



Pohjois-Satakunta

Agreement of transnational LEADER cooperation project 5*Nature +

I Partners

Lead partner:

Lääne-Harju Koostöökogu /Western-Harju Partnership	Chairman of the Board, Rafael Milerman	Phone: +3726087833 E-mail: info@vomentaga.ee	EE-004
---	--	--	--------

Partners:

Name	Represented by	Contact data	ELARD LAG code
Asociación para el Desarrollo Integral del Valle del Ambroz - DIVA	Chairman of the Board, Óscar Mateos Prieto	Phone: +34927473458 E-mail: valleambroz@gmail.c om	ES-136
Järva Development Partners	Chairman of the Board, Aivar Tubli	Phone: +3725012380 E-mail: japn@japnet.ee	EE-012
Aktiivinen Pohjois-Satakunta ry	Juha Vanhapaasto Managing director	Phone: +358505206396 E-mail:krista.antila@k ankaanpaa.fi	FI-031

GAL Valli del Canavese	Chairman of the Board, Luca Bringhen	Phone: +390124310109 E-mail: info@galvallidelcanavese.it	IT-032
GAL Montagne Biellesi	Chairman of the Board, Emanuele Ramella Pralungo	Phone: +390150991427 E-mail: direttore@montagnebiellesi.it	IT-025
Gal Asociación Promoción y Desarrollo Rural Geoparque Mundial UNESCO Villuercas - Ibores - Jara APRODERVI	Chairman of the Board; Felipe Sánchez Barba	Phone: 927 369 429 E-mail: aprodervi@aprodervi.com	ES-085

Inclusion of new partners shall be permitted on the written agreement of all partners. To include a new partner, an appendix to this Agreement will be drawn up and signed by all existing and new partners.

II Description of the objectives, impact and main activities of the cooperation project

Objectives:

- Exchanging best practices and strengthening a European wide network of rural tourism entrepreneurs and managers
- Identification of best practices and intensification of entrepreneurial collaboration in local level
- Educational sessions on tourism as follows the local entrepreneurs needs (locally)
- Marketing the 5*Nature network locally and transnationally
- Improving ecotourism, as a way of healthier and more safe tourism, in areas with low density of population
- Opening international tourism to rural areas
- Bring a quantum leap in local economic scene
- Create a net of rural tourist destinations active in cooperation with private tour operators

Activities:

- Creation and testing of tourist packages of partner areas and promotion by 5Star nature and tourist operators' promotional channels
- Study visits to partner countries: introduction of innovative rural tourism services and regional festivals
- International meetings, open for the public

- Exchange of entrepreneurs
- Common trainings of new innovative rural tourism services
- Digital mapping and promotion of local business
- Marketing on national and transnational level (videos, web, social media, possibly common participation on international fairs)

Expected outcomes:

- Tourist entrepreneurs and associations have further developed national and transnational networks, cooperation has increased
- Through exchange of information and experience new tourism products and services have been worked out, tested and implemented in partner countries
- Tourism entrepreneurs and associations of partner regions have increased their knowledge and are better adapted to changing conditions in tourism market
- Common marketing has increased number of visits to partner areas and tourism enterprises

Wider impact:

First 5*Nature project (2017-2020) was a great success. After creating a transnational and national networks of rural tourist entrepreneurs and associations, many initiatives and practices of partner countries were tested and implemented in other countries.

As we know tourism and also rural tourism suffers now under COVID19 travel restrictions. Tourist entrepreneurs and associations need support to reorientate their services and implement innovation.

With this project partners commit to further enhance common networking, tourism product development and marketing of rural tourism both on national and transnational level to better adapt to changed situation.

Tourism is a very important source of income and possibility for development for rural regions. Hopefully after exchange of ideas and inspiration new businesses will start as a result of this project, jobs will be created for the rural population of the participating regions.

III Duration of the project

November 2020-December 2022

IV Responsibilities of the partners

Lead partner and project partners undertake to:

- Implement the project in the manner, foreseen in this Agreement and in the request for support;
- Cooperate and exchange information, relating to implementation of their obligations hereunder, and provide to each other information on the Project implementation progress;
- Perform the undertaken contractual obligations in accordance with the applicable legal acts, on time, in due quality and in due manner;

- Undertake responsibility for reliability and correctness of the provided information;
- Perform their respective liabilities, relating to payment of taxes and payment of social insurance contributions in accordance with the applicable legal acts of the partner countries;
- Ensure the appropriate source of funding for the project;
- Contribute to the implementation of the project by monetary funds and voluntary activities;
- Efficiently use the support funds, necessary for implementation of the project;
- Not disclose, reveal or transfer to third parties and not use any confidential information, received from another project partner in any form and related with implementation of the contractual obligations, for the benefit of third parties, both natural persons or legal entities, and ensure protection of the confidential information, i.e. prevent third parties from learning the confidential information.

V Language

English shall be used in joint activities; respective national languages will be used on local activities.

VI Activities and budget of Partners

Partner	Activities	Budget (EAFRD)	Budget (other)	Budget (total)
Western-Harju Partnership	Strategy of North-Western Estonian Geopark, study trips, trainings, exchange of entrepreneurs, network events, workshops, common marketing	48 818,7	5 424,3	54 243
Järva Development Partners	Common marketing, workshops, seminars, study-trips, marketing materials, regional festivals	10 000	1 000	11 000
Gal Valli del Canavese	Digital Mapping of touristic resources and operators. Creation of promotional videos and diffusion of the videos through social networks and companies' web sites.	9 000	1 000	10 000

Gal Montagne Biellesi	Development of a rural net in LAG partner areas, construction of tourist packages of incoming and outgoing for Geopark area: common marketing, web promotion, different tourism education sessions	9 000	1 000	10 000
DIVA	Development of a rural net in LAG partner areas, construction of tourist packages of incoming and outgoing, common marketing, web promotion, workshops	16 000	0	16 000
Aktiivinen Pohjois-Satakunta ry	Development of a rural net in LAG partner areas, construction of tourist packages of incoming and outgoing: common marketing, web promotion, digital solutions	20 000	5 000	25 000
APRODERVI	Development of a rural net in LAG partner areas, construction of tourist packages of incoming and outgoing: common marketing, web promotion, digital solutions	16 259		16 259
TOTAL		129 077,7	13 424,3	142 502

VII Contact persons of the partners:

The information, documents and notices shall be sent to the following e-mail addresses:

Project Coordinator:

Western-Harju Partnership (Estonia), Office Manager Piia Kärssin, e-mail: piia@vomentaga.ee

Project partners:

Järva Development Partners (Estonia), Consultant Sille Pudel, e-mail: sille@japnet.ee

Gal Valli del Canavese (Italy), Office Manager Giorgio Magrini, Laura Rosati, e-mail: info@galvallidelcanavese.it,

Gal Montagne Biellesi (Italy) - Office manager Michele Colombo - e-mail direttore@montagnebiellesi.it
Pohjois-Satakunta (Finland): International coordinator Krista Antila: e-mail: krista.antila@kankaanpaa.fi
DIVA - Asociación Desarrollo Integral Valle del Ambroz (Spain). Office manager Diego Curto Portela,
email: valleambroz@gmail.com
APRODERVI - Asociación para la Promoción y el Desarrollo Rural del Geoparque Mundial de la UNESCO
de Villuercas - Ibores - Jara. (APRODERVI). Office manager Javier López Caballero; email:
javier@aprodervi.com

VIII Legal requisites and signatures

Project partner

Western-Harju Partnership

Registration No.: 80239761

Address: Ranna tee 8, Vasalemma alevik, Harjumaa, 76101, Estonia

Tel.: +3726087833



(signature)

Chairman of the Board

Rafael Milerman

Järva Development Partners

Registration No.: 80235852

Address: Pargi 10, Roosna-Alliku, 73201 Paide, Estonia

Phone: +3725012380

(signature)

Chairman of the Board

Aivar Tubli

Gal Valli del Canavese

VAT No.: 08541120013

Address: Via Circonvallazione, 9 - 10080 Rivara (To) - Italy

Tel.: +390124310109



(signature)

Chairman of the Board
Luca Bringhen

Gal Montagne Biellesi

P.IVA No.: 02437330026

Address: Via Galliari 50 - 13811 - Andorno Micca - Italy

Tel.: +390150991427

(signature)

Chairman of the Board
Emanuele Ramella Pralungo

LAG Aktiivinen Pohjois-Satakunta ry (Leader Pohjois-Satakunta)

Address: Kuninkaanlähteenkatu 12

38700 Kankaanpää - Finland

Executive director

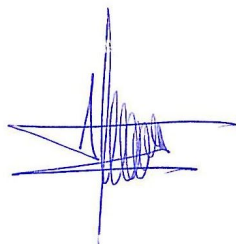
Juha Vanhapaasto

LAG DIVA - Asociación para el Desarrollo Integral del Valle del Ambroz

CIF:G-10211878

Address: C/ Magdalena Leroux, 2, bajo derecha, 10700 Hervás (Cáceres) - Spain

Tel.: +34927473458



(signature)

Chairman of the Board

Óscar Mateos Prieto

LAG APRODERVI- Asociación para la Promoción y el Desarrollo Rural del Geoparque Mundial de la UNESCO de Villuercas - Ibores - Jara. CIF:G-10205268

Address: Paseo de Extremadura, 6, 10136 Cañamero (Cáceres) - Spain

Tel.: +34927369429



(signature)

Chairman of the Board

Felipe Sánchez Barba

INPUT

1. Western Harju Partnership, Estonia, available budget up to 58 300 EUR
Interests: geopark, new innovative rural tourism services, exchange of tourism entrepreneurs and local producers, regional festivals
2. Järva Development Partners, Estonia, available budget up to 10 000- 20 000 EUR
Interests: new innovative rural tourism services, exchange of tourism entrepreneurs and local producers good practices, networking, regional festivals, adaptation of tourism facilities to COVID-19, ecotourism, green and sustainable tourism

3. DIVA - Valle del Ambroz, available budget around 40.000€
Interests: new innovative rural tourism services, exchange of tourism entrepreneurs (not too many local producers), networking, regional festivals, adaptation of tourism facilities to COVID-19, ecotourism.
4. Biellese Mountain LAG - interested in organization and management of tourist packages (in and out of our area) - promotion of our land in other countries - welcoming foreign entrepreneurs or tour operators to demonstrate our good tourism and agri-food practices and organize cooperation business - networking regional festivals. Available budget about 10..000 EUR (local funds, out of Cooperation project)
5. Canavese Valley LAG - interests: Digital Mapping of touristic resources and promotion of local business through some short video self-produced by local entrepreneurs - Available budget about 10.000 euro (EAFRD funds and own resources)
6. Aktiivinen Pohjois-Satakunta Interests: new digital rural tourism services, exchange of tourism entrepreneurs and local producers good practices, networking, regional festivals/events, adaptation of tourism facilities to COVID-19, ecotourism, green and sustainable tourism as regards Geopark Lauhanvuoreregion
7. **APRODERVI LAG:** available budget around 20.000€
8. Interests: Geotourism and Geoparks. New innovative rural tourism services, exchange of tourism entrepreneurs (not too many local producers), networking, regional festivals and pilgrim tourism, adaptation of tourism facilities to COVID-19, Ecotourism. Education tourism facilities.

Duration: 2021-2022

Background:

Tourism sector has greatly suffered from COVID-19 related restrictions on both national and international travel. Many businesses needed to close and many others need restructuring. At the same time COVID-19 accelerated the trend that was already emerging in tourism, namely the need for special, authentic, natural and private experiences. This is offering an opportunity for rural regions to further design and offer rural tourism services:

- Nature tourism
- Authentic experiences, village tourism and agritourism
- Local food and handicraft products and services

Objectives:

- Continue the successful cooperation started in initial 5*Nature project
- Exchanging best practices and strengthening a European wide network of rural tourism entrepreneurs and managers
- Identification of best practices and intensification of entrepreneurial collaboration in local level
- Educational sessions on tourism as follows the local entrepreneurs needs (locally)
- Marketing the 5*Nature network locally and transnationally

- Improving ecotourism, as a way of healthier and more safe tourism, in areas with low density of population.
- Opening international tourism to rural areas
- Bring a quantum leap in local economic scene
- Create a net of rural tourist destinations active in cooperation with private tour operators

Activities:

On transnational level:

- Creation and testing of tourist packages of our areas and promotion by 5Star nature and tourist operators' promotional channels
- Study visits to all partner countries: introduction of innovative rural tourism services and regional festivals
- Exchange of entrepreneurs
- Common trainings of new innovative rural tourism services
- Marketing on transnational level (videos, web, social media, maybe even common participation on international fairs?)
- International meetings in each country, open for the public (like the one that took place in Finland)

On national level:

In Estonia:

- writing a strategy for North-West Estonian Geopark
- trainings, study trips, seminars for tourism entrepreneurs, managers and local producers
- marketing of North West Estonia on national level (videos, social media, website, printed materials, fairs etc)
- marketing of Middle Estonia on national level (videos, social media, website, printed materials, fairs etc)

In Spain:

- Translation and edition of tourist information in English
- Design of a ecotourism pack specially for Estonia and Finland for long stays in autumn and winter
- Design of ecotourism pack especially for Italy

In Italy:

- Design of ecotourism packages for Estonia, Finland and Spain for long and short stays in all the seasons in our area and near (Milan, Turin, Major Lake, Rosa Mountain...)
- Organisation of specific tourist offer in cooperation with Valsesia Valgrande Geopark (Unesco site)
- Creation of Marketing of transnational level to support specific tourist offers

- Digital Mapping of touristic resources on the open source platform “OpenStreetMap”;
- Entrepreneurs training on videomarketing in order promote local business.

In Finland:

- Design of ecotourism packages for Geopark
- Organisation of specific tourist offer in cooperation with local stakeholders
- Creation of digital marketing of transnational level to support specific tourist offers”;
- Entrepreneurs training on videomarketing in order promote local business.
- Developing of nature tourism offer on green tourism and wellness-tourism
- Evaluation of effects and methods to cope on COVID19 like situations in tourism sector locally