



Tartumaa Arendusselts

Retaining and attracting talents in Estonia

Examples from Tartu County

Kristiina Tammets

What am I going to talk about?

Tartu County Youth Fund - for small-scale projects of youngsters (started 2010-ongoing)



FINLAND

RUSSIAN
FEDERATION

Helsinki
(Helsingfors)

G U L F O F F I N L A N D



B A L T I C S E A

Nais Aegna Prangli Hara Laht Purikari Neem
Võsu Läsna Kunda Kohtla-Järve Jõhvi Narva Laht
Tallinn Paldiski Keila Kehrä Tapa Viru Jaagupi Viru Roela
Rakvere Ahtma Narva Ivan Gorod
Vasalemma Nissi Rapla Kaskari Paide Vasknarva
Rakke Avinurme Mustvee Jõgeva
Tamsalu Türi Võhma Vohma
Kärdla Kõpu Emmaste Muhu
Käina Haapsalu Kirbla Pärnu Jaagupi Virtsu
Võhma Lavassaare Kullu Pärnu
Suure Jaani Viljandi Meles
Tõstamaa Kihnu Häädemeeste Kilingi Nõmme Nuia
Ikla Ainaži Rüjiena Valka Antsla Valga Võru Vastseliina
Puka Otepää Varska Pskovskõye Ozero Pskov
Võrts Järv Võnnu Voharandu Velikaya

RUSSIAN
FEDERATION

Gulf of Riga

LATVIA

LATVIA

Map legend and scale bar.

**DEVELOPING
NEW AND
INNOVATIVE
PRODUCTS**



Tartu Rural Development Association

VISION

TAS's region of operation has smart and specialised entrepreneurship and a vital community

STRATEGIC FIELDS AND GOALS

1.
DEVELOPING ENTREPRE-
NEURSHIP BASED ON LOCAL
CHARACTERISTICS AND RESOURCE

2.
INCREASING CAPABILITY
OF COMMUNITIES

3.
DEVELOPING
COOPERATION NETWORKS

MEASURES

1.1
Developing
small production
and services

1.2
Developing
tourism
entrepreneurship

2.1
Preserving
and
developing
local traditions

2.2
Activisation
of
young people

3.1
Creating and
developing
networks
in TAS region

3.2
Strengthening
regional and
international
cooperation

DEVELOPMENT OF ORGANISATION

What was the need on the ground - starting position?

- Young people leaving from countryside, connection with their home villages and communities was weak;
- LEADER measure was too complicated for youngsters to apply for funding so that although our local development strategy contained special Youth measure youngsters didn't participate actively;
- There weren't enough innovative products and services in rural area although Tartu city with different universities and R&D institutions is in the middle of our county.

What was the dream or vision?

We have a lot of active and entrepreneurial youth in our region who have strong connection with our region and who are able to build innovative products and services.

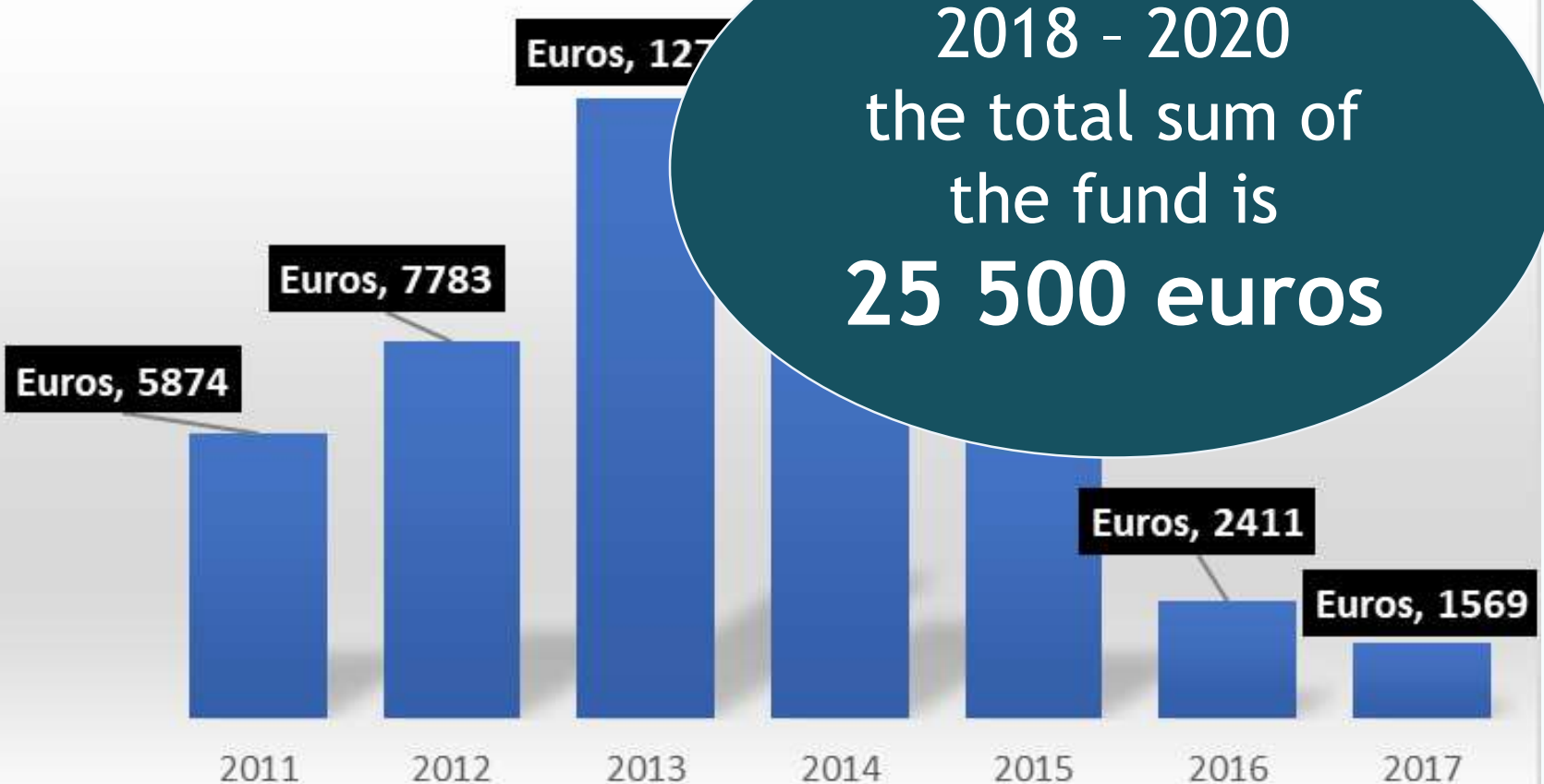
We decided to establish **Tartu County Youth Fund** - for small-scale projects for youngsters together with youth association

Youth Fund today

- By today Youth Fund has **8 years old history**, since 2018 we continue with LEADER umbrella project
- By today **over 100 good** been carried out to p entrepreneurial minds people - very **wide spe activities initiated by you** camps, festivals, different trainings, business ideas development, equipment, IT and robotics, etc.



Financial support



Why is Youth Fund successful?

- **Fund works from youth to youth**
 - Tartu County youth association leads the Fund;
- **Small-scale projects** (up to 1000 EUR) - feasible for youth;
- **Minimized bureaucracy** for youngsters - special project implementation scheme;
- **Start 12-years old** - unique possibility for this age, but very important!;

Why is Youth Fund successful?

- **Youth own initiatives** contribute to the implementation of local development strategy;
- **Building connection** between youth and region;
- **Sustainability and involvement** - consistent actions year by year.

Example - youth connection with region and local entrepreneurs

- Micro-business who produces wooden made folk-music instruments and exports to Great Britain market.
- Additionally to business activities leads workshops to teach woodwork and playing of these instruments to youngsters.
 - This combines together business, education, building connection between youth and region

Short video message from Youth Fund coordinator

Main conclusion

There is no one big shot that can change the situation in local development.

Change and innovation depend on numerous small consistent actions and active involvement of local people while working out solutions.



Tartumaa hingab Emajõe rütmis

Thank you!