



WWF Sweden
Estonian Fund for Nature
Research Centre Arhipelaag

Väinameri – a Coastal Plan for Estonia Annual report 2002

Compiled by Toomas Kokovkin,
project national co-ordinator

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Foreword

This report covers the main activities carried out under the Väinameri project in 2002, with insights into the years 2000 and 2001. The report consists of 3 parts, which are interrelated. First part gives an overall overview of the activities, and emphasises some most important issues. The second part is the description of the activities presented in the calendar order. The third part, the tables of activities, or “indicators of success”, should be considered as the most precise list of outcomes.

I would like to mention all the persons involved in the Väinameri project, but this is a rather difficult task. There are more than one hundred of persons who have in one or other way contributed into the achievements of the project. Hereby, I would mention some of the most outstanding partners and project managers.

Grassland management: family Streng, Ahto Kokk, Eha Salus (Vormsi), family Kaptein, family Tikk, family Usoja, Ly Kogermann, Aivi Jesmin (Hiiumaa), Tauno Tähe, Ago Hein, family Lepik, family Madisson, Vello Pruul (Matsalu).

Handicrafts: Kristina Rajando, Ene Rand, Eha Salus (Vormsi), Merike Liivlaid, Marje Loide, Epp Kärvet, Silvi Saarlo (Matsalu), Marika Elmi, Ain Jepishov, Tiiu Valdma, Janek Äkke (Hiiumaa).

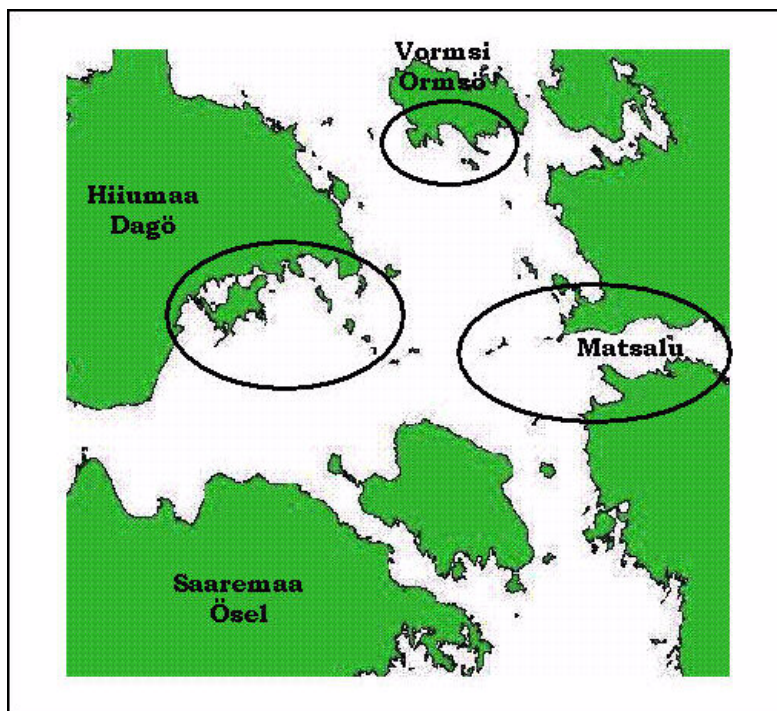
Tourism: Anu Streng, Maris Rinnak, Valvi Sarapuu (Vormsi), Marika Mann, Enn Milvek, Ants Ale (Matsalu), Margit Kääramees, Lea Vaher, Omar Jõpiselg, Marika Mikk (Hiiumaa).

Project management: Elle Puurmann (Vormsi), Kaja Lotman (Matsalu), Lia Rosenberg (Hiiumaa), Robert Oetjen, Gea Kõverjalg, Kaia Lepik, Urmo Lehtveer (ELF, Tartu), and the immediate partners from WWF Sweden Lennart Gladh and Ola Jennersten.

Toomas Kokovkin, the project coordinator in Estonia.

Philosophy of the Väinameri Project

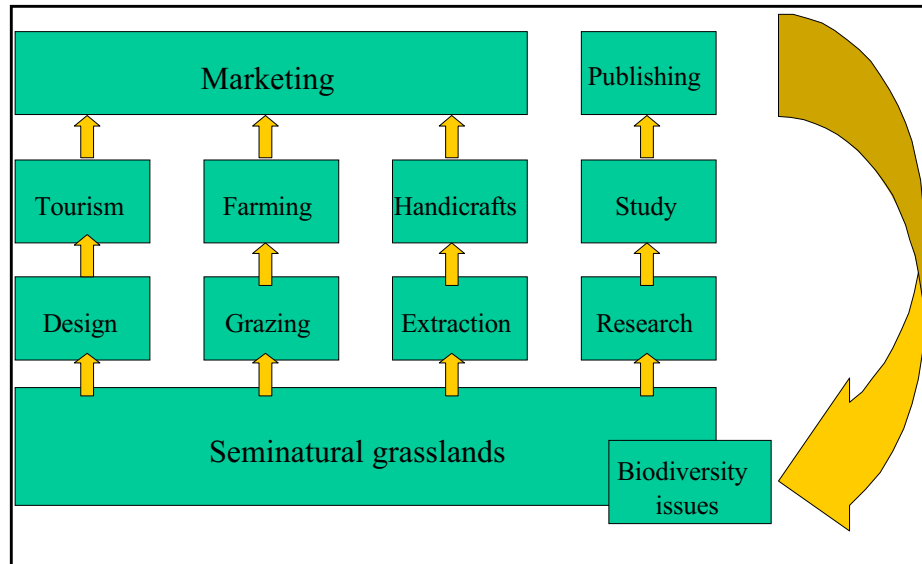
The Väinameri project encompasses the areas of Matsalu bay, Vormsi island and south-east part of Hiiumaa island in Estonia, in the area of the enclosed coastal sea called Väinameri or ‘the Sea of Straits’ (see the map). These areas are extremely valuable due to high biodiversity of both terrestrial and marine ecosystems, and the long history of man-changed seminatural ecosystems. The Väinameri project is aimed at restoration and conservation of seminatural coastal ecosystems through assisting the local people in developing small-scale economies. Main areas of the project applications are in farming, handicrafts and ecotourism. Also, awareness building and ecological education are of high priority in the project.



Map of the project area

The idea of the project is to some extent similar to the food chain concept in ecology. Local inhabitants, through their economic activities, use various resources of the coastal area, thus changing the landscape into more diverse state. Sustainable character of the human activity would keep the agroenvironmental system in equilibrium. Through assisting wise practices in the coastal area, the Väinameri project would support restoration of valuable areas, and as a parallel process, lead to improvement of social aspects.

In 2002, some re-focusing of actions has been done in accordance with the overall objectives. The main attention has been paid at “food chain” of the project, whereas the overall logistics and networking have been created in the earlier phases. The “food chain” includes elaboration of butchery components, investigation of marketing lines, awareness building of consumers and study tours to the model area.



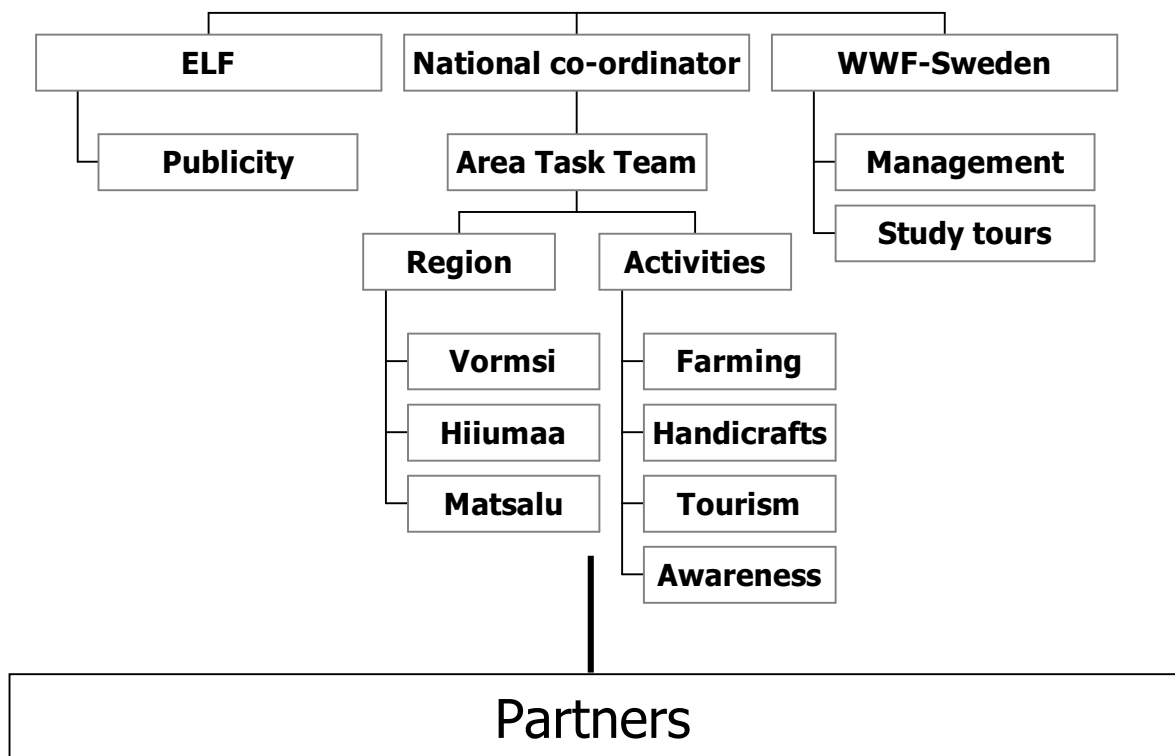
Recycling flowchart of the project activities

SIDA, WWF SWEDEN, the Estonian governmental sources, non-governmental organisations and private input finance the Väinameri project. Principal partner in Estonia is ELF (the Estonian Fund for Nature). The immediate project management in the Väinameri area is conducted by an NGO ‘Research Centre Arhipelaag’ in co-operation with Läänerannik (NGO from Vormsi island), and the Matsalu nature reserve.

Organisation of the project

The organisational structure of the project is rather complicated with the big number of partners (about 100 persons) involved. The overall support and the backstopping of the project is secured via the WWF-Sweden. It is important to mention the leading role of WWF-Sweden in elaborating the overall ideology of the project as well. In Estonia, there are two major leading organisations for the project. The national co-ordinator with the Research Centre Arhipelaag is an engine of the project in the Väinameri area. Its task is to co-ordinate the concrete activities in the project sites and in special components such as farming, handicrafts, tourism and awareness building. The Estonian Fund for Nature has a responsibility to secure the national-wide information campaigns, to work with media and to carry out the financial administration of the Estonian part.

Apart from them, there are local co-ordinators for the sites and for some specific sub-projects. The very essential party is shown as “partners” on the organisational structure presented. These are the local people, who are the beneficiaries, but who also provide the most tangible results of the project.



Organisational structure of the Väinameri project

Main results

There are two overarching results. First, the functioning of the project components without any considerable intervention or monetary input. Hence, there is a high possibility for sustainable running of the project in the next years. Although, the project partners are asking for maintaining a co-ordinating “body” for the project to ensure the long-term running.

Second, the vision generated by a project on a holistic approach to conservation/management issues has been well accepted and understood in the local society. There are very positive reflections in local media, especially newspapers of the coastal and island counties (Saaremaa, Hiiumaa, Läänemaa) about the project.

The lessons learned from the project:

1. The important component of the project is the “supportive system”, i.e. the capable network of farmers, artisans and tourism entrepreneurs, whom to base on the sustainability of the project.
2. Time and place. There was a good timing and location of the project, because the visions of local people are coherent with the concept of the project. It will not probably be so in the years to come, when Estonia will join EU, and other factors will affect rural life.
3. The study tours are a very good form for not just training, but for creating the network of people who can think and act in the similar way.
4. Quality of nature, of products and services is a precondition of achievements in revitalising vibrant rural life in the coastal areas of Estonia.

Restoration of coastal landscape

Restoration and/or maintenance of seminatural lands have continued in dense co-operation with the partner farmers. In 2001-2002, the project has not provided new tools nor made any major investments in the farmlife. The installation worth mentioning is kilometres of electric fences and the solar battery in the Vormsi island.



Highland cattle at the Käina bay in Hiiumaa

On average, the project has developed on the “seeds” planted in 1999-2000, i.e. pedigree cattle breeding, more electric fences, and machinery. Please refer to the maps at the end of this part, pages 15-17.

Table: Agricultural activities in the seminatural lands of the project area (ha)

	grazing of pasture	wooded meadow	wooded pasture	bush cutting	reed cutting	mowing
Matsalu	1495	82	32	38	0,2	2350
Vormsi	283	0,1	0	28	NO DATA	0
Hiiumaa	1129	10	0	32	0,1	0
total	2907					

Comment: Comparable are only pastures, where figures represent grazing in the project area. Other figures are different for Matsalu and islands. On Hiiumaa and Vormsi, the figures represent the work with the project tools, while in Matsalu total areas of respective work.



Family Hein are the proud users of the machinery provided by the project

Project-related cattle's breeding is under control of the Society of Väinameri Seminal Landscapes, or so-called "Väinameri beef cattle society". By June 2002, there were 261 animals related directly to the project, i.e. 29 imported bulls, cows and calves, plus new-born calves. (Unfortunately, one young imported bull died in June 2002 due to disease caused by ticks and inborn heart dystrophy). In 2001, the Society had started discussions about enlargement towards sheep- and horse-keepers.

Ecotourism

Supporting ecotourism has several objectives. On the one hand, it is development of local sustainable activities. On the other, it promotes the ideas of the project among tourists and travellers. The third idea is to increase the number of consumers of nature-based products, and to rise the understanding among the general public. In 2001 and 2002, support to the ecotourism has been through installing demonstration corrals and study trails. In Hiiumaa, nature trails have been established in Pihla farm, Ristitee farm and the Kogermann's tourism farm, with the aim to demonstrate the cultural landscape and the effects of grazing. The project worked out the general concept of these trails and financed production of signs. The families of farmers are responsible for installation and upkeeping of the trails. In Matsalu area, the nature study trail is created on the lands of Laiandi farm, in Kiideva-Puisse, and in Kirikuküla. The project supported publishing of its leaflet and construction of signs. In Vormsi island, the extensive educational trail is located between Sviby harbour and Rumpo peninsula.



Bird watching in Keemu, Matsalu area

Demonstration sites and trails

Four demonstration corrals are completed in Vormsi, Matsalu and Hiiumaa. In Vormsi, a sun battery is used to power the electric fence of the demonstration area. Study tour to Sweden for tourism managers took place in April 2001, March 2002 and April 2002. Typically for the study tours of the Väinameri project, responses from participants are very positive: WWF-Sweden has a perfect arrangement of study tours.

The good examples of the demonstration areas are in Keemu (Matsalu area) and in Rumpo (Vormsi area), whereas the new nature trails are in Vormsi and in Hiiumaa.

Keemu demo site

(Text by Kaja Lotman)

The former Keemu village with a little port is situated on the south coast of the Matsalu Bay (see map, page 23). When the old farmers died and their children went to towns, the well-kept coastal meadows became wild again. Flocks of geese and brents devastated the fields and caused a lot of trouble. Just then the help and support of the Väinameri project reached Matsalu. Now the brents cause so few problems that the farmers see no point in asking compensation. It's a clear sign of the obvious: the coastal meadows of Matsalu are well kept again. The simple meaning of the complicated expression "a hereditary habitat" has already been understood by lots of people in the periphery. It means maintaining everything natural that has shaped the Estonian landscape and people and living and working in accordance with the Nature.

Rumpo demo site

(Text by Elle Puurmann)

The Rumpo peninsula and the islets of the Hullo bay make up the demonstration area in Vormsi (see map on page 24). The main part of the peninsula is an esker covered with beach ridges. There are juniper thickets of different density and age. The tundra-like lichen community of Rumpo is unique in Estonia. The tundra lichen grows nowhere else in Estonia, another type of it is very rare indeed. The islets around the peninsula are important stopovers and nesting grounds for different water and coastal birds, like the mute swan, the grey goose, the eider duck, the shelduck, the dunlin, the black-tailed godwit and the ruff. The sea eagle could be seen circling the islets.

Vormsi hiking trail

(Text by Elle Puurmann)

The Sviby – Rumpo hiking trail has been marked (see map on page 24). The trail runs along the south coast of Vormsi, 3 km from Sviby to Rumpo, then another 3 km up to the end of the peninsula, it goes through extensive pastures where meadows are interspersed with juniper thickets, forests and patches of reed. Hikers get acquainted with the coastal nature and some ways of soil cultivation. The trail could be passed both ways and by sections.

The different materials are kept and lectures held at the Rumpo information centre of the Vormsi landscape protection area. To get a better view of the nature, some special platforms have been put up on the Rumpo peninsula. They are mainly meant for farmers of other regions, holiday makers, hikers and students. Specimen areas and trails like that have also been established in Matsalu and Hiiumaa.

Nasva nature trail

(Text by Lia Rosenberg)

The Nasva hiking trail is situated at the Käina bay in the landscape protection area of the Käina bay and Kassari. Here one can see a 100-year old juniper forest, unusual

twisted pines, an open view of the coastal pastures and the bay with its attractive reeded islets. The trail also shows the local history spiced with several legends. On May 24, 1999, the first specimens of the Scottish mountain cattle were brought here. They are doing well. The trail is 1.5 km long and it takes about an hour to pass through. Some additional reading material can be found at the farm.

Nature guide training

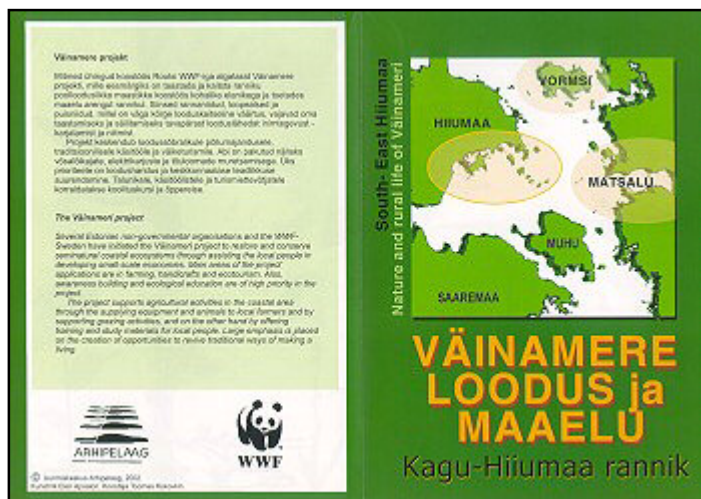
An extensive course of nature guide training took place in the Matsalu area from spring till autumn 2002. First seminar of nature guides was held in Matsalu on April 12 – 14, 2002; its main aim was studying nature, especially the spring migration of birds. The participants were guides from Matsalu, Vormsi and Hiiumaa.

For the second time, on July 3 – 5, 2002, guides gathered in Matsalu, where they were taught first aid, plant and bat identification, they watched birds and learnt other things about nature.

The third seminar took place in Matsalu 11-13 November 2002. The topic was bird identification and the video-training of a guide behaviour.

Tourist maps

In May 2002 three tourist maps were published. They help to discover the natural values of the south-east coast of Hiiumaa, the island of Vormsi and the Nature Reserve of Matsalu. The maps depict some birds and plants typical to the area. The text describing the values is in Estonian with short translation into English. Also, a short description of the Väinameri project aims is included.



The maps were made in co-operation with the Research Centre “Arhipelaag”, the Nature Reserve of Matsalu and the Society “Läänerannik”. Artist: Elen Apsalon.

Handicraft development

The handicraft component of the project has developed around newly established societies. In Lihula and Kärdla (Matsalu area and Hiiumaa respectively) people who participated in the Study Tours have opened new handicraft shops. These two shops no doubt use the experiences gained from the Väinameri project. In Vormsi, local artisans are very active in arranging workshops for the whole Väinameri region, like ‘Skin tanning’ or ‘Natural dye’ workshops. The Swedish expert involved is Ms Eva Samuelsson.

As a result of the Christmas Fair, organised by the Väinameri project team, one interesting enterprise was started. A Norwegian designer Anne Helene Gjelstad had launched a company in Estonia to employ women from Hiiumaa and West Estonia who will make knitwear according to her models.

The Väinameri project team has co-organised six handicraft fairs, i.e. three in summer of 2000, 2001 and 2002, and three Christmas markets. These markets will become, hopefully, a tradition launched by the project.



The handicraft shop in Lihula, created with the project support

Handicraft seminar in Vormsi

(Text by Elle Puurmann)

On the 19.-21th of April 2002, workshops about dying with plants and felting took place on Vormsi Island. Teacher of the course was Eva Samuelsson from Gotland, traditional methods from Kihnu island were introduced by Rosaali Karjam from Kihnu island, felting taught by Kristina Rajando from Vormsi island and Marja

Leskinen from Finland/Vormsi explained the process of dying from the chemists point of view. Although the region of Väinameri project is bordered with Hiiumaa, Matsalu and Vormsi we invited participants from neighbouring islands - Saaremaa, Muhu and Kihnu – as it was agreed on the workshop of tanning last summer. Represented were also art students who originally come from islands. Special certification was awarded to 29 participants. Handicraft seminar was organised by the Väinameri project, the local co-ordinator was NGO Läänerannik.

As the result of the seminar, a do-it-yourself booklet was printed.

Outreach

Outreach and public information is currently considered as an important component of the project. In February 2001, a project's Newsletter named "Elu Maal" (Life in Countryside) was published by ELF and distributed as a supplement to three newspapers: a national "Maaleht", and county newspapers of Läänemaa and Hiiumaa.

Second TV programme about the Väinameri project was filmed and broadcasted in June 2001, and it got very good responses. The programme gives an overview of project aims both in the mainland and islands, and interviews farmers, scientists, and project managers. The third TV programme was broadcasted in December 2001, covering mainly ecotourism and handicraft topics.

A website of the Väinameri project is operating in www.arhipelaag.ee/vainameri/, go to English section, and the Väinameri project.

In August 4-8, 2002, the 'Photo Days of Väinameri' took place. The idea of the photo days was to invite professional photographers from neighbour countries to catch the views of relations between people and nature, the protection and development. Ten photographers from Armenia, Byelorussia, Lithuania, Russia, and Estonia participated. The project obtained about 1500 frames of negatives for future use.

Apart from the video films produced in 2000, new film "Väinameri. Coastal nature and people" was finished in spring 2002, both in Estonian and English. The film gives an overview of the main fields of the project, and is built up on a number of interviews with local farmers, tourism managers, handicraft artisans, and the project staff.



Production of the video film

In May 2002, three tourism map-booklets published. They describe the main objectives of the project, nature values, and point out the sites related to the project such as demonstration areas, nature trails, bird towers, and village life.

New dimension – Latvia and Russia

The set-up and implementation of the Väinameri project has attracted attention of similar areas in Latvia and Russia. From Latvia, the area of Engure lake, and probably the Pape lake, would be the ones to share experiences with. In Russia, the Olonets (Aunus) area on the East coast of the Ladoga lake is the probable partner.

It has been agreed that the project will organise the study tours to Väinameri from the above areas. It is interesting to mention, that Latvians and Russians have expressed their interest to travel to Estonia instead of going to Sweden – this is a wise decision because the background situation and starting conditions are similar in the former Eastern block countries.



Latvian delegation tasting the yoghurt in the coastal Ado-Tooma farm in Hiiumaa

In August 2002, the first study tour from Engure (Latvia) visited the Väinameri project. In September, a study tour for Swedish media and a Russian project leader was arranged.

The Väinameri conference

The conference was held 7-9 November 2002 in Haapsalu, Estonia. The aim of the conference was to summarise the results of the Väinameri project by the year 2002 and to make plans for the project outphasing.

The objectives:

- overview of the achievements,
- identification of gaps,
- output for the broader audience,
- statement for the decision-makers about rural development and biodiversity,
- provisions for next year.

The conference was successful, it had no major drawbacks (except failure to come for Latvians and Finns). The main characteristics of the conference are as follows:

Number of participants: 56

Countries presented: Sweden (3), Russia (1), Brussels (1) and Estonia. From Estonia, the regions of Hiiumaa, Saaremaa, Vormsi, Läänemaa and Pärnumaa presented, as well as institutions in Tallinn.



During the Väinameri conference

Plenary session presentations:

- **The Project concept - Rural Development and " Green meat"** Ola Jennersten/Lennart Gladh WWF Sweden
- **Nature Protection and Rural Development in an enlarged Europe** Elizabeth Guttenstein WWF European Policy Office, Bruxelles
- **Meadow conservation in Western Estonia, experience of Matsalu Kaja** Lotman, Matsalu NR
- **Lessons learned from The Väinameri project** Toomas Kokovkin, Arhipelaag
- **The role of NGOs in sustainable rural development** Robert Oetjen, ELF
- **"Green meat" on the Estonian market: results of the survey** Kaia Lepik, ELF
- **Väinameri project and nature education for children, example of Vormsi island** Maris Puurmann, Läänerannik
- **Coastal area: arena for conflicts and/or co-operation - the case of Muhu and Orissaare** Tiina Peil, SEI
- **Project analysis by the Reference Group** Urve Sinijärv, MoE

Poster session presentations:

- **ELF Poster exhibition "The Eagle knows!"** Aile Villemson, ELF

- **Natural materials in the handicrafts of Väinameri** Lia Rosenberg, Arhipelaag
- **Seminatural grasslands of Hiiumaa, their management and research** Kai Vahtra, Arhipelaag
- **LIFE-project "Restoration and management of Häädemeeste Wetland Complex"** Mati Kose, EOÜ

Workgroups:

1. Rural development and EU accession;
2. Väinameri project and local economies;
3. Väinameri project and nature conservation;

Publicity:

3 interviews in radio (The national radio, Radio KUKU and Star FM)
at least 3 articles in newspapers ("Lääne elu", "Hiiumaa", "Meie Maa")

Visits to the project's website www.arhipelaag.ee/vainameri/ with about 5500 hits.

The Statement of the Väinameri Conference

09 November 2002, Haapsalu, Estonia

STATEMENT on sustainable rural development from the Väinameri Project

The Väinameri Project was initiated in the early 1990ies as an innovative approach to sustainable rural development in the remote coastal areas of western Estonia. The project provides a model for how rural development can directly benefit both environment and natural resources of international importance, as well as local people. The aim of the project is to support the management and restoration of the coastal landscape through diversifying the local economy. It has three main components, all based on the sustainable use of natural resources: farming, handicrafts, and tourism.

The project has resulted in a significant improvement in coastal landscape management and protection of natural values. Nearly 3000 hectares of valuable coastal grasslands have been restored and are now managed by more than 300 high quality beef cattle and sheep. New jobs have been created in the traditional handicrafts and tourism industries within the local communities. Three small businesses and several societies have been created as a result of the project.

The new phase of the project foresees building greater sustainability of the activities in order to secure the long-term maintenance of the natural values and smooth entry into the European Union. It will be in the hands of the Estonian policy decision makers and local initiatives to secure the continued success of the project results.

When Estonia joins the European Union in 2004, the government will define a rural development strategy as required under the Common Agricultural Policy. This represents a unique opportunity for the government to use EU funds to deliver integrated, sustainable rural development. Participants from the conference held on 7-8 November urged the government to define a clear strategy for Estonia's rural area, based on the integration of social, environmental and economic objectives. Furthermore they asked that all rural stakeholders, including farmers, NGOs, local municipalities; must be full-scale partners in the creation of the rural development plans for Estonia, and their concerns fully addressed. These approaches have proven successful in the Väinameri project.

The intensification and rationalisation drive of the CAP are a real threat to Estonia's marginal, semi-natural grasslands (coastal and alluvial meadows, alvars, wooded meadows and pastures) which may be abandoned. Production payments, with their quota and premia levels, should be made to ensure the continued economic viability of traditional grazing and mowing. Rural development funds must target these areas and, as a priority, areas of special environmental interest such as nature protection areas, NATURA 2000 sites, Ramsar sites and the Unesco biosphere reserve.

Research Centre Arhipelaag
Estonian Fund for Nature
WWF

Reference group and officials

The Reference group of the project consists of Estonian officials and local administrators, who are invited to follow the project, to consult and to express their opinion. The Current list of the Reference Group:

L. Saarkoppel	Ridala vald	Ü. Padari	Käina vald
Ü. Ehrlich	Institute of Economy	U. Sinijärv	Ministry of Environment
A. Kendra	SAPARD	T. Kivipuuri	Martna vald
E. Kivi	Pühalepa vald	M. Källe	Lihula vald
M. Merilai	Merchants' Union	Ü. Vannas	Käina vald
M. Mägi	Vormsi vald	E. Lepmets	Ministry of Agriculture

The meetings of the Reference Group took place regularly, once a year, as follows:
November 2000, meeting in Hiiumaa island.
June 2001, meeting in Matsalu area, southern coast.
September 2001, the meeting on Vormsi failed due to the storm.
May 2002, meeting in Matsalu, northern coast.

The Ministers of agriculture met the project staff twice. On the 16th of February 2001, the minister Ivari Padar visited the Hiiumaa island. His day started with meeting the farmers involved in the Väinameri project. Several positive ideas, for instance talks about being a pilot area for Estonian agrienvironmental programmes. On the 23rd of June 2002, the minister of agriculture Jaanus Marrandi had a meeting on the Hiiumaa island related to the green slaughtery. He was introduced into the main aspects of the Väinameri project.

Reflections in media

The Väinameri project has got considerable attention from media, both Estonian and foreign. There were 2 programmes in the National radio, and 3 TV programmes. In August 2001, an Italian TV team made a short clip about Hiiumaa island, and the project in particular. In January 2002 the Swedish TV, and in and May 2002 the German TV, made programmes from Matsalu, where the Väinameri project was under discussion. A short film produced by S. Vorobjov was shown in the Russian TV.

In both 2001 and 2002, there were about 20 articles in local newspapers, and some 2 articles each year in the national newspapers. In May 2002 an article by T. Kokovkin 'Coasts of Väinameri in the changing winds of nature protection' published in the journal 'Eesti Loodus' (in Estonian). The Väinameri conference initiated several articles in the regional newspapers such as "Lääne Elu", "Meie maa" and "Hiuu Leht".

Strategy for the year 2003

The Väinameri project has reached the state of “outphasing”, which means that the external support should be gradually taken out while the partners themselves should continue on the sustainable basis. In 2003, the Väinameri project will finalise what is marketing, labelling and targeting consumers. There are very good perspectives to enlarge the scope of the project and to include meat processing and merchants into the project lifecycle. Some small-scale slaughterhouses are under improvement, and mini-chain of shops under creation in the region. Also, contacts with the Estonian Konsum are promising.

For these purpose, the next year we need to:

1. Finalise the food-chain of the project from grassland to a consumer (restaurants or/and shops).
2. Develop a labelling system of green products and handicrafts
3. Work out the tourism packages

In May 2002, a special survey to investigate the possibilities of niche production of quality meat has been initiated. The results of the investigation were presented during the conference in November 2002.

Summary of the Meat Survey

(Text by Kaia Lepik, Estonian Fund for Nature)

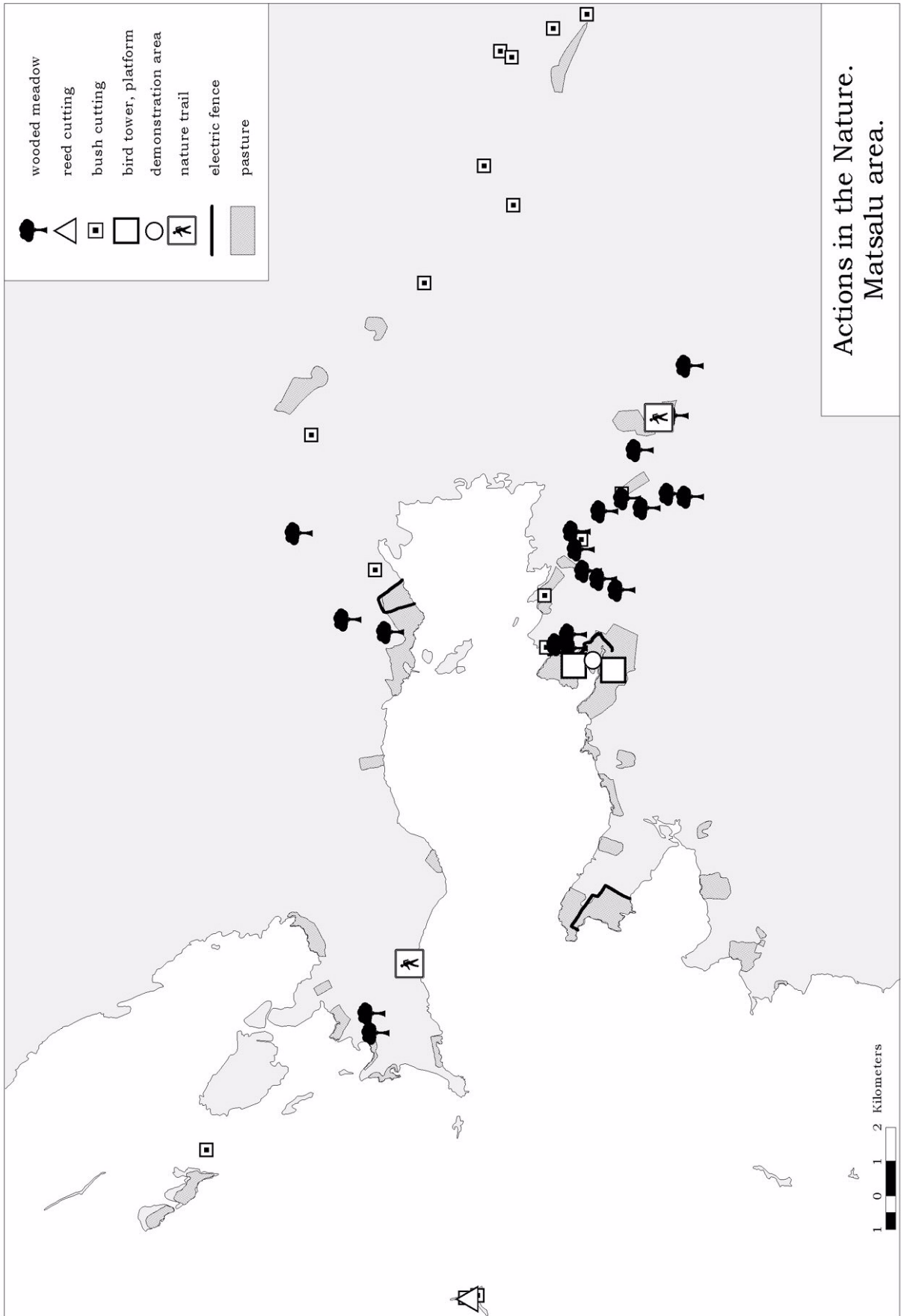
The main goal of the meat survey was to draw together existing consumer queries, find out the possibilities and interest of slaughteries in West-Estonia and possibilities for imparting the ecologically grown meat to the consumers. An earlier investigation organised by the Estonian Institute of Economic Research had showed that consumer's interest in eco-products constantly increases.

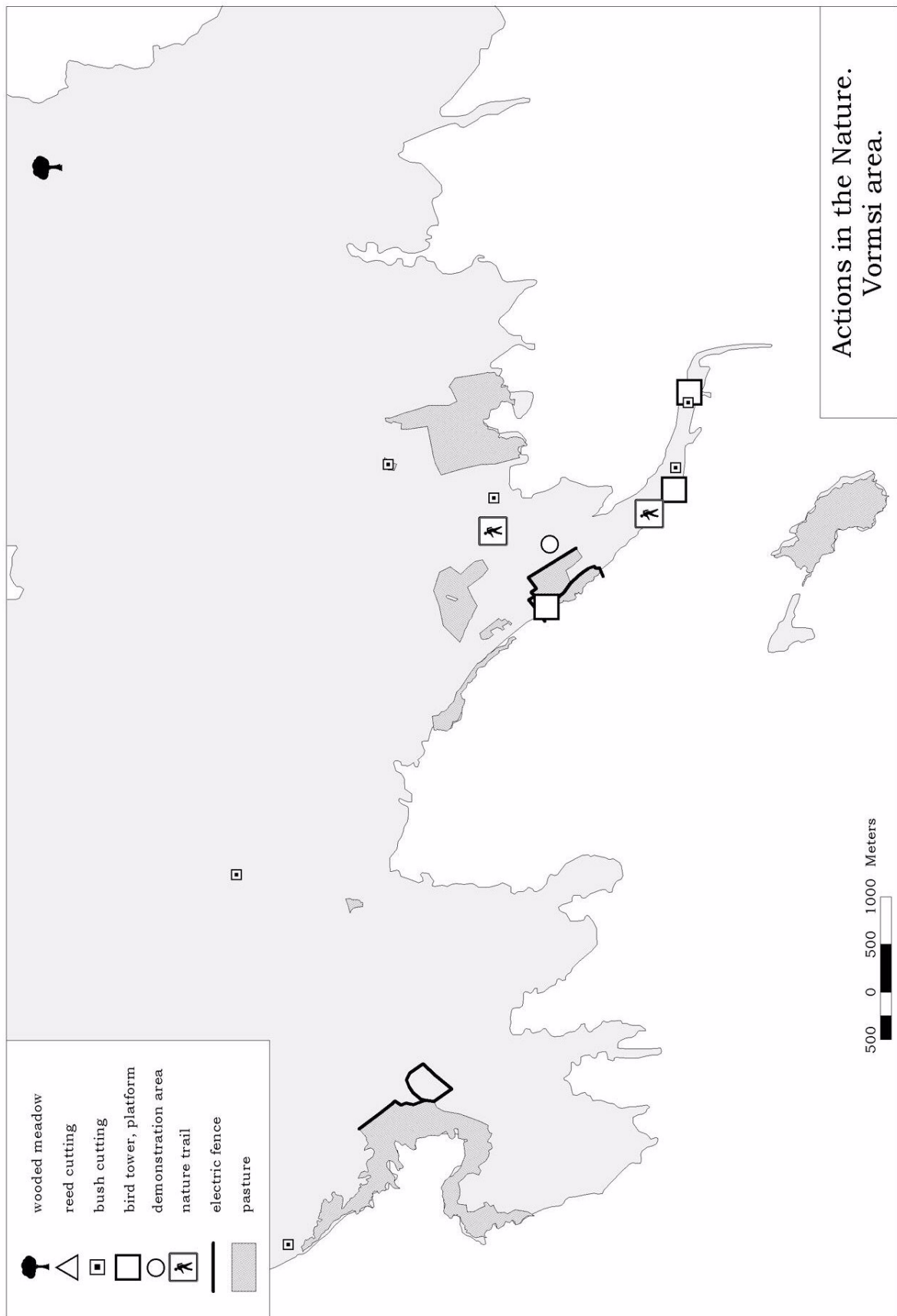
*The Estonian Veterinary and Food Board has accredited five small slaughteries in West-Estonia. These are the **Vatla Slaughter Point**, the **slaughter point OÜ Artendec**, the **Sinalepa meat factory**, the **Linpet AS** and the **AS Filee**.*

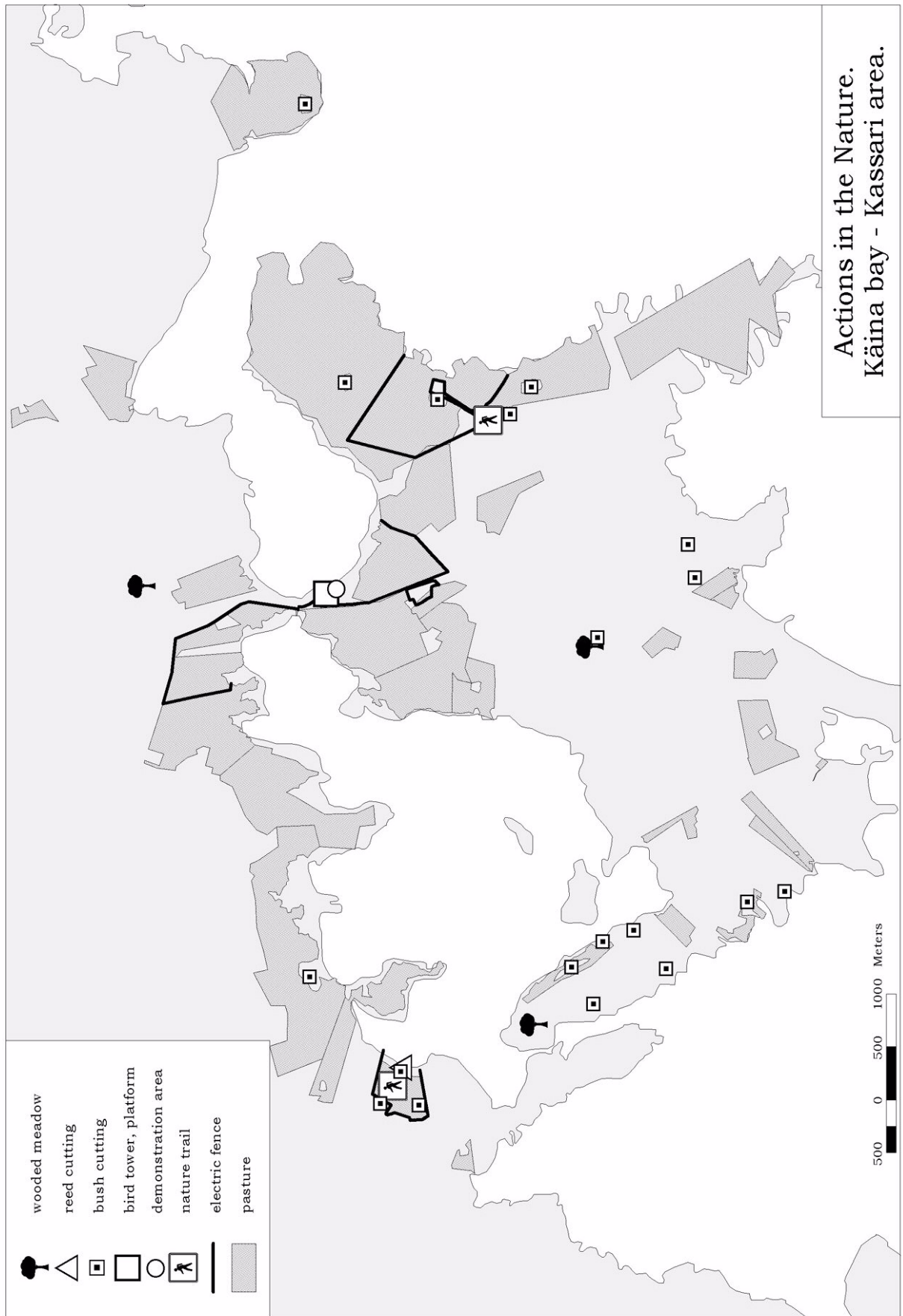
*The eco-meat increased interest in **Stockmann Department Store**, exclusive restaurants “**Egoist**” in Tallinn and “**Ammende Villa**” in Pärnu. The chiefs would like to test this meat, and therefore promotional dinner was organised in the middle of November in Pärnu.*

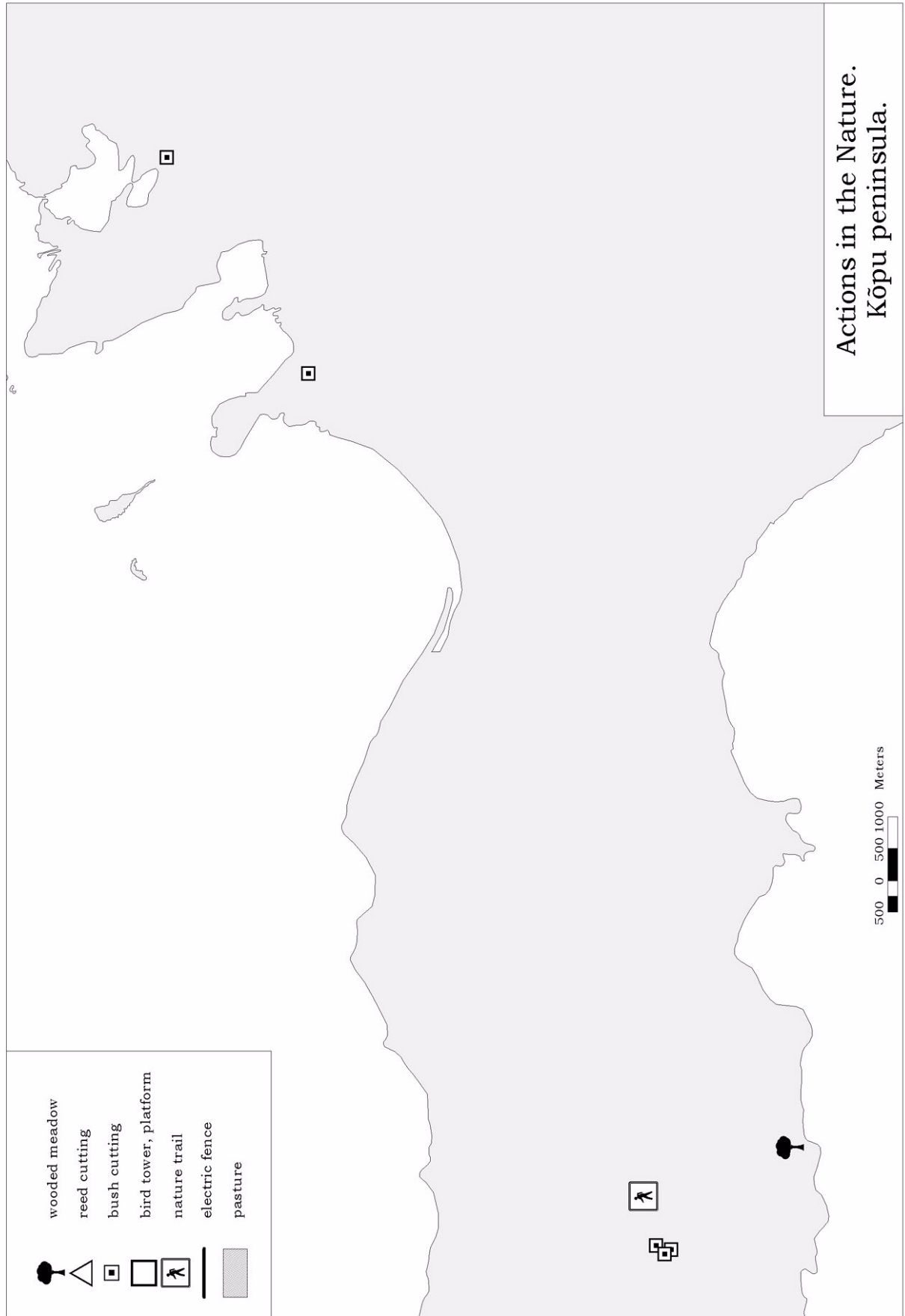
***AS Fortimer**, a wholesale firm specialised in providing restaurants, could also be a partner in selling eco-meat. However, it is estimated, that max 10 % of the market could be interested in eco-meat.*

During this project the need for increasing the meat-cattle breeding in the protection areas of West-Estonian habitats was pointed out and stressed. As a result, contacts with the Ministry of Agriculture were organised.









Progress Indicators of the Väinameri project

Grassland management

Grazed	2900
Cleaned	110
Mowed	2800
Project related cattle	261
Project-related sheep	37
Working bushcutters	18
Working chainsaws	8
Other hardware	Electric fences
Created fences	about 60 km
Created new pastures	23
Study tours arranged	4
Titles of study tours	1. Study Tour 1999 (general) 2. Study Tour 2000 (sheepbreeding) 3. From Vormsi to Läänemaa 4. Study Tour Nov 2001 (Slaughtery) 5. Individual course for T. Tähe in Öland
Farmers attended study tours	1. 18 2. 9 3. 8 4. 9
Seminars arranged	January 2000: production of beef April 2000: project management and labling Sept. 2000: beef cattle breeding October 2001: Environmental issues Feb. 2002: Beef cattle breeding by S. Thorssell

Handicrafts

Jobs created	15
Companies created	3
Markets (fairs) arranged	6
Short description of fairs	1. Summer market 2000 2. Christmas market 2000 3. Estonia-wide summer market 2001 Christmas market 2001 Summer market 2002 Christmas market 2002
Study tours arranged	1
Titles of study tours	1. Study Tour Handicrafts 2000
Artisans attended study tours	15
Workshops organised	6
Titles of workshops	1. Felt making (2000) 2. Booklet preparation (2000) 3. Natural Tanning (2001) 4. Taxes and legislation 5. Handicraft developments 6. Plant dye making (2002)
Number of participants in seminars	1. NA 2. 7 3. 32 4. 15 5. 24 6. 29
Other arrangements	1. Investigation on Handicrafts in Hiiumaa 2. Handicraft Booklets 3. Handicraft contest "Forgotten techniques" 4. Children handicraft contest

Nature tourism

Nature trails created	7
Short descriptions of nature trails	1. Sviby-Rumpo, Vormsi 2. Laiandi demo area trail 2 km, Matsalu 3. Kiideva-Puisse trail, Matsalu 4. Kirikuküla trail, Matsalu 5. Ristitee trail, Kassari 6. Pihla trail, Hiiumaa 7. Nasva trail in Hiiumaa
Demonstration areas installed	4
Demoarea description, location	Sviby-Rumpo grassland, Vormsi Salmi grassland, Matsalu Kirikuküla-Laiandi, Matsalu Laisna grassland, Kassari
Cultural artefacts restored	-
Study tours arranged	3
Number of participants in Study Tours	9 9 9
Titles of study tours	Study Tour to Sweden (2001) TUR 2002 in Göteborg Sollentuna Fair (2002)
Use of installed tourist objects	No use <input type="checkbox"/> Limited <input checked="" type="checkbox"/> Normal <input checked="" type="checkbox"/> Overloaded <input type="checkbox"/>
Connected activities	1. Tourism package Vormsi nature and tradition 2. Crane day in Matsalu 3. Training of guides Estonia-wide handicraft days Bird guide training course Ecotourism seminar by J. Wiksten

Local networking

Societies / unions initiated	4
Names of societies	<ol style="list-style-type: none">1. Vormsi handicraft society2. Upkeepers of Väinameri heritage landscapes3. Society of handicraft of south Läänemaa4. Hiiumaa handicraft society
Companies launched	<p>8 guides as private entrepreneurs</p> <p>3 companies</p>
Names of companies	<ol style="list-style-type: none">1. Lihula handicraft shop2. Close Knit World OÜ3. Tuulepesa OÜ (handicraft shop)
Short descriptions of companies	<ol style="list-style-type: none">1. handicraft shop2. knitwear production3. handicraft shop
Other arrangements	Local co-operation with NGO-s, biosphere reserve, and entrepreneurs

Informing and awareness building

Leaflets compiled	6
Titles of leaflets	1-3. Vormsi, Matsalu and Hiiumaa handicrafts 4-6. Hiiumaa, Matsalu, Vormsi ecotourism
Broshures compiled	3
Titles of broshures	1. Nature-friendly skin tanning (in preparation) 2. Coast needs care 3. Beef cattle manual
Radio programmes made	2
Titles of radio programmes	1. Pereraadio "What is up in Matsalu" 2. KUKU, Väinamere project
TV programmes made	4
Titles of TV programmes	1. ETV, Osoon 2. ETV, Osoon 3. NTV, Russia, about the Väinameri Project, 2000 4. ETV, Osoon, December 2001
Films made	3
Titles of films	1. Coast needs care, 2000 2. Eco-trips. By Sergei Vorobjev, Russia, 2000 3. Väinameri. Coastal nature and people, 2002
Exhibitions arranged	4
Titles of exhibitions	1. Estonian horse, photos by Ago Ruus 2. Birds in nature, photos by Ivar Ojaste 3. Values of coast, photography contest exhibition 4. Natural materials used in handicrafts
Project presentations in lectures	numerous
Examples of presentations	1. Vormsi swedes, meeting 2001 2. Nybro commune in Sweden, Villnet project, 2001 3. AVA seminar, Denmark, 2001 4. FoodChain, Uppsala, 2001 Envisions, Västerås, 2001 Biosphere reserves in Russia, Krasnoyarsk, 2001 7. Green week, Brussels 2002 8. Farming with Nature, Utrecht, 2002 9. Lectures to several visiting groups in home region
Web sites created	1
Links to web pages	http://www.arhipelaag.ee/vainameri/
Muud ettevõtmised Other arrangements	1. Sustainable Day of Vormsi 2. School conference Väinameri 2001 3. GreenSpots meeting 2002