

Project ELRII-291 „Heritage Business“



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Project partners and budget

- The Union of Setomaa Rural Municipalities, Estonia (Lead partner)
- Administration of Pechory district, Russia
- Ape municipality, Latvia

Budget: 932 389 EUR

Project period 30.04.2013-31.12.2014



Main goal

Promoting the use of cultural heritage and resources in product development in border areas

We want to support SME's from border areas through:

- differentiation using cultural heritage and local natural resources
- cross-border co-operation with partners from other side of the border



Why cross-border co-operation

- Supports the open business environment and increases competitiveness of SME's
- Border is not an obstacle, but an opportunity to expand the area of operation
- Our competitive advantage – we know our neighbours better than other regions
- Creation of trust between businesses from different countries
- Opportunity to use natural resources of border areas through cross-border co-operation



Cross-border co-operation in our project

Project activities:

Practical seminars to SME's about business opportunities in other countries/regions: business environment, tax and custom issues, registration of businesses, business culture etc.



Cross-border co-operation in our project

Study tours of SME's, incl. joint seminars



Cross-border co-operation in our project

Creation of Cross-border Business and Cooperation Centre in Pechory, incl. handicraft workshop, business information centre, incubation centre, training kitchen, seminar room, Seto culture information centre



Rich local cultural heritage as competitive advantage in product and service development

- Enables to differentiate from other producers and service providers and to ask higher price
- Can be used in production, design, marketing etc.
- Has been successfully used in tourism- Seto Külavüü example



Rich local cultural heritage as competitive advantage in product and service development

Project activities:

- Trainings for SME's about product development, marketing etc
- Handbook about using cultural heritage and traditions in business



Business training programmes in schools

An opportunity to involve young people to the development of business sector in border areas

Enables to show to young people the opportunities to find a job or start a business in border area

- International „Junior Achievement“ methodology, creation of student firms
- Children receive experience in cross-border co-operation with student firms from other countries



Business training programmes in schools

Project activities:

- Implementation of business training programme in schools of Setomaa, Pechory and Ape region
- Joint study tours, participation in local fairs, international student firm fair in Värskä (November 2014)





- The student firm „FTS“ from Pechory was the winner of Russian national student firm fair 2014
- The student firm „LUXvalgus“ was among 3 finalists of Estonian national student firm fair 2014
- Both participated in student fair “Junior Achievement- Young entrepreneur of Europe” in Haifa, Israel

