Developing rural areas:
Cultural mosaic of small towns and villages.

Olga Gracheva, NGO Kaykino Creative Projects
Leningradskya oblast (area around St. Petersburg)

- 1.8 mln. people
  - 34% in rural
  - 66% in towns

- 31 town
- 32 city style villages
- 2882 villages

- 17 municipal districts and
  - 1 city municipality

- 254 municipalities
- 80 nationalities
- 90% Russians

- 85 908 square km

- State borders with
  - Estonia and Finland
On the middle of the way St. Petersburg - Narva (Estonia) 75 km
Resource center:

- support and implementation of projects in culture
- visual arts, crafts, design, creative entrepreneurial activity
- support of small business development
- center of tourism development “Migrating birds”

8 years
15 projects
Project  “Place Depends on People” 2015-2018
Volosovo district of the Leningrad Region

• winner of program “Cultural Mosaic of Small Towns and Villages”
• “Village practice “ -1 year (teams of young people of 3 rural depressive municipalities and students from High school of economy)
• “Place Depends on People” – 2 years (2 rural municipalities 1,5 and 4,5 thousand people)
Cultural mosaic. All Russia project for small towns and villages. Timchenko Fund

• studying and replication of successful experience cultural projects developing small territories
• consulting, high-level expert support for resource centers
• strengthening of horizontal links at the interregional level

• from 2014 supported 233 cultural initiatives: gastronomic, music and landscape festivals, theater tours, restored crafts, open reading, educational programs, exhibitions and master classes
• 17 projects from all country-3 years multilevel support, grants -32,6 mln. rbl+ education+ expert support
“Place Depends on People”

• series of seminars
• cultural events
• educational programs
• business meetings
• strategic sessions
• Internships

• participation of experts
• joint organizing of events

• !!!!! Collaboration with High School of Economy

!!!!! activate and bring people together, inspire them and bring new knowledges
results

• Integration of 2 rural communities: 2 new local NGOs, festival coordination committees
• 2 new growing local festivals “Bread place” & “Wildflowers Festival”
• Start and offers to creative tourism (products, guest houses, crafts & souvenirs..)
• 5 new entrepreneurs

organization

• New knowledges & practices
• Network of resource centers
• Cross-regional projecting
• Starting with creative cluster at South-West of Leningrad region
2 new Festivals: Wildflowers Festival (Beseda)
Festival “Bread place”
International Camp
“Village practice” in Kaykino
awaiting for partnership!!!!

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Publication about project:
The development of creative tourism in rural areas of Russia: Issues of entrepreneurial ability, cooperation, and social inclusion. Marina Matetskaya, Alexandra Svyatunenko, and Olga Gracheva