**MICRO-PROJECT 1. Supporting the Development and Harmonisation of Cross-border Cooperation Among Ukrainian and Polish Organisations and Local Self-governments**

**Lead partner (name, address, nationality and legal status):**
Lviv Regional Branch of the Association of Ukrainian Cities (AUC).
5 Generala Chuprynky Street, Lviv, 79013, Ukraine.
Non-governmental organisation.

**Micro-project Partner 1 (name, address, nationality and legal status):**
Municipal Association „WISŁOK”
Siemierskiego str. 18 a, 35-234 Rzeszow, Poland.

**Duration of the micro-project:** 5 months.

**Detailed description of particular activities:**

1. Conducting a public education campaign devoted to the micro-project and the Program (2 press conferences, 2 briefings, at least 10 distributed press-releases);

2. Setting up a cross-border visit centre (a separate room at Lviv Branch of AUC). The centre will host meetings of representatives from Ukrainian and Polish local governments to discuss urgent issues of local community development in the cross-border region. The centre will form a positive image and promote cities in Lviv Region and Podkarpackie and Lublin Voivodeships. It will also play an important role in developing cooperation with international organisations and foreign businesses;

3. Holding two official one day trips: on to Lviv and the other to Rzeszow (five people in each group);
   - Subject of the first meeting (which will be held exactly in the first month of micro-project realization in Rzeszow) will be “Organization of cross-border forum”;
   - Purpose of the second meeting (which will be held in the last month of micro-project realization in Lviv) will be a presentation of newly established cross-border visit-center to partners and development of a common action plan with respect to promoting tourism opportunities in cities, towns – members of Lviv Regional Branch of the Association of Ukrainian Cities and Municipal Association „WISŁOK”;

4. Holding a three day cross-border Forum of city/town mayors and local government officials from LRB AUC and ZK «Wislok» member cities including staff members of promotion and tourism offices (45 members in each delegation, 90 participants in total);
   - Subject of the forum: establishing partnership relationships with local government official’s counterparts and getting to know Ukrainian and Polish experience in the field of tourism and culture and raise their awareness of EU social initiatives and standards in the tourism sector and municipal policies;

5. Developing a website. The website will contain useful information and various data, which may interest potential visitors of the Ukrainian-Polish cross-border region. It will include links to other pages with information on Lviv Region and Podkarpackie and Lublin Voivodeships as well as pages with cultural information (on opera, architecture etc.). Operational website, which will promote touristic and cultural attractiveness of cities and towns in Lviv Region and Podkarpackie and Lublin Voivodeships and enable these cities/towns to join the extensive experience of sharing network. It will unite local government and practitioners from various European countries and provide an access to information on successful initiatives of local government from other European cities. Website will have three language versions: Polish, Ukrainian and English.

**Practical results and indicators of the Micro-project 1.**

1. Public awareness of micro-project and Program activities;
2. Dissemination of best cooperation practices of small tourist cities in Ukraine and Poland; establishment and support of cross-border cooperation of local government representatives;

3. Establishment of new and expansion of existing contacts and partner relationships; discussion of existing problems and outlining of solutions;

4. International Forum;

5. Project web-site development, active in time of of micro-project running and after.


Lead partner (name, address, nationality and legal status):
Department for International Cooperation and Tourism of Lviv Regional State Administration.
79008, Ukraine, Lviv, Vynnychenka str., 18, kab.106.
Governmental body.

Micro-project Partner 1 (name, address, nationality and legal status):
Gmina Medyka.
Poland, Medyka 288, 37-732 Medyka, Podkarpackie Voivodship.
Municipality.

Duration of the micro-project: 11 months.

Detailed description of particular activities:

1. Carrying out general information campaign about the micro and the umbrella projects as a whole (i.e. the mechanisms and innovations applied upon its implementation (min. 20 press-releases in the media, 4 press conference);

2. Carrying out 6 official meetings of the governmental executive bodies’ representatives (3 persons in each delegation) lasting one day each (Lviv and Przemysl in turns);

3. Preparation for printing and publishing of the «Guide of the Tour Operator» about tourism and recreational opportunities on cross-border «Tourism Beyond Borders»;
   - It is planned to issue tourist guide-book to promote Lviv Region, Podkarpackie and Lublin Voivodship. Technology specification: format A-4, 96 pages, paper 110 g / m, full colored, soft-cover, full-color, laminated, with selective varnishing. Edition of publication 3000 copies. Guide-book is intended for international and domestic tour operators, and will be published in three languages (Ukrainian, Polish and English). It will contain information about the types of services provided for tourists, tours and attractions in Lviv Region, Lublin and Podkarpackie Voivodship, proposals that will be useful for tour operators in organizing their own tour programs. Distribution of the publication will be made free of charge on the forums, international tourism exhibitions, fairs, during study visits / info-tours etc. Each of the partners of micro-project will be donated a part of copies for a further distribution among government delegations, missions, which partners will visit.

4. Making and replication of a short-length film bout tourism and recreational opportunities of Lviv Region, Podkarpackie and Lublin Voivodship «Travelling, holidaying, living»;
   - It will be shooting a short-length film (30 min.) «Travelling, holidaying, living» based on workouts of 9 micro-projects (in the frames of the Umbrella Project). A ten three-minute videos about partner cities will be united into one film. It is planned to carry out additional shooting, and sound recording on electronic media. Promo-video will show tourism opportunities, attractiveness and potential of 10 Ukraine-Poland border cities, members of the umbrella project. It is planned to visualize the promo-video on TV channels of the cross-border region. In addition, there will be replication of film on DVD discs – making 500 copies and organize it for free distribution. Each of the partners of micro-project will be donated a part of copies of film.

5. Organization and conducting of a four-day info-tour for journalists;
It is planned to conduct an info-tour for journalists from EU and CIS (Poland and Ukraine). It will be invited 15 professional journalists aware of the problems of tourism (journalists will accompany representatives of micro-projects – 4 person: project coordinator, interpreter, guide, driver). It is expected that the info-tour for journalists from EU and Ukraine will attract considerable attention of local, regional and national media. During info-tour which will last for 2 days in each of the partner countries of micro-project (4 days at total), historical and architectural heritage of the cities of cross-border region will be presented to the participants. Services of licensed tour guides and interpreters will be provided according to drafted and approved in detail routes. All journalists also will provided with handouts (folders, pens, notepads, local souvenirs).

**Practical results and indicators of the Micro-project 2.**

1. Public awareness on the activities of micro-project and the umbrella project in general;
2. Tripartite agreement signed between Lviv Region and Podkarpackie and Lublin Voivodivships on cross-border cooperation for the development of tourism;
3. Publication of the Ukrainian-Polish-English full color guide on tourism opportunities in Lviv region, Podkarpackie and Lublin Voivodivships;
4. Promo video film on DVD about tourism and recreational opportunities of Lviv Oblast, Podkarpackie and Lublin Voivodivships;
5. Tourist info-tour for journalists from EU and CIS to promote Lviv Oblast, Podkarpackie and Lublin Voivodivships.

**MICRO-PROJECT 3. The joint presentation of tourist, ethnic and cultural peculiarities of the city of Ugniv (Ukraine) and Gmina Werbkowice (Poland) on the international tourism market.**

**Lead partner (name, address, nationality and legal status):**

Ugniv City Council.
Lviv obl., Sokalskyy rayon, Ugniv, Sichovyh Stril`tsiv str., 11, 80064.
Local government body.

**Micro-project Partner 1 (name, address, nationality and legal status):**

Gmina Werbkowice.
1, Zamojska str., 22-550 Werbkowice, Poland.
Local government body.

**Duration of the micro-project:** 12 months.

**Detailed description of particular activities:**

1. Informing local population about the micro-project activity and the Program, namely on the mechanisms to be applied during its implementation. Particular emphasis will be given to the similarity of cultures, historical and architectural heritage, the preservation of natural diversity; Promotion of tourism potential of Ugniv and Gmina Werbkowice through publications in the media, tourist information centers and promotion departments of local administrations;

   - In order to strengthen micro-project and dissemination will be carried out the following steps:

   1. Conducting of informational campaign on the project (preparation and spread of promotional materials on the project, sending press releases, etc.), namely as to the mechanisms that will be used during its implementation, the objective of the project, final beneficiaries, etc. (mass media publications, 10 publications as minimum in Ukraine and Poland);
   2. Established partnerships with existing Tourist Information Centres (TIC) cross-border region will be donated with promotional materials on micro-projects. Materials will be available to visitors and tourists TIC;
3. In the marketing department of local administrations of the region there will be sent press releases on micro-project and additional promotional publications by request. To the marketing department of local administrations there will be sent a request for inclusion into their own websites link to web site, especially designed for micro-project.

2. To conduct 2 formal (work-study) meetings (8 persons in each delegation. Total 16 people.), with the duration of 2 days each (one in City of Ugniv and one in Gmina Werbkowice). Meetings are aimed at: presenting local governments, sharing experience, local development, culture, tourism, environmental initiatives; a detailed discussion of the plan of actions, promotion of the project and informing the community about performed actions, synchronization of actions within the micro-projects under the umbrella, the other current affairs. The participants will be representatives of local governments of the partners, community representatives (including members of the city council and the council of Gmina), people working in the field of culture and tourism. A vital part of the meetings will constitute the appropriate promotion of the aims and objectives of the micro-project, for this reason the project partners are expected to elaborate and produce presentation materials;

3. To conduct joint training regarding obtaining and expanding knowledge on local folk traditions (folklore), crafts, cultural heritage (intangible - ritual / customs and material - objects) and tourism (local lore, culture, cuisine) with regard to common elements (similarities) of both partners. Training will be conducted primarily by people who work in tourism (owners of country estates, food service providers, people representing or working on objects that are visited by tourists for excursions, etc.), people associated with cultural sector (cultural institutions, art groups), people involved in community development (head of village councils), representatives of NGOs. Training will be held during 2 days in City of Ugniv (Ukraine). 15 people from Poland and 15 people from Ukraine will participate: 24 students, 4 experts (2 from Poland and 2 from Ukraine) a translator and a driver. The educational unit accounts for 16 hours of training theory (2 days);

4. To conduct production and practical exercises in Poland devoted to: the exchange of positive experiences in the sphere of consumption for tourism development, brand development and promotion of the region and creation of a unique and common Ukrainian-Polish tourism product based on local folk traditions (folklore), crafts, cultural heritage (including intangible - ritual and material - objects) as well as local history and cuisine. Training will be held during 2 days devoted to visiting sites / places during production and practical trips (practical skills in crafts, cultural heritage, tourism and regional cuisine (Skansen / museum of folk architecture / korchma, show practical traditional food, sightseeing excursions in carriages, informative walking tour), and 1 day will be spent in Werbkowice: presentation of gained knowledge and skills (which were obtained during theoretical and practical training) by participants (both from Ukraine and from Poland). The same people who took part in theoretical training will participate in production and practical exercises described in details above. Participation in practical exercises (1 and 2 days) will be confirmed by documents (certificates) issued by the organization holding such a training, and will confirm participation of the person in training, with the indication of knowledge and skills obtained;

5. To conduct the final events, within the frames of which an international conference will be organized and which will be attended by both partners and guests comprising about 100 people (the aim is to spread the experience of similar projects in other cities and districts). As a part of the final events, the participants of the project activities (both from Ukraine and from Poland) will also present a practical implementation of national cuisine, music, craft workshops considering shared cultural and historical sources. The duration of the events will be 1 day. Venue: City of Ugniv and Gmina Werbkowice;

6. To conduct the research of tourism potential and to create a database of tourist, cultural and recreational facilities in the town partners (1 database);

7. Instalation of tourist information signs (City-Light) with the promotion of its own tourist potential and tourism opportunities of the partner (in City of Ugniv - promotion of Gmina Werbkowice, and the promotion of City of Ugniv in Werbkowice) for 1 sign for each partner;

8. Multilingual publication of brochures, leaflets and guides aimed at tourists with the information on the existing tourist infrastructure City of Ugniv and Gmina Werbkowice (circulation of 3000 copies: brochure – 1000 copies; leaflets – 1000 copies; guide-book – 1000 copies);

9. To create a joint tourist web page that would inform tourists and popularize the existing infrastructure and potential for recreation in the region. The web page will contain information on existing tourist facilities, cultural and recreational institutions on the territories of the project partners, a list of public objects of cultural value, information on cultural, sporting and other events held on the
territories of two partners and which may influence the development of tourism. Information about the project and contact persons trained under the project will be provided that will facilitate communication and will help establish contacts and inform persons interested in the common cultural heritage of two partners. In Activity provided to creation and administration of the joint website to popularize project events and tourism potential of Ugniv and Gmina Werbkowice. Because, during the project text and photo materials that promote tourist attraction of Gmina Werbkowice and Ugniv, will be collected. Based on these materials, a common web page will be created. Also the official website will provide the information about the participants achieved results and future directions for cooperation with partner cities. All these sections on the website will be continuously administered to further its sustainability. All these sections on the website will be covered in three languages (Polish, Ukrainian, English);

10. To make a short video about the tourism potential of the partner to place it on the Internet portal, and which will provide a possibility of its broadcasting on tourism exhibitions and television - (2 films) which will popularize tourist possibilities and cultural peculiarities of Ugniv and Gmina Werbkowice (3 minutes each film);

11. To produce collapsible, portable, tourist and cultural information points / stands which will serve as the promotion of achieved progress during the implementation of project objectives, as well as during cultural and mass events both at the local and regional level.

**Practical results and indicators of the Micro-project 3.**

1. To hold information campaign on the micro-project and the Program (2 press conferences, Min. 40 press releases to be sent, Min. 10 publications on the activities within the project);

2. Establishing links and partnerships; current problems will be discussed and their solutions suggested;

3. Holding joint exercises in City of Ugniv (during 2 days (16 h), where 30 people from Ukraine and Poland will participate);

4. Conducting of joint training and exercises on the territory of Poland (during 2 days (16 h), where 30 people from Ukraine and Poland will participate);

5. Holding of the final events in City of Ugniv and Gmina Werbkowice, namely the international conference (in which both partners will participate and guests will be invited, about 100 people). The duration of the events will be 1 day.

6. Database of tourist, cultural and recreational facilities in City of Ugniv and Gmina Werbkowice (1 shared database)/SWOT analysis for the study of tourist attraction and cultural features of City of Ugniv and Gmina Werbkowice (1 report);

7. Tourist information signs (2 City-Light), one in each town with the information on their tourist attractiveness and tourism potential of the partner;

8. The polygraphic materials about tourism potential of City of Ugniv and Gmina Werbkowice (brochures, leaflets and guides aimed at tourists) with information on the existing tourist infrastructure;

9. Active trilingual (Ukrainian-Polish-English) website which promotes tourism and cultural attractiveness of City of Ugniv and Gmina Werbkowice (1 website);

10. Short promotional films (2 films) which promote tourism potential and cultural features of City of Ugniv and Gmina Werbkowice (3 minutes each film);

11. Portable tourist and cultural information points (2 points).

**MICRO-PROJECT 4. Collaborative presentation of tourist, ethnical and cultural peculiarities of town of Belz (Ukraine) and Gmina Belzec (Poland) on the international tourist market.**

**Lead partner (name, address, nationality and legal status):**

Belz City Council.

1 Savenka Street, Belz town, Lviv region, 80062, Ukraine.

Local government body.
Micro-project Partner 1 (name, address, nationality and legal status):

Gmina Belzec.
ul. Lwowska, 5, 22-670 Belzec, Poland.
Local government body.

Duration of the micro-project: 12 months.

Detailed description of particular activities:

1. Informing local population about the micro-project activity and the Program, namely on the mechanisms to be applied during its implementation. Particular emphasis will be given to the similarity of cultures, historical and architectural heritage, the preservation of natural diversity; Promotion of tourism potential of Belz and Gmina Belzec through publications in the media, tourist information centers and promotion departments of local administrations;

   - In order to strengthen micro-project and dissemination will be carried out the following steps:
     1. Conducting of informational campaign on the project (preparation and spread of promotional materials on the project, sending press releases, etc.), namely as to the mechanisms that will be used during its implementation, the objective of the project, final beneficiaries, etc. (mass media publications, 10 publications as minimum in Ukraine and Poland);
     2. Established partnerships with existing Tourist Information Centres (TIC) cross-border region will be donated with promotional materials on micro-projects. Materials will be available to visitors and tourists TIC;
     3. In the marketing department of local administrations of the region there will be sent press releases on micro-project and additional promotional publications by request. To the marketing department of local administrations there will be sent a request for inclusion into their own web sites link to web site, especially designed for micro-project.

2. Holding of the two official (training) meetings (8 people from each partner in total 16 people) during two days each (one in Belz and the other in Belzec). The meetings have the aim to: present local authorities, exchange of experience, local development, culture, tourism, nature protective initiatives. The detailed discussions of the plan of events, project promotion and informing of the community about the completion of events, events synchronization with the micro projects in the measures of the umbrella and other current problems must be discussed. The members of the meetings will be the representatives of the local authorities of the partners, representatives of the community (including deputies of the town council and council of the gmina), people who work in the sphere of tourism and culture. Integral part of the project will be promotion of the aim and goals of the project so manufacturing and creation of presentation materials is foreseen;

3. Organizing of the common trainings to acquire and develop the theoretical knowledge concerning local traditions (folklore), craftsmanship, culture heritage (nonmaterial – customs, material - objects) also tourism – (country studies, culture, cookery) including the common elements (similarities ) of the both partners. The training will be aimed at the people who work in the tourist branch (the owners of the agricultural household, catering, people who represent the or work on the objects which are visited by the tourists with the aim of excursions etc.), people who are connected with the development of the local of culture (cultural establishments, creative groups), people who work in the development of the local authorities (heads of the village councils, village headmen), representatives of the local community organizations. The training will take place in two days in the town of Belz (Ukraine). 15 people from Poland and 15 people from Ukraine will take place: 24 listeners, 4 experts (two from each partner), interpreter and driver. Training block has 16 hours, theoretical part (two days);

4. Holding of practical trainings in Poland devoted to: transition of the positive experience in the spheres to develop tourism, brand development and promotion of the region and creation of the unique and joint Ukrainian – Polish tourist product based on local traditions (folklore), craftsmanship, culture heritage (nonmaterial – customs, material - objects) also tourism, country studies, culture, cookery. The training will take two days which will be devoted to visiting objects/locations during practical training visits (acquiring practical skills in the branch of craftsmanship, cultural heritage, tourism, cookery and country studies(skansen/ museum of
peoples architecture and household, tavern, show and cooking of the traditional dishes and also the excursion on the chariotee, informative walking excursion)), and the other day in Belzec: presentation of the acquired skills and knowledge (gained while taking practical and theoretical trainings) by the members of the programs (from the parties of Polish and Ukrainian partners). In the practical trainings the same people as in the theoretical part which is mentioned above will take part. The participations in the events will be certified by the certificates issued by the organization holding the trainings, and will certify the participation of the person in the trainings, containing the information about the type of acquired skills and knowledge;

5. Holding of the summary events which will consist in organization of the international conference, where two partners and invited guest will take part (to spread the development of the similar projects in the other towns and districts) nearly 100 people. In the limits of the final events the project participants will (from both Ukrainian and Polish parties) practical cooking of the national dishes, performing of the musical works, craftsmanship master classes taking into account the common cultural-historical sources. The duration of the events 1 day. The place of holding town of Belz and Gmina Belzec;

6. Holding of the research of the tourist potential and creation of the data bases of existing tourist, cultural and recreational objects on the territory of the towns-partners (one data-base);

7. Establishing of two tourist-informational signs (city-light) each in every town with the information about tourist attractiveness and tourist possibilities of the town-partners (in Belz - promotion of Gmina Belzec, and in Belzec – promotion of the Belz) one sign in each town;

8. Completion of the preparation to print graphic materials about the tourist possibilities of town of Belz and Gmina Belzec (circulation of 3000 copies: brochure – 1000 copies; leaflets – 1000 copies; guide-book – 1000 copies oriented at tourists) with the information about existing tourist infrastructure;

9. Designing of the common internet-site to popularize and inform the tourists about the existing infrastructure and possibilities to have a rest in the region. The information about the existing objects, cultural and recreational establishments on he territory of partners, the list of community objects which have cultural value, information about the cultural, sport and other mass events held on the territory of two partners and which can influence on tourist development will be placed on the internet-site. In Activity provided to creation and administration of the joint website to popularize project events and tourism potential of Belz and Gmina Belzec. Because during the project text and photo materials that promote tourist attraction of Belz and Gmina Belzec will be collected. Based on these materials a common web page will be created. Also the official website will provide the information about the participants achieved results and future directions for cooperation with partner cities. All these sections on the website will be continuously administered to further its sustainability. All these sections on the website will be covered in three languages (Polish, Ukrainian, English);

10. Creation of the videos about the tourist perspectives of town-partners to display on the internet portal with the possibility to broadcast on the tourist exhibitions and television channels - (2 films) which will popularize tourist possibilities and cultural peculiarities of Belz and Gmina Belzec (3 minutes each film);

11. To produce collapsible, portable, tourist and cultural information points / stands which will serve as the promotion of achieved progress during the implementation of project objectives, as well as during cultural and mass events both at the local and regional level.

Practical results and indicators of the Micro-project 4.

1. To hold information campaign on the micro-project and the Program (2 press conferences, Min. 40 press releases to be sent, Min. 10 publications on the activities within the project);

2. Establishing links and partnerships; the existing problems and finding solutions of them will be discussed;

3. Holding joint exercises in the town of Belz (during 2 days (16 h), where 30 people from Ukraine and Poland will participate);
4. Conducting of joint training and exercises on the territory of Poland (during 2 days (16 h), where 30 people from Ukraine and Poland will participate);

5. Held in the town of Belz and Gmina Belzec final events: the international conference will be held (where both partners and invited guests, nearly 100 people will take part). The duration of the events will be 1 day.

6. Database of existing tourist, cultural and recreational objects on the territories of the town of Belz and Gmina Belzec (one common data base)/ SWOT analysis for the study of tourist attraction and cultural features of the town of Belz and Gmina Belzec (1 report);

7. Tourist information signs (2 City-Light), one in each town with the information on their tourist attractiveness and tourism potential of the partner;

8. The polygraphic materials about tourism potential of the town of Belz and Gmina Belzec (brochures, leaflets and guides aimed at tourists) with information on the existing tourist infrastructure;

9. Active trilingual (Ukrainian-Polish-English) website which promotes tourism and cultural attractiveness of the town of Belz and Gmina Belzec (1 website);

10. Short promotional films (2 films) which popularize tourist possibilities and cultural peculiarities of Belz and Gmina Belzec (3 minutes each film);

11. Portable tourist and cultural information points (2 points).

MICRO-PROJECT 5. The joint presentation of tourist, ethnic and cultural peculiarities of Sambir (Ukraine) and Gmina Jaslo (Poland) on the international tourism market.

Lead partner (name, address, nationality and legal status):
Sambir City Council.
1 Rynok sq., Sambir town, Lviv region, 81400, Ukraine.
Local government body.

Micro-project Partner 1 (name, address, nationality and legal status):
Gmina Jaslo.
Juliusza Slowackiego str.,4, 38-200 Jaslo, Poland.
Local government body.

Duration of the micro-project: 12 months.

Detailed description of particular activities:

1. Informing local population about the micro-project activity and the Program, namely on the mechanisms to be applied during its implementation. Particular emphasis will be given to the similarity of cultures, historical and architectural heritage, the preservation of natural diversity; Promotion of tourism potential of Sambir and Gmina Jaslo through publications in the media, tourist information centers and promotion departments of local administrations;

   - In order to strengthen micro-project and dissemination will be carried out the following steps:

   1. Conducting of informational campaign on the project (preparation and spread of promotional materials on the project, sending press releases, etc.), namely as to the mechanisms that will be used during its implementation, the objective of the project, final beneficiaries, etc. (mass media publications, 10 publications as minimum in Ukraine and Poland);

   2. Established partnerships with existing Tourist Information Centres (TIC) cross-border region will be donated with promotional materials on micro-projects. Materials will be available to visitors and tourists TIC;

   3. In the marketing department of local administrations of the region there will be sent press releases on micro-project and additional promotional publications by request. To the
marketing department of local administrations there will be sent a request for inclusion into their own web sites link to web site, especially designed for micro-project.

2. To conduct 2 formal (work-study) meetings (8 persons in each delegation. Total 16 people.), with the duration of 2 days each (one in City of Sambir and one in Gmina Jaslo). Meetings are aimed at: presenting local governments, sharing experience, local development, culture, tourism, environmental initiatives; a detailed discussion of the plan of actions, promotion of the project and informing the community about performed actions, synchronization of actions within the micro-projects under the umbrella, the other current affairs. The participants will be representatives of local governments of the partners, community representatives (including members of the city council and the council of Gmina), people working in the field of culture and tourism. A vital part of the meetings will constitute the appropriate promotion of the aims and objectives of the micro-project, for this reason the project partners are expected to elaborate and produce presentation materials;

3. To conduct joint training regarding obtaining and expanding knowledge on local folk traditions (folklore), crafts, cultural heritage (intangible - ritual / customs and material - objects) and tourism (local lore, culture, cuisine) with regard to common elements (similarities) of both partners. Training will be conducted primarily by people who work in tourism (owners of country estates, food service providers, people representing or working on objects that are visited by tourists for excursions, etc.), people associated with cultural sector (cultural institutions, art groups), people involved in community development (head of village councils), representatives of NGOs. Training will be held during 2 days in City of Sambir (Ukraine). 15 people from Poland and 15 people from Ukraine will participate: 24 students, 4 experts (2 from Poland and 2 from Ukraine) a translator and a driver. The educational unit accounts for 16 hours of training theory (2 days);

4. To conduct production and practical exercises in Poland devoted to: the exchange of positive experiences in the sphere of consumption for tourism development, brand development and promotion of the region and creation of a unique and common Ukrainian-Polish tourism product based on local folk traditions (folklore), crafts, cultural heritage (including intangible - ritual and material - objects) as well as local history and cuisine. Training will be held during 2 days devoted to visiting sites / places during production and practical trips (practical skills in crafts, cultural heritage, tourism and regional cuisine (Skansen / museum of folk architecture / korchma, show practical traditional food, sightseeing excursions in carriages, informative walking tour), and 1 day will be spent in Jaslo: presentation of gained knowledge and skills (which were obtained during theoretical and practical training) by participants (both from Ukraine and from Poland). The same people who took part in theoretical training will participate in production and practical exercises described in details above. Participation in practical exercises (1 and 2 days) will be confirmed by documents (certificates) issued by the organization holding such a training, and will confirm participation of the person in training, with the indication of knowledge and skills obtained;

5. To conduct the final events, within the frames of which an international conference will be organized and which will be attended by both partners and guests comprising about 100 people (the aim is to spread the experience of similar projects in other cities and districts). As a part of the final events, the participants of the project activities (both from Ukraine and from Poland) will also present a practical implementation of national cuisine, music, craft workshops considering shared cultural and historical sources. The duration of the event will be 1 day. Venue: City of Sambir and Gmina Jaslo;

6. To conduct the research of tourism potential and to create a database of tourist, cultural and recreational facilities in the town partners (1 database);

7. Installation of tourist information signs (City-Light) with the promotion of its own tourist potential and tourism opportunities of the partner (in City of Sambir - promotion of Gmina Jaslo, and the promotion of City of Sambir in Jaslo) for 1 sign for each partner;

8. Multilingual publication of brochures, leaflets and guides aimed at tourists with the information on the existing tourist infrastructure City of Sambir and Gmina Jaslo (circulation of 3000 copies: brochure – 1000 copies; leaflets – 1000 copies; guide-book – 1000 copies);

9. To create a joint tourist web page that would inform tourists and popularize the existing infrastructure and potential for recreation in the region. The web page will contain information on existing tourist facilities, cultural and recreational institutions on the territories of the project partners, a list of public objects of cultural value, information on cultural, sporting and other events held on the territories of two partners and which may influence the development of tourism. Information about the project and contact persons trained under the project will be provided that will facilitate communication
and will help establish contacts and inform persons interested in the common cultural heritage of two partners. In Activity provided to creation and administration of the joint website to popularize project events and tourism potential of Sambir and Gmina Jaslo. Because, during the project text and photo materials that promote tourist attraction of Gmina Jaslo and Sambir, will be collected. Based on these materials, a common web page will be created. Also the official website will provide the information about the participants achieved results and future directions for cooperation with partner cities. All these sections on the website will be continuously administered to further its sustainability. All these sections on the website will be covered in three languages (Polish, Ukrainian, English);

10. To make a short video about the tourism potential of the partner to place it on the Internet portal, and which will provide a possibility of its broadcasting on tourism exhibitions and television - (2 films) which will popularize tourist possibilities and cultural peculiarities of Sambir and Gmina Jaslo (3 minutes each film);

11. To produce collapsible, portable, tourist and cultural information points/stands which will serve as the promotion of achieved progress during the implementation of project objectives, as well as during cultural and mass events both at the local and regional level.

**Practical results and indicators of the Micro-project 5.**

1. To hold information campaign on the micro-project and the Program (2 press conferences, Min. 40 press releases to be sent, Min. 10 publications on the activities within the project);

2. Establishing links and partnerships; current problems will be discussed and their solutions suggested;

3. Holding joint exercises in City of Sambir (during 2 days (16 h), where 30 people from Ukraine and Poland will participate);

4. Conducting of joint training and exercises on the territory of Poland (during 2 days (16 h), where 30 people from Ukraine and Poland will participate);

5. Holding of the final events in City of Sambir and Gmina Jaslo, namely the international conference (in which both partners will participate and guests will be invited, about 100 people). The duration of the events will be 1 day;

6. Database of tourist, cultural and recreational facilities in City of Sambir and Gmina Jaslo (1 shared database)/SWOT analysis for the study of tourist attraction and cultural features of City of Sambir and Gmina Jaslo (1 report);

7. Tourist information signs (2 City-Light), one in each town with the information on their tourist attractiveness and tourism potential of the partner;

8. The polygraphic materials about tourism potential of City of Sambir and Gmina Jaslo (brochures, leaflets and guides aimed at tourists) with information on the existing tourist infrastructure;

9. Active trilingual (Ukrainian-Polish-English) website which promotes tourism and cultural attractiveness of City of Sambir and Gmina Jaslo (1 website);

10. Short promotional films (2 films) which promote tourism potential and cultural features of City of Sambir and Gmina Jaslo (3 minutes each film);

11. Portable tourist and cultural information points (2 points).

**MICRO-PROJECT 6. The joint presentation of tourist, ethnic and cultural peculiarities of Zhovkva (Ukraine) and Gmina Spiczyn (Poland) on the international tourism market.**

**Lead partner (name, address, nationality and legal status):**

Zhovkva City Council.
1 Vicheva sq., Zhovkva town, Lviv region, 80300, Ukraine.
Local government body.
Micro-project Partner 1 (name, address, nationality and legal status):
The council of Gmina Spiczyn.
Spiczyn 10c, 21-077 Spiczyn, Poland.
Local government body.

Duration of the micro-project: 12 months.

Detailed description of particular activities:

1. Informing local population about the micro-project activity and the Program, namely on the mechanisms to be applied during its implementation. Particular emphasis will be given to the similarity of cultures, historical and architectural heritage, the preservation of natural diversity; Promotion of tourism potential of Zhovkva and Gmina Spiczyn through publications in the media, tourist information centers and promotion departments of local administrations;

   - In order to strengthen micro-project and dissemination will be carried out the following steps:

   1. Conducting of informational campaign on the project (preparation and spread of promotional materials on the project, sending press releases, etc.), namely as to the mechanisms that will be used during its implementation, the objective of the project, final beneficiaries, etc. (mass media publications, 10 publications as minimum in Ukraine and Poland);

   2. Established partnerships with existing Tourist Information Centres (TIC) cross-border region will be donated with promotional materials on micro-projects. Materials will be available to visitors and tourists TIC;

   3. In the marketing department of local administrations of the region there will be sent press releases on micro-project and additional promotional publications by request. To the marketing department of local administrations there will be sent a request for inclusion into their own web sites link to web site, especially designed for micro-project.

2. To conduct 2 formal (work-study) meetings (8 persons in each delegation. Total 16 people.), with the duration of 2 days each (one in City of Zhovkva and one in Gmina Spiczyn). Meetings are aimed at: presenting local governments, sharing experience, local development, culture, tourism, environmental initiatives; a detailed discussion of the plan of actions, promotion of the project and informing the community about performed actions, synchronization of actions within the micro-projects under the umbrella, the other current affairs. The participants will be representatives of local governments of the partners, community representatives (including members of the city council and the council of Gmina), people working in the field of culture and tourism. A vital part of the meetings will constitute the appropriate promotion of the aims and objectives of the micro-project, for this reason the project partners are expected to elaborate and produce presentation materials;

3. To conduct joint training regarding obtaining and expanding knowledge on local folk traditions (folklore), crafts, cultural heritage (intangible - ritual / customs and material - objects) and tourism (local lore, culture, cuisine) with regard to common elements (similarities) of both partners. Training will be conducted primarily by people who work in tourism (owners of country estates, food service providers, people representing or working on objects that are visited by tourists for excursions, etc.), people associated with cultural sector (cultural institutions, art groups), people involved in community development (head of village councils), representatives of NGOs. Training will be held during 2 days in City of Zhovkva (Ukraine). 15 people from Poland and 15 people from Ukraine will participate: 24 students, 4 experts (2 from Poland and 2 from Ukraine) a translator and a driver. The educational unit accounts for 16 hours of training theory (2 days);

4. To conduct production and practical exercises in Poland devoted to: the exchange of positive experiences in the sphere of consumption for tourism development, brand development and promotion of the region and creation of a unique and common Ukrainian-Polish tourism product based on local folk traditions (folklore), crafts, cultural heritage (including intangible - ritual and material - objects) as well as local history and cuisine. Training will be held during 2 days devoted to visiting sites / places during production and practical trips (practical skills in crafts, cultural heritage, tourism and regional cuisine (Skansen / museum of folk architecture / korchma, show practical traditional food, sightseeing excursions in carriages, informative walking tour), and 1 day will be spent in Spiczyn: presentation of gained knowledge and skills (which were obtained during theoretical and practical training) by
participants (both from Ukraine and from Poland). The same people who took part in theoretical training will participate in production and practical exercises described in details above. Participation in practical exercises (1 and 2 days) will be confirmed by documents (certificates) issued by the organization holding such a training, and will confirm participation of the person in training, with the indication of knowledge and skills obtained;

5. To conduct the final events, within the frames of which an international conference will be organized and which will be attended by both partners and guests comprising about 100 people (the aim is to spread the experience of similar projects in other cities and districts). As a part of the final events, the participants of the project activities (both from Ukraine and from Poland) will also present a practical implementation of national cuisine, music, craft workshops considering shared cultural and historical sources. The duration of the events will be 1 day. Venue: City of Zhovkva and Gmina Spiczyn;

6. To conduct the research of tourism potential and to create a database of tourist, cultural and recreational facilities in the town partners (1 database);

7. Installation of tourist information signs (City-Light) with the promotion of its own tourist potential and tourism opportunities of the partner (in City of Zhovkva - promotion of Gmina Spiczyn, and the promotion of City of Zhovkva in Spiczyn) for 1 sign for each partner;

8. Multilingual publication of brochures, leaflets and guides aimed at tourists with the information on the existing tourist infrastructure City of Zhovkva and Gmina Spiczyn (circulation of 3000 copies: brochure – 1000 copies; leaflets – 1000 copies; guide-book – 1000 copies);

9. To create a joint tourist web page that would inform tourists and popularize the existing infrastructure and potential for recreation in the region. The web page will contain information on existing tourist facilities, cultural and recreational institutions on the territories of the project partners, a list of public objects of cultural value, information on cultural, sporting and other events held on the territories of two partners and which may influence the development of tourism. Information about the project and contact persons trained under the project will be provided that will facilitate communication and will help establish contacts and inform persons interested in the common cultural heritage of two partners. In Activity provided to creation and administration of the joint website to popularize project events and tourism potential of Zhovkva and Gmina Spiczyn. Because, during the project text and photo materials that promote tourist attraction of Gmina Spiczyn and Zhovkva, will be collected. Based on these materials, a common web page will be created. Also the official website will provide the information about the participants achieved results and future directions for cooperation with partner cities. All these sections on the website will be continuously administered to further its sustainability. All these sections on the website will be covered in three languages (Polish, Ukrainian, English);

10. To make a short video about the tourism potential of the partner to place it on the Internet portal, and which will provide a possibility of its broadcasting on tourism exhibitions and television - (2 films) which will popularize tourist possibilities and cultural peculiarities of Zhovkva and Gmina Spiczyn (3 minutes each film);

11. To produce collapsible, portable, tourist and cultural information points / stands which will serve as the promotion of achieved progress during the implementation of project objectives, as well as during cultural and mass events both at the local and regional level.

**Practical results and indicators of the Micro-project 6.**

1. To hold information campaign on the micro-project and the Program (2 press conferences, Min. 40 press releases to be sent, Min. 10 publications on the activities within the project);

2. Establishing links and partnerships; current problems will be discussed and their solutions suggested;

3. Holding joint exercises in City of Zhovkva (during 2 days (16 h), where 30 people from Ukraine and Poland will participate);

4. Conducting of joint training and exercises on the territory of Poland (during 2 days (16 h), where 30 people from Ukraine and Poland will participate);

5. Holding of the final events in City of Zhovkva and Gmina Spiczyn, namely the international conference (in which both partners will participate and guests will be invited, about 100 people). The duration of the events will be 1 day;
6. Database of tourist, cultural and recreational facilities in City of Zhovkva and Gmina Spiczyn (1 shared database)/SWOT analysis for the study of tourist attraction and cultural features of City of Zhovkva and Gmina Spiczyn (1 report);

7. Tourist information signs (2 City-Light), one in each town with the information on their tourist attractiveness and tourism potential of the partner;

8. The polygraphic materials about tourism potential of City of Zhovkva and Gmina Spiczyn (brochures, leaflets and guides aimed at tourists) with information on the existing tourist infrastructure;

9. Active trilingual (Ukrainian-Polish-English) website which promotes tourism and cultural attractiveness of City of Sambir and Gmina Spiczyn (1 website);

10. Short promotional films (2 films) which promote tourism potential and cultural features of City of Zhovkva and Gmina Jaslo (3 minutes each film);

11. Portable tourist and cultural information points (2 points).

**MICRO-PROJECT 7. The joint presentation of tourist, ethnic and cultural peculiarities of the city of Brody (Ukraine) and Strżyżow Poviat (Poland) on the international tourism market.**

**Lead partner (name, address, nationality and legal status):**
Brody City Council.
20 Rynok sq., Brody town, Lviv region, 80060, Ukraine.
Local government body.

**Micro-project Partner 1 (name, address, nationality and legal status):**
Strzyzow Poviat.
Przecławczyka str.,15, 38-100 Strżyżów, Poland.
Local government body.

**Duration of the micro-project:** 12 months.

**Detailed description of particular activities:**

1. Informing local population about the micro-project activity and the Program, namely on the mechanisms to be applied during its implementation. Particular emphasis will be given to the similarity of cultures, historical and architectural heritage, the preservation of natural diversity; Promotion of tourism potential of City of Brody and Strżyzow Poviat through publications in the media, tourist information centers and promotion departments of local administrations;

   - In order to strengthen micro-project and dissemination will be carried out the following steps:

   1. Conducting of informational campaign on the project (preparation and spread of promotional materials on the project, sending press releases, etc.), namely as to the mechanisms that will be used during its implementation, the objective of the project, final beneficiaries, etc. (mass media publications, 10 publications as minimum in Ukraine and Poland);

   2. Established partnerships with existing Tourist Information Centres (TIC) cross-border region will be donated with promotional materials on micro-projects. Materials will be available to visitors and tourists TIC;

   3. In the marketing department of local administrations of the region there will be sent press releases on micro-project and additional promotional publications by request. To the marketing department of local administrations there will be sent a request for inclusion into their own web sites link to web site, especially designed for micro-project.

2. To conduct 2 formal (work-study) meetings (8 persons in each delegation. Total 16 people.), with the duration of 2 days each (one in City of Brody and one in Strżyzow Poviat). Meetings are aimed at: presenting local governments, sharing experience, local development, culture, tourism, environmental initiatives; a detailed discussion of the plan of actions, promotion of the project and informing the
community about performed actions, synchronization of actions within the micro-projects under the umbrella, the other current affairs. The participants will be representatives of local governments of the partners, community representatives (including members of the city council and of the Poviat), people working in the field of culture and tourism. A vital part of the meetings will constitute the appropriate promotion of the aims and objectives of the micro-project, for this reason the project partners are expected to elaborate and produce presentation materials;

3. To conduct joint training regarding obtaining and expanding knowledge on local folk traditions (folklore), crafts, cultural heritage (intangible - ritual / customs and material - objects) and tourism (local lore, culture, cuisine) with regard to common elements (similarities) of both partners. Training will be conducted primarily by people who work in tourism (owners of country estates, food service providers, people representing or working on objects that are visited by tourists for excursions, etc.), people associated with cultural sector (cultural institutions, art groups), people involved in community development (head of village councils), representatives of NGOs. Training will be held during 2 days in City of Brody (Ukraine). 15 people from Poland and 15 people from Ukraine will participate: 24 students, 4 experts (2 from Poland and 2 from Ukraine) a translator and a driver. The educational unit accounts for 16 hours of training theory (2 days);

4. To conduct production and practical exercises in Poland devoted to: the exchange of positive experiences in the sphere of consumption for tourism development, brand development and promotion of the region and creation of a unique and common Ukrainian-Polish tourism product based on local folk traditions (folklore), crafts, cultural heritage (including intangible - ritual and material - objects) as well as local history and cuisine. Training will be held during 2 days devoted to visiting sites / places during production and practical trips (practical skills in crafts, cultural heritage, tourism and regional cuisine (Skansen / museum of folk architecture / korchma, show practical traditional food, sightseeing excursions in carriages, informative walking tour), and 1 day will be spent in Strzyzow Poviat: presentation of gained knowledge and skills (which were obtained during theoretical and practical training) by participants (both from Ukraine and from Poland). The same people who took part in theoretical training will participate in production and practical exercises described in details above. Participation in practical exercises (1 and 2 days) will be confirmed by documents (certificates) issued by the organization holding such a training, and will confirm participation of the person in training, with the indication of knowledge and skills obtained;

5. To conduct the final events, within the frames of which an international conference will be organized and which will be attended by both partners and guests comprising about 100 people (the aim is to spread the experience of similar projects in other cities and districts). As a part of the final events, the participants of the project activities (both from Ukraine and from Poland) will also present a practical implementation of national cuisine, music, craft workshops considering shared cultural and historical sources. The duration of the event will be 1 day. Venue: City of Brody and Strzyzow Poviat;

6. To conduct the research of tourism potential and to create a database of tourist, cultural and recreational facilities in the town partners (1 database);

7. Installation of tourist information signs (City-Light) with the promotion of its own tourist potential and tourism opportunities of the partner (in City of Brody - promotion of Strzyzow Poviat, and the promotion of City of Brody in Strzyzow Poviat) for 1 sign for each partner;

8. Multilingual publication of brochures, leaflets and guides aimed at tourists with the information on the existing tourist infrastructure City of Brody and Strzyzow Poviat (circulation of 3000 copies: brochure – 1000 copies; leaflets – 1000 copies; guide-book – 1000 copies);

9. To create a joint tourist web page that would inform tourists and popularize the existing infrastructure and potential for recreation in the region. The web page will contain information on existing tourist facilities, cultural and recreational institutions on the territories of the project partners, a list of public objects of cultural value, information on cultural, sporting and other events held on the territories of two partners and which may influence the development of tourism. Information about the project and contact persons trained under the project will be provided that will facilitate communication and will help establish contacts and inform persons interested in the common cultural heritage of two partners. In Activity provided to creation and administration of the joint website to popularize project events and tourism potential of Brody and Strzyzow Poviat. Because, during the project text and photo materials that promote tourist attraction of Strzyzow Poviat and Brody, will be collected. Based on these materials, a common web page will be created. Also the official website will provide the information about the participants achieved results and future directions for cooperation with partner
cities. All these sections on the website will be continuously administered to further its sustainability. All these sections on the website will be covered in three languages (Polish, Ukrainian, English);

10. To make a short video about the tourism potential of the partner to place it on the Internet portal, and which will provide a possibility of its broadcasting on tourism exhibitions and television - (2 films) which will popularize tourist possibilities and cultural peculiarities of Brody and Strzyzow Poviat (3 minutes each film);

11. To produce collapsible, portable, tourist and cultural information points / stands which will serve as the promotion of achieved progress during the implementation of project objectives, as well as during cultural and mass events both at the local and regional level.

**Practical results and indicators of the Micro-project 7.**

1. To hold information campaign on the micro-project and the Program (2 press conferences, Min. 40 press releases to be sent, Min. 10 publications on the activities within the project);

2. Establishing links and partnerships; current problems will be discussed and their solutions suggested;

3. Holding joint exercises in City of Brody (during 2 days (16 h), where 30 people from Ukraine and Poland will participate);

4. Conducting of joint training and exercises on the territory of Poland (during 2 days (16 h), where 30 people from Ukraine and Poland will participate);

5. Holding of the final events in City of Brody and Srtzyzow Poviat, namely the international conference (in which both partners will participate and guests will be invited, about 100 people). The duration of the events will be 1 day;

6. Database of tourist, cultural and recreational facilities in City of Brody and Strzyzow Poviat (1 shared database)/SWOT analysis for the study of tourist attraction and cultural features of City of Brody and Strzyzow Poviat (1 report);

7. Tourist information signs (2 City-Light), one in each town with the information on their tourist attractiveness and tourism potential of the partner;

8. The polygraphic materials about tourism potential of City of Brody and Strzyzow Poviat (brochures, leaflets and guides aimed at tourists) with information on the existing tourist infrastructure;

9. Active trilingual (Ukrainian-Polish-English) website which promotes tourism and cultural attractiveness of City of Brody and Strzyzow Poviat (1 website);

10. Short promotional films (2 films) which promote tourism potential and cultural features of City of Brody and Strzyzow Poviat (3 minutes each film);

11. Portable tourist and cultural information points (2 points).

**MICRO-PROJECT 8. The joint presentation of tourist, ethnic and cultural peculiarities of Zhydachiv rayon (Ukraine) and Sanok Poviat (Poland) on the international tourism market.**

**Lead partner (name, address, nationality and legal status):**

Zhydachiv Rayon Council.

2, Shashkevych str., Zhydachiv town, Lviv region, 81700, Ukraine.

Local government body.

**Micro-project Partner 1 (name, address, nationality and legal status):**

Sanok Povyat.

1, Rynek, 38-500, Sanok, Poland.

Local government body.
Duration of the micro-project: 12 months.

Detailed description of particular activities:

1. Informing local population about the micro-project activity and the Program, namely on the mechanisms to be applied during its implementation. Particular emphasis will be given to the similarity of cultures, historical and architectural heritage, the preservation of natural diversity; Promotion of tourism potential of Zhydachiv Rayon and Sanok Povyat through publications in the media, tourist information centers and promotion departments of local administrations;

   - In order to strengthen micro-project and dissemination will be carried out the following steps:
   1. Conducting of informational campaign on the project (preparation and spread of promotional materials on the project, sending press releases, etc.), namely as to the mechanisms that will be used during its implementation, the objective of the project, final beneficiaries, etc. (mass media publications, 10 publications as minimum in Ukraine and Poland);
   2. Established partnerships with existing Tourist Information Centres (TIC) cross-border region will be donated with promotional materials on micro-projects. Materials will be available to visitors and tourists TIC;
   3. In the marketing department of local administrations of the region there will be sent press releases on micro-project and additional promotional publications by request. To the marketing department of local administrations there will be sent a request for inclusion into their own web sites link to web site, especially designed for micro-project.

2. To conduct 2 formal (work-study) meetings (8 persons in each delegation. Total 16 people.), with the duration of 2 days each (one in Zhydachiv Rayon and one in Sanok Povyat). Meetings are aimed at: presenting local governments, sharing experience, local development, culture, tourism, environmental initiatives; a detailed discussion of the plan of actions, promotion of the project and informing the community about performed actions, synchronization of actions within the micro-projects under the umbrella, the other current affairs. The participants will be representatives of local governments of the partners, community representatives (including deputies of the Rayon Council and of the Povyat), people working in the field of culture and tourism. A vital part of the meetings will constitute the appropriate promotion of the aims and objectives of the micro-project, for this reason the project partners are expected to elaborate and produce presentation materials;

3. To conduct joint training regarding obtaining and expanding knowledge on local folk traditions (folklore), crafts, cultural heritage (intangible - ritual / customs and material - objects) and tourism (local lore, culture, cuisine) with regard to common elements (similarities) of both partners. Training will be conducted primarily by people who work in tourism (owners of country estates, food service providers, people representing or working on objects that are visited by tourists for excursions, etc.), people associated with cultural sector (cultural institutions, art groups), people involved in community development (head of village councils), representatives of NGOs. Training will be held during 2 days in Zhydachiv rayon (Ukraine). 15 people from Poland and 15 people from Ukraine will participate: 24 students, 4 experts (2 from Poland and 2 from Ukraine) a translator and a driver. The educational unit accounts for 16 hours of training theory (2 days);

4. To conduct production and practical exercises in Poland devoted to: the exchange of positive experiences in the sphere of consumption for tourism development, brand development and promotion of the region and creation of a unique and common Ukrainian-Polish tourism product based on local folk traditions (folklore), crafts, cultural heritage (including intangible - ritual and material - objects) as well as local history and cuisine. Training will be held during 2 days devoted to visiting sites / places during production and practical trips (practical skills in crafts, cultural heritage, tourism and regional cuisine (Skansen / museum of folk architecture / korchma, show practical traditional food, sightseeing excursions in carriages, informative walking tour), and 1 day will be spent in Sanok: presentation of gained knowledge and skills (which were obtained during theoretical and practical training) by participants (both from Ukraine and from Poland). The same people who took part in theoretical training will participate in production and practical exercises described in details above. Participation in practical exercises (1 and 2 days) will be confirmed by documents (certificates) issued by the organization holding such a training, and will confirm participation of the person in training, with the indication of knowledge and skills obtained;
5. To conduct the final events, within the frames of which an international conference will be organized and which will be attended by both partners and guests comprising about 100 people (the aim is to spread the experience of similar projects in other cities and districts). As a part of the final events, the participants of the project activities (both from Ukraine and from Poland) will also present a practical implementation of national cuisine, music, craft workshops considering shared cultural and historical sources. The duration of the events will be 1 day. Venue: Zhydachiv Rayon and Sanok Povyat;

6. To conduct the research of tourism potential and to create a database of tourist, cultural and recreational facilities in the town partners (1 database);

7. Instalation of tourist information signs (City-Light) with the promotion of its own tourist potential and tourism opportunities of the partner (in City of Zhydachiv - promotion of Sanok Povyat, and the promotion of Zhydachiv Rayon in City Sanok) for 1 sign for each partner;

8. Multilingual publication of brochures, leaflets and guides aimed at tourists with the information on the existing tourist infrastructure Zhydachiv Rayon and Sanok Povyat (circulation of 3000 copies: brochure – 1000 copies; leaflets – 1000 copies; guide-book – 1000 copies);

9. To create a joint tourist web page that would inform tourists and popularize the existing infrastructure and potential for recreation in the region. The web page will contain information on existing tourist facilities, cultural and recreational institutions on the territories of the project partners, a list of public objects of cultural value, information on cultural, sporting and other events held on the territories of two partners and which may influence the development of tourism. Information about the project and contact persons trained under the project will be provided that will facilitate communication and will help establish contacts and inform persons interested in the common cultural heritage of two partners. In Activity provided to creation and administration of the joint website to popularize project events and tourism potential of Zhydachiv Rayon and Sanok Povyat. Because, during the project text and photo materials that promote tourist attraction of Zhydachiv Rayon and Sanok Povyat, will be collected. Based on these materials, a common web page will be created. Also the official website will provide the information about the participants achieved results and future directions for cooperation with partner cities. All these sections on the website will be continuously administered to further its sustainability. All these sections on the website will be covered in three languages (Polish, Ukrainian, English);

10. To make a short video about the tourism potential of the partner to place it on the Internet portal, and which will provide a possibility of its broadcasting on tourism exhibitions and television - (2 films) which will popularize tourist possibilities and cultural peculiarities of Zhydachiv Rayon and Sanok Povyat (3 minutes each film);

11. To produce collapsible, portable, tourist and cultural information points / stands which will serve as the promotion of achieved progress during the implementation of project objectives, as well as during cultural and mass events both at the local and regional level.

**Practical results and indicators of the Micro-project 8.**

1. To hold information campaign on the micro-project and the Program (2 press conferences, Min. 40 press releases to be sent, Min. 10 publications on the activities within the project);

2. Establishing links and partnerships; current problems will be discussed and their solutions suggested;

3. Holding joint exercises in Zhydachiv rayon (during 2 days (16 h), where 30 people from Ukraine and Poland will participate);

4. Conducting of joint training and exercises on the territory of Poland (during 2 days (16 h), where 30 people from Ukraine and Poland will participate);

5. Holding of the final events in Zhydachiv rayon and Sanok Povyat, namely the international conference (in which both partners will participate and guests will be invited, about 100 people). The duration of the events will be 1 day;

6. Database of tourist, cultural and recreational facilities in Zhydachiv Rayon and Sanok Povyat (1 shared database)/SWOT analysis for the study of tourist attraction and cultural features of Zhydachiv Rayon and Sanok Povyat (1 report);
7. Tourist information signs (2 City-Light), one in each town (Zhydachiv and Sanok) with the information on their tourist attractiveness and tourism potential of the partner;

8. The polygraphic materials about tourism potential of Zhydachiv Rayon and Sanok Povyat (brochures, leaflets and guides aimed at tourists) with information on the existing tourist infrastructure;

9. Active trilingual (Ukrainian-Polish-English) website which promotes tourism and cultural attractiveness of Zhydachiv Rayon and Sanok Povyat (1 website);

10. Short promotional films (2 films) which promote tourism potential and cultural features of Zhydachiv Rayon and Sanok Povyat (3 minutes each film);

11. Portable tourist and cultural information points (2 points).

MICRO-PROJECT 9. Training of personnels in tourist accompaniment of travelling people on cross-boarder tourist routes and cities of Ukraine and Poland.

Lead partner (name, address, nationality and legal status):
Mountain Guides Association “ROVIN”.
35, Lesi Ukrainky str., Dovge village, Drogobych rayon, Lviv region, 82195, Ukraine.
Non-governmental organisation.

Micro-project Partner 1 (name, address, nationality and legal status):
Polish Tourist Association of Country Lovers, Department named after M. Orlowich in Przemysl.
37-700 Podkarpathian Voivodship, Przemysl, 3 Waygarta str., Poland.
Association.

Duration of the micro-project: 10 months.

Detailed description of particular activities:

1. Informing local population about the micro-project activity and the Program, namely on the mechanisms to be applied during its implementation. Particular emphasis will be given to the joint preparation and distribution of press releases as to the Polish and Ukrainian media; cooperation in the workout of joint courses and seminars for tour guides and practicing guides; joint trainings, promotion of tourism potential of Lviv region and Podkarpathian Voivodship through publications in the media, tourist information centers and promotion departments of local administrations. People, wishing to be involved in guides trainings will be informed particularly;

2. Conducting of 2 (two) official meetings (5 persons in each delegation) 1 day duration (one in Lviv, and one in Przemysl) with the participation of Board members and the leaders of partner organizations executive teams; Meetings will take place in Lviv and Przemysl. The board members and accountants of partner organizations will participate in the meetings to present project, meet the partners, discuss a detailed plan of actions on the project, to identify the responsible partners for the coordination of the planned activities and the project in general, to visit the places (venues) of planned activities and familiarize with the internal resources of organizations;

3. Preparation of training programs for mixed groups of travel accompaniment professionals from Ukraine and Poland (1 program) The training programme will be developed on the basis of the researches of tourist attractiveness of partner cities with the aim to train the guides working on the cross-border territory of Ukraine and Poland. The theoretical and practical trainings will be planned in the programme and internships directly in the cities in Ukraine and Poland;

4. Processing and publishing of an information booklet which will promote the activities of guides and guides-interpreters on both sides of the border (500 copies) and practical training manual for travel accompaniment professionals containing the control texts of excursions (500 copies). 1. The brochure will present the Association of Mountain Guides “Rovin” and Polish Tourist Association of Country Lovers. Brochures will be distributed directly through the offices of the partner organizations and through the members of these organizations, at the tourist exhibitions, in the tourist information centers, through the cities government. 2. On the basis of the training programme will be prepared the
training materials including the reference texts of excursions to form the completed training process. The training materials will be distributed free of charge to the members of the Ukrainian-Polish joint trainings, directly during the project implementation and upon it completed. The publications will be formed in Ukrainian and Polish languages;

5. Joint trainings in the frames of six-days courses for guides from partner cities – the participants of umbrella project (for 38 people, duration of 6 days, 8 hours a day); The training will be realised on the basis of the developed training programme in Lviv and Przemyśl (lectures) for three days in each city. The detailed subjects covered during the internships will be described in the training programme and textbook;

6. Joint internships for guides on the tourist sites (objects) of the partner cities - the participants of umbrella project on both sides of the EU border (for 38 people, duration of 6 days, 8 hours a day); Training will be realised on the basis of the developed training program in Ukraine and Poland (three days in each country) directly in the cities –partners of the umbrella project during the internships. The detailed subjects covered during the internships will be described in the training programme and textbook;

7. Production of uniforms for guides (jackets (polar), T-shirts, badges) for free distribution among the participants of international trainings; The form will be presented to the members of training program as an extra motivation to participate in joint Ukrainian and Polish trainings and as the method for identification and visualization of specialists in tourist guiding. The form will indicate the word “guide” or “tourist leader” and the logo of program and MGA “Rovin”. The form is designed for everyday use and is manufactured in accordance with the requirements applied to professional equipment;

8. Production and installation of informational tourist signs in the partner cities with information on the possibility to order the guide in the city (1 sign in every city and installation of signs with information on the possibility to order a local guide in Ukrainian and Polish cities (1 sign in every city – partner of the umbrella project). The signs are visually readable and presentable plates (plaques). Installed in touristic places (tourist information centers, the most popular tourist attractions, places of beginning and the end of travel routes). The signs installed by agreement with the owners of the facilities and land. The list of places the signs to be placed will be agreed during the execution of this project activity. The information with possibility to order the guide services for the area and the information with program logos will be placed on the signs;

9. Placing of website (in three languages Ukrainian-Polish-English) promoting the cooperation of micro-project partner organization, guides and tourist routs. Partners actively will use modern information technologies and Internet. There will be a web page for presentation of partner organizations’ opportunities and achievements. Also, in the planned web pages the mechanisms of environmental protection will be focused on, as well as the uniqueness of local flora and fauna. Such topics as ecology and tourism; history of nature preserves, the main threats to the Carpathians nature, nature protection in Poland and Ukraine, and in general in the Carpathian Euroregion, the main protected areas of Ukrainian and Polish Carpathians (parks, reserves, preserves), tourism in protected areas, etc. And social network will be used between partners. A new design will be developed to the current web-site: http://www.rovin.com.ua the new sections will be added and will be realized the site promotion in Internet.

**Practical results and indicators of the Micro-project 9.**

1. To hold information campaign on the micro-project and the Program (Min. 40 press releases to be sent, Min. 10 publications on the activities within the project);

2. Established links and partnerships on both sides of the border: discussed current problems and outlined the mechanisms and solutions (2 official meetings (5 persons in each delegation) 1 day duration (one in Lviv, and one in Przemysl));

3. Training programs for mixed groups of travel accompaniment professionals from Ukraine and Poland (1 program);

4. Publication and free distribution of the polygraphic materials - of brochure promoting the activity of guides (500 copies) and practical training manual with control texts of excursions (500 copies);

5. Joint trainings in the frames of six-days courses for guides from partner cities – the participants of umbrella project (for 38 people, duration of 6 days, 8 hours a day);
6. Joint internships for guides on the tourist sites (objects) of the partner cities - the participants of umbrella project on both sides of the EU border (for 38 people, duration of 6 days, 8 hours a day);

7. Identification of guides – the trained to serve the cross-border tourist routes (produced and officially presented - 45 sets of uniforms for guides (jackets (polar), T-shirts, badges);

8. Installed of the tourist - informational signs (1 sign in every city - partner of the umbrella project: total 12 - tourist signs);

9. Active trilingual (Ukrainian-Polish-English) website which promotes: tourism, guides and tourist routs, cultural attractiveness, the uniqueness of local flora and fauna of Lviv region and Podkarpathian Voivodship (1 website).

MICRO-PROJECT 10. Promotion of opportunities for the development of youth tourism on the border areas of Ukraine and Poland.

Lead partner (name, address, nationality and legal status):
NGO “Association of supporting development of youth tourism”.
20/6 Ozerna str., Lviv city, 79025, Ukraine.
Non-governmental organisation.

Micro-project Partner 1 (name, address, nationality and legal status):
NGO “Creative Podlasie”.
Address: str. Kazimierza Pulaskego, 45/2, 15-337 Bialystok, Poland.
Company (Stowarzyszenie).

Duration of the micro-project: 8 months.

Detailed description of particular activities:

1. Conducting of initial seminar for the participants of the project, experts, interested NGOs and representatives of communities in the region of the micro-project. Seminar is held in Rzeszow and lasts for 2 days. It includes 20 persons, 10 from each side. The seminar is organized by “Creative Podlasie” organization, conceptually both partners are working. The general representation of an umbrella and micro project will be held during the seminar. Proposed actions will be discussed and an exchange of experience and good practices in both parties will be also held. A conception of an accomplishment of the actions in the project will be created as a result of the seminar. It will be submitted to the working group’s consideration all proposals about advertisements, the content and design of the WEB-page, conceptual map-listing and promotional bicycle race;

2. Carring out top management working meetings from both sides, experts and an interpreter (generally 6 persons). First working meeting will be after seminar in Rzeszow, second – in L’viv, both of them for 2 days. Representatives from the host side are organizing those meetings. At the working meeting of top management and experts will be decided conceptual basis, content and design of the map-list, advertisement, WEB-site and promotional bicycle race. Both meetings will be explained in local mass medias, social networks and on the WEB;

3. Web-site conception and content preparation, web-site development;

4. Collecting materials for map-guide conception, map-guide conception development;

5. Realization of the region attractiveness research. This action will contain collecting, studying and analyzing information about proper infrastructure for tourist usage, historical and ecological attractiveness of the objects on highway Rzeszow-Brody. Both partner’s mutual efforts will give the opportunity to use experience and develop new ideas. Collected and adapted information will be about:
   - Geographical characteristics of the highway, terrain, water;
   - Tourist infrastructure (lodging for the night, food, telephone, police station, repair station equipment, petrol stations);
- Tourist information (tourist information centers, free mobile, network or phone connection, historical, eco-attractive places and monuments).

Support of the collection and analyzing data will be given by the management of the project from both sides. In order to use the best practices in the preparation of the materials a constant exchange of information between partners will be made by means of online communication;

6. Design and producing promotional materials;

7. Collecting and analyzing information, touristic geo-informational system development;

8. Map-guide materials preparation, translation into Polish, Ukrainian and English;

9. Stacking, layout and printing three-lingual map-guide;

10. Map-guide digital version development, publishing on website, writing on CD – 5000 copies;

11. Running Round-table in Lviv Press Club of Reforms with coverage of current project results and presentation of promotional Bicycle Race. This round table is organized by Ukrainian partner, project managers from both sides are participants, NGOs, tourist companies, volunteers-participants of the project and mass media representatives are invited, total – 15 persons;

12. Running second working meeting of both partners managers, experts and translator (total 6 people) in Lviv, for 2 days. Meeting is taking place with support of hosting organization. Agreements on promotional bicycle race, finishing seminar will be made on the meeting;

13. Joint promotional Bicycle Race 16 (8 Polish and 8 Ukrainian) volunteers from Brody to Rzeszow with stops and promotional activities in Brody, Bus'k, L'viv, Gorodok, Mostyska, Przemysl, Jaroslav, Lancut, Rzeszow. Passing the night are expected in L'viv, Mostyska and Lancut. Points of the route includes a short (0.5 hour) project presentation for local authorities, tourist organizations, NGOs and school-aged children (lighting ideas, goals and results of the project, description of tourist attractiveness of the route, lighting potential advantages for local communities from widening of youth tourism, demonstration of project WEB-page, spreading promotional materials and trilingual map-guide). General organization is provided by Ukrainian partner, specific measures (promotional activities organization, receiving support from local authorities, spending nights, food and etc. takes each partner on its territory. Both project executives, interpreter, experts, medical officer, technical support experts, 16 volunteers and 2 spare bicycle volunteers are taking part;

14. Running the final seminar for the beneficiaries of the project – existing and potential young travelers, interested public and tourist organizations and local communities. Final event, during which trilingual map-guides and information materials about the project will be distributed, is organized by Ukrainian partner in L'viv.

Practical results and indicators of the Micro-project 10.

1. Running 2-days seminar for micro-project participants in Rzeszow for 20 people for preparation of project activities accomplishment conception;

2. Running two working meetings for heads of partners organizations in Rzeszow and Lviv (two 2-days meetings, 3 people from both partners);

3. Project web-site development, active in time of project running and after;

4. Promotional materials producing (T-shirts, big and small flags, stickers, banners, stands, map holders);

5. Project geo-informational system development;

6. Three-lingual (English, Polish, Ukrainian) map-guide in 10000 copies producing, printing, dissemination on project region;

7. Project map-guide digital version development and publishing on web-site;

8. Running a round-table meeting in Lviv Press-Club of Reforms for media, project participants, NGO’s, touristic companies, voluntaries (total 15 people). Project results presentation, bicycle race promotion;
9. Joint promotional Bicycle Race 16 (8 Polish and 8 Ukrainian) volunteers from Brody to Rzeszow with stops and promotional activities in Brody, Bus'k, L'viv, Gorodok, Mostyska, Przemyśl, Jaroslaw, Lancut, Rzeszow;

10. Running finishing seminar for project beneficiaries in Lviv.