

Newsletter FarmerCraft

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Kohtla-Järve Town Government
<https://www.kohtla-jarve.ee>

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Total project budget: 490 707.94 euros, of which 441 636.94 euros are financed by the Estonia-Russia CBC Program for the period 2014-2020

International project FarmerCraft

From September 2020 to September 2022, the Estonian-Russian joint project "FarmerCraft: Promoting the Marketing of Local Products and Services" is being implemented. This project is being accomplished within the framework of the Russia-Estonia cross-border cooperation program for the period 2014-2020.

The project is managed by the city administration of Kohtla-Järve. Estonian partners are the foundation "Edise Linnus" and the non-profit association "Alguskeskus". On the part of Russia, partners are the administration of the Kingiseppsky Municipal District and the administration of the Slantsevsky Municipal District. Associate partner of the project is Ida-Virumaa Center for Entrepreneurship (Estonia).

The main goal of the project is to accelerate the development of entrepreneurship, create cross-border business contacts, increase the competitiveness of small businesses and improve the business environment through the development of business support infrastructure in two areas - handicraft and farming.

More information about the project:

<https://sites.google.com/view/farmercraft2020>



International master classes

In the context of a high level of industrial development of the regions participating in the project, an urgent issue is the preservation and development of traditional crafts and farms as industries that ensure self-employment of the population.

Today the handicraft sector is characterized by low production level, insufficient marketing skills, and a lack of understanding of market preferences and requirements.

Artisans artistic, marketing and management skills need to be strengthened, for them being able to compete. This will help improve craft production and expand their economic opportunities. To address these challenges, the FarmerCraft project plans to support artisans by creating conditions for the development of craftsmanship and improving marketing opportunities.

Within the framework of the FarmerCraft project, five international master classes will be held in Estonia and Russia.

The international project "FarmerCraft" will allow solving the following tasks:

1. Create conditions for teaching traditional craft and transferring professional skills;
2. Purchase modular trade pavilions for artisans to participate in workshops and fairs in the Kingisepp and Slantsev districts (Russia), as well as in the city of Kohtla-Järve (Estonia).

Photo: <https://www.freepik.com>



Marketing events

As a result of the project implementation, improved zones for marketing activities will be created in Slantsy, Kingisepp and Kohtla-Järve. The proposed investments are aimed at improving the conditions for conducting marketing events (fairs). Modular fairgrounds will also be installed in selected areas.

The project will also increase the awareness of local governments about the needs of entrepreneurs, methods and tools to support entrepreneurship in the cross-border region, and strengthen administrative capacity.

Investments

The following equipment will be purchased and installed for the project beneficiaries:

Estonia: in Kohtla-Järve - 10 modular houses and 1 stage with connection to the new power grid for the planned market area.

Foundation Edise Linnus - Fully equipped glass, carpentry and metal workshops with aspiration systems.

In Russia: Slantsy - 10 modular houses have been installed in a landscaped market square. Kingisepp - 10 modular homes and fully equipped urban artisan ceramics.

The new marketing / fairs infrastructure will expand the opportunities for small and medium-sized businesses to market and sell their products.



<https://pkgreenwood.ru/yarmarochnyy-domik-novosodny/>



Palmse Manor Smith

“Cooperation within the framework of the project will contribute to the socio-economic development of the border areas of Russia and Estonia”

The Project is financed by the Estonia-Russia CBC Programme 2014-2020

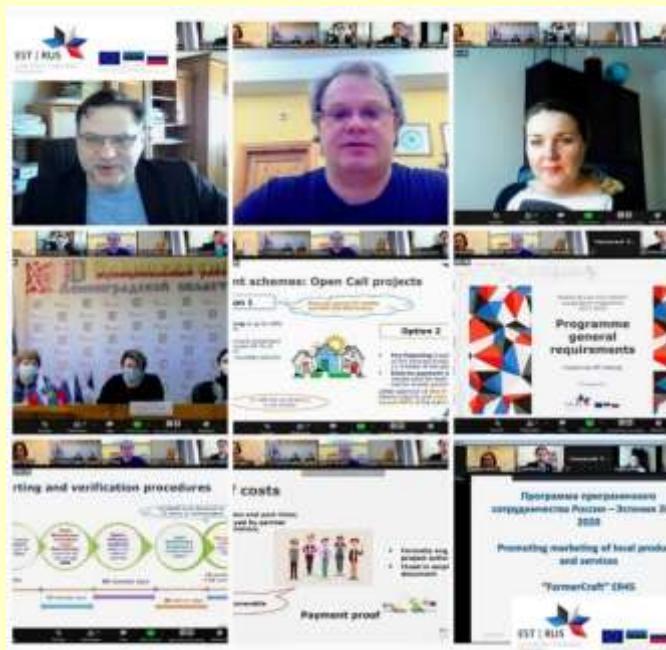
Estonia-Russia Cross Border Cooperation Programme 2014-2020 aims to foster crossborder cooperation across the borders between the Republic of Estonia and the Russian Federation to promote socio-economic development in the regions on both sides of the common borders.

The Programme web-site is www.estoniarussia.eu.



Project partners

- Kohtla-Järve Town Government
<https://www.kohtla-jarve.ee/>
- Administration of municipal formation "Kingisepp municipal district" <https://kingisepplo.ru/>
- Administration of Municipal Formation Slantsy Municipal District of Leningrad region
<http://www.slanmo.ru/>
- Foundation Edise Castle
<http://www.ediselinnus.ee/>
- NGO Alguskeskus
<https://www.alguskeskus.ee/farmercraft/>
- Associated Partner:
- Foundation Ida-Viru Enterprise Centre
<https://ivek.ee/>



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