

THE CROSS BORDERER

2017 edition

HERITAGE

PROTECT & PROMOTE

PL-BY-UA
2014-2020





THE CROSS BORDERER

Bieszczady Mountains (photo: Krzysztof Zajęzkowski)
 COVER: 1. Bieszczady Mountains,
 2. Chotyniec – Greek-Catholic church, 17th century,
 included on the UNESCO World Heritage List
 (photos: Krzysztof Zajęzkowski)

• WELCOME SPEECH	3
1 ST CALL, 1 ST STAGE – SUMMARY	4
• PARTNER SEARCH FORUM IN LUBLIN	4
• 1 ST CALL FOR PROPOSALS TRAININGS	5
• THE CROSS-BORDER ACADEMY OF DEVELOPMENT	7
 HERITAGE: PROTECT & PROMOTE	10
• UNITY IN DIVERSITY	10
• FROM THE IDEA TO THE PROPOSAL	15
• CULTURAL AND NATURAL HERITAGE AS A TOURIST PRODUCT	20
• TOURIST TRAILS AND THE LAW	24
• ACCESSIBILITY OF PROJECTS TO PEOPLE WITH DISABILITIES	26
PROGRAMME EVENTS	30
• EUROPEAN COOPERATION DAY 2016 - PHOTO EXHIBITIONS	30
• EVERLASTING PARTNERSHIP – PROGRAMME CONFERENCE	32
• EUROPE-UKRAINE COOPERATION FORUM	35
• OPENING OF THE RZESZÓW BRANCH OFFICE	36
LARGE INFRASTRUCTURE PROJECTS	37
• EUROPEAN COMMISSION APPROVED ALL PROJECT SUMMARIES	37
BRAINTEASER	38
• WHERE IS IT? PHOTO-QUIZ	38



DEAR FRIENDS,

It is my pleasure to welcome you to the Poland-Belarus-Ukraine 2014-2020 Programme.

The last few months have been a busy, but satisfying time for the Programme institutions. In October 2016 we started the new Programme and launched the first call for proposals. Programme institutions, mainly the Joint Technical Secretariat and its Branch Offices, have made an effort to reach potential beneficiaries in even the most remote parts of the Programme area. We have organized 34 trainings for applicants, which were attended by nearly 2 200 participants.

I have personally attended some of the trainings and with outmost confidence I can say that our work paid off. By the end of 2016 we had received 749 concept notes. There is clearly a great interest in implementation of projects in Polish-Belarusian-Ukrainian cross-border partnerships and a great need for such cooperation. Countless issues can be solved, challenges faced and potentials reached only by cooperation with our neighbors. Therefore, due to a large number and high quality of concept notes, together with our Belarusian and Ukrainian partners we've decided to increase the allocation for this call for proposals to a total of EUR 108 million.

We are not slowing down in the months to come. Since January our main task was making sure that the evaluation process of the submitted concept notes runs swiftly and smoothly. We are planning to continue and intensify the

support for the applicants who were successful in the first step, with trainings, meetings with experts and individual consultations. All necessary information can be found on the programme website www.pbu2020.eu.

Our common Polish-Belarusian-Ukrainian actions supported by the implementation of the Programme led to a reduction of deficits and increase in potentials in areas such as tourism, culture, environment, infrastructure and health. Our cooperation also strengthens relations between the local communities and businesses of the cross-border regions and neighboring countries.

We want to support and stimulate the development of entrepreneurship in those regions by making the cross-border areas more attractive, safer and more accessible. While putting the final touches on the projects competing in the second step of the call for proposals, I encourage the applicants, especially local and regional authorities, to consult the concepts and activities of projects with entrepreneurs or their representatives. Even if indirectly, projects should improve conditions for development of entrepreneurship across the borders.

I wish you all good luck when applying for grants and many successes and joy during implementation of joint projects.

Adam Hamryszczak
Undersecretary of State
Ministry of Economic Development of Poland

PARTNER SEARCH FORUM IN LUBLIN



On 28th September 2016 in Lublin, the Partner Search Forum was held to facilitate the future projects in conceptualizing joint projects. There were in total 143 participants from Ukraine, 105 from Belarus and 89 from Poland.

The Forum was open to all institutions from the Programme area, that intended to submit an application within the first call for proposals. The Forum was to facilitate potential partners in establishing a suitable partnership for

a project and to discuss the following steps in order to submit a joint application under the call. Participants had the opportunity to submit their project ideas with contact details to the online Partners Database which was created to ease the search for potential partners.



Paweł Stowikowski – Head of the Joint Technical Secretariat



(photos: JTS stocks)

1ST CALL FOR PROPOSALS TRAININGS



As a support within the first call for proposals under the Cross-border Cooperation Programme Poland-Belarus-Ukraine 2014-2020, the Joint Technical Secretariat (JTS) invited all potential applicants to participate in special meetings and trainings.

The meetings and trainings were organized in November and December 2016 in many places:

- in Poland: Rzeszów, Lublin, Lublin, Lubaczów, Zamość, Krosno, Chełm, Przemyśl, Siedlce, Pułtusk, Siemiatycze, Łomża, Białystok, Ostrołęka, Suwałki;
- in Belarus: Baranavičy, Pinsk, Homieł, Lida, Vaŭkavysk, Brest, Hrodna, Minsk;
- in Ukraine: Lutsk, Rivne, Kovel, Ternopil, Volodymyr-Volynskiy, Lviv, Zhovkva, Uzhgorod, Vynogradiv, Mukachevo, Truskavets, Ivano-Frankivsk.

The trainings in December were addressed at projects which were at an advanced stage of their development and focused on how to fill in the relevant sections of the concept note. The training was a mix of theoretical plenary information and practical workshop exercises.

The trainings were conducted in Polish, Russian and Ukrainian and held in their respective countries. Registered participants received training materials in appropriate languages. Applicants had the opportunity to discuss their project ideas with their cross-border partners who were also invited for this two-days-long event. Back-to-back with the lead applicant seminar, open and individual consultations were arranged with potential applicants.

In total, during the first stage of the 1st Call for Proposals, the Joint Technical Secretariat had organized 34 trainings for potential applicants and 4 for the lead beneficiaries. They were attended by nearly 3 000 participants.



(photos: JTS stocks)



THE CROSS-BORDER ACADEMY OF DEVELOPMENT



The Joint Technical Secretariat invited partners from Poland, Belarus and Ukraine that were jointly preparing the concept notes for the first meeting of the Cross-border Academy of Development initiative. The meeting was held on December 1st, 2016 in Janów Podlaski (Poland). The aim was to increase the quality and substantive value of the projects that were to be submitted under the first call for proposals.

The main point of the agenda included four parallel workshops concerning: cultural and natural heritage of the regions, regional accessibility, challenges in the field of safety and security and borders. They were conducted by independent experts and journalists, scheduled according to the list of thematic objectives in the Cross-border Cooperation Programme Poland-Belarus-Ukraine 2014-2020.

An inauguration of the forum brought together proven experts from the field of thematic objectives covered by the ENI Cross-border Cooperation Programme Poland-Belarus-Ukraine 2014-2020. The Academy was aimed at sharing knowledge and practices between the scholars and practitioners active in the sphere of economic and social development. It facilitated

multidisciplinary discussions in order to create regional networks of leaders who provided the highest quality research, recommendations and analysis on a wide range of issues related with cross-border cooperation and partnership.

The welcome and keynote speech was given by Adam Hamryszczak, Undersecretary of State in the Ministry of Economic Development of Poland. Leszek Buller, Director of the Center of European Projects, presented platforms of cooperation between scholars and practitioners.

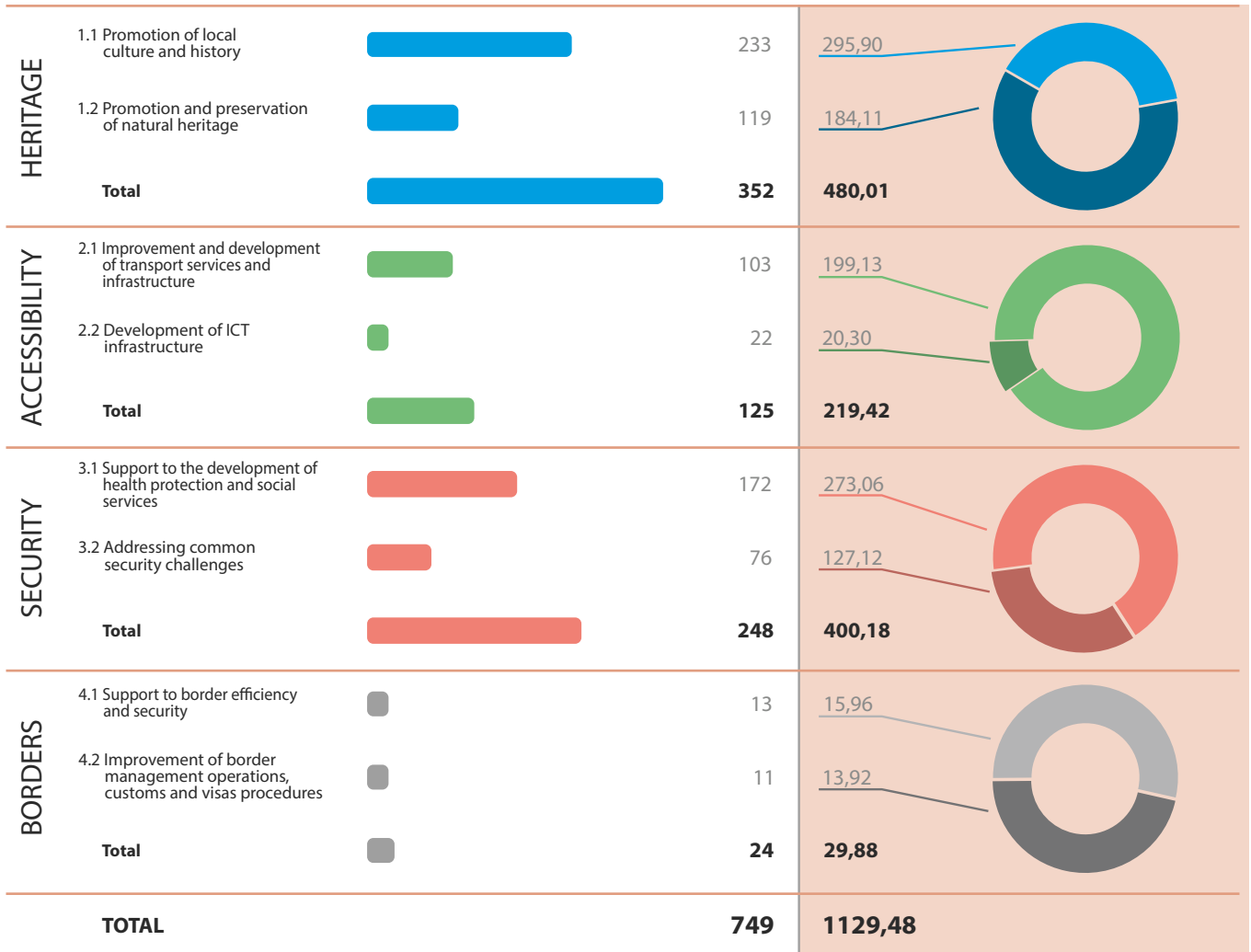
The participants also had the opportunity to learn about the main assumptions of the first call for proposals. The meeting ended with individual project consultations with the JTS Project Managers.



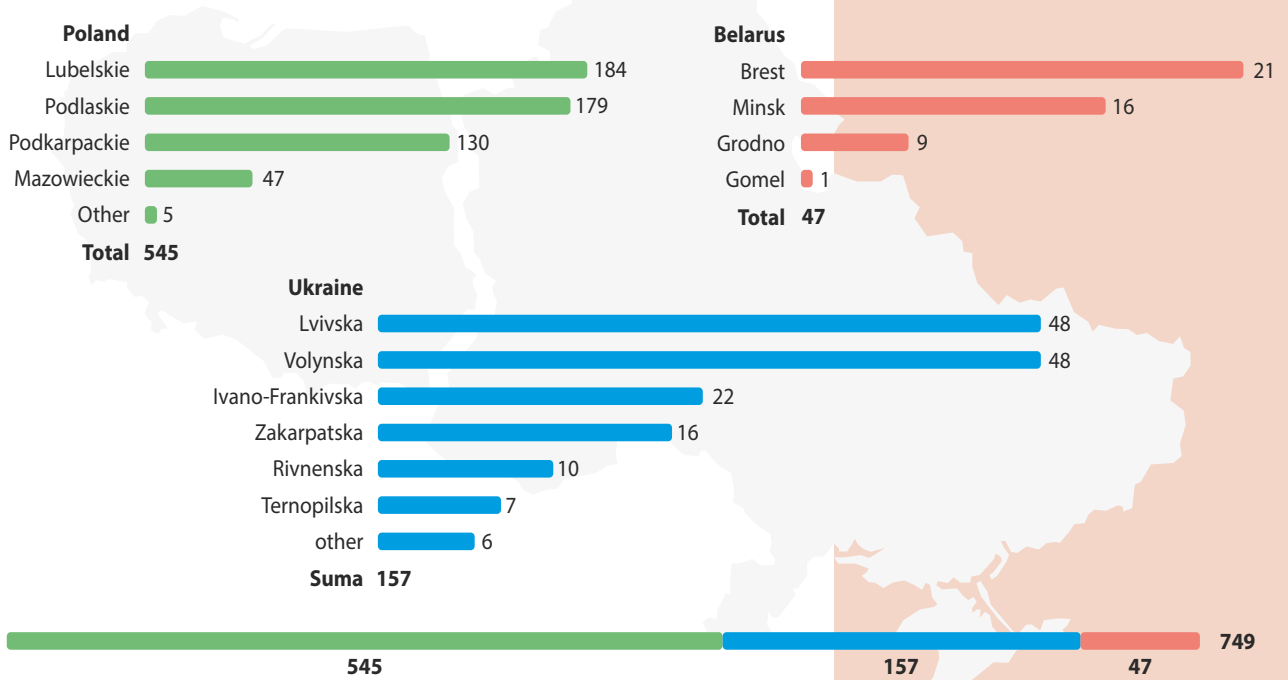
(photos: JTS stocks)



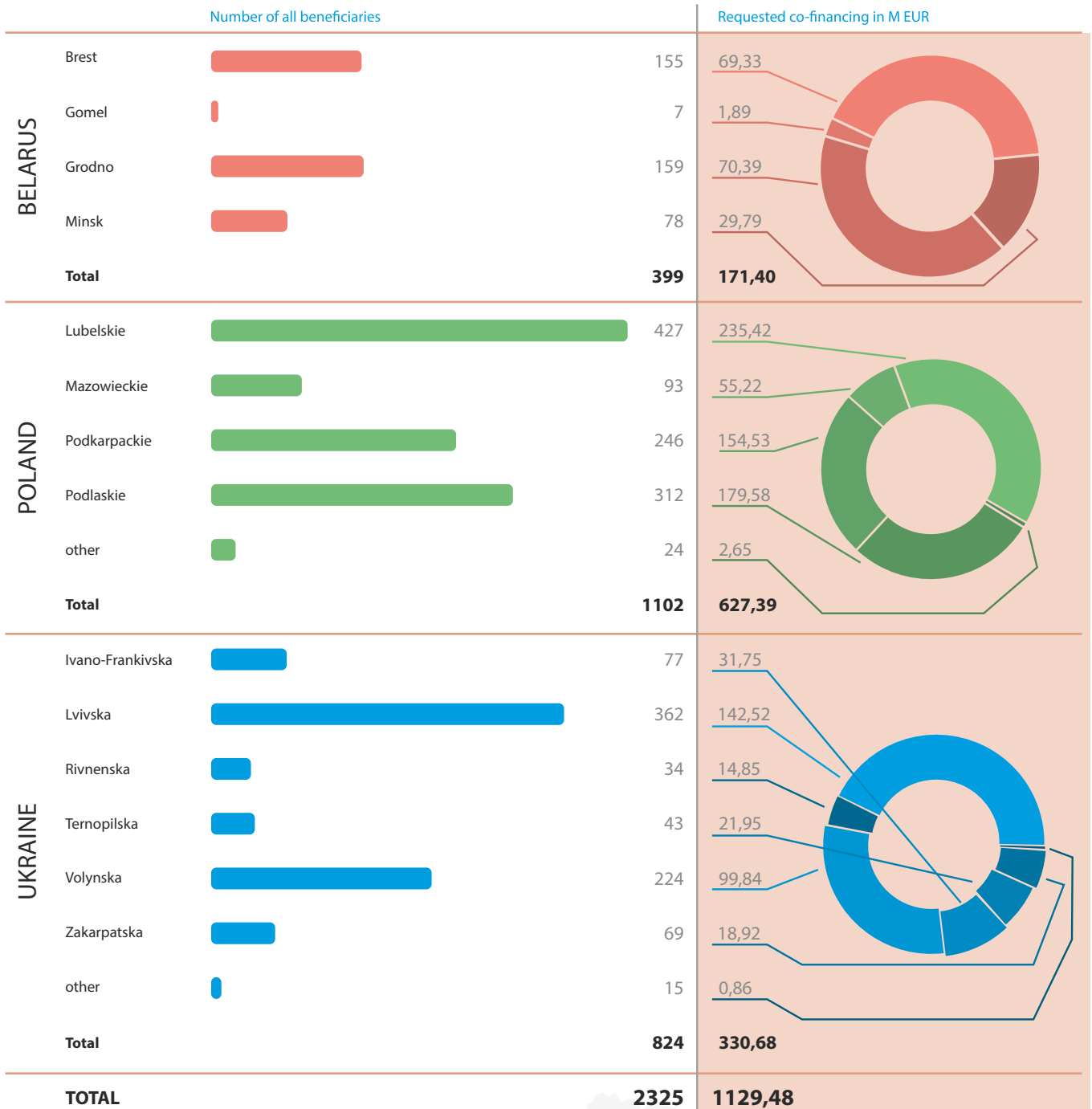
NUMBER OF CONCEPT NOTES PER ALL PRIORITIES



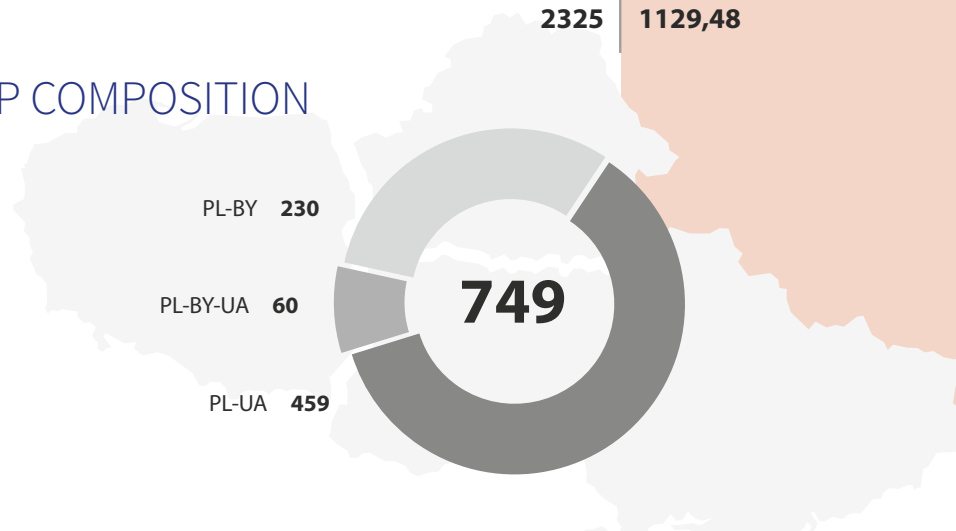
NUMBER OF CONCEPT NOTES SUBMITTED (by lead beneficiaries)



NUMBER OF ALL BENEFICIARIES AND RESPECTIVE REQUESTED CO-FINANCING PER REGIONS



PARTNERSHIP COMPOSITION





Radruż – Orthodox/Greek-Catholic church, 16th century, included on the UNESCO World Heritage List (photo: Michał Bosek)

Natural and cultural heritage – its protection and promotion – will be the thematic objective of the 2nd Call for Proposals under the Cross-Border Cooperation Programme Poland-Belarus-Ukraine 2014-2020. Natural, historic and cultural resources of the Polish-Belarusian-Ukrainian borderland are so rich that expertise in various fields, such as geography, environmental protection, architecture, art history, ethnography, economics, tourism management and many others is required to adequately describe them. Therefore, before commencing any project, it is worthwhile to find out and learn the opinion of scientists and experts. These issues will be discussed in greater detail during training sessions and thematic conferences. The chapter HERITAGE: PROTECT & PROMOTE begins with an interview with **Tadeusz Grabowski**, Deputy Director of Roztocze National Park.

UNITY IN DIVERSITY



- What makes natural and cultural heritage of Eastern Polish, Belarusian and Ukrainian borderland unique compared to the rest of Europe?

Tadeusz Grabowski: - Biodiversity and multitude of cultures, diversity of landscapes, merging of influences from the East and the West at various levels: geographic, biological, cultural, religious, or landscape. Today's borderland of the European Union, Ukraine and Belarus

is a kind of “fringes”, edges, peripheries of something much larger. From the historic perspective, the area in question was situated on the edges of the west-most part of the Great Duchy of Lithuania, on the borderland with the Crown territories.

The unique character of the Eastern borderland (“Kresy” in Polish) is determined mainly by the landscape and nature. This area has outstanding natural values. It encompasses the Suwałki area with its wooded hills

and picturesque lakes, wild natural woods rich in game, Augustów and Białowieża virgin forests, wavy open landscapes of Podlasie, marches and shallow lakes of Polesie, picturesque valleys of Prypeć, Bug, San, Dniester and Prut rivers, Roztocze - the land of fir tree, oak, and the “konik” (Polish primitive horse), Halych and Przemyśl Land with historic Catholic and Orthodox churches and former synagogues, and finally, the Eastern Carpathian Mountains.

This colourful picture is complemented by picturesque towns, often boasting quite praiseworthy history. Today, rarely can we see in Europe such beautiful villages with traditional wooden cottages, mills, granaries, accessory buildings and crosses at the crossroads. Nowhere in Europe can we experience such hospitality and cordiality of the people, regardless of their nationality and religion. The heritage of this area is, on the one hand, unique in Europe and very colourful, yet, on the other hand, very fragile, prone to adverse effects of globalization, requiring protection and reasonable management.

- How history of the borderland has affected the preservation of this heritage until present day, its accessibility and legal status?

- For centuries the borderland has been the crucible of cultures, religions, and customs of people living here. During peace, cultures mingled and enriched one another. At times of war, this land experienced destruction, isolation and displacement; the horrors the effects of which can be seen even today. This is also ethnic borderland, where Mazovian settlers heading east met with Lithuanian and Rus' settlers. Presently, the area is inhabited by Poles, Lithuanians, Belarusians, and Ukrainians. This ethnic mosaic is complemented by smaller communities of Russian Old Believers and the Tatars. Before the 2nd World War, multiculturalism had a totally different dimension here - this land was populated by Jews, Armenians, Germans, Austrians, and in Bieszczady and Beskidy Mountains - by native

highlanders. Greeks, Italians, or Hungarians could be met in towns. One could say this land was a “European Union”. Traces of multiculturalism can be found in beautiful Catholic churches, mostly wooden Orthodox churches, praying houses of Old Believers, Evangelical kirchs, former synagogues and mosques. At Catholic, Orthodox, Tatar (Muslim) or Jewish cemeteries we can find numerous tombstones interesting from historic and artistic perspective.

Equally interesting seem to be the world of borderland manor houses and mansions. The legacy of Polish noble families, such as the Ostrogskis, the Radziwiłłs, the Sobieskis, the Zamoyskis and the Żółkiewskis can be found here. Despite historic turbulences, there are many interesting objects here - some of them still waiting to be discovered and restored, others already entered in the UNESCO World Heritage List. UNESCO list also includes valuable natural sites, including three cross-border biosphere reserves - Białowieża, Western Polesie, and Eastern Carpathian Mountains; and Roztocze is awaiting to be listed. World “certificate” is a guarantee that the place features objects unique to the specific region of the world, reflecting cultural and natural diversity.

- What elements of natural and cultural heritage need support? What problems need solving?

- Differences in social and economic standards of living in Poland, Belarus and Ukraine impede formation of a triple alliance in support for sustainable growth of the area, with respect for the people living and for natural and cultural; heritage of the place. Consequently, the attitude towards, inter alia, natural and cultural heritage in Poland, Ukraine and Belarus differs. Support is needed for building regional identity, including tri-junction of states, religions and cultures, e.g. Suwałki area, Podlasie, Polesie, Chełm Land, Volyn, Roztocze, Przemyśl Land, Lviv Land, or Halych Land, Lemkos Land, Boykos Land, Hutsuls Land, Carpathian Ruthenia and regions functionally linked with them. This applies

both to material and immaterial culture as well as to preservation of animate and inanimate natural world. Building regional identity in deeply diversified areas helps to create a platform for cooperation among people living in different religions and speaking different languages and, consequently, an opportunity to build common futures, taking into account the history, sometimes very painful from the perspective of individual nations. As a result of historic turbulences some native inhabitants, of the area concerned, lost their lives in the 2nd World War - this is true for the Jews, Poles, Belarusians and Ukrainians. Migration and new borders resulted in blurring the regional identity. On the eastern side of the EU border, there are abandoned Catholic churches, on the western side - abandoned Orthodox churches, on both - abandoned synagogues. Subsequent generations of native inhabitants who had survived cannot forget the harm suffered, while incoming people, although 70 years have passed since they arrived, still do not identify themselves with this land. Mutual reluctance and circumspections

prevail and need to be overcome. What is needed here is support for reconciliation. Yet, it requires admitting the truth to one another, often an awkward one - particularly when it comes to events during and directly after the 2nd World War.

As a result of social changes in individual countries, the borderland suffers from ageing and depopulation. Mechanisms need to be developed that will encourage the young generation to stay in the land of their ancestors and to engage in cross-border cooperation, in line with the principle of "unity in diversity". Therefore, the key issue seems to be involvement of local communities in building a regional identity and facilitation of border crossing, not only in administrative terms, but also via creating platforms for cooperation, via learning one another's history, sharing experience concerning social and economic development, building cross-border infrastructure and tourist products, developing a comprehensive system for protection of natural heritage in tri-junction area, because nature knows no borders and its protection within strictly defined borders is ineffective. It is also necessary to develop



European bison (photo: Michał Bosek)



mechanisms and infrastructure facilitating EU border crossing, giving people a sense of security and safety, supporting environmental protection and development of tourism. It is quite likely that such initiatives will in the future lead to equalisation of the level of social and economic life and the implementation of identical standards in these - once coherent - regions.

- What initiatives should be undertaken to protect, preserve and promote this heritage?

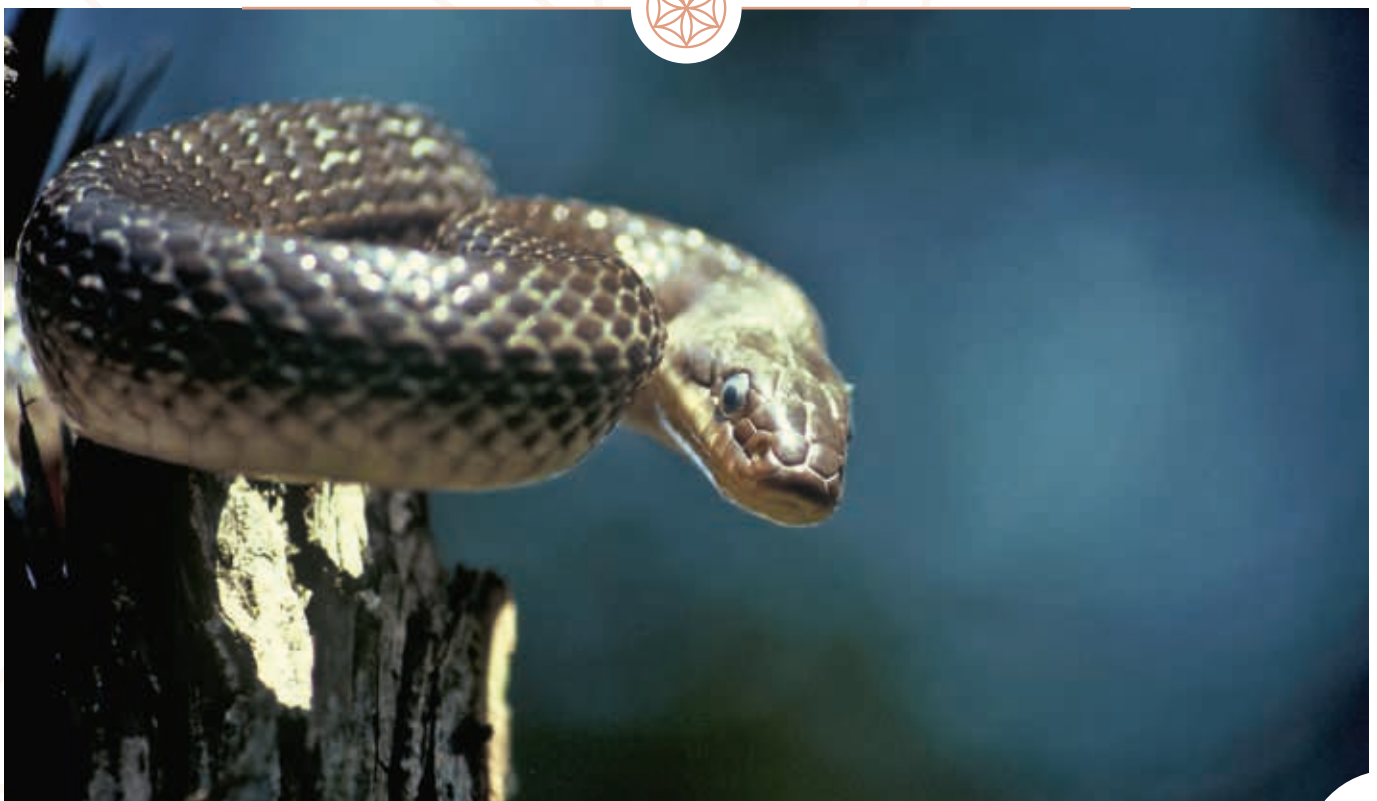
- All initiatives should be multi-level and multi-stage projects adequate for the social and economic standards prevailing in individual countries. We need to build a coalition for restoration, retention and protection of all important historic objects, regardless of their location. Concurrently, in the spirit of reconciliation, we need to conduct broad historic and environmental education activities, particularly addressed to the young, in order to build regional identity; we need to undertake joint initiatives with a view to learning natural and cultural values of the regions, promoting and popularising

them, placing them on the tourist map of Europe. It is vital because this “exotic” ethnic, cultural, and religious mosaic that cannot be found elsewhere in Europe is not appreciated by the people living here (“the grass is always greener on the other side of the fence”), and the Europeans do not know about it or do not realise it at all. Crucial for protection, preservation, and promotion of natural and cultural heritage of the Eastern borderland is the Cross Border Cooperation Programme Poland-Belarus-Ukraine. The local community expects that the programme implementation will solve many cross-border problems, also those concerning protection of cultural and natural heritage.

A good example of cooperation is the project named “Creation of Polish-Ukrainian Centre of Breeding and Promotion of Hucul Horse” implemented under Cross Border Cooperation Programme Poland-Belarus-Ukraine 2007-2013 or a cross-border monograph on the whole Roztocze area, from Kraśnik to Lviv, prepared as a result of cooperation of many partners and published by Roztocze National Park as part of the



Aesculapius snake (photo: Krzysztof Zajęczkowski)



project “Becoming Acquainted with and Popularising Biodiversity of Roztocze – Natural and Cultural Borderland”, co-financed from EEA funds. Such and similar initiatives are numerous in the provinces situated on both sides of the EU border.

- What are the possible cross-border effects of such joint initiatives for preservation and promotion of natural and cultural heritage? How can this affect tourism and development of the areas?

- All initiatives should respect natural and cultural heritage and the people living here. They should focus on enhancing cultural links, developing equal standards of protection and cooperation within the regions, improving attractiveness and image of the regions and enhancing the potential of local communities as regards building regional identity.

I also hope that these initiatives will help us to learn more about the natural, social, and cultural environment of the area, to bring life back to abandoned Orthodox and Catholic churches, to castles, manor houses or

mansions, to forget about the “war of monuments”. I trust that local communities will have control over the development of the area and will benefit from increased tourist traffic. We must believe that greater interest in the area will not adversely affect the peacefulness, cordiality and hospitality of the people living here, will have neutral impact on the natural and cultural treasures of the area, will not reduce biodiversity, and will contribute to restoration of multi-cultural character of the borderland.

- Thank you.

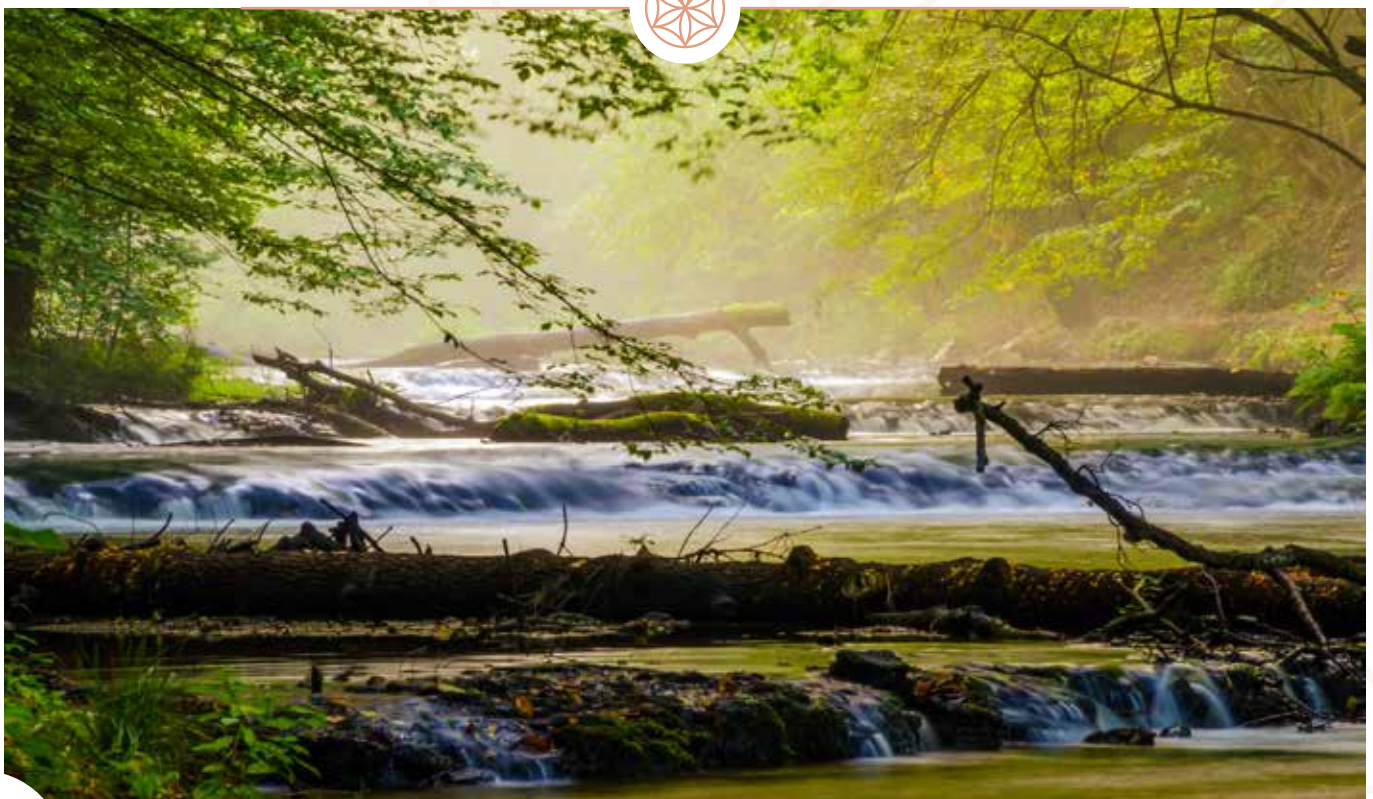


Tadeusz Grabowski

Geographer, Deputy Director of Roztocze National Park, author of numerous academic and popular science publications as well as maps, guidebooks and information booklets concerning Polish-Ukrainian borderland, a tour guide, sightseeing and tourism expert.



Cascades on the Tanew river (photo: Tomasz Mielnik)



FROM THE IDEA TO THE PROPOSAL

A decision to rescue a historic church or chapel can be a matter of emotions or business considered in terms of investment, documentation and subsidies. But we sometimes forget to ask the question about the future of the building. What will be its legal status? What purpose is it going to serve after restoration is completed, when its original users have passed away or have been resettled? Should it be reconsecrated for religious practices or be used, with due respect and dignity, for secular purposes? How to attract tourists? These questions are worth asking at the very beginning. This is a case study of a rescued church – from inception of the idea to the final outcome.

Baligród – A New History

In order to decide to restore a historic church, you need to feel the pebbles that got into your shoes. You need to get hurt, so that you won't be able to think about anything else.

Pebble One.

Bieszczady Mountains. It is the end of 1960s. I'm sitting in front of an eating place in the village of Lutowska, grandly called a restaurant. Holding a sketchbook in my hand, I'm trying to reproduce the outline of a Greek-Catholic/Orthodox church against the background of the sky.

Pebble Two.

Mid 1970s. I'm on a camping trip, walking Bieszczady trails and wilderness treks. In Wetlina River valley we come across the remnants of former villages - Łuh and Zawój. Well casings, house foundations, stone cellars overgrown with grass and moss. Something clanked under my feet. A stove lid.

Pebble Three.

1982. Martial law. I'm travelling with my friends to spend

Easter in Bieszczady Mountains - at Połonina Wetlińska. The bus passes through Lutowska. There is a hill and the road climbing up. There is a cemetery. There are trees surrounding the Greek-Catholic/Orthodox church and there is a heart-breaking emptiness in the place where I have always expected to see the dome of the church. On a 1976 map of Bieszczady Mountains, there is information that this church is undergoing solid restoration. Now, everything was clear. "Solid" means to the solid ground.

Pebble Four.

May 1995. We are going to visit our friends who have moved to a cottage allegedly abandoned by a priest, in the village of Rozpucie, and more precisely in the hamlet of Łaski. It is situated between the mountains, in the vicinity of Tyrawa Wołoska, near Sanok. We are sitting in front of the house. Before us - the panorama of the valley. Its all peaceful and quiet. We can hear "dumka" called "Niczeńko" - a folk ballad sung here several dozens years earlier. Now I know where the name of the place "Łaski" comes from.

Pebble Five.

The very beginning of the twenty first century. As we approach Baligród, I can see the tilted dome of the Greek-Catholic church. I think to myself that if nobody does anything about it, the roof is going to collapse. I think to myself that if I don't do anything, perhaps no one will. I finally come to the conclusion that after all these years I have been coming here to charge my batteries, the time has come to repay the debt.

Step One.

I'm calling the Municipality Governor (Wójt) of that time, Mr. Tadeusz Wrona. We set a meeting date. I'm going to Baligród. The Greek-Catholic church is owned by the municipality, so Mr. Wrona himself opens the church for me. We get in. Opening before us is the outstanding world of colourful painterly stories. Figures of saints, blue sky with stars on the ceiling, and colourful woven sashes in window frames. Paintings on the chancel ceiling riddled with bullets. The interior is beautiful, but shot through with tragedy. I recall the pastoral "dumka".
I recall masses full of singing.

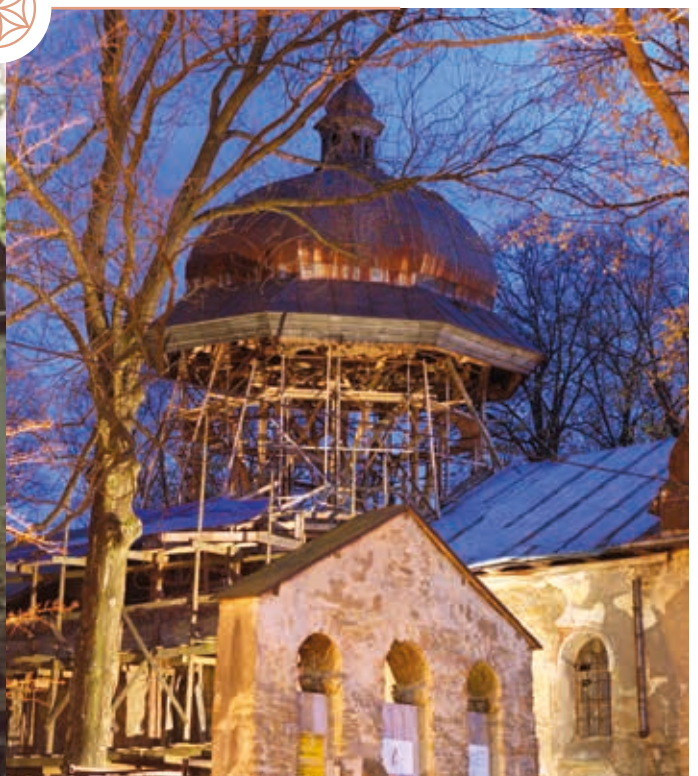
I promise to myself I will hear this singing here again.

Step Two.

Talks. Hundreds of talks with friends and with friends' friends who may know something or someone, who could help. My friends warn me: it will be one step forward and two steps back. Yet, after some time we manage to find a 1995 building survey commissioned by a conservation studio - Pracownia Konserwacji Zabytków, and some time later - an architectural plan concerning the church restoration. I meet people willing to participate in this work. I finally learn there's a group of people who, at the same time, established an Association for Rescuing Baligród Greek-Catholic Church (Stowarzyszenie Ratowania Cerkwi w Bali-grodzie). I contact them and join the Association.

Step Three.

On my own, I organise music concerts. I want to make the issue public and perhaps raise some funds for restoration. Obviously the costs significantly exceed the revenues. I don't care about it. You have to give something before you can expect any response.



Step Four.

It seems natural that a dilapidated historic building needs to be rescued immediately and that there must be funds to do it. You couldn't be more wrong! There are probably thousands of historic buildings requiring immediate restoration works in Poland. It takes a lot of determination and perseverance in order to make the dream of restoration come true. In 2005, the Municipality Council transfers the ownership title to the church upon the Association.

Official business registrations and notifications, bank account. All this is necessary in order to lawfully apply for financial assistance and duly account for expenditures made. Letters, writings, applications. The documentation is expanding at an alarming rate. The experience is growing, too.

Step Five.

Actual restoration works begin in 2006. First the walls and roofs of the chancel and sacristy. Then the first stage of raising the dome. Removal of the roofs over the nave and the porch (babiniec), rebuilding of walls, pendentive, and tholobate. Finally, the dome - so far

hanging in the air - can be placed where it belongs.

Afterwards, covering the roof with metal sheets, lead glazing, external plastering, and stone works. All works financed from the funds obtained from the Ministry of Culture and National Heritage, the Marshal of the Podkarpackie Voivodeship, the Podkarpackie Voivodeship Conservation Officer, and private sponsors. Restoration works performed so far costed nearly two million zlotys. Subsidies are usually granted in amounts not exceeding 50% of the task costs. The balance is paid from own resources; however, funds can be obtained, on similar terms, from a number of institutions. Therefore, the actual amount of own contribution becomes realistic to raise or collect. When a building is on a verge of a collapse, a subsidy in excess of 50% can be applied for.

In 2013, we restore the floors in the chancel. It may not be much, compared to what we have already done and we still have to do, but it is a step forward. Time teaches one humility.

Baligród – Greek-Catholic church, 19th century
(photos: Jarosław Tomaszewski)



Baligród – A New History

Since the church structure has become safe again, masses are occasionally celebrated there. The Rzeszów Philharmonic Orchestra have given two concerts here. There have been several painting exhibitions and a historic exhibition on the 1st World War. We have organised many folk music concerts and music and poetry concerts. Students of architecture of the Warsaw University of Technology organise installations and exhibitions after plein-air painting workshops.

Our church also hosted a premier performance of the drama “Wyżej niż połonina” (Higher than the Mountain Pasture) staged by Wanda Siemaszkowa Theatre from Rzeszów.

Today, along with the colleagues from the Association for Rescuing the Baligród Greek-Catholic Church we have discussed the future of our church. We would like it to be a place of religious practices, but also a seat of Forum Kultury Karpat (Carpathian Culture Forum) – a foundation protecting and supporting all forms of culture

of this area. We want the church to be a venue for various exhibitions, lectures, concerts, meetings of choirs and artistic groups, creative workshops.

We hope that by bringing life back into these walls we will help it to become an important place on the touristic and cultural map of the region.

In a longer perspective, we hope that the idea to rebuild the Greek-Catholic church will initiate new more intensive development of this place and local community. It will become a place of work and source of income for people living here; it will give them self-confidence and make them proud of their history and their positive contribution to it.

Eventually, it will help to settle old feuds and build future in the spirit of reconciliation.

Jarosław Tomaszewski

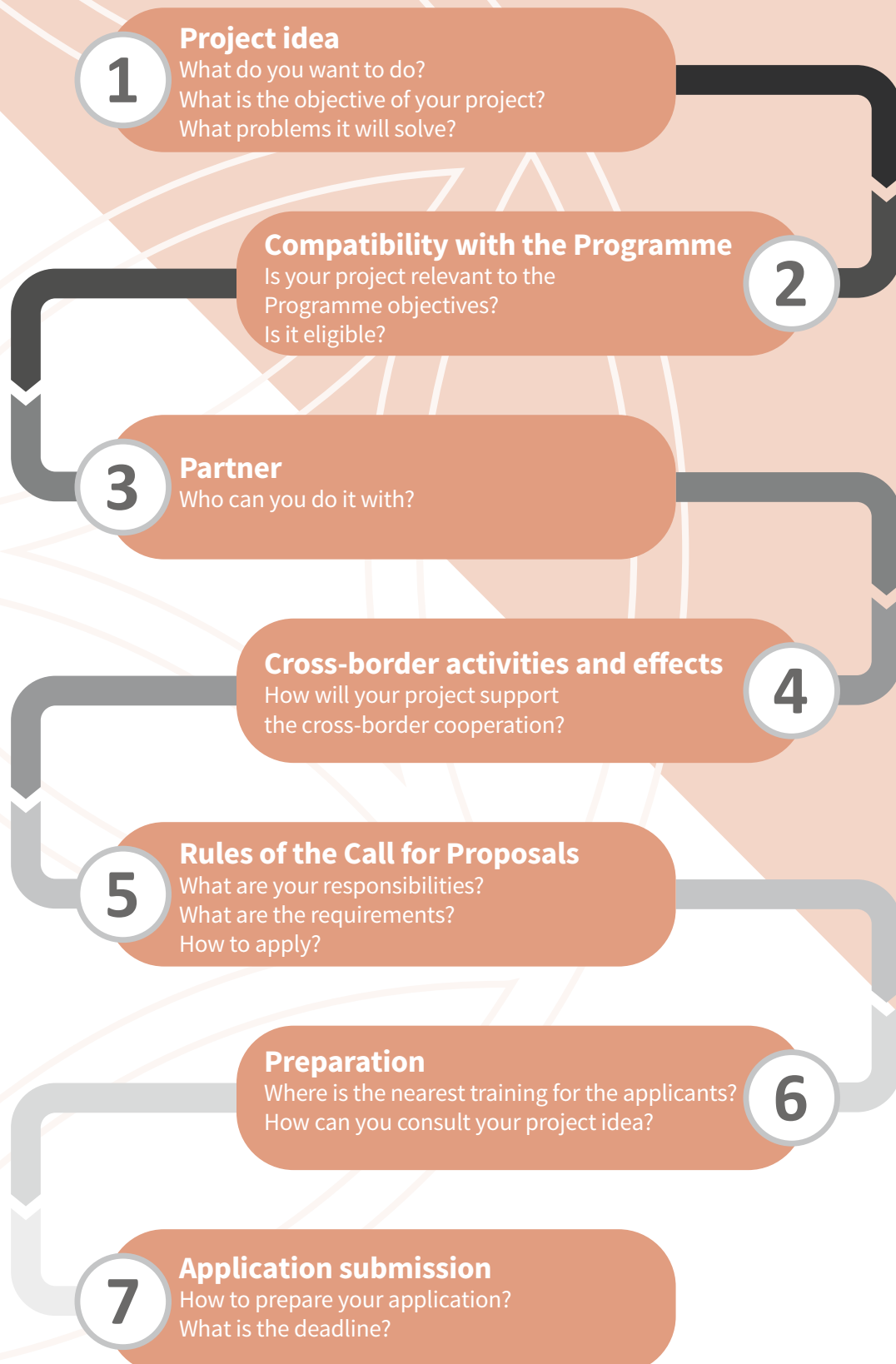


Jarosław Tomaszewski

Chairman of the Board of Association for Rescuing Baligród Greek-Catholic Church.



FROM THE IDEA TO THE PROPOSAL



CULTURAL AND NATURAL HERITAGE AS A TOURIST PRODUCT

The borderland between Eastern Poland and Belarus and Ukraine is rich with valuable objects and phenomena of culture as well as unique natural areas. Organisations and institutions often embark on their preservation and promotion. But what should be done to achieve an increase in the tourist traffic as a result of a project?

To this end, it is important to learn core tourist product and marketing terms.

How to build a tourist product

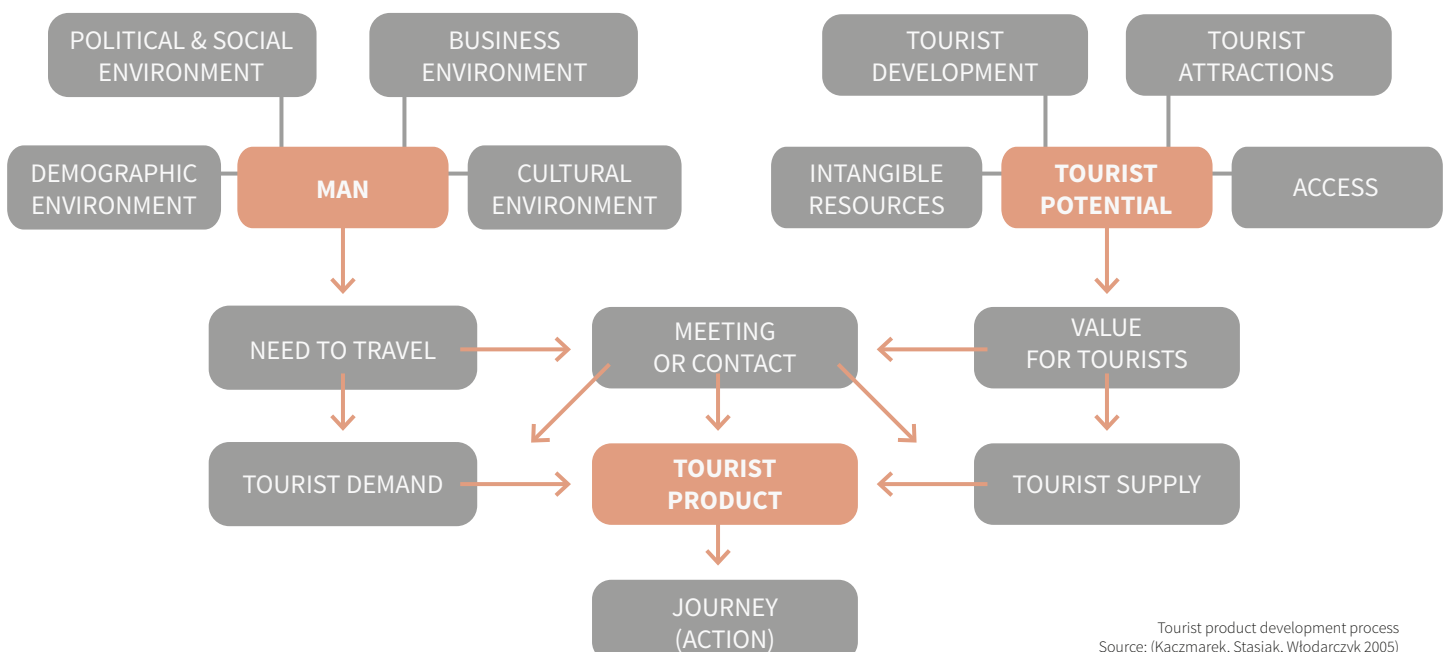
A tourist product is a ready for sale, packaged offer composed of services and goods, based on a tourist attraction. How a tourist product is structured:

- **the core of a product** - is related to the main theme of travelling. It satisfies the basic need,
- **a real product** - is an offer of services selected for to serve a purpose, having a specific structure and quality,
- **an extended product** - components which form its range contribute to making the product distinctive on the market,
- **a potential product** - everything potentially enhancing the stay and attract the buyer,

- **psychological product** - everything which resonates with a tourist from the first contact with a product until consumption of the product ends.

Planning a tourist product and product management

Basic market research is necessary when setting-out to work on developing a product concept. The research includes: creating a customer profile – e.g. of a client interesting in natural tourism (age: 35 to 55, higher education, from big cities, etc.) and market segmentation - dividing the market into relatively homogeneous consumer groups.





Herbalism workshops as a side offer
of an agrotourist farm in Zawadka Rymanowska
(photo: Monika Maślanka)

The **identification of the target market** should include: the geographic criterion (local, regional, domestic market, etc.), tourist service criterion (accommodation/hotel, catering, transportation, tour guides, etc.), age group criterion: (young people, families with children, pensioners, etc.) and reasons for travelling: wildlife/nature tourism, cultural tourism, health/spa tourism, active tourism, pilgrimages, etc.). The **inventory-taking** – a qualitative and quantitative description of tourist resources – is also necessary.

When **planning a project**, consider both the demand and the supply side that would indicate product categories: from the **demand** point of view - choose the product considered the most promising according to the market research and from the **supply** point of view - a territorial product should be created on the basis of analysing and identifying the tourist potential of an area, its opportunities and certain achievements.

When the preparatory stages end, now is the time to move on to the crucial stage i.e. **development and building of a product**. At this stage, market research, experience and intuition of the author of an idea can

help a lot. A list of key elements that decide about the identity and image of a product with some additional elements enriching the product image is prepared.

Adding final touches to a project is a process designated at achieving a higher customer satisfaction from delivered services. It boils down to increasing the quality of each component and expanding their scope. **Preparing the product for sale** - strategy and marketing plan should consist on:

- setting out marketing targets (e.g. tourist category and number) - typically for 3 to 5 years;
- defining the marketing strategy, including: preparing a SWOT analysis, deciding on a general or selective marketing, agreeing on the types of promotional techniques to be applied and their targets/addressees, defining the priorities and schedule of promotional campaigns on different markets;
- preparing a product promotion plan, including, e.g.: approving a marketing plan for a product on the basis of the agreed strategy, development of printed materials and their distribution, preparation of audio and visual materials.

The last stage is the product management - observation of results, adjusting a product and its sale. The observation should largely focus on the sales volume, changing market conditions and the need to adapt to such changing conditions, a product life cycle and new upcoming distribution channels.

Works on a product cannot be finished upon its development even when it sells well. Follow the product, follow its sale, trends and new phenomena emerging on the market. Keep on going back to the starting point i.e. to the market research that provide you with the necessary information used to modify a product, if necessary.

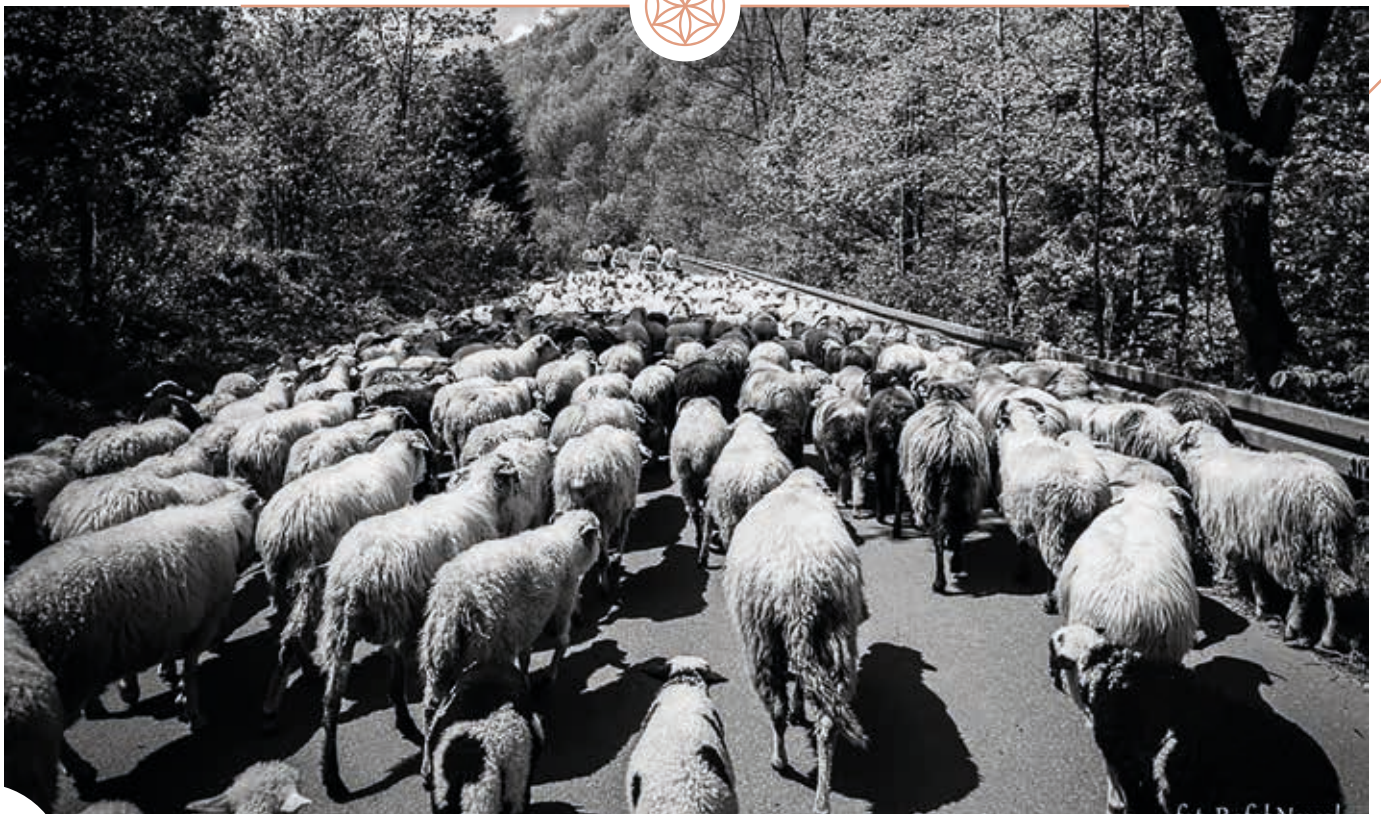
Network tourist product

According to the definition popularised by the Polish Tourist Organisation, a network tourist product is: a ready

for sale, packaged and commercialised offer, based on a dispersed structure of entities, attractions, sites, services points and sights, operating as an integrated concept with a common, leading distinguishing market (a brand).

Each material element of a network product such as historical sights, service points and sights, bicycle trails, tourist trails, etc. exist in the topographic space of an area. They are worth looking at to assess to what extent the existence of the elements of particular importance to a tourist is correlated with existence of tourist service points (accommodation, catering, transportation, tourist information centres, souvenir shops, etc.) - since only these points may generate some income from tourism. When creating a network product, a very important step is to develop the visual identification of a product (a logo, colours, souvenirs, etc.). Each entity operating as a part of the network product should obligate itself to introduce common identification. This way, a tourist has access to information about different elements of the same network product and each participant of the

The spring herding event, Ustrzyki Górne, May 2017
(photo: Rafał Nowak)



partner network promotes all the other participants, sights and objects in each spot and location on the network product trail.

Development of a network product starts with defining a business model of a project. At the stage of developing their network tourist offer, many regions of Poland make the mistake of focusing their efforts on raising the necessary funds and finding sources of financing without reflecting on its sustainability. The issue is aggravated by access to the EU funds which often prompt local self-governments and NGOs to take up a commercial initiative without giving proper consideration to its future success.

Network tourist products cannot be based on the concept of a trail itself but, first and foremost, on the declaration of partner entities working on the trail on sharing and bearing the costs in view of expected future benefits. In order to build a robust business model, project participants must know a lot about the sector, key factors creating the value perceived by the clients and benefits to other partners in the network.

Agata Sarna

Presentation of Carpathian musical instruments
on the Wołoski Culture Trail, Ustrzyki Górne 2017 (photo: Rafał Nowak)



Literature:

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TOURIST TRAILS AND THE LAW

Tourist trails and thematic paths are an integral element of several projects within cultural and natural heritage. Even before drawing a line on a map, printing guides and entering this expenditure into the project, it is worth to familiarize yourself with the legal aspects of designating trails and paths in Poland. Especially because the legal and organizational systems, or lack thereof, are quite complex.

Tourist trail and a thematic path

The total length of tourist trails in Poland is difficult to estimate. According to the estimated data of the Polish Tourist-Touring Association (PTTK), the total length designated by different institutions and organizations has gone over 100 thousand kilometers.

For over 140 years, the tourist trails in Poland have been designated, marked, catalogued and maintained mainly by the PTTK and its predecessors. The PTTK has developed its own methodology, standards and designating system, trained professionals to mark the trails, published maps and guides with trail networks. This system has been accepted as an in force model due to the lack of any formal regulations.

In accordance to the tourist trail marking instruction, approved on 21st April 2007 by the PTTK Governing Body „a tourist trail is a designated route destined to serve for trips, marked with uniform signs (symbols) and equipped with informational elements which guarantee safe and assured travels for tourists of any experience, in any season and in any weather conditions, unless other particular regulations state otherwise”.

The situation has become troublesome since 1989 – date of polity changes in Poland. Conjointly with the appearance of self-governments and non-governmental organizations, these entities began to designate and promote their own routes, often with external financial support, e.g. EU funds. They created their own marking systems, which – not maintained – have disappeared together with the project’s sustainability. That is why those short and thematic (historical, natural, educational) routes should be treated as thematic paths. Of course this distinction is only informal.

What should be considered?

Although there is no legal definition of a tourist trail or a thematic path in Poland, when designating and marking a new route you have to consider several issues:

- the kind of trail we want to designate: hiking, cycling, horseback riding, canoeing, motorcycle riding and more, as well as the infrastructure it requires
- the ownership and availability of the land and public routes, on which the trails will go through as well as the necessity of signing proper agreements
- designation of these lands in spatial development plans
- the matter of the copyrights to the names and symbols used to mark the trails as well as graphics,

texts and information boards devoted to the trails
- the necessity to designate the entity responsible for maintaining trail markers, information boards, buildings and equipment found on the trail (e.g. bridges, handrails, shelters, bicycle stands etc.) – in connection to this is the civic responsibility for possible incidents on the trail.

Cross-border trails

International, interregional, regional and local trails can be distinguished from the territorial criteria.

An example of an international, cross-border trail can be the EuroVelo or the Way of St. James going across Europe. At the internal and external border-crossings of the EU the same laws and procedures apply to tourists as to any other travelers. Limitations can be put into effect based on veterinary regulations on horseback riding trails.

When designating a tourist trail which crosses the external border of the EU, it must be remembered

whether it is permitted to cross the border by the means of transport you are using at the given border-crossing (e.g. it may be forbidden to cross a given border-crossing on a bicycle using the road, but it can be permitted to transport the bicycle on the train as luggage).

Given these challenges it is still worth to create and maintain tourist trails and thematic paths, because – as history has shown – it is one of the basic tools of promoting the natural, cultural and historical heritage.

Branch Office in Rzeszów

Literature:

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Horyniec-Zdrój – health resort (photo: K. Peczański)



ACCESSIBILITY OF PROJECTS TO PEOPLE WITH DISABILITIES



Disability is an issue concerning society as a whole and not just the affected individual. Not everyone is aware of this fact and the costs of such unawareness can be considerable. For years, the common approach was that disability is a problem of the disabled individual and perhaps his or her family. But does a complete stranger living in a distant city or country have anything in common with the disabled person since they may not even see them? It does, indeed or at least it may have a lot in common, in particular when it comes to EU projects.

A person with disabilities is also a project beneficiary

A person with disabilities is not only a person confined to a wheelchair or walking with a white stick. If you break a leg, even you become temporarily disabled. When it comes to participation in the social life, disability is first an inability to fully participate in the society due to the barriers in the surrounding reality (social, cultural, legal, political), including architectural barriers.

There are approx. 6 million people with hearing disabilities alone in Poland, out of which 900,000 have severely impaired hearing and approx. 45-50 000 are deaf people. It is a huge group of prospective beneficiaries and prospective buyers of goods and

services. And this is just one disability that many have and everyone may develop. The estimated number of people with officially declared disability in Poland is approx. 5 million, in Europe - 80 million, and worldwide - nearly 10 - 15% of the world population.

Case Study

Let us imagine that an association X has developed a project aimed at creating a touring information centre in a health resort. X has decided to set up the centre in a period house. However, due to this location, there has been numerous obstacles hampering project implementation. Conservation regulations





(photo: Fotolia)



have prevented any adaptation works to the historic building. For this reason, the centre proved to be totally inaccessible to hundreds of elderly or disabled resort patients, mothers with prams/buggies, injured or recovering people, etc. using in great numbers the resort and biological regeneration facilities. Similarly, all endeavours to find disabled or elderly employees or trainees proved totally unsuccessful as these groups of people require special conditions at work matching their needs. Also the centre's website has turned out to be inaccessible to many interested potential clients, because it has not been adapted to the needs of the disabled, e.g. for visually impaired ones. Consequently, the project has not reached the intended target group and did not achieve the assumed result indicators.

Project accessibility rules for applicants and beneficiaries

The above-mentioned issues could have been avoided, had the project been co-financed subject to EU guidelines ensuring accessibility to both groups

- those wishing to apply for a grant and to those who, having obtained a grant, wish to implement an effective project accessible to various groups of recipients.

Note that, in 2010, the European Union ratified the UN convention on the rights of persons with disabilities. Under the Convention, the Member States are obliged to develop and implement, in every area of social and economic life, solutions ensuring accessibility to people with various degree of disability.

It also applies to accessibility of EU funds aimed not only at enabling, but also at encouraging and inspiring social and occupational activity of persons with disabilities or impaired abilities. This means that such persons should be able, on equal terms with others, to participate in EU projects and implement them themselves. This is guaranteed by the Common Strategic Framework (Annex I to the General Regulation No. 1303/2013), stating that every initiative co-financed by the European Funds must be accessible to all citizens including those with disabilities. What, in practical terms, does the accessibility right mean

to an applicant? What should he/she ensure and account for?

This includes:

1. Right to information

- Every person has the right to receive full and complete information on possible co-financing under EU projects, on how to implement or benefit from a project, what a project consists in/of, who the project addressees are, when and where it is implemented.
- Example: websites of projects and institutions involved in distribution of the EU funds must be accessible to people with various disabilities.

2. Right to participate

- Every person, regardless of disability, has the right to participate in information meetings, conferences, training sessions, workshops and other initiatives co-financed by EU Funds.
- Example: open meetings which do not require prior registration should be organised in buildings architecturally accessible to persons with disabilities.

3. Right to benefit

- Every person has the right to benefit from EU funds, i.e. from everything that is built, upgraded, purchased,

created, produced, developed or designed with financial assistance of the EU Funds.

- Example: new trains, museums, newly built road, kindergartens, IT rooms must be accessible to persons with disabilities.

Accessibility of projects to persons with disabilities is ensured by a mechanism of reasonable adaptations enabling flexible response to the needs of participants and providing “tailor-made” improvements.

What kinds of improvements could that be? They include:

- adaptation of buildings, e.g. installation of temporary wheelchair ramps, platforms, lifts; installation of signboards written in Braille alphabet in buildings;
- slowing down / extending the time, e.g. to provide translation into sign language;
- acoustic adaptations, e.g. installation of induction loop systems or FM systems;
- adaptation of computers, e.g. leasing or buying magnifying or speaking software or Braille printers;
- ensuring specialist support, e.g. assistant



- translating/interpreting into “easy to understand” language, disabled person assistants, sign language translator, guides for people with vision impairments;
- transport e.g. specialist transport to project venues;

Access to the Internet should also be provided.

- Websites developed as part of EU projects should facilitate access for persons with disabilities. Their authors must comply with WCAG 2.0 standard, providing the guidelines on creating accessible websites. This includes, e.g. ability to enlarge the font, adequate choice of colours and contrasts, easy to understand contents.
- Multimedia (animations, presentations, films, audio recordings, etc.) should satisfy accessibility criteria, e.g. provide text transcripts, audio description, or translation into sign language.

Space accessible to all? By all means.

- Universal designing, i.e. designing for everyone is designing products, environments, programmes and services in such a way so that they can be used by the largest possible number of people, including seniors,

parents with prams/buggies, and any other persons having special functional needs due to, e.g. obesity, injury, pregnancy, or above-average height.

- Every new building, service or product developed with financial assistance from EU Funds should be accessible to all.

But most importantly! When creating an offer addressed or potentially addressed to persons with disabilities, their maximum self-reliance should always be ensured.

Tomasz Wasielewski



Tomasz Wasielewski

Lecturer, entrepreneur, active promoter of involving disabled persons in occupational, social and cultural life. With impaired mobility - confined to wheelchair since 2000.



(photo: Fotolia)

EUROPEAN COOPERATION DAY 2016 PHOTO EXHIBITIONS

Branch Office of the CBC Programme Poland-Belarus-Ukraine 2007-2013 in Brest made a tour with photo exhibitions devoted to the European Cooperation Day-2016. Photo exhibitions aiming to promote the results of the Programme took place in four Belarusian regional capitals covered by the Programme: Minsk (9th -10th of September), Homieĺ (12th-13th of September), Brest (15th-16th of September), Hrodna (23rd- 24th of September).

During the event participants were able to get acquainted with results of the Programme, took

part in various entertaining quizzes, got Programme promotional and informational materials and sweet prizes. Brest Branch Office experts provided information for the interested. In Hrodna and Brest the vehicles purchased within the projects were exhibited.

Due to the fact that the photo exhibition coincided with other international events in Homieĺ and Hrodna official delegations from Finland, Poland, Ukraine, Latvia, Lithuania and the Russian Federation also had a possibility to learn about the Programme.





(photos: Brest Branch Office's stocks)

EVERLASTING PARTNERSHIP – PROGRAMME CONFERENCE

On 11th October 2016, the representatives of 14 border regions participating in the Poland-Belarus-Ukraine Programme met in Bukovel in Ukraine to celebrate the achievements of the Programme 2007-2013 and launch a new Programme 2014-2020.

The venue of the event, Polanytsya village in Ivano-Frankivsk oblast, Ukraine was an excellent location to admire beautiful Carpathian landscapes, experience the unique culture of Hutsuls and get inspired for new cooperation ideas in the company of friends.

- The interest in the implementation of joint projects is very high, as evidenced by the number of registered initial concepts of projects. Out of nearly 850 concepts, the largest number has been submitted by Ukraine. Therefore, it is no accident that in this country, together with the representatives of all border regions, we officially summarised the results of the 2007-2013 programme and presented the opportunities offered by its new edition - informed the Deputy Minister of Economic Development, Adam Hamryszczak.

The slogan of the conference “Everlasting partnership” reflects the idea of continuity of cooperation within the programme. Therefore, the summary of the results of cross-border cooperation within PBU Programme 2007-2013 was followed by the presentation of the main assumptions of PBU 2014-2020 and much-expected announcement of the first call for proposals. The start of the call was announced with traditional “Trembita” music.

The participants were also informed on the events, which are to follow the announcement of the call.

Trainings and consultations by the JTS and Branch Offices are aimed to help potential beneficiaries to develop quality project applications.

- We will help potential beneficiaries, so that valuable initiatives do not encounter any sorts of barriers. We will conduct information meetings not only in the capitals of the regions, but also in smaller centres, such as Siemiatycze, Łomża or Lubaczów. We want to help less experienced entities in making use of the development opportunities offered by cross-border cooperation - said Adam Hamryszczak.

The official part of the Conference was followed by the open-air activities, which included hiking in the mountains, workshops in folk crafts and preparation of traditional Hutsul meals.

The event ended with a Gala dinner, where the best projects were awarded. The performance of Jory Kloc band from Lviv added a special folk rock touch to the atmosphere of the event and was very much enjoyed by the guests.



(photos: Lviv Branch Office's stocks)



EUROPE-UKRAINE COOPERATION FORUM

Experts of the Cross-border Cooperation Programme Poland-Belarus-Ukraine 2014-2020 from the Joint Technical Secretariat and Branch Offices from Lviv and Rzeszów took an active role in the 10th EUROPE-UKRAINE Forum. It took place on 27-28th January in the Congress and Exhibition Centre G2A ARENA in Jasionka near Rzeszów.

Hundreds of guests from all over Europe, from Spain to Russia, two days of congress, 44 thematic panels, special events and guests as well as several meetings and discussion opportunities – such is a brief description of this forum taking place under the name „Opportunities Not To Be Missed”. It has encompassed four themes: Business and Economy, European Integration and Reforms, International Politics and Society.

Programme experts participated in thematic sessions and presented the Programme at the promotional stand during the 1st Eastern Fair that took place alongside. During the discussion titled „Good Neighbourship and Interregional Cooperation” the Head of the JTS, Paweł Słowikowski presented general statistics from the first call for proposals closed on 31st December 2016 organised within the new Programme

for years 2014-2020. He emphasized the gigantic scale of needs and of willingness to cooperate between partners by showing that within almost 800 applications received during the call for proposals over 2300 engaged organizations are ready to realize projects valuing over 1,3 billion euro. It is 14 times bigger than the available allocation of funds for the first call.

In the thematic panels also took part experts from the Centre of European Projects, within which the JTS operates. The Head of the CEP, Leszek Buller, PhD, was one of the panelists of the „Role of the National Capital and Large State-Owned Companies in the Economic Development Policy” discussion. Andrzej Słodki, Information officer of the CEP participated in the session „Increasing Competitiveness of Cities and Regions - Investment Attractiveness, Promotion, Creative Industries.”



OPENING OF THE RZESZÓW BRANCH OFFICE

On 30th March 2017 Adam Hamryszczak, Undersecretary of State in the Ministry of Economic Development of Poland and Bogdan Romaniuk, Vice-Marshal of the Podkarpackie Voivodeship solemnly opened the new premises of the Rzeszów Branch Office.

The Branch Office in Rzeszów was established in December 2016 in order to ensure the Programme promotion and access to information for potential applicants and beneficiaries from the Polish eligible area. It implements the information and communication plan, supports the JTS/MA in the organization of significant events of the Programme in Poland (trainings, workshops, conferences, meetings etc.) as well as ensures direct, phone and e-mail consultations for beneficiaries.

- This is an important place and important moment of implementation of the Programme. In December, the 1st Call for Proposals was closed. In total, we received 749 Concept Notes concerning the natural and cultural heritage, accessibility of border area, and common

challenges in the matter of security and management of borders - said Adam Hamryszczak.

The Branch Office in Rzeszów also supports the Managing Authority and the Joint Technical Secretariat in the day-to-day implementation of the Programme, contributing to increase the effectiveness of activities addressed to the applicants. In the future it will also provide support in the implementation and settlement of projects and collect data to improve the quality of project monitoring.

The Branch Office in Rzeszów employs three experts. Their activity is financed entirely from the Programme technical assistance budget in the framework of the signed contract.



From the left: Adam Hamryszczak - Undersecretary of State in the Ministry of Economic Development of Poland, Alicja Wosik - Head of the Rzeszów Branch Office, Bogdan Romaniuk - Vice-Marshal of the Podkarpackie Voivodeship (photo: Daniel Kozik)

EUROPEAN COMMISSION APPROVED ALL PROJECT SUMMARIES



The first stage of the selection process of Large Infrastructure Projects (LIPs) has been finalised with the approval of the European Commission of Project Summaries of all ten LIPs. Following this decision taken on 17th May, the lead beneficiaries of LIPs continue their work on preparation of Full Application Forms and necessary attachments. The Joint Technical Secretariat has organised three training sessions for these projects in late April and was assisting the beneficiaries in case they had any questions.

Large Infrastructure Projects are investment projects selected through a direct award procedure and where a budget share of at least EUR 2.5 million is allocated to acquisition of infrastructure. The LIPs under the Cross-border Cooperation Programme Poland-Belarus-Ukraine 2014-2020 have been selected and accepted by the Joint Programming Committee before submitting the Joint Operational Programme to the European Commission. A total of € 52.07 million is foreseen for their implementation under the Programme. The selected projects concern: the

improvement and development of transport services and infrastructure, common security challenges, support of efficiency and security of borders, health care and promotion of local culture and history in the Programme eligible area.

The list of all LIPs is published on our website www.pbu2020.eu (choose “Projects” from the top menu) together with general information on this type of projects implemented within the Programme.

Infrastructure at the road border checkpoint Piaśchatka-Połowce financed within the Programme Poland-Belarus-Ukraine 2007-2013 (photo: JTS stocks)



We would like to invite you to take part in our photo-quiz. On these pages you can see photos taken within the Programme eligible area. The places and objects shown are the effects of the implemented projects or possible future projects. Your task, should you accept, is to identify where or of what the picture is taken by selecting the proper answer. The answers are hidden on one of the pages.



1

This photo of the Augustów Canal is taken in:

- A. Hrodna District (BY)
- B. Mosty District (BY)
- C. Ivanowo District (BY)



2

This Polish-Ukrainian border-crossing is situated in:

- A. Hrebenne-Rawa Ruska
- B. Korczowa-Krakowiec
- C. Budomierz-Hruszów



3

The Schönborn Castle is situated in:

- A. Ivano-Frankivska Oblast (UA)
- B. Lvivska Oblast (UA)
- C. Zakarpatska Oblast (UA)



4

This city is called:

- A. Białystok (PL)
- B. Lublin (PL)
- C. Rzeszów (PL)



5

This Regional Museum is situated in:

- A. Ostrołęka (PL)
- B. Zamość (PL)
- C. Siedlce (PL)

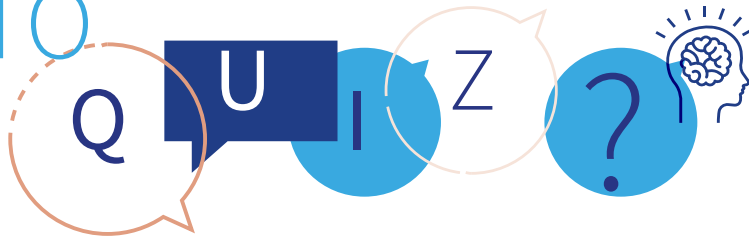


6

This winter photo is taken in:

- A. Verchovyna (UA)
- B. Bukovel (UA)
- C. Jaremcze (UA)

PHOTO



(photos: 1, 10, 11 - Aleksandr Tsunik / 2 - Bieszczadzki Border Guard Regional Unit / 3, 5, 6, 7, 12 - PBU stocks / 4 - Piotr Arnoldes / 8 - Nataliya Pavlowska / 9 - Adam Panfiluk)



7

This photo of the Dnieper-Bug waterway is taken in:

- A. Homiel Oblast (BY)
- B. Hrodna Oblast (BY)
- C. Brest Oblast (BY)



8

This photo is taken in:

- A. Rivnenska Oblast (UA)
- B. Ivano-Frankivska Oblast (UA)
- C. Volynska Oblast (UA)



9

This photo is taken in:

- A. Białowieża (PL)
- B. Suwałki (PL)
- C. Biłgoraj (PL)



10

The Gudzevichi Museum is situated in:

- A. Minsk Oblast (BY)
- B. Hrodna Oblast (BY)
- C. Brest Oblast (BY)



11

The Napoleon Orda Museum is situated in:

- A. Mosty District (BY)
- B. Ivanowo District (BY)
- C. Hrodna District (BY)



12

This Museum of Folk Architecture and Rural Life is situated in:

- A. Rivne (UA)
- B. Ternopil (UA)
- C. Lviv (UA)

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PL-BY-UA
2014-2020



Financed by
the European Union