



# Sustainable rural nature tourism network GENUINE EXPERIENCES IN LAHEMAA

Sirje Kuusik – member of the board

NGO Network Genuine Experiences in Lahemaa

(KEEL)



# KEEL NETWORK OF FARMS- who we are?

16 unique and different from each other rural family enterprises in Lahemaa region in North-Estonia:

15 farms ja 1 private museum

network was formed in February 2005 by 17 rural tourism enterprises from Lahemaa region

2005- ....: voluntary work in management, mostly project-based financing, common marketing and PR, support to each-other

, co-operation with different partners

[www.ehedad.ee](http://www.ehedad.ee)



# LAHEMAA KEEL NETWORK – what we offer?

Our sustainable tourism farms offer:

close to nature living style, rhythm of four seasons, cosy accommodation in the peace and quiet of the farms, atmosphere full of historic objects, different saunas, healthy local- and ecofood, rich choice of herbs and herbteas, different original handicraft and -programmes, friendly farm animals, nature trails and –guides, canue and horse rides, personal servicing by owners, riding therapy . . . + our beautiful Lahemaa manors, forest museum, nature centre

. . .





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# KEEL MEMBERSHIP RULES

sustainable use of all nature resources, environment friendly tourism services, learning materials and programmes, co-operation on several levels: inside and outside the network

to save and use historical heritage: buildings, materials, design, furniture . . .

to use cultural heritage: handicraft, food, design, courses, music, farm souvenirs. . .



# activities



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**KAREPA ÜRDIAED JA KUNSTIGALERII**

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# KEEL NGO Leader project 1: 2010-2011

network's homepage [www.ehedad.ee](http://www.ehedad.ee), logo, banner, marketing materials, information bags

participation in Est Tour 2010 Tallinn tourism fair as a Network's exponent

2 days introduction tour to all members of the network (15) for partners and press representatives , incl Finnish partners for under planning int. co-operation project

preparation meetings of transnational co-operation project  
“Loving local values” EST - FIN





**IISAKA LAMBAKASVATUS- JA KÄSITÖÖTALU**





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# Lahemaa KEEL network experiences & values

- clear frame and written rules for network and membership
- respect and concern for each other in the network
- readiness to take voluntary duties and liabilities by the board members and members
- co-operation of members to develop common products and services
- common marketing: spread of information, suggesting each-others services , help to each-other ...
- small tourist farms are more visible together
- multiple sustainable nature tourism offer in Lahemaa region

- possibilities for different partnerships



# Lahemaa KEEL network experiences - conveyable values

- common marketing and PR – through network smaller costs for members
- together better possibilities to get outside financing for development and co-operation projects
- network of small actors can reach a position as a reliable partner in the region, on state level and internationally
- all possible success in network is based on concrete persons relations and motivation to implement their joint aims and dreams!



# TNC Leader project “Loving local values”

## EST-FIN 2011-2013

16

**Partners LAGs (3):** Arenduskoda NGO (EE), Development Association Sepra NGO (FIN) and Pohjois-Kymen Kasvu NGO (FIN)

**Project dates:** 15.08.2011-15.08.2013.

**Aims:** - share experiences and build sustainable co-operation and networks over the Baltic Sea region

- to improve link to each other rural tourism services
- to support co-operation with local handicraft producers
- to support the use of local food
- to develop more common services/products
- to support young people to take part of the management and activities of local entrepreneurs and NGO-s.
- to find new partners

# TNC Leader project “Loving local values” – planned activities for participants

17

In the fields of local food and handicraft:

- seminars
  - study-tours
  - practicing in local organizations
  - food competition
  - receipt book 50FIN+50EE
  - 3-days youth exchange between countries rural regions
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- **Target groups:** rural tourism and handicraft entrepreneurs, local NGO-s, young people (14-26)





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# CONTACTS

[www.ehedad.ee](http://www.ehedad.ee)    [www.lahemaa.ee](http://www.lahemaa.ee)

[www.arenduskoda.ee](http://www.arenduskoda.ee)

□ co-operation contacts KEEL:

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Welcome to Lahemaa! Enjoy our  
natural and historical heritage !





# Thank you!

**presentation:**  
**Sirje Kuusik**

[www.kuusikunaturefarm.ee](http://www.kuusikunaturefarm.ee)

