

Kohtla-Järve City Government

Project “Promoting marketing of local products and services / FarmerCraft” ER45

PRESS RELEASE (Final)

31.08.2023

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.*

PROJECT BENEFICIARIES

Lead Beneficiary

- *Kohtla-Järve Town Government*

Partners

- *Administration of municipal formation “Kingisepp municipal district”*
- *Administration of Municipal Formation Slantsy Municipal District of Leningrad region*
- *Edise Castle*
- *NGO Alguskeskus*

Associated partners

- *Foundation Ida-Viru Enterprise Centre*

BUDGET: 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

DURATION: 36 months, Start date: 02.09.2020 End date: 31.08.2023

The overall objective of the project is increasing SME development and entrepreneurship by fostering cross-border business contacts and the development of services and products.

Specific objective: The expected change brought along consists of improving the skills and knowledge of SMEs active in handicraft and small-scale agricultural production in selected sectors.

Project results:

During the project an overall progress was achieved:

- In Kohtla-Järve city was installed 10 modular houses on Ahtme market square.
- In Edise Castle was installed and built fully equipped glass-, carpentry- and metal workshops with aspiration systems. By the end of the project, the objective of the Edise infrastructure improvement project was fully achieved.
- Unfortunately, due to the suspension of Russian partners their participation in the project was small and no planned investments were made in Russia.

During the project there was organized lots on masterclasses, fair and events. As example,

- Online kick-off meeting of the project took place on 20.01.2021.
- The international three-day farmer master class was held online and took place on November 11, 12 and 15, 2021.
- 26.11.2021 and 02.12.2021 Master classes on pottery were held in the city of Kingisepp.
- During the fifth project period, three fairs were held in the city of Kohtla-Järve on the territory of the Ahtme fairground (where 10 modular houses were installed within the framework of the project), where craftsmen and needlewomen presented their products to the inhabitants of the city.



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- In July 2023, two three-day master classes were held. And thus, the goal of the project to disseminate new knowledge and skills in the field of glass work, as well as woodworking and metalworking, has been fully achieved.

WP “Communication and visibility” activities were directed to awareness raising of wider public, target groups, beneficiaries, other stakeholders about the project, its objectives, activities, and financing Programme. All project activities are carried out in accordance with the rules of communication and visibility of the program.

The project's final press-release is published on the Kohtla-Järve website.

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