# Good Practices Collection

June 2020



### **Transnational Cooperation Project**

Nature and rural cultural tourism is a quickly growing but still innovative segment of the global tourism market. From a mere niche it has during the last years became an important segment that involves millions of travellers each year. Developing this type of tourism is a very important possibility to rural areas and their stakeholders.



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### Introduction

Nature and rural cultural tourism is a quickly growing but still innovative segment of the global tourism market. From a mere niche it has during the last years became an important segment that involves millions of travellers each year. Developing this type of tourism is a very important possibility to rural areas and their stakeholders. We have, however, a lot to do in this sector and specially in combining nature and cultural values as well developing multi sided travelling opportunities for different tourist segments.

Potential benefits produced by nature and culture tourism for the host regions and the involved stakeholders are huge and many sided. Nature tourism is an important opportunity to diversify local rural economies that have lost part of their economic base.

Six LAGs (Local Action Groups) started working together in this project: 5Star Nature, that involves rural areas with a high nature quality and very valuable resources, to explore and improve the opportunities for international tourism, detecting good practices on nature tourism, training entrepreneurs and funding a network involving 4 countries.

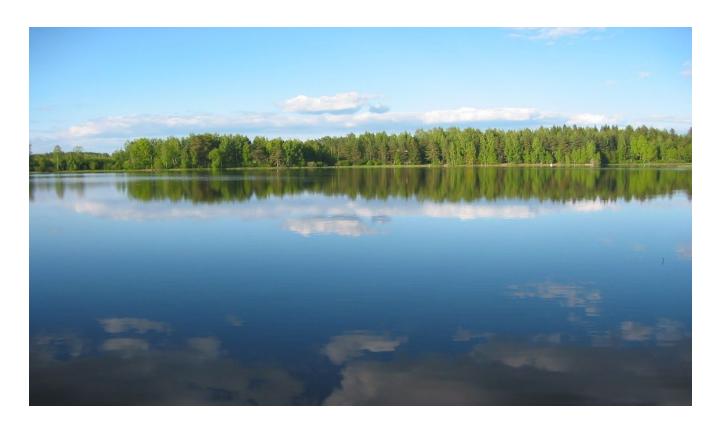
This document is a summary of some of the best examples of touristic experiences linked to natural and cultural resources of these areas. The objective is to give inspiration to the entrepreneurs and tourism business managers on new ideas to promote in their areas, and get profit from the learnings of this cooperation project.

The project involves 6 European Rural Areas:



1. LAG Aktiivinen Pohjois-Satakunta ry in Finland <a href="https://www.aktiivinen.fi">https://www.aktiivinen.fi</a> area extends from the coasts of Baltic Sea to the area of "Lake Finland". The area is 5190 Km2 with only 7,5 inhabitants/Km2. We have vast forest and peatland areas, but also modern enterprises and the optical fiber covers nearly at 100% all the territory. One of our territorial point of proudness is the Unesco Geopark status. <a href="https://www.aktiivinen.fi">www.lauhanvuoriregion.fi</a>

https://fi-fi.facebook.com/leaderpohjoissatakunta/



Lake Jämijärvi in Finland, in Pohjois-Satakunta region



2. LAG Western-Harju in Estonia <a href="http://www.vomentaga.ee/">http://www.vomentaga.ee/</a> North-Western Estonia is a very rich, yet quite unknown tourism destination. It is comfortably situated in vicinity of Estonian capital Tallinn (half an hour to hour drive) and attracts mostly one-day or weekend visitors.



Typical seaside landscape of Northern Estonia

Region has a long and diverse Baltic Sea coastline, comprising of sandy, pebbly and marshy beaches, limestone plateaus and limestone cliffs as high as 25 meters. Nature lovers are also attracted by lakes, rivers, forests and marshes. There are numerous short and long distance hiking routes in area as well as good supply of camping and resting grounds.



3. LAG Järva Arengu Partnerid <u>www.japnet.ee</u> is located in the middle of Estonia and due to that it is called The Heart of Estonia. As a destination the region is well known for its cultural- and historical heritage, hobby gardening and hiking trails in marshes.



Marshes are typical in The Heart of Estonia (Photo by I.Muusikus)



### 4. LAG Valli del Canavese in Italy. <a href="http://galvallidelcanavese.it/en/home-page/">http://galvallidelcanavese.it/en/home-page/</a>

The territory of the Canavese Valleys LAG covers an area of 1120.6 square kilometers in the Northwest of the Piedmont region, in the central sector of the Graie Alps. From a morphological point of view, the area is characterized by the presence of high mountain alpine landscapes of particular charm (the Orco and Soana valleys host the oldest nature park in Italy, the Gran Paradiso National Park, a former hunting reserve of the Savoy family) and mid-mountain and hill landscapes characterized by agricultural and pastoral activities that are still very lively in some areas.

The LAG's area also includes two important cultural sites: the Castello Ducale di Aglié and the Sacro monte di Belmonte in the municipality of Valperga, both UNESCO world heritage sites.



Grand Paradiso National Park, at Canavese area







The Biella mountain area is a territory that extends from the hill to the high mountains, in a succession of agricultural landscapes that give way to woods and rocks. In the Biella mountains, divided into three valleys, Mosso and Sessera, Elvo and Cervo, there are farms that deal with cultivation and breeding, ranging from the production of cereals to wine passing through the production of milk and therefore its transformation into cheese.

They are territories in which residency is still widely present and in which a certain propensity towards hospitality and receptivity has developed in recent years. The Biella area is suitable for outdoor sports, hiking, biking, horseback riding, but also for skiing and winter sports, especially in the area of the Zegna Oasis.

The Biellese mountains, which exceed 2000 meters at its highest points, are in a central position, in Piedmont, in northern Italy, between the large cities of Turin and Milan, but are only an hour's drive away, or a little more, from the Langhe and from the Piedmontese territories famous for their food and wine, the truffle, the wine: it is a strategic location that makes the area perfect as a starting point for a 360 ° tourism and not only naturalistic, but also linked to art and culture.



### 6. LAG Valle del Ambroz - DIVA, Spain <a href="http://visitambroz.es">http://visitambroz.es</a>

Is located at west side of Spain, between Madrid and Lisbon, nearby the portuguese border. Is a mountain area with dense oak and chesnuts forests, crossed by the highway A66 - E 803, that links with Madrid (250 Km). Is plenty of nature, with natural pools in summer, nice landscape in autumn (Otoño Mágico, national fiesta), snow in winter and great spring. There are also thermal waters and a rich roman and jewish heritage.



Chesnuts forest from the hiking route of La Chorrera







# Best

# Practices



# 1. Wooden Outdoor Theater, Karvia, Finland

Best practice title	Outdoor Theater
Short description	Karvia municipality inhabitants (www.karvia.fi) constructed an outdoor theater center as volunteer work. It took 9.000 hours to build it. The budget was 1,1 M€. The implementers got 200.000 € EU funding and 160.000 € as an heritage fund. The theater building is a copy of a castle which existed here in 16th century. There is a wooden amphitheater for 400 people. The theater was opened by big opening festival weekend in the end of May 2019. There are two theater groups and lot of musicians in Karvia. This outdoor theater area will be a great place for them to organize cultural events and concerts.
Additional information	The funding was given from Enrd-fund and there had been also some Leader-funded projects within the theater area as regards feasibility planning and theater activity.
Organisation	Karvia municipality, Willi Karvia
Contact information	marjo.yliluoma@karvia.fi
Website (if existing)	www.karvia.fi
Location (country, area, municipality)	Karvia, Finland
LAG	Aktiivinen Pohjois-Satakunta ry (Leader Pohjois-Satakunta)











## 2. Otoño Mágico en el Valle del Ambroz, Spain

Best practice title	Otoño Mágico - Magic Autumn at Valle del Ambroz, Spain
Short description	The Otoño Mágico is a festival that takes place each November since 1998. During the weekends many activities in nature, such as hiking, biking, photo contest, gastronomy shows, mushroom picking and more, are perfect to enjoy the colourful forests of this mountain area. Chestnuts, oaks, cherry trees dress in bright colours before they left their leaves. Is acknowledged the title of National Touristic event in Spain.
Additional information	Profile in social networks: Twitter, Instagram and Facebook @valleambroz
Organisation	LAG DIVA - Valle del Ambroz <u>www.valleambroz.org</u>
Contact information	valleambroz@gmail.com
Website (if existing)	www.visitambroz.com
Location (country, area, municipality)	Valle del Ambroz, Extremadura, Spain
LAG	DIVA - Valle del Ambroz





Magic Autumn posters















# 3. Porikuu festival (Mud Month Festival), Estonia

Best practice title	Porikuu festival (Mud Month Festival) in North Western Estonia
Short description	Porikuu festival was first introduced in October/November 2018 in Western Harju County with a purpose to enliven low season and invite visitors to the region. During the festival different events from hiking and craft workshops to concerts, theatre and gourmet tours took place. More than 83 events attracted total over 5000 visitors. In 2019 festival will take place again, this time on even a bigger area in North Western Estonia.
Additional information	https://www.facebook.com/porikuu/ https://www.youtube.com/watch?v=7HORbjDPxN4 #porikuu
Organisation	LAG Western Harju Partnership - <u>www.vomentaga.ee</u> LAG Nelja Valla Kogu - www.4kogu.ee LAG Kodukant Läänemaa - www.kklm.ee
Contact information	elisabet@loode-eesti.ee
Website (if existing)	www.porikuu.ee
Location (country, area, municipality)	North Western Estonia
LAG	LAG Western Harju Partnership





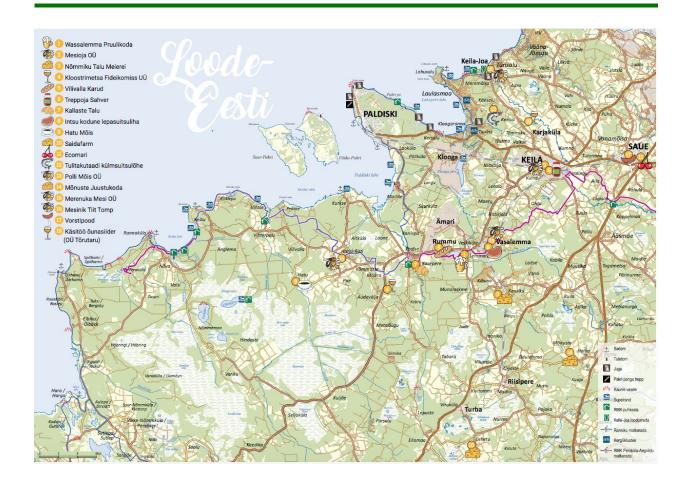




## 4. Local food map of North Western Estonia

Best practice title	Local food map of North Western Estonia
Short description	In 2019 spring local LAG Western Harju Partnership initiated local food producers to come together and start common marketing. As a first step a common leaflet with a map was proposed. In summer time many people are passing by the region and would like to buy local products. they can pick up a map from one producer and visit also others. Also local people are more and more interested in buying local products - with the help of the leaflet producers and buyers are brought together.
Additional information	https://vomentaga.ee/sites/default/files/book/node/1408_3117.pdf
Organisation	LAG Western Harju Partnership - <u>www.vomentaga.ee</u>
Contact information	info@vomentaga.ee
Website (if existing)	www.vomentaga.ee
Location (country, area, municipality)	North Western Estonia
LAG	LAG Western Harju Partnership







### **ॐ 6** Vilivalla Karud



Leivad, saiad, sepikud Karu, Vilivalla küla, Lääne-Harju vald

www.karutalu.com If Vilivalla Karu talu küpsetised Müür. Sireli in 20, Rummu alevik, Vasalemma pood (Jaama tee 18), Kasepere pood Tellimine: 559 3924, triinh@triinh.ee (72 tundi ette)

www.treppojasahver.ee

☐ Treppoja Sahver

Müük Röömu Kaubamaja Keilas

Suvel lisaks Padise Käsitööpood



Koogid, kringlid, küpsetised Kallaste talu, Padise, Lääne-Harju vald

https://kallastetalu.ee/e-kohvik/ fl. Kallaste Talu – Turismitalu & Holiday Resort/ Padise E-Kohvik Müük Kallaste Talu (ettetellimisel) Tellimine: 5551 3012, kallastetalu.ee/e-kohvik/



Suitsulihatooted Suvila 15, Vasalemma, Lääne-Harju vald Elintsu kodune lepasuitsuliha Mulic Otse Tootjal Tarbijale (OTT) kaubakohtumistel Kiisal, Tabasalus, Sauel, Keilas ja Haapsalus Teilumie 513 9813, Facebook

### 🗩 🖸 Hatu Mõ



Erikohv, ghee (mahe selitatud või), ettetellimisel taimse või vegan menüliga toldukoolitused ning ohtusõõgid/lõunsaõõgid mõisse. Mahetoodja Hatu mõis, Halu "Lääne-Harju vald vavalustus ja Hatu mõis Hatu hõis Tellimise 506 7599, mois@hatu.ee

### aida 🕮 🛈 Saida



Piimatooted. Mahetootja Saidafarm, Lehetu küla, Saue vald

Www.saidafarm.ee

\$ Saidafarm OU

Mulik kohapeal E-R 13.00–17.00, L 14.00–16.00
saidafarm.ee/muugikohad/
Telimine: E-R 8-17, tel: 505 7441,
üldtelefon: 608 9341, tellimine@saidafarm.ee



Ecomari maitseelamuslikud kingitused Laulasmaa, Lääne-Harju vald

Geomari Geomari (Milk Padise Käsitööpood, Arvo Pärdi Keskus Tellimne: mari@ecomari.eu, 516 9174



Külmsuitsulõhe Tulitaku, Käesalu küla, Lääne-Harju vald ¶ Tulitaku Taadi Külmsuitsulõhe



Mesi, mesindussaadused, meetooted (s.h. meekali, meesegud, taruvaigutooted)
Jaama tee 16/vana-Apteegi, Vasalemma, Lääne-Harju vald
Jäne-Harju vald
Jä Polli mõis/Pollenhof
Mülk: Jaama tee 16/Vana-Apteegi, Vasalemma
ja Tervise tn 39, Keila
Tellimine. 81001000, 515 1875, taruvabrik.ee/pood/



Käsitööjuust Linnumetsa talu, Mõnuste küla, Saue vald

Minuste Juustukoda Mulk juustukoda. Mulk juustukoda.ee Telimme esmaspäeviti kuni kell 23.59 Kättetoimetamine K-N, piirkond: Tallinn, Saue vald, Keila, Saku, Kohila



Mesi, messadused. Mahetootja Merenuka 2, Merenuka küla, Lääne-Harju vald Mülk Otse Tootjall Tarbijale (OTT) kaubakohtumistel Kiisal, Tabasalus, Sauel ja Keilas Tellimusel alates 3 kg Keilas ja Sauel kättetoimetamine



Mesi, meesaadused Müük Sõbra tuba, Harju-Risti vana koolimaja, Harju-Risti, Lääne-Harju vald, N 11–14, L 11–16 Telimine: 5557 8202



Käsitööna valminud vorstid Tammesalu tänav, Saue linn

### Müük: Nõmme turul poes Vorstiabi. Avatud samadel aegadel kui Nõmme turg



Käsitööna valminud Sunasiider Kohapeal võimalik tutuvuda toote valmistamisega Tõru talu, Tömmik killa, Läähen-Harjiu vald Mülki ja teilimine toodet ja tootmisprotsessiga tutvuumist on võimalik ette tellida tel: 5331 5929, 507 6119 või talusiider@gmail.com

### LÄÄNE-HARJU KOOSTÖÖKOGU





Kujundus: Akriibia OÜ Trükk: Ecoprint AS Kaart: Maa-amet





### Käsitööjoogid (õlu, siider, kali, mõdu, alkoholivabad joogid) Loigu, Lemmaru küla, Lääne-Harju vald

www.wassalemma.ee

■ Wassalemma Pruulikoda

Muuk Wassalemma Käsitöööllepood

Tellimine: 5565 4756, info@wassalemma.ee



Mesi ja meesaadused Barsbütteli tri 11, Keila ilin Mulu Barsbütteli 11, Keila, Röömu Kaubamaja juurest üle tee relimine, palume kindlasti ette helistada: Rein 506 1216 või Rita 524 4397, rita@reinas.ee



Juust, kohupiim, jogurt Eestimaisest kõrge kvaliteediga piimast ilma kunstilike maitse, lõhna, värvi- ja säillitusaineteta täispiimatooted Nõmmiku talu, Kibuna küla, Laitse, Saue vald





Käsitöösiider, vahtra- ja kasemahl, siidriäädikas, moosid. Mahetootja Korjuse-Vanapere talu, Määra, Lääne-Harju vald



\*\* Kloostrimetsa talupood Tellimine Ando 5667 1118 või 5665 0260 Angelika, Info@kloostrimetsa.eu



# **5.Baltic Coastal Hiking Route, Latvia and Western Estonia**

Best practice title	Baltic Coastal Hiking Route
Short description	Baltic Coastal Hiking Route is a long distance (1200 km) hiking route, part of E9, along the Baltic Sea coast. The hiking route starts at the Lithuanian-Latvian border in the village of Nida in Latvia and finishes at the Port of Tallinn in Estonia. The route can be taken in both directions and Tallinn can also be a starting point. The route is divided into days and difficulty levels, which allows to choose the most suitable distance for everyone.
Additional information	https://coastalhiking.eu/en?lang=en https://www.youtube.com/watch?v=A2dDdIMUV9o https://www.youtube.com/watch?v=jKif0sVS9qw&t=12s https://www.facebook.com/jurtaka/ https://www.facebook.com/rannikumatkarada/
Organisation	Country Tourism Association of Latvia, www.celotajs.lv
Contact information	lauku@celotajs.lv
Website (if existing)	https://coastalhiking.eu/en?lang=en
Location (country, area, municipality)	Latvia and Western Estonia
LAG	LAG Western Harju Partnership







# 6. Closed ferry for Rummu quarry lake, Estonia

Best practice title	Closed ferry for Rummu quarry lake
Short description	Rummu quarry was used as a mining site for Vasalemma marble (a kind of limestone) for a very long time. Most of the workforce came from among the detainees of Murru prison. When the prison was closed, pumps that kept the quarry and the prison dry were shut down. The water rose so quickly that it flooded the large mining excavator, buildings, and other equipment. Now, these make up for a unique underwater museum which can be seen thanks to the extremely transparent water, making it a perfect destination for divers.  It is a very popular tourist site, but the problem is that visitors come only with good weather. Closed ferry allows tourists to visit the lake also when weather is cold and rainy.
Additional information	https://www.paekalda.ee/en/
Organisation	Paekalda Watersport and Adventure Centre
Contact information	seikluskeskus@paekalda.ee
Website (if existing)	https://www.paekalda.ee/en/
Location (country, area, municipality)	Rummu, Western Harju Municipality, Estonia
LAG	LAG Western Harju Partnership









## 7. Santa Claus Kusti's house, Estonia

Best practice title	Santa Claus Kusti's house
Short description	In Nahkjala, Estonia, Järve Tourist Farm is offering tourists possibilities to spend free time actively. Guests can play disc golf or practice archery, but to invite visitors also in winter time, the entrepreneur is creating a Christmas land, mainly attracting local families as well as school and kindergarten groups. There is an exciting route to Santa's house through the forest, and with the co-financing of LEADER measure, a house of Santa Claus Kusti is built to the forest, where kids can meet Santa, sit by the fireplace, drink tea, eat ginger bread and make art.
Additional information	https://www.facebook.com/Jõuluvana-Kusti-431964910259559/ https://www.facebook.com/Järve-Talu-Aktiivpuhkekeskus-841777312573381/
Organisation	Järve Tourist Farm
Contact information	info@feum.eu
Website (if existing)	https://www.facebook.com/Jõuluvana-Kusti-431964910259559/
Location (country, area, municipality)	Nahkjala, Western Harju Municipality, Estonia
LAG	LAG Western Harju Partnership









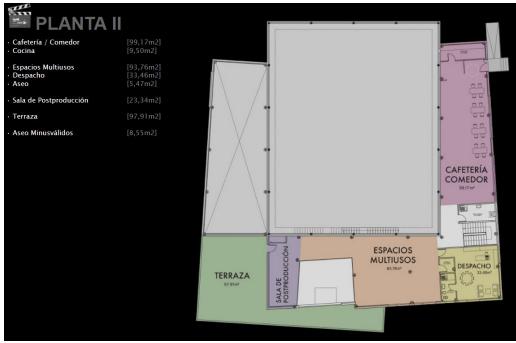


# 8. El Auriga Cinema Studios, Valle del Ambroz, Spain

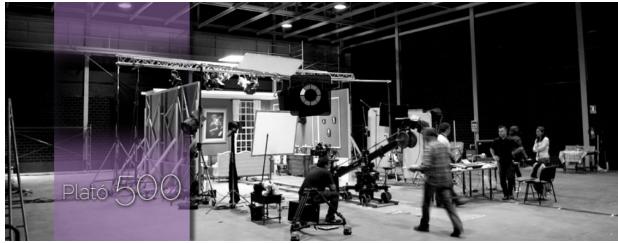
Best practice title	El Auriga Cinema Studios, Valle del Ambroz, Spain
Short description	Located in Hervás, Cáceres, Spain, Auriga Cinema Studios has a facility of 1.500 m2 that includes a recording studio of 500 m2, the biggest at western Spain. They also have education facilities for up to 15 alumns, a sound recording studio, and a lot of cinema material. They started in 2013, and the most innovative idea was to offer a nice nature area, like Valle del Ambroz, to make film productions. Their main bussiness is renting the studio for cinema o tv productions, but also their own productions. They recorded a film that was awarded with the public prize in police film festival at Liege. Now they are filming another one. The places in which films take place, many times boost tourism.
Additional information	Profile in social networks: Twitter, Instagram, Linkedin and Facebook  @estudiosauriga
Organisation	Estudios Auriga
Contact information	info@estudiosauriga.com
Website (if existing)	http://www.estudiosauriga.com/
Location (country, area, municipality)	Hervás, Valle del Ambroz, Extremadura, Spain
LAG	DIVA - Valle del Ambroz



















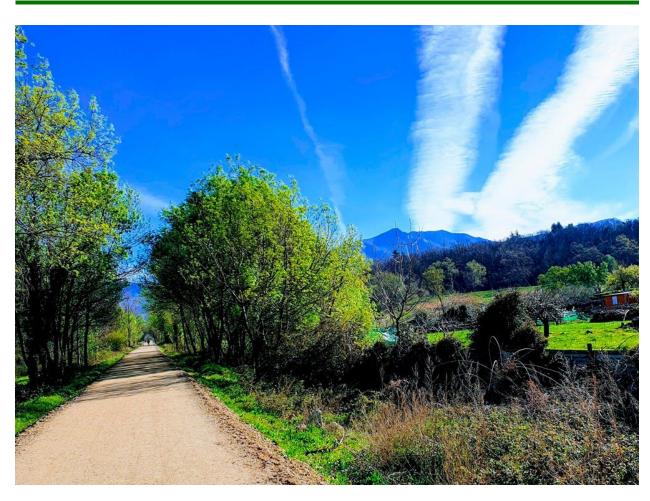


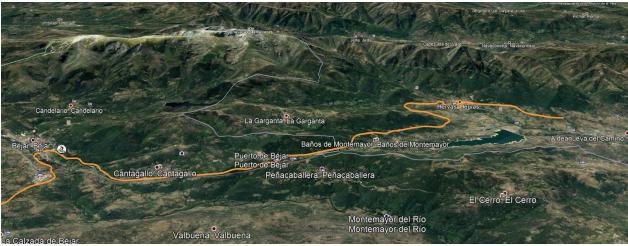


# 9. Vía Verde de la Plata - Green Way of La Plata, Valle del Ambroz, Spain

Best practice title	Vía Verde de la Plata - Green Way of La Plata, Valle del Ambroz, Spain
Short description	The Green Way of La Plata was an old railroad built at the end of 19th century, and closed at 1985. The new path has about 40 kilometres inside Ambroz Valley, and will go on expanding. Is a very important resource because in this area the old railroad had to climb from 400 to more than 1000 meters to cross the mountains. So it is plenty of bridges, deep cuts in the mountain, and three tunnels, and has magnific views of the valley. Also crosses deep forests of chestnuts and oaks, that provides shade in hot Spanish summers, and lose their leaves in winter to let the sun warm the hikers.  Everyday - especially on weekends - is full of people walking or biking along the route, and there already are starting some tourism business related to it, like bike tours or restaurants.  Another interesting issue is that it links many of the municipalities of the area, and eases the communication among them.
Additional information	Profile in social networks: Twitter, Instagram and Facebook @valleambroz
Organisation	LAG DIVA - Valle del Ambroz <u>www.valleambroz.org</u>
Contact information	valleambroz@gmail.com
Website (if existing)	www.visitambroz.com
Location (country, area, municipality)	Valle del Ambroz, Extremadura, Spain
LAG	DIVA - Valle del Ambroz





















### 10. Ambroz Valley, Health and Wellbeing destination, Spain

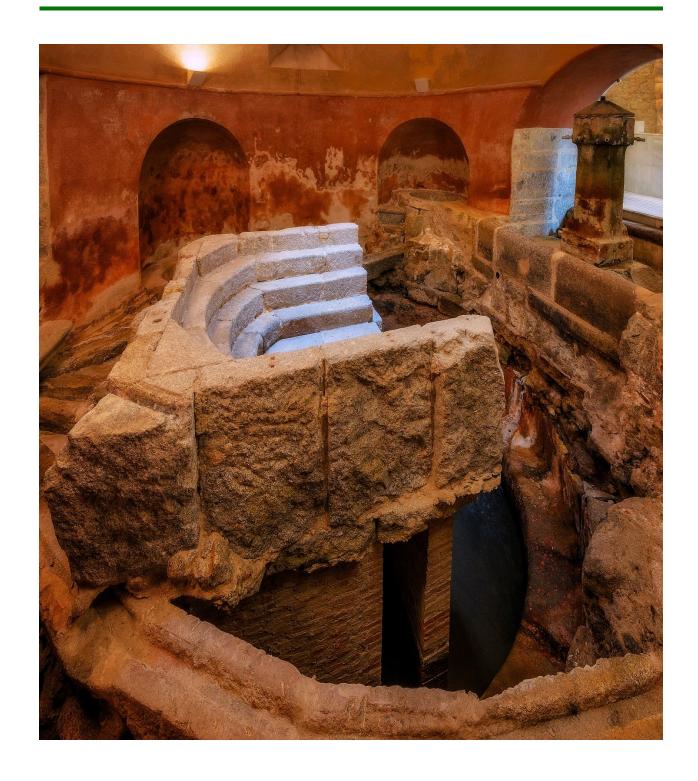
Best practice title	Ambroz Valley, Health and Wellbeing destination
Short description	More than 2.000 years ago the Romans already enjoyed the thermal waters of Baños de Montemayor Spa, at Ambroz Valley. Since them it has been working as a place to heal but also to enjoy its pools, saunas, and relax circuits.  In 2019 Ambroz Valley was awarded with EDEN price (European Destinations of Excellence) for Health and Wellbeing destinations, given by the European Commission.  The reason is that Ambroz Valley is plenty of places to enjoy: tree thermal waters Spa, many routes to practice sport like running, cycling or hiking, and more than 3.500 accommodations for tourists. All surrounded by an impressive Nature, mountains, rivers, and dense forests.
Additional information	The LAG DIVA is the manager of the tourism webpage. <a href="http://valleambroz.org/inicio/">http://valleambroz.org/inicio/</a>
Organisation	DIVA (Desarrollo Integral Valle del Ambroz)
Contact information	valleambroz@gmail.com
Website (if existing)	https://visitambroz.es/
Location (country, area, municipality)	Hervás, Valle del Ambroz, Spain
LAG	DIVA (Desarrollo Integral Valle del Ambroz)



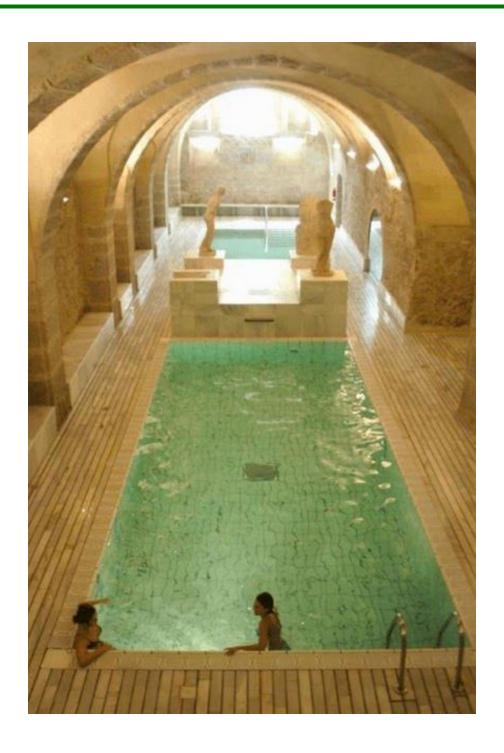














### 11. Hindreku Tourist Farm and Wine Chamber, Estonia

Best practice title	Hindreku Tourist Farm and Wine Chamber, Estonia
Short description	Hindreku Tourist Farm is a place in general for big events, wedding or seminar clients, in a rural area. Up to now the missing part has been the activity and entertainment, that is the reason that moved them to develop Estonian Wine Chamber.
Additional information	Estonian Wine Chamber is a project that aims to introduce Estonian rapidly evolving berry-wine culture by tastings and educational events. It offers a guided wine tasting including several local varieties of blueberry, raspberry or rhubarb wine.  http://hindrekutalu.ee/ http://hindrekutalu.ee/eesti-veini-kamber/
Organisation	Hindreku Turismitalu OÜ
Contact information	info@hindrekutalu.ee
Website (if existing)	http://hindrekutalu.ee/
Location (country, area, municipality)	Valgma küla, Paide linn, Järvamaa
LAG	Järva Arengu Partnerid









#### 12. The Bog Restaurant, Estonia

Best practice title	The Bog Restaurant , Estonia
Short description	The Bog Restaurant in outdoor activity, mixing canoe trip and Estonian food and berry-wine culture.
Additional information	http://hindrekutalu.ee/eesti-veini-kamber/
Organisation	Hindreku Turismitalu OÜ
Contact information	info@hindrekutalu.ee
Website (if existing)	http://hindrekutalu.ee/
Location (country, area, municipality)	Valgma küla, Paide linn, Järvamaa
LAG	Järva Arengu Partnerid









# 13. Real wild experiences in the real wildlife in the real world, Estonia

Best Practice Title	Real wild experiences in the real wildlife in the real world, Estonia
Short description	Once, upon a time, there lived bears, wolves, mooses and lynxes in the forest And they still do!
Additional information	Jäägri Villa offers unique opportunity to have unforgettable forest trip to hear wolves howling. Imagine- deeply dark forest, some unknown voices, little bit scary feeling because of your fantasies, hunter's howling and Yeeeiii, wolves howling/answering also. Experience for lifetime. We communicate with mooses also.  Photoshooting of rear animals and birds is increasing trend in the world and we have all opportunities to offer it.
	But our "must have" activity is bog walk with hunter talking believable and more believable hunting stories – different, funny and interesting same time.
Organisation	Jäägri Villa; Hunting Grupp OÜ
Contact information	info@jaagrivilla.ee; phone: +37258856955
Website (if existing)	www.jaagrivilla.ee
Location (country, area, municipality)	Albu küla, Järvamaa, ESTONIA
LAG	Järva Arengu Partnerid

















### 14. Kurjailma festival Järvamaal – Wild AutumnFestival at Järva County, Estonia

Best practice title	Kurjailma festival Järvamaal – Wild Autumn Festival at Järva County
Short description	At the time, when the weather is going cold and windy and it is getting darker the Kurjailma festival or Wild Autumn Festival will take place at Järva County. It is a Festival where everyone can find an event for their taste to lighten up their inner fire and discover new places and have some great inspiration.
Additional information	Kurjailma festival or Wild Autumn Festival was born because of the good samples from Magic Autumn in Spain and Mudmonth Festival in Estonia. It is a good way to longer the tourism season and to invite people to countryside.
	It gives an opportunity to local people to discover the county also to visitors, they can find some new destinations.
	Festival is for everyone who are interested in new experiences. Find your red umbrella and come to Järva county in the autumn! Festival will take please from September to November.
Organisation	Järva Arengu Partnerid NGO
Contact information	sille@japnet.ee
Website	www.kurjailma.ee
Location	Järva County, Estonia
LAG	Järva Arengu Partnerid NGO





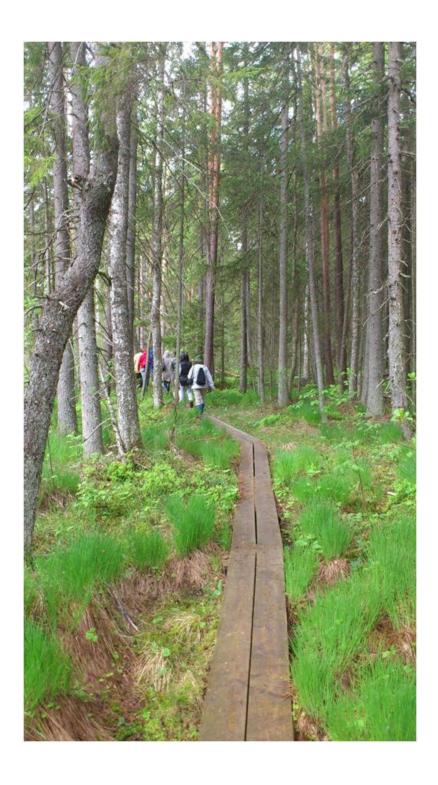




### 15. Matkapesa Hiking Center, Estonia

Best practice title	Matkapesa Hiking Center, Estonia
Short description	Matkapesa Hiking Center is located on the beautiful shore of Lake Väinjärv in central Estonia. The target of Matkapesa Hiking Center is to provide pleasant stay to nature lovers – hikers, anglers, nature photographers and hunters. The building has a sauna, WC, leisure room and on the second floor are possibilities to accommodate on the floor. The house is small, but it is just the right size for nature lovers. It houses comfortably up to 12 persons.
Additional information	Matkapesa Hiking Center is a good example of how a little change has positive effect on the development of a small business. Additional possibility to provide new service has enabled more and more nature lovers to find their way to Matkapesa from both Estonia and abroad.
	Matkapesa is a nature tourism company which organizes canoeing trips, snowshoeing tours, excursions to the Norra-Oostriku Springs and nature games (for example photo hunts) outside of the traditional tourist trails. Hikers can have meals made from local raw materials while still being eco-friendly – using reusable earthenware, which was made by a local ceramist.
Organisation	PolarEye OÜ
Contact information	info@matkapesa.ee
Website (if existing)	www.matkapesa.ee , www.facebook.com/matkapesa , Instagram: @Matkapesa
Location	Kesk-Eesti, Järvamaa Central Estonia, Järva County, Estonia
LAG	Järva Arengu Partnerid



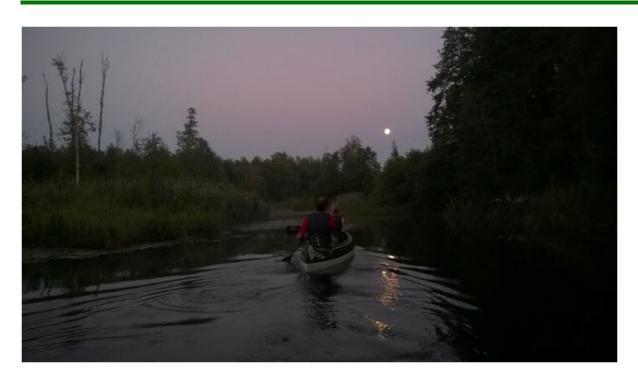












Canoeing trip at night (above) and at daylight (down)





#### 16. Järva-Jaani Old Technik Museum, Estonia

Best practice title	Järva-Jaani Old Technik Museum, Estonia
Short description	Järva-Jaani Old Technic Museum has gathered together old vehicles which have been driving on Estonian roads' from 1945 to 1995.
Additional information	Järva-Jaani Old Technik Museum was opened to the visitors on 20.06.2004 and mainly there are vehicles which have been driving on Estonian roads on the years 1945-1995. There are several vehicles, which have been brought to Estonia as humanitarian-aid and are now rebuilt for different usage. One Ford 500, there is a fireplace, in the second one there is sauna and in third one, there is smoke sauna. One fire machine is rebuilt for jacuzzi and one water tank is used as massage automat.
	Järva-Jaani Old Technic Museum Centre aim is to promote the area. There is Cinema Museum, Historical Museum with the spinning stage with tractor engine teaching possibilities, Old Technic Shelter, Narrow-rails Railway Museum, Firefighting Museum etc.
	On 2017 they started to renovate an old school building as the Centre of Järva-Jaani Museums, with the aim to gather all technical exponents to one place. On 2019 they moved Firefighting Museum, which was opened on 1999 to the new Museum Centre on the address Lai Street 1, Järva-Jaani. Which will be the new entrance also to the Old Shelter.
	In the Museum there is an outdoor stage, where it is possible to organize parties, summer-days or camps, reunions, concerts etc.
Organisation	MTÜ Järva-Jaani Tuletõrje Selts
Contact information	Tuve Kärner, tuve@jjaani.ee, +3725149485; Silva Kärner +3725153638
Website (if existing)	www.jjts.ee
Location	Lai tn 1, Järva-Jaani 73301, Järva Municipality, Järva County, Estonia
LAG	Järva Arengu Partnerid





Old Museum (above) and New Museum (below)

















### 17. Arcansel: angel's flight, Frassinetto (TO), Italy

Best practice title	Arcansel: angel's flight (rainbow flight), Frassinetto (TO), Italy
Short description	Arcansel - is a spectacular outdoor recreational play structure built in the Municipality of Frassinetto (Turin – Italy), with which you can experience the thrill of flying hanging on a metal cable with a special pulley and harness.
Additional information	Arcansel is an outdoor recreational facility, inaugurated in November 2014 in the Municipality of Frassinetto, a small mountain village located at 1,050 meters above sea level, among the valleys of the Alto Canavese. The structure consists of a single-span system, which through a special pulley and harness makes you feel the thrill of flying, hanging from a metal cable between the suggestive valleys, with a breathtaking panorama that ranges from the Gran Paradiso Park to the Po Valley.
	The overall development of 1800 meters of free flight make the Arcansel the "longest rope flight in the Alps". The project was funded by the PSR 2007/2013 of the Piedmont Region through a call for Axis 4 Leader (Measure 312 Action 2 - Creation of micro enterprises), within the Local Development Plan of the Gal Valli del Canavese.
	The project promoted the establishment of a real tourist network and the economic and human revitalization of the entire territory, the Arcansel brings more than 15 thousand people to Frassinetto a year.
	In addition to the opportunity to experience the thrill of flying, the play structure offers tourists the opportunity to rediscover the pleasure of visiting the Canavese mountain region, by organizing visits to villages, walks in parks or excursions in the mountains.
	The integrated and multisectoral approach of the project, attributable to the Leader method, has encouraged the participation and mobilization of the local population and public institutions, and has



	promoted innovative and transversal actions to multiple sectors of society.
	https://www.youtube.com/watch?time_continue=1&v=CqXsnv2AxUA&feature=emb_logo
Organisation	Turismo Frasinei Srl
Contact information	Phone number: +39 340 4008548, e - mail: info@arcansel.it
Website (if existing)	http://arcansel.it/
Location (country, area, municipality)	Località Pradas, 10080 Frassinetto TO.
LAG	Valli del Canavese



















### 18. Adventure Playground "Gran Paradiso – Le vie del Lupo", The paths of the wolf, Italy

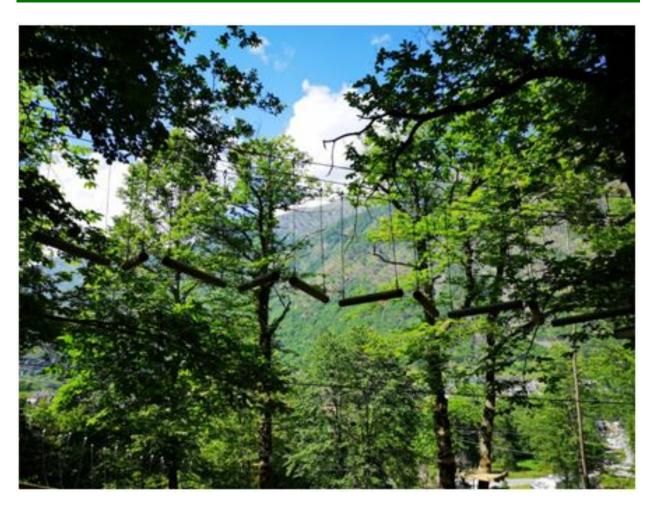
Best practice title	Adventure Playground "Gran Paradiso – Le vie del Lupo", Locana (TO), Italy
Short description	A place of peace and tranquility, surrounded by wonderful forest of centuries-old chestnut trees. In the adventure playground you can find suspended platforms, tibetan bridges, jumps and many breathtaking passages, acrobatic routes of different difficulty and length, for those who want to experience the adventure from a different perspective.
Additional information	The adventure park promotes a recreational-educational activity in contact with nature suitable for everyone: sports, nature and game lovers, tourists and school children. Inside the park the guests can twirl among the foliage of the trees, balance on a trunk, slide silently hanging from a pulley or face the thrill of a leap into the void, in complete safety and with respect for nature.  A steel cable accompanies the visitors on all routes and guarantees total safety. Equipped with harness, helmet, pulley and a special carabiner, the guests will be attached to the continuous lifeline for the entire duration of the route.  The park has been realized with the purpose of making a part of the forest accessible in a playful way, in order to rediscover the beauty of the natural and historical sites of the territory. The project is mainly aimed at families and an audience interested in interacting with nature, in original and playful way.  The adventure park project was carried out together with the implementation of a camper area, completely accessible to people with disabilities, and equipped with a platform to provide access to the nearby waterway for sport fishing.
Organisation	AVVENTURA GRAN PARADISO S.R.L.S.
Contact information	Phone number: +39 349/6957441, e – mail: info@avventuragranparadiso.it



Website (if existing)	https://www.avventuragranparadiso.it/it
Location (country, area, municipality)	Frazione Nusiglie, 28, 10080 Locana TO, Italy
LAG	Valli del Canavese

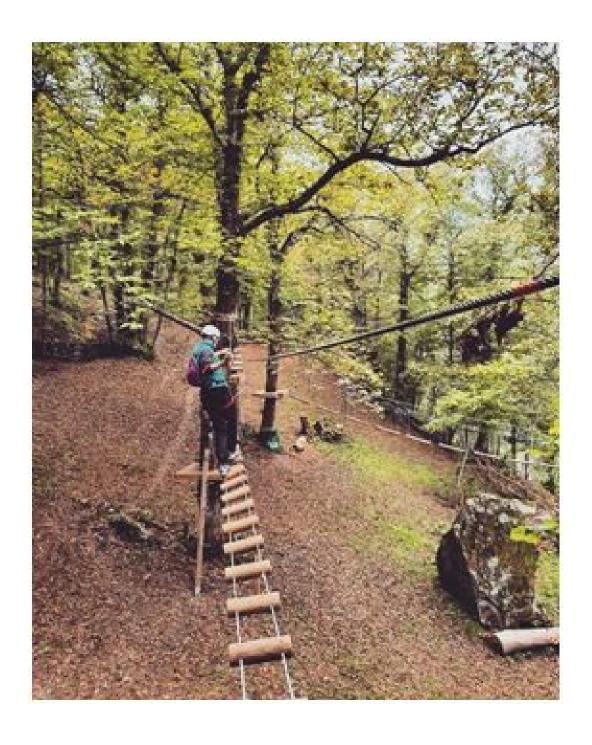














### 19. Miglio 608 - Staging area equipped, Italy

Best practice title	Miglio 608 – Staging area equipped, Settimo Vittone (To), Italy
Short description	Miglio 608 equipped area offers camper stop services, overnight stay in cozy rooms, support for cyclists and bath showers.
Additional information	Miglio 608 equipped area is located within the Falesia named "La Turna", 80 m from the via Francigena, the historic route from northern Europe (Canterbury) leading to Rome. The staging area lies in an oasis of peace and is an ideal place to stop for wayfarers, pilgrims, hikers, climbers and cyclist.  Miglio 608 is 24/7 accessible area. The access to the area is through an automatic cash point (electronic badge issuing) and the booking can be done by telephone.  For cycling tourists is available a free acess maintenance column with tools for basic maintenance and a tire inflation pump. There is also an e-bike recharge point with consumption – based rate (3 Schuko and two – pass sockets) and the possibility of paying access to the showers and services area.  In the toilet area there are 3 hot water showers with a private changing room and two toilets. The access to the bathroom/shower area and disabled toilet service is possible, for all kind of tourist, through an electronic badge issued by an automatic machine.  In the equipped area it is possible to rent a sedan chair for people with walking difficulties. The wheelchair (K-bike model) allows the person transported to take dirt roads and easy mountain routes, through the management of 2 - 4 people. The wheelchair therefore allows the appropriately accompanied disabled person to discover off-road routes otherwise unreachable.
Organisation	Miglio 608 di Vigè Fabrizio
Contact information	Phone number: +39 348/4942902, e – mail: info@miglio608.com
Website (if existing)	https://www.miglio608.com/



Location (country, area, municipality)	Via Rua n. 1, Frazione Montestrutto, 10010 Settimo Vittone (To), Italy
LAG	Valli del Canavese











## 20. Visit path accessible to the visually impaired "Torre Cives", Italy

Best practice title	Visit path accessible to the visually impaired "Torre Cives"
best practice title	visit path accessible to the visually impalled Toffe Gives
Short description	The Torre Cives route is located in the natural reserve of the Peeled Mountains, the path has been enhanced to allow its use also by people with motor disabilities and partially sighted people. Furthermore, at the entrance of the village, a camper area has been created that is completely accessible to people with disabilities.
Additional information	In order to make the "Torre Cives" path accessible to people with disabilities or reduced visual ability, the bottom of the existing path was regularized, a wooden handrail was laid, and were installed braille tags, infrared detection acoustic indicators and audio guide totems illustrating the route and the surrounding area in Italian and English language.  The camper area was built with natural materials (wooden gratings) with a low pollution rate, moreover on the staging area have been placed appropriate information signs, also for the visually impaired, useful and necessary to provide clear and adequate indications of the paths to which it is functional.  The intervention is nearing completion these days, the municipality plans to make the area accessible by the summer of 2020.  The project presented is intended to represent one first initiative, to be repeated in future designs, to make the Canavese infrastructures accessible to everyone, promoting an accessibility concept that goes beyond the issue of architectural barriers and towards an effective possibility of "universal" use of common goods and services.
Organisation	Comune di Vidracco
Contact information	Phone number: +39 0125.789037, e – mail: vidracco@comune.vidracco.to.it
Website (if existing)	https://www.comune.vidracco.to.it/it-it/vivere-il-comune/cosa-vedere/riserva-naturale-speciale-dei-monti-pelati-e-della-torre-cives-42750-1-f3 946537c7c095f422827a6097a09bb9



Location	Via Pramarzo, 3, 10080 Vidracco (To), Italy
LAG	Valli del Canavese





21. ArtRoute - Kammista Skantziin - Willi Karvia,



#### **Finland**

Best practice title	ArtRoute – Kammista Skantziin - Willi Karvia
Short description	The Art Route is 37 Km long itinerary which offers intriguing and creative visiting places "out of ordinary"! You can visit them in mixed order also.  1. Kammikylä -village – Unique architectonic village in the middle of a bog equipped with many saunas www.seikkailesuupohjassa.fi/kohde?id=kammikyla  2. AlponSavanni ITE-Art Atelier www.alponsavanni.fi  3. Annentaidekahvila. Tasty pastries and art studio of a very well know Finnish singer Anne Mattila www.annemattila.fi/annentaidekahvila/  4. Church of Karvia and outdoor museum  5. Outdoor castle theater and cultural center Skantz  6. Inhabitants by roadside (ITE-Art puppets and statues alongside of the road with seasonal thematics) ITE-Art means self made art using many times recycled items and materials.
Additional information	www.willikarvia.fi
Organisation	Willi Karvia
Contactinformation	
Website (ifexisting)	www.willikarvia.fi
Location (country, area, municipality)	Karvia and Kauhajoki in Western Finland
LAG	Aktiivinen Pohjois-Satakunta ry (Leader Pohjois-Satakunta)















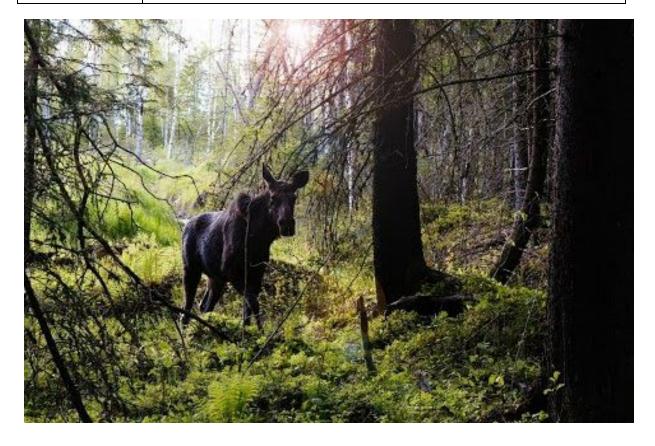


## 22. Lauhanvuori-Hämeenkangas Geopark- area, Finland

Best practice title	Lauhanvuori–Hämeenkangas Geopark- area
Short description	Lauhanvuori–Hämeenkangas Geopark is the second area in Finland to be designated as a UNESCO Global Geopark. It is an area of internationally valuable geological heritage and of great natural and cultural values. It is located in Satakunta, South Ostrobothnia and Pirkanmaa counties' marchland and celebrates the special cultural features of each of them. There are a lot of nature sites with comprehensive hiking services, easily accessible for most people. There are hundreds of kilometers of trails for hikers, cyclists, riders etc., and a lot of wilderness to be explored and photographed. Many of the sites are valuable habitats for rare species, at the same time. The Geopark area with its intriguing activities and services for tourists, schools, researchers etc. is the result of persistent co-operation of ten municipalities, dozens of firms, hundreds of local people and lots of different stakeholders. Metsähallitus has constructed an encompassing network of hiking services, firms are developing products and services together and marketing them under the same brand. Local schools provide Geopark-based programs for foreign students together and the Geopark Rangers organize guided trips to main geosites. Local intangible heritage becomes more and more appreciated and visitors can experience it in most of the sites.  The area with its incredibly beautiful wetlands, which form an important basis of the whole Geopark, eskers, brooks and springs is worth visiting at every time of year and every time of day.
Additional information	www.lhgeopark.fi (from 11.06.2020) www.lauhanvuoriregion.fi facebook.com/lauhanvuoriregion Instagram.com/lauhanvuoriregion Twitter.com/suogeopark



Organisation	Lauhanvuori-Hämeenkangas Geopark Association
Contact information	<u>info@lhgeopark.fi</u> tel. +358 40 6757 363
Website (if existing)	www.lhgeopark.fi, www.lauhanvuoriregion.fi
Location (country, area, municipality)	10 municipalities in western Finland:
LAG	Aktiivinen Pohjois-Satakunta ry (Leader Pohjois-Satakunta)











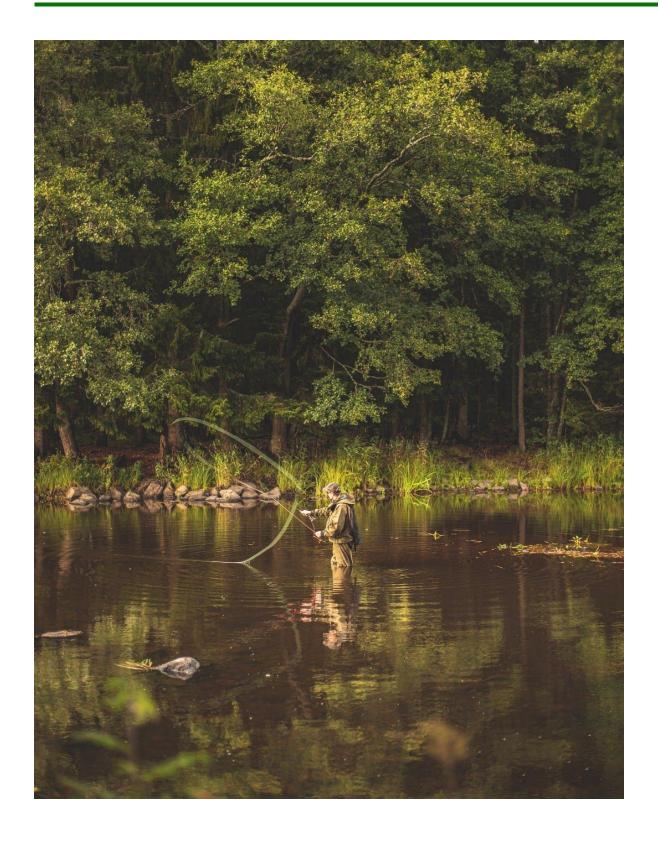




#### 23. Fly Fishing at the Merikarvia River, Finland

Best practice title	Fly Fishing at the Merikarvia River
Short description	Merikarvia River is a popular fishing destination at the western Finland. At the Merikarvia River you have 24 kilometres of river area, of which more than 6 kilometres are rapids and streams. All that is possible to fish with only one fishing licence.
Additional Information	At the river you can catch brown trout, salmon, rainbow trout, whitefish and grayling among other species. Rainbow trouts are stocked regularly for fishing purposes and brown trouts to make sure that the river's population stays healthy. There is also trails in the riverside and in the forests nearby the Merikarvia River. By every rapid or stream there is a resting area for fishermen and outdoor hikers, which includes fireplaces, toilets, firewoods and waste disposals.
Organisation	Merikarvia River's Kalakierros non-profit group
Contact Information	info@merikarvianjoki.fi +358447246440
Website (if existing)	www.merikarvianjoki.fi
Location (country, area, municipality)	Merikarvia, Finland
LAG	Aktiivinen Pohjois-Satakunta ry (Leader Pohjois-Satakunta)

















### 24. Forest restaurant and canoeing-trips - Korsuretket

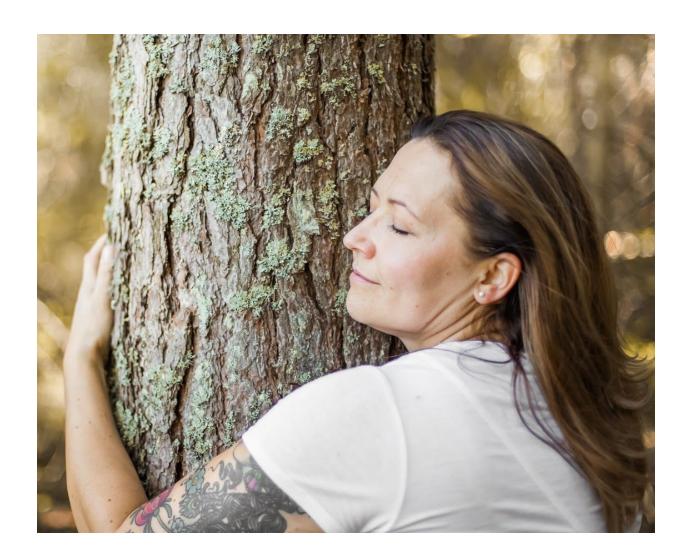
Best practice title	Forest restaurant and canoeing-trips - Korsuretket
Short description	When you step on the right path, you will find a mystical Korsu Village in the middle of the forest. Wonderful Nature Experiences, delicious forest and game food and of course, a cosy sauna experience – they're all waiting for you!
Additional Information	Korsu's kitchen appreciates honest and clean ingredients. The surrounding forest with clean soil, water and air is a horn of plenty for ourchef. The long summer days improve the aromas in wildberries, wild herbs and mushrooms.
	And let's not forget our specialty - game! The local hunt club supplies our kitchen elk and deer.
	Korsuretket and its services are inspired by the rhythm of nature. Canoes, wilderness skills, trekking, nature excursions, pampering, green care activities We have many local partner companies that help us expand the range of services we can offer.
Organisation	Korsuretket Oy
Contactinformation	myynti@korsuretket.fi + 358 40 5786580
Website (ifexisting)	www.korsuretket.fi
Location (country, area, municipality)	Jämijärvi, Finland
LAG	Aktiivinen Pohjois-Satakunta ry (Leader Pohjois-Satakunta)

















#### 25. Outdoor and adrenaline, Italy

Best practice title	Outdoor adrenaline
Short description	Biella is a territory that allows the practice of outdoor sports safely but with a very high level of involvement: in Veglio the adrenaline-filled outdoor experience is guaranteed by the highest bungee jumping in Europe, with a dip from the Pistolesa bridge. Not far away, the adventur park in Veglio offers emotions suspended between the trees, in paths that alternate between passages on ropes, pulley boards. An experience that can also be repeated in Oropa, a few steps from the cable car that climbs up to 2000 meters, at the foot of Mount Mucrone, climbing among ancient fir trees and flying over the Oropa stream on a steel wire.  In the Elvo Valley, on the stream of the same name, in the Infernone park, water lovers can live the experience of canyoning in its entirety, from dives on the waterfalls to the descents of the stream.  On the mountains of the three Biella valleys, for those who love rock, it is possible to climb on various routes, from the simplest to the most demanding. While for those who prefer winter, the Oasi Zegna offers sports offers even during the cold season. At the end of each sporting experience it is possible to choose a local refreshment offering typical and traditional dishes: after a lot of adrenaline, a good refreshment and a welcoming place to stay complete the offer.
Additional information	More info on: <a href="https://www.montagnabiellese.com">www.montagnabiellese.com</a> ; <a href="https://www.bungee.it">www.bungee.it</a> ; <a href="https://www.bungee.it">www.bungee.it</a> ; <a href="https://www.veglio.parcoavventura.it">www.veglio.parcoavventura.it</a> ;
Organisation	Gal Montagne Biellesi
Contact	biella@montagnebiellesi.it
Website	www.atl.biella.it
Location	Around Biella, Itally



LAG

#### www.montagnebiellesi.it











### 26. Walk and religion, Italy

Title	Walk and religion
Short description	Religion has always been intertwined with paths. And so the walks and the discovery of the area on foot are linked to what are defined, in Biella, the paths of faith. Biellese has one of the most important Marian sanctuaries in Europe, that of Oropa, which is flanked by the sanctuary of Graglia and that of San Giovanni d'Andorno. And then many others, smaller, but rich in atmosphere such as Banchette, Brughiera, San Bernardo. Just among these last devotional places, connecting with Oropa on one side and with the sanctuary of Varallo on the other, it is possible to go hiking on the "Via della Fede", to discover religious places and territories with great naturalistic charm.  Along with this itinerary, other important paths mix faith and walking among the paths. In fact, in the Biella area you can also walk on the path of San Carlo, the ancient road that leads from Biella to Valsesia, through Pettinengo, Valdilana, Coggiola and Crevacuore: in all likelihood the road traveled several times by Cardinal Borromeo in the second half of the sixteenth century in the its transfers between the two territories. A 200 km long historical-devotional journey made up of 12 stages that from Arona reaches Viverone touching the main Piedmontese sanctuaries and crossing the Zegna Oasis.  Another important route coincides with the "Way of Oropa", perhaps the best known, which offers a very varied landscape and which winds from the agricultural plain to the high mountains, passing through the Biella and Canavese morainic greenhouse: a very varied experience that along its progress it allows the passionate walker to experience different landscapes, with vegetation that slowly changes around him.  Along the paths it is possible to use welcoming structures, with a few rooms but full of comforts, and to eat meals in typical local places, from mountain pastures to farms in the plains, passing from small typical places to the tap rooms of craft breweries.



Additional information	http://www.oasizegna.com/it/bike-hiking/Il-Cammino-di-San-Carlo-Oasi-zegna-piemonte_8238.html; https://www.camminodioropa.it/it/camminodioropa/; http://www.lamountainbike.org/viedellafede4.html; www.atl.biella.it; www.santuariodioropa.it;
Organisation	Gal Montagne Biellesi
Contact information	biella@montagnebiellesi.it
Website	www.atl.biella.it
Location	Around Biella, Italy
LAG	www.montagnebiellesi.it















# 27. Between culture and tradition: the Ecomuseum, Italy

Title	Between culture and tradition: the Ecomuseum
Short description	The Ecomuseo of Biellese are a widespread reality of the territory in different municipalities of the Province of Biella, from the mountain areas to the plains of the Lower Biellese. They are places where the story of what was the past life of the territory is told: interesting points of visit from a cultural and experiential point of view.  The Ecomuseum of Biella is made up of fifteen cells each of which deals with a different traditional aspect, particularly linked to the "culture of work", documenting the life and traditional crafts of the locals and aiming to identify new development processes for the territory reinterpreting and updating the tradition.  Recognized in 2000 by the Piedmont Region, the Biella Ecomuseum is part of the network of 25 Piedmontese Ecomuseums.  Itineraries to discover local traditions and ancient crafts, educational activities, events, guided tours, research, collections, archives and photographs, natural and reconstructed environments: different ways to approach the Ecomuseum and better understand the territory and local history. The ecomuseum network integrates with its homologation present in the Canavese area, two territories separated from each other by the morainic hill of the Serra, between the provinces of Biella and Turin.  The cells are scattered throughout the territory, each with its own uniqueness and specificity. By imagining an eco-museum tour you have the opportunity to discover the entire Biella area and with it the traditions of the search for gold since Roman times to the nineteenth-century textile tradition with the wheel factory. But also the old mills and the working of iron, of vitiviniculture or the working of pottery. Itineraries to discover and in the meantime take advantage of them to stay in characteristic and different places, tasting a wide range of typical products ranging from wine to cheeses, from cold cuts to traditional dishes made from local flours. One above all: the polenta with butter and cheese locally called "polenta concia".



Additional information	http://cultura.biella.it/on-line/Welcomepage/EcomuseodelBiellese.htm  l https://www.atl.biella.it/ecomuseo
Organisation	Gal Montagne Biellesi
Contact information	biella@montagnebiellesi.it
Website (if existing)	www.atl.biella.it
Location	Around Biella, Italy
LAG	www.montagnebiellesi.it











### 28. Bike and beer, Italy

Best practice title	Bike and beer
Short description	There is an element that, more than others, has characterized Biella for centuries: water. It is no coincidence that the lightest water in Italy was born in Biella (Lauretana), that the oldest active brewery in Italy (Menabrea) is based in Biella and in the same way it is not a coincidence that, in the last decade, four successful craft breweries have established themselves and other experiences are taking shape alongside them: Birrificio Un Terzo, Birrificio Jeb, Birrificio Elvo and Beer In enrich the water in the three valleys of Biella with recipes from master brewers capable of obtaining results exciting, at the top of the national rankings, winning prizes and important awards.
	And so the high-level production tradition has over time approached a 360 ° experience: not only product tasting, but a real immersion in the production plant, which becomes a show room, but also a tap room, where it is possible consume beer while eating with typical products or spend a Sunday in the garden enjoying a barbecue naturally alongside it with beer.
	Biellese breweries today mix beer production and tradition with tourism and become a stopping point for bicycle excursions through the woods. Located in strategic places in the three Biellese valleys, they offer the cyclist passionate about mountain biking or down hill, but in general to the hiker, a stopping point that is not only a refreshment but a real food and wine experience of the territory: at the end of the day, before dedicating yourself to rest or a cultural moment, the four breweries in the Biella area become a real reference for a "bike and beer" tourism.  The area is very suitable for bike enthusiasts: from the Zegna Oasis to the Elvo Valley, passing through "Martian" routes such as those offered by the Rive Rosse. Lots of mountain bikes, but also the pleasure of climbing demanding climbs. One above all: the Biella-Oropa made famous by several tours of Italy and immortal by Marco Pantani during a Giro.



Additional information	www.birrificiojeb.it  https://www.birrificiounterzo.it/  www.birrificiobeerin.it  https://www.birramenabrea.com/it/  www.skouty.com  https://vallelvobike.it/ https://www.atl.biella.it/mountain-bike  http://www.oasizegna.com/it/attivita/mountain-bike-mtb-piemonte_1026 .html
Organisation	Gal Montagne Biellesi
Contact information	biella@montagnebiellesi.it
Website (if existing)	www.atl.biella.it
Location (country, area, municipality)	Around Biella
LAG	www.montagnebiellesi.it















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