

Tartu Market hall



TARTU MARKET

VALUES

QUALITY,
ACCOUNTABILITY,
TRANSPARENCY,
HERITAGE
PRESERVER,
HEALTHY HABBITS,
PROXIMITY

FUTURE COSTUMERS

YOUTH
ON LINE COSTUMERS
B+B CUSTOMERS
SCHOOLS
START UP CUSTOMERS

TARTU MARKET

SUGGESTIONS

- MEMBERSHIP
- UNIQUE PAYMENT
- NATIVE
- TRAINING SALES
- DIALOGUE
- REPORPUSE CLOSE BUILDING Open building

ROAD MUSEUM



ROADS CONNECT US



ROADS CONNECT US

EDUCATION

- Traffic safety
- Traffic culture/manners
- Future of cars/ways
- Design
- Basic car engineering

HISTORY/CULTURE

- Exhibitions
- Props
- Machinery
- Antique cars

EXCELLENCE CENTER

- Conference Center
- Knowledge database
- Events
- Car sellers
- Cooperation

EXPERIENCE

- Drive the future
- Walk around
- Explore, enjoy
- E-car road tours on surroundings

Observations and suggestions

- Staff are happy 😊
 - Keep it that way
- Expand tour target, profile new users
- Do more partnering and networking
 - Transport museum trails
 - Car sellers
 - Get a trekking route connected to the museum
 - Local restaurants



ANDRE FARM



ANDRE FARM

In 2023 **“Erika’s country”**

VALUES:

- Excellence quality
- Hospitality

FUTURE COSTUMERS

- International tourists
- World food lovers



Suggestions to Andre Farm

- Workshops for the groups.
- Opportunities with international airlines
- Marketing outsourcings.
- To hire a manager from local staff (promotion).
- To learn to delegate.

ELVA MUNICIPALITY



ELVA VALD



ELVA MUNICIPALITY

VALUES:

- public accountability, transparency;
 - democracy;
 - participatory/ leadership.
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- FUTURE COSTUMERS
 - immigrants;
 - more aged people.



ELVA MUNICIPALITY SUGGESTIONS

- Benchmarking.
- KPIs.
- Continuous activities to strengthen their new identity.
- POP-UP municipality.



Jaago Crafts – 2035
Real relationships!
At least 60 years together



Suggestions, observations, questions

- To set up focus on families and to work out **special new line of services for whole family** – family package. To make a research what are the needs of families;
- To **combine handicraft with spiritual exercises** (e.g. yoga pottery);
- To describe a **supporting ecosystem of your services** – partners, suppliers, teachers, other professionals, etc;
- To make a **critical evaluation of your activities**, including the analysis of **cost- effectiveness** (considering to ask special neutral expert help for that);
- To set up a framework to measure the **impact** of your activities.

Lille Youth Centre – 2035
Happy youth, happy employers!



Suggestions, observations, questions

- To take **employers into greater focus** of the Lille Youth Centre;
- To put together **value proposition** for organizations/businesses (including incentives);
- To organize each year **Awards Gala for youth friendly organizations/businesses** in Tartu County;
- To develop a **WEB portal** to exchange workplaces in **Tartu, Europe, in the World**;
- To contribute to the **self-employment of youth** and set up their own services.

Kamba Municipality and Onnema (Happyland)

Different generations create innovations together

- Why do you want to build partnerships with businesses?
- Innovation strategy
- Smart businesses – to take advantage of it
- Open business day
- Build a database
- To co-operate with rotary, farmers, business associations
- Cool performances – provide these as a service
- Youth services centre



Estonian Agricultural Museum

Commercializing a public asset

- Demonstration workshops eg Blacksmith
- Excellent history of items on show, the park and buildings are very attractive
- Due to structural change - need to do a full review of the organization and activities
- Analyze current operations:
 - Develop a plan
 - Specialize, focus on own capabilities
 - Delegate some services - franchise, commercial expertise
 - Volunteers
- Enormous opportunities in the location
- Involve business people on the board
- Develop partnerships
- Look at other facilities that have been through transformation

TOY MUSEUM

Letter from 2034

Congratulations on carrying on the history created by the three ladies who founded your wonderful organisation.

Congratulations on your 2034 for Toy Story 52 for animation toy puppet production.

Changes

The addition of the glass roof in 2025 has provided you with a clearer layout (/design) of your property.

With the extension building, your logo has now become a (visible and collective) symbol of childhood memories and history in Estonian society, winning you Estonia's highest (most prestigious) architectural award, for adding an imaginative landmark in the Tartu cityscape.

It was great to see how you have increased the merchandising of your products, how your guides and actors as animators have assumed the characters within the toy collection and (how you have developed) the use of touch screen technology. (All) together (those changes) have allowed you to maintain your economical independence.

It is marvellous to read that the toys, puppets and dolls really come alive, when adults are not watching, like in your Toy Story 52-movie.

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