

Fishing festivals & activities

FLAG: Lake Peipsi

Lakes Peipsi and Pihkva, Estonia

Project overview

This project introduced fisheries-specific themes and activities to traditional local festivals in the Lake Peipsi region. The aim of the project was to promote the fishing heritage and products of the area through cooperation with different NGOs, local authorities and entrepreneurs. The project also took place with close involvement of the 4 Leader LAGs of the territory who offered their experience and support.



The leading partner in the project was the inter-municipal NGO, *Peipsi Association*. The main fishing-related activities introduced to these local festivals included:

- › Workshops introducing and teaching how to use different fishing gear, make fishing rods etc.
- › Discussion platforms for fishermen to share experience, news, difficulties and solutions
- › Popularising seafood: competition to make the best fish soup
- › Angling contests & fishing relay-race
- › Fish fair where fishing companies present and sell their products
- › Advertising and introducing the Association of Peipsi Fishery Developers in the “Info-tent”



Key lessons

- › **Relevance to FARNET themes:** Adding value to local fisheries projects and cooperation between the FLAG, Leader LAGs and other associations.
- › **Effectiveness/efficiency:** The project was successful in generating better visibility for the fisheries sector around the Lake Peipsi area and directing consumers towards fish products as an option for their regular diet. The project also brought fishermen together with other actors in the area including tourist services and these contacts are expected to make fishermen more “present” and active in the territory. Moreover, it initiated cooperation with the Leader LAGs who are proving a useful source of experience for the FLAG.
- › **Transferability:** This type of project is especially transferable to areas and countries with a strong tradition of local fairs and festivals. Interest by the general public in meeting and talking with their local fishermen is something that can be encouraged in most areas with a view to raising awareness and encouraging the consumption of local fish. Such events are also an opportunity for families to get out and spend time together.
- › **Final Comment:** Start with simple things and focus on the uniqueness of the fishery region. Use the experience and support of Leader LAGs when present.

Total cost and EFF contribution

Total Project total: €39 462

EFF Axis 4: €29 596.50 (75%)

Local fishery NGOs: €9 865.50 (25%)

Project information

Title: Fishing festivals & activities in the Peipsi region

Duration: June – November 2010 (5 months)

Case study date: April 2011

Project promoter

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