

SPARK

Curricula and training for culture volunteers in sparsely populated areas



Competence Report

Estonia

Tartu Folk High School



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Estonia at a glance

Official name: Republic of Estonia

Head of state: President

Government: parliamentary democracy

Currency: Euro (€)

Memberships: EU, NATO, OECD, WTO, Eurozone, Schengen area

Total area: 45,339 square km neighboring Finland, Sweden, Latvia and Russia. Almost 50% of Estonia is covered by forest. Estonia is divided into rural municipalities, counties & towns. The regional level of local government includes 15 counties.

Population: 1.31 million (2016).

Capital: Tallinn (423,000 inhabitants)

Other major cities: Tartu (94,000), Narva (58,000), Pärnu (40,000), Kohtla-Järve (36,000)

Language: Estonian. Other languages such as English, Russian and Finnish are also widely spoken. The cornerstone of Estonian culture is the Estonian language.

Despite its small population there are about one hundred different nationalities and ethnic groups represented in Estonia. Outside of Estonia are living about 20% of Estonians. Ernest Hemingway has written that in every port in the world, at least one Estonian can be found. (This speaks volumes about the nation's enterprising spirit.)

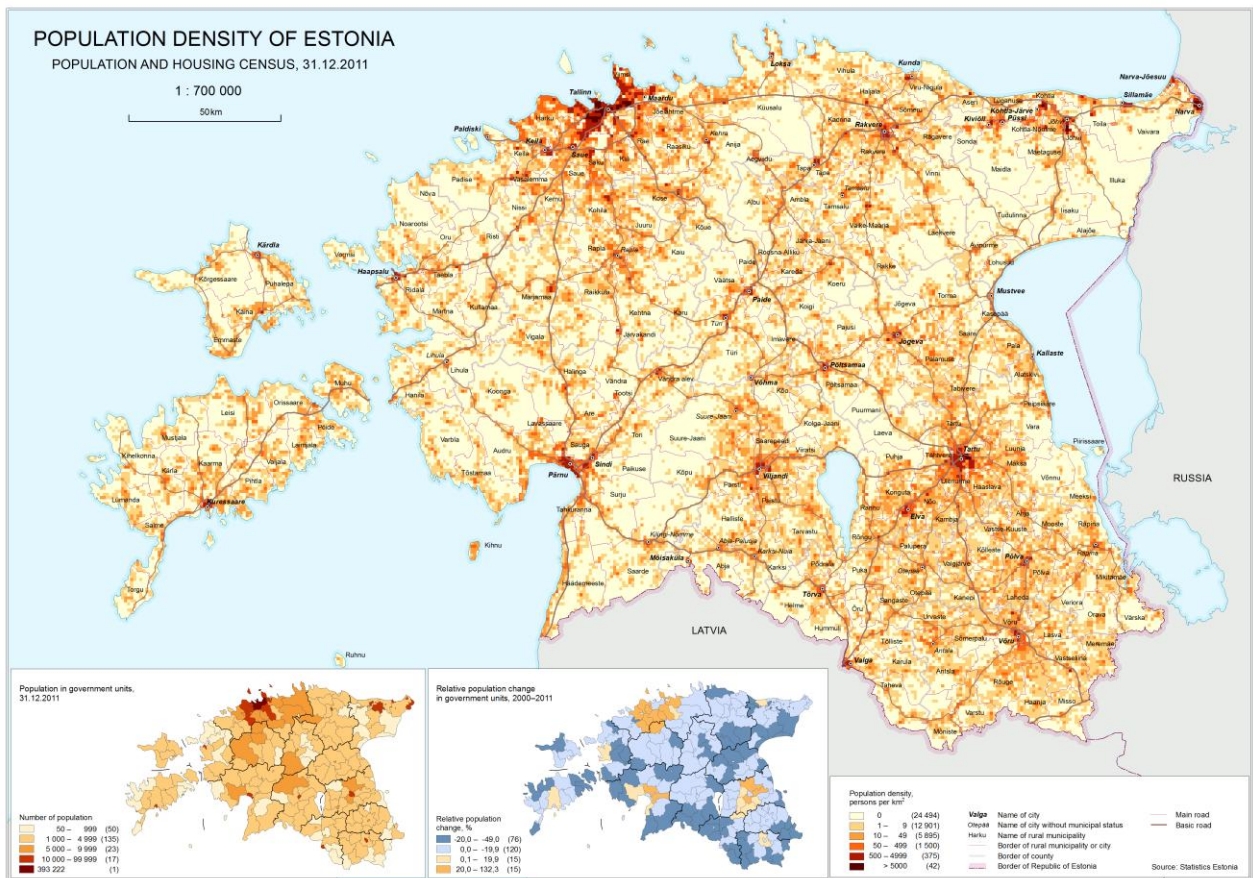
(Estonian Investment Agency: <http://www.investinestonia.com/en/about-estonia/estonia-at-a-glance>)

Population density in Estonia

The average population density in Estonia is 30 inhabitants per square kilometre. In the previous census in 2000, the population density was 32 inhabitants per square kilometre. The average population density in EU countries is 117 inhabitants per square kilometre. Malta is the most densely populated EU country with 1,316 inhabitants per square kilometre.

Compared to Estonia, only Scandinavian countries and Iceland have lower population density. In Latvia and Lithuania the average population density is 36 and 52 inhabitants per square kilometre, respectively.

The grid map based on the 2011 census visualizes the residential distribution of the Estonian population. Larger cities and their hinterlands can clearly be distinguished on the grid map. This distributional pattern is influenced by natural conditions – large wetlands and woodlands are uninhabited, and population density is greater near the roads.



(Statistics Estonia: <http://www.stat.ee/news-release-2013-017>)

In conclusion we could say that almost whole Estonia (except Tallinn and Tartu) is the sparsely populated area. And Estonia is one of the most sparsely populated countries in Europe.

The cultural life and policy in Estonia

Estonia is full of culture and cultural events and Estonians love to attend them. It is not uncommon that locals agree to meet up for a show instead of a beer (or have both). Estonian culture has a strong German influence. Estonia's culture has been influenced by the adjacent area's various Finnic, Baltic, Slavic and Germanic traditions. Former dominant powers Sweden and Russia have also influenced the cultural development.

Compared to other Europeans Estonians are very active theatre and concert visitors. On the other hand they are keen on attending sports events. Traditional handicrafts and dances are popular among Estonians. Estonians love to sing and are proud of their singing history. The Estonian song and dance celebration takes place next time in June-July 2017 and is definitely worth visiting! Even if you are not into singing and dancing yourself the incredible atmosphere of the event is one in a lifetime kind of experience.

(Tallinn Travel Guide: <http://www.tripsteri.fi/tallinn/cultural-life/>)



The most popular and famous cultural events are Estonian Song and Dance Celebrations.

The calendar on cultural events in Estonia is available here: <http://www.culture.ee/en/>

The Ministry of Culture is responsible for national culture, sport and heritage conservation, it promotes arts, and coordinates the state's media policy, audiovisual policy, and the implementation of the integration strategy. The general principles of the cultural policy were adopted by the parliament on 12 February 2014 (Culture 2020):

http://www.kul.ee/sites/kulminn/files/culture2020_eng.pdf. The objective of the cultural policy is to form a society that values creativity by maintaining and improving the national identity of Estonia, researching, storing, and transferring cultural memory, and creating favourable conditions for the development of a vital, open, and versatile cultural space and for participating in culture.

(Republic of Estonia Ministry of Culture: <http://www.kul.ee/en>)

By the government are supported:

- [The Folk Culture Centre](#),
- [Estonian Song and Dance Celebration Foundation](#),
- Some Central Folklore Associations (Umbrella organisations) ([Eesti Kooriühing](#), [Eesti Rahvatantsu ja Rahvamuusika Selts](#), [Eesti Rahvuslik Folkloorinõukogu](#), [Eesti Rahvakunsti ja Käsitöö Liit](#), [Eesti Harrastusteatri Liit](#), [Eesti Kultuuriseltside Ühendus](#)),
- Institutions for Specific activities include cultural spaces ([Võru Instituut](#), [Setu Instituut](#), [Kihnu Kultuuriruum SA](#), [Mulgi Kultuuri Instituut](#)) and
- Other supporting structures of folk culture ([Eesti Pärimusmuusika Keskus](#) and other organizations like that.

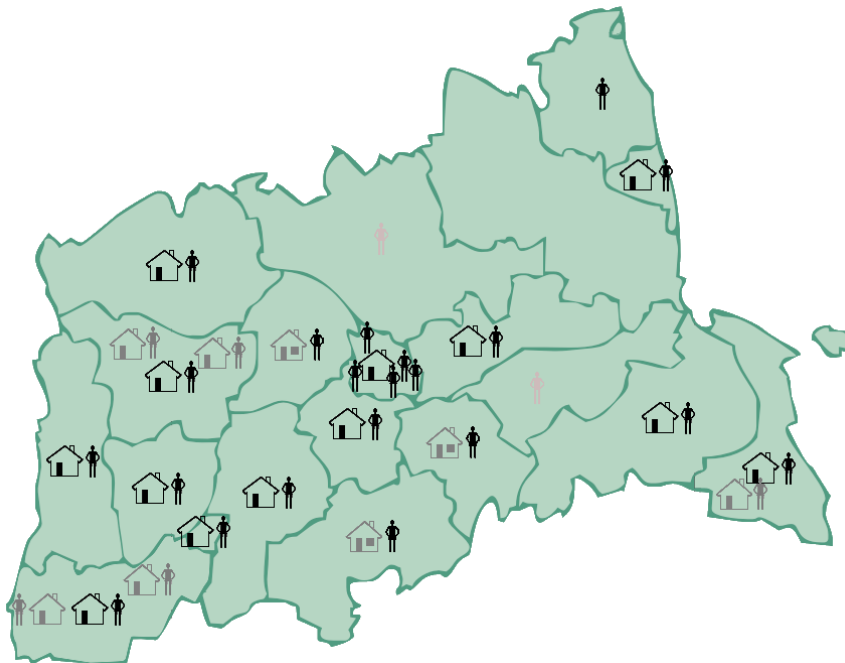
The organization of cultural activities in Estonia

The next overview gives an example how the culture work is organized in Tartu County (based on an interview with Astrid Hallik, the specialist of the Folk Culture Centre in Tartu county and the head of cultural work in Tartu County Government.



In Tartu county there are:

- 22 self-governments that contain 3 cities (Tartu, Elva, Kallaste) and 19 local municipalities
- 2 cultural centers
- 13 cultural houses
- 13 local government-funded cultural houses with cultural workers
- 5 community centers (NGO-operated houses of culture)
- 2 local governments have social workers who are responsible for local cultural work
- 3 local governments don't have a cultural work supervisor.



Leadership Style no. 1:

Community centers registered as a separate entity (municipal cultural institution), have their own registration code and structure . *Community centers are shown on the map (darker houses and people on the figure).*

Leadership Style no. 2:

Community centers (cultural houses) that are not registered as a separate entity – the center belongs to the municipality. Local government has a cultural worker, who works in the cultural house .

Leadership Style no. 3:

Cultural activities take place in the school house. The building is constructed in such a way that, during the day, it is the school and when the school is closed in the evening it becomes the cultural house that is not registered as a separate entity - the house belongs to the municipality. Local government has a cultural worker, who works in that house .

Leadership Style no. 4:

Local government has a cultural worker, who works where ever it is needed (school, kindergarten, library etc. There is no separate cultural house.

Leadership Style no. 5:

Local government has a social worker, who is responsible for local culture work. There is no separate cultural house.

Leadership Style no. 6:

Cultural activities are purchased in-services as required.

Exception: Three municipalities don't have culture workers and culture houses. Culture work is project-based.



Laeva Seltsimaja

In addition a lot of events and other cultural initiations are made by volunteers, mainly by local NGOs.

Examples of local non-profit associations (NGOs)

According to [the law](#) a non-profit association is a voluntary association of persons the objective or main activity of which shall not be the earning of income from economic activity.

Boose Selts (Boose non-profit association), <https://www.facebook.com/boose.selts?fref=ts>) is located in Võru county, in South-Estonia. Until 1998 it was a women`s non-profit



association. There are 3 members in the board and approximately 30 ordinary members. The association manages a large cultural center, organizes different cultural events: parties for children, youngsters and adults, recreational activities, club activities ([media club](#)), conservation work (cleaning the local environment), workshops. They are getting a small financial support from the local government, writing a lot of projects, getting money from participation fees and sometimes applying support from local enterprises.



Sangaste Rye Village ([Sangaste Rukkiküla](#)), is located in Valga county, in South-Estonia, was founded as a non-profit association in 2001. The aim of the association and cooperation was to develop and introduce the local area. First it was mainly a network of local farms,

craftsmen and enterprises. At the moment there are 26 members: tourism, agricultural and food production companies, NGOs and active citizens as well. They are offering local products and organizing different events. Most popular are the Rye Day and Sport Festival.



Occupational qualification standards in Estonia in the cultural sector

Occupational qualification standard (OQS) is a document which describes occupational activities and provides the competency requirements for occupational qualifications and their levels.

Translated Estonian standards:

http://www.kutsekoda.ee/en/kutsesysteem/tutvustus/kutsestandardid_eng

About Qualifications Framework:

http://www.kutsekoda.ee/en/kvalifikatsiooniraamistik/ekr_tutvustus

About The Estonian Qualifications Authority (trademark - Kutsekoda):

<http://www.kutsekoda.ee/en/kutsekoda/tutvustus>

Occupational qualification - **Cultural Specialist, level 4** (Kultuurikorraldaja, tase 4), valid until 19.11.2018

PROFILE OF SKILLS AND COMPETENCIES

The field of activity of cultural organizer is organizing cultural and recreational activities of the residents of the area, creating opportunities for leisure, preservation of cultural heritage and local traditions. The work tasks depend on cultural and creative environment, degree of responsibility and the size of the organization. A cultural organizer creates opportunities to the residents to participate in cultural processes as creators and as consumers.

The cultural organizer of level 4 organizes and coordinates in the area the cultural activity, cultural events, participates in common projects, creates opportunities of activity for hobby groups and develops cooperation with different organizations.

Mandatory competencies:

- Planning area's cultural life;
- Organizing and mediating cultural events;
- Organizing and coordinating recreational activities of the area;
- Marketing of cultural events and activities.

Optional competencies:

- Management of cultural projects;
- Management of organization.

RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE:

cultural organizer; cultural worker; cultural work specialist; cultural work coordinator; cultural work organizer; artistic conductor; community center director; culture house director; culture centre director; leisure centre director; specialist of folk culture; club house director; village centre director; effective manager of a non-profit association; parish cultural leader; event organize.

Manager of Cultural Activities V (Kultuuritöö juht V), was valid until 2013

PROFILE OF SKILLS AND COMPETENCIES:

- Planning area's cultural life
- Organizing and mediating performances, concerts and cultural events (theatre, music, art)
- Initiating and coordinating cultural projects by taking into account the cultural and historical background and the historical continuity of the area
- Organizing and coordinating recreational activities and education of the area
- Development and implementation of new cultural services
- Marketing of cultural events and activities
- Arranging organization's management and economic activity

RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE:

Artistic director, specialist of cultural activities, coordinator of cultural activities, methodologist of cultural activities, manager of cultural activities.

The survey about the training needs of culture workers (incl. culture volunteers)

The survey is conducted by Heleri Huuse, the master degree student of the University of Tartu in culture management. The aim of the study was to find out which possibilities and needs are for training of culture workers. The survey has been made in cooperation with [The Folk Culture Centre](#) (it was their order). The survey is made using Google Form. There are multiple choice questions and open questions. Until September to December 2016 there have been 139 respondents. In this report we focus only on the training needs of culture workers.

Results - necessary training areas:

1. Project management (14 respondents)
2. Marketing, advertising (14 respondents)
3. Leadership, involvement, team work, motivation of team members (12 respondents)
4. Computer competencies (10 respondents)
5. Graphical design, designing, figuration (10 respondents)
6. News, updates in the culture work (9 respondents)
7. Decoration, interior design (7 respondents)
8. Installation of the sound and light equipment (7 respondents)
9. Management, leadership (6 respondents)

10. Etiquette (6 respondents)
11. Arranging cultural events (6 respondents)
12. Advertising (5 respondents)
13. Self- development and self-motivation (5 respondents)
14. Study visits, exchange of experience (5 respondents)
15. Generating ideas (5 respondents)
16. Flower arrangement (4 respondents).