

POLAND

Implementing local development strategies

Location

Garncarska

Programming period

2017 – 2013

Axis / Priority

Axis 4 – LEADER

Measure

M413 – Quality of life /
diversification

Funding (EUR)

Total budget 530 000

EAFRD 24 000

National/regional 6 000

Other 500 000

Project duration

2008 – 2014

Project promoter

Garncarskawioska

Contact

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Website

www.garncarskawioska.pl

The initiative reveals how various sources of funding can be used in a synergistic way to capitalise upon local resources and tackle unemployment sustainably.

Summary

“Pottery Village” is a social enterprise aimed at the social and vocational integration of the unemployed in rural Poland. The regional enterprise cultivates handicraft traditions, strongly focuses on capacity building and creates innovative tourism products.

Local actors stimulated the project activities, which include the training of unemployed people and investment in technical infrastructure and facilities to cultivate handicraft traditions and create innovative tourism products.



Results

Every year there are around 12 000 visitors including tourists and study groups from Poland and abroad.

Out of 108 people who participated in the training organised within the project, 76 found work.

Lessons & Recommendations

- ❑ A key to success of the project has been the cooperation of local partners, and the involvement of the unemployed in the whole process.
- ❑ The preparation of a profound business plan/model for a social enterprise in advance has been essential for using all local resources effectively and attracting additional means and for developing a sustainable business.

Context

In the villages and small town in this part of rural North-East Poland, there has been a clear need for job creation for the long-term unemployed and their social and vocational integration. The village Garncarska decided to valorise its idyllic rural scenery and use it to unlock the economic potential of forgotten regional customs.

Objectives

The principal objective of the project was vocational training and social integration of the unemployed from rural areas and small towns.

Activities

A business plan was elaborated. Drawing on different funding sources including LEADER and EQUAL funds, as well as contributions from national and international foundations, a range of activities were carried out between 2005 and 2014. One core activity has been the vocational and theoretical training for unemployed people with a special focus on traditional crafts.

Project partners including private businesses, a vocational school, three local governments and four non-governmental organisations coordinated their efforts and they managed to attract more sponsors, who supported the project with an amount of EUR 150 000. The money was used to build handicraft workshop facilities, renovate buildings and establish technical infrastructure, e.g. a plumbing installation and a biological sewage plant. Also a conference room and an area to organise handicraft fairs and social enterprise fairs were created.

Products which are produced and sold in the village include ceramic and sartorial products, regional souvenirs and hand-made paper; the portfolio covers corporate gifts, souvenirs, tissue paper, flowers, glass painting, and stained glass. The organisation of workshops and a pottery exhibition in the village have also been created.

Main results

The Pottery Village as an enterprise covers production, commercial and service activities and employs ten full-time employees.

Every year there are around 12 000 visitors including tourists and study groups from Poland and abroad.

A steady partnership has been developed for the benefit of the social economy: social enterprises, non-governmental organisations and public administration institutions have contributed to the success of the project. The partners have initiated supplementary activities in order to decrease unemployment and from 108 people participating in the training organised within the project, 76 found work.

Moreover, due to the new initiatives of partners and sponsors the themed village was further developed and among other aspects a Roman Amphitheatre and a Paradise Garden were created.

Key lessons

A key to success of the project has been the cooperation of local partners, and the involvement of the unemployed in the whole process.

The preparation of a profound business plan/model for a social enterprise in advance has been essential for using all local resources effectively and attracting additional means and for developing a sustainable business. Such a clear concept has also facilitated to use diverse funding sources in a synergetic way.

“We had a common vision of where we were heading to, we knew which path we had to take and a picture we wanted to ‘paint’, a picture of our surroundings, our borough, our people.”

Aleksandra Nowogórska, Labor Office, Project partner

Additional sources of information

n/a