

TARTU COUNTY DEVELOPMENT STRATEGY 2040



Tartumaa
Omavalitsuste Liit

TARTU COUNTY DEVELOPMENT STRATEGY 2040

Tartu
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Sisukord

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Introduction

With more than 155,000 residents, Tartu County is the second largest county in Estonia, and the city of Tartu is the centre of attraction for all of Southern Estonia. Top-level educational institutions, a green and safe living environment, world-class cultural life, active communities, and diverse entrepreneurship have made the region attractive both in Estonia and internationally. This is also reflected in the number of residents, which, unlike in many regions of Estonia, is gradually increasing. However, in order to realise the potential of the county more effectively, clear future goals with an agreed and jointly implemented action plan are necessary.

The basic principles of the Tartu County development strategy are co-creation and innovation, a sustainable way of thinking, valuing traditions, and urban and rural cohesion. The aim of the development of the county is to increase the well-being of the residents of Tartu County and to provide an excellent living and business environment for both current and new residents.

The development strategy is an agreement of the eight local governments of the county and partner organisations drawn up under the coordination of the Association of Municipalities of Tartu County. The cooperation strategy does not reflect the activities of individual local governments and organisations, but activities and joint initiatives with a wider impact. In addition, the development strategy does not contain detailed development plans of large state bodies (including universities), although they contribute significantly to the development and competitiveness of the county. An important difference compared to the previous development strategy is its applicability – only those activities for which a responsible party has been appointed are reflected under measures and areas

of action. As a result, the strategy is not a collection of all the ideas proposed within the process, but a selection of the most important activities that can be realistically implemented.

The strategy process lasted from May 2021 to October 2022. The strategy created as a result is grouped into four chapters. Background information and the connections of the strategy with global sustainable development goals are reflected in the annexes. The first part describes the strategy of the county – a summary of the main challenges, the vision, overarching principles, strategic goals, and measures. The second chapter contains areas of action and activities by focus areas and measures. The third chapter shows the development directions of the urban area, and the fourth explains the organisation of the implementation and monitoring of the strategy.

When implementing the activities of the strategy, it must be kept in mind that its preparation took place in a turbulent time, when society in Estonia and in the wider world was and is ravaged by various crises (including a health crisis, a security crisis, and an energy crisis). Therefore, the implementation of the strategy inevitably requires flexibility to adjust the areas of action and activities. The Association of Municipalities of Tartu County is responsible for monitoring the implementation of the strategy. The action plan is specified annually.

The Association of Municipalities of Tartu County expresses its sincere thanks to all those who participated in the strategy process. Cooperation is essential in making it possible to make Tartu County a region with the highest well-being in Europe!

1. Strategy

1.1. A brief summary of the development requirements and challenges of the county

The most important development prerequisites and challenges of Tartu County are summarised as follows (for more details, see Annex 1):

- 1 The population of the county is sustainable and the number of residents is slowly increasing, while the development is spatially uneven.** The number of residents of the city of Tartu has been slowly decreasing due to urban sprawl, while the number of residents in suburban areas has grown very quickly. The population of the peripheral areas of the county is constantly shrinking and aging. Therefore, the challenges are, on the one hand, the provision of public services (primarily kindergarten and school places) and infrastructure and leisure opportunities in the conditions of growing demand, and, on the other hand, the need to reshape the service network. From a future perspective, the key question is how to manage the respective processes in a more sustainable and regionally balanced way. Considering the process of urban sprawl that has taken place and is still taking place, it is important to make the distribution of the revenue base of local governments fairer. The mechanisms of the state budget allocation, which harmonise the financial capacity of local governments, must take into account the parameters that consider the difference between the registered place of residence and place of work of residents.
- 2 The potential of the county in areas that increase well-being** (including education, culture, social welfare, and health care) **is world-class, but the economic position** (GDP, average wages, etc.) **is significantly lower than that of Harju County.** In order to compete both with Harju County and internationally, it is necessary to increase added value in the business sector, including knowledge- and creativity-based companies. This requires cross-sector cooperation and openness to innovation. An attractive and development-oriented work environment is important for both local young people and talents from elsewhere. Connections with the outside world are also important for the development of the business environment.
- 2 The number of people in need of support is increasing** against the backdrop of an aging population, the deterioration of mental and physical health, and an increase in special educational needs. When finding solutions, the development of public services from a forward-looking perspective **must focus more on the development and implementation of needs-based solutions that integrate different fields** (e.g. uniformly organised educational, social, and health care services). Proactively, the emphasis must be on **shaping healthy lifestyles**, including the physical activity habits of the population, etc.
- 3 The living environment of the county and, more narrowly, the city of Tartu is generally assessed as very good**, which is a competitive advantage compared to larger (urban) regions struggling with environmental problems. At the same time, the use of cars is constantly increasing and the deterioration of the condition of natural resources (including forests and water bodies) also poses a risk. If Tartu County wants to be among the best in terms of the quality of the living environment and move towards climate neutrality, **promoting sustainable modes of movement, sustainable development of the living and natural environment, and implementing the opportunities of the green transition must be the focus of the following years.**
- 4 The development of the county must take into account** the changed security situation and related challenges, including increased immigration and related effects in education, social sphere, integration activities, and the labour market. In order to cope successfully in a turbulent external environment, Tartu County must be **flexible and quickly adapt to various crises.** Preparedness for rapid changes, ensuring operational continuity regionally (including energy security and food security), and informing the population and its ability to cope with crises are topics that cannot be ignored from a future perspective. Therefore, it is necessary to consistently contribute to **cooperation between key organisations and communities.**

1.2. Vision and overarching principles

Vision 2040

The smart, sustainable, and inclusive Tartu County is one of the most prosperous living and business environments in Europe.

Overarching principles of the strategy (P)

- P1 Sustainability** – the development of Tartu County is based on a sustainable way of thinking and the principles of the green transition in all areas.
- P2 Healthy life years** – in Tartu County, development, the creation of a living and business environment, and the planning of services are based on the goal of increasing healthy life years.

P3 Innovation – different places, sectors, and fields of activity in Tartu County are characterised by the courage to test new and future-oriented solutions that increase the quality of the living and business environment.

P4 Cohesion of the urban and rural areas – the unique regions of Tartu County are coherent and there is an effective transfer of knowledge and skills between the city and the rural areas

P5 Smart governance – the development of Tartu County is driven by learning, needs-based, and inclusive organisations, where competent people work and where planning and spatial decision-making is based on data.

1.3. Focus areas, objectives, and measures

Focus areas and objectives (O)

- O1 WELL-BEING:** The diverse, innovative, and accessible services of Tartu County empower residents and support communities.
- O2 LIVING ENVIRONMENT:** The living environment of Tartu County is clean, safe, and inspiring, the living conditions here are the best in Europe.

O3 ENTREPRENEURSHIP: Creativity and entrepreneurship are valued in Tartu County, and the county has a favourable environment for the development of smart, responsible, and viable companies and the development of green technologies.

O4 MOBILITY: The people of Tartu County have environmentally friendly, needs-based, diverse, and fast connections both inside and outside the county.

Measures (M)

WELL-BEING:

- M1.1.** Ensuring the availability and coherence of ability- and age-appropriate education
- M1.2.** Strengthening the vitality of the culture of Tartu County
- M1.3.** Effective preventive work for well-being, social cohesion, public health, and securitys

LIVING ENVIRONMENT:

- M2.1** Implementation of the principle of circular economy
- M2.2.** Creating prerequisites for renewable energy deployment and carbon sequestration in landscapes
- M2.3.** Developing green communities and raising environmental awareness
- M2.4.** Planning and building the infrastructure necessary for the functioning of a sustainable living environment

ENTREPRENEURSHIP:

- M3.1.** Designing an entrepreneurial and creative lifestyle throughout the entire life span
- M3.2.** Ensuring the interaction of the living and business environment
- M3.3.** Promoting responsible business
- M3.4.** Ensuring a learning and flexible business support structure

MOBILITY:

- M4.1.** Long-term management of land use
- M4.2.** Combining different modes of movement and transport operators
- M4.3.** Developing sustainable and fast connections
- M4.4.** Testing, piloting, and implementing new mobility solutions

TARTU COUNTY DEVELOPMENT STRATEGY 2040



VISION 2040

The smart, sustainable, and inclusive Tartu County is one of the most prosperous living and business environments in Europe

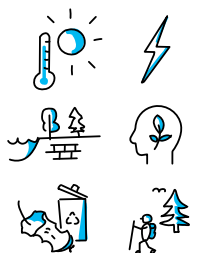


FOCUS AREAS



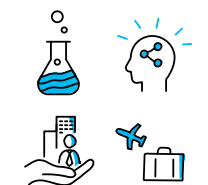
F1 WELL-BEING

Education, youth work, social work, culture, sports, security, public health



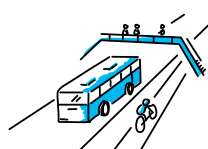
F2 LIVING ENVIRONMENT

Climate and energy, natural resources, environmental awareness, nature protection, waste, nature recreation



F3 ENTREPRENEURSHIP

Research, development, innovation, business support services and ecosystem, tourism



F4 MOBILITY

Spatial development, mobility infrastructure, public transport

STRATEGIC OBJECTIVES

S1 The diverse, innovative, and accessible services of Tartu County empower residents and support communities



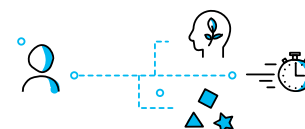
S2 The living environment of Tartu County is clean, safe, and inspiring, the living conditions here are the best in Europe



S3 Creativity and entrepreneurship are valued in Tartu County, and the county has a favourable environment for the development of smart, responsible, and viable companies



S4 The people of Tartu County have environmentally friendly, needs-based, diverse, and fast connections both inside and outside the county



OVERARCHING PRINCIPLES



Sustainability



Innovation



Smart governance



Healthy life years



Urban and rural cohesion

2. Measures, areas of action, and activities in focus areas

2.1. Well-being

Desired state: educated and happy people live in Tartu County, who value culture and community cooperation. People living in Tartu County understand that health and safety start with themselves, and are aware of various risks and capable of dealing with them. All citizens of Tartu County who need support are supported.

Measures to achieve the desired state:

- M1.1.** Ensuring the availability and coherence of ability- and age-appropriate education
- M1.2.** Strengthening the vitality of the culture of Tartu County
- M1.3.** Effective preventive work for well-being, social cohesion, public health, and security

The areas of action and specific activities implemented within the measures are updated annually.

Table 1. Measure 1.1. Ensuring the availability and cohesion of ability- and age-appropriate education

Areas of action and activities	Responsible parties, contributors
Area of action: 1.1.1. Creation and development of a county educational cluster	
1. Continuous analysis and adaptation of the educational network in accordance with demographic changes, knowledge-based updating of the educational network.	Association of Municipalities of Tartu County, network, local governments
2. Developing the competences of educational managers and teachers and dealing with their next generation, including the development of a cooperation network, the creation of development and training programmes, mentor clubs, study trips, and sharing of experiences.	Association of Municipalities of Tartu County, network, local governments
3. Expanding seamless learning to the county, diversifying the active learning programme, supporting permanent cooperation ties between educational institutions, research institutions, museums, hobby schools, entrepreneurs, etc.	Association of Municipalities of Tartu County, network, local governments
4. Developing a system for noticing, supporting, and recognising gifted children and creating the Good Education Fund (Hea Hariduse Fond) for gifted students.	Association of Municipalities of Tartu County, network, local governments
5. Coordinating adult education networking and providing opportunities.	Association of Municipalities of Tartu County, network, Association of Estonian Adult Educators Andras, local governments
6. Targeted linking and development of education, entrepreneurship, and development activities in the framework of regional cooperation in cooperation between counties, local governments, state agencies, and entrepreneurs.	Association of Municipalities of Tartu County, county development organisations of Põlva, Võru, Jõgeva, and Valga County, education cluster, local governments

Area of action 1.1.2. Promotion of inclusive education	
1. Creation of a county-wide school for children with special educational needs (Kammeri School).	Local governments and network
2. Launching a network of county support specialists and, if necessary, developing a competence centre for educational support services.	Association of Municipalities of Tartu County
3. Creating a network of schools specialising in teaching and supporting children in need.	Association of Municipalities of Tartu County, network
Area of action: 1.1.3. Promotion of vocational education	
1. On the basis of the Tartu Vocational College (VOCO), establishing the Southern Estonian Vocational Education Competence Centre, which includes raising the quality of studies in the specialties, building a technical building, and modernising teaching aids.	VOCO, Association of Municipalities of Tartu County, Tartu Business Advisory Services, local governments
2. Involvement of the local governments of the county to promote vocational education and the preparation of a specific action plan.	Association of Municipalities of Tartu County, network, VOCO
3. Creation of joint programmes between vocational schools and general education schools (transition years, vocational choice years, etc.).	Association of Municipalities of Tartu County, network
4. Increasing the role of career counselling and vocational choice in general education schools and linking educational institutions with introductions to vocational education programmes.	Association of Municipalities of Tartu County, network, VOCO, Unemployment Insurance Fund

Table 2. Measure 1.2. Strengthening the cultural vitality of Tartu County

Areas of action and activities	Responsible parties, contributors
Area of action: 1.2.1. Ensuring a versatile, high-quality, and sustainable cultural life	
1. Preservation and awareness of the cultural heritage of Tartu County.	Association of Municipalities of Tartu County, local governments, Estonian Centre of Folk Culture
2. Valuing the county song and dance festival.	Association of Municipalities of Tartu County, local governments, Estonian Centre of Folk Culture
3. Implementation of the principles of environmentally friendly cultural organisation.	Association of Municipalities of Tartu County, local governments
4. Coordination of cross-county cultural organisation and the design of a common information space.	Association of Municipalities of Tartu County, local governments
5. Maximising the effects of Tartu as the European Capital of Culture in 2024 and supporting the internationalisation of cultural life.	Association of Municipalities of Tartu County, local governments, Tartu 2024

Area of action: 1.2.2. Ensuring professional and motivated leaders and supervisors in the field of culture	
1. Valuing and recognising the work of cultural specialists.	Association of Municipalities of Tartu County, local governments
2. Agreeing on the good practice of Tartu County culture.	Association of Municipalities of Tartu County, local governments
3. Launching cultural mentor, curator, and ambassador programmes.	Association of Municipalities of Tartu County, local governments, Estonian Centre of Folk Culture
Area of action: 1.2.3. Promoting cultural education and supporting the next generation	
1. Systematic development of cultural education for children and youth.	Association of Municipalities of Tartu County, local governments, Estonian Centre of Folk Culture, educational institutions, youth centres
2. Expanding opportunities for children and youth to participate in culture.	Association of Municipalities of Tartu County, local governments, Estonian Centre of Folk Culture, educational institutions, youth centres
3. Closer linking of education and youth work with programmes offered by cultural institutions and organisations.	Association of Municipalities of Tartu County, local governments, Estonian Centre of Folk Culture, educational institutions, youth centres
Area of action: 1.2.4. Linking culture and creativity to the development of communities and regions	
1. Developing cooperation with local communities and village movement leaders.	Association of Municipalities of Tartu County, local governments
2. Integrating culture with social work, youth work, sports, and physical activity.	Association of Municipalities of Tartu County, local governments
3. Supporting the development of products and services based on culture and creativity and creating favourable conditions for creative companies.	Association of Municipalities of Tartu County, local governments, Tartu Centre for Creative Industries, Tartu Business Advisory Services
4. Skilful application of new technologies in the field of culture.	Association of Municipalities of Tartu County, local governments, Tartu Centre for Creative Industries, Tartu Business Advisory Services
5. Encouraging cultural tourism based on local heritage and distinctive stories and cluster-based development of cultural journeys.	Association of Municipalities of Tartu County, local governments, Tartu County Tourism Foundation

Table 3. Measure 1.3. Effective preventive work for well-being, social cohesion, public health, and security

Areas of action and activities	Responsible parties, contributors
Area of action: 1.3.1. Increasing the security of the county as well as the crisis management capacity and crisis preparedness of the population	
1. Increasing community security in the county, including raising the awareness and preparedness of residents and communities, which includes conducting civil protection exercises, implementing the 'Know the dangers and know how to help!' (Tunne ohte ja oska aidata!) cooperation programme, etc.	Association of Municipalities of Tartu County
2. Coordinating crisis management in the county and increasing crisis preparedness capabilities, which includes enforcing the activities of local government crisis committees, assessing the crisis preparedness of communities (compilation of village crisis booklets), and developing crisis communication.	Association of Municipalities of Tartu County, local governments
3. Promotion of cross-sectoral systemic cooperation for the prevention of injury and poisoning deaths.	Association of Municipalities of Tartu County
4. Preparation of evacuation areas and shelters, practice, exercises	Association of Municipalities of Tartu County, local governments, Police and Border Guard Board, Rescue Board
Area of action: 1.3.2. Development of social capacity and coping services	
1. Development of a day centre and round-the-clock care service for persons with dementia.	Association of Municipalities of Tartu County, local governments
2. Ensuring social transport service in cooperation with smart public transport.	Association of Municipalities of Tartu County, Public Transport Centre
3. Development of remote services and counselling in the social field.	City of Tartu, local governments
4. Providing access to a day centre and round-the-clock services for young people with special needs and developing social programmes.	Association of Municipalities of Tartu County, network of social advisors
Area of action: 1.3.3. Promoting physical activity habits and healthy lifestyles	
1. County-wide promotion and coordination of physical activity habits and sports, including the creation of an innovation team, development of the so-called health prescription system for the more active involvement of people in physical activity, sports activities, and cultural life.	Association of Municipalities of Tartu County, county sports association, Research Group of Physical Activity for Health, local governments
2. Supporting networks that promote health and well-being, including the development and empowerment of the network of health-promoting kindergartens, schools, youth centres, workplaces, as well as the county network of schools that encourage physical activity (Liikuma kutsuv kool educational reform programme).	Association of Municipalities of Tartu County, county sports association
3. Marketing Tartu County as an active holiday destination	Tartu County Tourism Foundation, Association of Municipalities of Tartu County

4. Development of a unified youth recreational sports support system at the county level.	Association of Municipalities of Tartu County
5. Preparation of a development plan for outdoor and community areas that promote physical activity.	Association of Municipalities of Tartu County
6. Promoting the principles of a balanced diet.	Association of Municipalities of Tartu County
7. Coordinated provision of mental health services in the county.	Association of Municipalities of Tartu County
8. Establishment of health capital.	Association of Municipalities of Tartu County

2.2. Living environment

Desired state: Tartu County is smart and adaptive. It moves towards climate neutrality and ensures good living conditions for people and, by valuing biodiversity, for all wildlife in the context of both climate change and social development.

Measures to achieve the desired state:

- M2.1.** Implementation of circular economy principles
- M2.2.** Creating prerequisites for renewable energy deployment and carbon sequestration in landscapes
- M2.3.** Developing green communities and raising environmental awareness
- M2.4.** Planning and building the infrastructure necessary for the functioning of a sustainable living environment

The areas of action and specific activities implemented within the measures are updated annually.

Table 4. Measure 2.1. Implementation of circular economy principles

Areas of action and activities	Responsible parties, contributors
Area of action: 2.1.1. Promotion of green and circular economy at the county level	
1. Carrying out the duties of the sustainable development advisor across the county.	Tartu Business Advisory Services, Association of Municipalities of Tartu County
2. Mapping and analysing the potential of the circular economy, drawing up the circular economy road map for the county.	City of Tartu, Tartu Science Park, Tartu Centre for Creative Industries, Association of Municipalities of Tartu County

3. Creation of circular economy cooperation platforms, including the involvement of entrepreneurs in fulfilling the climate goals of the county.	Tartu Science Park, Tartu Centre for Creative Industries, Tartu Business Advisory Services
4. Development and implementation of the green label system for the entrepreneurs of the county.	Association of Municipalities of Tartu County
5. Creation, development, and support of value chains for handling different types of waste.	Tartu Business Advisory Services, Association of Municipalities of Tartu County
6. Preparation of an action plan for the valorisation of the bioresources of Tartu County.	Association of Municipalities of Tartu County, Tartu Business Advisory Services

Table 5. Measure 2.2. Creating prerequisites for carbon sequestration in landscapes and the introduction of renewable energy

Areas of action and activities	Responsible parties, contributors
Area of action 2.2.1. Designing and implementing measures for carbon sequestration	
1. Tartu maakonna maastike süsinikubilansi olemasoleva olukorra ja eesmärkide kvantifitseerimine ning uuringu läbiviimine.	TOL
Area of action 2.2.2. County-wide planning of renewable energy opportunities	
1. Preparation of an energy management plan for the transition from fossil fuels to environmentally sustainable solutions and promoting the possibilities of increasing security of supply.	Association of Municipalities of Tartu County
2. Preparation of the theme plan for renewable energy.	Environmental Board, Association of Municipalities of Tartu County
3. Development of innovative solutions in energy.	ZeroEst

Table 6. Developing green communities and raising environmental awareness

Areas of action and activities	Responsible parties, contributors
Area of action 2.3.1. Raising climate and energy awareness	
1. Creation and empowerment of the Tartu County climate awareness network.	Tartu Environmental Education Centre Foundation, Association of Municipalities of Tartu County
2. Conducting events aimed at increasing environmental awareness (e.g. organising the Green Festival).	Tartu County Development Association, support structures, local governments
3. Creation and promotion of energy communities.	Tartu Regional Energy Agency
4. Expansion of the Smart Villages Programme	Tartu County Development Association

5. Conducting pilot projects (e.g. establishing a near-zero energy settlement using the example of Luunja small town).	Luunja rural municipality, other local governments
6. Making local government buildings more energy-efficient, including the construction of near-zero energy buildings and the reconstruction of existing buildings.	Local governments
7. Development of sustainable tourism and marketing Tartu County as a sustainable tourist destination, which includes participation in international Green Destinations competitions.	City of Tartu, Tartu County Tourism Foundation

Table 7. Measure 2.4. Planning and infrastructure development necessary for the functioning of a sustainable living environment

Areas of action and activities	Responsible parties, contributors
Area of action 2.4.1. Development and expansion of public water supply and sewerage in the areas of operation of water companies	
1. Construction and operation of public drinking water points in the areas of operation of water companies.	AS Emajõe Veevärk, Tartu Veevärk AS, local governments, Association of Municipalities of Tartu County
2. Construction and development of public water supply and sewerage infrastructure in areas close to the city and other compactly built-up areas.	AS Tartu Veevärk, Emajõe Veevärk AS, water companies, local governments
3. Construction and development of additional pumping stations.	AS Tartu Veevärk, Emajõe Veevärk AS, water companies, local governments
Area of action 2.4.2. Expansion of district heating areas and the creation of new ones in densely populated areas	
1. Development of existing district heating areas and the creation of new ones.	Tartu Regional Energy Agency, Association of Municipalities of Tartu County, local governments
2. Using new technologies to find district heating solutions.	Tartu Regional Energy Agency, Association of Municipalities of Tartu County, local governments, Ministry of Finance, Tallinn University of Technology, University of Tartu, Estonian University of Life Sciences
Tegevussuund 2.4.3. Development of local electricity systems and local networks.	
1. Development of local electricity systems.	TREA ja KOViD Tartu Regional Energy Agency, local governments

Area of action: 2.4.4. Development of recreation areas that integrate tourism business and a good living environment

<p>1. Development of the county network of recreation areas.</p>	<p>Association of Municipalities of Tartu County, Tartu County Development Association, local governments, State Forest Management Centre, Environmental Board, Tartu County Tourism Foundation</p>
<p>2. Preparation of landscape design and maintenance plans for the valuable landscapes of the county</p>	<p>Association of Municipalities of Tartu County, local governments, State Forest Management Centre, Environmental Board</p>
<p>3. Creation of the Emajõgi network with infrastructure, including the development of a recreation trail along the Emajõgi River to the old railway bridge in the territory of the city of Tartu and Tartu rural municipality.</p>	<p>Association of Municipalities of Tartu County, Tartu County Development Association, local governments, State Forest Management Centre, Environmental Board, Tartu County Tourism Foundation</p>
<p>4. Cooperation for the prevention of climate change, including the prevention of the effects of rainwater and torrential rains.</p>	<p>Local governments, water companies</p>

2.3. Entrepreneurship

Desired state: In Tartu County, entrepreneurship is a way of life and mindset throughout the entire life span. Companies offer smart jobs for people of all ages, and the living and business environments complement each other. The business culture is socially responsible and the activities of companies have an impact on the mitigation of social problems. The business support structure is learning and flexible and supports business development based on needs.

Measures to achieve the desired state:

- M3.1.** Designing an entrepreneurial and creative lifestyle throughout the entire life span
- M3.2.** Ensuring the interaction of the living and business environment
- M3.3.** Promoting responsible business
- M3.4.** Ensuring a learning and flexible business support structure

The areas of action and specific activities implemented within the measures are updated annually during the preparation of the action plan of the development plan.

Table 8. Measure 3.1. Designing an entrepreneurial and creative lifestyle throughout the entire life span

Areas of action and activities	Responsible parties, contributors
Area of action: 3.1.1. Involving young people and developing entrepreneurship	
1. Expanding the development programmes of mentors supporting youth entrepreneurship, which includes connecting the network of local government entrepreneurship specialists to their activities.	Tartu Business Advisory Services, Tartu Centre for Creative Industries, Tartu Rural Development Association, Tartu County Farmers Union
2. Developing sectoral programs of entrepreneurship: (1) food and rural/agriculture, (2) creative economy and social entrepreneurship, (3) green economy; integrating young people into them through the education system and community activities.	
3. Expansion of the student summer camp network.	Association of Municipalities of Tartu County
4. Launching the 'From Farm to School' (Talust kooli) project.	Association of Municipalities of Tartu County, network, local governments
5. Supporting initiatives promoting youth entrepreneurship and financial literacy at the county level and developing educational materials.	Association of Municipalities of Tartu County, network
6. Empowerment of youth councils and student councils.	Association of Municipalities of Tartu County, Tartumaa Noorsootöötajate Ühendus (Tartu County Youth Workers' Association)
7. Development of a county cooperation network that empowers and supports young people	Association of Municipalities of Tartu County, Tartumaa Noorsootöötajate Ühendus (Tartu County Youth Workers' Association), network of health-promoting youth centres (TENK)
Area of action: 3.1.2. Development of creative economy and social entrepreneurship	
1. Development and implementation of the creative economy and social enterprise road map (role distribution of support structures in supporting enterprises, financing opportunities, hackathons, etc.).	Tartu Centre for Creative Industries, Tartu Business Advisory Services, Tartu County Development Association, TO, Estonian University of Life Sciences, Association of Municipalities of Tartu County
2. Creating an online presence for creative companies (e-shop, gifts, etc.) and implementing development programmes for product and service design.	
3. Organisation of creative community days (including Loov Vald community accelerator, Smart Village, Smart Region)	
4. Supporting the bringing of film tourism and film production to Tartu County and developing Tartu County as an attractive film environment.	Tartu Centre for Creative Industries, city of Tartu, Association of Municipalities of Tartu County, local governments
Area of action: 3.1.3. Supporting active residents in becoming entrepreneurs and creating their own jobs	
1. Organising events and activities aimed at increasing business awareness.	Tartu Business Advisory Services and the network of business specialists of local governments, other local networks

Table 9. Measure 3.2. Ensuring the interaction of the living and business environment

Areas of action and activities	Responsible parties, contributors
Area of action: 3.2.1. Development of Tartu County as the capital of remote workplaces in Estonia	
1. Development of a county network of remote workplaces with supporting services.	Tartu Business Advisory Services, local government network of business specialists, Association of Municipalities of Tartu County, Tartu County Tourism Foundation
2. Creation and development of high-speed Internet connection based on fibre-optic cables in the rural area up to the final consumer.	State, network operators and companies, local governments.
Area of action: 3.2.2. Digitisation of companies and joint creation of smart solutions	
1.1. Sharing software for digital solutions for the use of companies: mapping the needs of small and micro enterprises and implementing activities (e.g. joint software and other procurements).	Tartu Business Advisory Services, business specialists of local governments
Area of action: 3.2.3. Promotion of tourism and marketing	
1. Planning and implementation of tourism development activities in county and regional cooperation.	Tartu County Tourism Foundation
2. Creation and marketing of joint brands of Tartu County products and services.	Tartu Centre For Creative Industries, Association of Municipalities of Tartu County, Tartu Business Advisory Services, Tartu County Development Association
3. Marketing of Tartu County as a place of residence and a tourist destination (culture, heritage, events, attractions, recreation areas, etc.) and the development of a cross-disciplinary marketing concept.	Association of Municipalities of Tartu County, Tartu County Tourism Foundation, local governments

Table 10. Measure 3.3. Promoting responsible business

Areas of action and activities	Responsible parties, contributors
Area of action: 3.3.1. Developing the image of Tartu County as a recognised food region	
<ol style="list-style-type: none"> 1. Implementation of the food strategy in Tartu County. 	Tartu County Development Association, Estonian University of Life Sciences, Association of Municipalities of Tartu County, Tartu County Tourism Foundation
Area of action: 3.3.2. Developing the capacity deployment of green energy production (e.g. solar parks, biogas) and storage (hydrogen, etc.) (in manufacturing, transport, etc.)	
<ol style="list-style-type: none"> 1. Agreeing on the role distribution of development activities between development organisations and hiring a project manager. 	Association of Municipalities of Tartu County, Tartu Regional Energy Agency
<ol style="list-style-type: none"> 2. Establishment of a competence centre for green energy. 	Association of Municipalities of Tartu County, Tartu Regional Energy Agency, local governments
Area of action: 3.3.3. Development of smart and sustainable agriculture	
<ol style="list-style-type: none"> 1. Consistently creating a positive image of agriculture and raising awareness in cooperation with the Estonian University of Life Sciences and creating a network of responsible farmers. 	Tartu County Farmers Union, Tartu County Development Association, Estonian University of Life Sciences
<ol style="list-style-type: none"> 2. Prioritising valuable agricultural land and large agricultural fields for agricultural activities with the aim of preventing their conversion into residential and commercial-production properties. 	Local governments

Table 11. Measure 3.4. Ensuring a learning and flexible business support structure

Areas of action and activities	Responsible parties, contributors
Area of action: 3.4.1. Promotion of mutual cooperation between business support structures	
1. Leading activities aimed at increasing and developing the cooperation of support structures (fulfilling the role of the so-called community leader).	Tartu Business Advisory Services, Association of Municipalities of Tartu County, other support structures
2. Launching a network of business specialists of local governments, including the appointment of a coordinator in the field of entrepreneurship in each local government.	
3. Implementation of a common customer management system.	
4. Consolidation of service provision and the common resolution of universal processes and the creation of a common environment/landing page for entrepreneurs.	
5. Growing the role of support structures in the design of policies in advising local governments and the Association of Municipalities of Tartu County.	
6. Increasing the capacity of support structures through joint activities, including (a) joint training plan and trainings, b) development of central analytical capacity, development of new (world) trend competencies (cross-structure team), and c) supporting the definition of visions in the field of entrepreneurship.	
Area of action: 3.4.2. Development of the quality of information and support services and new services aimed at entrepreneurs	
1. Agreeing on joint activities aimed at the development of entrepreneurship in municipalities and the standardisation of information and information exchange aimed at entrepreneurs.	Tartu Business Advisory Services, other support structures, Association of Municipalities of Tartu County, local governments
2. Development of an energy consulting service for companies.	
3. Systematic consulting of operating companies (business and management models, knowledge transfer, export capacity), including small-scale research and development projects and applied research.	
4. Development of services in future areas (green transition, silver economy, digitisation, technology renewal).	
5. Updating the INVEST Tartu page in cooperation with the city of Tartu.	
6. Correction of the financing principles of own services (increasing financing by entrepreneurs to ensure the costs of services).	
Area of action: 3.4.3. Encouraging business-oriented innovation and research and development activities and the development of green technologies.	
1. Launching and encouraging the implementation of pilot projects that promote innovative entrepreneurship.	Association of Municipalities of Tartu County, ZeroEST, support structures
2. Packaging the value proposition of research and development activities and increasing awareness, including the availability of basic information on the websites of support structures, monitoring and transmission of information on national programmes.	Tartu Business Advisory Services, network of business specialists of local governments
3. Planning joint activities between research and development institutions and county development organisations.	Association of Municipalities of Tartu County
4. Implementation of joint activities aimed at empowering the community of entrepreneurs and researchers.	Tartu Business Advisory Services, universities, VOCCO

2.4. Mobility

Desired state: Tartu County has a long-term vision of sustainable mobility and it is systematically implemented. Different sustainable modes of movement are integrated. Tartu County has fast and economical connections both within the county and with other regions.

Measures to achieve the desired state:

- M4.1.** Long-term management of land use
- M4.2.** Combining different modes of movement and transport operators
- M4.3.** Developing sustainable and fast connections
- M4.4.** Testing and piloting of new mobility solutions

The areas of action and specific activities implemented within the measures are updated annually.

Table 12. Measure 4.1. Long-term management of land use

Areas of action and activities	Responsible parties, contributors
Area of action: 4.1.1. Conclusion of a county agreement regarding mobility solutions	
1. Preparation of the sustainable urban mobility plan (SUMP) of the county.	Association of Municipalities of Tartu County, local governments
2. Preparation of a survey of the public bus network.	Tartu County Public Transport Centre
3. Streamlining the traffic in South-Eastern Tartu County, including public transport, when heading to the city of Tartu (e.g. extension of Tähe Street in the city of Tartu to the Ülenurme–Roju Road).	City of Tartu, Kambja rural municipality, Kastre rural municipality
4. Development of an additional Tartu bypass ring road (e.g. on the basis of Ülenurme–Külitse road and Külitse–Haage road).	Transport Administration, city of Tartu, related local governments
Area of action: 4.1.2. Establishment of multimodal mobility centres, including planning and construction of park and ride solutions throughout the county	
1. Establishment of mobility centres (three by 2026, five by 2030)	City of Tartu, other local governments
Area of action: 4.1.3. Implementation of the '20-minute community' concept through planning and community services.	
1. Preparation of a county-wide thematic plan for social infrastructure with the aim of reducing forced mobility	Association of Municipalities of Tartu County, local governments

Table 13. Measure 4.2. Combining different modes of movement and transport operators

Areas of action and activities	Responsible parties, contributors
Area of action: 4.2.1. Unified line network planning and its implementation, including suburban train traffic, county public transport, and city transport	
1. Creation of a unified county line network based on the SUMP, which enables quick transfer opportunities between different services.	Tartu County Public Transport Centre and Tartu City Transport together with Elron
2. Creation of unified ticket products and harmonisation of pricing.	
3. Expansion of public transport in the city of Tartu to compactly built-up areas close to the city (e.g. areas in the direction of Valga and Viljandi highways).	City of Tartu, related local governments

Table 14. Measure 4.3. Developing sustainable and fast connections

Areas of action and activities	Responsible parties, contributors
Area of action: 4.3.1. Development of the Tartu Airport (including an increase in the number of foreign connections, regional flights, cargo transport)	
1. Analysing user data and updating the business plan of the airport	City of Tartu, Ministry of Economic Affairs and Communications, Tallinn Airport
Area of action: 4.3.2. Improvement and densification of regional train traffic (Jõgeva direction, Elva/Valga direction, Põlva direction)	
1. Densification of train traffic in areas close to the city, harmonisation of train lines and bus lines (forwarding, etc.).	Tartu County Public Transport Centre and Tartu City Transport together with Elron
Area of action: 4.3.3. Development of the county network of pedestrian and cycle tracks (including cycle and pedestrian bridges)	
1. Clarifying the bottlenecks in the network of pedestrian and cycle tracks in the Tartu urban area.	
2. Preparation and implementation of the investment plan in accordance with the SUMP.	Association of Municipalities of Tartu County, local governments, Transport Administration
Area of action: 4.3.4. Increasing navigability on the Emajõgi River, Lake Peipus, and Lake Võrtsjärv, including the construction of infrastructure	
1. Preparation of the investment plan in accordance with the SUMP, development of the necessary infrastructure for shipping (berths, refuelling, slips, toilets, etc.).	Association of Municipalities of Tartu County, Tartu County Development Association
2. Development of the water network of the Emajõgi River, which would include the rivers flowing from the Emajõgi River (e.g. the Porijõgi River) and the quarry areas of Aardlapalu with the creation of additional opportunities for access to the water (ports for watercraft, boat slips, etc. necessary).	Association of Municipalities of Tartu County, local governments
Area of action: 4.3.5. Development of smart bike sharing at the county level	
1. Development and implementation of solutions based on the SUMP.	City of Tartu, Association of Municipalities of Tartu County

Table 15. Measure 4.4. Testing, piloting, and implementing new mobility solutions

Areas of action and activities	Responsible parties, contributors
Area of action: 4.4.1. Development of smart public transport	
1. Implementation of a pilot project to test Mobility as a Service (MaaS).	Tartu County Public Transport Centre and City Transport
Area of action: 4.4.2. Development and implementation of a cost-effective model of on-demand transport service	
1. Conducting research, piloting solutions (including social transport, school transport)	Tartu County Public Transport Centre and City Transport
Area of action: 4.4.3. Economical and smart use of passenger cars	
1. Conducting a pilot project for the sharing economy of personal vehicles	
2. Development of the necessary infrastructure for the use of zero-emission vehicles	
Area of action: 4.4.4. Spatial creation experiments to promote sustainable mobility, including raising awareness	
1. Conducting spatial creation experiments to promote and raise awareness of sustainable mobility.	City of Tartu, local governments
Area of action: 4.4.5. Establishment of an aviation innovation centre	
1. Under the leadership of the Aviation Academy, forming a consortium and securing funding for the launch of an innovation centre, including the creation of a test centre for unmanned and manned climate-neutral aviation (ZeroEST), the creation of a unified Tartu region dataspace, etc.	Aviation Academy, Estonian Aviation Cluster

3. Urban area strategy and areas of action

3.1. Background of the urban area strategy

In 2014, the Sustainable Development Strategy of the Tartu City Region 2014–2020 was drawn up, the task of which was to define the joint plans of Tartu and its surrounding (pre-administrative reform) local governments (Luunja, Tartu, Tähtvere, and Ülenurme rural municipalities) for the development of the region. The direct purpose of the document was to be the basis for the measure 'Sustainable development of urban areas' of the implementation plan of cohesion funds implemented in the period 2014–2020, within the framework of which the establishment of new kindergartens and the development of cycle and pedestrian tracks were supported. The vision of the Tartu urban area strategy was as follows: 'The urban area of Tartu is the best urban area in Estonia with a growing population. It is internally coherent and a worthy place for self-realisation'.

As at the autumn of 2022, it can be retrospectively stated that the population of the urban area has grown (including rapidly growing rural municipalities, but the central city has decreased). However, it is difficult to assess the internal coherence. The following were defined as the central tasks of the urban area strategy prepared in 2014:

- modernisation of the learning environment and teaching at all educational levels, development of vocational and technical education, and internationalisation of higher education institutions;
- promoting entrepreneurship, as well as increasing the knowledge intensity, design value, and added value of production;
- increasing social security and developing a needs-based social protection system;
- designing an environmentally friendly, safe, and logical mobility environment that connects different modes of movement and a fast and convenient connection to the world;
- development of green infrastructures. Creation of recreation areas. Promotion of lifelong nature education and sustainable nature tourism;
- effective management based on the urban area, high administrative capacity, and cooperation based on the principle of multi-level governance.

All the outlined tasks are reflected in one way or another in chapter 2 of this development strategy and are not directly specific to the urban area. These are challenges that are characteristic of the entire Tartu County.

In the programme period of the cohesion policy for the years 2021–2027, part of the funds of the European Union Regional Development Fund will be directed to the development of a sustainable urban area domestically. The urban area must have either a separate strategy or a separate chapter or annex of the development strategy of the county for using the corresponding funds.

In Tartu County, it was decided that the theme of the urban area should be reflected as a chapter of the development strategy of the county. The preparation of a separate strategy document is not justified as the challenges, vision, overarching principles, goals, and areas of action discussed in the development strategy of the county essentially also cover the development of the urban area, meaning that the preparation of a separate strategy for the urban area would therefore be artificial. The entire county of Tartu is functionally connected to the city of Tartu, and thus can also be considered in a broader perspective as its hinterland. In this chapter, therefore, only those challenges and areas of action which are intended to be solved primarily with measures for the development of urban areas are outlined more specifically.

The specific action plan underlying the implementation of urban area development measures and the list of projects to be financed from the structural funds will be drawn up separately from the development strategy of Harju County at a later stage in accordance with the regulation of the conditions for granting support. The action plan is drawn up based on the development strategy of the county, but is approved as a separate document.

3.2. Geographical definition of the urban area

The urban area of Tartu can be defined in many ways. From a functional point of view, the area of influence of Tartu extends beyond the county borders. For example, many people commute to Tartu daily due to work from other counties in Southern Estonia, Tartu is the centre of the entire Southern Estonia for

many services, etc. According to the employment register, working residents of all rural municipalities of Tartu County (except Elva) are characterised by commuting (especially to the city of Tartu) – 60–70% of people work in other municipalities than the one in which they live (Figure 1).

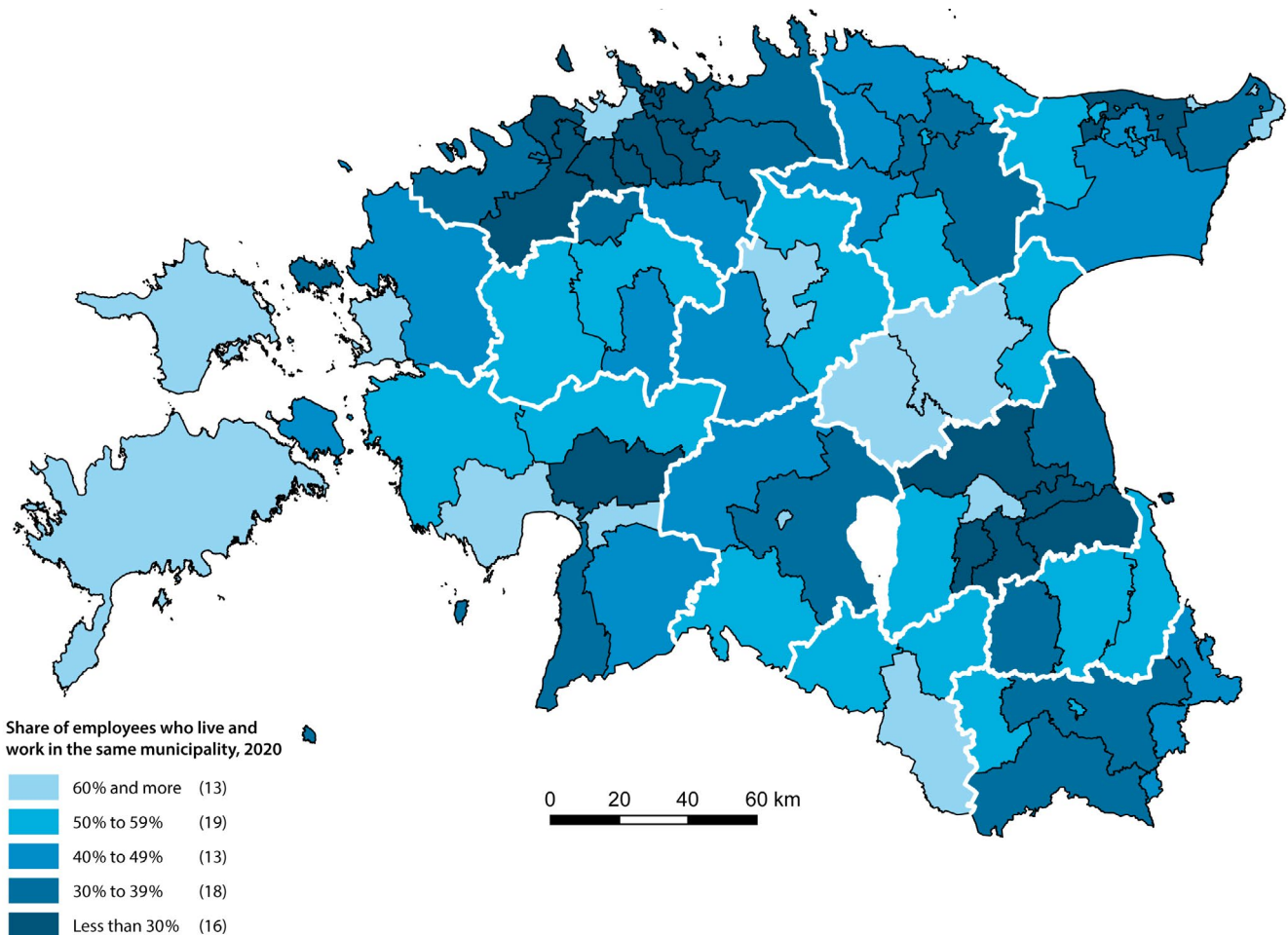


Figure 1. Share of employees who live and work in the same local government (Source: employment register, 2020)

It is also possible to look at the issue more narrowly: the urban area primarily consists of the settlement units that directly border Tartu and can be characterised as urban. In this context, the geographical definition of the urban area is based on the proposal of the Regional Policy Service of the Regional Development Department of the Ministry of Finance, pursuant to which the Tartu urban area consists of:

The Tartu urban area consists of:

- the city of Tartu (Tartu city as a settlement unit, Märja small town),
- Luunja rural municipality (Lohkva village, Veibri village),
- Kambja rural municipality (Soinaste village, Tõrvandi small town, Õssu village, Ülenurme small town),
- Tartu rural municipality (Raadi town).

3.3. Development needs and potential of the urban area

The development needs and potential of the Tartu urban area are clearly related to the development needs of the entire county (see clause 1.1 and Annex 1). The most obvious challenge that characterises the urban area stems from the heavy daily commuting caused by both the location of workplaces and the consumption of services. In rural municipalities close to the city (Luunja, Kambja, and Tartu), the number of residents has increased by an average of a quarter in the last 5–6 years, mostly due to urban sprawl. At the same time, more than 70% of the residents of the rural municipalities work and consume services in the city of Tartu on a daily basis. In turn, several industrial and technological parks have been built in areas close to the city, where the workforce also commutes from the city on a daily basis. At the same time, the increase in the number of residents also presents an opportunity and a great potential for development, both for the development of the private sector and business, as well as, for example, innovative public services, because there is a demand for them.

The development of local public services and the planning of leisure opportunities, as well as residential and business areas, is primarily the responsibility of each local government. Although cooperation is also important in these areas as needed (see also the areas of action and activities of the development strategy of the county in clause 2), as a rule, they are not specific to the urban area. In addition, the framework for the period 2021–2027 clearly stipulates that, for example, no support will be granted for the creation of kindergarten and school places. Therefore, it is expedient to focus on environmental and mobility challenges, which are clearly beyond the area of responsibility of the local government and which cannot be solved without systemic cooperation. As a result of the above, it is expedient for the joint activity of the urban area to primarily focus on **increasing the share of sustainable modes of transportation and testing innovative solutions**, also keeping in mind the transition to a climate-neutral economy and the green transition

The main challenges of the urban area are:

- the provision of services (primarily kindergarten and school places) in conditions of rapid growth, cooperation between the city of Tartu and neighbouring rural municipalities in the provision of those services that are not feasible to provide independently;
- development of on-site workplaces and leisure opportunities with the aim of reducing commuting and, on the other hand, enabling city residents to spend their free time outside the city;
- controlling car use and traffic load and promoting sustainable modes of movement to reduce mobility problems, various environmental disturbances, etc.

3.4. Areas of action for the development of the urban area and its integrated implementation

The specific areas of action for the development of urban areas are defined in the support measures for urban areas of the Ministry of Economic Affairs and Communications and the Ministry of Finance. On the other hand, they arise from the ideas proposed within the framework of the Tartu County development strategy process, which are intended to solve the current challenges, especially in the field of mobility (see clause 2.4 Mobility).

Within the framework of the strategy of the urban area, the areas of action to be implemented **jointly** are the following (for broader areas, see also clause 2.4):

1 Introducing digital and green solutions that are innovative and improve the quality of the urban environment

- the area of action includes all kinds of new initiatives, the development of digital and green solutions (e.g. development of urban green networks), piloting, etc.;
- more specifically, the area of action includes **testing and piloting of new mobility solutions**, e.g. smart public transport (combining different modes of transport), developing on-demand transport, developing the aviation innovation centre (ZeroEst), developing the sharing economy, etc. (see also strategy clause 2.4).

2 Development of various transport hubs and sustainable mobility solutions

- the area of action includes the planning and construction of a network of hub stations and mobility points of both regional and local importance (bus, train, car, bicycle, etc.), park & ride solutions, etc.;
- the area of action is based on the preparation of a sustainable urban mobility plan (SUMP) for the county, based on which multimodal mobility centres, etc., can be established.

3 Comprehensive development of the network of cycle and pedestrian tracks


- The area of action includes the development of cycle and pedestrian tracks and separated cycle paths both in the city of Tartu and in the entire urban area, with the aim of ensuring a comprehensive network of cycle and pedestrian tracks and an environment enabling safe and sustainable modes of movement in the entire urban area.

The projects implemented within the framework of areas of action are defined by a separate action plan. The action plan is prepared based on the principle of integrated cooperation and the following parties are included in it:

- representatives of local governments in the urban area;
- experts in the field of economics and entrepreneurship, including one representative of a county development organisation and at least one representative of a regional business organisation;
- at least one representative of a regional civic organisation;
- at least one representative of a regional educational or research institution.

Lisa 4. Connections of the Tartu County development strategy with global sustainable development goals until 2030

The Tartu County development strategy contributes directly to global sustainable development goals until 2030.¹ Detailed connections between the sustainable development goals and the measures and areas of action of the county development strategy are given in the table below.

Sustainable development goal	The main sustainable development targets	Connections with the Tartu County development strategy 2030
 <p>1 NO POVERTY</p> <p>End poverty in all its forms everywhere</p>	<p>1.2. By 2030, reduce at least by half the proportion of men, women, and children of all ages living in poverty in all its dimensions according to national definitions.</p> <p>1.3. Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable</p> <p>1.4. By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology, and financial services, including microfinance.</p>	<p>MEASURE: 1.3. Effective preventive work for well-being, social cohesion, public health, and security</p> <p><i>Area of action: 1.3.2.</i> Development of social capacity and coping services</p> <p>MEASURE: 3.1. Designing an entrepreneurial and creative lifestyle throughout the entire life span</p> <p><i>Area of action: 3.1.1.</i> Involving young people and developing entrepreneurship</p> <p><i>Area of action: 3.1.2.</i> Development of creative economy and social entrepreneurship</p> <p><i>Area of action: 3.1.3.</i> Supporting active residents in becoming entrepreneurs and creating their own jobs</p>

¹ <https://www.riigikantslei.ee/en/supporting-government-and-prime-minister/organisation-and-planning-work-government/global>

2 ZERO HUNGER



End hunger, achieve food security and improved nutrition, and promote sustainable agriculture

2.4. By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding, and other disasters, and that progressively improve land and soil quality.

MEASURE 3.3. Promoting responsible business

Area of action: 3.3.1. Developing the image of Tartu County as a recognised food region

Area of action: 3.3.3. Development of smart and sustainable agriculture

MEASURE 3.4. Ensuring a learning and flexible business support structure

Area of action: 3.4.3. Encouraging business-oriented innovation and research and development activities

3 GOOD HEALTH AND WELL-BEING



Ensure healthy lives and promote well-being for all at all ages

3.4. By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.

3.5. Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and smoking

3.6. By 2020, halve the number of global deaths and injuries from road traffic accidents.

3.8. Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality, and affordable essential medicines and vaccines for all.

3.9. By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water, and soil pollution and contamination.

MEASURE 1.3. Effective preventive work for well-being, social cohesion, public health, and security

Area of action: 1.3.1. Increasing the security of the county as well as the crisis management capacity and crisis preparedness of the population (3. Promotion of cross-sectoral systemic cooperation for the prevention of injury and poisoning deaths)

Area of action: 1.3.2. Development of social capacity and coping services (1. Development of day centre and round-the-clock care service for persons with dementia; 4. Providing access to a day centre and round-the-clock services for young people with special needs and developing social programmes)



Area of action: 1.3.3. Promoting physical activity habits and healthy lifestyles (2. Supporting networks that promote health and well-being, including the development and empowerment of the network of health-promoting kindergartens, schools, youth centres, workplaces, as well as the county network of schools that encourage physical activity (Liikuma kutsuv kool educational reform programme; 7. Coordinated provision of mental health services in the county; 8. Establishment of health capital)


MEASURE 1.2. Strengthening the cultural vitality of Tartu County


Area of action: 1.2.3. Promoting cultural education and supporting the next generation (2. Expanding opportunities for children and youth to participate in culture)

MEASURE 4.3. Developing sustainable and fast connections

MEASURE 4.4. Testing and piloting of new mobility solutions

Sustainable development goal	The main sustainable development targets	Connections with the Tartu County development strategy 2030
<p>4 QUALITY EDUCATION</p>  <p>Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p>	<p>4.1. By 2030, ensure that all girls and boys complete free, equitable, and quality primary and secondary education leading to relevant and effective learning outcomes.</p> <p>4.3. By 2030, ensure equal access for all women and men to affordable and quality technical, vocational, and tertiary education, including university.</p> <p>4.7. By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.</p>	<p>MEASURE 1.1. Ensuring the availability and cohesion of ability- and age-appropriate education</p> <p>Area of action: 1.1.1. Creation and development of a county educational cluster</p> <p>Area of action: 1.1.2. Promotion of inclusive education</p> <p>Area of action: 1.1.3. Promotion of vocational education</p> <p>MEASURE 1.2. Strengthening the cultural vitality of Tartu County</p> <p>Area of action: 1.2.3. Promoting cultural education and supporting the next generation</p> <p>MEASURE 3.1. Designing an entrepreneurial and creative lifestyle throughout the entire life span</p> <p>Area of action: 3.1.1. Involving young people and developing entrepreneurship</p> <p>Area of action: 3.1.3. Supporting active residents in becoming entrepreneurs and creating their own jobs</p>
<p>5 GENDER EQUALITY</p>  <p>Achieve gender equality and empower all women and girls</p>	<p>5.1. End all forms of discrimination against all women and girls everywhere.</p> <p>5.4. Recognise and value unpaid care and domestic work through the provision of public services, infrastructure, and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate.</p> <p>5.5. Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life.</p>	<p>MEASURE 1.3. Effective preventive work for well-being, social cohesion, public health, and security</p> <p>Area of action: 1.3.2. Development of social capacity and coping services</p> <p>MEASURE 3.1. Designing an entrepreneurial and creative lifestyle throughout the entire life span</p> <p>Tegevussund: 3.1.2. Development of creative economy and social entrepreneurship</p> <p>Area of action: 3.1.3. Supporting active residents in becoming entrepreneurs and creating their own jobs</p> <p>OVERARCHING PRINCIPLES OF THE STRATEGY: :</p> <p>Smart governance – the development of Tartu County is driven by learning, needs-based, and inclusive organisations, where competent people work.</p>

Sustainable development goal	The main sustainable development targets	Connections with the Tartu County development strategy 2030
<p>6 CLEAN WATER AND SANITATION</p>  <p>Ensure availability and sustainable management of water and sanitation for all</p>	<p>6.1. By 2030, achieve universal and equitable access to safe and affordable drinking water for all.</p> <p>6.3. By 2030, improve water quality by reducing pollution, eliminating dumping and minimising the release of hazardous chemicals and materials, halving the proportion of untreated wastewater, and substantially increasing recycling and safe reuse globally.</p> <p>6.4. By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity.</p> <p>6.5. By 2030, implement integrated water resources management at all levels, including through transboundary cooperation as appropriate.</p> <p>6.6. By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers, and lakes.</p>	<p>MEASURE 2.4. Planning and infrastructure development necessary for the functioning of a sustainable living environment <i>Area of action: 2.4.1.</i> Development and expansion of public water supply and sewerage in compactly built-up areas</p> <p>MEASURE 2.1. Implementation of circular economy principles <i>Area of action: 2.1.1.</i> Promotion of green and circular economy at the county level</p> <p>MEASURE 2.3. Developing green communities and raising environmental awareness <i>Area of action: 2.3.1.</i> Raising climate and energy awareness</p> <p>MEASURE 3.3. Promoting responsible business <i>Area of action: 3.3.3.</i> Development of smart and sustainable agriculture</p>

Sustainable development goal	The main sustainable development targets	Connections with the Tartu County development strategy 2030
<p>7 AFFORDABLE AND CLEAN ENERGY</p>  <p>Ensure universal access to affordable, reliable, sustainable, and modern energy</p>	<p>7.1. By 2030, ensure universal access to affordable, reliable, sustainable, and modern energy services..</p> <p>7.2. By 2030, increase substantially the share of renewable energy in the global energy mix.</p> <p>7.3. By 2030, double the global rate of improvement in energy efficiency.</p>	<p>MEASURE 2.2. Creating prerequisites for carbon sequestration in landscapes and the introduction of renewable energy</p> <p>Area of action: 2.2.1. Designing and implementing measures for carbon sequestration</p> <p>Area of action: 2.2.2. County-wide planning of renewable energy opportunities</p> <p>MEASURE 2.3. Developing green communities and raising environmental awareness</p> <p>Area of action: 2.3.1. Raising climate and energy awareness</p> <p>MEASURE 2.4. Planning and infrastructure development necessary for the functioning of a sustainable living environment</p> <p>Area of action: 2.4.3 Transition to local electricity systems based on renewable sources</p> <p>MEASURE 3.3 Promoting responsible business</p> <p>Area of action: 3.3.2. Developing the capacity deployment of green energy production (e.g. solar parks, biogas) and storage (hydrogen, etc.) (in manufacturing, transport, etc.)</p>

8 DECENT WORK AND ECONOMIC GROWTH



Promote inclusive and sustainable economic growth, employment, and decent work for all

- 8.2. Achieve higher levels of economic productivity through diversification, technological upgrading, and innovation, including through a focus on high-value added and labour-intensive sectors.
- 8.3. Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity, and innovation, and encourage the formalisation and growth of micro-, small-, and medium-sized enterprises, including through access to financial services.
- 8.4. Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programmes on sustainable consumption and production.
- 8.9. By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

MEASURE 3.1. Designing an entrepreneurial and creative lifestyle throughout the entire life span

Area of action: 3.1.1. Involving young people and developing entrepreneurship

Tegevussund: 3.1.2. Development of creative economy and social entrepreneurship

Area of action: 3.1.3. Supporting active residents in becoming entrepreneurs and creating their own jobs

MEASURE 3.2. Ensuring the interaction of the living and business environment

Area of action: 3.2.1. Development of Tartu County as the capital of remote workplaces in Estonia

Area of action: 3.2.2. Digitisation of companies and joint creation of smart solutions

MEASURE 3.3. Promoting responsible business

Area of action: 3.3.2. Developing the capacity deployment of green energy production (e.g. solar parks, biogas) and storage (hydrogen, etc.) (in manufacturing, transport, etc.)

Area of action: 3.3.3. Development of smart and sustainable agriculture

MEASURE 3.4. Ensuring a learning and flexible business support structure

Area of action: 3.4.1. Promotion of mutual cooperation between business support structures

Area of action 3.4.2. Development of the quality of information and support services and new services aimed at entrepreneurs

Area of action: 3.4.3. Encouraging business-oriented innovation and research and development activities

MEASURE 2.4. Planning and infrastructure development necessary for the functioning of a sustainable living environment

Area of action: 2.4.4. Development of recreation areas that integrate tourism business and a good living environment

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Build resilient infrastructure, promote sustainable industrialisation, and foster innovation

- 9.1. Develop quality, reliable, sustainable, and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all.
- 9.4. By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities.
- 9.5. Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending.

MEASURE 2.1. Implementation of circular economy principles

MEASURE 2.3. Developing green communities and raising environmental awareness

MEASURE 2.4. Planning and infrastructure development necessary for the functioning of a sustainable living environment

Area of action: 2.4.1. Development and expansion of public water supply and sewerage in compactly built-up areas

Area of action: 2.4.2. Expansion of district heating areas and the creation of new ones in densely populated areas

Area of action: 2.4.3. Transition to local electricity systems based on renewable sources

MEASURE 3.2. Ensuring the interaction of the living and business environment

Area of action: 3.2.1. Development of Tartu County as the capital of remote workplaces in Estonia

Area of action: 3.2.2. Digitisation of companies and joint creation of smart solutions

MEASURE 3.3 Promoting responsible business

Tegevusuund: 3.3.2. Developing the capacity deployment of green energy production (e.g. solar parks, biogas) and storage (hydrogen, etc.) (in manufacturing, transport, etc.)

MEASURE 3.4. Ensuring a learning and flexible business support structure

Area of action: 3.4.1. Promotion of mutual cooperation between business support structures

Area of action: 3.4.2. Development of the quality of information and support services and new services aimed at entrepreneurs

Area of action: 3.4.3. Encouraging business-oriented innovation and research and development activities

MEASURE 4.1: Long-term management of land use

MEASURE 4.3: Developing sustainable and fast connections

MEASURE 4.4: Testing and piloting of new mobility solutions

11 SUSTAINABLE CITIES AND COMMUNITIES



Make cities and human settlements inclusive, safe, resilient, and sustainable

- 11.2.** By 2030, provide access to safe, affordable, accessible, and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities, and older persons.
- 11.3.** By 2030, enhance inclusive and sustainable urbanisation and capacity for participatory, integrated, and sustainable human settlement planning and management in all countries.
- 11.4.** Strengthen efforts to protect and safeguard the world's cultural and natural heritage.
- 11.6.** By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.
- 11.7.** By 2030, provide universal access to safe, inclusive, and accessible green and public spaces, in particular for women and children, older persons, and persons with disabilities.
- 11.a** Support positive economic, social, and environmental links between urban, peri-urban, and rural areas by strengthening national and regional development planning.

OVERARCHING PRINCIPLES OF THE STRATEGY:

Cohesion of the urban and rural areas – the unique regions of Tartu County are coherent and there is an effective transfer of knowledge and skills between the city and the rural areas.

MEASURE 2.3. Developing green communities and raising environmental awareness

Area of action: 2.3.1. Raising climate and energy awareness

MEASURE 2.4. Planning and infrastructure development necessary for the functioning of a sustainable living environment

MEASURE 3.3. Promoting responsible business

Area of action: 3.3.2. Developing the capacity deployment of green energy production (e.g. solar parks, biogas) and storage (hydrogen, etc.) (in manufacturing, transport, etc.)

MEASURE 4.2. Combining different modes of movement and transport operators

Area of action: 4.2.1. Unified line network planning and its implementation, including suburban train traffic, county public transport, and city transport

MEASURE 4.3. Developing sustainable and fast connections

MEASURE 4.4. Testing and piloting of new mobility solutions


MEASURE 1.3. Effective preventive work for well-being, social cohesion, public health, and security


Area of action: 1.3.2. Development of social capacity and coping services

MEASURE 1.2. Strengthening the cultural vitality of Tartu County

Area of action: 1.2.1. Ensuring a versatile, high-quality, and sustainable cultural life

Area of action: 1.2.4. Linking culture and creativity to the development of communities and regions

Sustainable development goal	The main sustainable development targets	Connections with the Tartu County development strategy 2030
<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>  <p>Ensure sustainable consumption and production patterns</p>	<p>12.2. By 2030, achieve the sustainable management and efficient use of natural resources.</p> <p>12.5. By 2030, substantially reduce waste generation through prevention, reduction, recycling, and reuse..</p> <p>12.6. Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.</p> <p>12.8. By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.</p>	<p>MEASURE 2.1. Implementation of circular economy principles Area of action: 2.1.1. Promotion of green and circular economy at the county level</p> <p>MEASURE 2.2. Creating prerequisites for carbon sequestration in landscapes and the introduction of renewable energy Area of action: 2.2.1. Designing and implementing measures for carbon sequestration Area of action: 2.2.2. County-wide planning of renewable energy opportunities</p> <p>MEASURE 2.3. Developing green communities and raising environmental awareness Area of action: 2.3.1. Raising climate and energy awareness</p> <p>MEASURE 2.4. Planning and infrastructure development necessary for the functioning of a sustainable living environment Area of action: 2.4.1. Development and expansion of public water supply and sewerage in compactly built-up areas Area of action: 2.4.2. Expansion of district heating areas and the creation of new ones in densely populated areas Area of action: 2.4.3. Transition to local electricity systems based on renewable sources</p> <p>MEASURE 3.3. Promoting responsible business Area of action: 3.3.2. Developing the capacity deployment of green energy production (e.g. solar parks, biogas) and storage (hydrogen, etc.) (in manufacturing, transport, etc.)</p> <p>MEASURE 4.3. Developing sustainable and fast connections</p>

Sustainable development goal	The main sustainable development targets	Connections with the Tartu County development strategy 2030
<p>13 CLIMATE ACTION</p>  <p>Take urgent action to combat climate change and its impacts</p>	<p>13.1. Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries.</p> <p>13.2. Integrate climate change measures into national policies, strategies, and planning.</p> <p>13.3. Improve education, awareness-raising, and human and institutional capacity on climate change mitigation, adaptation, impact reduction, and early warning.</p>	<p>OVERARCHING PRINCIPLES OF THE STRATEGY: SUSTAINABILITY : Sustainability – the development of Tartu County is based on a sustainable way of thinking and the principles of the green transition in all areas.</p> <p>MEASURE 1.3. Effective preventive work for well-being, social cohesion, public health, and security Area of action: 1.3.1. Increasing the security of the county as well as the crisis management capacity and crisis preparedness of the population</p> <p>MEASURE 2.1. Implementation of circular economy principles Area of action: 2.1.1. Promotion of green and circular economy at the county level</p> <p>MEASURE 2.3. Developing green communities and raising environmental awareness Area of action: 2.3.1. Raising climate and energy awareness</p> <p>MEASURE 3.3. Promoting responsible business</p>

15
LIFE
ON LAND

Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss

- 15.1.** By 2020, ensure the conservation, restoration, and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains, and drylands, in line with obligations under international agreements.
- 15.2.** By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests, and substantially increase afforestation and reforestation globally.
- 15.5.** Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity, and, by 2020, protect and prevent the extinction of threatened species.

MEASURE 2.1. Implementation of circular economy principles

Area of action: 2.1.1. Promotion of green and circular economy at the county level

MEASURE 2.2. Creating prerequisites for carbon sequestration in landscapes and the introduction of renewable energy

Area of action: 2.2.1. Designing and implementing measures for carbon sequestration

Area of action: 2.2.2. County-wide planning of renewable energy opportunities

MEASURE 2.3. Developing green communities and raising environmental awareness

Area of action: 2.3.1. Raising climate and energy awareness

MEASURE 2.4. Planning and infrastructure development necessary for the functioning of a sustainable living environment

Area of action: 2.4.3. Transition to local electricity systems based on renewable sources

Area of action: 2.4.4. Development of recreation areas that integrate tourism business and a good living environment



MEASURE 3.3. Promoting responsible business

Area of action: 3.3.2. Developing the capacity deployment of green energy production (e.g. solar parks, biogas) and storage (hydrogen, etc.) (in manufacturing, transport, etc.)

MEASURE 4.3. Developing sustainable and fast connections

MEASURE 4.4. Testing and piloting of new mobility solutions

Area of action: 4.4.3. Economical and smart use of passenger cars

Sustainable development goal	The main sustainable development targets	Connections with the Tartu County development strategy 2030
<p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>  <p>Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable, and inclusive institutions at all levels</p>	<p>16.7. Ensure responsive, inclusive, participatory, and representative decision-making at all levels.</p>	<p>OVERARCHING PRINCIPLES OF THE STRATEGY:</p> <p>Smart governance – the development of Tartu County is driven by learning, needs-based, and inclusive organisations, where competent people work.</p>
<p>18 CULTURE</p>  <p>Additional goal in the Sustainable Estonia 21 strategy: The vitality of the cultural space.</p>	<p>18.1. Stabilisation of the population situation in Estonia</p> <p>18.2. Formation of the dual identity of Estonia and Europe</p> <p>18.3. Fear of extinction is gone</p> <p>18.4. Virtual Estonian diaspora</p> <p>18.5. Contributory globalisation</p>	<p>MEASURE 1.2. Strengthening the cultural vitality of Tartu County</p> <p>Area of action: 1.2.1. Ensuring a versatile, high-quality, and sustainable cultural life</p> <p>Area of action: 1.2.2. Ensuring professional and motivated leaders and supervisors in the field of culture</p> <p>Area of action: 1.2.3. Promoting cultural education and supporting the next generation</p> <p>Area of action: 1.2.4. Linking culture and creativity to the development of communities and regions</p> <p>MEASURE 3.2. Ensuring the interaction of the living and business environment</p> <p>Area of action: 3.2.3. Promotion of tourism and marketing</p>



Tartumaa
Omavalitsuste Liit