

ESF project "Investor service standards in local government"

Poland

Key facts

SPECIFIC OBJECTIVE OF THE OPERATIONAL PROGRAMME

'Improvement of quality and monitoring of the process of providing administrative services essential for running a business'

TARGET GROUPS



Local government administration at gmina (municipal) level in Warmińsko-Mazurskie Voivodship

BENEFICIARY ORGANISATION

Ministry of the Interior and Administration

PROJECT DURATION

01/08/2016 – 28/02/2019

COORDINATOR

Marek Śliwiński, Head of the Section, Department of Public Administration, Ministry of the Interior and Administration



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PARTNERS

Polish Investment and Trade Agency, Warmia and Mazury Regional Development Agency

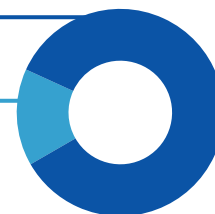
BUDGET

EUR 652,761.23

ESF contribution

EUR 121,753.76

National budget of the Republic of Poland contribution



PROJECT/ORGANISATION WEBSITE



<https://baza.paih.gov.pl/instructions/13>

<http://bit.ly/37yJYor>

www.gov.pl/web/mswia

Activities implemented

PROJECT IN NUMBERS



Number of investor service standards in local government



Number of gminas which implemented/modernized investor service procedures



Number of gminas covered by support in terms of investor service



Number of trained gmina staff

MAIN PROJECT TASKS



Preparation of investor service standards in the gmina (in the form of a handbook).



Development and implementation of the Investment Offer Generator, which is likely to become a key tool for listing such offers prepared by Polish gminas.



Substantive support in modifying the websites maintained by gminas and materials promoting their investment offer in order to better meet the expectations of entrepreneurs.



Participation of gmina authorities and office staff in training courses on comprehensive investor service.

Project journey: from conception to delivery

INITIAL STAGE

CONTEXT OF THE PROJECT

In Poland, depending on the nature and planned investment size, potential investors may receive support from public administration entities at various levels: national, regional, and local. Regardless of the type of investment, the investor has to deal with the commune authorities where s/he intends to pursue his project. Meanwhile, in Poland **there are no uniform investor service standards at gmina level**, moreover, gmina administrators and local government office staff often lack the requisite knowledge and skills in the field of investment services.

PURPOSE OF THE PROJECT

The aim of the project was **to develop and implement procedures for cooperation between the gmina and the investor** as well as solutions intended to improve the investment attractiveness of gminas, including the preparation, dissemination and updating of information on their investment offer.

MAIN CHALLENGES FACED, AND DIFFICULTIES ENCOUNTERED

Recruitment of the planned number of gminas to the project was a problem. The following factors discouraged participation in the project: **formal eligibility constraints** (actually having an investment offer), conditions for the **discontinuance of participation** (contractual penalties), and public procurement procedures (duration). Problems also included a frequent rotation of participants in project meetings, as well as the inadequate commitment on the part of some project participants.

KEY DEVELOPMENTS AND EVENTS DURING THE IMPLEMENTATION PROCESS

One of the major challenges encountered in the project was how to reconcile the 'hard' activities, such as the development and implementation of investor service standards and investment offer generator with the 'soft' activities associated with the acquisition of knowledge, skills and competencies in the field of comprehensive investment service by gmina leaders and office staff. The most important events in the project were: 1) **training sessions** delivered to towns/cities and gmina staff responsible for investor services; 2) **a study visit** for gmina management; 3) organisation of two local government meetings in order to familiarise project participants with modern techniques and tools used in the field of territorial marketing and economic promotion.

KEY RESULTS AND SUCCESS FACTORS

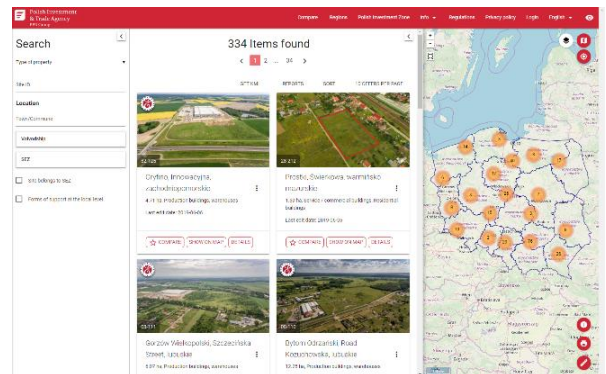
Project results include: 1) the **Investment Offer Generator**; 2) a **manual containing uniform standards of comprehensive investor service in the gmina**; 3) the **acquisition of knowledge, skills, and social competences** in the area of investment services provided by administrators and office staff. The basic success factors of the project were: proper selection of partners (ministry, national investor service unit, and a regional development agency), and consensus-based cooperation of the project partners.

(EXPECTED) IMPACT ON BUSINESS AS WELL AS ON THE ADMINISTRATIVE SYSTEM IN GENERAL

The project affected the functioning of the administrative system by **organising and improving the level of knowledge on investor service and support during and after the investment** in the participating gminas. As a result, the project may contribute to increasing the level of investment by enterprises in gminas. According to national statistics (GUS), investment outlays increased by 84,8% year on year in the first half of 2019, by far the highest growth of all Polish regions. Positive experiences from Warmińsko-Mazurskie Voivodship will be implemented in other Polish voivodships in the coming years.

LESSONS LEARNT: THE ROLE OF ESF FINANCIAL SUPPORT

Investor information and investor service standards should start at the level of individual gminas. The project responds to long-term challenges of relevance to the quality of public policies. In the case of Poland, such a challenge is posed by the unsatisfactory quality of public services provided to entrepreneurs by gminas.



Source: <https://baza.paih.gov.pl/?lang=en> (accessed: 7 June 2019)

PROJECT PHASE

RESULTS, IMPACTS

REFLECTIONS

Personal experiences



'This is the first large-scale project to address the issue of standardisation of public services provided to investors by gminas in such a comprehensive way.'

Marek Śliwiński, Head of the Section, Ministry of the Interior and Administration, Department of Public Administration

'Thanks to this project, gminas perceive investment offers not only from the perspective of access to their own investment areas, but also look more broadly at private land, i.e. at the area of the gmina as a whole as a potential investment target.'

Marta Piskorz, Director of the Department of Entrepreneurship Support and Territorial Cooperation, Warmia and Mazury Regional Development Agency JSC

The study "Progress Assessment of the ESF Support to Public Administration" (PAPA) aims to present specific cases of ESF-funded public administration reform and capacity building initiatives. The contractor prepared 30 case studies and factsheets on ESF supported projects funded in 17 beneficiary countries of Thematic Objective 11 during the programming period 2014-2020.

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PPMI

Find out more about the project by following the link <http://bit.ly/PAPA-PPM> or scan the QR code using your smartphone camera.

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