

PIPE YOUTH CONFERENCE IN TÜRI

ESTONIA

29.01-01.02.2004

FINAL REPORT

TÜRI

THE SPRING CAPITAL OF ESTONIA

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General data about the conference

Participating countries:

Estonia – Finland – Latvia – Lithuania – Norway – Russia - Sweden

Participants of the Conference:

Youths, co-ordinators, professionals, politicians, experts

Chairperson of the Conference:

Bjorn Opjordsmoen (Norway)

PIPE Estonia co-ordinator:

Marika Toots

Assistant:

Triin Pärna, Youth officer of Türi Town Council

AGENDA

Thursday, January 29

Arrivals, check in at Hotel Veskisilla

Registration

14.00 – 15.00 Lunch

15.00 – 15.15 Opening. Welcome speech by Kaia Iva, Mayor of Türi town (EE)

15.15 - 15.35 Introduction of Türi town, by students of Türi Economics Gymnasium

15.35 - 15.50 The PIPE project, presented by the PIPE manager Alf S. Johansen (N)

15.50 – 16.20 The Baltic States and their accession to the EU, - challenges and possibilities, speech by Margus Tsahkna, Pro Patria Youth, President (EE)

16.20 - 16.50 Warm up games

16.50 – 17.00 How to address your local council?

“The way we did it in Alytus”, By Mindaugas Budra (LT)

17.00 – 18.00 Introduction to fieldwork, organising workgroups. Principles of teamwork.

Workgroups:

1. Tourism (possibilities) in Türi, moderated by Igors Klapenkovs (LV)

2. Town planning and design, moderated by Mike Fuller Gee (UK/N)

3. Türi identity and image, moderated by Elin Ulven (N)

4. Youth participation in Türi, moderated by Egil Rye-Hytten (N)

19.20 – 24.00 Dinner, national programme, social activities

Friday, January 30

8.00 – 9.00 Breakfast

9.15 Departure to Türi

- 9.30 – 13.00 Field work (every group has its own programme)
Parallel event: co-ordinator meeting
- 13.00 – 14.00 Lunch in Türi town
- 14.00 – 17.00 Field work continues
Parallel event: Co-ordinator meeting
- 17.15 Departure to Veskisilla
- 18.45 – 19.15 Summary of the day, including guidelines for the presentations
- 19.15 + 20.00 Dinner
- 20.00 – 24.00 Sports and leisure (bowling, sauna)

Saturday, January 31

- 8.30 – 9.30 Breakfast
- 10.00 – 10.30 Energizer/opening of the day by students of Türi Gymnasium
- 10.30 – 13.00 Preparations for the presentations
- 13.00 – 14.00 Lunch
- 14.00 – 15.30 Presentations of workgroups
- 15.30 – 15.50 Coffee break
- 15.50 – 16.30 Feedback from Mayor and Türi council members,
“Speakers corner”
- 16.30 – 16.45 Reflections and feedback by professor Cliff Hague, School of the built
environment, Heriot-Watt University, Edinburgh (UK)
- 16.45 – 17.00 Closing of the conference
- 19.00 – 20.00 Dinner
- 20.30 Disco

Sunday, February 1

- 9.00 – 10.00 Breakfast
- 10.00 Departure to Tallinn
- 11.30 – 13.30 Guided bus tour in Tallinn and guided tour in old Tallinn
- 13.45 – 14.45 Lunch in Tallinn
- 14.45 Free time in old Tallinn

Departure of delegations

Thursday, January 29

Welcome speech by Kaia Iva,

Mayor of Türi Town

Dear Participants and Guests of the conference,

I am happy to welcome you in Türi, so called spring capital of Estonia!

What does this place – our hometown and the destination of your trip – look like?

Türi is situated in Central Estonia but it has a direct connection into the big world. The Pärnu river runs through our town taking its water and our ideas into the Baltic Sea.

We are located in the mainland of Estonia where Estonian records of cold are often measured in winter. In spite of our severe climate Türi has many home gardens with a variety of species visited by several experts also from our neighbouring countries. Moreover, every spring 20-30,000 guests visit Türi Flower Fair.

Less than 7,000 people live in Türi, in Estonian capital Tallinn almost half million people. However we are three months Estonian capital city – spring capital.

Türi lies on a plain land, but in 1938 Türi radio transmission station with a mast, highest in Europe this time, was built.

Türi is a really young town. It grew into a town due to the railway and pulp and paper factory and was recognised as a town in 1926. However, the oldest building belongs to the 13th century – it is St. Martin's Church with its unique weather-cock.

Türi is a peaceful town with many gardens and many elderly people live here. At the same time we are also a university town – a town of youth. Türi College of Tartu University is situated here and environmental studies are taught here.

Türi Town has different sides. We consider our love for the town to be the most important thing. We have a lot of enthusiastic people who want to turn Türi into a much better hometown for many people and into a really pleasant destination for our guests.

That is why I am glad that our young people will get an opportunity to discover their hometown together with you once more. We all may find new chances, to see everything from a different site, to get to know something new.

This conference is going to take us out of our routine. Hopefully it will show us our shortcomings we do not notice ourselves. Maybe it is also possible to find some good solution for overcoming the shortcomings. Maybe we will get some quite strange proposal to think about. Maybe something will be found the value of which we have never noticed ourselves.

Nobody knows the result. But there is something I can be sure in – these are the days for co-operation and friendship.

I wish you success and once more – welcome to Türi!

Introduction of Türi town

Elmar Voolaid,

Türi Business Gymnasium, Estonia

Türi is situated in **Middle-Estonia**, not far away from two biggest cities in Estonia - 100 km from Tallinn and Tartu.

Three roads go through Türi which are used for transportation inside Estonia.

Railway – the main seat of the South-West Railway Company is situated in Türi.

Türi has about 7,000 **inhabitants** – over 90 per cent of them are Estonians.

Entrepreneurship:

Main fields are:

- 1) importing, selling and repairing agricultural machinery – traditional agricultural region,
- 2) treating and exporting timber material,
- 3) retailing goods – selling in little amounts in shops,
- 4) producing foodstuff,
- 5) transportation
- 6) services

Schools: 2 gymnasiums, 1 vocational school, a college and a school for disabled children.

Leisure time: Discos and various music parties are organised often.

Problems:

The population of Türi is getting older, the share of retired persons is growing. As a result it is not a very attractive place for youth.

Youth is not returning after studies.

One of the **perspectives of the PIPE project** is to help to bring young people back to their hometown by making it more attractive for them.

PIPE is very welcome here in Türi as it brings here many different young people with various opinions.

The PIPE Project

Alf. S. Johansen

The PIPE Project Manager, Norway

Welcome everyone to the Conference. I will be very excited to follow the working groups and to see the results from their job. We do not know them yet, just now we have only some ideas.

Three amazing days are waiting for all of us. There will be a lot of hard work in front of everyone, but that there will still be time for some leisure activities and a lot of fun in the evenings as well.

Some things have been done already. The PIPE youth has met the first time during the Kick-out Conference in Tallinn, we have been in Rovaniemi, Norway, and other places. A lot of work has been done in local places.

The speech was ended by running a powerpoint slideshow that gave a Presentation about PIPE.

The Baltic States and Their Accession to the EU, - Challenges and Possibilities,

Margus Tsahkna

PRO PATRIA Youth, Director of Communication

Baltic States are entering EU on May 1,2004.
Estonia needs to study communication, namely English language.

I started my political activities two years ago from the local level in Tartu. It is a university city, a city of youth. It means lazy voters who are not interested in working at the local level as they have a goal to move out of the city.

The main target of EU is citizen. The idea is based on assumption that **everybody can make a difference.** It starts from home.

Key words are:

1. co-operation
2. education
3. innovation

Estonia has been very **innovative**. Fresh ideas have come from young people. It is a reason for our success. A local level is a good starting point to go to the European level. It is a step by step process. Your good ideas may be picked up by some political party, prime minister, etc.

Fresh ideas are important for changing things. Again it is based on **education** and knowledge of languages.

From the first of May three Baltic states belong into EU. Nobody knows exactly what it means. Six years ago nobody even dared to think about it. Knowledge is a key word for innovation and success. You have to study the possibilities of EU. Now EU gives us a free movement for getting education we want, to go where we want and to learn what we want. Estonia is too small, use these possibilities.

Everybody must come back home and use the skills learned outside at the local level. You have to know your roots.

Go, see, learn, and – come back. You see wider, will be full of ideas and knowledge. Start from here. Point is not that you have to be in the European Parliament to change things. Point is to be open and start there where you come from.

Co-operation is not something that is understood every day. All nations in this room belong into Europe, most of use will be the members of EU soon. You cannot be successful alone. To have success we create co-operation at the local level. In EU there is a logical co-operation. Little countries work together, for example for developing European constitution. It was not adopted because smaller states did not agree with it. EU is a great body involving every size of states. Estonia, Latvia and Lithuania have to watch Finnish experience. Finland is well educated, co-operative and innovative. Together with co-operation we can be successful at the European level as well.

Participate in such kind of projects as PIPE!

Talk to people, be active at local level! You will find people in other countries who think as you do. We will see how innovative we can be in EU.

We must work very hard to get the happiness in EU we have been waiting for. You are in the age of making big changes in EU. Communicate with each other as at the national as international level!

Everyone can make a difference! Start from yourself!

How to address your local council? The way we did it in Alytus

Mindaugas Budra,

Alytus, Lithuania

We wanted to create the image of our town together with our town government. The first we wanted to show to our government that there were many bad things in our town.

We took photos of them.

We did not want to simply criticise. We **wanted to demonstrate that we care**, that we are really interested in the future of our town. We are really ready to participate to create a new image of our town.

There are our ideas we presented to our town government:

The Youth of Alytus: Let's create the image of our town together!

Why did we make this presentation to the town government?

- To show that we want to participate in the creation of our town's image!
- To start close collaboration with the council of our local government!
- We want our dreams to come true...
- Especially to see and to show the local government what we see every day around us...
..because we are concerned about the future of Alytus

We took photos from the places needing attention in the town.

1. Everything seems to be in an order in the **main entrance to the town** at the first glimpse. So it seems as if everything was fine...

However, if we're driving in Alytus from the other side, we get a feeling that maybe there is another town? ...

When we look inside our big road sign, the symbol of Alytus, we find a lot of trash there thrown by people.

2. "Alytaus tekstilė", the building of the **Cultural Centre**

It used to be a popular Cultural Centre a little while ago, now nothing is left of its' glory.

3. There is a talk: "It's cute to watch the town "under one's feet". Possibly, people do not mean our **Health Way**. Here you may find different things, including syringes.

4. On the **way to the clinic** you can find everything, tyres, wheels.
5. The **theatre** of Alytus is unfinished: the great hall is in ruins.
6. **Ghost house** – unfinished dwelling house, the place could be used for taking a scary movie.
7. **Synagogue**: what about its future? It is an extraordinary building in the town.
8. **Central Market** is one of the most noticeable negatives. It's hard to believe that such an ugly view is spoiling the image of our town constantly. It lies in the centre of the town. The territory is used ineffectively.
9. What is the fate of our **bus station**?
10. **Public toilets** are in an awful condition. But our guests need them as well as we do.
11. **Ruins of an unfinished house** are standing just next to the Municipality building.

The Youth of Alytus: **Let's create the Image of our Town together!**

Workgroups of the conference

In the afternoon of the first day youth was divided into **working groups** who got different tasks.

Workgroup 1. Tourism (possibilities) in Tūri **Moderated by Igors Klappenkovs (Latvia)**

Members:

- Angelica Wätterbo, Sweden
- Eva Reiska, Estonia
- Margus Mahler, Estonia
- Santra Kauppinen, Norway
- Linn Hege Thorsen, Norway
- Ida Berget, Norway
- Ine Sebertsen, Norway
- Tuva Jahren, Norway
- Yulia Afanasyeva, Russia
- 10. Mari Orjasniemi, Finland
- 11. Aurelija Janauskaite, Lithuania
- 12. Laisvydas Vymeris, Lithuania
- 13. Liene Antonovica, Latvia
- 14. Romet Eensoo, Estonia

Workgroup 2. Town planning and design
Moderated by Mike Fuller Gee (UK/Norway)

Members:

Ekaterina Gusarova, Russia
Frida Ombert, Sweden
Cathrine Bredahl, Norway
Jutta Jakkila, Finland
Edgars Vimbs, Latvia
Marijus Surdokas, Lithuania
Margus Kerma, Estonia
Siret Kuusik, Estonia
Elmer Voolaid, Estonia

Workgroup 3. Türi identity and image
Moderated by Elin Uven (Norway)

Members:

1. Jenny Claesson, Sweden
2. Triin Ahveldt, Estonia
3. Ilze Allena, Latvia
4. Inger H. Solberg, Norway
5. Mindaugas Burda, Lithuania
6. Rainer Hanschmidt, Estonia
7. Jüri Laur, Estonia
8. Anne-Marte Bodal, Norway
9. Liisa Ansal, Finland
10. Alexander Lehmann, Norway
11. Eirik Tannvik, Norway

Workgroup 4. Youth participation in Türi
Moderated by Egil Rye-Hyttten (Norway)

Members:

1. Andzs Mizonis, Latvia
2. Indre Ivanauskaite, Lithuania
3. Dmitri Khairuzov, Russia
4. Heleliis Oberpal, Estonia
5. Taive Sarnik, Estonia
6. Linn Hessmer, Sweden
7. Marja Matala-aho, Finland
8. Anu Puulmann, Estonia
9. Monica Espensen, Norway
10. Simen Berg Klemmetsen, Norway
11. Sulo Särkinen, Estonia
12. Bärbel Albert, Estonia

Friday, January 30

Programme for Working Groups for Friday, January 30

Time	Youth Participation	Tourism	Identity and Image	Town planning and design
	Expert Egil Rye-Hytten	Expert Igors Klapeņkova	Expert Elin Ulven	Expert Mike Fuller Gee
	PIPE Youth Bärbel Albert	PIPE Youth Margus Mahler	PIPE Youth Jüri Laur	PIPE Youth Elmer Voolaid
9.30	Youth Room/Culture House	Allika Hiking house, artificial lake, song festival ground, church, Saara coffee house	City Government, meeting with officials of Türi Town Government	Town Government, meeting with officials with Türi Town Government
10.30	Boiler house as a Youth Centre in the future	City Government, meeting with officials of Türi Town Government	Library and telecottage – web pages, books about Türi. Proposals for the English version of the town web page	Walking tour in Türi town
11.15	Hobby school			
11.30		Tolli street (gardens), wood (skiing tracks), stadium, gym, swimming pool	Allika Hiking House, artificial lake, Saara coffee house, Environmental Service, church, culture house	
12.00	Museums of Türi			
12.45		Türi Economics Gymnasium. "School- service deliverer for the guest of the town in summer"		
13.00	Lunch at Türi Gymnasium and Türi Economics Gymnasium			
14.00	Türi Gymnasium, meeting with student government, leisure time activities for youth	Home gardens – Kalevi street, Aia str (small church), Lembitu str. Travel centre, restaurant Külla Jürile (Visit Jüri)	Museums of Türi. Information centre	Walking tour in Türi town continues
15.00	Music school	Museums of Türi, Information centre	Gardening and beekeeping society, Handicraft room	
15.45	Türi Economics Gymnasium, meeting the student government, leisure time activities for youth, student companies	Gardening and beekeeping society, Handicraft room	Meeting at Türi College of Tartu University	
17.15	Departure to Veskisilla from the parking lot in the opposite of the Shopping centre			

Suggested tasks:

- Ideas for the Youth Centre (Youth Participation)
- Türi – travel destination for a young traveller (Tourism)
- Proposals for the English version of the town web page (Identity and image)
- Planning and using the recreation area by the lake (Town planning and design)

Common task: Advantages and disadvantages of the field

Identity and Image Group and Tourism group in Türi Town Government

The PIPE youth was hosted in Türi Town Government.

The main ideas spread with the PIPE Youth were the following:

Imago is a picture form and organisation, town, etc. It is not reality, not a photo but it is based on what people speak. You understand how citizens value their town by walking around in the town and talking with people.

This is the overview how town government values itself and influences the image of the town, which are the methods for forming the image. This all is also important for tourism.

1. Symbols and souvenirs

- Türi's **flag** is green with a white cross on it and the **coat of arms** has four circles symbolising radio waves and a golden branch of an apple tree symbolising gardening. Türi has also a pennant.
- In 1996, related to the 70th anniversary of Türi a competition was announced for finding a **logo**. The winning one symbolises a line of trees and houses. We use it on the award letter of town government, invitations, publications, souvenirs, etc.
- From 2000 Türi has promoted itself has a **spring capital**. For finding a **mascot** and a slogan for Türi, a competition was announced. A Grass Woman (Murumoor) was announced to be a mascot but the really good slogan was not found. The best ones were considered to be "Türi – spring in your heart!" an "Spring in your heart". The selected slogan Türi – spring in your heart! Is not widely used. Mascot was produced by Puppet Theatre and Murumoor participates in all important events in Türi. Also clay figures of Murumoor are produced as souvenirs.
- During three months of spring capital **special mail stamps** are used.
- There is a special **melody** for Türi town from 2001.
- Cups, glasses, pens, T-shirts, stickers are also used.
- A new promotional product is a gift box with marzipan apple or apple tea.

2. Published materials

- from 1999 a **calendar** of South-Järva County is produced where cultural and sport events are reflected.

- **Folders** about the town
- **Post cards**
- History is published in **books**. Unfortunately they are only in Estonian language.

3. Every day information

- In 1999 a **video** about Türi was produced with subtitles in English. Türi is shown as a town of gardens, handicraft and folk traditions, also as a university town.
- From 2003 the **entrance** of Türi is marked with flowerbeds and signs “Welcome to spring capital Türi – smile!”
- Türi has participated in **tourism fairs** in Paide Tourism Fair Matkamiks, Tallinn Tour-Est, Finland Helsinki’s tourism fair.
- There is a **website** about Türi in internet from the beginning of 2000. It needs to be updated. Proposals are waited for it.
- It is published in the **information portal** of Järva County.
- We give information to our **newspapers**.
- Twice a month there are broadcasts about Türi in Kuma **radio**.
- Information about the meetings of town government and town council is printed in the **county newspaper** and it is also sent to local radios.

4. Town government recognises the actors, traditions

- The best **actors** in the field of culture and sports are **awarded** every year.
- The **reception for students** and their teachers representing Türi well in different competitions is organised.
- The **owners of the most beautiful gardens** are awarded with house signs every year.
- From 1999 **honoured persons** of the town are elected.
- There are different **events**: a motocross, flower fair, public running race, agricultural and forest exhibition, etc. The flower fair is known all over Estonia and even abroad.
- The society of gardening and bee keeping has organised **visits to the most beautiful gardens**. People from different places come to see them.

5. Friendship relations

- co-operation with South-Järva local governments
- Friendship relations with Paide, Põltsamaa towns, Saku municipality and Summer capital Pärnu and winter capital Otepää.

Foreign relations

Finnish Karkkila town, Norra Frogn commune

Swedish Amal town

Finnish Loimaa commune

Danish Grenaa commune

Summary of the day

1. Tourism group

Expert **Igors Klapenkovs**

The group was guided by PIPE Youth **Margus Mahler**

The group went to visit Allika Hiking House, artificial lake, church, song festival ground, town government museum, handicraft shop and other places. We have got a very good material for discussions.

We have set a task to think how Türi could become an attractive place for youth. A question was set: **if you were an entrepreneur what you could do for making it a better place?**

A group work was done to find solutions. All kind of new ideas and innovative thinking was encouraged.

2. Town planning and design group

Expert **Mike Fuller Gee**

The group was guided by PIPE Youth **Elmer Voolaid**

The group had a meeting at the town council, a very professional reception where three town planners participated. Plans and challenges were discussed. Professionals expressed the seriousness of the matter. Looking for solutions is not an easy task. Young people leave the town and do not return. Elderly people stay and youth does not find the town to be an attractive place anymore. No new living houses have been built during the last ten years. Businesses have left. Fortunately also two new ones have started their activities here.

After the meeting the group had a walking tour through the town centre. We watched an old industrial region that is abandoned. After the walk we had a meeting where everybody contributed actively.

A question: if you lived in Türi what you have hoped to have here, what to do with existing facilities?

Three groups discussed different areas. Tomorrow concrete proposals will be given. The group spent out the whole day. The most interesting place we have found near the church.

3. Türi Identity and image

Expert Elin Ulven

The group was guided by PIPE Youth Jüri Laur

09.30 Started with the visit to the Türi Town Government. Meeting with Mayor Kaia Iva and government representatives asking what is the need for change in Türi. Got interesting and valuable feedback from politicians.

10.30 Used the public library to look at Türi web-page and relevant pages to get ideas about web-image for improvement of official web-pages.

Visited Allika Hiking House, the artificial lake, Saara Coffee House, Environmental Service, church and the Culture House. We were very impressed by the extent of the use and services of the culture house which was open every day. Very nice cultural arena where culture is created.

14.00 Visited the Broadcasting Museum and Türi Town Museum, then went directly to talk to the Gardening and Beekeeping Society and the Handicraft shop.

15.45 Listened the talk by teacher at Tartu University College of Türi.

We have found a lot of identity from Türi but it has not chosen its image. There are amazing things in Türi but one cannot find them if anybody does not show. There is a great culture house in Türi that is open every day, where many people are engaged free of charge, lots of performances. Only cinema is for charge.

There are two schools, a university, vocational school, school for disabled students.

Three things characterise Türi:

nature

gardens

lower fair

It is not the time where you can see them. These are great things. Very good that environmental science is taught just in this town.

4. Youth participation in Türi

Expert Egil Rye-Hytten

The group was guided by PIPE Youth Bärbel Albert

We saw a lot of good and positive activities and opportunities. Then we saw something the group did not like so much. The group really liked the opportunities in the boiler house – and how to make this into a Youth Centre.

There was a lot of good questions from the group.

But as we understood there was no young people taking part in the planning of the Youth Centre! The PIPE project is about participation and I think young people should be a part of the planning. Then I think you should make a board of young people to help running the Youth centre.

We met a lot of nice people who were interested in their jobs and would like to do the best for young people.

The students seemed to be proud of their schools! That is very good.

Is there a gap between the generations in Türi? I think you have to do something about it.

The young people we met said that there is not enough jobs in Türi and they did not know if they could get any help to create companies and jobs.

Some of them would like to live in Türi if they could find a job.

Maybe you should talk about the information and how to improve it. Information about culture activities and about all the opportunities in Türi. Türi seems to be a nice town to live in.

I think you should try to improve the train connection between Türi and Tallinn. It should be possible to go to Tallinn in 20 minutes.

Then people could live in Türi and work in Tallinn.

PIPE in its context

Informal comments by Cliff Hague at Türi: 30 January 2004

Expert of the PIPE Project,
Heriot-Watt University, Edinburgh (UK)

Preamble

I want to offer some preliminary comments about the PIPE project and then set it in a wider European context. When our meeting began yesterday, each group was asked to identify itself: “Where are the Latvians?” “Now who are those of you from Sweden?” and so on. In turn, each group cheered and waved to celebrate who they were and the fact that they were here. We should also ask, “Where are the Europeans?” and you should all put up your hands and cheer, because you are the first generation who will grow up as Europeans, as well as being from your own countries or regions.

In the short time we have been together here in Türi, I have been impressed by the enthusiasm and confidence of the young PIPErs, and by the commitment and leadership of the co-ordinators, teachers and others who are involved in the project. I get the feeling that PIPE is a family. In any family you have to respect the differences, so that each individual can develop to realise her or his own potential, but you also help and support each other in special ways. As a parent you try to help the younger members of the family to learn how to become independent, to foster the abilities that will allow them to leave the family home and to build their own life. But you also strive to create the attitudes and values that will hold you all together as a family long after the children are grown up. I am pleased to have become part of the PIPE family.

PIPE in Action

Hearing about what you are doing in your various projects, and seeing the teams working together here in Türi has given me a good understanding of the spirit and activity that PIPE has created. I am looking forward to the EXPO in Sweden in May, which will showcase what has been achieved. Creativity lies at the heart of all successful projects. You cannot produce creativity by an order or a formula. You can set inter-connected conditions in which creativity is more likely to happen. I see such conditions as underpinning PIPE. They are as follows.

Confidence – to be creative you have to believe in yourself, but not be so self-absorbed that you fail to spot ways to improve or to learn from others.

A willingness to confront new challenges, and not just settle for the routine or repetition of what you have already achieved.

Openness to others – the ability to enjoy meeting new people who may be from very different backgrounds than your own. Experiencing difference is a rich form of learning. It may not be recognised in formal qualifications, but it is at the heart of education as a vital process.

Risk-taking and the confidence to make mistakes and to learn from them.

So PIPE is part of a European culture that is open, tolerant, critical and experimental. That culture is essential for success in the twenty-first century. PIPE is problem-focused. It does not start with the knowledge packaged into boxes as happens so often in school, where some things are ‘history’ others are ‘mathematics’ or ‘biology’ etc. PIPE starts with how things actually are and tries to get you to work together to unpick and reassemble the parts, so that you get new solutions to old problems. That is an exciting way of working.

PIPE and Europe

PIPE is about developing places that lie on the periphery of Europe. Indeed it is about the periphery of the periphery – the small towns in regions a long way from what has been called Europe’s ‘Pentagon’. The pentagon is the area between Paris, London, Hamburg, Munich and Milan in which the wealth and economic activity of Europe is heavily concentrated. The ratio between the 10% of the most prosperous regions and the 10% least prosperous ones in the 15-member EU in Gross Domestic Product (a measure of regional prosperity) is 2.6. After the accession countries join it will be 4.4. Thus key aims for the EU are to increase international competitiveness, territorial cohesion and sustainable development. Polycentric spatial development is seen as the way to achieve these aims. This means that instead of the gap between the Pentagon and the rest of Europe widening, we need to connect places and people on Europe’s periphery, to increase their economic activity and to manage our regions and natural heritage in a wise manner. Projects like PIPE are very important – they put these ideas into practice.

To demonstrate this point, just think of how we are working together here for these few days in Türi. At present, I am standing in the centre, and talking, and you are all sitting round the periphery and listening. That is like a centre-periphery model of Europe. The EU and the big companies sit in Brussels or similar places in the Pentagon and do all the talking, and everyone else sits passively on the edge. That model can only work for so long: if I talk much longer you will get bored and start talking amongst yourselves and stop listening to me.

Another possibility is that you sit in your own national groups – the Finns over here, the Lithuanians over there, the Norwegians somewhere else etc. – and you talk in those groups. This is the old model of Europe, where the different nation states each went their own way, sometimes squabbled and at worst fought each other. So that model does not work very well either.

However, PIPE does things differently. You are working together in groups mixed from different countries, so there is exchange of ideas and experiences in the groups, and you learn from each other. Also there are points when the different groups come together to hear what everyone has been doing, like in the presentations on Saturday or at the EXPO in May. Then you go away again and carry new ideas and experiences with you back to your home towns. So what you have is a learning network, with many different centres and lots of connections. It is a network that can grow and change as new links are added. By being linked together you can meet new people and apply more minds to a problem than is possible by working in isolation. In this way small towns, such as those where you come from, can have lots of the advantages of big cities where there are lots of people and easy access to new ideas. This is what we mean by a polycentric pattern of development – by working together, the smaller and more peripheral places can get the advantages that previously were only in the big cities, and so create new economic opportunities and growth, by building on their own identities.

Through its emphasis on entrepreneurialism, PIPE is developing the skills and attitudes needed to make a polycentric Europe a reality. The EU has adopted a plan called ‘the Lisbon strategy’. It seeks to make the EU the world’s leading knowledge economy over a ten-year period. But that will not happen unless there are projects like PIPE and young people like you who are putting ideas into practice. Territorial cohesion, another key EU aim, means that no parts of Europe should feel so poor or unfairly treated that they turn away from the project of bringing Europe together. For territorial cohesion to be achieved there has to be active engagement and support for those on the periphery – in the Accession Countries and in the small and remote towns. That is what PIPE is doing.

For the EU to thrive it has to be a Europe of Citizens, not just a bureaucracy in Brussels or a deal done by big politicians. A Europe of Citizens means a Europe where people are active in their local communities, but also are meeting and sharing with those from other communities and other countries. By being PIPErs, you are being the generation that becomes the new Europe of Citizens.

Saturday, January 31

1. Presentation of Tourism group

Reflections on the tourism situation in Türi

Igors Klapenkovs, Latvia

For a town of its size, Türi has a surprisingly good tourism infrastructure that can both be used by the citizens, as well as by guests of Türi. The town is very well kept, citizens seem to be proud of keeping their gardens and homes at a very good shape, there are over 80 hotel beds, a quality museum, good transport connections with major cities, and numerous entertainment possibilities. The main assets concentrate around Broadcasting Museum, Railroad, Flower Fair and AGRI fair, the Church, and the lake. There are also bowling, carting, fishing, canoeing, paintball, sauna, skiing and other activities available in or near Türi.

Even though it is not possible to make a full analysis of Türi's tourism potential in one day that was devoted to visiting town attractions, it is still possible to draw some conclusions. The problems that Türi faces, are not unique only to Türi, and are not only limited to tourism: young people leaving the city, some infrastructure objects need renovation (e.g. culture house), some areas might need a better planning or landscape/public space design, and others.

With relatively small improvements, it is possible to make the town more attractive for tourists immediately. For instance, large posters on major roads inviting to cafes, restaurants, and attractions, would directly target the car-drivers – the most important target group for Türi, as over 90% of all visitors come to Türi by car. Or, in cooperation with shop-owners and gardeners, it is possible to find creative ways of how to sell the existing souvenirs, as well as produce new ones, thus getting additional income to people and to the town.

However, if the town-council sees tourism as one of the important sources of revenue for Türi in the future, a more comprehensive longer-term strategy should be developed. This strategy should not only focus on tourism. Rather, the strategy should focus on how to make the town friendly and attractive for citizens, visitors, children, youth, businesses, new investors, students, etc. Each of these groups should be involved in public debates about the future of the town. In return, it is highly possible that citizens will take initiative for solving some of the problems, and might become good partners for the municipality.

In order for a town to be competitive and successful, the strategy should include and well coordinate the following interrelated areas:

- town planning and design of public areas, venues;
- identity and image of the town, perception among citizens and guests;
- involvement of people in creating and living the identity;
- attract visitors;
- attract events & seminars (businesses, associations, EU projects, educational seminars, etc.);
- attract investments and start-ups, small & medium businesses;

attract citizens – well educated, active, creative, willing to enjoy the Türi, but also willing to invest their time and energy in the quality of life of the town. If a town is attractive for citizens, it will, eventually, become a good attraction for visitors too.

Once developed an prioritized, the activities and measures proposed by the strategy should receive a high priority in planning the annual budget.

Türi has a good base for building its image. Currently Türi has a number of symbols that are being used. The symbol of the town are apples, as displayed in the Court of the Arms. A different logo with houses and trees is seen on the logo of Spring Capital. Yet another logo is used by the post office – with flowers in a circle. The green flower-lady is yet another symbol.

However, in order to be effective in attracting tourists, Türi has to only one logo as its main branding instrument. Türi town has to decide which logo/symbol profiles Türi in the most attractive way to its target groups, and use this one logo in all marketing and other activities. Otherwise – there is a mixed, unclear message being communicated, and marketing efforts might not achieve as good results.

In marketing it is important to create positive thoughts in people's minds about the town. The more positive associations people will have, the better will work any future marketing activities. To achieve this, Türi can use any famous names that are any how associated with Türi or Jarvamaa, e.g. famous musicians, writers, business-people, etc. with Türi. Also the Türi Vodka, produced by **Martini**-Bacardi company, can serve as a good marketing tool. Türi Vodka, and Türi-**tini**, now available only in the USA as up-market products, could be exclusively sold also in Türi if such an agreement was reached with the Martini Bacardi company.

Further are listed suggestions of the members of the PIPR Tourism group after a one-day fieldwork in Türi town. The goal of the group was to think how Türi can become more attractive for tourists, especially for the young people. Below are listed suggestions from the group. as well as some experience of other towns and cities:

What are the young people looking for?

- Activities (events, concerts, sports, etc.)
- Places to meet other young people
- Places to go out and have fun
- Meet similarly thinking people

Allika Matkamaja: what makes it attractive?

- made of wood
- good location
- besides the river, with bridge and porch
- not expensive
- quiet, one can relax

Allika Matkamaja: what changes would we suggest

Change weared-off curtains, chair fabrics – with little efforts can achieve great effects, create positive feelings for the guests

Consider new style/colors/pictures in the common area of the hostel

Improve outside view in the courtyard – there were comments that the outside toilet spoils the whole impression of an otherwise very nice location
the group understands that the place is limited, and that it requires resources, but as a longer-term suggestion would be to expand or make more bathrooms in the hall

if hostel can cooperate with Town, schools, companies – maybe it can generate profit also during the winter. In that case, a good heating must be installed.

Generally, Allika Matkamaja is a very good asset in the tourism infrastructure of Türi.

Lake-front: what is good

- Children paintings at the beach
- Swimming, sunbathing
- Volleyball, badminton, etc.
- jet-boat during the summer
- car-races during the winter

A lot has been done to create a good water-front. Türi can be proud of the lake. For many cities or towns, water is the central area, and the life concentrates around it. Therefore, some suggestions follow on how to bring more people to the lake: both citizens and visitors. Lake area is connected closely with suggestions regarding the Song-festival grounds, as well as the old school park.

Lake water-front: some changes

- Music in summer
- Winter: skating with lights and music
- Refreshments in summer
- Warm drinks during the winter
- The island – build coffee shop, build bridge from the other side, water-wheels

Song-festival grounds: what's good

- Used for choir competitions
- Summer parties, concerts

Song-festival grounds: changes

- Redecorate the stage, roof over stage
- Make a traditional, annual festival in July
- Annual festival of choir, or amateur theater, or music, or dance, etc.
- Young artist festival with performances
- Make Türi the “bohemian capital of Estonia”
- Football, skater, volleyball competitions with dances afterwards
- Festivals for adults

Church

- Open it to visitors during the summer
- Open it during the winter
- Install heating

Sports facilities/venues: what's good

- Forest, cross-country skiing track
- Stadium
- Gym
 - **Suggestion:** more opening hours
- Skating ring
- Swimming pool, some **suggestions:**
 - nice inside, café inside, could be larger
 - some attractions inside
 - signs and road-signs– invite people
 - refurbish outside

Home gardens

- Wonderful gardens – the pride of Türi
 - **Suggestions** for improvements:
 - Near the nice gardens – there are gardens in bad condition
 - Introduce campaigns – painting the houses, making gardens beautiful, best garden award, best street award
 - Gardeners society: open some gardens for visitors, sell honey, fruits, flowers

Train station

- Train station –nice café, well renovated
- Re-arrange train schedule – in summer- 1-2 more trains are needed
- Smoking room in train station?
- Quality of WC, cleanliness – improve

Old trains

- Beautiful attraction!!!
- Maybe move to a more prominent place
 - **Suggestion**
 - people should have opportunity to visit the train
 - make easy access (so that other trains and car traffic do not disturb)
- Bring part of railway museum to Türi
- Organise old-railway trips for tourists

Restaurants, cafes

- Some nice places
 - **Drakula, Saara**
 - Too small choice
 - Menus should be in English

Museum

- great museum
- director – good excursion, mentions the right things
- museum has a chance to expand!!!

Tourism information

- no “i” sign from outside
- no signs guiding to the info centre
- sell souvenirs, postcards & handicraft products
- have copies of detailed town map

Signs

- Make visible sign on the entrance to Türi
- Flower lady
- Signs to different activities/attractions
- Information on internet
- Town map – entrance to town, parking lots, shopping center, train / bus station
- Billboards – make them more visible

Other ideas

- internet café, youth café
romantic café – carpet, only pillows, tea, music
- place to gather/meet – not too formal, youth club
- old boiler house – make it for youth, involve youth
- town safety: self defence courses
- night-club
- restaurants
- clothing shop
- activities, attractions for children
- Wall for grafitis – invite professional artists
- Bike hire during the summer

Visitors in winter?

In order to prolong the tourism season, Türi has to look on ways how to attract the visitors also during the low season – fall and winter.

- Culture / sports events: skiing and skating competitions with participants from other counties, some exhibitions, performances, etc.
- Seminars, projects for businesses: many business companies often organize meetings/seminars with some recreational activities for their employees, customers and partners.
- Seminars, conferences – education: teachers and students at gymnasiums and colleges often participate in seminars/conferences in other towns/cities. Why wouldn't try to invite some of these conferences to Türi, in cooperation with some most active teachers and students?

- Honey, handicrafts, souvenirs should be sold throughout the year.

Events

- Flower Festival
- AGRI fair
- Could be **other** annual events:
 - Annual “bohemia” festival for young (end of June)
 - Music/choir/theater festival for adults (end of July)

Spring capital

- The idea of Spring and Flower capital is very good – and it should be utilized in the attracting tourists. It should not be limited just to 3 flower-fair days in May.
- For example, flower museum could be opened in the College of Ecology, with permanent photo exhibitions and periodical flower exhibitions. Students can play a very active role in the running and serving the museum.
- Türi has the country's strongest Gardeners society, that is also doing good economically. Town council can make a joint project, involving the members of the gardeners society, as well as some shop owners – in order to produce and sell souvenirs with city symbols.

Cooperation resources

- Public – private partnership should be more utilized. The town council can provide initial funding or even loans for some good ideas implemented by the private sector.
- Cooperation with other towns in Jarvamaa county can bring additional benefits. For example – to bring the journalists from Tallinn, Tartu un Parnu for a 2 day trip might be expensive for Türi alone. But in this case, the neighboring towns are not the competitors, but could be featured as good travel destinations in Jarvamaa county. Joint routes can be developed for car drivers, bikers, hikers, etc.

Other event venues

- Culture house
- Gym
- Swimming pool
- Bowling & Sauna
- Veski-silla event location

Entertainment, sports

- Carting,
- Bowling
- Saunas
- Paint-ball
- Canoeing
- Fishing

Distribution / marketing channels

- Twinning towns
- Estonian / foreign travel agencies
- Invite Estonian media for a 1-2 day trip to Türi (similar program to the PIPE)
- Cooperation with Järvamaa County
- Posters on major roads inviting car drivers
- **Car drivers -over 90% of all visitors to Türi, a very important target group. As potential "magnets" cafes, restaurants, shopping, swimming during the summer, skiing can be mentioned**
- Türi should include information about the town attractions in the web-sites of Enterprise Estonia, Estonian Tourist Board, and Estonian Institute. These are places where most foreigners look for information about Estonia – and it would be beneficial to feature attractively the tourism resources Türi has.

2. Presentation of the Town Planning Group

Mike Fuller Gee

TÜRI – Spring Capital

- It is a “garden city” – well planned. It is green – grass, trees, hedges.
- Lots of nice buildings – many old small houses.
- Nice centre with shops, schools, culture buildings, church, railway station.
- Lake, river, beach, park, a song festival amphi.

Framework:

- short distances make it compact.
- Transportation network is good: road + railway.
- Vacant places – in centre, industrial areas
- Many lovely old houses and gardens
- Existing “key buildings” – schools, library, (youth centre), sports facilities, amphi, culture house, university-college.
- Professional Planning Authority.

IDEAS:

- Centre in the centre
 - meeting place(s)
 - urban quality
- attract investments:
 - offer quality housing by lake/river
 - stable workforce
 - industrial sites
 - old charming houses
- youth recreation activities
 - indoor
 - outdoor

3. Presentation of the Image and Identity Group

Elin Ulven

Türi does need an image. It does not have it. How to portrait the town?

The ILO model may be used for developing Türi's future.

I – Identify needs.

Where does Türi want to go from here?

- Opportunities, constraints, risks
- Development plan delegating responsibility
- Forum for improving the local business environment
- Improving international relations

Image needs symbols. Türi has too many of them: Grass Lady, apple, logo on stamps, etc. It is better to focus on only one of them.

L – Locate the Resources in Türi

What-who is going to help us to get there?

- Geography, physical infrastructure, Social infrastructure, People, Money
- Small enterprises based on natural resources
- Cultural + sports arenas
- Infrastructure (educational institutions, hospitals, roads, railway, media)

O – Operate

How are we going to make use of the resources?

- Responsibility, budget/risk/cost-benefit
- Co-operation between local community and local government
- Delegating responsibility
- Using media/means for information

Build up an image of Spring Capital. Add sports, photo, culture, arts to the flower fair.
Use international realtions (EU + twin towns)
Use your educational institutions.

For creating an image a new web page is important. Proposals for the web page were also asked by the city government.

The working group developed several different proposals for the web page.

1. The content of the first web page

<p style="text-align: center;">TÜRI, The Spring Capital</p> <ul style="list-style-type: none">- In the middle of Estonia you will find a small, cosy and natural town, Türi. Türi is really a big garden with flower fairs, artificial lake, home gardens and well-tended avenues. <p>School Lake...Flowers (pictures)</p> <ul style="list-style-type: none">- Türi is not only a beautiful city but also an education centre. Even though it is a small town, Türi has 6 schools and one college. You can't find more educated people anywhere else in the world. <p style="text-align: center;">ESTONIAN MAP THAT TURNS INTO A TÜRI STREET MAP</p> <p>FACTS</p> <ul style="list-style-type: none">• area – 9.70 km²• population – 6,771• <p style="text-align: center;">.....</p>	<p>EDUCATION</p> <p>NATURE</p> <p>SIGHTSEEINGS</p> <p>HEALTH CARE</p> <p>TOURIST INFORMATION</p> <p>GUEST BOOK</p> <p>CULTURE</p> <p>LEISURE</p> <p>DISCUSSION FORUM</p> <p>CALENDER</p>
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Clicking for example on EDUCATION one finds links to gymnasiums, music school, etc.

2. The second web page was **based on the slogan: smile,, you have just entered the Spring Capital of Estonia.**

3. **A flower** is the main element of the open page of this web page.

It is – simple

- has bright colours
- is expandable
- eye-catching
- simple to find information
- positive impression.

Every leaf of the flower is devoted to some kind of information. If you click on the leaf you get the information you are just looking for.

Other web pages also suggested to design them so that information is easily found and they look attractive.

4. Presentation of the Youth Participation group

YOUTH PARTICIPATION IN TÜRI

Moderated by Egil Rye Hytten

The group prepared questions for students that were asked at schools.

Questions to youth, that we asked:•What do you miss in Türi?

- What can you do?
- Do you know anything about youth council?
- What qualities do you need?
- Why do you want to leave Türi?
- What would you like to have here?

The answers we have got:

What do you miss in Türi?•Help to create new companies

- Skate park
- Youth center
- Party place
- Jobs with high salaries

What can you do?

- Be active
- Nothing

Do you know anything about the youth council?

- No one of 15 answerers didn't know about the youth council- except one

What qualities do you need?

- Connection with the big cities (20 minutes to Tallinn or to Tartu from Türi)
- More jobs
- Increase export products

Why do you want to leave Türi?

- Education
- Jobs
- See the world

What would you like to have in Türi?

- More jobs
- Higher salary
- More competitions between companies
- More subjects in the university

INFORMATION

- Needs to be better
- Improve the information in general and between the generations

PARTICIPATION

- Everyone can participate if they want
- We think that young people should be invited to participate in :
 - Planning of the youth-center
 - Different events
 - Young people concerning matter general
- To get the youth council to function
- More tolerant towards each other

IDEAS ABOUT THE YOUTH CENTER

- Cleaning it together
- Work in groups to get ideas
- Pool table and board games
- Music and TV
- Internet
- Café
- Concert/party place + stage
- Music practice room(s)
- Learning room
- Youth council room
- Comfortable furniture
- A box for ideas
- Should be opened every day
- Theme days/weeks
- Parties
- Young people should run it
- Psychologist (T.O.R.E) – sex information
- Everyone should be free to come and go

Short Feedback from Town Council of Türi Town

The participants of the PIPE project, all young people and their moderators, have been working hard here in Türi for three long days. A great job has been done.

We are very glad that many of the critical points you have noticed are the same that we have also in our heads. So we understand that we are thinking in the same way and moving in the same direction with our plans.

We are very happy also to get a lot of new ideas and thoughts. Many of these ideas will be something that we are going to work on.

The ten last years have been totally different of the previous ones here in Estonia. We have had our transition onto market economy. For moving on in a more rapid pace we need EU support but also your help, young people.

Be more active! To make things better, come and say what you want! You are welcome!

Short Feedback from Kaia Iva, the Mayor of Türi Town

I would want to express my gratitude for everybody.

When you started you promised to investigate our life thoroughly but not to destroy it completely. You have done what you have promised.

I am very happy for your ideas. They are very practical and it is absolutely possible to implement them into our everyday life. I was a bit afraid to get some very unrealistic ideas from you, for example to built skyscrapers into the centre of our town. You did not suggest it. You suggested things that are realistic and will benefit to our lovely hometown.

I have been speaking with two groups, identity group and tourism group more during their visit into our town government. I have had an opportunity to answer to their questions and to listen to their ideas. That is why I am focusing now more to some other ideas.

I was very glad to hear your opinions about our town centre. Just a week ago we had a meeting in our government where the centre was discussed. An opinion was stated there that we pay too much attention to our town centre and that we have to deal more with suburbs.

Your opinion was a real support to my own point of view: Town centre has to be in order and has to be built out as for our own people as for attracting tourists into our town.

Thank you for your interest and help and I hope that you come back to Türi!

Participation, Identity, Planning, Entrepreneurship

Preliminary reflections on the PIPE Project and on the meeting in Türi, Estonia, 29-31 January 2004

Professor Cliff Hague

(Heriot-Watt University, Edinburgh)

Introduction

The PIPE Project Manager invited me to attend the workshop as a first step to undertaking the evaluation for the project. Before attending the meeting I had received some briefing about PIPE from the Project Manager, and I had been able to explore materials on the PIPE Website. In particular I was given a copy of the Methodology Guidelines agreed by the partners at Rovaniemi in November 2002. I am familiar with the Interreg 3B programme. I had some involvement as a researcher and teacher in the Interreg 2C project 'Quality by Identity', from which the themes of place identity and youth participation, and the partners from Ostfold County and Vastra Gotaland have continued into PIPE.

I listened to the various presentations and activities on the afternoon of 29 January. On the morning of 30 January I attended the meeting of the co-ordinators. I also worked by with Project Co-ordinator and with Ms. Zilinskaita on the design of the evaluative questionnaire that she had produced. On the afternoon of 30 January I was able to do a short walk round Türi meeting up with some of the student groups who were doing their fieldwork. On the evening I gave a short address to the whole meeting, outlining my impressions and linking PIPE into developing European networking. At the request of one of the co-ordinators, I have now written out a version of these unscripted comments, and these are attached as an appendix to this report. On 31 January I sat in on the group discussions within each of the four working groups of students, observing the way that each was moderated. I did a little bit of teaching myself in the group looking at town planning and design. I was also able throughout the whole event to talk informally with co-ordinators and with students. I consider that in a relatively short space of time I was able to get a good impression of what the PIPE project is trying to achieve, what it has already done and is planning to do (most notably the EXPO in May 2004), and how it operates in practice.

Aims and relevance

The scope and ambition of the project is substantial. In geographical terms it involves nine regional partners from seven countries. More specifically it includes partners from the periphery of Europe's periphery – Finnmark, Rovaniemi and Murmansk in the north and towns in the Baltic republics that are some distance from the capital city. This geography must impose extra challenges and costs, and the success in creating the project through a mix of support from the partners, Interreg, Phare and the Barents Foundation is itself an achievement. More fundamentally, building networks such as this one is vital to the vision of a polycentric Europe as set out in the

European Spatial Development Perspective, and to the aims for territorial cohesion as included in the recent Convention and in the Third Cohesion Report. In addition the emphasis within the project on the development of entrepreneurship amongst youth in these small, peripheral communities is a way of translating aspects of the Lisbon Strategy into practical actions.

The breadth of the project is a notable feature. It encompasses actions in and linkages between spatial planning, community development, youth participation, entrepreneurship and place identity. There are no less than eight 'central objectives' set out in the Methodology Guidelines. It would probably not be reasonable to expect more than a loose degree of integration at any one time and for any student group. However, the 'Expected Outcome' declared in the Methodology Guidelines is more than that. It talks of the results being 'the development of attractive, active and sustainable local communities and regions' and stimulating 'young and educated people to live, work and invest in regions outside the metropolitan areas' (page 5). In reality, of course, PIPE is not the only factor likely to influence the development trajectory of the partner regions during and after the life of the project. Similarly, PIPE's influences the decisions of its youth members about where to live and work will not be knowable for several years. There are thus some limits to the empirical testing of PIPE's intended overall outcomes. It will be more feasible to ask whether in each region, and in the project as a whole, there has developed a coherent narrative that connects spatial planning, youth participation, community development, entrepreneurship and identity; and whether this is embedded in PIPE activity and understood by the groups that are targeted through PIPE.

Methodology

There is a clear methodology in PIPE, though again it is so ambitious that evaluation may need to be selective if it is to be manageable. The section on 'Expected Outcome' (page 5) says that 'The heavy focus on identity will raise the awareness among young people, the authorities and citizens about the strengths, values and opportunities of the region they live in and stimulate their participation in community life'. Even allowing for the fact that PIPE is operating in small towns where local news is likely to gain more prominence than in a large city, it is difficult to see how the success of PIPE in stimulating the citizens in general can be judged robustly. At best, parents of young 'PIPERs' might be reached and the impact of PIPE on their identity with and involvement in community life might be explored. However, it seems reasonable to concentrate on the young participants themselves and on those members of authority (e.g. local politicians, administrators and teachers) who have had direct contact with PIPE. The risk is that this approach will overstate PIPE's real impacts – for example, officials in touch with PIPE may be fired by its ideas but then be blocked by other officials within authorities. Awareness of this risk can be factored into the evaluation. One important feature of PIPE is that it adopts this cross-cutting problem-based approach, linking things like planning and entrepreneurship that are often separated by disciplines and administrative structures. Attention needs to be paid to the benefits and obstacles to this approach.

A key element of the methodology in PIPE is the creation, adoption and implementation of a local action plan in each case area. Again implementation may be difficult to measure within the limited time frame available, but the content and status of these documents will be an important part of the evaluation. In particular the

embedding of PIPE ideas into the schools and into the practices of local councils is very important to the maturation of PIPE's ambitions.

In summary, as a preliminary reflection, key concerns in an evaluation of PIPE should be on:

- Is there a trans-national knowledge network developing around these peripheral regions? How extensive and robust is it, and what are the key nodes? How might it be sustained and developed after PIPE's funding ends?
- Within PIPE is there a coherent narrative that connects spatial planning, youth participation, community development, entrepreneurship and identity? Is this narrative embedded in PIPE activity and understood by the groups that are targeted through PIPE?
- How has PIPE impacted on the young people participating and on members of authorities who have had contact with PIPE and PIPers?
- What is in each action plan produced through the project? Has the action plan been adopted and embedded in the practices in the schools and authorities? (*Note that if any of these action plans are not in English then some help will be necessary to analyse the content of these plans*).
- What are the lessons from PIPE in terms of delivering problem-based learning and more traditional teaching methods in relation to European concerns for competitiveness and territorial cohesion?

Some comments on the meeting in Türi.

The meeting was above all marked by the very real sense of welcome and friendship extended from the hosts in Türi, and by the energy and enthusiasm of the youths taking part. It was also clear that the co-ordinators, teachers and management team (including some of the youths in steering roles) have developed a camaraderie and good working relations. It is also clear that the project has been very successful in motivating females to take an active part – amongst the students they outnumbered the men comfortably, and there was a good gender balance amongst co-ordinators who are important as role models.

The introductory session on 29 January, including the welcome from the mayor, set the context for Türi. The pack given to participants included a quite detailed 4-page analysis of the town and vision to 2010. I did not take part in the briefings of the students in their four project groups on 29 January, but I wonder whether enough use was made of this document, as nobody seemed to be using it on 31 January when I went round the groups.

Inevitably there are limitations in doing short, intensive studies of a strange town in multi-national teams and then being asked to come forward with ideas and recommendations. These are especially evident when the town in question is blanketed in snow that made many of Türi's assets as the 'Spring Capital' literally invisible. The real benefit lies in the process of learning and sharing and gaining confidence. While I did not see the final presentations by the four groups I was able to observe each group in action. How engaged did the students appear to be? How interactive was the group? How did the moderator handle a teaching situation – e.g. was there a clear structure, awareness of aims and learning outcomes, highlighting and repetition of key points and skills, attention to individual needs while steering the group as a whole? From the samples I saw, the quality was a bit mixed. Some

moderators were able to get their students working in sub-groups of 2 or 3 and were providing them with tuition. Others had established a successful, guided dialogue with their group ('I want you to tell me 3 things that we could do...'). Others were trying to lead a group of a dozen or so and finding it harder to get responses.

I felt that, perhaps, an opportunity had been missed to brief the moderators and get them together as a team to identify key transferable skills that they would develop with their students. One example might be the use of the standard analysis of Strengths, Weaknesses, Opportunities and Threats that would have fitted well with tasks and that could have given links to teaching in schools and contributed to PIPE students building a portfolio of skills developed through PIPE. Such a portfolio could then be used in relation to seeking employment or entry to higher education.

On the Saturday morning the youths and the co-ordinators and moderators were asked to spend a few minutes filling in the evaluation questionnaires that had been designed by Ms. Zilinskaita, and discussed with the Project manager and myself on the Thursday evening. In this way it was possible to do a pilot for the survey and this should ensure that the final survey is robust and manageable. The impression I gained while helping to distribute and collect the questionnaires was that the respondents gave the questions some thought, but had no problems understanding or completing them. Again this was a positive signal.

The participation of the Mayor of Türi and other Council members at the session on the afternoon of 31 January when the four student groups presented their findings and recommendations for Türi was an excellent example of support and dissemination of findings.

Conclusions

PIPE is a brave and bustling project. It is contributing to the building of a new Europe across national boundaries and to creating a new outlook and vision for the next generation of Europeans, while also trying to re-energise the practices of existing local administrations. Its achievements and limitations should be assessed, shared and built upon. The need to develop new skills, regional awareness and confidence in the young people in small towns on the edge of Europe is one of the challenges created by accession and the growth of the Union. That need will not end with PIPE, but PIPE is actively addressing it.

Report is concluded by Epp Vodja, JA Estonia
Photos by Jaan Kurm, Estonia

Appendix 1

**List of Participants in PIPE Conference,
Türi,
January 29-February 01, 2004**

Name	Surname	Title	Country
Ilona	Navickiene	Co-ordinator	Lithuania
Giedre	Praskeviciute	Co-ordinator	Lithuania
Mindaugas	Budra	Student	Lithuania
Laisvydas	Vymeris	Student	Lithuania
Aurelija	Janusauskaite	Student	Lithuania
Indre	Ivanauskaite	Student	Lithuania
Marijus	Surdokas	Student	Lithuania
Inese	Suija	Co-ordinator	Latvia
Edgars	Vimba	Student	Latvia
Ilze	Allena	Student	Latvia
Liene	Antonovica	Student	Latvia
Andzs	Mizonis	Student	Latvia
Lill-Tove	Ottesen	Co-ordinator	Norway
Eirik	Tannvik	Student	Norway
Eli	Seipajervi	Student	Norway
Monica	Espensen	Student	Norway
Cathrine	Bredahl	Student	Norway
Ine	Sebertsen	Student	Norway
Elena	Osadchuk	Co-ordinator	Russia
Maxim	Belov	Manager	Russia
Ekaterina	Goussarova	Student	Russia
Yulia	Afanasyeva	Student	Russia
Dmitri	Khairuzov	Student	Russia
Christin	Arnesen	Co-ordinator	Norway
Anne Marte	Bodal	Student	Norway
Simen	Berg Klemmetsen	Student	Norway
Tuva	E. Jahren	Student	Norway
Inger	H. Solberg	Student	Norway
Ida	Berget	Student	Norway
Anne	Luiro	Co-ordinator	Finland
Mari	Orjasniemi	Student	Finland
Marja	Matala-aho	Student	Finland
Liisa	Ansala	Student	Finland
Jutta	Jakkila	Student	Finland
Torbjørn	Frantzen	Co-ordinator	Norway
Linn Hege	H. Thorsen	Student	Norway
Santra	Kauppinen	Student	Norway
Hans Alexander	Lehmann	Student	Norway
Marika	Toots	Co-ordinator	Estonia

Glaidi	Aasrand	PIPE teacher	Estonia
Elmer	Voolaid	Student	Estonia
Margus	Kerma	Student	Estonia
Triin	Ahveldt	Student	Estonia
Rainer	Hanschmidt	Student	Estonia
Jüri	Laur	Student	Estonia
Margus	Mahler	Student	Estonia
Romet	Eensoo	Student	Estonia
Eva	Reiska	Student	Estonia
Anu	Puulmann	Student	Estonia
Taive	Sarnik	Student	Estonia
Heleliis	Oberpal	Student	Estonia
Siret	Kuusik	Student	Estonia
Bärbel	Albert	Student	Estonia
Sulo	Särkinen	Student	Estonia
Mari	Valdur	Student	Estonia
Kathleen	Wireklev	Teacher	Sweden
Frida	Ombert	Student	Sweden
Linn	Hessmer	Student	Sweden
Jenny	Claesson	Student	Sweden
Angelica	Wätterbo	Student	Sweden
Kadri	Pedas	Ministry of Economic Affairs and Communications	Estonia
Natalja	Loonurme	The Baltic-American Partnership Program	Estonia
Epp	Vodja	Junior Achievement Estonia	Estonia
Alf S.	Johansen	Project Manager	Norway
Bjørn	Opjordsmoen	Project Adviser	Norway
Trine	Moe Stokstad	Financial Consultant	Norway
Elin	Ulven	Expert	Norway
Mike	Fuller-Gee	Expert	Norway/UK
Egil	Rye-Hytten	Expert	Norway
Ingebjørg	Sperre	Expert	Norway
Igors	Klapenkovs	Expert	Latvia
Cliff	Haig	Expert	UK
Viktorija	Zilinskaite	Expert	Lithuania
Elbe	Metsatalu	Türi City Council	Estonia
Triin	Pärna	Türi City Council	Estonia
Jaan	Kurm	Rapla County Government	Estonia
Peeter	Linnamäe	Rapla County Government	Estonia

Appendix 2
PHOTOS FROM THE CONFERENCE



Welcome speech of Kaia Iva, Mayor of Tūri town



Conference has started



The first plenary session has started



Presenting the experiences from Alytus



Meeting the town planners



Tourism published information



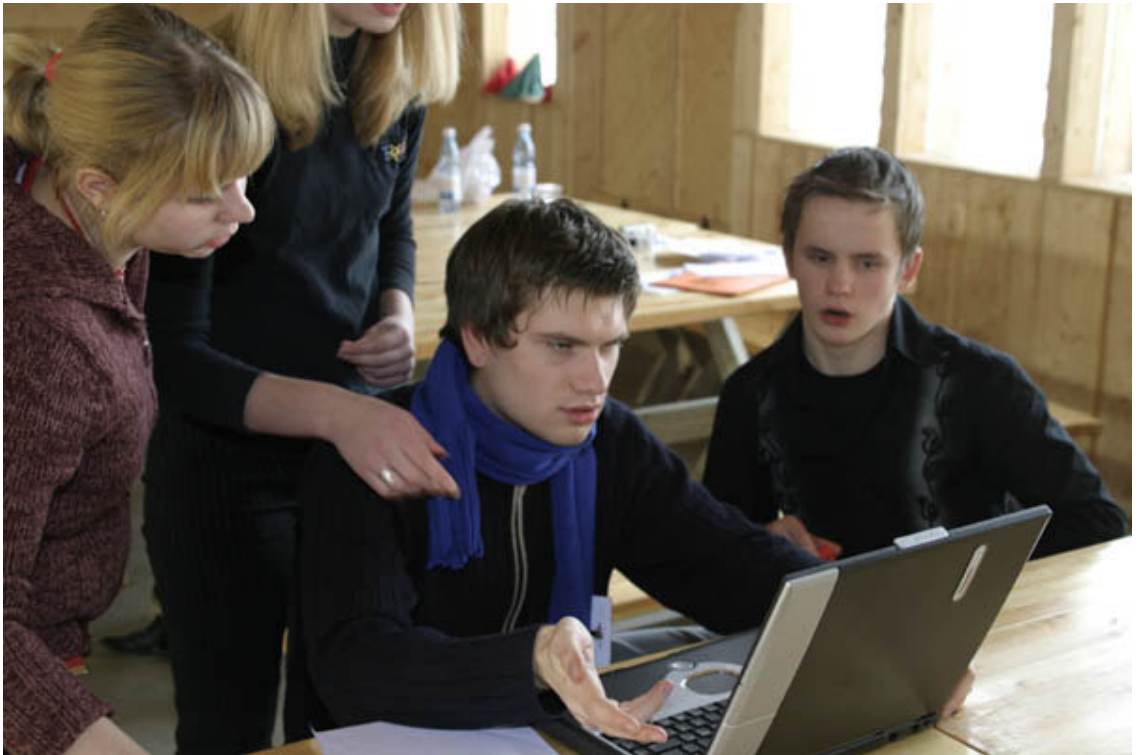
Railway – an artery of Türi



Summarising the day



Working together



Preparations for the presentation



The second plenary session



Making a presentation



Town leaders are listening



Closing ceremony



Organisers have done their work



It was also a great fun...