

SOOMAA

Green Riverland Partnership

19.01.2023, Jänedä



LEADER
EESTI



Euroopa Maailu Arengu
Põllumajandusfond:
Euroopa investeringud
maapiirkondadesse



Green Riverland Partnership

Established: 16.03.2006 in Suure-Jaani,
Vastemõisa village

Membership: total 102 members,

6 local authorities from 3 different
counties:

- Pärnu County (Põhja-Pärnumaa, Tori,
Saarde, Pärnu)
- Viljandi County (Põhja-Sakala)
- Rapla County (Kehtna)

business subjects (entrepreneurs) - 56

non-profit organizations (NGO) - 40

Board: 12 members



Green Riverland Partnership

- ▶ The Green Riverland Partnership area is situated South-West of Estonia.
- ▶ Area: 2998 km², population: 27 257
- ▶ The region is delimited by natural borders - swamps, big forests and rivers.
- ▶ Traffic is going around of big swamp, which lies in centrum of this area.
- ▶ In centre of this area is Soomaa National Park.

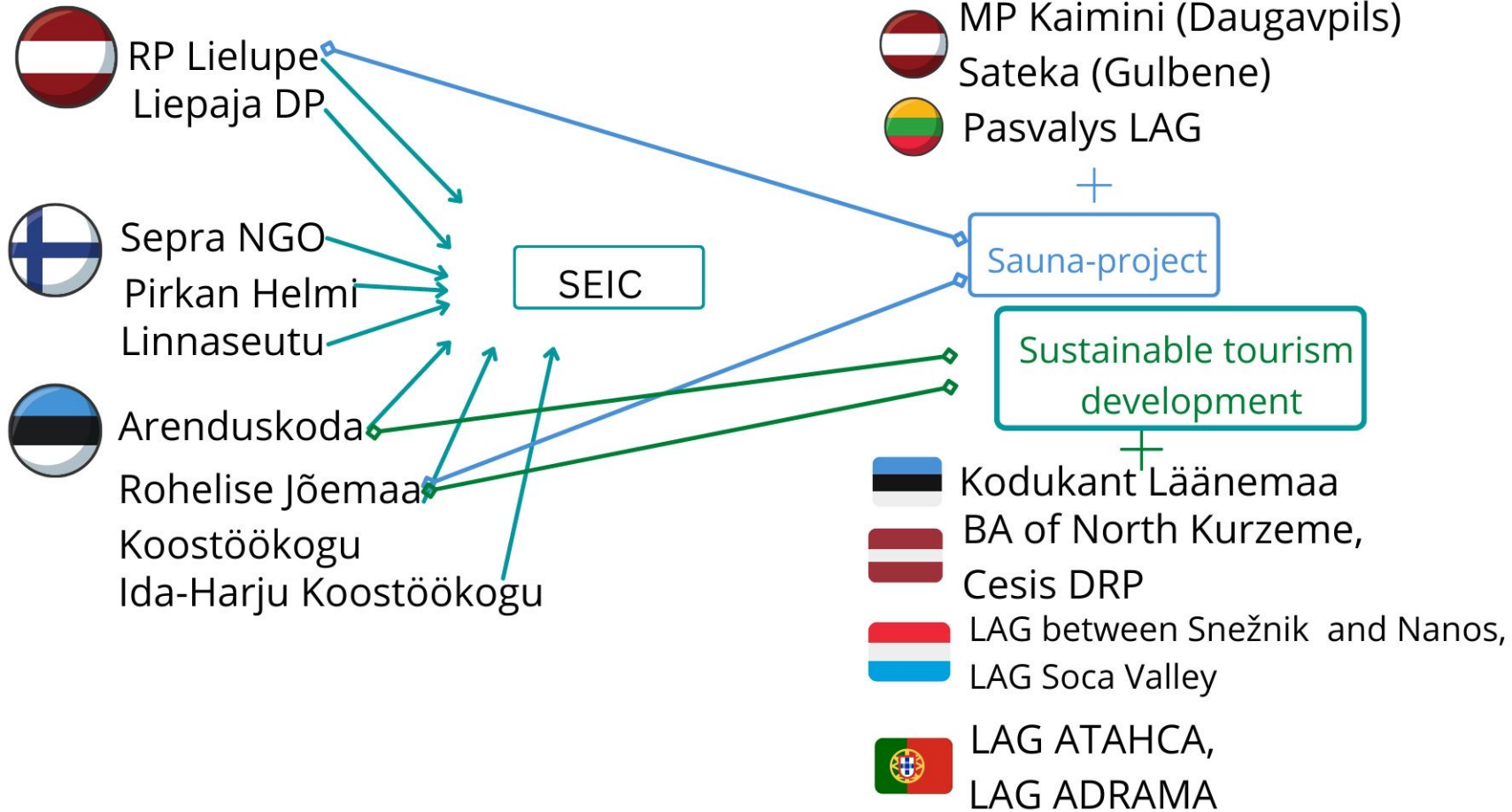


Cooperation projects 2016 - 2024

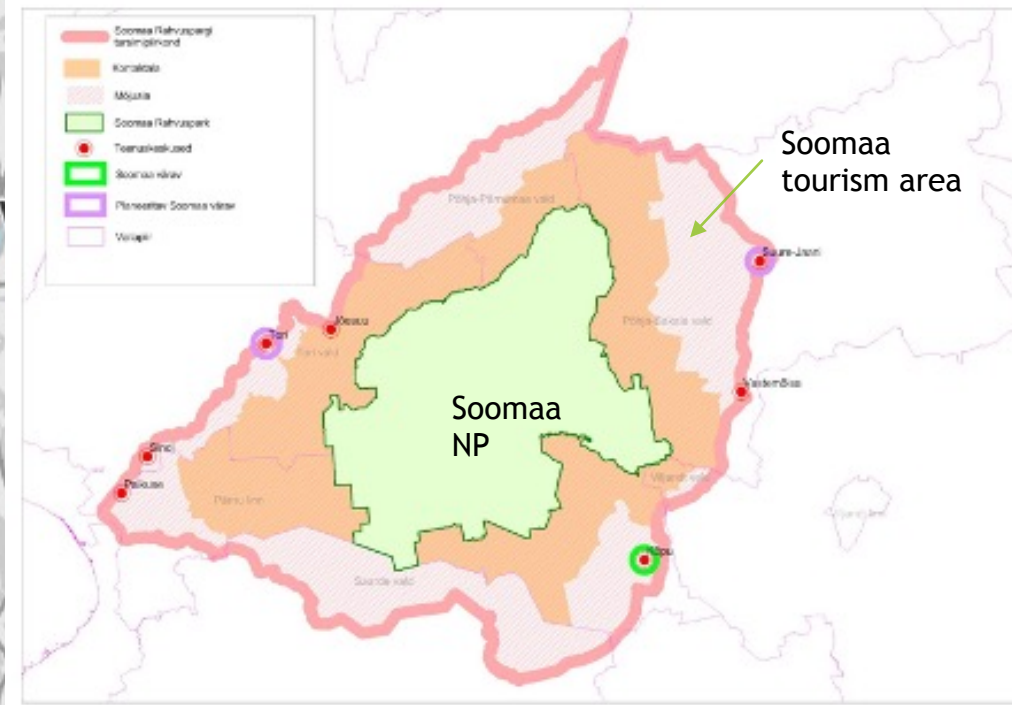
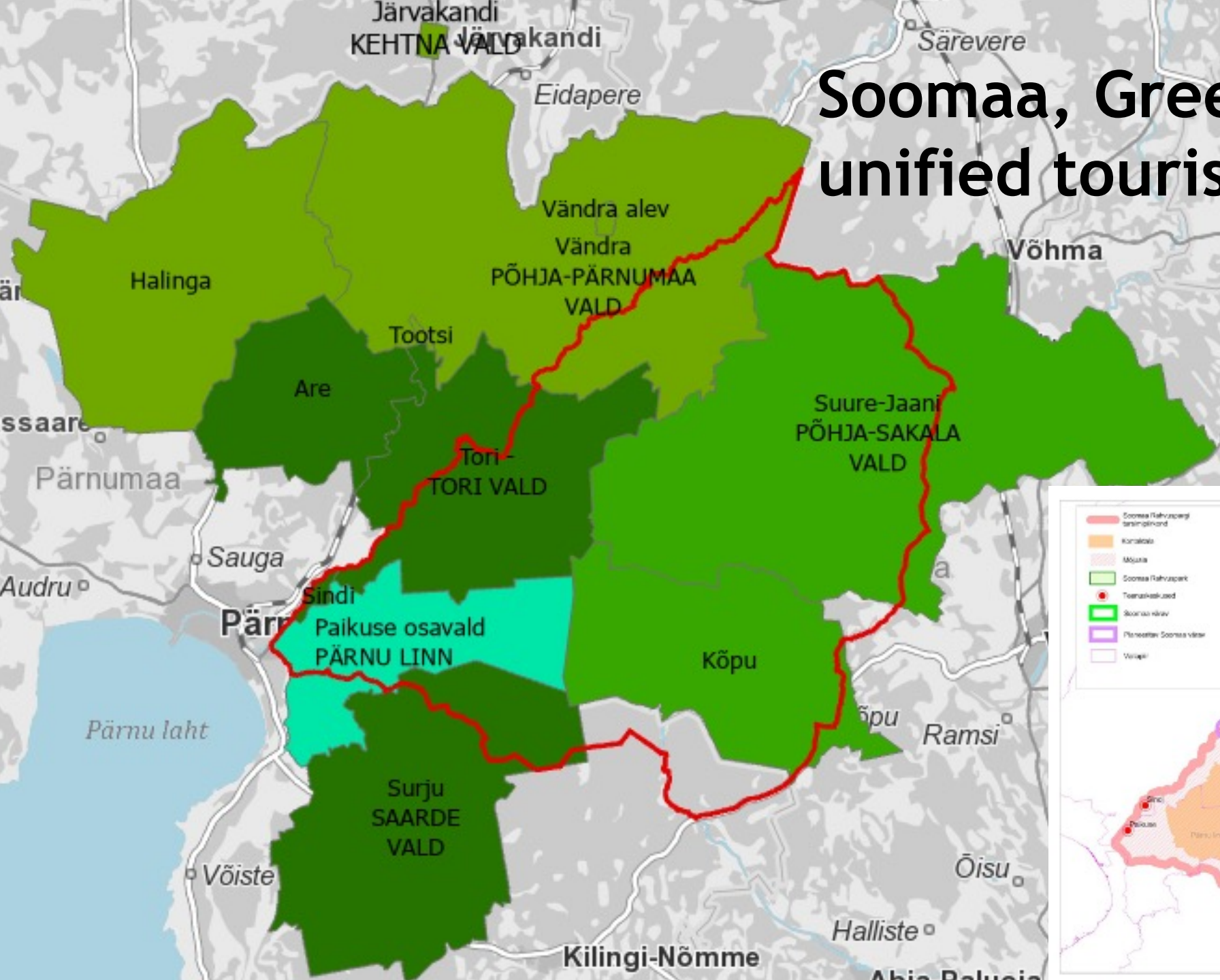


- ▶ “Sustainable entrepreneurship in countryside”;
- ▶ „Transnational cooperation for development of sustainable tourism in national parks areas“;
- ▶ “Multifunctional sustainable tourism entrepreneurship joint development!”
- ▶ “Co-marketing and product developing”;
- ▶ “Regional co-marketing”;
- ▶ “The power of nature and sauna traditions - for you, for family, for business!”;
- ▶ “Networking of European Leader areas - LINC Conferense 2019 in Pärnu”;
- ▶ “Year of tastes - Pärnumaa 2018”;
- ▶ “Smart Villages development program”;
- ▶ ”Multifunctional sustainable rural entrepreneurship in national park areas”;
- ▶ “Heritage and traditions - the key to valuing regions”;

Partner`s network



Soomaa, Green Riverland and unified tourism destination



How to be a unified area?



EUROPARC
Loodushoidlik
turism kaitsealadel



Results:

- ▶ Unified area;
- ▶ Stronger network;
- ▶ Sharing and learning;
- ▶ To be more visible.



Goals for the future cooperation

- ▶ To promote business development in rural areas;
- ▶ Development of natural and cultural heritage;
- ▶ Development of communities and work with youth.



We are proud
to present:

The ambassador of
Soomaa

SOOMAA



Thank you!

