

Press-release

ER45 Promoting marketing of local products and services / FarmerCraft.

A new project within the framework of the development of Estonian-Russian cross-border cooperation aims to support the development of small and medium-sized enterprises (SMEs) in cross-border areas.

Project partners are administration of the Slantsevsky Municipal District, administration of the Kingiseppsky Municipal District (Russia), as well as Kohtla-Järve Town government, Foundation "Edise Linnus", NGO "Alguskeskus (Estonia).

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

Tasks of cross-border cooperation:

1. Strengthening the creative, design, marketing, and managerial abilities of Estonian and Russian artisans to improve the quality of their products, economic opportunities, and sustainable development.
2. Supporting the development and expansion of local agricultural small and medium-sized enterprises to increase domestic consumption of locally produced agricultural products and developing new market opportunities for Estonian and Russian farmers.

The ultimate beneficiaries of the project will be the general public, who will be able to use local goods and services. The community will benefit from the ability of skilled artisans and farmers to produce high-quality products that will be widely available on the market.

The project will increase the level of awareness of local self-government authorities about the needs of entrepreneurs, methods and tools to support entrepreneurship in the cross-border region, strengthen administrative capacities, and improve the quality of public and municipal services through the sharing of experiences between the local self-government of Slantsevsky Municipal District, Kingiseppsky Municipal District, and Kohtla-Järve Town Government. In general, cooperation under the project will contribute to the social and economic development of the border areas of Russia and Estonia.

Duration of the project is 24 months (02.09.2020 - 01.09.2022)

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

The 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.

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