

Programme: Tourism4SDG 8th Partner Meeting

9-11 June 2026, Tartu



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Miia (Tartu Coordinator)

9th June – Arrival and welcome evening

19:55 Please be at the meeting point: Tartu Town Hall Square, by the fountain
<https://maps.app.goo.gl/wGueDBwv36ppeFgMA>

20:00 Guided walking tour in Tartu city centre with a guide from Tartu City Museum

21:00 Informal get-together at Bar Parallel
Light snacks and drinks will be served.

10th June – Policy framework and local practices: measuring processes

Venue for the morning sessions:

Tartu Town Hall <https://maps.app.goo.gl/3QTMyyE8n6L3er5J6>

09:00 Arrival & morning coffee

09:15–09:50 Introduction to Tartu & the South Estonia tourism model, Annika Ojasaar (Visit Tartu)
The session will focus on how Tartu connects tourism with the city's broader sustainability efforts.

09:50–10:25 Tartu City Development Strategy & sustainability indicators, Liisi Haljasorg (Department of Spatial Planning)
This session will introduce the city-level framework for sustainability, including how progress is measured through indicators.

10:25–11:00 Tartu's sustainable events guidelines
A short introduction to Tartu's sustainable events guidelines and how they are applied in practice, including examples from city events and Tartu 2024.

11:00–11:30 Tartu nightlife strategy, Kertu Vuks (Deputy Mayor of Tartu)
The session will introduce the aims of the nightlife strategy, its connection with tourism, planned indicators and the involvement of tourism businesses.

11:30–12:00 Circular economy roadmap, Jaanus Tamm (Department of Municipal Economy)
The session will introduce the purpose of the roadmap, its main themes and measures, and how circular economy principles can support sustainable tourism development.

12:00–12:25 Survey overview: resident satisfaction with tourism in South Estonia, Anzelika Gomozova (Visit South Estonia)
A short overview of a recent study. The session will discuss how resident attitudes and satisfaction can be taken into account in sustainable tourism development.

12:30–13:30 Lunch at Humal Bistro & overview of their Green Key certification journey

14:00–15:30 Visit to the Estonian National Museum and introduction to Green Museum practices

The Estonian National Museum is one of Estonia's main cultural history museums, with a focus on everyday life, culture and ethnology. During the visit, we will also learn more about Green Museum certification and how museums can assess and reduce their environmental impact.

15:45 Walk to Lodjakoda

The walk is approximately 2 km and takes around 30 minutes. For those who cannot or prefer not to walk, an alternative transport option will be available.

16:30–17:00 Lodjakoda house tour and introduction to Emajõgi barge culture

Emajõe Lodjasetts is a local NGO founded in 2004 with the aim of rebuilding and reviving the historical Emajõgi-Peipsi barge tradition and introducing the history of Estonia's inland waterways.

17:00 Return to the city centre on foot or by bus

17:30–19:30 Free time

Time to walk around the city or rest at the hotel.

19:30 Dinner at Toko Restaurant

<https://maps.app.goo.gl/2f8VeAwdyVx3wBSu7>

11th June – Good practices in Tartu County

09:20 Please be at the meeting point: Vanemuine Theatre parking lot

<https://maps.app.goo.gl/tbKQuVDXu7i6P4UB9>

09:30 Bus departure from Tartu

10:00–11:30 Visit to Viinamärdi Farm & cheese tasting

Viinamärdi Farm is located in Nõo parish, Tartu County. The farm has a history of over 100 years and was brought back to life in 2013. Today, it is known for its Lacaune dairy sheep and unique Italian-style cheeses.

11:45–12:45 Visit to Luke Manor & lunch

Luke Manor brings together history, local heritage and contemporary experiences. The visit will include a short introduction to the manor and its activities.

12:45–14:15 Good Practice Committee meeting

All partners will briefly present the developments related to the improvement of their policy instruments.

14:20 Bus departure to the boat departure point

15:00–19:00 Boat trip in Emajõe-Suursoo wetland

Emajõe-Suursoo is Estonia's largest delta wetland and part of the Peipsiveere Nature Reserve. The area is one of Estonia's wildest and least populated landscapes, with limited road access, few marked trails and very little human disturbance. The boat trip will offer a chance to experience this unique natural area from the water.

19:45 Arrival back in Tartu

Stops: Tartu Bus Station and Vanemuine Theatre car park (the same place where we boarded the bus in the morning).

End of the programme!