

## **MPI: STRATEGY OF THE SPA TOURISM DEVELOPMENT IN THE POLISH-UKRAINIAN PART OF THE CARPATHIAN EUROREGION**

Lead Partner: Association of Carpathian Euroregion Poland

Country: Poland

legal status: organization non-profit (association)

Partner: Association of Self-Government „Carpathian Euroregion – Ukraine”

Country: Ukraine

legal status: organization non-profit (association)

Activities:

### 1. Appointment of the project team and the working team

For the purpose of the project 4 persons will be employed (project coordinator, deputy coordinator of the project on the Ukrainian side and two administrative and financial assistants). The project staff will be responsible for technical and financial implementation of the project, at every stage on both sides of the border. Partner 1 of the Microproject will buy a laptop with the software essential for the project. In addition, the working team, consisting of representatives of both partners and representatives of spa tourism, will be established. The main task of the team will be monitoring of the project implementation progress, in particular the elaboration of the Strategy of the spa tourism development in the Polish-Ukrainian part of the Carpathian Euroregion. During the project implementation several team meetings will be organized on Polish and Ukrainian part of realization of the Microproject (as required). The costs of 4 such meetings are foreseen in the budget. Expenses related to the organization of these meetings, except allowances for the project delegations, both partners will be incurred from own resources.

### 2. Organizing of the Opening Conference (Poland)

At the beginning of the Microproject and the umbrella project, the opening conference will take place (60 persons: 50 from Poland, 10 from Ukraine). The conference will be addressed to representatives of the tourism branch, local governments and NGOs (participants will be chosen on the basis of applications, participation will depend on the order of submitted applications). Apart from the promotion of the Microproject, the umbrella project and presenting their assumptions, the aim of the conference is to invite potential beneficiaries to cooperation. The conference will take place on the Polish side in the main support area of the program. The Lead Partner of the Microproject will be responsible for the organization of the conference and Partner 1 will put representatives of the Ukrainian side to participate in the event.

### 3. The elaboration of the Strategy of the spa tourism development in the Polish-Ukrainian part of the Carpathian Euroregion

This action is divided into several tasks:

*Task 1* Employment of two experts on both sides of the border in order to elaborate a strategy document. An expert on the Ukrainian side will be responsible for elaborating materials for the strategy related to the Ukrainian part of the Carpathian Euroregion. The Polish expert will have to work out the final variant of the strategy with the use of the elaboration of the Ukrainian expert. Both experts will participate in three rounds of working meetings to elaborate assumptions for the strategy. On the basis of consultations held during these meetings and the materials collected by the experts, the strategy will be elaborated. Its details will be presented at the next working meeting and at the meeting with the working team.

*Task 2* Conducting a working meeting to prepare guidelines for the strategy. The first meeting will be related to the elaboration of assumptions for the Strategy of the spa tourism development in the Polish-Ukrainian part of the Carpathian Euroregion. Local leaders working for the spa tourism development on both sides of the border will be invited to participate in the working meeting. Meeting will take place on the Polish side in the main support area of the program (25 persons).

*Task 3.* Conducting working meetings for a definition of the product and the policy of branding. This is the second round of working meeting to work out guidelines for branding of Carpathian spas. The meeting will be led by the experts involved in the strategy development and a branding expert. Local leaders working for the spa tourism development on both sides of the border will be invited to participate in the working meeting. Meeting will be organized in the Ukraine in the main support area of the program (25 persons).

*Task 4.* Conducting a working meeting related to the schedule preparation of promotional activities and monitoring of the implementation strategy. These will be the last meeting to elaborate guidelines for the strategy implementation. Local leaders working for the spa tourism development on the both sides of the border will be invited to participate in the working meeting. Meeting will be organized in Poland in the main support area of the program (25 persons).

*Task 5* Translation and printing of the Strategy of the spa tourism development in the Polish-Ukrainian part of the Carpathian Euroregion. At this stage, all details of the strategy will be translated into Polish and Ukrainian. One set of the strategy will be published in 200 copies.

The Strategy of the spa tourism development in the Polish-Ukrainian part of the Carpathian Euroregion will include a definition of the product and the policy of branding, guidelines for branding of Carpathian spas, promotional activities and monitoring of the implementation strategy.

Final beneficiaries of the Strategy: local authorities, providers of health services, tour operators, local leaders working for the spa tourism development on both sides of the border. The Strategy will be distributed among the Partners of all the Microproject within the Umbrella Project.

#### 4. The project promotion.

In order to promote the project and its results, a set of promotional gadgets will be prepared and distributed during the working meetings and fairs organized by one of the Microproject etc. In addition, Partner 1 will run the subpage of the Microproject on the Partner's page [www.euroregionkarpaty.com.ua](http://www.euroregionkarpaty.com.ua). Partner 1 will run the subpage for the project promotion and its results. The Lead Partner of the Microproject will place the link to that subpage on the home page ([www.karpacki.pl](http://www.karpacki.pl)).

## **MP2: CARPATHIAN POTENTIAL PROMOTION - CREATING A CROSS-BORDER PROMOTION PLATFORM**

Lead Partner: Association of Self-Government „Carpathian Euroregion – Ukraine”

Country: Ukraine

Legal status: non-profit organization (association)

Partner: Association of Carpathian Euroregion Poland

Country: Poland

legal status: organization non-profit (association)

Activities:

### 1. Establishment of the Project team.

The project team shall consist of 4 persons, 2 persons designated by each partner (project coordinator, administrative and financial assistant on the Ukrainian side and assistant project coordinator and administrative and financial assistant on the Polish side). The main objective of the project team will be ensuring the implementation of the Microproject according to its schedule and budget. During the project implementation several team meetings will be organized on Polish and Ukrainian part of realization of the Microproject (as required). The costs of 3 such meetings are foreseen in the budget. Each partner will be engaged in the implementation of all activities envisaged at each stage of the project.

### 2. Launch of the website.

The website envisaged will be the main tool of promoting the resort tourism in the area. It will contain information on both - the resorts themselves and their recreational facilities, tourist attractions, various monuments, etc. The main instrument of the website will present virtual maps (e.g., a medical, travel, resorts map, etc.). All funds indicated are designated to create the website as such, including the installation of virtual maps. Materials to fill in the content of the website will be collected by the Partners on their own; additionally, they will be partly drawn from the results of other Microproject implemented under this umbrella project. Interested entities will be allowed to submit their information. Partner 1 will be in charge of website development, it also shall commit itself to maintain the website on its own account after the project ends. The website will be translated into Polish, Ukrainian, Russian and English languages to promote it within the broader scope of potential tourists. Links to the website will be posted on the web pages of all the partners within the umbrella project.

### 3. Study tour for tourist operators.

In the framework of this project, 2 study tours for tourist operators will be organised: 1 – to Ukraine for Polish participants, 1 – to Poland for Ukrainian participants. In each tour 20 persons will participate, the duration of each tour will be 3 days. The purpose of the study tours envisaged will be presentation of tourist deals on-site, i.e. in the particular tourist resorts located in Lvivska oblast and Podkarpackie Voivodship (selected health resorts, detailed program and itinerary will be determined during preparatory stage of the action). Participants will be chosen on the basis of applications, participation will depend on the order of submitted applications.

#### 4. Publication of the promotional guide and the catalogue with tourist deals and services offered in the resort cities located on the territory of Microproject implementation.

For the purpose of resorts promotion, a printed catalogue will be produced (3000 pieces), which will include information about both recreation services and opportunities for leisure in the resort cities, available accommodation, which would be an alternative to the traditional sanatorium facilities, as well as available alimentionation facilities, and tourist attractions on the territory coveted by the project. Catalogue information will be collected by the Partners in this Microproject from organisations that are members of the Umbrella Project concerned, as well as through the network of local authorities and self-governments in the Carpathian Euroregion. All interested entities, working in the field of the resort tourism will be allowed to submit their information. The information will be incorporated into publications.

The guide published within the project will be based on the virtual maps developed for the website to be launched and will contain grouped information on leisure opportunities for various categories of tourists (1000 pieces). Printed materials produced within the project implementation will be distributed among the partners of all the Microproject within the umbrella project and, then, further disseminated by the partners to potential tourists at various meetings and during the resorts fair in particular, which is envisaged by the Microproject no.5 under this umbrella project.

#### 5. Project promotion.

The project will be promoted at every stage of its implementation by way of: production of promotional materials, placement of articles in print and electronic mass media on both sides of the border. The published catalogue, guide and promotional materials will be used during the resorts fair to be launched in the framework of the Microproject no.5 under this umbrella project.

### **MP3: DEVELOPMENT AND PROMOTION OF HEALTH RESORT TREATMENT IN THE POLISH-UKRAINIAN PART OF THE CARPATHIAN EUROREGION, INCLUDING LVIVSKA OBLAST AND PODKARPACIE VOIVODSHIP**

Lead Partner: Boryslav non-governmental town organization “Development Agency of the Shidnytsya Resort”

Country: Ukraine

Legal status: organization non-profit (association)

Partner: Association of Carpathian Euroregion Poland

Country: Poland

legal status: organization non-profit (association)

Activities:

1. Establishment of the Project team. The project team shall consist of 4 persons, 2 persons designated by each partner (project coordinator, administrative and financial assistant on the Ukrainian side and assistant project coordinator and administrative and financial assistant on the Polish side). The main objective of the project team will be ensuring the implementation of the Microproject according to its schedule and budget. During the project implementation several team meetings will be organized on Polish and Ukrainian part of realization of the Microproject (as required). The costs of 4 such meetings are foreseen in the budget. Each partner will be engaged in the implementation of each action envisaged at each stage of the project.

#### 2. Conduction of conference to exchange experiences.

The purpose of this action will be the exchange of experiences among medical personnel of the resorts in Lvivska Oblast and Podkarpacie Voivodship. The conference will be held in Ukraine, it is designed for 60 participants (30 persons from Poland and 30 persons from Ukraine) and will last for 2 days. Participants will be chosen on the basis of applications, participation will depend on the order of submitted applications.

On the first day, the representatives of Poland and Ukraine will exchange experience in resort recreation. Topics for discussion: exchange of information on the impact of sources on the treatment of various diseases the resorts' patients suffer from; methods of treatment in particular resorts; equipment used in the resorts of Poland and Ukraine, etc. The next day, the representatives of the Polish side will be able to visit several resorts in Lvivska Oblast (e.g. Truskavets, Schidnica, Morshyn) and familiarize themselves with treatment options on site.

#### 3. Conduction of workshop on writing projects.

The workshop will be held in Poland and will last for 2 days, it will involve up to 30 persons (from Ukraine). The first day, trainings on writing projects will be conducted. The workshops will be conducted for representatives of health resorts, NGOs and local governments associated with the development of health resort

treatment policy in Lvivska Oblast and Podkarpackie Voivodship. The next day, the representatives of the Ukrainian side will be able to visit several resorts in Podkarpackie Voivodship (e.g. Rymanów Zdrój, Iwonicz Zdrój, Solina) and familiarize themselves with treatment options on site. Participation in this workshop will allow its participants to expand their knowledge on writing projects and attracting funds from various foundations and programmes that will positively affect the development of resorts in particular and the region as a whole. The workshop on writing projects will create opportunities to make use of good practices from the Podkarpackie Voivodship.

Participants will be chosen on the basis of applications, participation will depend on the order of submitted applications.

#### 4. Publication of the Medical Guide within the project, a medical guide to the health resorts of Lvivska Oblast and Podkarpackie Voivodship will be processed and published.

It will contain descriptive information about each resort in the region, with particular emphasis on their medical and recreational opportunities. Processing of the Guide will be assigned to two experts on both sides of the border. The task of the expert from the Ukrainian side will be collecting relevant information on the territory of Lvivska Oblast. In addition to carrying out similar actions in Podkarpackie Voivodship, the Polish expert will also be responsible for the consolidation of all the information generated. The Guide will be published in Polish, Ukrainian, English and Russian (2000 pieces). The information gathered while processing the Guide will also be used for the enrichment of the website content which shall be launched under the Microproject no. 2.

The Medical Guide will be mainly addressed at tourists. The Medical Guide will be distributed among the Partners of all the Microproject within the Umbrella Project and during the resorts fair in the framework of the Microproject no. 5.

5. Project promotion. The project will be promoted at every stage of its implementation by way of: publication of promotional materials, placement of articles at various Internet publishers on both sides of the border. The published Guide and promotional materials will be used during the resorts fair to be launched in the framework of the Microproject no. 5 (resorts fair).

### **MP4: AGRITOURISM IN HEALTH RESORTS**

Lead Partner: Non-governmental organization “Local Development Agency of Drohobych”

Country: Ukraine

Legal status: organization non-profit (association)

Partner 1: Local Action Group “Petro Land”

Country: Poland

Legal status: organization non-profit (association)

Partner 2: Foundation for Local Development INTEGRACJA

Country: Poland

Legal status: organization non-profit (foundation)

Activities:

#### 1. Appointing the project staff, setting up project offices and management.

A project team will be established to ensure its proper realization. It will consist of the project coordinator and accountant (Ukrainian side), two assistant coordinators and financial assistants for each of two Polish partners. The project personnel will be responsible for content-related and financial realization of the project at every stage and on both sides of the border. Working meetings will be held during the project realization (both in Poland and Ukraine). The number of working meetings will be conditioned on the necessity, in the budget costs of 8 such meetings are foreseen.

Partner 1 and Partner 2 also plan some local meetings related to the project implementation.

2. A series of seminars - introducing the issue of agritourism in health resorts (as an alternative to hotels), showing good practices in other places, trends in modern health tourism, profile of modern day clients in terms of factors which may attract them (also foreign ones). The seminars will be an element of promotion and the way to attract participants (e.g. owners of agritourism farms). They will also become a platform for public debate. The seminars will be held on Polish (2 x 1 day x 10 persons) and Ukrainian side (2 x 1 day x 10 persons). The Microproject Leader and Partner no. 1 will be responsible for the seminars organization. Participants will be chosen on the basis of applications, participation will depend on the order of submitted applications.

The seminars will be conducted by expert in the field of health tourism and agrotourism.

### 3. Diagnosis of agritourism (on Polish and Ukrainian Project area) will include:

- general approach towards the problem of agritourism within the area of the project,
- identifying individual problems and new trends in agritourism,
- analysis of the necessary changes in terms of increasing attractiveness and competitiveness of the area (health resorts) - in the context of: agritourism farms as an important element of strengthening the competitiveness of health resorts.

The Microproject Leader and Partner no. 2 will be responsible for the task realization.

The Diagnosis of agritourism will be compiled by experts in the field of tourism.

Polish and Ukrainian language versions will be released in an electronic form (PDF) and uploaded to the Partners websites: [www.kraina-nafty.pl](http://www.kraina-nafty.pl) (Partner 1) and new web site (Lead Partners).

### 4. A series of trainings - aimed at professionalization of services of agritourism farms within the project area.

During the training the following issues will be covered:

1. Forms of support and raising funds for agritourism farms.
2. Marketing and promotion of tourism services (for owners of agritourism farms).
3. Creating websites and tourism product aimed at increasing the attractiveness of health resorts
4. Ecology and environmental protection versus agro-tourism, cultural and natural heritage in agritourism.
5. "Educational agritourism farms."

The main objective of the series of trainings is professionalization of services delivered to tourists and residents.

The trainings will be organized on Polish side in Jasło district (2 x 1 day x 10 persons) and Ukrainian side: Drohobych district (2 x 1 day x 10 persons). The Microproject Leader and Partner no. 1 will be responsible for the task realization.

The trainings will be conducted by expert in the field of agritourism.

Participants will be chosen on the basis of applications, participation will depend on the order of submitted applications.

### 5. "Agritourism farm tourism with a concept"

- during the seminars 10 agritourism farms will be selected and together with moderators (external experts) will try to introduce changes to their facilities to increase the efficiency. Each farm will receive individual support from an expert. The experts along with appointed farm develop a set of necessary for the farm changes. According to the developed set, the expert will engage additional people to get the necessary assistance in designing the changes (for example a specialist in spatial and interior planning, a cook ...). The proposed changes will not require large financial outlays from the farms taking part in the task.

The activity will be realized on Ukrainian (5 from all agritourism farms) and Polish side (5 from all agritourism farms).

The Microproject Leader and Partner no. 2 will be responsible for its organization.

Participants will be chosen on the basis of applications, participation will depend on the order of submitted applications.

### 6. Culinary Workshops - healthy, tasty and ecological food.

A series of trainings joint for the interested agritourism farms and individualized according to needs, skills and technical potential of a given farm. Each farm will get an opportunity to invent their own dish. There will be a basic principle introduced: homey, tasty and healthy. The reason for which this module has been introduced is the fact that most farms offer catering (optional). Therefore, it is worth introducing something new and attractive (as well as professional) and at the same time corresponding to the essence of health resorts (health). Culinary offer will create additional promotional opportunities (for example, a jar of jam for the best client of a farm). The activity will consist of two workshops (Polish: 1 day x 10 persons and Ukrainian side: 1 day x 10 persons). The Microproject Leader and Partner no. 1 will be responsible for the task.

The Culinary Workshops will be organized in chosen community of Jasło or Krosno district (Polish side) and Drohobych district (Ukrainian side). Organisation of workshops requires room rental with appropriate equipment and purchase necessary ingredients. The workshops will be conducted by expert in the field of culinary. Participants will be chosen on the basis of applications, participation will depend on the order of submitted applications.

### 7. Promotion of farms taking part in the competition:

1. Agritourism information service, combined with databases of offers and tourist attractions, will consist of Polish ([www.kraina-nafty.pl](http://www.kraina-nafty.pl)) and Ukrainian part (new website will be created by the Lead Partner with database). The database will contain information about objects from Polish and Ukrainian part of the project. Information will be available in Polish, Ukrainian, English language versions. Materials to fill in the

content of the websites will be collected by the Partners on their own and experts. Interested entities will be allowed to submit their information. The information will be incorporated into databases.

The news will also promote agritourism farms which take part in the project "Agritourism farm with a concept ..."

2. Virtual Walk – multimedia presentation – presentation of the most attractive agritourism farms. Partner no. 1 will be responsible for appointing agritourism farms, which represent cultural patterns characteristic of the region (Jasło and Krosno district). The presentation will consist of about 80 panoramas, photos and films and it will be shown on the Partner 1 website [www.kraina-nafty.pl](http://www.kraina-nafty.pl).

## **MP5: THE HEALTH-RESORT TOURISM FAIR – THE POLISH-UKRAINIAN BORDERLAND PROMOTION**

Lead Partner: European Dialogue

Country: Ukraine

Legal status: organization non-profit (association)

Partner: Rzeszow Regional Development Agency, joint stock company

Country: Poland

Legal status: joint-stock company

### **Activities:**

#### 1. Appointing the project staff, setting up project offices and management.

A project team will be established to ensure its proper realization. It will consist of the project coordinator (Ukrainian side) and assistant coordinator (Polish side). The project personnel will be responsible for content-related and financial realization of the project at every stage and on both sides of the border. A laptop with antivirus software will be purchased, it will be used at the Lead Partners office in current works related with the project and during the fair.

The project offices will be created in Lviv and Przeworsk. During the project implementation several team meetings will be organized on Polish and Ukrainian part of realization of the Microproject (as required). The costs of 7 such meetings are foreseen in the budget.

#### 2. Preparation a database of potential Fair exhibitors.

The list of exhibitors with their offer will be available on the partner's website, where offers about the operators of the borders areas of Poland, Slovakia and Ukraine are shown. The business offers of these business entities will be further promulgated by placing them in a folder fair. The main area of recruitment of the trade fair will be the Podkarpackie Voivodship on the Polish side and Lvivska, Zakarpatska and Ivanofrankivska Oblasts on the Ukrainian side. Companies offering health tourism products will be qualified on the basis of first come first served. The 45 exhibitors is an estimate number, based on the specific identification of the tourist offer in the indicated area.

3. Preparation and publication of a fair brochure. The fair folder in Ukrainian will be prepared as a part of the activity. It will consist of information concerning the offers of particular exhibitors. The folder will be published (in 1000 copies) before the fair on the basis of the data included in the application forms and it will be available for the fair visitors. The Lead Partner will be responsible for gathering the necessary information in Ukraine and the partner will do the same in Poland. Consequently the trade fair will be in Lviv, we mainly expect Ukrainian and Polish Polonia audience, this is the reason why we chose a Ukrainian language. Polish companies offers will be translated and published in a folder.

#### 4. Promotional campaign.

Promotion activities will be conducted in the entire region, as indicated above, but the most intense will be in Lviv, other regional capitals and spas. One radio spot will be broadcasted in Poland and one in Ukraine (100 broadcasts in total). Three newspaper articles will be published in each country (6 in total) . The two large promotional billboards will be exhibited in Lviv. Invitations will be sent to the local authorities, bodies in the field of tourism operators offering products health tourism and non-governmental organizations active in this field. In Poland promotional activities will be implemented by the Project Partner.

The Microproject Lead Partner will be responsible for preparation and publication of promotional materials.

The Microproject Partner will cooperate in preparing the materials.

### 5. Organisation of the Fair.

In the 7th month of the project a trade fair will be held in Lviv (2 days). It will be an open event, with free admission for all. There will be 45 exhibitors, including 30 from Ukraine and 15 from Poland. The trade fair will be free for all exhibitors. We assume that the trade fair will be visited by at least 1000 people. The conference will be organized during the fair. The conference will be addressed to the exhibitors (45 exhibitors: 30 from Ukraine and 15 from Poland). There will be three experts in the field of health tourism. The main task of the conference is to promote efficient methods of doing business tourism. The Microproject Lead Partner will be responsible for the complete organization of the fair and support for the exhibitors from Ukraine. The Microproject Partner will be responsible for transport of the Polish exhibitors for the event and support for them and will also participate in preparation and implementation of the whole activity.

### **MP6: Development and promotion of tourism in the resort Commune of Rymanów and Truskavets health resort**

Lead Partner: Commune Rymanów

Country: Poland

Legal status: self-government

Partner: City of Truskavets non-governmental organization of Ukrainian association "Lemkivshchyna",

Country: Ukraine

Legal status: organization non-profit (association)

Activities:

#### 1. Appointing the project staff, setting up project offices and management.

A project team (Coordinator, Deputy Coordinator and Financial assistant) will be established to ensure its proper realization. The project personnel will be responsible for content-related and financial realization of the project at every stage and on both sides of the border.

During the project implementation several team meetings will be organized on Polish and Ukrainian part of realization of the Microproject (as required).

Lead Partner will purchase the exhibition boards (10 pieces) and exhibition tables (4 pieces).

Purchased boards and tables will be used during the course of the project and after its completion while organizing promotional campaigns to expose information and promotional materials during meetings, fairs and similar events. Exhibition boards - (standing, portable boards) will be used during the course of the project to prepare a poster session at conferences. All boards will display information on both health resorts during events organized within the project. The boards will be also used to present works of art – an outcome of an art competition. They can be used both indoors and outdoors. The boards will also include information about the project. Exhibition tables will be used for presentation of promotional materials during a conference and festival. Exhibition boards serve promotional purpose and thus are used to achieve the project objectives. The exhibition space of one board is 70cmx100cm, which allows to place in it one poster or several pictures. In order to achieve the desired promotional effect and ensure it's high quality 10 boards have been planned within the project. They will promote values of health resort areas.

#### 2. Organization of an International Conference in Rymanów inaugurating the project.

The next action will be to organize and conduct an International Conference in Rymanów inaugurating the project. The conference (one day) will be addressed to representatives of local governments, tourism industry, and tour operators. Number of participants - 45 persons (including 10 from Ukraine).

The conference will be devoted to Polish – Ukrainian cooperation in terms of health tourism and contemporary trends in this field. Moreover, a poster session will be organised with the help of purchased exhibition boards.

#### 3. Organization of an international promotional festival in Rymanów Zdrój.

The main objective of the event will promotion of tourist and cultural values of the region, promotion of health resorts, tourist farms, guest houses operating in the resorts, promotion of tourist products - souvenirs, craft and healthy leisure.

In addition, the project envisages music and folklore bands performances (about 7 bands from Poland and Ukraine).

The festival will be organized in the open air. Planned duration - 2 days, number of participants - 1,000 people, including 30 from Ukraine.

#### 4. Study tour of the representatives of the Commune of Rymanów to Truskavets.

Another action within the project is a study tour of representatives of the Commune of Rymanów to Truskavets. The visit will bring together people involved in the development and promotion of health tourism as well as service providers. The participants (local authorities, providers of health services, tour operators, local leaders working for the spa tourism development), will learn about the functioning of resort facilities in Truskavets and also with its tourist and healing base. Directions of further cooperation will be outlined.

Planned realization time - 3 days, number of participants - 15 persons, the Ukrainian Partner will be responsible for arranging the visit to Truskavets.

Participants will be chosen on the basis of applications, participation will depend on the order of submitted applications.

#### 5. Organization of an art competition for children and adolescents "My resort spa".

Health resorts pose a potential that will also be popularized through an art competition organized for children and adolescents in Poland and Ukraine.

Winning works (by jury) will be used for development of postcards that will be later printed within the project (Action 8). The prize for winners will be a trip to Truskavets (for 10 Polish winners) and a trip to Rymanów Zdrój (for 10 Ukrainian winners).

At least 100 participants is expected (from Poland and Ukraine). The competition will be organized on both Polish and Ukrainian side. Art competition works will be delivered to both partners.

#### 6. Preparation and publishing of a tourist guidebook to the resort Commune of Rymanów and Truskavets health resort.

Joint tourist guide for Commune of Rymanów and Truskavets health resort will promote tourism in the region. The guide will include all trails, bike routes, complete resort and accommodation base as well as the most important historical monuments and tourist attractions of the area. The publication will be distributed in tourist information offices and on private basis (free of charge). The tourist guidebooks will be also distributed during the project events and through direct distribution to the umbrella project partners, regional public institutions, non-governmental organizations acting for development of tourism, the tourism industry, patients and visitors, people-fans and lovers of the area concerned, local and regional media.

Number of copies - 2500 (Polish-Ukrainian). The Ukrainian partner will be involved in preparation of the materials necessary to release the guide.

7. Preparation and publishing of an album - Commune of Rymanów, Truskavets health resort. The joint album featuring the most important attributes of the Commune of Rymanów and Truskavets against the tourist potential of the entire border area. The album will be distributed (free of charge) among opinion leaders who have strong influence on social trends and are able to encourage other groups to visit places described in the album.

Number of copies - 1000 (Polish-Ukrainian), the Ukrainian partner will be involved in preparation of the materials necessary to release the album.

#### 8. Preparation and publication of postcards.

Postcards will be prepared as a result of an artistic competition planned for Polish and Ukrainian children and young people (Action 5) and will help in promoting the two health resorts.

Number of copies - 1000 copies.

The postcards will be distributed during the project events and through direct distribution to the umbrella project partners, regional public institutions, non-governmental organizations acting for development of tourism, the tourism industry, patients and visitors, people-fans and lovers of the area concerned, local and regional media.

#### 9. Organization of an International Conference in Truskavets summarizing the project.

An international conference in Truskavets, summarizing the project will be organized at the end of the project (45 persons: 20 from Poland, 25 from Ukraine). During the conference, it is planned to conduct lectures (Polish – Ukrainian cooperation in terms of health tourism and contemporary trends in this field), organize a poster session and promote materials which have been issued during the course of the project. Finally, effects of the project will be presented and directions of future cooperation will be outlined.

#### 10. Promotion of the project.

During the course of the project, promotional activities will be carried out. Information about the Microproject, its implementation will be published on the internet (e.g. on the Partners websites) and in local newspapers.

The costs of the Microproject include purchase of a roll-up device.

## **MP7: MEETING WITH POLISH AND UKRAINIAN CULTURE IN IWONICZ-ZDRÓJ**

Lead Partner: Commune Iwonicz-Zdrój

Country: Poland

Legal status: self-government

Partner: Public Organization “Center of regional Yavorivshchyna initiatives”

Country: Ukraine

Legal status: organization non-profit (associations)

Activities:

### 1. Appointing the project staff, setting up project offices and management.

A project team will be established to ensure its proper realization. It will consist of the project coordinator and accountant (Polish side), assistant coordinators and financial assistants (Ukrainian side). The project personnel will be responsible for content-related and financial realization of the project at every stage and on both sides of the border. The partners meetings will be organized in Poland and Ukraine (3 such meetings are foreseen in the budget).

### 2. Organizing the good practice conference

The conference will strengthen the effective transfer of new, innovative technologies, as well as cooperation between public institutions, spa representatives, tourism units and companies to create an attractive joint offer. It will be held in Iwonicz-Zdrój and it will cover the following issues:

- exploitation of natural resources of health resorts to develop innovative and complex products of health resort and recreational tourism,
- health tourism trends in Europe and Poland,
- local government vs development of health resort tourism,
- assistance of Local government in promoting and developing health resorts and spas' operation,
- establishing the partnership between public institutions, spa representatives, tourism units and companies and local community.

Planned realization period - 1 day, number of participants 50 persons, including representatives of the Polish and Ukrainian parties - representing local governments, spas and sanatoriums, as well as community organizations.

3. Promotions actions: formulating and publishing promoting materials i.e. posters, folders advertising spas and their excellent landscape values, unique and diverse natural medical resources.

On the basis of gathered information concerning attractions (culture, natural resources, landscapes) as well as spa and health resorts base, the publications will be created in three language versions: Polish, Ukrainian and English. They will be aimed at promoting region covered by the Microproject (commune Iwonicz-Zdrój and Yavoriv Raion) in the remaining regions and districts of Poland, Ukraine and countries of Europe and will be distributed during mass events that will be organized in the commune.

Publications (folders) will be made available to patients, visitors and guests visiting the towns (Iwonicz Zdrój and Yavoriv), as well as to the local community on the occasion of cultural and sports events. The folders will be released in circulation of 1500 copies (Polish side) and a circulation of 1500 copies (Ukrainian side).

Posters and folders will inform about the Festival of Borderland Cultures. They will present a program concerning information on performances of folk groups, the exhibition of regional products, craftsmen and folk artists, etc. The posters and folders are to reach the widest possible audience and inform on the event, as well as to encourage people to participate in the festival. The number of posters: 600 pieces.

Lead Partner will also prepare the invitations to the Festival of Borderland Cultures (100 pieces).

Purchase of 2 mobile, illuminated signage boards (on wheels) to promote the commune as mentioned above.

Dimension signage boards:

1. 504cm x 238cm
2. 600cm x 300cm

They will emphasize potential of the Iwonicz-Zdroj health resort. In addition, they will inform about the place attractiveness and unique landscape and natural values.

The responsibility for promotions actions will take the Lead Partner together with the Partner.

### 4. “Poland - Ukraine Cross-Border Culture Festival”

The festival will be organized and held in Iwonicz-Zdrój as a two-days event (1000 persons: 100 from Ukraine). The Amphitheatre will be the venue of this festival and the following will be presented:

- cross-border cultural concert of Poland and Ukraine,
- 12 folklore bands from Poland and Ukraine (8 Polish bands, 4 Ukrainian bands),
- display of local folk artists and handcrafters from Poland and Ukraine,
- and complementing display of local and regional foods and cuisine,
- promoting wide range of resort medical and conditioning products i.e. peelings, lotions etc. based on healing water properties.

The diplomas will be awarded to the Polish bands (8 bands) and Ukrainian bands (4 bands), while the festival statuettes to performing bands and major personalities invited to the festival. The statuettes - Poland (13 pieces) Ukraine (7 pieces) .

## **MP8: TRANSFER OF GREEN TOURISM IDEA TO UKRAINE ON THE BASIS OF GOTOCARPATHIA CERTIFICATION SYSTEM**

Lead Partner: Bieszczady Foundation

Country: Poland

Legal status: organization non-profit (foundation)

Partner: Ecological and Geographical Fund (Ecogeofund)

Country: Ukraine

Legal status: organization non-profit (association)

Activities:

### 1. The opening of two offices of the project (Ustrzyki Dolne and Uzhgorod), and the appointment of staff common to whole Microproject.

This will launch the Microproject action. The aim is to create a joint Polish-Ukrainian Coordinating Board of the Microproject (PKM). The PKM will include two national teams: (1) Polish team of Microproject (PZM) and (2) The Ukrainian team of Microproject (UZM). Microproject coordinating team will be headed by (1) *Coordinator of the Microproject* on the Polish side – representative of Microproject Leader, who will coordinate: (2) *Assistant Coordinator of Microproject* (on the Ukrainian side), (3) *Accounting Assistant* (Polish side), and (4) *Accountant* (on the Ukrainian side).

During the project implementation several team meetings will be organized on Polish and Ukrainian part of realization of the Microproject (as required).

### 2. Information and promotional campaign for Microproject - divided into several tasks:

- 1) The campaign will begin with ***Task 2.1 - Designing and production of information and promotional materials***. The Microproject team is expected to design and produce the following information and promotional materials:
  - a. 2 mobile sets of information and promotion (one for each partner from PL and UA) - each of them will consist of: the two signs (for marking the project offices), a rollup, 1 minivan, 2 street stands with information boards about the project, a set of flags (PL / UA / EU) on a rack (for use during the workshops), a set of three magnetic car advertising - on a mask and two pairs on the side doors - to be placed on private cars during travel within the Microproject and busses during the workshops.
  - b. 150 T-shirts with the logo of the project (gotocarpattia logo and project title) and description in Polish and Ukrainian: - T-shirts will be distributed during the project provided training, training-information meetings and study visit, other will go to the representatives of 'umbrella' and Microproject partners .
- 2) Another part of the information and promotional campaign will be ***Task 2.2 - poster action*** It is assumed that the project will design and print 200 copies of the poster B1 size (70 × 100 cm) on paper that is certified organic - in accordance with the environmental policy implemented by the Bieszczady Foundation in 2010 - Foundation is certified Green Office, which obliges the use of office supplies and consumables with eco-certification. Posters will include project logo (gotocarpattia logo and project title), bilingual (PL/UA) information on the major assumptions of an "umbrella", Microproject activities and of course Microproject Program. Artwork (photographs or graphics) will be utilizing the theme of nature and the spa. Posters, through a Partner 1, who will be responsible for designing, printing and distribution, will go to each of the Regional Coordinators of the GoToCarpathia certification system - description of the Action 4 (50 copies) and will be distributed in the area of Microproject implementation systematically before each of the four planned information and training meetings (description of the action 5).

- 3) **Task 2.3 - advertisement in local newspapers or other media** - the action will be supported by poster advertisements (4 pieces) in local newspapers or other media repeated before each of the four planned information and training meetings

*Task 2.3 will be carried out systematically from the second to the ninth month of the project*

- 4) **Task 2.4 - Supporting and updating of website [www.gotocarpathia.pl](http://www.gotocarpathia.pl)** - portal [gotocarpathia.pl](http://www.gotocarpathia.pl) is the property of the Bieszczady Foundation and was created to promote green tourism (nature-friendly tourism) in the Polish-Slovak border, and ultimately the Ukrainian. In the Microproject it will serve as a platform for sharing information about current activities within Microproject and will also distribute information among the remaining partners of "Umbrella" and possibly will place it on their own portals. Information about the other activities of an "umbrella", sent by the partners, will also be posted on the portal. Therefore it is important to ensure the consistent and efficient service and upgrade by employing the suitable professional.

The portal [www.gotocarpathia.pl](http://www.gotocarpathia.pl) has been created as part of the project "Tourism without Borders - strengthening cross-border cooperation in tourism based on sustainable development of the environment" (Cross-border Cooperation Programme Poland - Slovak Republic 2007-2013). The purpose of the portal creation is promoting the idea of green tourism (eco-friendly tourism / eco-tourism) in the East Carpathians (Polish and Slovak part), in particular widespread system of certification of services and ecotourism products GoToCarpathia.

A separate subpage will be created and dedicated to individual actions within the Microproject 8.

It will promote nature tourism in the Polish-Ukrainian East Carpathians and it will be supported and up-dated within the Microproject, which excludes double financing.

### 3. Preparation and printing of the guide-book to promote the ideas contained in the green tourism certification scheme GoToCarpathia

This publication will serve promotion and education on the ideas of green tourism by presenting the objectives and principles of the GoToCarpathia certification system (GTC), functioning in the Polish and Slovak parts of the Eastern Carpathians from the 2010.

The purpose of GTC certification is to create and promote Eastern Carpathians regional eco-tourism brand termed "GoToCarpathia", with respect to the autonomy of historical, cultural and natural heritage of individual sub-regions, and thus: (1) exposure of these investments, products, services, tourism activities and other projects influencing the development of tourism in the Eastern Carpathians, which: (a) are created and implemented with respect for the environment, (b) protect and use patterns based on historical and cultural heritage of the Eastern Carpathians, and thus encourage the tourism industry to develop touristic activities environmentally friendly and utilizing historical and cultural heritage of the region, (2) raising standards and quality of ecotouristic services and products in the Eastern Carpathians, (3) to promote the touristic offer formed on the basis of products and services common in the Eastern Carpathians, (4) increasing the competitiveness of the Eastern Carpathians ecotouristic services and products on regional market (the Polish-Slovak-Ukrainian) and international market (Poland, Slovakia, Europe, the areas outside Europe), (5) increasing interest of Eastern Carpathians eco-touristic offer, among travel agencies and individuals in Poland, Slovakia, Ukraine and Europe (6) popularization of the potential of natural, historical and cultural heritage of the Eastern Carpathians among the tourists visiting the region and residents, as well as awareness of the importance of ecotourism to conservation of these values, (7) strengthening cross-border Polish-Slovak-Ukrainian partnership for the development of ecotourism in the Eastern Carpathians .

The action will be preceded by the appointment of a team of experts who will design the content of guide-book (for Eastern Carpathians), covering the following issues: (1) forms and environmentally friendly tourism products, and (2) rules of certification GoToCarpathia (3) the standards and quality of ecotouristic services, (4) respect for the environment; (5) use of local food products and Eastern Carpathians cuisine, (6) architectural character of buildings in the area, their interiors and surroundings and the greenery around them, (7) membership, promotion and involvement in the development of the region of the Eastern Carpathians.

It is assumed that guide-book will be the development of joint experts under the editorship of the Bieszczady Foundation with the involvement of external experts from variety of disciplines (such as the history and culture of the region, regional cuisine, architecture, sociology and psychology of business)

According to the Microproject principles, publication will be primarily addressed to an audience of Ukrainian part of the Eastern Carpathians, so it will be printed only in Ukrainian language (about 100 pages, 500 copies). Polish version will be released only in electronic version (PDF) and uploaded to the site [www.gotocarpathia.pl](http://www.gotocarpathia.pl).

Action 3 will be completed between first and third month of Microproject.

### 4. Training course for four regional coordinators of GoToCarpathia certification system in Ukraine

A key step of Microproject will be creation of team of 4 regional coordinators GoToCarpathia certification system in Ukraine. Coordinators will be well prepared in the subject and in the future responsible for promoting and implementing the idea of green tourism in the area of their sub-regions. They will develop, together with

Microproject staff, the conditions to introduce a certification system in the Ukrainian part of the Eastern Carpathians.

For the purposes of microproject and in the future implementation of a certification system GoToCarpathia, the Ukrainian part of the Eastern Carpathians are divided into four sub-regions, which are the result of geographical divisions, tourism and administration of the area: (1) **Eastern Bieszczady subregion** (in the Ukrainian terminology Beskidy Skole) - conventionally part of the Ukrainian Carpathians covered by the part of Lvivska oblast: regions of Drohobycz, Sambor, Skole, Starysambor, Stryi, Turka and dedicated cities Borysław, Drohobycz, Morszyn, Sambor, Stryj, Truskawiec and part of the Ivanofrankivska oblast: Dolinski district and dedicated town Bolechów, (2) **sub-region of Gorgany** - conventionally part of the Ukrainian Eastern Carpathians covered administratively by part of Ivanofrankivska oblast: regions bohorodczański, kołomyjski, kosowski, nadwórniański, rożniatowski, śniatyński, wierzchowiński and separate cities: Ivano-Frankivsk, Kołomyja, Jaremcze (3) and **sub-region of Beskidy Połonińskie i Wulkaniczne** conventionally part of the Ukrainian Eastern Carpathians covered administratively part of the western Zakarpatska oblast with divisions: irszawski, mukaczewski, pereczyński, svalawski, užhorodzki, wielkoberezeński, wołowiecki and separated the city of Mukaczewo and Užhorod, (4) **Czarnohora and Świdowiec** sub-region - part of the Ukrainian Eastern Carpathians, administratively part of the eastern Zakarpatskaoblast: chustki, miżhirski, rachowski, tiacziwski and dedicated city Chust.

Recruitment of four regional coordinators will be performed by Partner 1 of Microproject. Each of the four coordinators will have to come from one of the above areas (4 sub-regions) and demonstrate the knowledge and experience that will ensure the proper execution of tasks he or she will be delegated to after the internship. Four days internship in Bieszczady include: execution of informational and training meetings and research in the field of touristic activities coordination (based on forms of green tourism). During the internship, the regional coordinators will be able to supplement their possible lack of knowledge and experience in this field. The coordinators will also have the constant support of the Coordinator and Assistant Coordinator of Microproject. The previously prepared guide will be also the tool of support.

Except for the four coordinators, internship will be also attended by the regional Coordinator of Microproject (from side of the Leader of the project, the Polish side) and the Assistant Coordinator (from side of the Partner 1, the Ukrainian side), who will be responsible for the organization and the final effects of internship. In total there will be 8 people (4 participants, two persons of the project team, interpreter, driver) participating in the 4 days of internship.

During the internship, a team of experts in the field of green tourism will be hired (10 educational events: presentations/workshops/demonstrations etc. Exemplary topics of the educational events: (1) forms and environmentally friendly tourism products, and (2) rules of certification GoToCarpathia (3) the standards and quality of ecotouristic services, (4) respect for the environment; (5) use of local food products and Eastern Carpathians cuisine, (6) architectural character of buildings in the area, their interiors and surroundings and the greenery around them, (7) membership, promotion and involvement in the development of the region of the Eastern Carpathians.

Participants also will have the opportunity to learn in practice the operation of the service providers in Bieszczady certified GoToCarpathia. Experts will be assisted by the interpreter, who will enable efficient communication with the participants from the Ukraine. Each participant will receive a package of training materials, prepared by the experts (some materials can be purchased for participants).

#### 5. Four information and training meetings for the tourism industry of Ukraine

Each of the regional coordinators will conduct a certification scheme for GTC after one four-day (4 x 8 educational hours) information and training meeting, during which: (1) participants will get familiar with the concept of green tourism, (2) the examples of green products and services operating in Poland will be presented, (3) rules for the operation of a certification GTC system in Poland and Slovakia will be demonstrated. Each meeting will be conducted in the one of four sub-regions of the Eastern Carpathian referred to in the description of Action 4 (or one of them will be held at the Lvivska oblast, two in the Zakarpatska oblast, and one in the Ivanofrankivska oblast). Each of the meetings will be attended by at least 20 participants - representatives of: (1) the tourism industry, (2) science, (3) decision makers and opinion leaders - representatives of local governments and other public institutions, and journalists.

The workshop will be attended by Microproject team representatives (one from Polish side and one from Ukrainian side).

#### Methodology of recruitment:

The recruitment of participants willing to take part in information and training meetings will be carried out by four regional coordinators of GTC certification system in each of the four sub-regions (Eastern Bieszczady, Beskidy Połonińskie and Volcanic, Czarnohora and Svydovets). The recruitment will be carried out in joint

cooperation between Coordinators and Assistant Coordinator of the Microproject (Partner 1), after consultation and obtaining recommendation from the Microproject Coordinator.

They will use promotional tools developed within action no. 2:

- 1) posters (200 copies, about 50 copies for each sub-region) - distributed by four coordinators in each of the four sub-regions before each of the four information and training meetings;
- 2) ads in local newspapers and/ or in other media - will reinforce the effects of a poster campaign
- 3) information in Polish and Ukrainian language versions placed on the especially developed for the project subpage [www.gotocarpathia.pl](http://www.gotocarpathia.pl).

In addition, during the process of recruitment, four Regional Coordinators will conduct an e-mailing-phonng campaign, using their knowledge of the tourism industry in each of the four sub-regions.

After closing the list of candidates interested in participating in training and information meetings regional coordinator will select participants on the basis of the following criteria:

- 1) belonging to one of three groups at which the training and information meeting is targeted,
- 2) selection of participants will be determined upon the order of entries in each of the areas/ towns appointed from each of four sub-regions, and according to the principle of equal representation of each of sub-regions.

Thanks to these selection criteria, the participants will constitute geographical representation of the entire region covered by the project.

Planned number of participants is 80 representatives of the tourism industry and/ or academic and/ or decision-, opinion-makers and from Ukraine - an average of 20 people at each meeting.

#### 6. Testing the condition of services and products based on forms of green tourism in the Ukrainian part of the Eastern Carpathians.

The research will be conducted to determine the role and place of the green tourism (eco-tourism, environmentally friendly tourism) among other forms of tourism in the Ukrainian part of Eastern Carpathians. The study will also assess the feasibility of a certification system GoToCarpathia in this area, as a tool to improve the quality of ecotourism products and services and increase their competitiveness at the regional, national and international levels.

In the first stage, expert team (2 persons) in the field of green tourism will be appointed and led by Assistant Coordinator of Microproject (representative of Partner 1), which will develop the scope and details of research methodology and tools (questionnaires, interviews, etc.). The team will monitor the proper conduct of research and develop the analysis of test results and the conclusions. Field studies will be assigned to four regional coordinators of the certification system GTC, who previously will familiarize themselves with the guidelines and rules of the fieldwork. Regional coordinators will be obliged to conduct interviews and photographic documentation of test performance of services and products, with help of purchased microprojectors, four compact digital cameras and four voice recorders.

Research work will include an overview of the source materials and current scientific studies related to the issues analyzed. During the field studies different methods will be utilized, including: observation, interview, questionnaire survey. In addition, the study will present a SWOT analysis for the assessment of the potential and the "condition" of ecotourism in the area. The research will be conducted in both, the accommodation base (with particular emphasis on tourist accommodation in rural areas) as well as tourist attractions. The study will include accommodation centres and dining facilities as well as vacationing tourists themselves.

It is assumed that the research will cover at least 100 people (average of 25 for one sub-region).

**Expected results:** (1) the defining of location of ecotourism in the geo-touristic area of the study area, (2) to diagnose the potential area of research for the development of ecotourism, (3) determine the awareness of local community and tourists on the ecotourism, (4) assessment of the level of knowledge of managers and touristic operators in the field of ecotourism.

Methodology of recruitment:

The study will include at least 100 people (an average of 25 for each of four sub-regions).

Each of four sub-regions will be represented by:

- 1) at least 12 representatives of accommodation and/ or catering facilities
- 2) at least 13 tourists/ customers having made use of services provided by these facilities.

The process of facility selection - similar in each of four sub-regions –

The selection will be performed by Regional Coordinators in cooperation with the Assistant Coordinator of the Microproject (Partner 1), after consultation and obtaining recommendation of the Microproject Coordinator:

- 1) creating a database of accommodation and dining facilities. It will be divided into regions/ towns appointed – on the basis of available studies, statistics, own sources, etc. .;
- 2) selection of facilities that possess features that may be initially compatible with the criteria of the GoToCarpathia Certification;

- 3) choice of facilities initially compatible with the GoToCarpathia criteria (at least 12), according to geographical and qualitative key:
  - a) facilities with the highest initial assessment (so called "No. 1") appointed from each of area/ town - unless there are no such facilities at the second selection phase in a given region/ town
  - b) then the rest of facilities according to initial quality assessment – at this point one may expect better rated facilities from one area/ town, while lower rated facilities from other regions/ towns will be ruled out.

After selection of facilities Regional Coordinators, as interviewers will conduct questionnaires/ interviews and photographic documentation of performed services and products in the field and in these facilities. Purchased within the Microproject four compact digital cameras and 4 audio recorders will help them in performing the action.

In addition to questionnaires/ interviews with representatives of the selected facilities surveys/ interviews with tourists/ customers of these facilities will be carried out - at least one tourist/ customer in each facility, but no less than with 13 people.

#### 7. A legal expertise of GoToCarpathia certification in Ukraine.

The study will complement the research presented in the description of action 6 and also serve the ways to introduce a certification system in the Ukrainian part of the Eastern Carpathians, as a tool to improve the quality of ecotouristic products and services and increase their competitiveness at the regional, national and international levels. Expertise will be performed by an expert or a panel of experts selected by the team of Microproject.

Final beneficiaries:

- Project Partner,
- tourism industry (tour operators and travel agencies, guides, managers of resorts, accommodation establishments and dining facilities),
- non-governmental organizations associated with protection and popularization of the natural heritage and tourism development,
- local and regional public bodies.

#### 8. The study visit in the Bieszczady Mountains in the area where certification system GTC is functioning.

The three-day study visit will be addressed to 30 representatives of the tourism industry from the Ukrainian part of the Eastern Carpathians, NGO associated with the development and promotion of tourism and local governments from the area or acting on behalf of four sub-areas of the Ukrainian part of the Eastern Carpathians. It is assumed that they will be representatives of each of the four sub-regions shown in the description of Action 4. The recruitment of participants will be performed by Regional Coordinators in close cooperation with Assistant Coordinator of Microproject (representative of Partner 1).

The visit will be attended, in addition to the above-mentioned participants, by Coordinator of Microproject (from the Leader of the project, the Polish side) and the Assistant Coordinator (from the Partner 1, the Ukrainian side), who will be responsible for organization and outcomes of the visit. During the visit, a team of experts will be hired: 10 educational events: presentations/workshops/demonstrations etc.:

(1) forms and environmentally friendly tourism products, and (2) rules of certification GoToCarpathia (3) the standards and quality of ecotouristic services, (4) respect for the environment; (5) use of local food products and Eastern Carpathians cuisine, (6) architectural character of buildings in the area, their interiors and surroundings and the greenery around them, (7) membership, promotion and involvement in the development of the region of the Eastern Carpathians.

Participants also will have the opportunity to learn in practice the operation of the service providers certified GoToCarpathia Bieszczady. Experts will be assisted by the translator, who will enable efficient communication with the participants from the Ukraine. Each participant will receive a package of training materials prepared by the experts.

#### Methodology of recruitment:

The participants of the study visit in Bieszczady are:

- 1) 22 people from four sub-regions of the Ukrainian part of the Eastern Carpathians representing:
    - a) tourism and related industries
    - b) NGOs related to development and promotion of tourism
    - c) government or scientific institutions in this area, or acting on behalf of the area
  - 2) 4 Regional Coordinators of the four sub-regions of the Ukrainian part of the Eastern Carpathians
  - 3) 2 representatives of the project personnel (one Polish, one from Ukraine) – the visit organizers
  - 4) staff: 1 driver, 1 translator
- 4 Regional Coordinators of GTC certification system in each of four sub-regions along with the Assistant Coordinator of the Microproject (Partner 1) and after consultation and obtaining recommendation of the Microproject Coordinator will be responsible for the recruitment of 22 participants of the study visit.

Regional Coordinators will conduct e-mailing-phonng action in the process of recruitment using the contact database created within actions 5 and 6.

Assistant Coordinator of the Microproject, after collecting from four Regional Coordinators four lists of candidates interested in taking part in a study visit in the Bieszczady Mountains, makes a selection based on the following criteria:

- 1) belonging to one of three groups, at which the study visit is addressed,
- 2) involvement in previous project activities - priority will be reserved for the participants of informational-training meetings and quality of services and product research, based on green tourism principles in the Ukrainian part of the East Carpathians,
- 3) participation will be determined by the order of entries in each of four sub-regions, but according to the principle of equal representation of each of the sub-regions (for example, if the sub-region Eastern Bieszczady reports 10 candidates, and the other three sub-regions 6 candidates, five candidates from each of the four sub-regions will be first on the list of participants, according to the chronology of entries, selection of further participants will be decided solely basing on chronology of applications.

- 4) if the number of candidates who meet criterion no. 2) is not sufficient, the list of participants will be complemented on the basis of criterion no. 3).

The above mentioned selection criteria ensure:

- 1) the greatest chance for participation in a study visit will be reserved for those who have actively taken part in the previous project activities;
- 2) optimal geographical representation of the entire region within the project will be preserved.

## **MP9: WILD CARPATHIANS - DEVELOPMENT OF NATURE TOURISM IN POLISH-UKRAINIAN EASTERN CARPATHIANS**

Lead Partner: Bieszczady Foundation

Country: Poland

Legal status: organization non-profit (foundation)

Partner: Transcarpathian Regional Charitable Fund "Uzh Valley Ecotourism Development Foundation"

Country: Ukraine

Legal status: organization non-profit (foundation)

Activities:

### 1. The opening of two offices of the project (Ustrzyki Dolne and Uzhgorod), and the appointment of staff common to whole Microproject.

This will launch the Microproject action. The aim is to create a joint Polish-Ukrainian Coordinating Board of the Microproject (PKM). The PKM will include two national teams: (1) Polish team of Microproject (PZM) and (2) The Ukrainian team of Microproject (UZM). Microproject coordinating team will be headed by (1) *Coordinator of the Microproject* on the Polish side – representative of Microproject Leader, who will be coordinate to: (2) *Assistant Coordinator* of Microproject (on the Ukrainian side), (3) *Accounting Assistant* (Polish side), and (4) *Accountant* (on the Ukrainian side).

During the project implementation several team meetings will be organized on Polish and Ukrainian part of realization of the Microproject (as required). The costs of four such meetings are foreseen in the budget.

### 2. Development of the product logo 'Wild Carpathians' and the handbook for its use and its use restriction and copyright in the EU.

The first activity is to develop a substance logo for "Wild Carpathians" nature tourism product, which is the main objective of Microproject. Logo will be developed in two versions, Polish and Ukrainian. After adding the Microproject title this logo will became Microproject logo as well. Handbook will be developed further to use the logo in a variety of activities and forms of promotion (the book of visualization), which will be useful during the project (eg. design information and promotional materials design, T-shirts, etc.) After Microproject completion, handbook will be used to continue development of the resultant product. The guarantee of longevity of the product will also be legal restriction of use of created graphic-verbal sign in the EU and the Ukraine.

Logotype "Wild Carpathia" will be legally owned by the Bieszczady Foundation – the Leader of the Microproject. The right to use it will be free of charge for promotional and educational purposes to all umbrella project partners and other operating non-commercial organizations and institutions from the area of the Microproject (both Polish and Ukrainian), whose activities comply with Microproject objectives, in particular serve promotion and popularization of nature tourism.

### 3. Information and promotional campaign for Microproject - divided into several tasks:

1) The campaign will begin with ***Task 3.1 - Designing and production of information and promotional materials.***

The Microproject team is expected to design and produce the following information and promotional materials:

- 2 mobile sets of information and promotion (one for each partner from PL and UA) - each of them will consist of: the two signs (for marking the project offices), a rollup, 1 minibaner, 2 street stands with information boards about the project, a set of flags (PL / UA / EU) on a rack (for use during the workshops), a set of three magnetic car advertising - on a mask and two pairs on the side doors - to be placed on private cars during travel within the Microproject and busses during the workshops,
  - 100 T-shirts with the logo of the project and description in Polish and Ukrainian: - T-shirts will be distributed during the project provided workshops and conferences summarizing the entire project umbrella (organized by other partners from "Umbrella") and also will go to the final beneficiaries of Microproject.
- 2) Another part of the information and promotional campaign will be ***Task 3.2 - poster action.*** It is assumed that the project will design and print 200 copies of the poster B1 size (70 × 100 cm) on paper that is certified organic - in accordance with the environmental policy implemented by the Bieszczady Foundation in 2010 - Foundation is certified Green Office, which obliges the use of office supplies and consumables with eco-certification. Posters will include logo, bilingual (PL / UA) information on the major assumptions of an "umbrella", Microproject activities and of course Microproject Program. Artwork (photographs or graphics) will be utilize the theme of nature and the spa. Posters will go to each of the Microproject partners (100 copies) and will be distributed on the Microproject implementation area, systematically before each of the planned workshops (one nature photography workshop and 6 natural workshops).
- 3) ***Task 3.3 - advertisement in local newspapers or other media*** - the action will be supported by poster advertisements in local newspapers or other media repeated at least 7-fold (before each of the workshops: one nature photography workshop and 6 natural workshops).
- 4) ***Task 3.3 will be carried out systematically from the second to the ninth month of the project***
- 5) ***Task 3.4 - Supporting and updating of website [www.gotocarpathia.pl](http://www.gotocarpathia.pl)*** - portal [gotocarpathia.pl](http://gotocarpathia.pl) is the property of the Bieszczady Foundation and was created to promote green tourism (nature-friendly tourism) in the Polish-Slovak border, and ultimately the Ukrainian. In the Microproject it will serve as a platform for sharing information about current activities within Microproject and will also distribute information among the remaining partners of "umbrella" and possibly will place it on their own portals. Information about the other activities of an "umbrella", sent by the partners, will also be posted on the portal. Therefore it is important to ensure the consistent and efficient service and upgrade by employing the suitable professional. The portal [www.gotocarpathia.pl](http://www.gotocarpathia.pl) has been created as part of the project "Tourism without Borders - strengthening cross-border cooperation in tourism based on sustainable development of the environment" (Cross-border Cooperation Programme Poland - Slovak Republic 2007-2013). The purpose of the portal creation is promoting the idea of green tourism (eco-friendly tourism / eco-tourism) in the East Carpathians (Polish and Slovak part), in particular widespread system of certification of services and ecotourism products GoToCarpathia. A separate website dedicated to Microproject 9 - "Wild Carpathia ..." will be created. It will promote nature tourism in the Polish-Ukrainian East Carpathians and she will be supported and up-dated within the Microproject, which excludes double financing.
- 6) Likewise with Microproject 8 – a subpage will be created and dedicated to individual actions within the project.

### 4. Nature photography workshop

Action will be implemented in Poland, in one of the places especially valuable in terms of natural environment (Bieszczady National Park or the Magura National Park or its buffer zones). It is assumed that 10 participants will take part in the workshop (there shall be equal number of Polish and Ukrainian participants, but in case there will not be enough participants from one side of the border, more participants from the other side will be included). Recruitment will be conducted by both partners - respectively in the PL and the UA.

Workshop will be conducted by two experts: (1) nature photography expert with a rich experience of work and a workshop on nature photography, and (2) guide-naturalist who will guide the participants to places that maximize observation of nature and fill the needs of the workshop agreed with the photographer. The guide will also enrich knowledge of participants about nature and the area where the workshop will be conducted.

Experts will be assisted by the interpreter, which will enable efficient communication with the participants from the Ukraine. Each participant will receive a package of training materials prepared by the experts. Workshops will be held for 2 full days according to the following logistic program: first day - afternoon: familiarization of the participants, two presentations (photography and nature) prepared by two experts, discussion; second day -

classes in the field; third day: (possible) short courses in the field and a summary of the workshop - presentations and discussion about photographs taken by participants (till afternoon).

The aim of the workshop is to awaken interest of participants in nature by increasing their skills in the interpretation of nature photography and wildlife. It is assumed that the participants will have the primary and / or the average level of knowledge and skills in this regard. An equally important objective will be to show the possibilities and ways of displaying the attractive nature and to encourage at least some of the participants for future activities related to nature friendly tourism.

In order to increase the attractiveness of all field activities (workshops, nature photography workshops and field training) the purchase of one high-end specialized telescope for the observation of nature is foreseen. Telescope allows for observation of the animals from a distance, which in turn increased chance of seeing many species of birds and mammals. This equipment will be used even after the completion of the Microproject during similar workshops to promote the product "Wild Carpathians."

Purchase of a high-quality compact (mobile) telescope observation device with a large lens diameter (95 mm) and a maximum power of light for the discerning nature watchers (Magnifying capacity: 30-70x, field of view (m/1000m): 35-19m, field of view (real): 1,98-1,09°, minimum focus distance: 4.8 m, light transmission: 86%) with accessories: eye piece cover 25-50x, stand, snap photographs, etc. is planned.

The equipment will be used during actions within the project, i.e. during the nature photography field workshop and during six field workshops. After completion of the project it will be used in implementation of further, similar initiatives in the Polish-Ukrainian border.

The purchase is connected with one of three objectives of the Micro-project, which is professionalization of the tourism nature offer in the region through creation of model programs, field workshops.

Without professional equipment it will be difficult to speak about development of professional nature tourism. The equipment is not an end in itself, but a very important tool to enhancing the chances of a tourist to spot animals in the field, thus increasing attractiveness of the field workshops.

#### 5. Six natural field training workshops

All workshops will be implemented in the Polish-Ukrainian Carpathians in the Podkarpackie Voivodeship (PL), and in following oblasts in UA: Lvivska, Zakarpatska and Ivanofrankivska.

Two of the workshops will be implemented in Poland - one in the Bieszczady Mountains (Bieszczady National Park or its buffer zone), the second in the Lower Beskid (Magura National Park or its buffer zone). Four of the workshops will be implemented in the Ukraine - it is assumed that they will take place in four very attractive natural areas located in four subregions of the Ukrainian Eastern Carpathians: (1) Beskidy Skole (in Polish terminology - Eastern Bieszczady) in the Lvivska oblast, (2) Beskidy Połonińskie and "Volcanic" in Zakarpatska oblast (3) the ridge of Czarnohora and Świdowca in Zakarpatska oblast, (4) massif of Gorgany in the Ivanofrankivska oblast. Moreover, it is assumed that due to the state of nature tourism and touristic infrastructure in the Polish part of the project implementation area winter workshops will be organized here and workshops on the Ukrainian side in the spring and summer.

It is assumed that in each of six workshops 10 participants will take part (there shall be equal number of Polish and Ukrainian participants, but in case there will not be enough participants from one side of the border, more participants from the other side will be included, in total 60 people). Recruitment will be conducted by both partners - respectively in Poland and Ukraine. Each of the workshops will be conducted by an expert guide-naturalist from the region, with adequate experience and expertise that will ensure that the participants will get to places that maximize observation of nature and needs of the workshop. Chosen destinations will also enrich the knowledge of participants about the history and culture of the region in which the workshop will be conducted.

Expert guide will be supported by interpreter, who will enable efficient communication with the participants of each nationality. Each participant will receive a package of training materials prepared by the experts. Workshops will be held for 2 full days according to the following logistic program: first day - afternoon: familiarization of the participants, a presentation on the wildlife area prepared by an expert, discussion; second day - classes in the field; third day: short courses in the field and workshop summary - sharing experiences and knowledge gained by the participants (till afternoon). If possible, varied forms will be used to move in the field such as; Nordic walking, cross-country skiing, snow-shoes, etc.

The aim of the workshop is to awaken interest in nature by increasing skills of participants in the interpretation of nature. It is assumed that the participants will have the primary and / or the average level of knowledge and skills in this regard. An equally important objective will be to show the possibilities and ways of displaying the attractive nature and to encourage at least some of the participants for further activities related to nature friendly tourism.

## 6 . Preparation and publication of the handbook "Wild Carpathians - Nature tourism in the Polish-Ukrainian border"

It is assumed to develop and issue 3,000 copies (3 x 1000 copies in three languages: Polish/Ukrainian/English) Approximately 50 pages in a format 160x160 mm, on paper that is certified organic - in accordance with the environmental policy implemented by the Bieszczady Foundation in 2010 - Foundation is certified Green Office, which obliges the use of office supplies and consumables with eco-certification.

The need for such a publication is based on the fact that, although in recent years some publications dealing with the nature of Podkarpackie Voivodship and the border regions of Slovakia and Ukraine appeared on the market (one of the most successful guide-books is "Wild Bieszczady" issued by the Association Pro Carpathia), there is still clear need for more of this type of publication. The guide will combine features of short compendium of current information about the available ways of visiting valuable natural areas following the principals of local institutions responsible for their protection (national parks, forest districts, local governments, etc.). The guide will give information about: hiking and nature trails, viewing platforms and observation points, Eco-museums, museums and permanent exhibitions, permanent or temporary workshops, demonstrations, lectures, etc., and the emerging recently commercial offerings from touristic companies.

The guide-book will also be a very important tool in promotion of "Wild Carpathians" product, and nature tourism in general. It is assumed that the distribution of publication will take place during conference summarizing 'umbrella' activities and touristic fair (organized by the partners from other Microproject). The remaining number of guide-book will go to distribution via: all the partners from "umbrella", region's spa facilities, tourist information centers run by local government and the accommodation and catering places in the region.

### **MP10: CREATING PRO-HEALTH ATTITUDES AMONG THE YOUTH IN THE POLISH - UKRAINIAN BORDER AREA**

Lead Partner: State Higher Vocational School in Krosno

Country: Poland

Legal status: public body (state higher school)

Partner: Lviv In-Service Teacher Training Institute

Country: Ukraine

Legal status: state institution

Activities:

#### 1. Appointment of the project team and management

For the purpose of the Microproject, 6 persons will be employed:

- Project Manager - responsible for budget realization and project realization according to schedule, and is also responsible for reporting and finances, and represents project outside
- Administration specialist - responsible for correspondence in the project, documents archiving, helps in project realization, reporting and evaluation.
- Financial specialist - responsible for finance reporting, expenses monitoring and financial liquidity, checks and describes financial documents, responsible for payments on the Applicant's side.
- Specialist in endurance tests - responsible for recruitment, endurance tests on students, report preparation, partial results' analysis and substantive part of students researches in Poland .
- Specialist in pro-health attitudes - responsible for recruitment, pro-health attitudes, report preparation, partial results' analysis and substantive part of researches results in Ukraine
- Assistant coordinator for health - responsible for realization of health assignments, responsible for substantial part of the publication concerning health also during the final conference, coordination of project tasks in Ukraine.

The project staff will be responsible for technical and financial implementation of the project, at every stage on both sides of the border. The main task of the team will be monitoring of the project implementation progress. During the project implementation several team meetings will be organized (as required).

#### 2. Supplying mobile laboratories with additional equipment: functional examination and health oriented training (purchase of equipment).

As part of this action laboratories will be supplied allowing performance of the research on predispositions and expression of human mobility.

Body composition analyzer (with a built-in bodyscan module), elektrode set (100 pieces), Runners Heart Rate Monitor, tablet, overhead projector will be purchased.

Body composition analyzer - professional portable body composition analyzer with bodyscan module.

Parameters that can be obtained:

- TBW - total water content (in liters and %)
- ECW - extracellular water content (liters and %)
- ICW - cellular water content (in liters and %)
- FM - fat mass content (in kg and %)
- FFM - fat-free mass, active content (in kg and %)
- BCM - cell mass content (in kg and %)
- MM - muscle mass content (in kg and %)
- BMR - basic metabolism (kcal)
- BMI - Body mass index
- BCMI - index of body cell mass
- PA - phase angle between resistance and reactance

Electrical parameters of the analyzer:

- Measure of resistance from 0 to 1000 ohms (+ / - 1%)
- Measure of reactance from 0 to 200 ohms (+ / - 2%)
- Power supply: 12V battery
- Measure current: 800 uA, sinusoidal, with a 50 kHz
- Dimensions 15x22x12 cm

**Elektrode set** - range of electrodes to use with analyzer needed for researches of body composition.

**Runners Heart Rate Monitor** (ECG, calories burned during training, Engery Pointer: identification of individual limits between fat burning and biological regeneration)- equipment needed for estimation of pulse in proportion to physical exertion.

**Tablet** - screen for current graphic presentation of research results made in laboratory.

**Overhead projector** - for current presentation of assumptions and researches results, useful during researches, conference, camp, etc.

The equipped laboratories will enable to perform studies concerning optimization of physical activity, adjusting current level of mobility skills to the intensity and volume of training, reliable establishment and control of training zones, ability to transfer training load and the speed of post-exercise restoration. The second field of research concerns physiological aspects of physical training (physical activity), in particular in terms of cardiovascular system, the role of mobility in prevention of angina pectoris, basis and programming of health oriented training and preventative health counseling related to appropriate nutrition. The laboratories will conduct screening tests of cardiopulmonary endurance, the level of physical activity and health oriented behaviors.

### 3. Organisation of information meetings in secondary schools (in Poland and Ukraine) in thematic blocks on healthy lifestyle (e. g. good nutrition, cardio protection).

As part of this action, organization of activities for the young people from 5 biggest schools in Krosno and from 5 biggest schools in Lviv has been planned. The training will consist of four-hour thematic block held separately for the Polish (4 hours x 5 schools) and Ukrainian (4 hours x 5 schools) group (Poland: 4 hours x 25 persons x 5 schools; Ukraine: 4 hours x 25 persons x 5 schools).

### 4. Conducting endurance tests and research concerning health oriented behaviours among the students.

With the use of mobile laboratories for functional tests and health-related training, tests in Poland and Ukraine will be conducted on 1000 students. As a result of the test analysis, a model of healthy lifestyle will be created.

Results: testing 1000 students (500 in Ukraine and 500 in Poland).

The recruitment process to endurance tests and research concerning health oriented behaviors.

The information meetings with the headmasters of secondary schools in Krosno and Lviv are the first steps of recruitment process. During the meetings Partners will present research's methodology and will invite schools to participate in the project. Each school, which will decide to attend in endurance tests, will carry out the internal recruitment. The list from one school can't exceed 120 students.

The purchased equipment will be used to conduct tests on 1 000 students in Poland and Ukraine:

**Body composition analyzer** - will help students to understand what is going on inside their bodies by categorizing weight into muscle mass, water, and body fat. This knowledge will help students with weight-related problems to make better-informed decisions about their behavior. It will help them to see the effectiveness of their treatment program - especially relevant if obesity-related medication is part of the program. The detailed results and accurate reporting will also improve their compliance and health outcomes.

**Elektrode set** - are necessary to use with body composition analyzer for researches of student's body composition. The electrodes will be used to make the connections the BCA with the students body.

**Runners Heart Rate Monitor** - will help personalize the training summary results. By adding weight, height, age and resting heart rate, the watch will more accurately track calories burned and average pace. When the heart

monitor and sensor, which straps around chest, are synced, student can set target zone alarms to beep when he's either reached the zone or surpassed it.

**Tablet** - will be needed for current graphic presentation of research results made in laboratory.

**Overhead projector** - will be used for current presentation of assumptions and researches results, useful during researches, conference, camp, etc. It will help to draw attention of meetings participants and present the tests results and discuss about current activities in groups.

#### 5. Preparation and broadcast of audio-video information materials, creation and publishing of online articles and press articles and reportages.

Following the research and sport and recreation meetings, there will be prepared materials concerning active lifestyle promotion and reportages on the research conducted under the project.

Results: Preparation and broadcast of information and promotion materials (4 audio-video spots, 4 online articles, 4 press articles).

The materials and reportages concerning active lifestyle promotion will be prepared during the school tests and recreation meetings (integration workshops for secondary school students, Summer Festival of Sports and Health in Krosno). The results will be presented on the conference in Lviv and on the local/regional press, websites and TV channels during the project implementation.

#### 6. Organisation of a camp in the mountains (integration workshop for secondary school students).

The integration skiing workshop will be organized for Polish and Ukrainian groups of young people. They will together take part in short course of skiing with instructors. It's an activity prepared for promoting of pro-health attitudes.

Results: training 40 persons (20 persons from Poland, 20 persons from Ukraine) participating in 3-days integration workshop in the Eastern Carpathians (e.g. Bukovel and surroundings).

Participants will be chosen in local/school contests on the basis of applications, participation will depend on the order of submitted applications. (Lead Partner will choose Polish participants, Partner will choose Ukrainian participants).

#### 7. Preparation of publication summarising the tests and health improvement programme implementation.

This action includes preparation of the publication content: analysis of the test results, description of health improvement programme implementation, articles on healthy lifestyle promotion, etc. Experts in the field of healthy lifestyle will prepare the publication summarising the tests and health improvement programme implementation. The action will include editing, composing and print of the publication in two language versions.

Results: a publication in two language versions (Polish/Ukrainian), 100 pieces. The publication will be distributed inter alia among the Partners of all Microprojects within the Umbrella Project.

#### 8. Organisation of the Summer Festival of Sports and Health in Krosno (sports competitions, promotions of Podkarpacie spa resorts, water sports workshop).

The following are planned for the Festival:

- sports competitions promoting active lifestyle: football, volleyball, basketball,

On the third day of Festival includes water sports workshop (e. g. pleasure boat, yachts, paddle boats, canoes) for Ukrainian people in the Solina lake. It's connecting with promotion of pro-health attitudes.

Results: three-day Festival with participation of 80 persons (students, guides) from both Partner institutions, (40 from Poland, 40 from Ukraine) competitions promoting sport, water sports workshop, presentation of Podkarpacie spa resorts).

Participants will be chosen in local/school contests on the basis of applications, participation will depend on the order of submitted applications.

#### 9. Organisation of the conference in Lviv (conference with multimedia broadcast, sport competitions, presentation of spa resorts in Ukraine).

The following are planned for the conference:

- multimedia conference - lectures on the implemented project and other tests relating to health and active lifestyle: good nutrition, experience in theory of sport training, cardio protection: current and final specification of morphological and exertion research results, defining somatotypes of physique and causes and results of obesity.

- sports competitions promoting active lifestyle: football, volleyball,

- presentation of spa resorts in Ukraine (e.g. Truskavets),

- publication distribution.

Results: two-day conference with participation of 40 persons (students, university teachers) from both Partner institutions (20 from Poland, 20 from Ukraine) and invited guests (e. g. university teachers, representatives of the local governments), sports promoting competitions.

## **MP11: ESTABLISHMENT OF THE SCHOOL OF RECREATIONAL TOURISM**

Lead Partner: Lviv City Public Organization "Tourists club Manivci"

Country: Ukraine

Legal status: organization non-profit (association)

Partner: The Association –"Local Action Group – Green Bieszczady"

Country: Poland

Legal status: organization non-profit (association)

Activities:

### 1. Appointment of the project team and management

For the purpose of the Microproject 4 persons will be employed:

- 1) Coordinator of the Project - responsible for coordinating the project, in substantive and financial issues, communicating and cooperating with the Project Partner, recruiting project participants in Ukraine, project staff (Ukrainian side), preparation and organization of actions in Ukraine, financial and substantive reporting.
- 2) Accountant in Ukraine - responsible for financial supervision of the entire project and financial implementation of the actions on the Ukrainian side, taking care of financial transfers, preparation of financial part of requests for payment, ensuring deadlines and correct spending of the financial sources as well as financial reporting.
- 3) Assistant of the Project Coordinator - responsible for information and promotion of the project, organization of the project objectives, recruiting project participants on the Polish side, organization of project events on the Polish side, monitoring of deadlines and accuracy of performed activities (Polish side), cooperation with the Lead Partner .
- 4) Financial assistant in Poland - responsible for financial supervision of the project (Polish side), taking care of financial transfers on Polish side, preparation of financial part of request for payment, supervision of orders for supplies or purchases, civil-law contracts and bills within the project (mandate contract).

The project staff will be responsible for technical and financial implementation of the project, at every stage on both sides of the border. The main task of the team will be monitoring of the project implementation progress. During the project implementation several team meetings will be organized (as required). The costs of 6 such meetings are foreseen in the budget.

Each partner is responsible for forming the list of participants from his side. It is planned to involve for 10 participants from Poland and 50 - from Ukraine. There will be five nationally mixed groups formed, of 10 persons each in Ukraine and 20 – in Poland. The selection of applicants wanting to participate in the project is conducted on a competitive basis. To promote events, partners also form and distribute invitations among representatives of commercial (30 organization) and government institutions (25 persons) working in tourism on the territory of their country.

### 2. Creating a project website. Project web-pages will be created on partners web-sites and translated to three languages (Polish, Ukrainian and English).

The activity is an important element of project promotion, is to interest potential participants, to coordinate the activities of tourism organizations, to accumulate useful information for the development of active tourism in the region. It will include the information about health facilities, tourist recreational opportunities of the border area, locate schemes of tourist routes, give a list of tourist organizations and information about the course of project realization. Each Partner is involved in the site content.

### 3. Purchase of equipment.

The following equipment will be purchased under the project: kayaks (5 pieces), bicycles (10 pieces) , bicycle helmets (10 pieces), tracking sticks (10 pieces), headlamps (10 pieces), advertising tent..

Kayaks, bicycles, bicycle helmets, tracking sticks, headlamps will be used during the practical exploration trips and expeditions. Rental costs for the duration of individual categories are higher than their purchase value. In addition, tourism equipment rental market in Ukraine is not well developed are not available in already existing rental stores in Ukraine or are only available in smaller quantities, which would result in the necessity for renting the equipment in several points. Taking into account the dates and the period for which it is necessary to rent

them, the action is virtually impossible to perform. Moreover the purchased equipment will provide technical basis for Leisure School of Tourism, which will continue its activities after the project completion.

The tent will be used at least ten times a year at various tourist and promotional events held in the LAG area – 5 communes: Ustrzyki Dolne, Czarna, Lutowska, Olszanica and Solina). Examples of events: Tourist Fair in Ustrzyki, Horse Fair, European bison's Days in Lutowska, Boyko people's Festival in Zatwarnica, Summer in Czarna etc.

#### 4. Theoretical and practical tourism trainings in Ukraine

It is planned to invite 50 representatives of touristic organizations from Ukraine and Poland and divide them to 5 groups x 10 persons. There will be a three-day lectures and seminars and five-day exploration trips in the Mykolaiv district for every group. Participants will be chosen on the basis of applications, participation will depend on the order of submitted applications.

Three-day lectures and seminars (theoretical part): 24 hours (3 x 8 hours):

- active tourism – possible development in the area of the Micro-project realization,
- organization of tourist groups,
- selection of appropriate equipment – organizing combined trips (combining various types of active tourism),
- managing a tourist group,
- psychology of a group,
- managing unexpected events

Five-day exploration trials – practical part (Lviv–Mikołajów-Berezyna –Chodoriv -Stilsko-Lviv):

The purpose of these trips is to extend the positive experience of Poland and Ukraine in the field of recreational tourism services and to hold a comparative analysis of advantages and disadvantages of local lore historical and excursion practices and activities. The effectiveness of the action: participants will be tasked to develop theoretical information about the route of the carried journey, set local points of interest. During the travel process it will conduct a comparative analysis of received information and the factual situation, then determine and consider its specific features. Prior abilities and skills are secured. In the activity we use equipment for hiking, water, bicycle, speleological trips and the necessary camp equipment (tents, sleeping bags, mats, utensils, etc.). Participants will have transport, security and organized food (field kitchen).

Groups are escorted by experienced instructors who: are responsible for following safety regulations; serve as curator and interpreter; form applied skills of construction tourist routes. Each Partner is responsible for forming groups of participants from his side and carries out preparatory work with them.

Tourist routes will be developed during training courses (travel deals) and published in a guidebook on Mykolaiv – activity 6.

Representatives of the Lead Partner will run theoretical and practical trainings devoted to tourism in Ukraine.

5. Tourism workshops in Poland (Bieszczady): 5 workshop meetings (5 hours) for 20 persons (10 representatives from Poland and Ukraine). Participants (representatives of the tourism organizations from Poland and Ukraine) will be chosen on the basis of applications, participation will depend on the order of submitted applications.

The purpose of the tourism workshops is to extend the positive experience of Poland and Ukraine in the field of tourism services. Tourist routes will be developed during tourism workshops (travel deals) and published in the folders of Bieszczady district – activity 6.

Theme of the workshop: active tourism (competitive offer for good and bad weather) and application of herbs from the Bieszczady area in kitchen and garden.

The main aim of the tourism workshops is development of tourism offers that will be based on nature, cultural heritage and active tourism.

Experts in the field of active tourism will be hired.

6. Tourist offers (tourist routes) development. Participants from Poland and Ukraine develop individually local history trails (tourist offers) which will be published in the printed and electronically resources in three languages (Ukrainian-English and Polish-English):

- guidebook on Mykolaiv region: 300 copies, 36 pages, A5, 3 languages

- informational map of cross-border region which covers the Microproject: 1000 copies

The participants of the trainings (from Ukraine and Poland) will distribute the publication to their organizations.

- advertising and promotional folders of Bieszczady district: 5 thematic booklets - 2 500 copies in total, 6 pages, A4, 3 languages.

The folder will be available in:

- Bieszczady Information and Promotion Centre in Ustrzyki Dolne
- LAG "Green Bieszczady" – five communes: Ustrzyki Dolne, Czarna, Lutowska, Olszanica, Solina)

• Managers of the tourism industry- cooperation with the Association for Promotion "Capital of Bieszczady Ustrzyki Dolne",

- Promotional film - duration up to 15 minutes and 2-3 minute trailer (1000 DVDs with the film).

The film is designed to support and develop a tourist product that would support the tourism sector initiative concerning importance of nature and cultural heritage and active tourism in the Polish Bieszczady Mountains.

The aim of the promotional film refers to one of the main Umbrella Project objectives, i.e.: Promoting natural and cultural potential of the project area.

The Film will be also available on the Partners' web-sites [www.manivci.lviv.ua](http://www.manivci.lviv.ua), [www.lgd-zielonebieszczady.pl](http://www.lgd-zielonebieszczady.pl).

Ultimately, the film will make this area interesting to potential tourists.

The production costs of the film include: hiring an operator, extras, edition of the film and travels

- 2 web-pages in Partners web-sites ([www.manivci.lviv.ua](http://www.manivci.lviv.ua), [www.lgd-zielonebieszczady.pl](http://www.lgd-zielonebieszczady.pl)). Three languages.

7. Coordination meetings with the representatives of cities, villages and small towns councils of Mykolaiv district. It consists of regulating the interaction with the representatives of villages and town councils. The main objective of the activity is to reach agreements in matters of project realization, in particular: to identify local places that will be equipped for recreational parking, to gather information about the local health facilities, historical heritage and scope of services of the travel district. The activity will push for further effective work aimed at full development of active tourism in the region (Mykolaiv district). Planned number of meetings: 5 x 25 persons.

The meetings will be held once a month in order to strengthen cooperation between the local government and the tourism industry in development of the recreational tourism.

8. Closing meeting: presentation of Microproject results in Lviv. The activity is directed at strengthening partnerships, dissemination of received experience, presenting the main achievements of the project. The event will be organized in Lviv. The participants will include: e.g. representatives of the tourism organizations from Poland and Ukraine, representatives of local governments from Poland and Ukraine (60 persons in total, 20 from Poland, 40 from Ukraine).

## **MP12: BY TRACES OF UKRAINIAN CARPATHIANS. PROMOTION OF TOURISM PRODUCT**

Lead Partner: Lviv Municipal Public Organization "Ecoterra"

Country: Ukraine

Legal status: organization non-profit (association)

Partner: Bieszczady Foundation

Country: Poland

Legal status: organization non-profit (foundation)

Activities:

### 1. Appointment of the project team and management

For the purpose of the Microproject 6 persons will be employed:

- 1) Coordinator of the micro-project - Ukrainian side - coordinate of the Micro-project from Ukrainian side is coordinating of activities in frames of the mikroproject on both sides of the border, contacting with Polish Partner.
- 2) Assistant of coordinator - Ukrainian side - coordination of part of activities in frames of the mikroproject, which will be implemented in Ukraine, as well as carrying out of payments on realization of the project by Ukrainian side and reporting on expenditures, coordination of work of office.
- 3) Financial manager - Ukrainian side - responsible for financial part of realization of the project as a whole.
- 4) Coordinator of the micro-project - Polish side - coordination of activities in frames of the mikroproject on both sides of the border, contacting with Ukrainian partner.
- 5) Assistant of coordinator - Polish side- coordination of part of activities in frames of the mikroproject, which will be implemented in Poland, as well as carrying out of payments on realization of the project by Polish side and reporting on expenditures, coordination of work of office.
- 6) Financial manager - Polish side - responsible for financial part of realization of the project as a whole.

The project staff will be responsible for technical and financial implementation of the project, at every stage on both sides of the border. The main task of the team will be monitoring of the project implementation progress. During the project implementation several team meetings will be organized (as required). The costs of five such meetings are foreseen in the budget.

2. Opening press conference (15 persons) in Lviv. The realization of Microproject will begin with a press conference, in which launching of the Microproject will be announced. Ukrainian media, representatives of local governments in the Carpathian region, officials of the Polish Consulate, and NGO's will be invited. Lead Partner will organize press conference in Lviv.

### 3. Research expeditions - Ukrainian Carpathians.

Partners in cooperation with a tourism expert will prepare the plan of expeditionary trips for monitoring of natural reserves condition. The activity includes development of route scheme and schedule, selection of participants of expeditionary trip, review of the list of major expedition objects, historical and geographical features of area of travel.

Lead Partner will conduct of preliminary contacts with 10 protected areas administrations and 53 local governments on the territory of 10 nature reserve objects, and around them. The aims of these contact will be the obtaining of permission to visit areas with limited access (reserves, wildlife preserves).

During the information search expeditions inventory of sanatorium and resort objects, hotels, mountain habitation of agro-tourism, dining, especially those that offer traditional dishes of Carpathian cuisine, and natural objects (mountains, valleys, waterfalls, springs, spa, unique forests, geological and botanical reserves, natural monuments and tourist routes) will be carried out. Special attention will be paid to cultural and tourist attractions (museums, historical and architectural monuments, religious sites of memory, cells of Carpathian traditional crafts, art galleries, monuments to outstanding individuals of the region). During these expeditions, the Microproject participants will collaborate with representatives of at least 10 administrations of protected areas and 53 local governments.

Research expeditions will last for 20 days, 7 persons will participate in them – Partners representatives (experts in the field of green tourism and Project team): 5 persons from Ukraine and 2 persons from Poland:

The information, including photos and video obtained during the expeditions will be available at the Lead Partner's new web site and in preparation of 10 booklets.

The following sites will be visited during the expeditions:

**1st research expedition** (9 days): Lviv – Turka (Landscape Park Nadsianskiy) – Velykyj Bereznyy (National Park "Uzhanskyi", International Biosphere Reserve "Eastern Carpathians") – Mezhygirrya (National Park "Synevyr") – Skole (National Park "Skole Beskydy") – Tustan (State Historical and Cultural Reserve "Tustan") – Lviv

**2nd research expedition** (11 days): Lviv – Burshtyn (National Park "Huzulshyna") – Nadvirna (Nature reserve "Gorgany") – Kolomyia – Yaremcha-Vorohta (Carpathian National Nature Park) – Rakhiv (Carpathian Biosphere Reserve) – Lviv

### 4. Preparation of a web-site

Web-site will be used to present information on major objects of natural protected stocks of national importance in the Ukrainian Carpathians (e.g. International Biosphere Reserve "Eastern Carpathians", "Carpathian Biosphere Reserve," Carpathian National Nature Park, the regional landscape park "Nadsianskiy" nature reserve "Gorgany" and national nature parks Synyevir, Vizhnitsky, Skole Beskydy, Uzhanskyi, Carpathian and others) and information collected during expeditions.

On the basis of tender a studio of web-design of region will be selected for preparation of the web-site. Site redesign is aimed at reconstruction, modernization and increasing the number of languages (Ukrainian, Polish, English) of existing site "Protected areas of the Ukrainian Carpathians.

Work on preparation of the web-site will include the following activities:

- prepare the content of text;
- prepare number of photos in each section;
- prepare graphic design of the site (color gamut, images, fonts, etc.)
- make modeling of the web-site structure, to optimize its code;
- remove outdated sections and to replace them by modern ones;
- enhance the functionality of the site;
- introduce services (bulletin board systems, on-line orders systems, forums, voting, etc.);
- implement user-friendly interface to control sections of the site;
- create interactive maps;
- choose effective methods of promotion and optimization of information content;
- analyze visits to web-site;
- evaluate online representation of major competitors, to analyze strategy.
- translate the text for the site to Polish and English.

- carry out an audit of the newly created site, which will allow to choose effective methods of promotion and optimization of information content that will enable carrying out of analysis of number of visitors and evaluation of Internet-representation of main competitors;
- undertake a technical structural analysis of the site (including SEO), which will allow to detect and eliminate problems, to increase the ease and comfort for the Internet user.

The process of promoting the site among the target groups in Ukraine, Poland and other EU countries will be continued also after Microproject. Trained volunteers will fill the web-site with latest news and relevant information, to monitor Content - search, analysis and classification of information of web-site with the aim to assess its content to ensure completeness and relevance and ensuring easy access to this information. Information for created site will allow to keep the existing audience and to provide a significant increase in new users.

#### 5. Booklets about natural protected objects in the Ukrainian Carpathians.

Information collected during expeditions, including photos and video, will be analyzed, processed, systematized and used to fill the site and creation of booklets on 10 objects of natural protected objects in the Ukrainian Carpathians: International Biosphere Reserve "Eastern Carpathians", Carpathian Biosphere Reserve, Carpathian National Nature Park, Nature reserve "Gorgany", National Park "Huzulschyna", National Park "Skole Beskydy", National Park "Synevyr", National Park "Uzhanskyi", State Historical and Cultural Reserve "Tustan", Landscape Park Nadsianskiy.

10 colour booklets of A3 format in 20 000 copies (10 000 in Ukrainian and 10 000 in Polish language) will be transferred free of charge: part of them – to administrations of protected areas and 53 municipalities located on the territory of those objects and around. Another part will be distributed among the stakeholders in tourism in Ukraine, Poland and other EU countries.

The activity will be carried out by both Partners.

#### 6. Organizing of festival "Wild Carpathians" in Bieszczady (commune Lutowska) aims at understanding of cultural and historical unity of Polish and Ukrainian people.

In order to attract the attention of the large population information and promotional campaign (posters, banners, advertising in the media: ILE? spots in the television TVP Rzeszow and/or regional radio stations, information placed in local press) is foreseen before the festival

The following activities are planned within the frames of the Wild Carpathians Festival (Outdoor event, 2 days, 500 participants):

- Ukrainian bands performances (estimated: dance group (20 persons), vocal group (12 persons),
- 6 nature field workshops in Bieszczady (e.g. ornithological, botanical, mammals and reptiles, insects trail related workshops) x 12 participants (8 from Poland and 4 from Ukraine),
- 4 nature and nature closely related workshops for families with children (e.g. animal tracking, recognizing animal sounds, drawing animals), combined with competitions. 4 workshops x 15 participants, in total 60 Polish participants,
- 4 workshops on nature photography (consisting of theoretical part – 2 workshops and practical part – 2 workshops), 4 workshops x 12 participants (8 from Poland and 4 from Ukraine), in total 48 participants,
- exhibition of nature photography: the nature of Carpathians (for this purpose the aluminum frames 2070 x 100cm covered with plexiglass will be purchased under the project). The Expert photographer will be hired to photo processing and selection photos, preparation and organization of photography exhibition,
- review of films on wildlife, ecology and green tourism in the Carpathians: 50 persons (40 from Poland and 10 from Ukraine),
- demonstrations of farm animals typical of the region, including: Hutsul horses, herding dogs, goats, sheep, mountain cattle breeds,
- popular-science seminar-6 thematic lectures on the Carpathian nature (mammals, birds, plants), ecotourism in Carpathian Mountains, forms of nature conservation in the Carpathians; 50 persons (40 from Poland and 10 from Ukraine).

Participants will be chosen on the basis of applications, participation will depend on the order of submitted applications.

7. Final press conference in Lviv (15 persons). Summarizing the results of the project will take place during the final conference, where the presentation of the reconstructed site and 10 booklets in Polish and Ukrainian languages. Ukrainian media, representatives of local governments in the Carpathian region, officials of the Polish Consulate, and NGO's will be invited.

Lead Partner will organize press conference in Lviv.