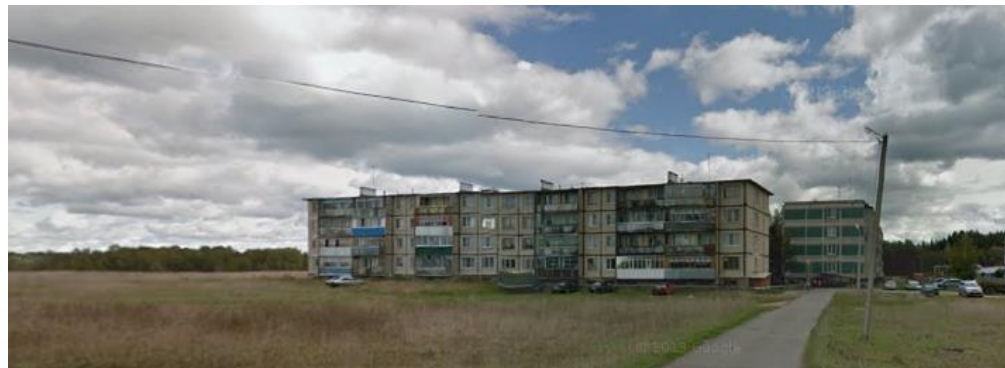




www.krasaderevni.ru

2015

During post-Perestroika era, over 20 000 villages have disappeared



Contemporary village, without an identity



Gasification: does improvement in living standards have to be accompanied by a decrease in the recreational potential of the village?



Vast variety of rural territories in Russia



The Association of the Most Beautiful Villages of Russia



MISSION

To inspire people to love rural Russia

GOAL

Preservation and valorization of the cultural, historical and natural inheritance of rural Russia, as well as its human capital potential

TASKS

- **Creation of positive examples of rural development on the basis of comprehensive use of recreational potential**
- **Establishing pre-conditions for development through increased public awareness and tourism flows**
- **Stimulating local initiatives and facilitating job creation, including for women and young people**

Criteria for membership in the Association (3 of the 10)



№ п/п	Types of criteria	Formulation	1st order characteristics	2nd order characteristics	Points max
1	Aesthetic	Artifacts of cultural and natural inheritance	Picturesque, attractive view of populated area as a whole	Feeling of wanting to visit there	20
		Surrounding landscape	Village harmoniously blends into surrounding landscape	Photogenic. Landscape is not ruined by industrial, agro-industrial or shopping mall buildings	
			Surrounding landscape interesting on its own (hills, forests, mountains, beaches, steppes)	Not boring or monotonic	
2	Architectural	Beautiful, traditional construction	Harmony and stylistic integrity of construction. Building height, color range, historical architectural styles.	Facades. Palisades. Window dressings. Designs on walls. Roof covering. Adherence to a palette of colors. Decorative elements	15
			Preservation of buildings and structures, as well as monuments of culture and historical inheritance.	Activity in the sphere of restoration and reconstruction	
		Absence of infrastructure spoiling view of the village	Gasification, electrification and satellite TV (antennas) do not spoil the stylistic integrity of the village.	Gas lines are underground or otherwise hidden from view. Electric lines not readily apparent	
			Road and sidewalk quality is good	Approach roads have hard surfaces and are passable. Thoroughfare roads inside village commensurate with style of buildings. Authentic boardwalks, bridges, etc	
			Absence of other elements spoiling the stylistic integrity of the village	Presence of buildings not fitting in with general style or aggressive advertising signage.	
3	Historical - cultural	Beautiful village	Architecture	Registered monuments (buildings, structures, sculptures, artifacts). Unregistered objects, but having potential interest for tourists and for potential registration.	10



Development Tools villages - members of the Association



Promotion and marketing

Website, networks

<http://krasaderevni.ru/>



[facebook.com/krasaderevni](https://www.facebook.com/krasaderevni)



vk.com/krasaderevni



Participation in exhibitions

Assist in the processing of the plan
of territorial marketing

Advertising and promotion
in the media

Catalogs, brochures, albums

Participation of celebrities



University of the most beautiful villages

Vocational training, modular program

tempus-rudeco.ru

Issue of practical
recommendations on
relevant topics

Meetings with
experts, professional
advice

Conferences



Support for local Initiatives

interaction with:

foundations and
business initiatives
and patrons

regional support
programs

connection to
adjacent rural
development
projects



Establishment of
direct links with
villages - members
of the Federation
of the most
beautiful villages
of the World

We choose the design of village entry panels



1.



2.



3.



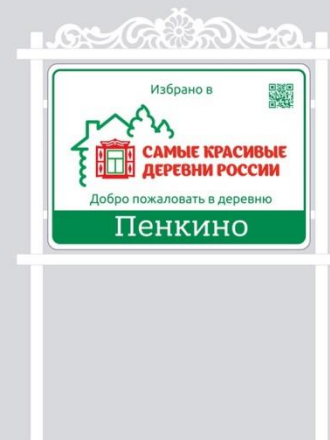
4.



5.



6.

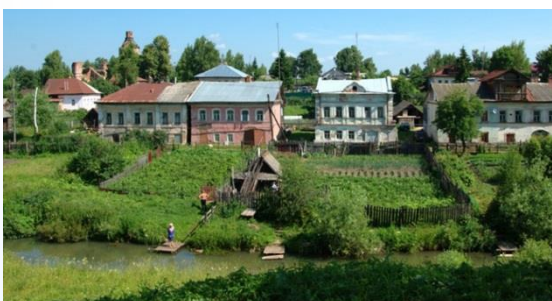


Selection mechanisms:

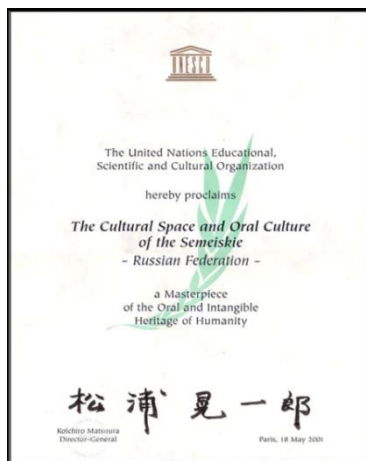
- 1. Village submits application**
- 2. Selection through regional competition**
 - First phase: application, self-guided presentation, popular vote on web-site, review of adherence to criteria
 - Second phase: site evaluation, review by experts

Maximum number of inhabitants ≤ 2000

Candidate for joining the Association: Village Vyatskoye in Nekrasovskoye District of Yaroslavl Region



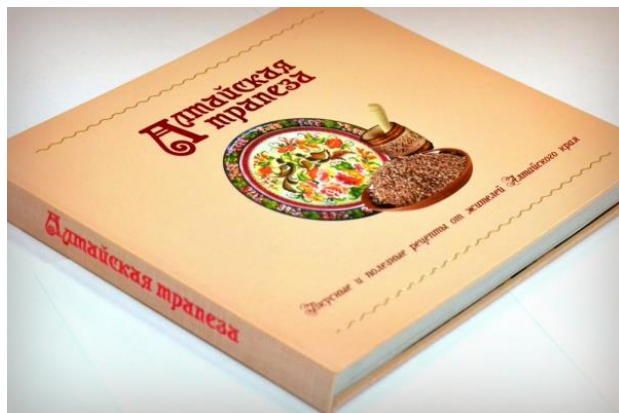
Candidate for joining the Association: Old Believers in Tarbagataiskiy District in Buryatia



Our partners



Cooperation with partners: facilitating growth of gastronomic identity



Cooperation with partners : Accueil Paysan



Accueil Paysan

La campagne à bras ouverts,
pour des vacances autrement



Prepare
your trip



Find
growers



Who are
we ?



What are
we doing ?



Contact

Home / Prepare your trip

Looking for

- ☐ An accommodation
- ☐ A meal
- ☐ A leisure
- ☐ A social host

Select a minimum capacity

- ☐ Holiday vouchers accepted
- ☐ Tourism and Handicap
 - ☐ visuel
 - ☐ moteur
 - ☐ auditif
 - ☐ mental

Language spoken by the friendly

Choose

- ☐ Light construction

Accommodation

- ☐ Campsite / Natural area

Russie

City or county

Find!

3 structures match your search



Svetlana CHEYNDOVY

Located in Grebnevo < Shchélkovskiy Rayon < Moskovskaya

Lodge Table d'hôtes Processing activity



GITES RURAUX FRANCO-RUSSE A SVETLISTY

Carole POMPON

Located in Svetlitsy < < Smolensk

Gîte de séjour Agricultural activity Consignment shop Table d'hôtes



maison d'accueil

Cooperation with partners: revival of the wooden churches in the north



The Association of the Most Beautiful Villages of Russia: Building of cooperation network and prospective directions for research works



Russian State Agrarian University - Moscow Agricultural Academy

- Valorization of underutilized potential of rural areas
- Farming and the development of gastronomic tourism

Lomonosov Moscow State University

- Driving local community transformation in Russia through rural tourism development
- The role of The Most Beautiful Villages of Russia (of the World) association in sustainable rural development

Russian Research Institute for Cultural and Natural Heritage

- Wooden architecture of Russia: history and now
- Ethnic architecture within a cultural landscape: problems and solutions
- The culture of wood and wood in culture



**Thank you for
your attention !**

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