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 **SWISS**
CONTRIBUTION

SWISS – POLISH COOPERATION PROGRAMME



**Regional development initiatives
in peripheral or disadvantaged regions**

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SWISS – POLISH COOPERATION PROGRAMME



BACKGROUND

Swiss – Polish Cooperation Programme is a part of the Swiss Contribution - a non-returnable financial aid programme set by Switzerland in 2007 as an expression of solidarity of Switzerland with 13 countries, which joined the European Union after 2004. The Switzerland commitment lays ground for solid economic and political relations between Switzerland and the EU member states.

Swiss Contribution covered the following countries:

- CHF 1 billion granted to 10 countries, which joined the European Union on 1 May 2004: Cyprus, Czech Republic, Estonia, Lithuania, Latvia, Malta, Poland, Slovakia, Slovenia and Hungary;
- CHF 257 million granted to 2 countries which joined the European Union on 1 January 2007 – Romania and Bulgaria;
- CHF 45 million contributed to Croatia, which joined the European Union on 1 July 2013.

Out of CHF 1,302 million of the Swiss support, **37,56% (CHF 489,02 million) is the financial aid for Poland to be disbursed in the period 2007-2017.**

PROGRAMME OBJECTIVES IN POLAND

The objective of the Swiss financial aid in Poland is to reduce economic and social disparities between the Republic of Poland and more advanced countries of the enlarged European Union. On the national level, its goal is to reduce disparities between the dynamic urban centres and the structurally weaker peripheral regions.

The programme supports the following priorities, focus areas and specific objectives:

Priority 1 – Security, stability and support for reforms - allocation 79.699.602 CHF

Focus area 1.1 Regional development initiatives in peripheral or disadvantaged regions

Focus area 1.2 Measures to secure borders

Priority 2 – Environment and infrastructure - allocation 198.726.913 CHF

Focus area 2.1	Rehabilitation and modernisation of basic infrastructure and improvement of the environment
Objective 1	<i>To enhance municipal infrastructure services in order to increase living standards and promote economic development</i>
Objective 2	<i>To increase energy efficiency and to reduce emissions, in particular greenhouse gases and hazardous substances</i>
Objective 3	<i>To improve the management, the safety, the efficiency and the reliability of communal/regional public transportation systems</i>
Focus area 2.2	Biodiversity and nature protection and cross-border environmental initiatives

Priority 3 – Private sector - allocation 67.866.117 CHF

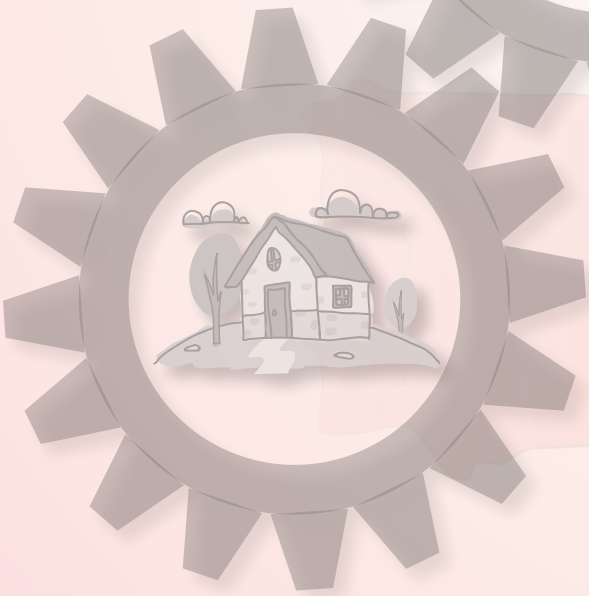
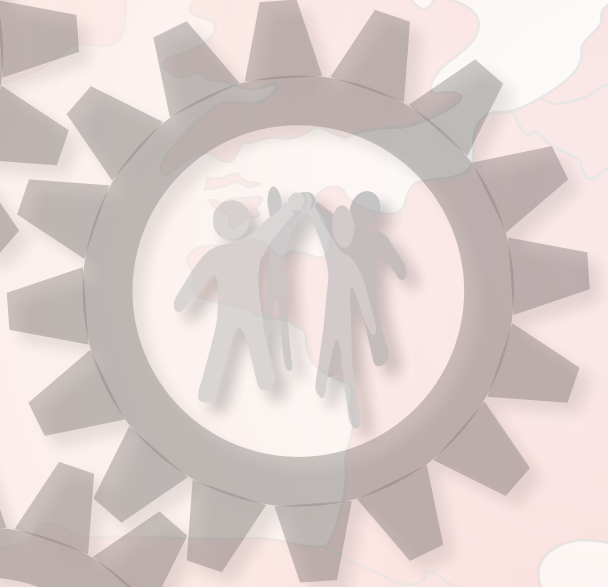
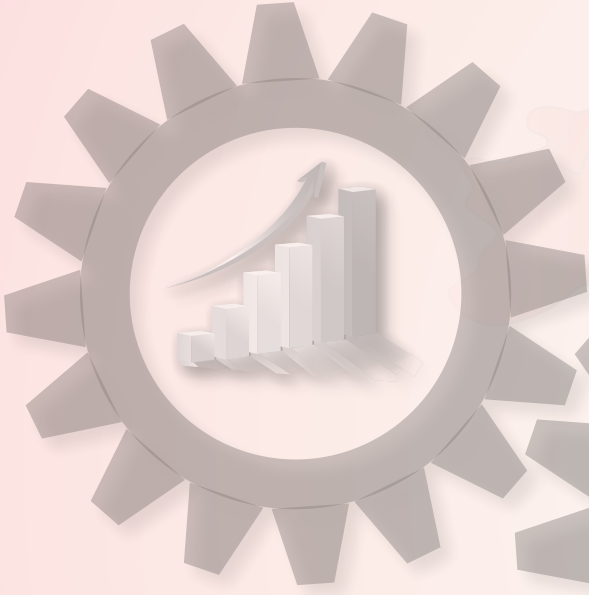
Focus area 3.1	Improving the business environment and the access to financing for SMEs
Focus area 3.2	Development of the private sector and promotion of exports of SMEs

Priority 4 – Human and social development - allocation 81.179.938 CHF

Focus area 4.1	Health
Objective 1	<i>To promote healthy lifestyles and to prevent communicable diseases on national level and in geographical focus areas</i>
Objective 2	<i>To strengthen primary health care and social services in the peripheral and disadvantaged region of the geographic focus areas in favouring a multi-sectorial programmatic approach</i>
Focus area 4.2	Research and development (including the Polish-Swiss Research Programme and the Scholarship Fund)

Priority 5 – Special allocations – allocation 61.547.430 CHF

Focus area 5.1	Block grant for NGOs and Polish-Swiss Regional Partner Projects
Focus area 5.2	Projects proposed by the Swiss party
Focus area 5.3	Project Preparation Facility
Focus area 5.4	Swiss Programme Management
Focus area 5.5	Polish Technical Assistance



REGIONAL DEVELOPMENT
INITIATIVES IN PERIPHERAL
OR DISADVANTAGED REGIONS



SWITZERLAND SUPPORTS DEVELOPMENT OF REGIONS

The thematic area of Regional development initiatives in peripheral or disadvantaged regions was created primarily to stimulate and increase the economic and social activity of the population living in the so-called geographic concentration including the Lubelskie, Podkarpackie, Malopolskie and Swietokrzyskie voivodships, which belonged to less developed areas compared to other parts of the country.

The projects implemented in this area were selected in the competition mode and the activities carried out within them were connected with:

- development of local entrepreneurship and agricultural processing aimed at creating non-agricultural sources of income in rural areas - in this type of projects employment in small and medium-sized manufacturing companies was promoted, ecological processing of agricultural and edible forest products were promoted in accordance with the principle of sustainable development in the social and environmental aspect as well as eco-efficiency, grants to start-ups in rural areas were allocated, and training and study visits for micro, small and medium-sized companies in the field of company management and business development strategies were organized;
- development of human resources, particularly of young people and people from agricultural areas, threatened with social exclusion, taking into account modern forms of vocational training and life-long learning within the framework of such projects there were carried out activities in the field of advising on the selection of a new profession and acquiring new professional qualifications, training to improve skills and qualifications related to the new occupation outside agriculture, in particular training for young people in the field of entrepreneurship aimed at promoting lifelong learning in rural areas using the Internet, also study visits, internships as well as apprenticeships were organised;
- development of networks, partnerships, social capital through the support of non-governmental institutions and organizations involved in agricultural development - information, training and promotion activities related to stimulating participation of rural residents and organizations in the planning process of rural development were implemented. Joint initiatives by local partners promoting modern farming practices and initiatives to promote the region - in particular its products, services, culture and art - have been promoted, partnerships between the public and non-governmental sectors have been promoted to carry out public tasks, in the agricultural sector, also study visits have been organised to the countries where such partnerships exist.

At the same time, for the purpose of providing the most effective and comprehensive support for the development of a given sub-region, beneficiaries of projects under the so-called Grant schemes, organised grant contests and funded direct grants to support interesting initiatives in the region and start and develop business. These grants were used by both local entrepreneurs as well as non-governmental organizations, agricultural producers, local self-government units, or cultural units.

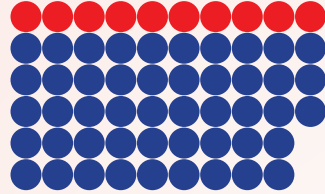
In total, 10 projects and more than 1300 subprojects were implemented under the grant schemes within the thematic area in question.



SWISS – POLISH COOPERATION PROGRAMME



10 projects implemented within the area



10 out of 58 projects implemented in Poland

number of subprojects



projects implementation period

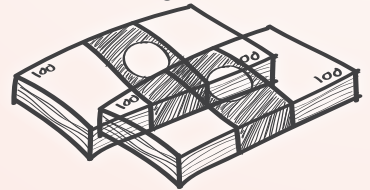


allocated to Poland



● 9,75%

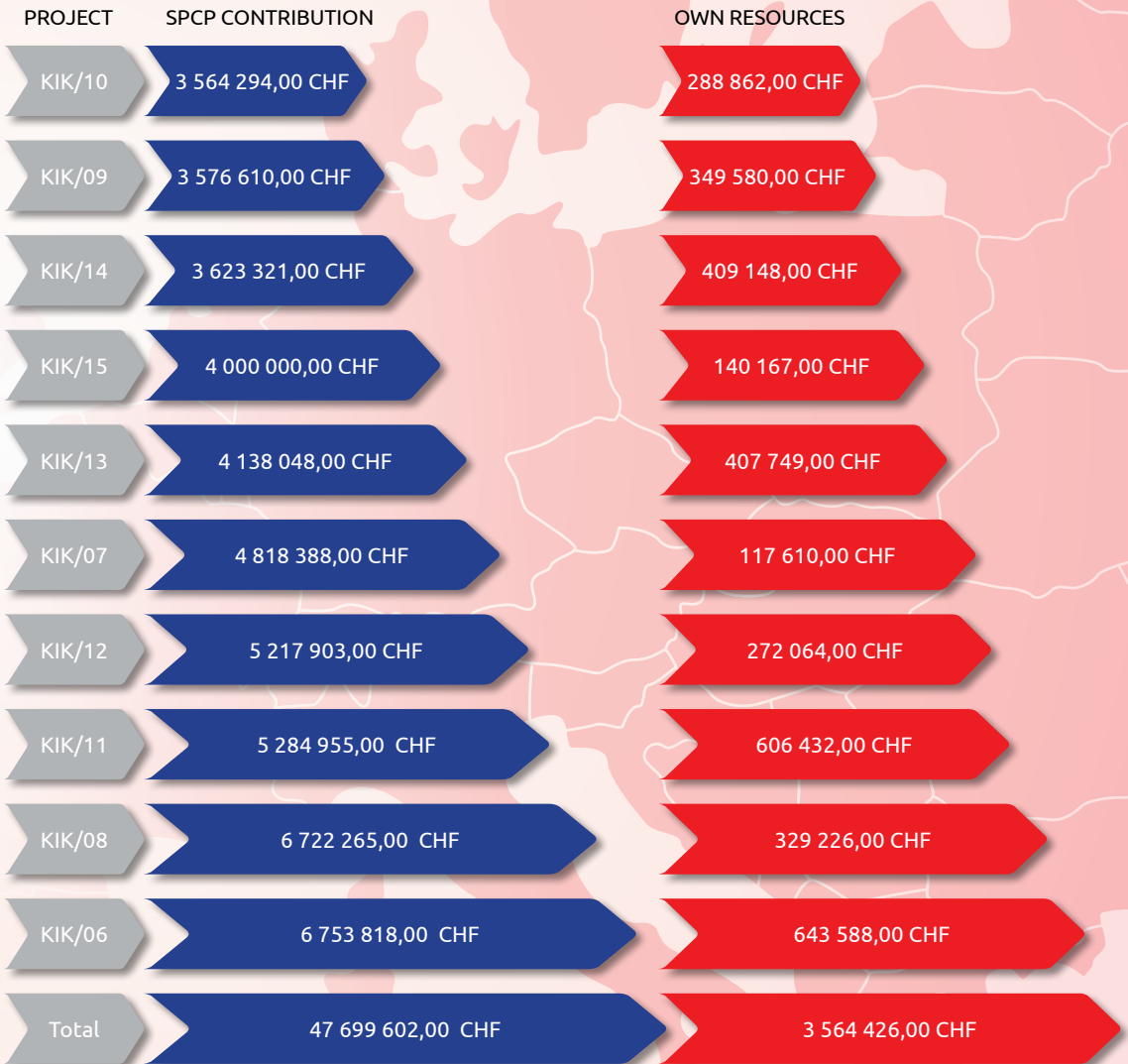
SPCP contribution

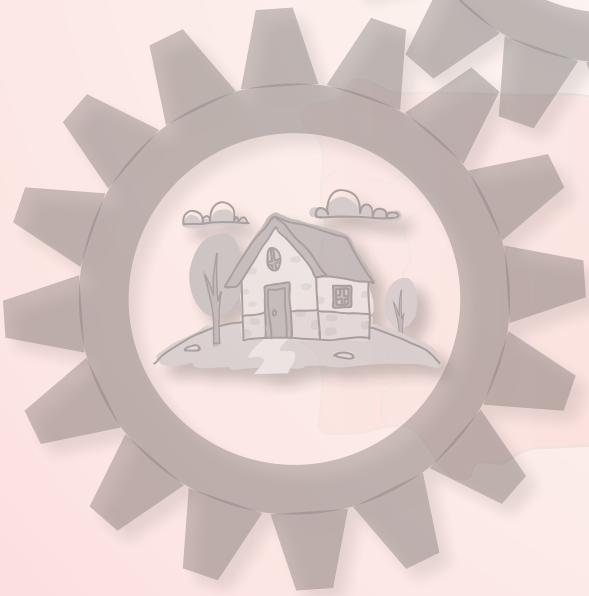
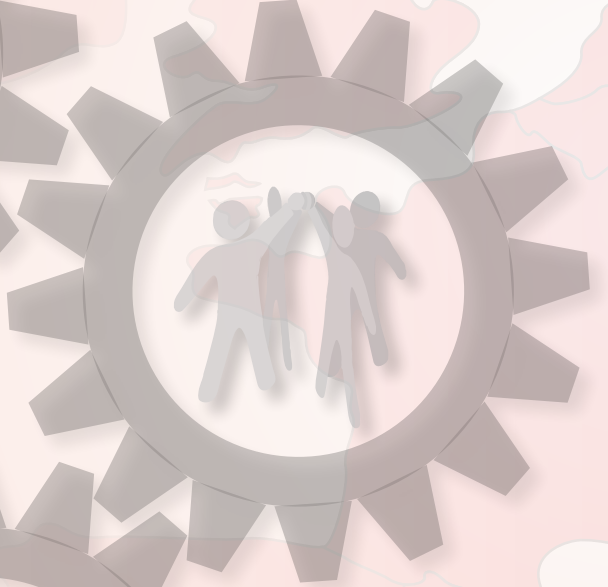
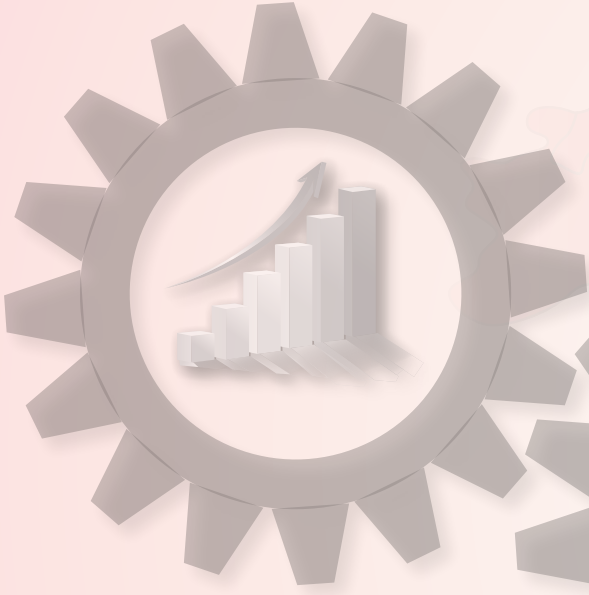


47 699 602 CHF

REGIONAL DEVELOPMENT INITIATIVES IN PERIPHERAL OR DISADVANTAGED REGIONS

projects by budget size





PROJECTS





Awakening the potential of Malopolska

The high unemployment rate observed in recent years in the districts of the Nowy Sacz Powiat (17.6%) and Gorlice Powiat (12.7%) compared to the whole Malopolskie Voivodeship (10.5%) as well as a very small number of enterprises (out of over 317 thousand enterprises in Malopolska only about 20 thousand operate in those poviats) resulted in the situation where these poviats, despite their huge cultural heritage, natural and numerous tourist attractions were relatively underdeveloped and unattractive regions, both for their residents as well as for tourists.

This problem was large enough to be perceived by local authorities. The concept of the project was created, which aimed to bridge the disparities in employment and the development of the Nowosadecki and Gorlice counties in comparison with the rest of the province. The territorial scope of the project and the design of the project implementing partnership reflected a strong conviction that only cooperation between neighboring local governments of similar socio-economic profiles, similar resources, strengths, as well as issues would help achieve cumulative benefits and solve the problem on a sustainable basis.

Local governments have joined the consortium with the Malopolska Regional Development Agency, which was the leader, and the Malopolska Tourist Organization, a partner responsible for the development and promotion of tourism, to implement the project „*Regional development initiatives in Gorlicki and Nowosądecki Poviats*”.

The main objectives of the project were implemented through three components of measures aimed at enhancing the competitiveness of small and medium enterprises, strengthening the skills of the inhabitants through the use of

modern forms of vocational training and lifelong learning, and creating a coherent and effective promotion system for the subregion.

Apart from numerous consultancy and training activities for local entrepreneurs, the project has implemented a wide range of training to allow residents to gain additional qualifications or to retrain to find employment. In order to carry out the training, the Center for Practical and Continuing Education has been additionally equipped and modernised.

In the Nowy Sacz Powiat, apart from courses and professional internships at employers aimed at acquiring the practical skills needed for the performance of the given profession, the quality of the provided training services has been increased, e.g. by equipping a gastronomy and confectionery laboratory, repairing, modernizing and equipping agricultural machinery workshops or adaptation and equipping workshop rooms to set up car diagnostics labs and renovate and equip many other rooms. At the same time, specialized equipment was purchased which is meant to support the local farmers. It contains of „The System of notifying the farmers of the occurrence

Extremely important were subsidies for a small entrepreneur, for whom the grant was a significant aid to develop business activity, be innovative and thus competitive, without excessive credit burdens and the associated risks, often decisive for the company's survival in the market.

Karol Górski, governor,
Gorlice Powiat

and severity of diseases and pests" or „Soil Sampling”, which aims to help farmers in the professional determining the level of soil acidity as well as its abundance in available in digestible nutrients.

These actions were accompanied by promotional activities aimed at creating attractive tourist brands of the subregion, the internal integration of poviats as well as an increase in the number of visitors to the subregion. For this purpose, the „Obierzkierunek.pl” website was created together with the mobile application „Sadeckie - Gorlickie”, and also the subregion's offer was promoted at the tourist fair and promotional events all over Poland.

The project has definitely influenced the improvement of the situation of subregion residents. Entrepreneurs have received multilateral support in the form of grants, training and audits, farmers have received training support, individuals have benefited from vocational training. A new tourist attraction was created in the form of a Thematic Village in Nawojowa.

The created and implemented strategy has increased tourist traffic in the subregion and improved tourist infrastructure. The unemployment rate has fallen, the average wage increased, the number of registered enterprises increased. Obviously, these indicators are due not only to the implementation of the Swiss project but undoubtedly its implementation in 2011 - 2016 was one of the factors contributing to the improvement of the situation in the region.

over 900

entrepreneurs and their staff trained during 136 training sessions

117

48%

117 countries covered by tourist information on tourist attractions, which contributed to a 48% increase in the number of foreign tourists visiting the subregion

42

proinnovative audits in enterprises



Project: **KIK/06**

Executing Agency: **Malopolska Regional Development Agency**

SPCP contribution: **6 753 818 CHF**

Implementation period: **2011.08 - 2017.03**

Number of completed subprojects: **86**



Alpine tourism model in the Carpathians

„The Alps for the Carpathians: a programme, whose objective is to free the economic potential of the mountain areas of Podkarpackie by transferring Swiss practice” was a response to numerous problems of mountainous, cross-border areas of Podkarpackie voivodship, areas where unfavorable social, economic and demographic changes have left a special mark in recent years.

The Carpathians, as an area of rare and valuable landscapes and of rich cultural heritage, is an area with a large but still poorly exploited tourism potential. The increasing interest in this region in Poland and the growing pressure of regional development in recent years has forced the search for verified solutions and good practices that can be implemented in this area.

The Carpathian Foundation Poland, in partnership with the Bieszczady Regional Development Agency, the Regional Chamber of Commerce, the Podkarpackie Chamber of Commerce and the Bieszczady European Forum, have sought to find such solutions in Switzerland, which has rich experience in the sustainable development of tourism in mountain areas.

By analyzing the Alpine tourism development model, efforts have been made to find exemplary solutions for the operation of mountain tourism areas, to improve the standard of tourist services, to support micro and small enterprises operating in tourism, the local product and general promotion of the region.

Within the framework of the project implementation, a partnership network was established for the sale and marketing of products under the joint brand Made in Karpaty Ltd., which owns 80 business entities (including 45 co-financed by the project) and 162 certified products. In addition, as part of a promotional campaign of the region, an information service

” Thanks to the Swiss funds, our bicycle rickshaws are breaking records of popularity in Poland. We have also received the title for THE BEST TOURIST PRODUCT OF THE PODKARPACIE PROVINCE in 2015 granted by the Podkarpacka Regional Tourist Organization. ”

Janusz Demkowicz,
The Bieszczady bike draisines owner

www.alpykarpatom.pl has been created, with over 187 000 entries registered by the end of 2016. A film promoting the region was made under the title „Where bears brew beer”, which won the third place at the International Festival of Travel Films in Zagreb in 2013 In the category of the best tourist film.

In addition, as part of the promotion of the region, TV spots, reporters' books, photography competitions and exhibitions, regional model contest „Motif from Podkarpacie”, The Carpathian Lynx Mascot, a film promoting the Made in the Carpathian Mountains chain, as well as numerous press articles and spots promoting the region. 124 grants for non-governmental organizations and 170 grants for running companies were awarded under the project.

Cooperation with Swiss partners started in the course of the project implementation resulted in study visits and internships in Switzerland, during which direct knowledge of the functioning of the tourism sector was obtained.

Thanks to the project, a total number of 35 tourist attractions, local products and services were promoted and an intensive promotional campaign drew the eyes of Polish and European tourists to the Carpathians.

80

business entities participating in the established Affiliate Marketing and Product Marketing Network under the joint brand Made in Karpaty Ltd

4000

Catalogs for branded travel products and services

279

Business plans developed

Awards

INTERNATIONAL COMMITTEE OF THE TOURIST FESTIVAL - third prize for a promotional film about the region „WHERE BEARS BREW BEER” for the best tourist film



Project: **KIK/07**

Executing Agency:

Carpathian Foundation - Poland

SPCP contribution: **4 818 388 CHF**

Implementation period: **2011.08 - 2017.01**

Number of completed subprojects: **294**



The Swietokrzyskie Mountains - here is our future

According to statistics of the Central Statistical Office of Poland in 2007, the Swietokrzyskie voivodeship was ranked among the 5 poorest regions of the European Union.

The region struggled with such significant problems as underinvestment in enterprises, low level of social activity, hidden unemployment, fragmented farms, and consequent rising depopulation and decreasing importance of the region. At the same time, the region of the Swietokrzyskie Mountains had not fully used tourism potential.

Thanks to the support from the Swiss funds, „*The Świętokrzyskie Mountains our future*” project has been realized - a comprehensive program focusing on interrelated actions encouraging the inhabitants to develop such economic and social activity, which will spread and popularize the values of the Swietokrzyskie Mountains region ensuring at the same time sustainable economic development based on the use of the cultural, social, spiritual and natural heritage of the region and long-term improvement of the living standard of its residents.

The activation of the local community and support of the development of local entrepreneurship was realized through subsidized competitions both for the

unemployed, starting a business, running a business, non-governmental organizations, graduates from the Swietokrzyska Business Academy, as well as for public finance sector entities. At the same time, through a series of training sessions on starting and conducting business activity for secondary school students, efforts were made to shape attitudes favoring the development of local entrepreneurship and preventing the depopulation of the region. Within the scope of the project several training cycles have been completed to prepare possibly future entrepreneurs to start their own business. As part of the Swietokrzyska Business Academy component, entrepreneurs from the project area learned how to plan their own business development and how to implement their own developed strategy in the development of their own enterprise. During the training „We open our own company” potential entrepreneurs were prepared to start their own business, by the possibility of participation in a free, four-day course of business registration, choice of taxation form, benefits resulting from running ones’s

” Swiss Funds popularized cultivation of vines near Sandomierz. The renaissance of wine-making, followed by the development of enotourism, has become an opportunity for diversification of income generated by Vineyard farms. ”

Janusz Suszyna, final beneficiary, Scientific Society in Sandomierz

own business based on local resources, principles of preparing business plan.

Local leaders, partnership members as well as young people participating in the project „A Dream Company” had a possibility to participate in the study visits in Switzerland, which resulted in the transfer of knowledge, good models and innovative solutions in terms of effective methods of action for tourism development, development of partnerships and development of local entrepreneurship and agricultural processing aimed at using local potential and shaping entrepreneurial attitudes.

At the same time, the project carried out activities aimed at the development of tourism, local culinary traditions and the certification of local products. For that purpose „The Swietokrzyskie Forge of Tastes” was created, a network of entities active in the field of tourism and using the culinary heritage of the region. The culinary route, marked with its own sign, brings together 53 entities that have been certified in a contest which places specific quality requirements and is one of the largest culinary routes in Poland. By creating „Kitchen Incubator”, where local entrepreneurs can process fruit and vegetables, local food processing has been developed.

Project activities contributed to the initiation of the economic and social activation of the Swietokrzyskie Mountains on the basis of available local resources, which should have a real impact on improving the economic situation of the region and its inhabitants.

53

certified entities on the developed culinary curiosities route called „Swietokrzyskie Forge of Flavours”

17

products applied to the List of Traditional Products of the Ministry of Agriculture and Rural Development

201

new jobs created



Project: **KIK/08**

Executing Agency:
**Center for Business Promotion
and Entrepreneurship**

SPCP contribution: **6 722 265 CHF**

Implementation period: **2011.10 - 2017.05**

Number of completed subprojects: **269**



Local Flavours of Malopolska

The overwhelming majority of small farms in Malopolska producing food, operate mainly for their own needs. This is largely due to the organizational, legal, economic and technological barriers encountered.

Despite numerous projects and activities promoting traditional, regional or ecological products from Malopolska, urban consumers have a limited opportunity to systematically and regularly purchase proven local food. There is also no certainty as to the authenticity of origin of products sold in stores, restaurants and markets as traditional and organic.

Environmental Partnership Foundation together with the partner: Four Elements Guesthouse Association and with the cooperation of the Swiss non-governmental organization REDD realized the project „*Malopolska Local Product*“, thanks to which a functioning local food system „*Local Product Malopolska*“ was developed.

The project has implemented 5 mutually complementary activities that help small local family businesses in the marketplace. The Centre for Economic Education has also been established, providing support programs for farmers, producers and social organizations and for other partners cooperating to create a model system of food.

At the same time, the principles of functioning of the certification system for unprocessed and processed products were worked out, selecting 295 products, which were granted the certificate „*Local Product Malopolska*“.

The project initiative has also resulted in the construction of the „*Kitchen Incubator*“ as a centre for the support of local farmers and small producers in the field of small food processing. The „*Kitchen Incubator*“ currently includes 50 regular users.

A Local Brand Centre was created, focusing on the development of distribution and sales channels within „*Local Product Malopolska*“ system, based on a short sales chain linking the producer to the consumer. There have been developed 7 distribution and sales channels: fairs, occasional sales at the manufacturer, shopping clubs, shops, internet sales, catering, and also open 6 shopping clubs with the possibility of establishing more clubs and reception points. Approximately 150 producers and 3000 consumers are engaged in the enterprise.

“ Thanks to the project, we have created a direct selling system that allows to buy food directly from a farmer. We will continue to develop it and help others. We managed to change regulations for the benefit of small producers and consumers. But the most important thing is that we have shown that the partnership of very different public and private entities for local food is not only possible but necessary for our common good. ”

Rafał Serafin,
president, Environmental Partnership Foundation

The way of functioning of the system is well visible in the Nowa Huta Centre of Local Culinary Culture Marchewka Bistro, the business of which consists in integrating all the developed distribution channels in one physical location, based on the use of products from suppliers operating in LPM system. The Centre brings together loyal customers and other local partners such as schools and associations to create a community promoting local food and a healthy local food culture based on local products.

Within the framework of the project through medium and large grants 22 projects were implemented by non-governmental local partners. The most important initiatives are: Parsley Market, Shopping Club Lisiecki Basket, Dispersed Incubator, Social Cooperatives as a form of protection and promotion of culinary heritage and „Oscypek” Route in the LPM system.

The whole activity was accompanied by intensive promotional campaign of the system „Local Product Malopolska”, which increased the visibility of certified products, their producers and regions of origin, and made it possible to reach the information on the project and Swiss funding to a large group of recipients.

175

manufacturers involved in the developed system „Local Product Malopolska”

403 m²

the area of the constructed central kitchen incubator in Zakrzów with kitchen storage and training facilities, serving farmers and processors from the whole region

295

certified local products covered by local brands



Project: **KIK/09**

Executing Agency:

Environmental Partnership Foundation

SPCP contribution: **3 576 610 CHF**

Implementation period: **2011.08 - 2017.05**

Number of completed subprojects: **22**



Local community - the strength of the development of the Strug Valley

At the national level, including the Podkarpackie voivodeship, there are still visible socio-economic differences between dynamic urban centers and less developed peripheral regions. The most frequently encountered problems in regional development include insufficient use of the potential of small farms, undercapitalization and weak development of small and medium-sized enterprises, as well as low level of local activity, including the use of modern telecommunication solutions.

This challenge was responded by Regional Agri – Industrial Society „*Comprehensive Development Programme Ourselves to Ourselves in Dolina Strugu micro-region*”, in the four districts of Rzeszów, i.e. Błazowa, Chmielnik, Hyzne and Tyczyn.

The Strug Valley Regional Development Program was based on three main activities ie the Institutional Incubator, which aims to support entrepreneurship through training and counseling, intercultural support to education and the use of modern telecommunication solutions, and the School of Leaders for Educational Activities.

Thanks to the project, the process of stimulating the potential of small farms focused on organic production started, cooperation between producers and processors was initiated, sales channels were

opened, farmers received support in terms of grants and organic production. Investment grants were granted for the implementation of projects in the fields of processing, baking, beekeeping and tourism. Thanks to local cooperation, cluster initiatives such as the Cluster of Producers and Processors and the Tourist Cluster of the Strug Valley have been set up, where its members can count on support for promotional activities, product and service certification and building the recognizable Strug Valley brand.

Design activities also included the creation of a network of 10 intercoms equipped with computer hardware to promote the use of modern technology among residents. The project has contributed to removing the barriers to transformation towards Information society by carrying out 20 cycles of specialized IT training. Inter - clubs

” Participation in the Tourist Cluster of the Strug Valley allowed me to make contacts with people in the industry with whom I can carry out various projects together. The Strug Valley Association helped me raise funds for the purchase of horse riding equipment, the purchase of horse carriage and the purchase of two horses, which contributed to the improvement of the quality of the services provided. ”

Paulina Hațys - Urban,
final beneficiary

also served as places of integration and community meetings as a backdrop for people with similar interests and a platform for initiating intergenerational cooperation.

As part of the project, the Leadership School building has been expanded to include educational workshops and training courses for residents of the Strug Valley area from different thematic areas including Preparation of traditional food, culinary workshops, foreign languages, plastic arts, theatrical and music classes, spiritual vacations, fruit and vegetable processing, agritourism, beekeeping, legal basis, economics. The purpose of these activities was to prepare future leaders who will take action to activate the local community and to intensify the socio-economic development of the Strug Valley.

Thanks to the project realization, the potential of small farms and entrepreneurs has been increased, as well as the natural, cultural and historical values of the region have been emphasized. The knowledge, interoperability and entrepreneurial skills of the local population combined with traditionally high quality products and services will undoubtedly underscore the uniqueness and individuality of the microregion of the Strug Valley and will lead to its further development.

317

certificates issued for local products

1315

children and the youth participated in the educational, recreational and preventive classes

70

of purchased computers with software for inter - clubs



Project: **KIK/10**

Executing Agency: **Regional Agri-Industrial Society „Dolina Strugu”**

SPCP contribution: **3 564 294 CHF**

Implementation period: **2011.08 - 2017.04**

Number of completed subprojects: **57**



The route of King Jan III Sobieski in the Lublin region

The Lublin voivodeship, using its potential, still attracts tourists to the main tourist attractions located in bigger cities such as Lublin, Zamosc, Kazimierz Dolny and Chełm. Nevertheless, there are also a number of less developed regions in the province, with significant differences at the level of both economic and social development. Local governments of the municipalities located in this have been carrying out activities aimed at activating the region and its inhabitants by setting new directions for development.

This challenge taken by the commune of Metgiew, which, in partnership with the communes of Gorzkow, Piaski, Rybczewice, Spiczyn and Wolka and the Jan III Sobieski Foundation for Local Funds, decided to exploit the historical potential of the region and build on it a local tourist brand that would attract tourists and ensure the long-term development of the region.

This is how the route of Jan III Sobieski, a charismatic, appreciated and widely recognized historical ruler of Poland, whose family was connected with the lands of the Lublin region and where there are a number

of places connected with the whole Sobieski family, was established.

Under the project the tourist route of Jan III Sobieski was designated, describing the most interesting tourist sites. There are historical and entertainment points on the designated trail which are an additional attraction for tourists. Also, under the project there has been built new infrastructure that makes the region's tourism offer more attractive and which includes bicycle rental, outdoor gym, themed playgrounds for children, a canoeing marina, the palace and park

” As a commune we are delighted with the success of this project, the more so in our area as many as 20 entities have benefited from grants from the Swiss funds. In the field one can see the project signs, and we are also extremely happy about the infrastructure that has been created through these means. We hope that the effects of the project will continue to increase as we want the experience gained to be used in our future plans. ”

Michał Cholewa, mayor of Piask

complex in Zawieprzycy were partially reconstructed.

Simultaneously, actions to activate the inhabitants and enterprises were conducted and aimed at carrying out activities related to the development of local brand. Training on entrepreneurship and innovation was developed within the Jan III Sobieski Route, also historical events and seminars on the development of the functional area of the Jan III Sobieski Route were organized.

The measurable benefit of the project was to increase the recognition of Jan III Sobieski Route brand, not only in the Lubelskie province, but also in other parts of the country. Thanks to subsidized grant projects many entrepreneurs have started their business activities in the field of tourism and recreation, contributing on the one hand, to increase the number of tourist attractions available in the Lubelskie voivodeship and, on the other, to reduce the level of unemployment in the region. Non-refundable project grants were received not only by start-ups but also by already operating companies as well as by non-governmental organizations.

65

certified companies distributing regional products

6

communes in which tourist and recreational infrastructure were constructed

1

mobile application improving tourism service



Project: **KIK/11**

Executing Agency: **Metgiew Commune**

SPCP contribution: **5 284 955 CHF**

Implementation period: **2011.10 - 2017.03**

Number of completed subprojects: **70**



Flavours of Podkarpacie

The project „*Alpine Carpathian Cooperation Bridge*” implemented by the Association of the Carpathian Euroregion Poland and the Association for Development and Promotion of Podkarpacie „Pro Carpathia” was a response to the problems experienced in the Podkarpacie region related to the low level of mobilization and utilization of regional, traditional and ecological products in the region. Also - with a low level of participation of business entities, trade organizations and pro-development institutions in the international exchange and international promotional events. There was no institutional and financial system in Podkarpackie Voivodship that could support the entities from the region.

The idea behind the project was primarily to support local businesses, promote the regional, traditional and ecological products of the Podkarpackie region, and enable them to establish international contacts, gaining good practices and solutions from Switzerland, facilitating the entry of Podkarpackie local producers into the markets of the European Union and Switzerland.

The Carpathia brand, based on the best Swiss models, was an innovative approach to promotional activities and has resulted in better recognition of regional products and

the participation of regional producers in domestic and foreign fairs of tourism. The products certified by the brand Carpathia are present in the promotional specialties offered by the Carpathian Podkarpackie Promotional Shelf, which are not only found in 50 catering establishments belonging to the Culinary Rout „Podkarpacie Tasting”, but also in numerous shops in the region, including the shop at Rzeszow International Airport. At present, the Carpathia brand includes as many as 210 products.

The Culinary route „Flavours of Podkarpacie” has won the award „The Best Tourist Product

“ *Alpine Carpathian Cooperation Bridge* is more than a project. It is the idea of cooperation, which uses the knowledge and experience of the Swiss partners. The idea, which turned out to be a real deal, opened up new, unknown door to us, widened horizons, not only to the partners participating in the project, but also to the beneficiaries indirectly related to it and to the participant of Grant funds. The project has shown and proven that interesting public ideas as soon as they are properly supported, can become a real bridge between the countries and their citizens. ”

Józef Jodłowski, The Governor of Rzeszow, District of Rzeszow

2014” and the international conference and exhibition „Alpine - Carpathian Cooperation Forum” has already reached the 4th edition, enjoying unending success.

The Podkarpackie Region is currently the region with the highest number of registered traditional products, while the totality of its activities has increased the availability of regional products not only in the Podkarpackie Province, but also in Poland.

Thanks to the project implementation in the region there was an increase in micro, small and medium enterprises and their representatives established contacts with foreign entities. The project has introduced a system of support to the export of products, including traditional, organic, regional, local, edible forest products and tourism services.

The mutual exchange of experience initiated by the project enables the transfer of good practices between its participants also in relation to other socio-economic areas, which will result in further positive effects over a longer time horizon.

20

business agreements were concluded between Polish and foreign companies

210

registered traditional products

59

members of the newly created Cluster the Podkarpackie Flavour

Awards

the Culinary route the Podkarpackie Flavour has won the award the Best Tourist Product 2014 granted by the Polish Regional Tourist Organization



Project: **KIK/12**

Executing Agency: **Association of the Carpathian Euroregion Poland**

SPCP contribution: **5 217 903 CHF**

Implementation period: **2011.10 - 2016.09**

Number of completed subprojects: **187**



From a vision to modern management of the subregion Gotania

Like most self-governments of the eastern Lublin region, the Hrubieszow municipality suffers from the problems of the city and its inhabitants caused by the lower socio-economic development than other regions of the country. It results from the lack of industrial plants, the difficult condition of agriculture and the associated low profitability of farms in the region. Local governments have been continuously working to develop solutions to create new directions for the region's development.

The town of Hrubieszow together with 10 neighboring municipalities of the Lubelskie voivodeship, has found the idea of regional development in the historical heritage of the region. Historical research and archaeological excavations conducted in that area have confirmed that it was inhabited in the 2nd century AD by the tribe of the Goths. Based on these discoveries local governments decided to create a subregion and a tourist brand of Gotania, on the basis of which further socio-economic development has been planned.

For this purpose, not only tourist attractions related directly to the Goths' culture were developed and expanded – such as the Open Air Museum in Masłomecz and the International Festival of Antique Cooking - but also there were efforts to create new places that could make the region's tourism offer richer and more attractive. Such places include the astronomical observatory with

the planetarium, the rope park as well as outdoor gyms available to the public.

At the same time, by providing grants for the development of non-governmental organizations, it has been possible to stimulate and assist the activities of the entities supporting the integration of local communities and people being at risk of social exclusion. Also, thanks to the grants allocated during the course of the project implementation for start-ups, along with training and advisory support, there has increased the accommodation base and additional workplaces have been created. Activities executed under the project, consisting in the performance of 44 training courses for 660 inhabitants of Gotania resulted in the participants of the training being qualified to the current labour market trends and having the qualifications to perform new jobs. These activities were enriched by intensive promotion of the

” Although the Swiss project was one of many projects implemented in the partnership under the brand name of Gotania, we have developed the formula and principles of conducting the investment process on the territory and property not owned by the Implementing Institution. Within the framework of partnership projects, investments were made for the first time on the basis of elaborated principles concerning the right to use the land or property of the produced property. Acquired experience will be used in future joint projects. ”

Tomasz Zając,
mayor, Hrubieszow Town Hall

subregion and the Gotania brand. A multi-faceted and coherent marketing strategy was realized through participating in 8 international travel fairs, organizing promotional events, issuing publications and promotional materials.

As a result, the number of tourists visiting the subregion increased over three times from 5 158 in 2011 to 16 711 in 2016.

The promotion and presentation of the project was recognized at the Tourism Fair - the project was awarded with 1st place in the category of Promotion Creator „Poloniada” at the Płock Fair, 1st place in the category of the most attractive stand in the public exhibition at the Gdańsk Fair, 1st place in the category of the most attractive stand of the exhibitors in Cracow and 1st place in the category of the most attractive standard stand at „Agrotravel” in Kielce.

The results of the project, which largely outweighed the assumptions, have contributed to the region’s development and recognition, have also had an impact on improving the quality of life of the local community. Gotania has become an attractive place to get active with the opportunity to gain historical knowledge.

10

communes expanded with new recreation and tourism infrastructure for the needs of the local community and tourists

660

people trained in 44 training sessions

17 500

participants of the 4th edition of the International Festival of Antique Culture in Gotania

Awards

1st place in the category of Promotion Creator „Poloniada” at the Płock Fair, 1st place in the category of the most attractive stand in the public exhibition at the Gdansk Fair; 1st place in the category of the most attractive stand of the exhibitors in Cracow; and 1st place in the category of the most attractive standard stand at „Agrotravel” in Kielce.



Project: **KIK/13**

Executing Agency:

Hrubieszow Municipality

SPCP contribution: **4 138 048 CHF**

Implementation period: **2011.08 - 2017.01**

Number of completed subprojects: **140**



Carp Valley Famous for Entrepreneurship

Carp Valley - a region of 7 commune of the districts of Oswiecim and Wadowice in Malopolska - is an area of great tourist and economic potential, whose main assets are nature, including the Skawa and old Vistula river valleys, Zator carp ponds and historic monuments. Despite its proximity to the Silesian and Cracovian agglomerations, as well as good location with respect to existing transport routes and the proximity of the motorway and two airports, the potential of the region had not been fully used for many years. It was characterized by low competitiveness of existing economic entities in agricultural areas, low level of social, economic and cultural initiatives, poor level of tourism and agritourism development, lack of qualified staff of small and medium enterprises.

The Commune of Zator and its partner communes of Osiek, Przeroszow, Brzeznicza and Polanka Wielka started the project „*The Carp Valley - a chance for the Future*”. Partnership for Socio-Economic Activation and Promotion of Entrepreneurship through the use of complementary instruments to stimulate the regional labour market, strengthening economic entities and using local products to improve the quality of life in rural areas as an example of supporting the region’s existing potential based on entrepreneurship and tourism development. Comprehensive support for the region’s inhabitants and the local community, including entrepreneurs from different industries, employees, those wishing to start their own business, the unemployed and the young.

Within the framework of the project, the Centre for Vocational Activation in Zator has been established, which aims at conducting occupational training and conducting professional counseling. The trainings were addressed to the unemployed and self-employed, whereas the Incubator of Entrepreneurship in Zator offered preferential prices to entrepreneurs from the Carp Valley for offices with access to the conference room. The Centre for Vocational Activation also organises professional internships for the unemployed and for young people who are over 16 also at the companies operating in the Economic Activity Zone in Zator.

From this form of support, 253 people have benefited from the project, raising

” Thanks to the project and the internship program, I was able to look successfully for the job and find my current employment. ”

Piotr Polanej,
a beneficiary of an internship program

their qualifications or earning their first professional experience.

Local youth could not only benefit from professional apprenticeship and vocational counseling in schools, but also learn practically selected professions by setting up and equipping 5 practical training schools in the Multidisciplinary School Complex in Zator: mechatronic, IT, language, gastronomy - kitchen incubator and workshop of motor vehicles.

The project also includes a grant fund for starting a business and for developing an existing business. The result of the success of this action is that all those who have started a business under the project have been still running it. The grant fund has also contributed to create 74 new jobs in the Carp Valley.

At the same time, intensive promotional activities were launched to promote the Carp region. Local events were organized - including Picnic with the Swiss - and participation in tourism fairs, where local products, including the Zator carp were particularly promoted.

The advantage of the project, which is decisive for its success, is the complementarity and synergy of all activities aimed at entrepreneurship and, tourism development and promotion of the region. Thanks to the project, the Carp Valley region has become more recognizable and attractive to tourists, leading to economic growth and entrepreneurship development in the region.

253

internship scholarships granted

22

new economic entities

5

new school vocational workshops



Project: **KIK/14**

Executing Agency: **Zator Commune**

SPCP contribution: **3 623 321 CHF**

Implementation period: **2011.09 - 2017.05**

Number of completed subprojects: **61**



EUROchance for Lubelszczyzna

Lubelszczyzna is a typical agricultural region, classified as the least developed economic area of Poland and the European Union, characterized by the lowest level of gross domestic product and peripheral location. On the other hand, Lubelszczyzna is an attractive tourist region, rich in cultural heritage, sightseeing, natural and spa values. This creates the opportunity for tourism to develop as an important factor for activating areas and sources of income for the population.

It is precisely the strengths decided to use the Puławy district, pushing the development of tourism as one of the leading industries driving the local economy. One of the elements of the implementation of this philosophy was the implementation of the „EUROchance for Lubelskie voivodeship” project, whose main objective was to equalize the development opportunities of rural areas by improving the tourist and investment attractiveness of the region and improving the quality of life of the inhabitants.

The subregion covered by the project was characterized by a high share of people employed in agriculture and a low business rate. Most areas are attractive tourist places, but visitors to these areas go mainly to three places: Kazimierz Dolny, Naleczow and Janowiec, which are most promoted.

Being aware of the existence of many places equally attractive to tourists, but insufficiently used and promoted, efforts have been made to develop a comprehensive solution that will enable the sustainable socio-economic development of the entire subregion as well as its promotion to attract tourists and generate revenue for local entities.

For this purpose, a number of actions aiming at expansion and promotion of tourist infrastructure were executed - 308 km of horse trails were marked, 160 km of Nordic walking trails and over 80 km of ornithological trails. In addition, a campsite was built in Kolmin by the Wieprz River, infrastructure for cycling and kayaking was created, and 10 tourist packages as well as an alternative list of tourist attractions were created.

” Through the implementation of the project, there was an integration of communities and active people who found tools and opportunities to implement their ideas for making money and filling public space for new inclusion, promotion and education, working for local communities and visiting tourists. ”

Małgorzata Lachtara, project manager
„EUROchance for Lubelskie voivodeship”

Thanks to grants donated to the implementation of local projects, it was possible to start or expand the activities of local businesses which produce local and traditional food or traditional handicrafts combined with a program for tourists in the form of tastings and workshops such as the factory „Rosin Manufacture” in Stara Wies, processing plant „My Fruit” in Klementowice, „Natural Treasure” in Zablocie or the butchery „Home made sausages” in Bronice. Subsidies were also donated to the creation of new business entities in the tourism industry, 10 of which are active throughout the year, and another 11 operate in the tourist season - this is how kayaks and bicycles rental were started.

Also, conditions were created for professional development and raising the professional competences of the region's inhabitants by organizing training workshops for non-agricultural activities.

The project has gained recognition in the region as well as in the country. It took first place in the national edition and was submitted to the European competition stage „European Enterprise Promotion Awards 2016”. The competition organized by the European Commission aims to highlight the best entrepreneurship promoters in Europe, present best practices in entrepreneurship, increase social awareness of the role of entrepreneurs, and inspire potential entrepreneurs.

52

general training workshops towards non-agricultural activities

322

new accommodation for tourists

27

new tourist attractions, including
308 km of marked horse trails
160 km of Nordic walking routes, 80 km of ornithological trails

Awards

the project has gained enormous popularity in the region as well as in the country. It was notified on the official website of the President of Poland www.prezydent.pl as a good practice. The project has been submitted to the competition „European Enterprise Promotion Award 2016”, and took the first place in the national edition and according to the regulations was notified to the European stage.



Project: **KIK/15**

Executing Agency: **Pulawy Powiat**

SPCP contribution: **4 000 000 CHF**

Implementation period: **2011.08 - 2016.09**

Number of completed subprojects: **143**

INITIATIVES FOR THE REGIONAL DEVELOPMENT OF PERIPHERAL AND UNDERDEVELOPED REGIONS

Contact details of Executing Agencies:

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KIK/08

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KIK/09

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KIK/10

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KIK/14

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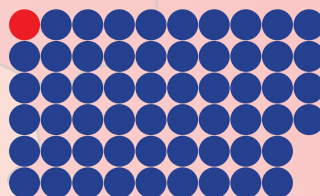
KIK/15

Puławy Powiat
Al. Królewska 19
24-100 Puławy

PROJECTS PROPOSED BY THE SWISS PARTY

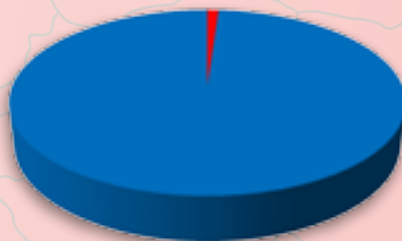


project proposed by the Swiss party



1 out of 58 projects implemented in Poland

allocated to Poland



● 0,10%

PROJECT

SPCP CONTRIBUTION

OWN RESOURCES

KIK/77

500 000,00 CHF

123 129,00 CHF

project total value

623 129 CHF



Improvement of the quality of life of the disabled

Thanks to the Swiss funds in the Łodygowice Commune it was possible to modernize the existing base for education and integration of people with disabilities. The Łodygowice commune is the one rural commune in the Zywiec District to run a special facility as a commune's own task. Children and young people from many surrounding municipalities attend the school. The school is engaged in the teaching and education of children and adolescents aged 7-25 with moderate to severe mental retardation, from the area of Zywiec and Bielsko.

Project implementation called „*Improving quality of life of people with disabilities through the modernisation of the building of the Special School and the construction of the Centre of Cultural Integration in Łodygowice*” has made it possible for students to be provided with adequate conditions for education. Reconstruction of narrow corridors, stairs, assembly of the lift allowed the education of students with intellectual disabilities and simultaneous physical disability. Thanks to the Project, the number of students undergoing education and therapy increased significantly in Łodygowice school from 40 to 120. Project consisted in performing comprehensive repairs and reconstruction of the old building

of the Special Schools Complex. There were replaced windows, electrical, central heating and fire installations. The attic was insulated and the plaster was renovated. An extremely needed lift was installed for the physically disabled. In order to improve the efficiency of heating systems, solar collectors have been installed to assist the gas boiler. The building's moisture barrier was made.

A new Centre for Cultural Integration was also built, along with a link to the old building, to accommodate the educational facility offering a professional care and education programme for people with disabilities to current needs. Both buildings

“ The project has brought our school a huge advantage. Its effects will have a positive impact on raising the level of comprehensive development of our students. This will allow them to make full use of their abilities and participate actively in social life through integration with a broader environment. ”

Agata Stwora, headteacher,
Special Schools Complex in Łodygowice

are equipped with facilities and equipment necessary for proper rehabilitation and training of the disabled. Interiors of both objects are characterised now, by friendly colors and interestingly designed decoration, which undoubtedly favours good atmosphere within performed the therapy. Renovation of green areas belonging to the Special Schools Complex was also carried out along with the construction of recreational infrastructure.

The scope of impact of the project is much broader, since the established Centre for Cultural Integration at the Special Schools Complex in Łodygowice organizes various classes, meetings and integration concerts for both special school students and other cooperating educational institutions from the Żywiec and Bielsko county.

Funding from the Swiss Fund has made it possible to introduce a positive change for people with disabilities and their families, due to easier access to an expanded cultural and educational offer. The resulting infrastructure has enhanced teaching comfort, strengthened the student's sense of security, and provided them with the opportunity for comprehensive development and rehabilitation.

1

modernized school building adjusted to the needs of those with disabilities

1

new structure of the Cultural Integration Centre

40

120

increase from 40 to 120 of the number of mentally disabled students attending school or benefiting from care

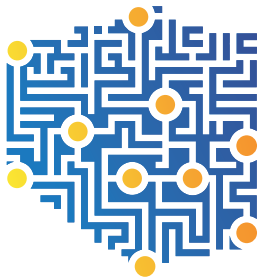


Project: **KIK/77**


Executing Agency: **Łodygowice Commune**
ul. Piłsudskiego 75
34-325 Łodygowice

SPCP contribution: **500 000 CHF**

Implementation period: **2012.07 - 2014.12**



CENTRUM
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CENTRE FOR PROJECTS DIGITAL POLAND

CENTRE FOR PROJECTS DIGITAL POLAND (formerly: Implementing Authority for European Programmes) was established in 1994 under an agreement between the Government of the Republic of Poland and the European Commission to implement the Phare Cross Border Cooperation Programmes.

In the following years CPDP was entrusted with the implementation of other programmes, including: Schengen Facility 2004 - 2006, European Economic Area Financial Mechanism and Norwegian Financial Mechanism 2004 - 2009 (priority 2.7 and 2.9), European Refugee Fund 2004 and 2005 - 2007, Operational Programme Innovative Economy 2007-2013, Operational Programme Infrastructure and Environment (Priority XI), Operational Programme Human Capital (Subactivity 1.3.1), General Programme „Solidarity and Management of Migration Flows” 2007 - 2013.

Currently, CPDP is a state budgetary unit subordinated to the Minister of Digitization, which, on behalf of the Government of the Republic of Poland, implements tasks related to the management of the European Union structural funds (Operational Programme Digital Poland 2014 - 2020), non - returnable foreign aid (Swiss - Polish Cooperation Programme for years 2007 - 2017), as well as the funds of other programmes, which implementation was entrusted to it.

For more information on the Centre for Projects Digital Poland, please visit:

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