

## CLLD Cooperation OFFER

**Title of the proposed project (English)**

**“Guide behind the counter”**

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

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

**Brief summary of the project idea (max 800 characters)**

“Guide behind the counter” aims to create new places of tourist information where tourists can obtain reliable information about the region attractions. Under the project we designate special places the tourists reach most often: agritourism farms, restaurants, hotels, museums, shops and - places offering services for tourists. They will not be regular information points, but places where tourists accommodate, eat, visit, do shopping etc. so they will be available during weekends and days free from work (contrary to the existing information points) and led by people oriented at providing tourists with the best service to make them stay or come back to the region. This innovative system will lead to an improvement of the information about the region availability. The workers of such places will be trained and the places will be equipped with promotional material and local products to increase the quality of the tourist information.

**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 checked="" type="checkbox"/> Island <input type="checkbox"/> Lakes and rivers <input checked="" type="checkbox"/> Coastal <input checked="" type="checkbox"/> Mountainous	<input checked="" type="checkbox"/> Rural <input type="checkbox"/> Peri-Urban <input type="checkbox"/> Urban <input type="checkbox"/> Small town <input 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 checked="" type="checkbox"/> High Nature Value <input type="checkbox"/> Cropland <input type="checkbox"/> Pasture	<input checked="" 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 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  <b>Target groups:</b> <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 type="checkbox"/> Others
<input 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 type="checkbox"/> Food & Drink <input type="checkbox"/> Marketing <input type="checkbox"/> Supply chains / Producer organisations & Cooperatives <input type="checkbox"/> Non-food products / Crafts <input type="checkbox"/> Business development <input type="checkbox"/> Economic diversification <input checked="" type="checkbox"/> Tourism / Territorial branding	
<input checked="" 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	
<b>Additional keywords: (up to 3)</b> Tourism, marketing, promotion	

## 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*

There is a problem with the small number of tourist information points and poor availability of places where tourists can obtain reliable information about the attractions of the region and promotional material. Existing information points are led mainly by local authorities and they are open on days and hours typical for offices what is not enough to provide a decent level of tourist information that would successfully promote the region. Exceptional availability of the "Guides behind the counter" points will be possible thanks to training workers of existing tourism sector points (hotels, shops, museums etc. owners and workers) as well as equipping those places with professional promotional materials.

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

1. Theoretical and practical workshops for guides
2. Points equipment: leaflet boards with project logo and name or showcases for local products, outside-boards marking the points, project stamps used in special passports.
3. A web portal informing about the project with list of "Guide behind the counter" points and information about the partners' regions.
4. Promotional videos from octocopter
5. Tourist publishing:
  - Passports with info about the partners and places; space for stamps documenting the tourist's travels.
  - giveaway-maps, leaflets, brochures and other publishing customized for partner's regions.
  - promotional gadgets and gifts for tourists (also local products) distributed during events.
6. Contribution in local events: a mutual stand (one event in each partner's region) promoting regions and project; competitions and games testing knowledge about the regions with local products and promotional gadgets as prizes.

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

Czech Republic

**open for any other foreign country**

### Languages spoken by your LAG staff

Polish, English

## OFFERING LAG

## Contact details

Member State	Poland
Region	Dolny Śląsk Province, Region of Kotlina Kłodzka ("Lower Silesian Voivodeship")
LAG name	Stowarzyszenie Kłodzka Wstęga Sudetów – Lokalna Grupa Działania
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LAG Address	Lutynia 24 57-540 Łądek Zdrój Poland

## 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.*

**01.05.2018**

**Date:** 12.03.2018