to support small rural business** (and make sure the grant rules are not so difficult that only big companies, in reality, get the money)
- **Need to support NGOs** (different local development organisations) so that they could continue with their initiatives

Our European Smart, Green & Innovative future. YOUTH/ IMMIGRANTS



- KEY LEARNING POINTS (IMMIGRANTS)

- Current issue (2022): new Ukrainian immigrants
- Võru Ukrainian Centre established, coordinated by Europe Direct Võru and local volunteers
- City Government website coordinates information to assist Ukrainians arriving in Võru (<https://www.voru.ee/et/aitame-ukrainat>); a special co-ordinaator has been employed at the City Government
- A special section on offering work to Ukrainians on the website of the Unemployment Insurance Fund (<https://www.onlineexpo.com/ee/tookohad-ukrainlaste-jaoks-eestis/>)



Thank you for your attention !