

Mud Month Festival Kaire Luuk Western-Harju Partnership LAG

Network to innovate: Beyond Farming - Creative Rural Businesses
14 April, 2026

ruralnetwork.fi



Co-funded by
the European Union

Mud Month Festival (Porikuu) – Sustainable Rural Tourism Initiative

- The Mud Month Festival is a community-driven rural tourism initiative in North-West Estonia, transforming the quiet autumn season into a vibrant cultural experience. Its aim is to extend the tourism season, support local businesses, and strengthen regional identity through nature, local food, culture, sport and community engagement.
- The festival includes 70+ events such as concerts, hikes, orienteering in the forest, markets, workshops, and family activities, involving municipalities, entrepreneurs, NGOs, and local community and tourists.
- What makes it unique:
 - Turning off-season challenges into a tourism opportunity
 - Strong community co-creation and cross-sector cooperation
 - Focus on sustainability, accessibility, and local identity
 - Creative solutions like upcycling children's artwork into reusable products
- Potential:
A replicable model for sustainable rural tourism, helping regions boost off-season tourism, strengthen communities, and promote inclusive and environmentally friendly development.

Collaboration with other stakeholders

The initiative works closely with a wide range of stakeholders, including:

- Local municipalities and regional authorities
- Local Action Groups (LAGs) and NGOs
- Tourism businesses, food producers, and entrepreneurs
- Cultural institutions, schools, and community groups

Collaboration & What We Offer

- Co-creation of events and experiences with local partners
- Knowledge sharing on sustainable, accessible, and community-based tourism
- International cooperation through LEADER, local (Environmental Investment Centre EIC, National Foundation of Civil Society (NFCS) etc.) and EU projects
- Promotion and visibility for local businesses and regions
- A replicable model for developing off-season and rural tourism
- We offer a strong network, practical experience, and innovative approaches in combining culture, nature, and local food into sustainable tourism solutions.



<p>04 OKT.</p> <p>Porikuu pere ja kunstipäev Käesalu mõisas</p> <p>Kõrgpere elamus Käesalu mõis & kunstikeskus</p>	<p>04 OKT.</p> <p>Matkafy Laternamatkade ekskursioon: Paldiski ja allveelaevnike mälestused! ★</p> <p>Kõrgpere elamus Adolfsõja 3, Sõjaväe Muuseumi Aulajätkumõisa ruumid</p>	<p>04 OKT.</p> <p>Porikuu Festivali avamine ja kontsert - Marek Sadam & Tõnu Laike</p> <p>Kõrgpere elamus Ananduse Aulajätkumõisa</p>	<p>04 OKT.</p> <p>Loodusfilmide päev</p> <p>Kõrgpere elamus Käesalu mõis</p>
<p>04-18 OKT.</p> <p>Seiklusorienteerumine - Avastades Vasalemmat 04.10-18.10</p> <p>Kõrgpere elamus Vasalemma alalik</p>	<p>04 OKT.</p> <p>Laupäeval lastega teha võib kõike - maailmine Meelikaga</p> <p>Kest MTÜ Väikeasa Väikeasuga</p>	<p>04 OKT.</p> <p>Ekspositsioonid näitusel Ajaloolised külmetrad kogu maailmast</p> <p>Väga Tänu Tänu Tänu</p>	<p>04 OKT.</p> <p>Polina Tõerkassova helisevad muinaslood</p> <p>Kõrgpere elamus Ananduse Aulajätkumõisa</p>
<p>04 OKT.</p> <p>Laul ja luule. Ernst Enno 150</p> <p>Muuseumilamus Harju Muuseumi näitajalugu Kõlas</p>	<p>05 OKT.</p> <p>Sügiseseid metsikuid taimed kokteililaas</p> <p>Häädla Põhise Muuseumi külaliskohas</p>	<p>05-26 OKT.</p> <p>Pärismaa elamusel Porikuul</p> <p>Kõrgpere elamus Pärismaa Saarekool (Pae, Hatto, Soosoo, Harju Noor)</p>	<p>05 OKT.</p> <p>Hatu Möisa kohvipäev Brasiilia</p> <p>Saarekooli Yllo Möisa</p>
<p>09 OKT.</p> <p>PLAN</p>	<p>10 OKT.</p>	<p>11 OKT.</p> <p>AIMAST</p>	<p>11 OKT.</p> <p>KÕRVITSA</p>





Challenges

Limiting Factors:

- Limited and unstable funding, especially for long-term planning
- Human resource constraints (small teams, reliance on volunteers)
- Seasonality of tourism, making it harder to maintain continuity
- Limited awareness and marketing reach beyond the region
- Accessibility improvements require additional investment

What Support Is Needed:

- Additional funding for scaling and innovation
- Stronger international partnerships and networks
- Marketing support to reach wider audiences
- Expertise and tools for improving accessibility and digital solutions

Barriers to Faster Progress:

- Administrative and funding procedures can be time-consuming
- Limited capacity slows down implementation and scaling
- Need for more coordinated stakeholder engagement across regions

Future

A person wearing a red helmet and safety glasses is driving a blue tractor in a grassy field. The tractor has a white container on the back and a Ford logo on the front. The background shows a line of trees and a fence.

Future Perspectives:

- Strengthen international cooperation and knowledge exchange
- Develop accessible and inclusive tourism solutions further
- Enhance digital marketing and storytelling to reach wider audiences
- Grow the local food and Geopark branding network

Recommendations for Others:

- Start with strong community involvement and co-creation
- Turn local challenges (e.g. seasonality) into unique strengths
- Build cross-sector partnerships early on
- Focus on authentic, place-based experiences

Thank you!



Kaire Luuk
Western- Harju Partnership
International Projects Coordinator /
Project Manager
Tel./Whatsapp + 372 5665 8865
E-mail: kaire@vomentaga.ee
Padise, 76001 Harju maakond, Estonia
<https://www.vomentaga.ee/>



ruralnetwork.fi



Co-funded by
the European Union