

From multifaceted socio-cultural activities to the development of entrepreneurship and sustainable development of small territories



Olga Gracheva, NGO Kaykino Creative Projects

Leningradskaya 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

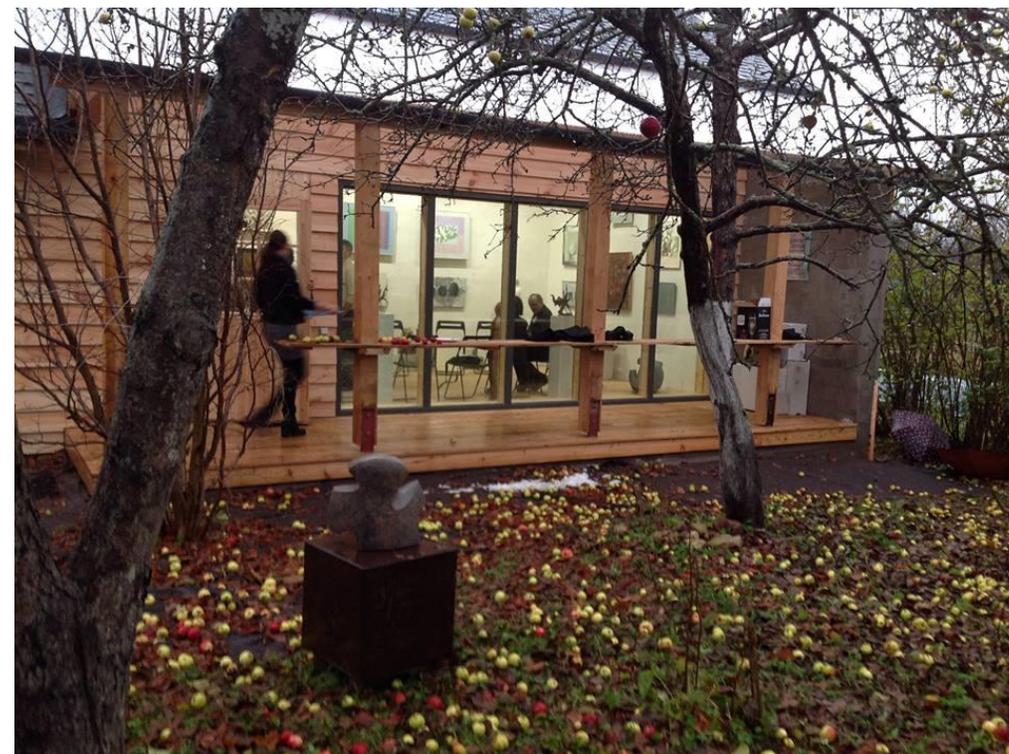
- 254 municipalities
- 80 nationalities
- 90% Russians

- 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



8 years
20 projects

Socio-cultural projecting –the main unifying tool



main values of socio-cultural projecting:

- Ability to build interaction
- Strengthen the faith (in yourself, people, place, state, support)



- Resource activation

Tourism as a driver of development of rural areas

- Self-identification of residents
- Landscaping
- Increased entrepreneurial activity
- Strengthen local brands
- Forming close ties within the local community



“Volosovsky spaces: building a network of tourist services in the Volosovsky district” - project 2015



- first district map
- new routes (marked on Via hanziatica)
- new guest houses
- raising funds for building tourist infrastructure in the area
- the beginning of the activity of the “Center for the development of tourism“ Migratory birds ”

 **Перелётные Птицы**
центр развития туризма



new Festivals : Wildflowers Festival (Beseda)



Festival “Bread place”

Хлебное
место
Бегуницы



Manor house Elisavetino Ludmila Pekun (20 years in culture)

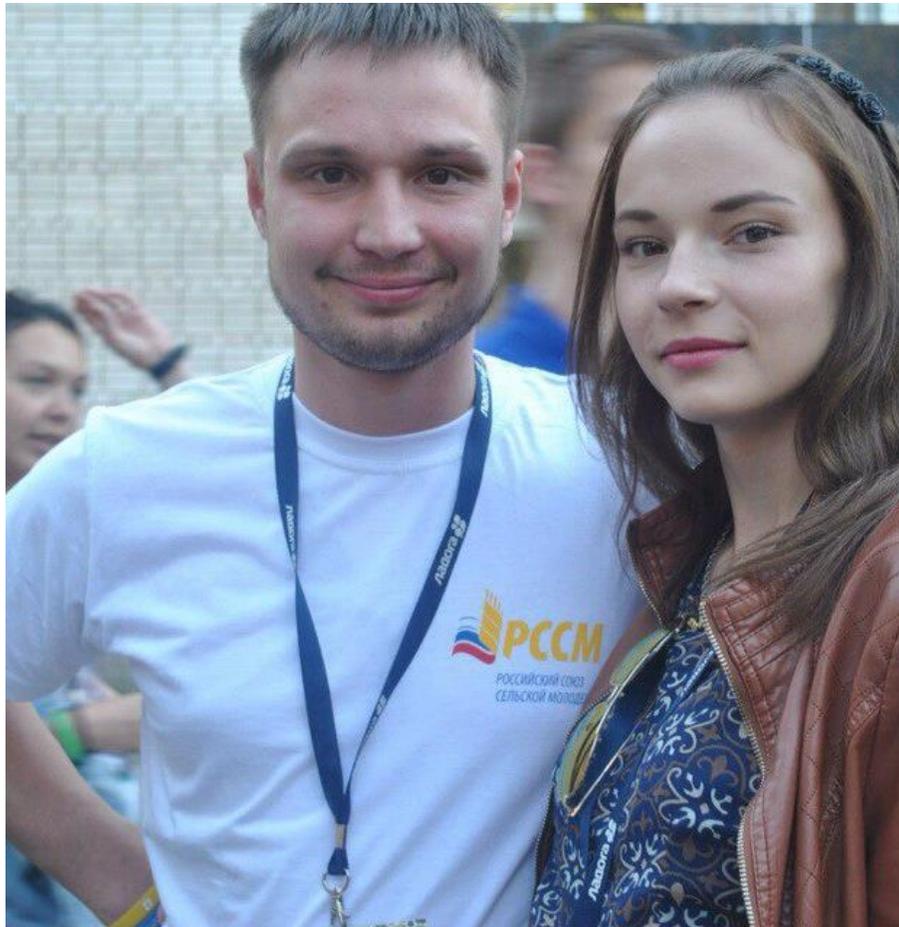


Isaac Isacov teacher in a chess club

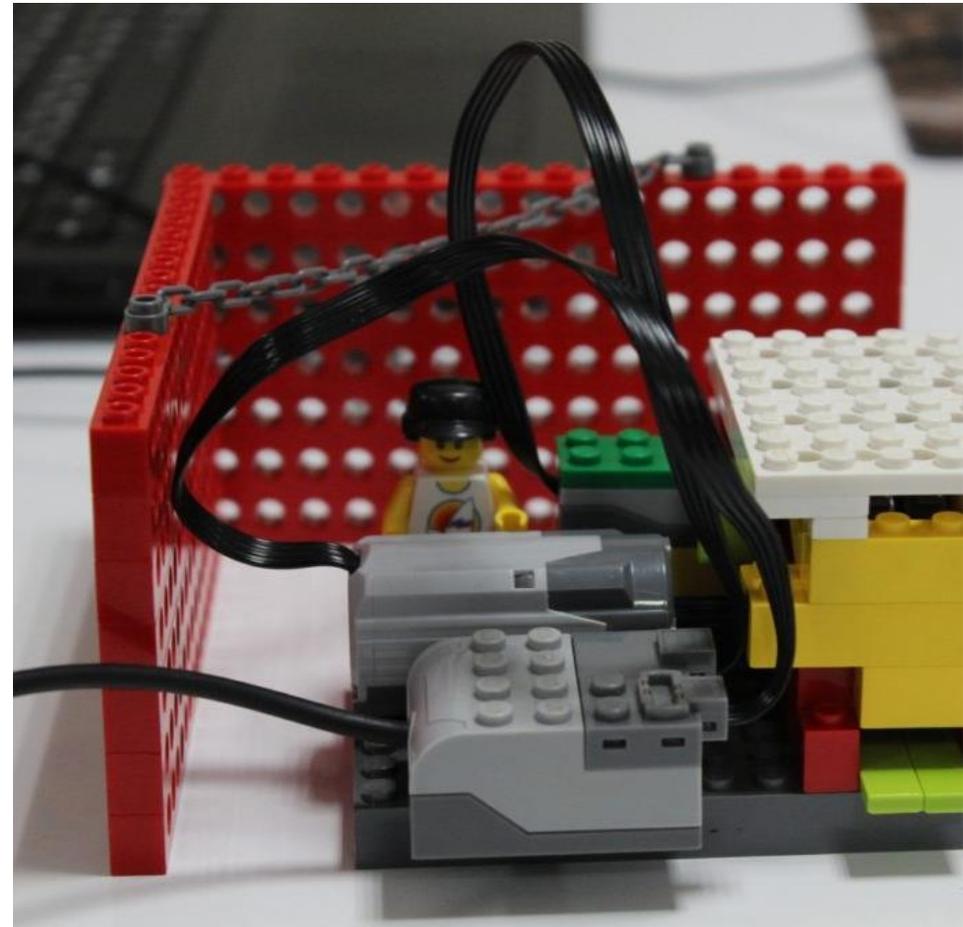
Chess production



Igor Kuzveov, Physics teacher



Robotics Club Roboclub 47



Valentin Bazutin



Studio VIDEOLIKE



Glebov family, guest houses “Yastrebino”





Sofia Ivanova

Mini printing house and
design studio

« »

Studio of stage costume

young mother from Begunitsy after participating in social-cultural projects and having training in business planning created the Studio and during 3 years she made all costumes for performances of the regional theater “Comedians”, also corporate shows.



**Study “Evaluation of the effectiveness of social and cultural activities on the socio-economic development of territories”, 2018
Timchenko Foundation & Higher School of Economics**



НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ
УНИВЕРСИТЕТ



Factors of sustainable development in small territories

- **Expansion and professionalization of the socio-cultural sector (organizations, formats, projects) - involvement, meanings and knowledge**
- **Socio-cultural + entrepreneurial — not donors, but participants and beneficiaries, creators, individual entrepreneurship**
- **Strengthen of horizontal interaction**



творческие проекты
КАЙКИНО

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Спасибо за
внимание!

**Thanks for
attention !**