

DRAFT VERSION OF THE LOCAL PILOT WORK STRATEGY (WP04)

1. Background and objectives with reference to the need analysis

The cultural activity on the rural (sparsely populated areas) in Poland is being run, first of all, by the Non-governmental organisations (NGOs). One of the main challenges for the NGOs and other voluntary, formal and non-formal organisations, is to acquire funds for their activities. Only 7% of the organisations get some income through running also a business activity (Klon/Jawor Association research, 2014). This is why a knowledge concerning available sources of co-financing and knowledge about the ways to acquire them is essential for these organisations to be able to work wider than only locally, in the small scale. The level of financing cultural activities by the local governments vary in various regions of Poland, still the constant thing is that the NGOs need to acquire financing for their activities themselves.

Speaking about the craftsmen and folk artists - their work is quite often voluntary, done as a hobby rather than a source of income. Also the knowledge how to acquire external funds for running their organisations activities is quite low in this group. The other issue is that the craftsmen often work individually or in the frame of informal groups, without a legal personality. Without formalising the organisation - in a form of an association, foundation - their opportunities for acquiring grants are even more limited. The level of knowledge concerning starting an NGO, running this kind of organisations or just running a business activity is quite low in this group. Other very important issue is gathering in organisations and cooperating at all, seeing benefits in working together, to cooperate in a group. It has to do with trust and seeing benefits in working together.

One of the consequences is a low level of interest concerning the cultural resources on the rural/sparsely populated areas. The effect also is the lack of some common, cultural offer and also little promotion of the cultural offer, directed for tourists or inhabitants of the bigger cities. It is forgotten that culture has a strong potential for development of the rural areas, and that craft is a strong element of identity and integration, preserving the heritage of a society.

Since the activities of the cultural NGOs and informal groups based on the sparsely populated areas is mainly a voluntary activity, lead by local leaders, it is especially important to strengthen and support those leaders. The research done by FAIE in 2016 showed it is important to strengthen the role of the local coordinators of (cultural) activities, since cooperation on the local/regional level is needed (networking). It is worth to mention that the level of cooperation depends on the level of social trust in a community as general. This indicator is still low in Poland (39%, according to the 2015 GUS research). This is a challenge to promote various forms of the local communities integration showing the benefits of working together. It upgrades creativity level, the level of innovation and accelerates the social and economic development.

The objectives:

- a/ Upgrading the skills of the local leaders active in the field of culture and heritage preserving concerning preparing and delivering an offer for the community;
- b/ Creating better conditions for strengthening the local leaders in the field of culture available for all through strengthening their position and their abilities to influence;
- c/ Increasing the level of trust and integration of the local culture leaders;
- d/ Increase the level of networking and clustering of the local/regional organisations;
- e/ Increasing the level of knowledge concerning starting and running an NGO in the field of culture and acquiring funds for their activities.

2. Essential key activities and deliverables with advices for efficient approaches, incl. quality indicators and evaluation procedures

Direct target group:

The members/volunteers of the local NGOs as well as the other local leaders will be invited to participate, desirably: cross-sectors (NGOs/ non formal groups; public; business).

Key activities and deliverables planned:

a/ Developing and running workshops for a group of max. 15 local leaders (desirably: cross-sectors) concerning project work.

>> Increase of the level of knowledge of project planning and realising by 3 points on the scale 1-10.

b/ Developing and delivering the training materials.

>> Set of the training materials delivered.

c/ Planning and organising an event with the participation/ involvement of the local community and visitors (desirable).

>> Event organised.

Tools for the evaluation process:

- questionnaires filled in by the workshop participants;
- knowledge test filled in before and after the workshop;

- participants lists;
- photographic documentation;
- short report gathering conclusions;
- optionally: at least 1 common event organised.

3. Suggested content and form in local courses.

The merits of the workshop planned:

- a/ Project work (project planning: needs analysis, setting goals, planning activities, developing timetable and budget, risks, evaluation);
- b/ Starting and running an NGO; starting running business activity- basic knowledge;
- c/ Networking, clustering, building partnerships; local strategies building;
- d/ Team building and team work;
- e/ Possibilities of acquiring co-financing for projects;

4. Dissemination strategy

The dissemination strategy will be based on a combining of varied methods to reach large range of organisations/institutions and participants engaged in a sharing process throughout the project duration. Results will be largely distributed among relevant local authorities, media and other stakeholders. From a methodological point of view the objective is to plan specific actions according to specific target groups/beneficiaries; instruments /actors; resources. Dissemination plan includes a variety of activities such as:

- Taking part in local events with the participation of local artists and craftsmen;
- Dissemination through multiple channels: social media, Partners' web-pages, info-points, local network meetings, press releases, thematic portals, personal contacts to other NGOs, public bodies and companies managers in the network of all the partners involved. Networks Europe Direct & Eurodesk Poland will be involved.

All the final materials will be freely accessible under a Creative Commons license.

The dissemination target groups will be informed on regular basis.

The dissemination strategy will be updated progressively as required.

5. Time schedule.

TIDRAFT TIMETABLE

Activity	Weeks									
	1	2	3	4	5	6	7	8	9	10
1. Preparation										
2. Recruitment										
3. Workshops and the event										
4. Coordination										

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