



# ICT tools and Social Media

Aivar Ruukel

3<sup>rd</sup> European Ecotourism Conference  
Jachranka — Poland 26.-29. April 2015



SPOŁECZNY  
INSTYTUT  
EKOLOGICZNY



„Europejski Fundusz Rolny na rzecz Rozwoju Obszarów Wiejskich: Europa inwestująca w obszary wiejskie.”

Projekt opracowany przez Społeczny Instytut Ekologiczny  
Projekt współfinansowany ze środków Unii Europejskiej w ramach Pomocy Technicznej  
Programu Rozwoju Obszarów Wiejskich na lata 2007-2013  
Instytucja Zarządzająca Programem Rozwoju Obszarów Wiejskich na lata 2007-2013 -  
Minister Rolnictwa i Rozwoju Wsi

Please turn **ON**  
your smartphones!

**#EuroEco15**



# #hashtags are for networking and conversations in social media



**Kirsten Lovett** @nowmomentjourn · 13h  
#Ecotourism history presentation from Michael Meyer  
[ustream.tv/recorded/61615...](https://ustream.tv/recorded/61615...) #EuroEco15



**Ron Mader** @ronmader · 17h  
#EuroEco15 Q: Paint a broad picture please - how aware are Europeans of European #ecotourism? @Fair\_Travel\_Swe @Ruukel @nuttisamisiida



**Sigmar Naudi** @SigmarNaudi · 22h  
@margr3t started #Tweeting aswell, because of #EuroEco15 interactive communication.



**European Wilderness** @EUWilderness · 20h  
an example of tourism promoting #wildlife #EuroEco15



**John Williams** @eurapart · Apr 26  
RT @Ruukel: Rainbow greets us on the first evening in Poland #EuroEco15



**Aivar Ruukel** @Ruukel · 17h  
@wildsweden Marcus do you follow LIVE what Jeppe says?  
[ustream.tv/channel/aivar-...](https://ustream.tv/channel/aivar-...) #EuroEco15



**WildSweden** @wildsweden · 17h  
@Ruukel I cant Im in the woods!



[View conversation](#)



Web Images Maps Videos News More ▾ Search tools

About 39,600 results (0.33 seconds)

### Aivar Ruukel | Facebook - Tere tulemast Facebook'i

<https://et-ee.facebook.com/aivar.ruukel> ▾

Aivar Ruukel kasutab Facebook'i. Ühine Facebookiga, et olla ühenduses kasutajaga Aivar Ruukel ja teistega, keda sa tead. Facebook gives people the power...

### Aivar Ruukel | LinkedIn

<https://ee.linkedin.com/in/ruukel>

Estonia - Tripbod and local guide in Soomaa National Park at tripbod  
View Aivar Ruukel's (Estonia) professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Aivar Ruukel discover ...

### Märksõna - Aivar Ruukel | Soomaa

[eesti.soomaa.com/sildid/aivar-ruukel/](https://eesti.soomaa.com/sildid/aivar-ruukel/) ▾

Siiski ei saanud ei Algis ega Aivar sel korral Leetu sõita, saadame slaidid sooturismit Soomaal. Soomaa : wetland tourism case study from Aivar Ruukel ...

### Kanuumatkad | Soomaa

[eesti.soomaa.com/kanuumatkad/](https://eesti.soomaa.com/kanuumatkad/) ▾

Lisainfo ja registreerimine telefonil 5061896 (Aivar), 5147572 (Algis) või ... Aivar Ruukel · Top Commenter · Foodie at Finno Ugric Tastes : Local and Fresh Food ...  
You've visited this page 5 times. Last visit: 3/31/15

### Aivar Ruukel | Ecotourism and eTourism enthusiast and ...

[aivar.ruukel.ee/](https://aivar.ruukel.ee/) ▾

Nov 1, 2012 - Aivar Ruukel, Connection between social media and tourism in protected areas. from Aivar Ruukel on Vimeo.

### Aivar Ruukel (@Ruukel) | Twitter

<https://twitter.com/ruukel> ▾

6645 tweets • 780 photos/videos • 5582 followers. Check out the latest Tweets from Aivar Ruukel (@Ruukel)

### Aivar Ruukel presentations | SlideShare

[www.slideshare.net/Ruukel](http://www.slideshare.net/Ruukel) ▾

View all of Aivar Ruukel's Presentations. ... Aivar Ruukel. Following Follow Processing... 183 SlideShares · 548 Followers. × ... Aivar Ruukel. Loading Loading. You've visited this page 4 times. Last visit: 10/18/14



From Google Contacts  
Only you can see this result

## Aivar Ruukel

lazy, but curious

[Update your profile](#)



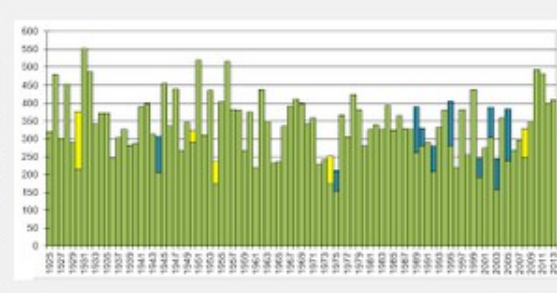
Lecturer at Estonian University of Life Sciences  
Attends Estonian University for Life Sciences  
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**Mobile:** +3725061896







# Soomaa.com - Five Seasons





# How do you rate your digital literacy?





# Next hour

Why ICT tools and social media?

2 concepts : word of mouth and storytelling

3 reasons people talk about you

5 stages of travel

10 reasons for using social media

20+ social media tool to learn experiment with

Q & A

Please ask questions also during my presentation!











For remote participants: please ask on twitter, use hastag #EuroEco15

# Technology changes everything...



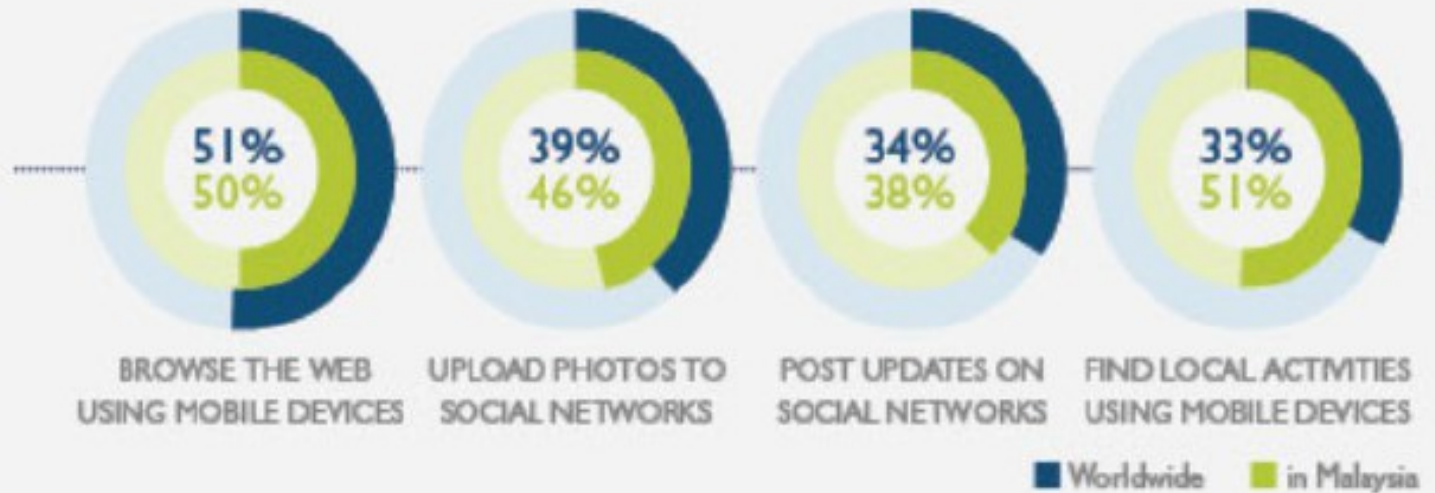


# ... including the way we travel

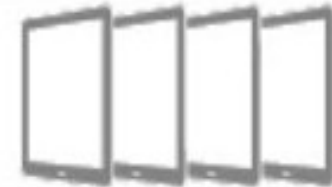
	dream	plan	book	experience	share
then	 A cover of 'THE SUNDAY TIMES travel' magazine featuring a tropical beach scene with palm trees and the headline 'Wish you were here?'. Other text includes 'New Zealand', 'New York', and 'Barbados'.	 A stack of travel guidebooks from the 'DK Eyewitness' series, including titles for South Africa, Istanbul, London, China, Switzerland, Europe (Dummies), and Europe.	 The storefront of a 'Travel Bureau' with a sign above the entrance.	 A woman in a bikini and hat standing on a sandy beach, holding a camera up to take a photo.	 A collage of various travel photographs, including landscapes, buildings, and people.
now	 A man and two young children sitting on a couch, looking at a tablet together.	 A stylized owl logo with large eyes, set against a green background.	 A close-up of a computer keyboard with a blue button that says 'Book online' and a mouse cursor icon.	 A man taking a selfie with a smartphone, holding up his hand in front of the lens.	 The Instagram logo, featuring a camera lens and a rainbow stripe.

# always connected travelers

Travellers worldwide are going online during their trips



ON AVERAGE, TRAVEL PARTIES WORLDWIDE BRING 4 WEB-ENABLED DEVICES ON TRIPS



# FOBO

**FOBO (Fear of Being Offline) is real for teens around the world**

*Posted December 9, 2014 4:04 pm by [Cynthia Boris](#) with [0 comments](#)*

**Subscribe**





# The Mobile Revolution



picture: @exicon



# facebook

**The percentage  
of adventure  
travelers  
using  
Facebook  
has more  
than doubled  
between  
2010 and 2013**

source: @adventuretweets
















**Fish  
where  
the  
fish  
are!**



# Even my mother is using Facebook

-  **Koidu Ruukel** 8:39am  
tere hommikust
-  **Aivar Ruukel** 8:39am  
Kuidas läheb?
-  **Koidu Ruukel** 8:40am  
vihma tibutab eile oli 16 nsooja ja päike
-  **Aivar Ruukel** 8:40am  
Mmm  
Siin väga soe. Suvine.
-  **Koidu Ruukel** 8:41am  
bussil on koormakate peal
-  **Aivar Ruukel** 8:41am  

-  **Aivar Ruukel** 8:42am  
Täna teen oma ettekande
-  **Koidu Ruukel** 8:42am  
edukat esinemist

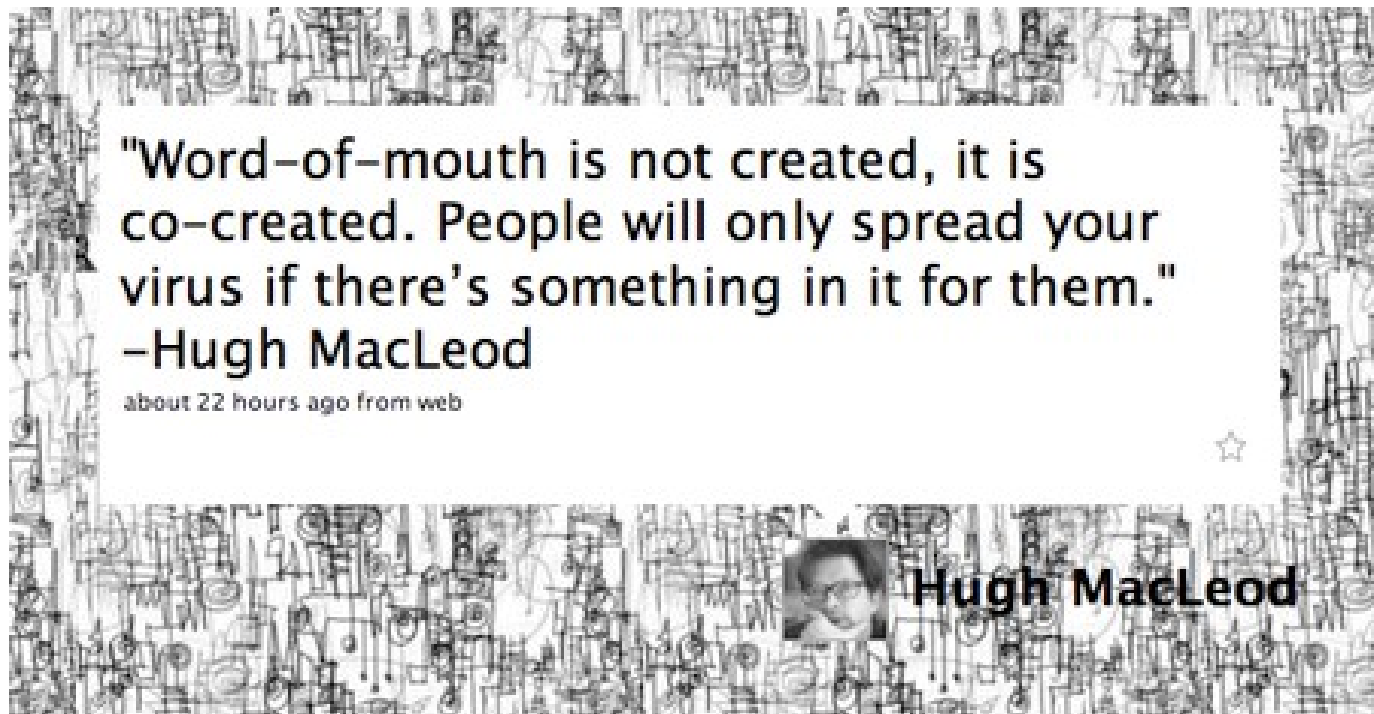
people have always talked  
about their experiences...



...it is called word of mouth

# Word of Mouth Marketing

- Giving people a reason to talk about your stuff
- Making it easier for that conversation to take place





# 3 reasons people talk about you



YOU



# 3 reasons people talk about you

It is about stuff, the company and products

- They love you (and your stuff)
- They hate you
- You have given something to talk about
- You have made it easy for them to talk about you

source: @sernovitz

# 3 reasons people talk about you



ME

# 3 reasons people talk about you

It is about talker, making them feel good

- They feel smart
- They feel important
- They want to help people
- They want to express themselves

source: @sernovitz



**3 reasons people talk about you**

**US**





# 3 reasons people talk about you

It is about the group: feeling connected

- They are part of the brand family
- They belong to a community
- They are part of a team

source: @sernovitz

social media

**is not**

a trend

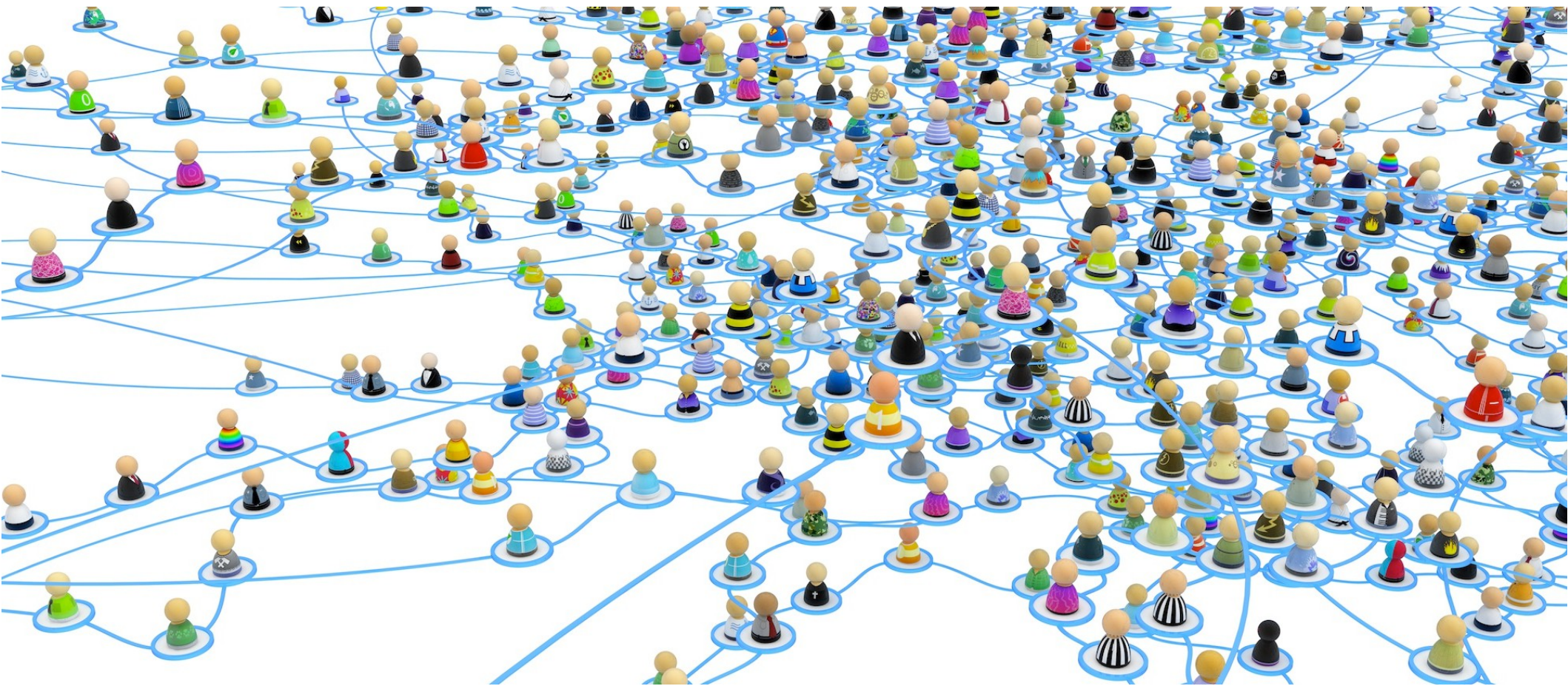


social media is

**a new**

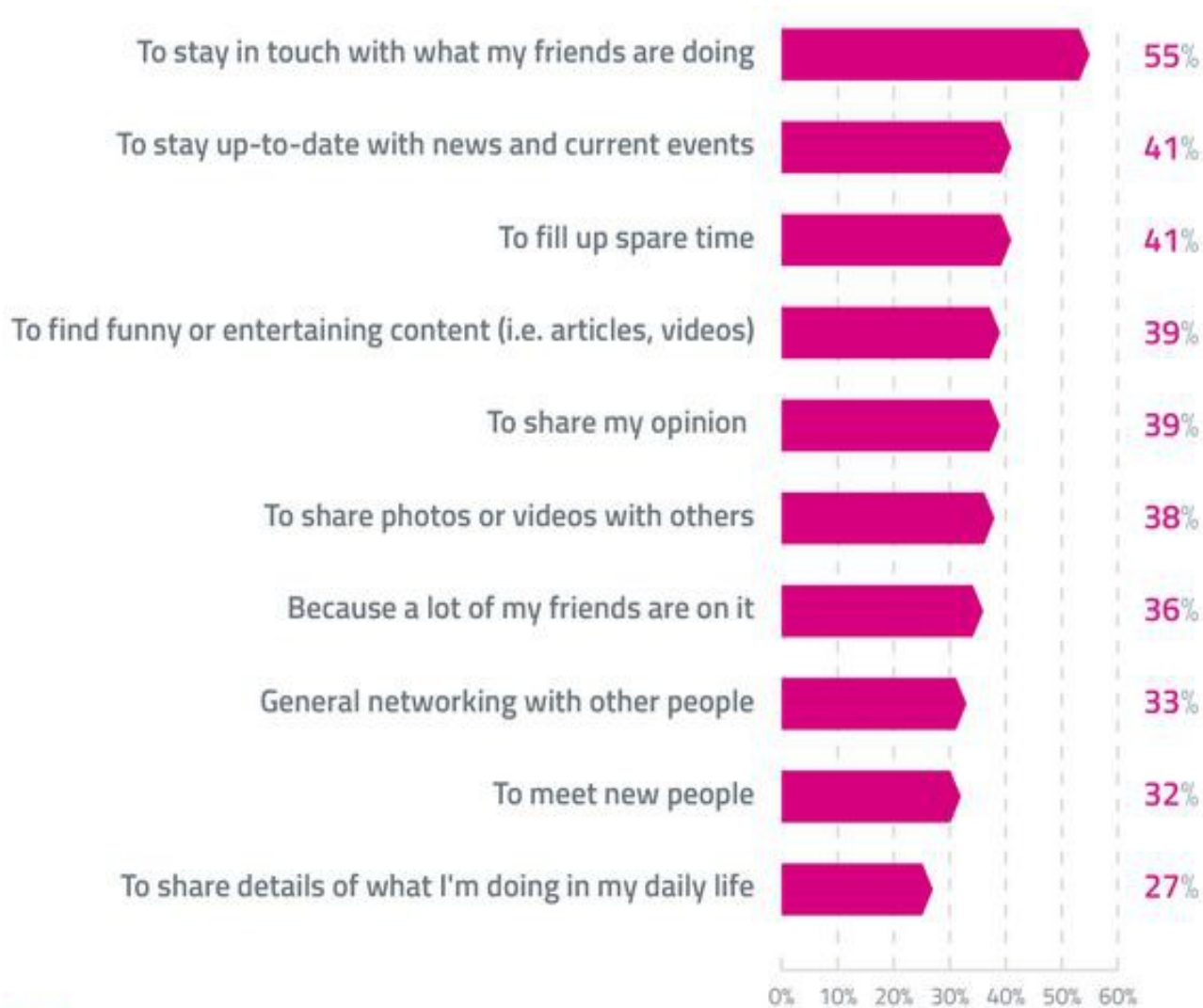
word of mouth

People have been practicing social networking and sharing as long as society has existed





# 10 reasons for using social media





*«Storytelling is by far the most underrated skill when it comes to business.»*

*@garyvee*





**stop selling! start storytelling!**







**Stories of your place!**



Who  
are  
your  
storytellers?







yourself

media

businesses

local people


travelers



your job as tourism marketer

**curating**

other peoples  
stories

A close-up photograph of a field of bushes with numerous small, round berries in shades of red and orange. The berries are clustered on thin stems, and the background is a soft-focus field of similar plants under a bright sky.

**why are the stories  
shared by your customers  
more important than your  
own marketing messages?**





**not only tell a story,**

**but also give a story to share**



sharing is caring

A photograph of a person in a green canoe on a river. The river is surrounded by lush greenery, including tall grasses and large trees with thick canopies. The water is calm and reflects the surrounding environment. The scene is peaceful and scenic.

**41% of UK consumers  
write reviews  
about their  
travel experiences**



sharing is caring

**24% of UK consumers share their experiences via social media on holiday.**

**A further 49% wait until they get home**









# dreaming

**52% of Facebook users said their friends' photos inspired their holiday choice**





# The Wisdom of Friends





# planning

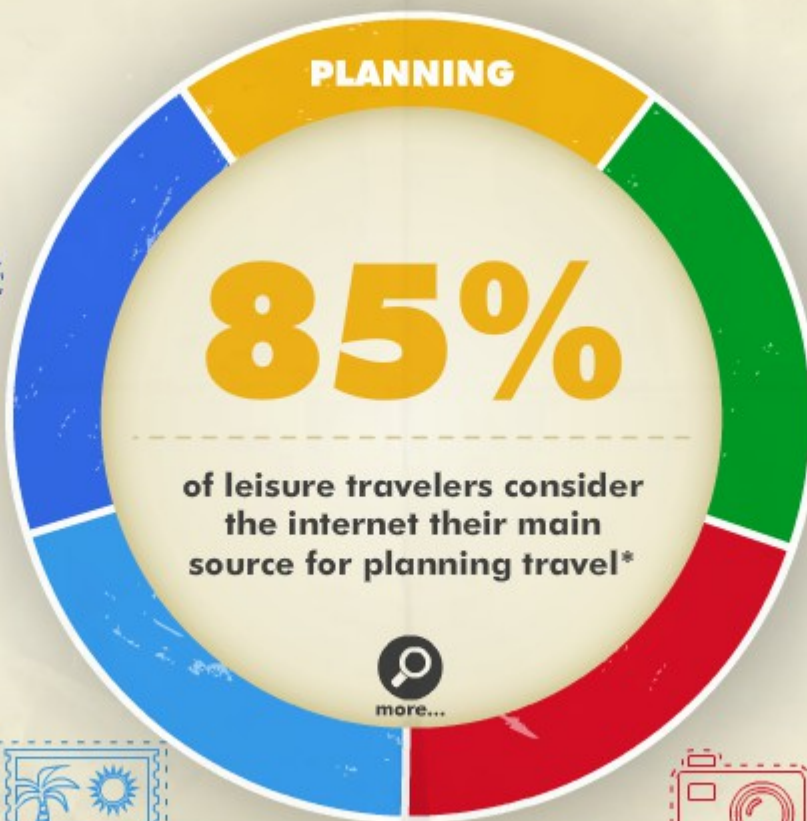
Google™



**Travelers rely on the online space to plan travel**



DREAMING



BOOKING

THE  
**FIVE**  
STAGES  
OF TRAVEL



SHARING



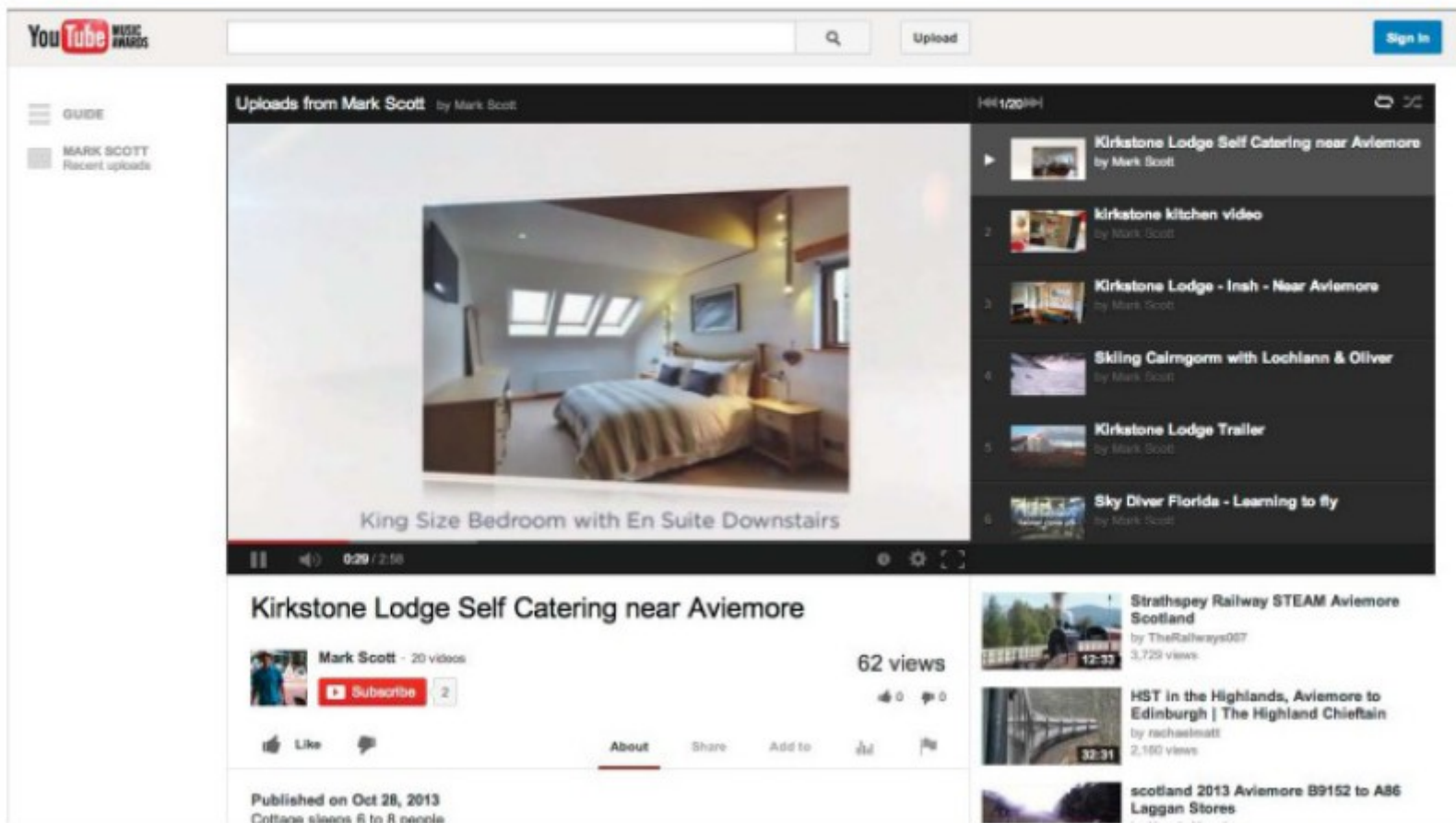
EXPERIENCING



12345

# planning

60% of leisure travelers have watched an online video to help them decide on a destination; 55% to help decide on specific accommodation...



The screenshot shows a YouTube video player interface. The main video is titled "King Size Bedroom with En Suite Downstairs" and is part of a series of uploads from Mark Scott. The video player shows a bedroom with a king-size bed, a desk, and a window. Below the video player, the title "Kirkstone Lodge Self Catering near Aviemore" is displayed, along with the channel name "Mark Scott" and a "Subscribe" button. The video has 62 views. To the right of the main video, there is a list of related videos, including "Kirkstone Lodge Self Catering near Aviemore", "kirkstone kitchen video", "Kirkstone Lodge - Insh - Near Aviemore", "Skiing Cairngorm with Lochlann & Oliver", "Kirkstone Lodge Trailer", and "Sky Diver Florida - Learning to fly".





# booking

Google™



Travelers are increasingly booking via the internet, with greater transparency and options



PLANNING



EXPERIENCING

THE  
**FIVE**  
STAGES  
OF TRAVEL



DREAMING



SHARING



12345

# experiencing

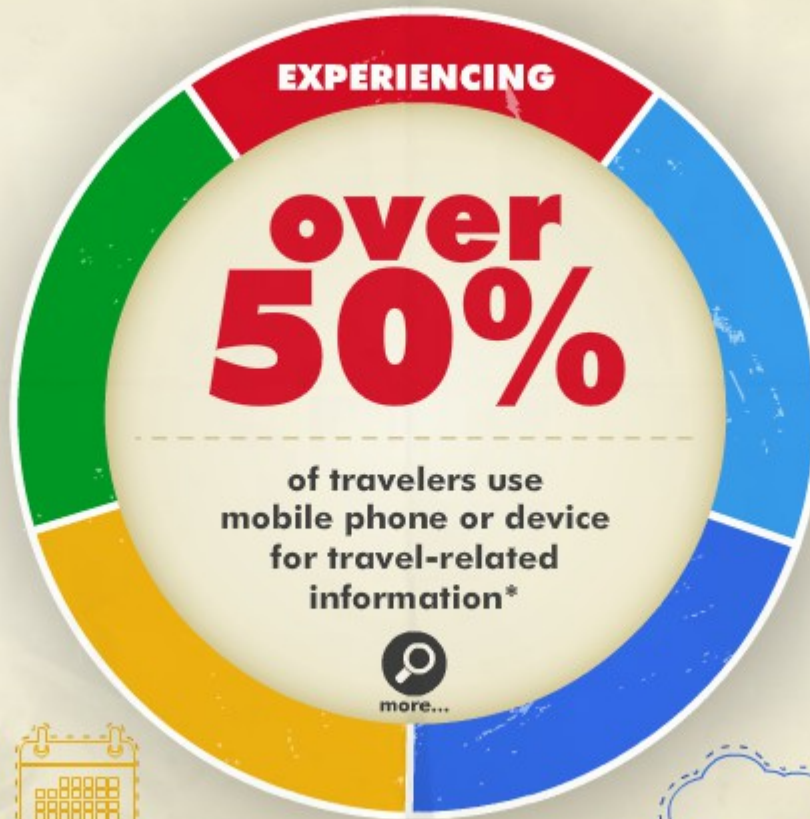
Google™



Travelers expect a more informed and collaborative travel experience, **driven especially by the growing functionality of mobile devices**



BOOKING



SHARING

THE  
**FIVE**  
STAGES  
OF TRAVEL



PLANNING



DREAMING



12345



## AFTER TRAVELING...

### Reviews from the Rearview Mirror

46%

★★★★  
post hotel  
reviews



40%

post activity/  
attraction  
reviews

40%

post restaurant  
reviews

### Socially Sentimental



76%

posted vacation  
photos to a social  
network



55%

"Liked" Facebook  
pages specific to  
a vacation

# What is in your digital backpack?








# picture tells 1000 words ?


poland x ecotourism x


All Pins Your Pins Pinners Boards


  
pinterest


  
Ecotourism in Poland. Welcome...  
Peggy Sijewerda Places I Wanna Go


  
from Foursquare  
Polish Trails - Ecotourism in Poland  
Polish Trails - Ecotourism in Poland w Kraków, Województwo małopolskie  
Laura Kalicka rękodzieło


  
Krakow is the best kept eco-travel secret in Europe  
Greenloons Eco Travel with Irene


  
from Foursquare  
Beskid Niski  
East Ortodox Church in Wołowiec, Beskid Niski Mountains  
goo.gl/K1sV94  
Zależna w Podróży Blog Poland by Locals || Polska po...

  
A weekend in Low Beskids. Story by Agnieszka #Polishtrails #ecotourism #responsibletourism  
Polish Trails local food in Poland

  
Ortodox church in Wołowiec A weekend in Low Beskids. Story by Agnieszka #Polishtrails #ecotourism #responsibletourism  
Polish Trails Wooden architecture in Poland

  
Nieznajowa A weekend in Low Beskids. Story by Agnieszka #Polishtrails #ecotourism #responsibletourism  
Polish Trails I love Polish Mountains

  
Nieznajowa A weekend in Low Beskids. Story by Agnieszka #Polishtrails #ecotourism #responsibletourism  
Polish Trails Wooden architecture in Poland

  
POLISH TRAILS  
Polish Trails - Ecotourism in Poland  
Lydia Bander Eco & sustainable tourism



# picture tells 1000 words ?



Instagram

Instagram



aivarruukel



Edit Profile



**aivarruukel**

Aivar Ruukel Lazy but curious. Ecotourism and e-Tourism enthusiast and practitioner.  
Based in Pärnu and Soomaa National Park, Estonia. <http://www.soomaa.com>

921  
posts

630  
followers

1,119  
following



# video tells 1000 pictures ?



**- Educate!**

**- Entertain!**

**- Inform!**





**give timely responses  
to customers feedback**



**facebook**

why should we

**listen**

to our customers on

**social media?**



# Listen More, Talk Less!



twitter





# social media listening tools

chrome-extension://hbdpomandigafcibbmofojjchbcdagbl/web/templates/default.html

### New Tweet

Search

- #EuroEco @Ruukel
- #ecotourism @Ruukel
- #tastingeurope @Ruukel
- #SoMeT15EU @Ruukel
- #EuroEco15 @Ruukel
- #RTTC @Ruukel
- Notifications @Ruukel

+ Add column

<< Collapse

Accounts

Settings

TweetDeck

### #EuroEco @Ruukel

**Chris Milnes** @reallifepr0ject 1d  
European #Ecotourism Conference #EuroEco in #Poland 26-29 April. #EuroEco15. Hotel, meals, and conference free of charge. Register & share!  
Details

**Ron Mader** @ronmader 10d  
European Ecotourism Conferences planeta.wikispaces.com/european ecotu... @reallifepr0ject @Ruukel #WikiWednesday #euroeco #euroeco15 pic.twitter.com/6ifCbHPMUB

Details

**Matthew Yabut** @matthewYA... 12d  
One hour to go!!! #EUROECO  
Details

**Aivar Ruukel** @Ruukel 13d

### #ecotourism @Ruukel

**Teresa Keane** @IndTravHelp 1m  
I'm working & can't make it. What a shame! RT @Ruukel: European #ecotourism meetup #Poland european-ecotourism.pl/en\_US/ pic.twitter.com/K4z47WCYB5

Details

**Aivar Ruukel** @Ruukel 26m  
Countdown: In 14 days European #ecotourism meetup #Poland : Join! Event is FREE! european-ecotourism.pl/en\_US/ #EuroEco15 pic.twitter.com/2vggAJwAp1

Details

### #tastingeurope @Ruukel

**Enterprise Europe EE** @EEN... 4d  
New #tastingeurope portal of food & #gastronomy #tourism in Europe. @StAlbansTourism @visitnorfolk interested? ow.ly/LiLyj  
Details

**marcoRecorder** @marcoRec... 18d  
Taste your way through Europe! Have a look at the #TastingEurope web & search for #food fairs and festivals bit.ly/1DSnUDN #Expo2015  
Details

**PCM\_Expo2015** @PCM\_Exp... 18d  
Taste your way through Europe! Have a look at the #TastingEurope web & search for #food fairs and festivals tastingeurope.com #Expo2015  
Details

**4expo** @4expo 18d  
Tasting Europe #TastingEurope #food #Expo2015 tastingeurope.com  
Details



# social media listening tools



## Never miss a thing online

Start listening to what's being said on the web and social web. React quickly, collaborate, and analyze your online presence.

mention soomaa



[Click here to enable desktop notifications for Gmail.](#) [Learn more](#) [Hide](#)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mention	Inbox	soomaa: Today's Top Mentions - Mention.com Hi Aivar Ruukel, here are the mentions you've missed today for your alert so	06:03
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mention	Inbox	soomaa: Today's Top Mentions - Mention.com Hi Aivar Ruukel, here are the mentions you've missed today for your alert so	10 Apr
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Jess at Contently	Inbox	7 Crucial Rules to Follow When Working With Journalists - that she mentioned one of your competitors. If you're like many	9 Apr
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mention	Inbox	soomaa: Today's Top Mentions - Mention.com Hi Aivar Ruukel, here are the mentions you've missed today for your alert so	9 Apr
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Responsible Travel (2)	Inbox	Last minute holidays   Help us promote you more   Latest travel guides go live - Trip in Soomaa National Park, Welcome to	8 Apr
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mention	Inbox	soomaa: Today's Top Mentions - Mention.com Hi Aivar Ruukel, here are the mentions you've missed today for your alert so	8 Apr
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	me, Tomasz (14)	Inbox	article communication - www.soomaa.com twitter.com/Ruukel facebook.com/soomaa.estonia On 7 April 2015 at 12:41, Aiv	7 Apr
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mention	Inbox	soomaa: Today's Top Mentions - Mention.com Hi Aivar Ruukel, here are the mentions you've missed today for your alert so	7 Apr
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mention	Inbox	soomaa: Today's Top Mentions - Mention.com Hi Aivar Ruukel, here are the mentions you've missed today for your alert so	6 Apr
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mention	Inbox	soomaa: Today's Top Mentions - Mention.com Hi Aivar Ruukel, here are the mentions you've missed today for your alert so	5 Apr
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mention	Inbox	soomaa: Today's Top Mentions - Mention.com Hi Aivar Ruukel, here are the mentions you've missed today for your alert so	4 Apr
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	VisitSoomaa (via Twitter)	Inbox	VisitSoomaa (@VisitSoomaa) favorited a Tweet you were mentioned in! - and nearby Soomaa #NationalPark, #Estonia sin	3 Apr

# social media listening tools

socialmention\*

[Blogs](#) [Microblogs](#) [Bookmarks](#) [Images](#) [Video](#) [All](#)

poland ecotourism

Search

[Advanced Search](#)  
[Preferences](#)

52%  
strength

5:0  
sentiment

69%  
passion

18%  
reach

1 minutes avg. per mention

last mention 25 minutes ago


35 unique authors

12 retweets

## Sentiment

positive		5
neutral		110
negative		0

## Top Keywords

poland		243
hetalia		126
axis		63
powers		63
ecotourism		38
european		16

## Mentions about poland ecotourism

Sort By:  Results:

Results 1 - 15 of 115 mentions.

-  [In 14 days starts #Euroeco15 : European #Ecotourism Conference in #Poland](#)

"Countdown: In 14 days European #ecotourism meetup #Poland : Join! Event is FREE! <http://t.co/k9wPnCS1Uq> #EuroEco15"



[www.facebook.com/permalink.php?id=232245174416&v=wall&story\\_fbid=10153195446774417](http://www.facebook.com/permalink.php?id=232245174416&v=wall&story_fbid=10153195446774417)  
25 minutes ago - by [European-Ecotourism-Conference](#) on [facebook](#)

-  [Poland](#)

Poland - Postcards158.jpg  
[s612.photobucket.com/albums/tt210/EifersuchtPostcrossing/Stamps/?action=view&at=Postcards158.jpg](http://s612.photobucket.com/albums/tt210/EifersuchtPostcrossing/Stamps/?action=view&at=Postcards158.jpg)  
5 minutes ago - by [EifersuchtPostcrossing](#) on [photobucket](#)

-  [Poland](#)

Poland - scan0034.jpg  
[s612.photobucket.com/albums/tt210/EifersuchtPostcrossing/Stamps/?action=view&at=scan0034.jpg](http://s612.photobucket.com/albums/tt210/EifersuchtPostcrossing/Stamps/?action=view&at=scan0034.jpg)  
5 minutes ago - by [EifersuchtPostcrossing](#) on [photobucket](#)

-  [Poland](#)

Poland - scan0033.jpg  
[s612.photobucket.com/albums/tt210/EifersuchtPostcrossing/Direct\\_Swap/?action=view&at=scan0033.jpg](http://s612.photobucket.com/albums/tt210/EifersuchtPostcrossing/Direct_Swap/?action=view&at=scan0033.jpg)  
5 minutes ago - by [EifersuchtPostcrossing](#) on [photobucket](#)



# Join the Conversations!

The image shows a screenshot of a Facebook group page for "Responsible Tourism Networking". The page features a blue header with the group name and a search bar. Below the header is a large banner image with the text "10000+ members!" in white, handwritten-style font. The banner also shows a person's hands holding a yellow and black patterned object. Below the banner are navigation tabs for "Responsible Tourism Networking", "Members", "Events", "Photos", and "Files", along with a search bar for the group. The main content area displays a list of members, including Bert Rähni, Victoria Grigoryeva, Jessan Valiente, Rita Norvaišaitė, Erol Emin, and Bjorn Arvidsson. The right sidebar contains information about the group, including the number of members (10,109), the group type (Public Group), and a list of tags.

**Responsible Tourism Networking** 20+ Home

**10000+ members!**

Joined Share Notifications

Responsible Tourism Networking Members Events Photos Files Search this group

All Members (10,109) Find a Member Add People

**Bert Rähni**  
Tallinn, Estonia  
Invited by Aivar Ruukel over a year ago

**Victoria Grigoryeva**  
Stockholm University  
Added by Gopinath Parayil over a year ago

**Jessan Valiente**  
Member at Philippine Benevolent Missionaries Association, Inc.  
Added by Gopinath Parayil over a year ago

**Rita Norvaišaitė**  
Aplinkosaugos komunikacijos specialistė at Raltiņis Aplinkos

**Erol Emin**  
Works at Customs and Excise Officer  
Added by Aivar Ruukel about

**Bjorn Arvidsson**  
Partner and Consultant at Razormind AB  
Added by

ABOUT 10,109 members  
Public Group  
#2014RTN #AtoZofRT  
www.responsibletourismnetworking.com  
A BIT OF HISTORY... At the World Trave...  
See More - Edit  
10,109 members (308 new) - Invite by Email  
Add People to Group

Tags:  
Tourism - Responsible tourism - Networking

CREATE NEW GROUPS  
Groups make it easier than ever to share with friends, family and teammates.



# Join Relevant Groups & Communities





# Join the Conversations!

f Responsible Travel and Tourism Collective

Aivar Home 20+



**Responsible Travel and  
Tourism Collective**  
Community

Liked Following Message

Timeline About Photos Likes More

Create Page

Recent  
2015  
2014

Sponsored



ERGO kindlustus  
www.ergo.ee  
ERGO e-kontoris on  
liikluskindlustus 10%  
soodsam kui kontoris!

PEOPLE

439 likes

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Pille Saarnits

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**Responsible Travel and Tourism Collective**

17 hrs ·

Today is World Wildlife Day! We encourage everyone here to be a more responsible traveler when it comes to enjoying wildlife. For information on how to have a responsible wildlife experience, please be sure to refer to Care for the Wild International. They've got a lot of fantastic information

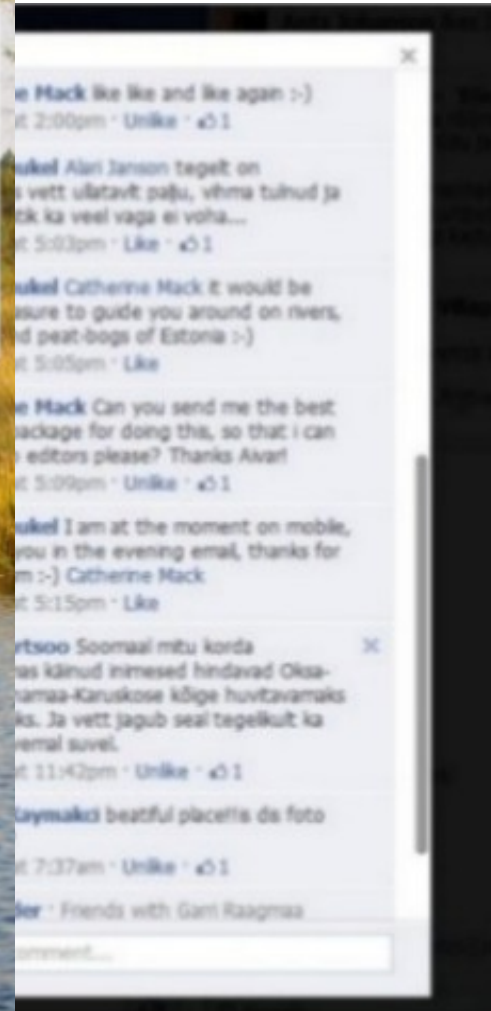
# Find Potential Buyer & Partners



- Catherine Mack** like like and like again :-)  
June 15 at 2:00pm · Unlike · 1
- Avar Ruukel** Alari Janson tegelt on Lemmjoes vett ulatavt paju, vhma tuhud ja joetamestik ka veel vaga ei vohta...  
June 15 at 5:03pm · Like · 1
- Avar Ruukel** Catherine Mack it would be great pleasure to guide you around on rivers, forests and peat-bogs of Estonia :-)  
June 15 at 5:05pm · Like
- Catherine Mack** Can you send me the best link to a package for doing this, so that i can pitch it to editors please? Thanks Avar!  
June 15 at 5:09pm · Unlike · 1
- Avar Ruukel** I am at the moment on mobile, will send you in the evening email, thanks for enthusiasm :-)  
June 15 at 5:15pm · Like
- Algis Martsoo** Soomaal mtu korda kanuutamas kinnud inimesed hndavad Oksa-Mulgi Henamaa-Karuskose koge huvitavamaks marsuudiks. Ja vett jagub seal tegelikult ka koge kuvemal suvel.  
June 15 at 11:42pm · Unlike · 1
- Bulend Kaymakci** beatful placefs da foto estonia??  
June 16 at 7:37am · Unlike · 1
- Sirje Pöder** · Friends with Gari Raagmaa
- Write a comment...



# Find Potential Buyer & Partners



# Collaborate & Share Your Story!



**Ron Mader** @ronmader · 16h

Call for photos of European [#Ecotourism](#) [flickr.com/groups/ecotour...](https://www.flickr.com/groups/ecotour...) [@AzamBB](#)  
[@Fair\\_Travel\\_Swe](#) [@reallifepr0ject](#) [@Ruukel](#) [@nuttisamisiida](#) [#euroeco15](#)

 Flickr





# A Cordial Invitation

**Ecotourism Europe is a popular group on Flickr and features 600+ photos and graphics from 50+ members, including local tourism pros and visitors. Everyone's invited. Join us!**



# Become an Editor of Planeta Wiki!



**Ron Mader**

@ronmader

 Follow

#EuroEco15 #EuroEco A1 I would like to find 'virtual volunteers' who can help edit the Planeta Wiki

[planeta.wikispaces.com/eurowild](http://planeta.wikispaces.com/eurowild) @Ruukel

9:18 PM - 23 Apr 2015 · Paradise, NV, United States

   1



**Chris Milnes**

@reallifepr0ject

 Follow

@ronmader We can definitely spread the word Ron. Would be great to get volunteers with local knowledge from each country #EuroEco15

9:20 PM - 23 Apr 2015

   1





# Planeta Wiki

68



Ruukel

- Wiki Home
- Recent Changes
- Pages and Files +
- Members

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Many Thanks to our Editors

planeta

## ☆ poland

### europa / Poland

on this page: [upcoming events](#)

flickr group: [Ecotourism Europe](#)

slideshare: [ecotourism europe](#), [Europe on the web](#)

editing: [Europe](#)

Poland is bordered by [Germany](#) to the west; the Czech Republic and [Slovakia](#) to the south; [Ukraine](#), Belarus and [Lithuania](#) to the east; and the Baltic Sea and Kaliningrad Oblast, a Russian exclave, to the north.

### Events

April 27-30 [European Ecotourism Conference](#)

### RSS

[Społeczny Instytut Ekologiczny - Strona Główna](#)

- [Zapraszamy na III Europejską Konferencję Ekoturystyczną](#), Apr 1, 2015
- [Międzynarodowa Konferencja Rolnictwo Przyszłości Przyjazne Dla Rolników i Klimatu](#), Dec 4, 2014
- [Jarmark Aktywności Lokalnej - Wąsewo 2014](#), Aug 20, 2014
- [Jarmark aktywności lokalnej](#), Aug 5, 2014
- [III spotkanie sieci przewidziane dla projektu ... SIEĆ WSPARCIA PARTYCYPACJI KOBIET NA TERENACH WIEJSKICH](#), Jun 23, 2014
- [Zaproszenie na III Szkolenie Sieciowe](#), May 20, 2014





- Join!
- Listen!
- Connect!
- Help!
- Engage!
- Share!





# Q & A





A person in a yellow kayak is paddling down a narrow, misty stream in a dense forest. The water is calm, reflecting the surrounding trees and the person in the kayak. The atmosphere is serene and quiet.

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Phone +3725061896





Thank you for listening!  
Thank you organizers!!  
Thank you sponsors!!!

See you on the 4<sup>th</sup> EuroEco Conference!

where?



SPOŁECZNY  
INSTYTUT  
EKOLOGICZNY

„Europejski Fundusz Rolny na rzecz Rozwoju Obszarów Wiejskich: Europa inwestująca w obszary wiejskie.”  
Projekt opracowany przez Społeczny Instytut Ekologiczny  
Projekt współfinansowany ze środków Unii Europejskiej w ramach Pomocy Technicznej  
Programu Rozwoju Obszarów Wiejskich na lata 2007-2013  
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