

CLLD Cooperation OFFER

Title of the proposed project *(English)*

"What a village is a different song", or known and unknown local products

Type of project *(select as many as you want)*

Cooperation within the MS <input type="checkbox"/> Across regions <input type="checkbox"/> Within the same region	Transnational cooperation <input type="checkbox"/> Cross-border cooperation <input checked="" type="checkbox"/> With other MSs (no shared border) <input type="checkbox"/> Non EU countries	Sea basin cooperation <input type="checkbox"/> Mediterranean <input type="checkbox"/> Baltic <input type="checkbox"/> North Sea <input type="checkbox"/> Atlantic
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Brief summary of the project idea *(max 800 characters)*

The aim of the international cooperation project is to develop tourism through the creation of local products broadly understood, including food products and artefacts and other products such as souvenirs, arts and crafts, everyday objects, cultural and educational initiatives and services, in particular agrotourism, gastronomy. Our task will be to identify and inventory local products in the LAG area - Friendly Mazovia, with special attention to those that have not yet been discovered and to create conditions for their promotion or direct sale in local food companies. This will create new sources of income for farms and services and will make the tourist offer of area more attractive. We want to share knowledge, experiences and ideas with people in other rural areas from our region and from the EU, especially in the use of local products to build the area's brand and enterprise development. We are interested in working together with our partners to find better solutions to rural problems and challenges.

Looking for partner located in the following types of areas *(select as many items as you want)*

<input type="checkbox"/> National / Regional borders <input type="checkbox"/> Inland <input type="checkbox"/> Island <input type="checkbox"/> Lakes and rivers <input type="checkbox"/> Coastal <input type="checkbox"/> Mountainous	<input checked="" type="checkbox"/> Rural <input type="checkbox"/> Peri-Urban <input type="checkbox"/> Urban <input checked="" type="checkbox"/> Small town <input checked="" type="checkbox"/> Historic centre <input type="checkbox"/> Densely populated residential area <input type="checkbox"/> Segregated/deprived neighbourhood	<input type="checkbox"/> Isolated / remote <input type="checkbox"/> Sea basin <input type="checkbox"/> Mediterranean <input type="checkbox"/> Baltic <input type="checkbox"/> North Sea <input type="checkbox"/> Atlantic
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Looking for partner located in areas with the following assets *(select as many items as you want)*

<input type="checkbox"/> High Nature Value <input type="checkbox"/> Cropland <input type="checkbox"/> Pasture	<input type="checkbox"/> Forest <input type="checkbox"/> Non-productive land <input type="checkbox"/> Industry	<input checked="" type="checkbox"/> Presence of relevant cultural sites <input type="checkbox"/> Mineral extraction <input type="checkbox"/> Protected areas
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Topic of the project (select up to 10 items)

<input checked="" type="checkbox"/> Innovation <input type="checkbox"/> Research & Development <input type="checkbox"/> New technologies <input type="checkbox"/> Knowledge transfer / education / training activities <input type="checkbox"/> Broadband / Internet / ICT <input checked="" type="checkbox"/> Culture and Cultural heritage	<input type="checkbox"/> Built environment <input type="checkbox"/> Village, harbour renewal <input type="checkbox"/> Public / community spaces / green areas <input type="checkbox"/> Energy efficiency, retro fitting buildings <input type="checkbox"/> Reconversion brownfield areas <input type="checkbox"/> Rural infrastructures <input type="checkbox"/> Social inclusion / Public services <input type="checkbox"/> Integrated service delivery <input type="checkbox"/> Social services <input type="checkbox"/> Transport & Mobility <input type="checkbox"/> Education <input type="checkbox"/> Health <input type="checkbox"/> Housing <input type="checkbox"/> Anti discrimination <input type="checkbox"/> Social enterprises <input type="checkbox"/> Employment / job creation <input type="checkbox"/> Access to labour market <input type="checkbox"/> Work-private life reconciliation <input type="checkbox"/> Self-employment <input type="checkbox"/> Upskilling Target groups: <input type="checkbox"/> Youth <input type="checkbox"/> Women <input type="checkbox"/> Long term unemployed <input type="checkbox"/> Homeless <input type="checkbox"/> Elderly <input type="checkbox"/> Migrants <input type="checkbox"/> Fishermen <input type="checkbox"/> Marginalised communities e.g. Roma <input type="checkbox"/> People with disabilities <input type="checkbox"/> Ex offenders <input checked="" type="checkbox"/> Others
<input checked="" type="checkbox"/> Agriculture & Farming <input type="checkbox"/> Small farms <input type="checkbox"/> Semi-subsistence farming <input type="checkbox"/> Organic farming <input type="checkbox"/> Livestock <input type="checkbox"/> Animal welfare <input type="checkbox"/> Young farmers <input type="checkbox"/> Urban farming <input type="checkbox"/> Fisheries and aquaculture <input type="checkbox"/> Fisheries <input type="checkbox"/> Aquaculture <input type="checkbox"/> Forestry <input checked="" type="checkbox"/> Food & Drink <input checked="" type="checkbox"/> Marketing <input checked="" type="checkbox"/> Supply chains / Producer organisations & Cooperatives <input checked="" type="checkbox"/> Non-food products / Crafts <input type="checkbox"/> Business development <input type="checkbox"/> Economic diversification <input checked="" type="checkbox"/> Tourism / Territorial branding	
<input type="checkbox"/> Natural environment & Resources / Landscape <input type="checkbox"/> Climate change mitigation / adaptation <input type="checkbox"/> Local energy production / renewable energies <input type="checkbox"/> Circular economy / bio, green economy	
<input type="checkbox"/> Governance <input type="checkbox"/> Community development <input type="checkbox"/> Rural Urban linkages	
Additional keywords: (up to 3) Local products, local branding, entrepreneurs, NGO's, farmers, local government, creators	

OBJECTIVE

Initial position / background / local context of the proposed project (max 800 characters)

The starting situation or local context in which the projects is going to operate

The idea for the project was born as a result of analyzing the problems and needs of the inhabitants during the consultative meetings in the communes and the SWOT analysis in 2014 and 2015. Participants have identified strengths in our area such as: specialized farms, potential direct sales of products, also processed such as milk, meat, eggs, apples, strawberries, raspberries, potatoes, organic cereals, herbs. The total area is 1368,19 ha and there are 57 thousands of inhabitants. It is typically characterized lowland landscape. The dominant trend is the decline in population, society in the LAG area is ageing. It is characteristic of the outflow of young people to larger urban centers. The area is about 60 km from the Warsaw agglomeration and is primarily agricultural. On the territory one can encounter historic farm complexes proving the agricultural nature of the region. The area is rich in cultural heritage, manor houses, palace complexes and parks —the remains of the estates. This place is the predominance of micro-enterprises being run as one-person business small and medium enterprises. In the area there are local manufacturers who cultivate old recipes of products. Some products are listed on the List of Traditional Products run by the Ministry of Agriculture and awarded in the nationwide competition "Our Culinary Heritage-Tastes Regions". Attention was also paid to good conditions for the development of tourism, especially the weekend tourism, attractive areas situated on the Wkra river and the Vistula River as well as protected landscapes areas —Poland's "Green Lungs". The area is characterized by the numerous tourist bicycle trails. The weak point is the lack of a promoted and stable brand of local product and local markets. Therefore, our project is aimed at creating conditions and tools for the development of products under the common brand of Friendly Mazovia. This will create new sources of income for farms and services and will make the tourist offer of our area more attractive.

Proposed objectives / target group and activities (max 800 characters)

Familiarize and popularize the identified local products in the area, promote the brand of the local product, create conditions for direct sales of products by manufacturers and farmers.

Within the scope of the task, research will be conducted to inventory local resources and local products and competition for local product "**Friendly dwarf - local brand**". Product or service to obtain a promotional sign "Friendly dwarf - Local brand" should be produced in LDS municipalities, safe for human life and health and the environment, produced by natural methods from natural ingredients, referring to the local cultural heritage, can be ecological. The products will be promoted by recording a promotional film and installing in selected commune a large outdoor screen, where local products will be presented under the brand name Friendly Mazovia. The large outdoor screen will also be used for the presentation of the tourist attractions of the area. Prize winners will participate in study tours to foreign and Polish partners. We want to share good practices and ideas with our partners especially in the use of local products to build the area's brand and enterprise development.

The project is directed to the inhabitants of the communes covered by the Local Development Strategy, in particular entrepreneurs, creators, representatives of the organizations and institutions, local leaders and to all those who have the idea for the development of the region and the improvement of its attractiveness.

Country and /or kind of partner you are looking for (ALL EU in case the interest is on any EU country)

Great Britain (Scotland), Croatia, Italy, Greece, Portugal, Ireland, Spain

Languages spoken by your LAG staff

English, German

OFFERING LAG

Contact details

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Region	Mazovia region
LAG name	Lokalna Grupa Działania Przyjazne Mazowsze
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This Cooperation Offer is valid until

This is a mandatory field! Please provide a date after which the cooperation offer will not be valid anymore.

30 March 2018

Date: 25.01.2018