

Guide of Best Practices

TEMPLATE

Jaundome manor

Latvia

Action Personal Card

Name of the best practice:	The deployment of a souvenir stall made by local artisans at the Jaundome Manor Environmental Education Center.
Country, region, municipality:	Latvia, Dagdas local municipality, Ezernieki parish.
Responsible organization (name and type, e.g. municipality, museum, NGO, etc):	Environmental Education Centre of the Jaundome manor.
Partner organizations (if applicable):	Dagdas local municipality
Period of implementation (start year and end year or if it's ongoing):	Established in 2017.
Problems it wanted to solve	Low demand for local artisans, a small variety of souvenirs at the gift shop.
Goal:	Support local craftsmen and promote their production and occupation.
Description of the good practice (max 1000 words):	The Environmental Education Centre of the Jaundome Manor co-operates with local craftsmen and displays their products on the stand at the tourism facility. Tourists have the opportunity to purchase not only classical souvenirs with the brand of the Jaundome Manor - mugs, pens, key pendants and notepads, but also fine hand-worked reed floats, old-patterned wooden pole-lines, black pottery and local honey harvested in nearby meadows. These not only support craftsmen, but also tourists feel more satisfied, because they receive additional information about the lifestyle and occupation of the local population, explore local traditions and their application today. The guest of the newfound manor can find out a lot of information about the craftsmen around, get their contact information and buy souvenirs while visiting the object.
Impact (short term and long term if applicable):	Short term: Local craftsmen are increasing the amount of souvenirs sold, the level of satisfaction of Jaundome Manor tourists and the positive feedback is rising. Long term: promoting small business at local level; It is possible to develop cooperation with local craftsmen and to expand the tourism supply by increasing the annual number of visitors.
How citizens participated in developing and implementing the action (please stress if the	Local craftsmen show an initiative to participate in activities and activities organised by the Jaundome Manor Environmental Education Centre, and offer souvenirs tailored

vulnerable groups where involved):	specifically for the theme of the Environmental Education Centre.
For those who want to know more (insert link where more information on the action can be found):	Facebook: Jaundome manor, Jānis Kupra (reed floats), SIA Staisons (timber products).
Please identify qualities that make this action a good practice and/or social innovation (max 300 words)?	Accessibility: souvenirs of local artisans are available in one place for people all age groups.
Please identify success factors in implementation of action (max 300 words)	The main success factor is good communication and cooperation among the tourist site, craftsmen and tourists.
Local development: How has the action contributed to local development? (max 300 words).	Since the example of good practice was launched only 2 years ago, the impact on local development is not great so far. Local craftsmen are increasing turnovers a bit as regular merchandise outlets have emerged, which will grow to a larger extent in the future. It is very important that during these 2 years local craftsmen have realized that they have opportunities in their home country, which contributes to the preservation of the population in rural areas.
Sharing is Caring: what would you advise to some other organization that would like to implement similar action in their local community?	The attitudes and willingness of the tourist community to advance the production of local craftsmen are very important. Tourists often don't pay attention to a souvenir stall or overlook it, but when a guide shows interesting masterpieces and tells in details about their making and traditions, tourists get a desire to buy that produce. But if the tourism facility's employees have a dismissive or neutral attitude, the sales process doesn't take place and the benefit of it isn't for either party.

Attach photos of the action (as a separate document)



Optional: other material relevant for good practice (links to publications or video material)	http://visitdagda.com/index.php/lv/ko-redzet/27-muizas-lv/337-jaundomes-muiza-lv https://www.youtube.com/watch?v=Teu3kH0s2U4
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