



Europejski Fundusz Rolny na rzecz Rozwoju Obszarów Wiejskich: Europa inwestująca w obszary wiejskie  
Instytucja zarządzająca Programem Rozwoju Obszarów Wiejskich na lata 2014 – 2020 – Ministerstwo Rolnictwa i Rozwoju Wsi  
Operacja współfinansowana ze środków Unii Europejskiej w ramach Schematu II Pomocy Technicznej „Krajowej Sieci Obszarów Wiejskich”  
Programu Rozwoju Obszarów Wiejskich na lata 2014 - 2020

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**Presentations of good practices in the activation of rural residents in order to creating partnerships for the implementation of projects aimed at the development of these areas, which include representatives of the public sector, the private sector and non-governmental organizations**

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**Danuta Kucińska**

**Local Action Group- Friendly Mazovia**

**KIELCE, 20.09.2018 R.**



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## Questions and assumptions for the presentation

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- How to build an efficient and effective partnership between the social, public and economic sectors, preferably responding to local needs?
- What skills to develop, what methods and tools to use to connect the resources of partners and develop a permanent partnership on the occasion of joint project implementation?

*The presentation was based on telephone interviews, e-mails, shared presentations and websites (marked in the text)*



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## LAG „Krzemienny Krąg”

- **Project title:** Promotion of Tourist Attractions of „Flint Circle,, as a Branded Tourist Product of the province Świętokrzyskie
- **Partners:** 49 entities, public sector, NGO sector, private sector, local government, counties, communes, housing councils, foundation, associations, tourist offices, transport companies, production plants, retail outlets, kindergardens, schools, museums, culture centres, media
- **Place and date of implementation:** 2 voivodeships, 3 counties, 11 communes / 2010 – 2011
- **Budget / sources of financing:** 1.6 million PLN / 1.3 milion PLN EU, other own resources
- **Short description of the project:** the goal of the Partnership for the Świętokrzyskie Region was to integrate the previously dispersed activities of institutions and organizations and to create a coherent program for development, attracting investors, and improving the quality of life of residents. The main activities in the project are flagship tourist products „Flint Circle” creation, networking and promotion around 3 thematic axes:
  1. Thematic axis „Turtle and Dinosaur Trail”
  2. Thematic axis „Industrial Traditions of Ancient Times”
  3. Thematic axis „Mug from here" - Back Shining Lordship



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## LAG „Krzemienny Krąg”

- **Promotion** of selected tourist attractions was carried out through events, social media, nationwide TV, advertising campaigns, seasonal advertisements, radio - once a month with a theme such as nightmare quest, a billboard campaign in several provinces, 2 mobile ice ads, advertising spots, publications, leaflets, websites, Jurassic picnics, Jura Pop festival and Jura Rock festival.
- **Project results:** significant increase in brand recognition, number of visitors on the trail, tens of thousands festival participants, new initiatives on the route, eg. construction of over a thousand km of bicycle paths connecting Bałtów with other municipalities.
- **Proposing what can be a good practice in the project for other LAGs:** "it is not art to create a trail, it is art, to manage it, equip, monitor, provide comprehensive services to tourists, step by step connect attractions, create tourist and tourist-oriented products and networks, a tourist can not stand administration boundaries. The cohesion of the area is primarily people and institutions, relationships flow through the network, we learn to cooperate, create a value chain, everyone in the field of cooperation has an advantage. "Cottage does not stand on one leg", as LAG we implement basic activities under the Leader initiative but also additional ones as part of the created Support Centre of Social Economy (as the only LAG in Poland), the third pillar are other sources of financing, national and EU funding as well as own resources for simple activities for informal initiatives "- **from the speech of Jarosław Kuba, President of LAG Krzemienny Krąg.**



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## LAG „Krzemienny Krąg”

### Turtle and Dinosaur Trail



➤ **Information about the project under the link:**

<http://forum-owes.pl/wp-content/uploads/2017/09/Sieciowanie-atrakcji-turystycznych-KK.pdf>



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## LAG „Razem dla Radomki”

- **Project title:** Partnership Pepper Trail- integration of activities around the promotion of "Przytycka Pepper" - Branded Mazovia Product
- **Partners:** seven communes (Jedlińsk, Przytyk, Przysucha, Wieniawa, Wolanów, Wyśmierzyce, Zakrzew), District Office in Radom, Mazovia Chamber of Agriculture Mazovia Agricultural Advisory Center, Association of Municipalities "Radomka" and farmers, pepper producers, non-profit organizations.
- **The place and date:** the project: has been going on since 2012, is constantly renewed, each year are set priorities for the next period, depending on the needs.
- **Budget /sources of financing:** new resources are acquired, own resources and partners are used.
- **Short description of the project: the goal of the project is** to develop the brand of the traditional product "Przytycka Pepper", including its production, promotion, sale and development. From this area comes to around 80% of the national production, its annual production is over 80,000 tons. Partnership's tasks are the promotion of the product „Przytycka Pepper” ,integration and development of the local environment of pepper producers. The organization of activities related to building a strong brand of Przytycka Pepper and pepper producers.



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## LAG „Razem dla Radomki”

- **Partnership** is a promoter of organizational, infrastructure, promotional activities and integration of services for the development of the Traditional Product "Przytycka Pepper", including its production, sale and promotion.
- **The most important tasks** include the organization of workshops, conferences, seminars thematically related to peppers and with sustainable development of rural areas, establishment of the Centre for Distribution and Agricultural Processing in Słowikowo, registration of the product Przytycka Pepper as Protected Geographical Indication in the European Union, preparation and editing of the website [www.paprykaprzytycka.eu](http://www.paprykaprzytycka.eu), informing about possibilities and assistance in obtaining and using EU funds for the development of a traditional product, the potential of producers of the Pepper Trail area. It is the first, efficiently organized place of trade in the region and at the same time one of the largest regional agricultural investments. Currently, it is no longer just a centre of production and trade in an agricultural product, but also a processing centre, which involves more and more local entities. The trademark of the partnership remains the local product - pepper, actively promoted in the media and electronic publications as an example of local development leverage.
- **Actions:** participation in the pepper fairs, organization of six editions (2012-2018) of the contest for the Laurel of the Local Action Group „Razem dla Radomki”, creating branded local products, among others: Pizza from Przytycka Pepper, Pepper juices, Bread with pepper, Pepper butter, "Paprikovka". Website [www.paprykaprzytycka.eu](http://www.paprykaprzytycka.eu)



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## LAG „Razem dla Radomki”

### ➤ Proposing what can be a good practice in the project for other LAGs:

„It is the intersectoral action that determines the development of the local economy in several municipalities. Equality of entities, collegiality of decisions and economic efficiency make for a successful partnership. The role of the Local Action Group is important in establishing all the social, economic and local self-government sectors and its further development. Thanks to the active participation of local self-government, was established a modern infrastructure of the Centre for Agricultural Distribution and Processing. Our example shows that the public sector has created the infrastructure enabling the sale of Pepper Przytycka, non-governmental organizations are involved in product promotion during nationwide events, specialized institutions ensure that the product quality is preserved, guaranteeing its disposal and attractiveness. Every year, new priorities are set depending on the needs reported by producers. Solid elements are the promotion of products and attention to quality, we strive to acquire market outlets, domestic and foreign, but also expand production capacities in other municipalities” - **from the statement of Cezary Nowk, President of LAG „Razem dla Radomki”.**

### ➤ Information about the project under the link: [www.paprykaprzytycka.eu](http://www.paprykaprzytycka.eu), [www.razemdlaradomki.pl](http://www.razemdlaradomki.pl)



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## LAG „Razem dla Radomki”

**Establishment of the infrastructure necessary for product development:**

### **Center of Distribution and Agricultural Processing in Przytyk (2015)**

- joint investment of the Przytyk Commune and the Marshal's Office of Mazowieckie Voivodship





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## LAG „Green Neighborhood”

- **Project title:** "The Tricity Gardens near Warsaw - improving the Tricity Gardens coherence through cooperation in the field of social policy, shaping public space, water management and communication"
- **Partners:** 50 public, non-governmental and private partners, including: municipalities: 3, public administration: 5 research institutions: 3, hospitals: 3, security sector: 5, social welfare centers: 3, cultural institutions: 8, transport: 1, parishes : 2, associations / non-governmental organizations: 20
- **Place and date of implementation:** The Tricity Gardens near Warsaw is a partner initiative, which includes the area of three municipalities: Podkowa Leśna, Brwinów and Milanówek formally established in 2010, and initiated through joint cultural events in 2006. On 13/03/2013, the communes signed a Partnership agreement for the indicated project implementation, based on the cooperation already undertaken.
- **Budget / sources of financing:** This project was co-financed from the Financial Mechanism of the European Economic Area, co-financing in the amount of 1 491 230 PLN, which constituted 60% of eligible costs of the total amount of 2 485 383 PLN.

The project was a success. All assumptions have been made and funds have been settled.



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## LAG „Green Neighborhood”

- **Description of the project:** the objectives of the project were to improve life quality of residents and to build Partnership mechanisms in the field of joint problem solving, going beyond the area of a single municipality.
- **Results:** development of strategic documents, defining optimal development directions of the functional area, project documentation of the most key issues related to water and drainage problems (including inventory of water facilities and comprehensive regulation of water management), to improve accessibility to Warsaw and major domestic routes (including in the area of investment and housing areas as well as cycle path networks), revitalization of key green areas and solutions to key problems and social services (including cemetery, kindergarden, schools, recreation areas and others) and eventually institutional strengthening of the Partnership, including through participation of numerous social partners.
- **Good practice for other LAGs:** „it is good practice to use the methods of engaging the local community and the way to strengthen intersectoral cooperation. The project co-financed from the Norwegian mechanism was a continuation and development of a long-term process of building cooperation between three neighboring local governments and local institutions, and above all residents”. - **from the statement of Anna Łukasiewicz, President of LAG „Green Neighborhood”**”.



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## LAG „Green Neighborhood”

„The number of formal social partners testifies to the diligence of leaders (local governments) in engaging other entities from the PTO area in the entire formalized several-year process - from the initial arrangements, through implementation to the stage of settlements and summaries of effects. The genesis of the idea of the Tricity Gardens in Warsaw is interesting. It was the inhabitants who initiated this partnership from the bottom up, over administrative divisions. From the beginning, local non-governmental organizations operating for years and enjoying the trust of residents played an important role in this process”.





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## Association „Gościniec 4 Żywiołów”

- **Project title:** Kitchen Incubator in Zakrzów as a Local Entrepreneurship Support Center implemented as part of the project "Local Product of Małopolska - development of local entrepreneurship and processing based on partnership initiative of economic education of residents and regional marketing system of products from Małopolska"
- **Implementer:** Foundation Partnership for the Environment, partners: Association "Gościniec 4 Żywiołów" Réseau Echange Development Durable (REDD), participating organizations: Association "Crown of North Krakow" Małopolska Association of Organic Farmers "Natura", Marshal's Office of the Małopolska Region, Tatra Agency for Promotion and Culture Development.
- **Place and date:** LGD area „Gościniec 4 Żywiołów” (the community Stryżów, Lanckorona, Kalwaria Zebrzydowska, Mucharz) and building of the old school in Bugaj Zakrzowski, from 2011 to 2017.
- **Budget/sources of financing:** Swiss-Polish Cooperation Program - 1 million 200,000 PLN (modernization) + 500,000 PLN (equipment) Gościniec 4 Żywiołów - 230 thousand PLN, local self-government financial and material funds (3 communes), private donors



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## Association „Gościniec 4 Żywiotów”

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- **Short project description:** building a system of joint activities of public institutions, non-governmental organizations, entrepreneurs and farmers to increase the supply and demand of local products quality, organization of a producer group in at least 5 Małopolska regions to ensure continuity in the supply of local products through:
- building the first model Kitchen Incubator in Poland in Stryżów to increase the production and processing capacity of farmers and small producers
  - launching distribution channels for local products enabling sales and creating their competitiveness on the market as products of "known origin";
  - designing a system to control the quality and authenticity of sold agricultural products; scheme of using the incubator.



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## Association „Gościniec 4 Żywiołów”

- **who uses the incubator and to what extent:** farmers, small producers, people interested in undertaking their own businesses in the agro-food processing, the farmer's wives clubs, catering companies, hiring premises and kitchen equipment for hours, hiring on a monthly basis a surface in the coolers and a freezer, consultancy, mainly in the field of agri-food processing and gastronomy, including the implementation of specialist studies by the Incubator staff, hiring of the stamping service, preparation of processed products.
- The kitchen is equipped in such way which allow to produce fruit and vegetable juices, mainly jams, jellies, dried fruits, bakery products. There will be no facilities for a meat processing.
- Operationally, it is run by the Social Cooperative "Smaki Gościńca" created by the „Gościniec 4 Żywiołów" LAG and the association „On the Amber Route”. Incubator is run as part of a paid activity.



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## Association „Gościniec 4 Żywiotów”





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## Association „Gościniec 4 Żywiołów”

### ➤ Proposing what can be a good practice for other LAGs:

„The need for such places on the part of the farmer’s wives clubs, residents, small producers is large, you can create mini kitchen incubators based on community centres, cultural centres and run them at a low cost, in cooperation with communes and other partners, 12m2 and kitchen are enough, we started with this” **from the speech of Renata Bukowska, President of the LAG "Gościniec 4 Żywiołów”.**

### ➤ Information about the project under the link: [www.inkubator-kuchenny.pl](http://www.inkubator-kuchenny.pl)



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## LAG „Dolina Raby”

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- **Project title: Museum of the Cookbook and Culinary Book**
- **Partners:** LAG - originator and operator of the Museum, public - Bochnia district; in the organization of workshop participate; Social Cooperative "Dolina Raba", producers eg. Elmak - producer of wiśnickie pasta, non-governmental and social organizations, including clubs of rural housewives.
- **Place and time of completion:** Chrostowa (Łapanów commune).
- **Budget / financing sources:** Approx. 30 thousand PLN; Bank BZ WBK Foundation, Bochnia District, LGD

### *Short description of the project*

- **Source of inspiration:** The LAG covers the area of 6 municipalities, including the municipality of Nowy Wiśnicz. There is a castle on its premises, where worked as a chef Stanisław Czerniecki, he is the author of the first Polish cookbook written in 1682.



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## LAG „Dolina Raby”

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- **Objective:** Protection and presentation of culinary heritage contained in cookery and culinary books.
- **Activities:** collection of books (donations, purchases, organization of a nationwide competition for the best book about local and regional culinary), archiving, presentation on the Internet (www and Facebook), organization of culinary workshops (the museum has a kitchen).
- **Good practice:** "Partners engage in partnership when they have the benefit (in the partnership, benefits are not measured as in business, but each partner looks for this added value in relation to their individual activities). This applies to the foreman - promotion of heritage, business partners - sale and promotion of their products; social partners - presentation of their knowledge and skills, pleasant spending of free time "- **from statements made by Krzysztof Kwatera The President of LAG Dolina Raby.**



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## LAG „Dolina Raby”





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## LAG - Przyjazne Mazowsze

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- **Project title:** „**Common matter**”
- **Partners:** ngo, public, economic sector
- **Place and date:** Płoński county, from April to December 2017.
- **Budget / sources of financing:** 122,000, 100,000 PLN from the Citizens’ Initiative Fund, the remaining own sources.

### *Short project description:*

- **The aim of the project** was to develop social and civic competences of local communities through the implementation of bottom-up initiatives, joint projects popularizing active and creative forms of spending free time.
- **The scope of activities** of our undertaking included information and training meetings, workshops for project promoters regarding project implementation, grant competition and implementation of 10 selected initiatives, getting to know the Model of cooperation between local government and non-governmental organizations, gathering experience and developing recommendations on cooperation methods and tools, grant recipients' presentations and dissemination effects of the project during the conference. Grants for the project in the amount of 5,000 PLN have been awarded.



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## LAG - Przyjazne Mazowsze

- **Effects:** 10 initiatives were selected but 90 events were implemented in small village from July to November 2017, over 2,000 people attended events, residents and partners from 3 sectors were involved, tools for improving local cross-sector cooperation were developed, participants gained experience in developing, implementation and, above all, settlement of projects, which put into writing projects for other funds.
- **Proposing what can be a good practice in the project for other LAGs:** work on the implementation of initiatives was an opportunity to talk and share comments on the possibilities of improving local cooperation between local self-governments and residents. The selected tools of the Cooperation Model, described in the publication available under the link <http://www.isp.org.pl/uploads/filemanager/Program%20Spoleszczenstwa%20Obywatelskiego/poradniksplot.pdf> were used to work out your own proposals tailored to local needs. This was favored by the educational and animation character of the project implemented over time, the use of residents' initiatives to show good practices in terms of cooperation and reflection on the current state as well as joint conceptual work in search of tools for building local cooperation. The recommendations were sent to the municipalities and county for use it in consulting the current cooperation programs.
- **Information about the project under the link:** [www.lgdpm.pl](http://www.lgdpm.pl)



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## LAG - Przyjazne Mazowsze





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## LAG Hunsrück

- **Project title:** Construction of a pedestrian rope bridge in Mörsdorf/Hunsrück
- **Partners:** from 3 sectors, it is enough to mention, without names, eg 2 municipalities, county, local companies, local ngo): Mörsdorf as Municipality was running the project. They found 15 surrounding municipalities who supported the project with money (in sum 93,000 Euros)
- **Place and date of implementation:** Mörsdorf/Sosberg; opened on October 3rd, 2015/Germany
- **Budget / sources of financing:** EU: 462,184.80 Euros, Federal State of Rhineland-Palatinate: 168,214.74 Euros
- **Description:** The municipality of Mörsdorf had developed the idea of building a rope bridge for pedestrians crossing the deep river valley close to the village several years ago. The idea was one of the results of a village development process with many participants.

„There were three enthusiastic men in Mörsdorf who tried to get the project to be done. The regional management of the LAG Hunsrück heard of their idea and tried to help them. So we advised them that they would need a feasibility study to get all the needed information about ecological and economical effects of such a bridge and to get a financing plan. This study was funded by our LAG and it was the base for the later investment project”.



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## Hunsrück

At the end of the funding period 2007 to 2013 we as LAG figured out if it was possible to get money even for the investment and presented the project idea to the committee for the rural development programme of Rhineland-Palatinate. The Committee voted for giving EU money to this LEADER project.

Then LAG had to convince the minister of economy to give some money as well, because she was also responsible for tourism. The three guys from Mörsdorf persuaded several surrounding municipalities to give sums between 300 and 20,000 Euros.

After they had ensured the financing, the application was sent to the government. After the checks of all the related facts the municipality of Mörsdorf got the permission to start the project in spring 2015. So the bridge had to be constructed until October, because it was the end of the funding period.

- The targets were to strengthen the Hunsrück as a touristic destination, to attract more tourists and to get a very unique attraction.
- All the expectations according to the number of visitors were outnumbered. From October 3rd, 2015 until August 31st 2018 more than 750,000 people have crossed the bridge (some more have visited the bridge but didn't cross because of the height and length (100 meter above the valley, 360 meter long)).



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## Hunsrück

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Now the rope bridge is one of the 100 most interesting things to visit in Germany and the people from the whole Hunsrück region are very proud of it. The effects on tourism and gastronomy are high and still growing.

- **Rekomendation:** As emphasized by the mayor of this commune, during the meeting with the LAG from Mazovia, who are taking part in the study visit, future are built by the inhabitants, the village is not a curse. The ideas and determination of people are important to overcome the impotence and the bridge is an example of this. The three residents attained their own and initially an unreal idea after several years, thanks to the cooperation with others, was implemented
- **The information was provided by Achim Kistner - director of the office of the LAG Hunsrück, photos Dominik Ketz [www.lag-hunsrueck.de](http://www.lag-hunsrueck.de)**



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## Hunsrück





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## Associació Leader de Ponent

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- **Name of LGD:** Associació Leader de Ponent
- **Project title:** **Support for territorial initiatives**
- **Partners:** 3 LAGs, municipalities and county councils involved
- **Place and date of implementation:** From the annuity 2014
- **Budget / sources of financing:** It depends on the budget allocated to the Gustum project and the needs that these associations have.

### *Short description of the project:*

The Gustum cooperation project is working to support initiatives that arise from the territory itself, ideas that propose associations and territorial entities, therefore are actions that respond to needs that are taken from the population.



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## Associació Leader de Ponent

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One of these is the **Artisan Beer Route of Lleida**. We accompany this initiative promoted by the Association of Artisan Brewers of Lleida to promote the artisan beer produced at the province of Lleida, generate traffic to the participating breweries and contribute to the dynamization of the territory. In total, there are 7 breweries members and they represent 5 counties. Visits are held, tastes, fairs, and a website has been developed: [www.cerveserslleida.cat](http://www.cerveserslleida.cat), among other actions.

The other initiative is the **Vall del Corb landmark**. This valley is a territory that has historically a tradition of geographic identity, covers 3 counties and represents a very depressed rural area, but with great potential. Producers, restaurateurs and craftsmen have teamed up to actively work on a common project to develop this area, and from Gustum we support them. Vins del Riu Corb (association of 7 wineries of the Valley) have been created, a website has been developed to show the Valley through their producers ([www.valldelcorb.cat](http://www.valldelcorb.cat)) and an enogastronómica route is carried out annually for the area, among others.



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## Associació Leader de Ponent

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### ➤ Good practice in the project for other LAGs:

For our LAG it is very important to talk with the people, entities, associations of the territory to know what concerns and needs they have, and from there try to 'help' to the extent possible, as long as it fits the budget and the objective of the Gustum project, which is to support the creation of economic activity in the territory from the promotion and commercialization of the local agri-food product and synergy with other sectors of the territory such as tourism, gastronomy and small commerce.

Another important point is to cooperate between the public, economic and social sector of the territory. We all belong to him and each actor can make his contribution as to what is necessary in it. We work for synergies with different territorial, public and private entities, from different sectors, to establish these union links and not overlap with each other - **the statement sent Alba Secanell from the LAG „Associació Leader de Ponent”**

### ➤ Information about the project under the link: [www.leaderponent.cat](http://www.leaderponent.cat)



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## Associació Leader de Ponent

Quan:  
Dissabte 20  
de maig de 2017  
Hora:  
12:00h  
Lloc:  
Rocallaura

Inscripcions:  
inscripcions.cat/  
trosfoodvaldelcorb2017

# TrosFood VallCorb

20/05/17

Ruta Enogastrònica

7 cuiners + 9 cellers  
+ 40 productors  
+ 1 paisatge

Més informació:  
facebook.com/  
Tros-Food-Vall-Del-Corb

ORGANITZA: COL·LABORA:



### VEU LLEIDA, VIU CERVESA

OTRETZE PINELLIS LA PUBLA DE BORDA

LA VELLA D'ARANYANA MEMORIBERS

LO VLOT FARRA SPREWERY AL MASSELLS

CERVESERS PONENT BEST

CERVEJA PEPIOT PERELLES

CASA CAL MARES BERBERA

CERVEJERIA MATOLL BELLESGUARD

## RUTA DE LA CERVESA ARTESANA DE LLEIDA

www.cerveserslleida.com

Col·labora:



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## Summary

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### ➤ Recommendations:

- skillful partnership management; openness to initiative and changes, reliance on bottom-up initiatives; participation of significant representation of the local community, especially the business environment;
- building a partnership through experience, a process, not a one-off activity; learning from the successes of others; purposefulness, complexity and regularity of activities;
- precise information about the organization's goals, individualization of tasks and role assignments, information on the results of activities, creation of executive teams, information on results, evaluation and drawing conclusions from lessons learned, feedback;
- building a culture of cooperation; defining common values, norms and principles of cooperation, creating planes that enable for the exchange of knowledge, experiences, mutual learning, mutual trust, observance of principles, good communication;
- equality of rights, voluntary participation, joint problem solving through the involvement of partners;
- benefits for partners and recipients involved in the implementation of projects outside the partnership, and as a consequence of the entire local community.



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## Issues for debate

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### ➤ Questions:

what tools to use, how to promote, popularize, describe good practices, how to share experiences, how to learn from the successes of other groups, how to ensure good practices in partnership and develop a learning culture among partners?

### ➤ Theses:

- Good practices in which LAGs develop their own instruments should be further promoted;
- Thinking about the added value in the partnership, a special emphasis should be put on social capital, which should first and foremost be understood as social skills and functioning in more or less formal connections (networks);
- participation in local and supra-local networks as a method of building an effective partnership;
- Good practices in which LAGs develop their own instruments should be further promoted. Good practices are the principle of learning rather on people's successes than on their own mistakes.



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**Thank You for attention**

