

Cultural and Creative  
Industries (CCIs)  
contribution to  
Cultural and Creative  
Tourism (CCT)  
in Europe

  
**Cult-CreaTE**  
Interreg Europe



European Union  
European Regional  
Development Fund

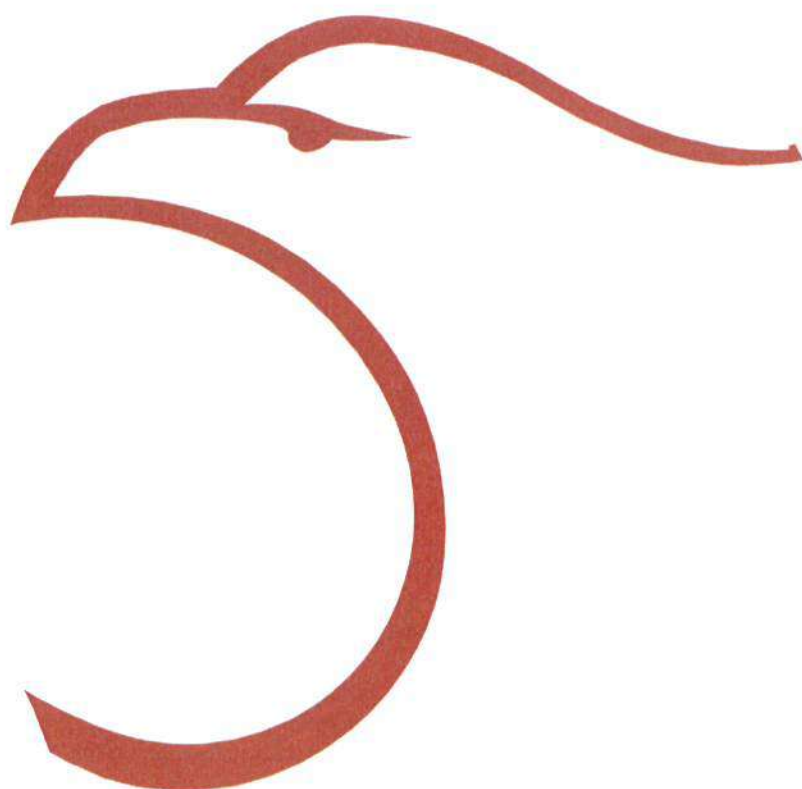
# Action Plan for Kujawsko-Pomorskie Region

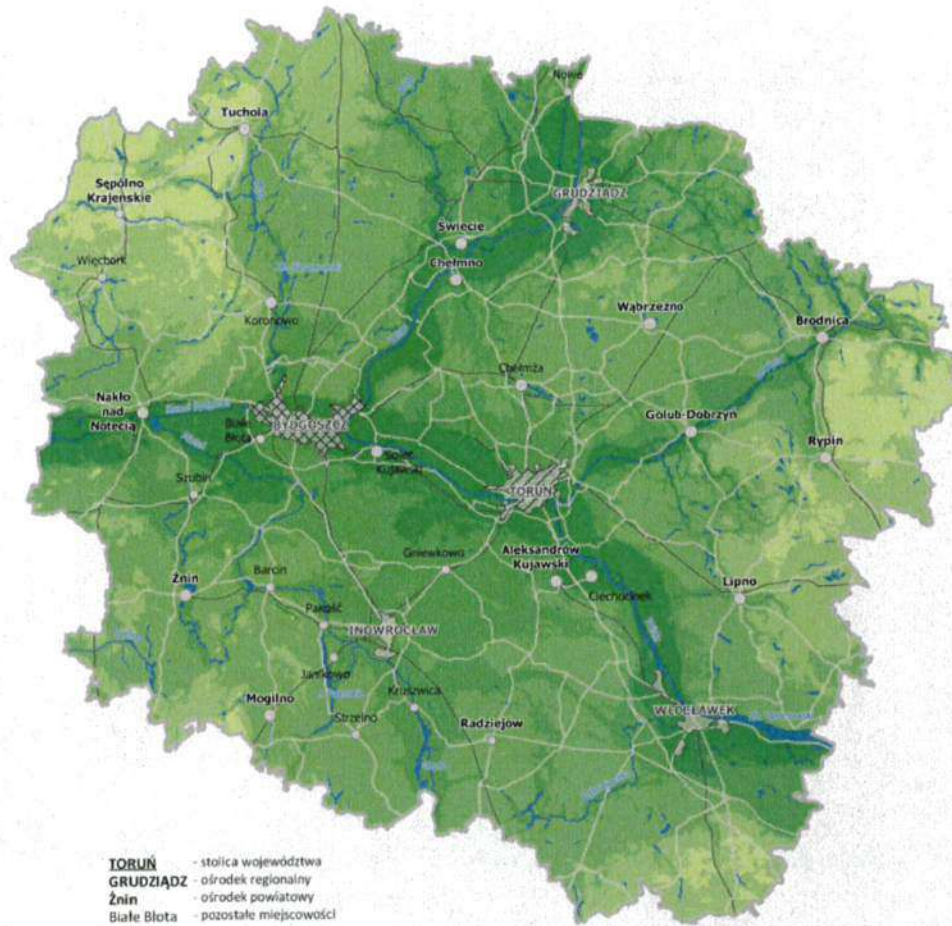


**KUJAWY  
POMORZE**



**Szlak  
Piastowski**





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March 2021



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## Cult-CreaTE Project

The potential of Cultural & Creative Industries (CCIs) in developing new Cultural & Creative Tourism (CCT) products and services for Growth & Jobs, is being advanced by the Cult-CreaTE project with policy change in 8 regions.

Common challenges are:

- The contribution of CCIs to CCT has not been given the attention it deserves to date. Cultural tourism needs CCIs to partially reinvent itself and attract the new generations. CCIs are also an indispensable source of innovation for other types of sustainable tourism, typically 'Creative Tourism'.
- Creative Tourism is considered a new generation of cultural tourism by involving the tourists themselves and the locals in the creation of the tourist products (co-creation).
- CCIs are in a strategic position to promote smart, sustainable and inclusive growth in all EU regions and cities, and thus contribute fully to the Europe 2020 Strategy and beyond, through their deployment for CCT.
- While some EU regions have been very good at tapping into this extraordinary potential as a way to promote socio-economic development, it however, appears that many others have not been making most of this potential.
- Synergies between sustainable tourism and CCIs can enhance the visibility and promotion of CCT. These synergies can contribute to the promotion of sustainable tourism destinations, an attraction of new investment and creation of new employment opportunities, particularly for youth and in lagging regions.

The overall objective is to redeploy CCIs for the development and promotion of CCT strategies, with sustainability, innovations, capitalisation, policy learning, policy implementation and capacity building.

Main outputs are action plans, with implementation and monitoring of improved policy instruments in 8 destination regions, communication and dissemination tools for policy learning and capacity building, contribution to EU policies and EU2020 targets. The beneficiaries are public authorities and their stakeholders.

## Cult-CreaTE Project Partnership



Action Plan for the Piastowski Trail





**Cult-CreaTE**  
Interreg Europe

# Cultural and Creative Industries contribution to Cultural and Creative Tourism in Europe



VIDZEME TOURISM ASSOCIATION

Lead Partner



REGIONE DEL VENETO



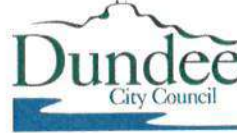
Cork City Council



PÉCS-BARANYAI KERESKEDELMI ÉS IPARKAMARA  
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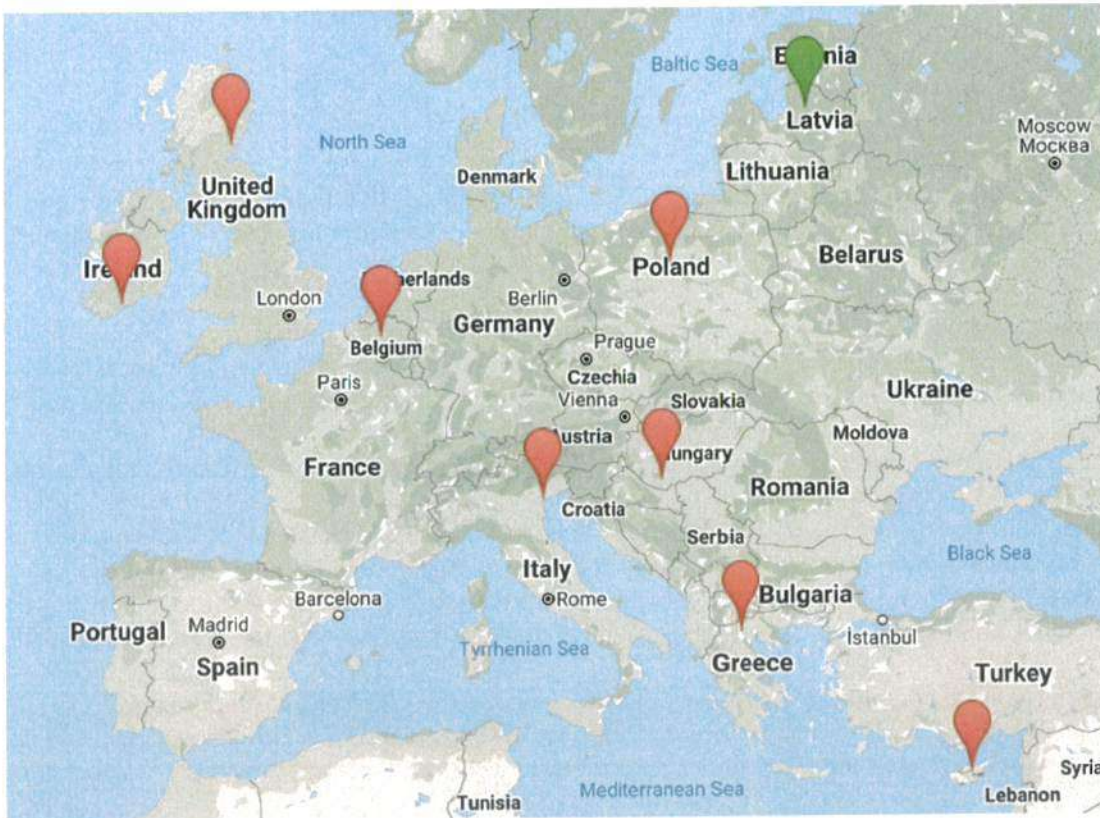


KUJAWY POMORZE



ECTN  
EUROPEAN CULTURAL TOURISM NETWORK

Advisory Partner



Vidzeme | Veneto | Cork | Pecs-Baranya | Nicosia | Dundee | Kujawsko-Pomorskie | Naoussa | ECTN

*Cult-CreaTE deploys Cultural and Creative Industries (CCIs) for the development and promotion of Cultural and Creative Tourism (CCT) strategies*

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Action Plan for the Piastowski Trail





## Foreword

*The time has come for the Piastowski Trail to become the most recognizable cultural trail in Poland, telling about the beginnings of Polish statehood and integrating all partners located on it.*

*Thanks to the effort of people involved in the implementation of the Cult-CreaTE project in the Kujawsko-Pomorskie Voivodeship who undertook such a difficult task, this vision has a chance to become a fact.*

*The following activities describe in detail the next steps to be taken by the Kujawsko-Pomorskie Voivodeship together with the administrators and TSU of the sites on the Piastowski Trail. Engaging SMEs to joint work on the tourism product - Piastowski Trail - may be a guarantee of growth of its popularity and development. The indicated sources of financing open new possibilities and may contribute to introducing assumptions into concrete activities.*



## Acknowledgements

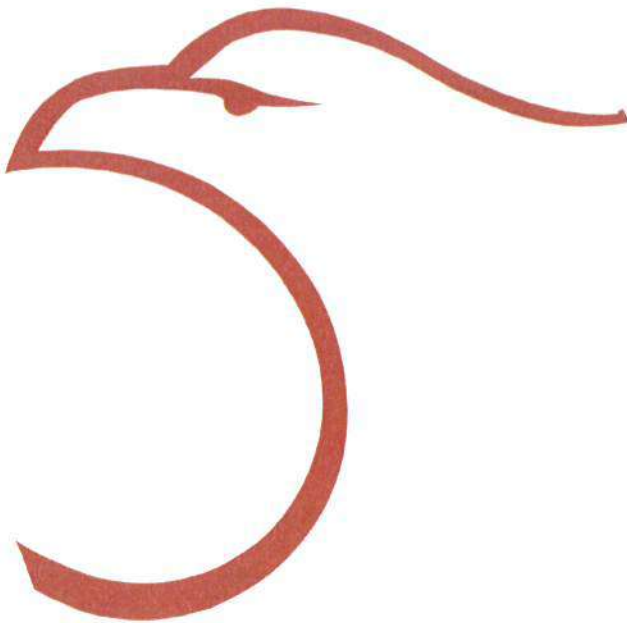
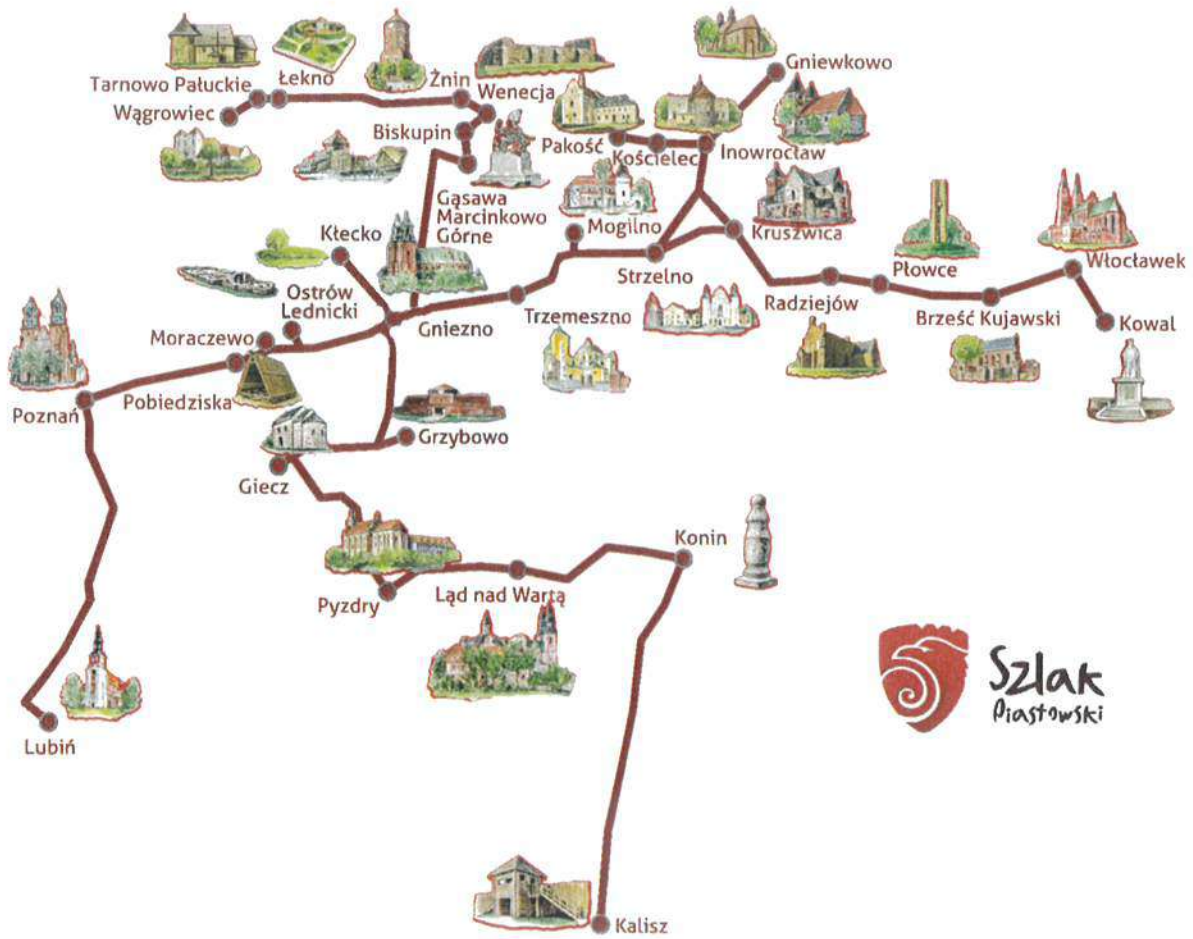
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### Authored by:

Kujawsko-Pomorskie Region, Poland, project partner









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# Executive Summary

## Introduction

Each of the partners in the Cult-CreaTE project has a different situation in terms of both legal and organizational structure, geographic and cultural background, as well as the specific development of the CCTs and CCIs operating in their area. Each also has its own thematic theme to which participation in the project is subordinated and which is reflected in the AP. This diversity enables the exchange of experience and mutual learning, which is the essence of cooperation within the Interreg Europe programme. In the case of Kujawsko-Pomorskie Region, Cult-CreaTE experiences were used in designing activities aimed at improving the functioning of the Piastowski Trail. It will be possible thanks to implementation of good practices in the field of creating new products and improving management. In both cases it will be important to include SMEs and CCIs and take into account trends in the development of CCT. So far, the use of these aspects has been a weakness of the Piastowski Trail.

## CCIs current status, general description and requirements

The CCIs sector is included in the various main objectives of the Acceleration Strategy 2030+: Healthy, Active and Prosperous Society, Competitive Economy, Accessible Space and Clean Environment. The policy includes provisions for developing endogenous potential through culture, culinary products and tourism. The CCIs operating in the province produce high quality products and services, however, they do not think about their activities in the category of creative industries and making these activities innovative.

Within the region, there are organizations exploring cultural resources within the creative industry and creative economy. However, the entities operating outside the big cities do not use the opportunities for the development of cultural and creative tourism and experience provided by the regional programs focused on innovation and smart specialization, e.g. Cultural Heritage, Arts, Creative Industry. This is the problem of the surroundings of the Piastowski Trail. It is about the potential of associations and foundations gathering folk artists, craftsmen, producers of agricultural products, regionalists, people cooperating with museums, creating e.g. thematic villages.

Therefore, the Strategy assumes that smart specialization of Kujawsko-Pomorskie Region, cultural heritage and creative industries can contribute to a better use of endogenous potential of the region in terms of culture and history. They can lead to the development of innovative and novel conservation methods, techniques and technologies, presentation of resources, development of creative activities, creativity related to the effective use of regional resources of culture, art and historical heritage, and their commercialization. The result of shaping such attitudes will be the social creativity, which (among others) will constitute the basis for the development of the so-called creative industries (creative activities), based on the use of regional resources of intellectual capital, cultural heritage and arts. Such an approach will be specified in RIS and the Strategy for Development and Promotion of the Tourism Product - complementary programmes to the Acceleration Strategy 2030.

## Vision and Goals



**Region wykreował konkurencyjne produkty CCT,  
 optymalnie wykorzystujące endogenne zasoby  
 kulturowe i społeczne.  
 Powstały one w ramach sprawnie działającej platformy  
 współpracy z CCI regionu,  
 dzięki mechanizmom wsparcia tego sektora,  
 jakie zostały zaplanowane i wdrożone  
 poprzez regionalne polityki rozwoju**

This vision will be realized through the following objectives directly related to improvements of the above policy instrument and policy change needs in CCT development based on regional CCI:

- 1) To create a suite of CCT products in the region, especially those directly related to the Piastowski Trail, co-created in collaboration with SMEs and CCI.
- 2) Development and implementation of a cooperation model for improving the management of the Piastowski Trail and involving the region's CCI in its development.
- 3) Improvement of regional policies, including programs/policies complementary to the Acceleration Strategy 2030+ and ROP of Kujawsko-Pomorskie Voivodeship 2021-2027 thanks to conclusions and recommendations from the Cult-CreaTE project.

### Action Titles / Headings

For Piastowski Trail in Kujawsko-Pomorskie region - a complex linear tourism product in the region treated as a tourism destination - two actions are proposed in this AP to develop CCT based on regional CCI:

- Action 1: Storytelling in building the CCT product of the Piastowski Trail based on cooperation with SMEs and CCI.
- Action 2: Building a partnership model of integrated management of the Piastowski Trail for increasing competitiveness of SMEs and CCI in Kujawsko-Pomorskie Region.

### Monitoring process

The process of monitoring the implementation of the AP will be based on the system for monitoring the implementation of the "Strategy for the Development of Kujawsko-Pomorskie Region until 2030 - Acceleration Strategy 2030+". This is justified by the fact that the AP refers to this Strategy, which is one of the two key regional policies. The monitoring process will be carried out at two levels: general (at the level of voivodeship development indicators) and detailed (at the level of key projects in the Strategy). The results of the activities, on the other hand, are directly related to the above objectives and activities aimed to contribute to the implementation of these objectives. The products of AP will be:

- 1) New creative tourism product in the region (1): Weekend on the Piastowski Trail.
- 2) Prototypes of 3 creative products supporting the Weekend on the Piastowski Trail (according to the declaration in the project application form).
- 3) Recommendations to the Strategy of building and promoting tourism product of Kujawsko-Pomorskie Region in the scope of developing CCT products based on CCI of the region (1).
- 4) Management organization for the Piastowski Trail as a CCT product to which the CCI of the region belong (1).
- 5) A destination management organization (DMO) plan for the Piastowski Trail (1).

### Conclusions and Recommendations

- 1) Regional policies - especially programs complementary to the Acceleration Strategy 2030+ - should advocate the preferential treatment of undertakings involving CCI in the development of tourism on the Piastowski Trail.



- 2) There is a need embedded in regional policies to support micro-enterprises of handicraftsmen, craftsmen and artists who can contribute to the development of CCIs-based products on the Piast Route.
- 3) Competitiveness of the Piast Route depends on using regional CCIs resources for creating innovative CCT products, which should be mentioned in regional development policies as a determinant of competitiveness of tourism in the region in general.
- 4) Achievement of AP results is very much connected with improvement of structures for organization and management of the Piastowski Trail and inclusion of SMEs and CCIs of the region in its development and promotion. This is a bottleneck of the competitiveness of tourism on the Piastowski Trail and should be an element of special attention in the regional development.
- 5) The development of these complementary policies/programs is a chance to contribute creatively and improve them with the experience from the participation of the Kujawsko-Pomorskie Region in the Cult-CreaTE project.
- 6) Recommendations for development of CCT products based on CCIs should concern other cultural routes of the region.

Action Title	Type	Source/Good Practice transfer	Lead partner and CCIs involved	CCT Product and Comments
1. Storytelling in building a CCT Piastowski Trail product on the basis of cooperation with SMEs and CCIs	New Project	<ul style="list-style-type: none"> <li>- Legends of Āraiši - storytelling and community based creative tourism (Latvia),</li> <li>- Nikosia Pop Up Festival (Cyprus), Festival del</li> <li>- Viaggiatore di Asolo - traveller festival in Asolo (Region Veneto),</li> <li>- Creative ecosystem in Ibiza for the development of creative tourism, project coordinated by ECTN (Spain).</li> </ul>	<ul style="list-style-type: none"> <li>- kujawsko-pomorskie region,</li> <li>- CCIs and SMEs in the region,</li> <li>- Local tourist organization Pałuki,</li> <li>- Kuyavian-Pomeranian tourist organization</li> <li>- Museum in Biskupin,</li> <li>- Organisations of SMEs and CCIs,</li> <li>- local governments.</li> </ul>	<ul style="list-style-type: none"> <li>- Storytelling of the Piastowski Trail,</li> <li>- CCT event prototype based on CCIs,</li> <li>- storytelling manual for CCT products,</li> <li>- recommendations to the Strategy for Building and Promoting a Tourism Product of the Kujawsko-Pomorskie Region in the scope of developing CCT products based on CCIs.</li> </ul>
2. Building a partnership model of integrated management of the Piastowski Trail for increasing the competitiveness of SMEs and CCIs in the Kujawsko-Pomorskie Region.	Improved Governance	<ul style="list-style-type: none"> <li>- A new model of destination management in Padova (Region Veneto),</li> <li>- Support by Chamber of Commerce and Industry to CCI SME for CCT development (Chamber of Commerce and Industry of Pécs-Baranya),</li> <li>- The Cultural Route of Central Greece</li> </ul>	<ul style="list-style-type: none"> <li>- Kujawsko-Pomorskie region,</li> <li>- CCIs and SMEs: e.g. advertising industry, film industry, innovative production, fashion and design, crafts and handicrafts, furniture, multimedia services, ICT solutions, creative museums, tourist offices, gastronomy, cultural hotels, event organizers, educational offer operating in the area of CCT,</li> <li>- Organisations of creative SMEs,</li> <li>- local governments.</li> </ul>	<p>In this case, not CCT products will be created, but a model in terms of organization and management for development of CCT products based on CCIs of the region.</p> <p>The product of the activity will be the Piastowski Trail Management Plan (DMP), which assumes the use of the region's CCIs for CCT development and operation under the DMO formula.</p>
3. n/a	Structural Change	<p>After an in-depth analysis, the formulation of structural change as a separate action in the AP was abandoned. Instead, policy improvements were envisaged, to which both the above-mentioned actions refer.</p> <p>Such an approach is justified by the conditions of programming instruments for regional development in the Kujawsko-Pomorskie Region. The Acceleration</p>		



		<p>Strategy 2030+ was adopted for implementation at the end of 2020. It contains recommendations developed during the Cult-CreaTE project for the development of CCT based on the CCIs of the region. There will be 2 programs/policies complementary to this Strategy, which are compatible with the actions proposed in the AP. As their shape is not known yet, it was decided to join the work on these complementary programs/policies in order to improve them with the experience from the participation of the Kujawsko-Pomorskie Region in the Cult-CreaTE project.</p> <p>However, the state of knowledge of the Kujawsko-Pomorskie ROP 2021-2027 does not allow to formulate recommendations that will influence the shape of this policy, which can be shown as products/results of the Kujawsko-Pomorskie region AP in the Cult-CreaTE project.</p>
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## Action Plan (main part)

### Part I – General information

Project: Cult-CreaTE

Partner organisation: Kujawsko-Pomorskie Region

Other partner organisations involved (if relevant): n/a

Country: Poland

NUTS2 region: kujawsko-pomorskie

Contact persons: Małgorzata Kruk-Szarszewska and Małgorzata Stokłosa

email address: [m.kruk-szarszewska@kujawsko-pomorskie.pl](mailto:m.kruk-szarszewska@kujawsko-pomorskie.pl) and [m.stoklosa@kujawsko-pomorskie.pl](mailto:m.stoklosa@kujawsko-pomorskie.pl)

phone number: +48 56 62 18 458 and +48 56 62 18 780



## Part II – Policy context

The Action Plan aims to impact:	X	Investment for Growth and Jobs programme
		European Territorial Cooperation programme
	X	Other regional development policy instrument

Name of the policy instrument addressed: *Regional Operational Programme for Kujawsko-Pomorskie Region and Regional Strategy of Development 2020+ (main Policy instruments indicaten in the AF, both are realised)*

The underlying regional policy document referred to in the application form is the Kujawsko-Pomorskie ROP 2014-2020 and Development Strategy 2020+. This relates to Axis 4: Environmentally friendly region, Measure 4.4: Preservation, protection, promotion and development of natural and cultural heritage; Specific objective 4: Increased attractiveness of cultural facilities of the Kujawsko-Pomorskie region, which are most relevant to the objective in which the Cult-CreaTE project is implemented. In particular, it is about the commercial use of the cultural heritage of the region in the context of creative tourism based on CCI and SMEs. In this case, the creation of a cooperation platform is to enable the targeted commercialization of the Piastowski Trail through the involvement of CCIs in DMO activities, as well as the creation of a new commercial product based on CCT. CCIs and other CCT stakeholders on the Piast Trail will be involved in the creation and commercialization. Both instruments have been implemented and there is no real room for improvement. However, they are very important because they were the basis for formulating a way to involve the Kujawsko-Pomorskie Region in the Cult-CreaTE project, including basing the Action Plan on improving the functioning of the Piastowski Trail towards greater involvement of SMEs and CCIs and CCT development. Ultimately, the idea was to design activities in the AP that would serve to support raising the competitiveness of SMEs in the region.

The Action Plan aims to impact:		Investment for Growth and Jobs programme
		European Territorial Cooperation programme
	X	Other regional development policy instrument

Name of the policy instrument addressed: *Regional Development Strategy of Kujawsko-Pomorskie Region 2030+ (version accepted by the Management Board of KPV)*

*This strategy is an overarching policy instrument for planning long-term regional development. Its elaboration coincided with the implementation of phase 1 of the Cult-CreaTE project. Therefore, it also takes into account lessons learned, feedbacks from good practices and experiences of the project partners in linking CCT development and competitiveness of SMEs, based on regional CCIs.*

As stated directly in the Strategy, its implementation is primarily the responsibility of the Self-Government of the Voivodeship, which in some areas is directly responsible for the implementation of the findings, in others it will play the role of a partner, initiating them or lobbying for action, but overall these findings will be implemented by very different entities, and therefore will also be financed from different sources.

The main objective: 3. a competitive economy includes, but is not limited to: rebuilding the economy after



COVID-19, developing an innovative economy, entrepreneurship and tourism. Tourism could be supported as part of general support for economic activities. In terms of the development of economic activities in the sphere of tourism, a Strategy for the Construction and Promotion of the Tourist Product of the Kuyavian-Pomeranian Region (complementary to the Acceleration Strategy 2030+) will be developed. As part of the implementation of the AP, especially Measure 1 (new tourist product of the region), conclusions, recommendations and proposals will be prepared to improve this policy instrument. At the same time, the support system provided for in this policy instrument will support the implementation of the AP. One of the directions in the operational objective is Development of tourism as an economic branch. This direction is dedicated to supporting the development of economic activities in the field of tourism and the broadly understood institutional and organizational environment of tourism. The tourism environment includes all kinds of public and commercial entities aimed at creating favorable conditions for tourism activities, i.e.: tourist information points, chambers, associations, cluster organizations of tourist entities and specialized advisory units for entrepreneurs operating in the field of tourism. This also applies to the CCI sector.

As a recommendation from the work on the CutlCreaTE project, the document included a provision on supporting the development of the cultural services sector and creative industries, including in particular the promotion of increasing private participation in culture and the commercialization of cultural heritage by expanding mechanisms for supporting innovation in the cultural sector and the role of public-private partnerships. The idea is to support local and specialized establishments, including the private sector, and their networking (products, networking - collaborative micro-innovation, digitization and digitization). In the case of activities in AP, this will be achieved by developing a business model of partnership with SMEs and CCIs for the target commercialization of the Piast Route, as well as designing, testing and implementing in cooperation with SMEs and CCIs a new CCT product, which will then be - with the support of the Self-Government of the Region - commercialized. Being part of this policy instrument will enable applying for funds under key projects dedicated to such undertakings. This will give the opportunity to create new tourism products and brands based on cultural heritage, created in cooperation with cultural institutions, SMEs and CCIs.

Ultimately, a framework will be created through which SMEs and CCIs can achieve long-term benefits related to selling this product, participating in an economic network, improving management by introducing a new business model, and using the Piastowski Trail brand equity. This will fulfill the goals of this policy instrument. This provides an opportunity to implement and fund selected activities in Phase 2 with funds provided for the provisions addressed in the AP, particularly Activity 1.

Within the framework of voivodeship development programs/policies directly related to the subject of the main objective 3. Competitive economy, in addition to the above-mentioned Strategy for Development and Promotion of the Tourist Product of the Kujawsko-Pomorskie Region, the RSIS (RSIS 2021+) will be updated.

*RSIS K-P Region 2014-2020 envisaged the development of the tourism function of the voivodeship, and in this respect the business sector, in an appropriate relationship with the specialization in the sphere of cultural heritage, arts and creative industries. With regard to cultural heritage, arts and creative industries, the Strategy envisaged activation of the economic sphere of the region in the field of culture and creativity and the use of intellectual capital through the development of innovative micro and small enterprises and their network cooperation with cultural and artistic institutions, undertaking innovative, unconventional projects based on or referring to the cultural heritage, arts and history of the region. The Strategy states that it is open in nature - which means that the amount of funds earmarked for a given activity is determined by their availability rather than the actual scale of needs, which is often many times greater than the available resources. Moreover, a very important instrument for the implementation of the voivodeship development strategy is each time the regional operational programme, which means that the implementation of the ROP 2021-2027 will simultaneously serve the implementation of the Strategy's objectives.*

Smart specialization based on cultural heritage and creative industries will be included in the assumptions of the Regional Strategy of Smart Specialization 2021+. Its draft was prepared by KPAI and is to be adopted by the Board in the first half of 2021. It is not yet known what form it will take. However, no major changes are planned in the document (in relation to the draft), but RSIS will evolve in the area of specializations themselves (e.g. within the framework of entrepreneurial discovery), in relation to the needs and challenges of the economy in





the region. As recommended by the EC, it is important to focus on the launch of the IS implementation and monitoring process in the region as a condition for the use of CP1 funds. The ROP projects, including those in the area of CCT, will also be linked to RSIS.

The RSIS timeline still provides an opportunity to engage in working groups in preparation for the AP and to initiate the implementation process. This will be done in order to work out solutions to include in the final document provisions supporting competitiveness of the economy based on SMEs, creation of innovations in the field of tourism and culture, including development of CCIs based on CCT. Already now, at the stage of elaboration of the AP, as a recommendation for improvement of this instrument for supporting SMEs and CCIs in the region, operating or wishing to operate in the area of CCT, provisions will be proposed for supporting CCT start-ups, networking organisations of SMEs and CCIs conducting business activities. This will concern potential support for implementation of activities in AP as well as other (future) projects connected with development and marketing of Piastowski Trail.

The Action Plan aims to impact:

X	Investment for Growth and Jobs programme
	European Territorial Cooperation programme
	Other regional development policy instrument

### Name of the policy instrument addressed: *Regional Operational Programme for Kujawsko-Pomorskie Region 2021-2027 (under preparation). Present status of the policy instrument (describe)*

Implementation of projects related to tourism and culture will be possible in the coming years from ROP K-P Region 2021-2027 under Objective 5 (Europe closer to the citizens), Priority Axis 5 (Using the potential of the region in territorial development), in the area of Tourism - tourist and recreation infrastructure, tourist routes and trails, creation of local tourist brands and products. The activities described in the Action Plan may take the form of systemic projects or individual detailed implementations. The Piastowski Trail should be treated here as a tourist trail and a tourist brand of local and inter-local importance. Such an approach will make it possible to enter this ROP axis with undertakings serving among others the creation and marketing of local brands. At present the Piastowski Trail does not have the status of a brand and - both specifying the prepared ROP and possible future improvements - the provisions in ROP should make it possible to finance the development, management and marketing of the Trail within this instrument.

As a recommendation to improve this policy instrument in terms of enabling the financing of activities related in particular to the Piastowski Trail, it is proposed, among others, to introduce provisions in competitions for projects concerning culture, tourism and cultural heritage of undertakings involving SMEs in activities related to flagship products and tourist brands of Kujawsko-Pomorskie Region. According to this, additional points would be awarded for such projects for beneficiaries applying for funds from the ROP for activities related to networking in the area of CCT with the participation of CCIs. In addition, preference should be given to projects of SMEs applying for funds for creative and innovative activities in the field of culture and tourism, e.g. designing new products taking into account innovative methods of creative tourism (e.g. storytelling), events in the field of CCT with the participation of CCIs, designing marketing communication solutions in CCT with the use of ICT, implementing new models of CCT management in the region with the participation of CCIs (e.g. creating DMOs), or developing innovative products of creative tourism based on cultural heritage. In the case of AP K-P Region, this policy instrument refers in particular to Measure 2.



## Other important analyses and plans

An important project activity is the development of a document entitled Concept of marketing communication strategy of the Piastowski Trail. It was prepared between November 2019 and September 2020 in cooperation with external experts, municipalities and cultural institutions on the Piastowski Trail and tourism industry entities. Two workshops were held with regional stakeholders (January and September 2020) and three presentations of the Concept during conferences and meetings (November 2019, March and September 2020). The result of the work is a diagnosis of the state of the Trail in the context of marketing, management, attractiveness for tourists and partners in comparison with good practices of European cultural trails, including international trails branded by the Council of Europe. Particular reference was made to the international Brick Gothic Route. The Way of St James, which runs through the region, was also analysed and its organisation in K-P Region was presented as one of the good practices of the Cult-CreaTE project. Thematic heritage routes of Andalusia and national routes, also aspiring to the Council of Europe routes, were discussed.

As a result of the work carried out, a communication strategy for the Route and its brand was developed. It contains, inter alia, recommendations concerning the use of CCT tools by SMEs through the use of rebranding, development of storytelling - the concept of 7 thematic routes of the Piastowski Trail and recommendations concerning story building, also for CCIs at objects on the Piastowski Trail.

Vision and mission refer to cultural heritage and new trends in creating tourist offer based on CCT.

**Naszą misją jest uczynienie ze Szlaku Piastowskiego najważniejszego i najbardziej rozpoznawalnego szlaku dziedzictwa kulturowego w Polsce.**

**Wypełnimy ją poprzez stworzenie bogatej, zróżnicowanej oraz wysokiej jakości oferty o początkach polskiej państwowości i integrację wszystkich partnerów Szlaku Piastowskiego.**

Three strategic objectives were set: Creating the Piastowski Trail brand on the basis of the proposed branding concept as one of the most recognizable cultural trails in Poland (1), Increasing the popularity and quality of the Piastowski Trail offer (2) and Improving marketing communication and cooperation within the trail structures and in its environment (3). Objective 1 will be realized through both activities of the AP, while activity 1 will directly refer to objective 2, and activity 2 to objective 3.

The branding concept relates to the CCT. It will serve to fulfil the vision which reads:

The Piastowski Trail is a cultural and tourism product recognizable in Poland, organizationally and spatially integrated, offering an intriguing and authentic story about the Polish state and inviting on a journey to its sources.

The concept includes the following:



**Nazwa marki:** Szlak Piastowski

**Unikalna cecha marki:** Najbardziej polski szlak kulturowy na świecie. Tu powstawała Polska.

**Filary marki:** chrzest Polski, Katedra Gnieźnieńska, Muzeum Początków Państwa Polskiego, Mieszko I, Jezioro Lednica, Wyspa Ostrów Lednicki, podmiot koordynujący dla całego Szlaku Piastowskiego, Festyn Archeologiczny w Biskupinie, Weekend na Szlaku Piastowskim

**Obietnica marki:** Szlak Piastowski zabiera w fascynującą i różnorodnie bogatą podróż-przygodę w czasie i przestrzeni do miejsc, w których powstawała Polska

**Wartości marki:** uniwersalność, autentyczność, szlachetność, integracyjność, tajemniczość

**Korzyści racjonalne marki:** żywe spotkania z historią, zdobycie wiedzy, bezpośredni kontakt z autentycznym dziedzictwem, udział w przygodzie, udany wypoczynek

**Korzyści emocjonalne:** doświadczenie wiedzy, radość z przygody, duma z naszej historii, zaskoczenie autentycznością oraz namacalnością miejsc i postaci, odkrywanie tajemnic historii

**Korzyści symboliczne:** doświadczenie mistycyzmu symboli piastowskich (orzeł, chrzest Polski), doświadczenie mistycyzmu miejsc (Katedra Gnieźnieńska, Ostrów Tumski i Lednicki, Mysia Wieża, Biskupin)

**Docelowa pozycja:** Dla otwartych, kreatywnych i spragnionych wiedzy pasjonatów dziejów Polski Szlak Piastowski jest kompozycją najbardziej autentycznych miejsc, wydarzeń, postaci i krajobrazów, zabierających w fascynującą podróż-przygodę w czasie i przestrzeni do miejsc, w których rodziła się Polska, ponieważ: gwarantują one żywe spotkania z historią i bezpośredni kontakt z autentycznym dziedzictwem, zaskakuje autentycznością i namacalnością, jako jedyny w Polsce zapewnia mistyczne doświadczenia związane z kształtowaniem się naszej tożsamości.

**Kultura marki:** Wyznacznikiem kultury Szlaku Piastowskiego jest wiara w sens popularyzacji dziedzictwa Piastów poprzez profesjonalizm we współpracy na rzecz tworzenia zindywidualizowanej oferty i wysokiej jakości wystandaryzowanej obsługi.

**Osobowość marki:** autentyczny, wyjątkowy, aktywizujący, skoncentrowany na relacjach, otwarty, profesjonalny, zindywidualizowany

**Archetyp:** władca

Seven thematic routes were proposed, which were supposed to be new products of the Piast Route and which were developed in accordance with the principles of storytelling:

- 1) Polish Game of Thrones (Eminent Piasts - biographical route).
2. How the Piasts emerged from the darkness of history (Slavic and Piast myths and legends).
- 3) Stories from the depths of the earth (archaeological route).
4. where monks come from and what they taught us". (The oldest monasteries on the Piastowski Trail).
- How the Łokietek fought with Teutonic Knights for Poland". (Wars of the Piasts with the Teutonic Knights).
6. "How the Church Converted Poles and Built Temples". (The route of the beginnings of Christianity in Poland).
- 7) "The Difficult Life of a Ruler's Wife". (Piast Ladies).

The operational part included recommendations for products, tools, forms and channels of communication, as well as recommended visual and verbal messages. An implementation and internal communication structure was planned and will be improved as a result of Action 2 in the AP. On the other hand, during the implementation of the AP the Concept will be a starting point and a substantive and methodological support.



## Part III – Details of the actions envisaged

### ACTION 1: Storytelling w budowaniu produktu CCT Szlaku Piastowskiego w oparciu o współpracę z SMEs i CCI

#### 1. The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The Piastowski Trail is the oldest cultural trail in Poland. Over 10 years ago the need to improve the structure of its organization and management arose. This was undertaken by the Kujawsko-Pomorskie Region in cooperation with local government partners, scientists, and cultural institutions. Initially, SMEs were not involved in the work, which proved to be a weakness of the Route. The stimulus for change is their desired participation in the Cult-CreaTE project.

In the course of the project the representatives of the Kujawsko-Pomorskie Voivodeship took part in 3 international study visits and 4 webinars, where they learned about the solutions in the field of creative tourism management and the inclusion of CCI in the development of CCTs:

1. Riga (Latvia), 13-15 November 2018,
2. Veneto Region (Italy), May 13-15, 2019,
3. Nicosia (Cyprus), November 6-8, 2019,
4. webinar on the action plans, May 15, 2020,
5. webinar on designing action plans, September 22, 2020,
6. webinar on Creative Tourism products development, October 1, 2020,
7. webinar on Governance & Business Models for CCT based on CCI, January 12, 2021.

Workshops were also held with regional stakeholders. One of the workshops (17-18 November 2020) focused on AP, including the use of inspiration, recommendations of Interreg Europe experts and good practices of project partners on creative tourism and the use of tools for its development (including storytelling), engaging creative industries.

The concept of the marketing communication strategy of the Piastowski Trail contains a diagnosis in the scope of the proposed activities, including the potential for creating an innovative and competitive tourist offer in cooperation with SMEs, taking into consideration current trends in the development of CCT. The conclusions of the diagnosis in the area of CCT-based products are as follows:

Strengths of the site:

1. Potential related to the character of the Trail (the oldest cultural trail in Poland).
2. Conceptions of the Route development and promotion.
3. Involvement of various communities.
4. Recognition of the need to involve SMEs in the development of CCT products.
5. Interest from SMEs and CCI and willingness to engage in activities on the Trail.

Weaknesses:

1. low innovation and competitiveness of the Route in the area of CCT.
2. problems in organization and management of the trail, communication and cooperation between partners and marginalization of the role of SMEs
3. The institutional nature of the Route was a barrier for SMEs and CCI.
4. Marginal involvement of business partners - SMEs and their organizations.
5. Lack of collaboration with CCI in the region and involvement in the Trail.



#### Opportunities:

1. development of creative tourism products in Poland, including events involving tourists.
2. EU policy in the scope of supporting CCT.
3. recognition by CCIs of the potential inherent in CCT products
4. the possibility of increasing the attractiveness of CCT products, including events, by involving CCIs
5. the possibility of receiving support from national and EU funds (especially renewal in the face of the tourism crisis caused by COVID-19) to develop events and other CCT products and involve CCIs.
6. Increase the competitiveness of CCIs in the region by involving them in the development of CCTs on the Trail.

#### Threats:

1. Deficit of external funding to support CCIs-based CCT development in the region.
2. low competitiveness of the Trail in relation to other cultural routes in Poland may cause reluctance to engage CCIs having other proposals.
  1. Other cultural routes in Poland are more effective in engaging CCIs to build products based on CCT.

The Concept proposes as one of the activities the organization in a new formula of the Route holiday - the Piastowski Trail Weekend - an innovative CCT product and an exemplary event aiming at wider participation of SMEs and CCIs. So far, this participation was limited to activities strictly related to the attractions and historicism of the era. In practice, a cyclical event was realized, which took place in institutional facilities along the Route, without the participation of SMEs and CCIs. The adopted formula did not fulfil the expected role. Therefore, in 2019 the idea of involving SMEs in the organization of the Weekend on the Piastowski Trail emerged. It was noticed that some tourist enterprises create their offers with reference to the Route. However, this was uncoordinated and did not sufficiently improve the competitiveness of these entities. The idea was also to increase the competitiveness of the event related to the Route as a creative tourism product. SMEs were invited to participate in the planning and implementation of the event. Then 30% of those invited responded positively and got involved, developing a joint offer. This coincided with the work on the Concept. SMEs are interested in further cooperation - they want to take part in the Piastowski Trail Weekend and engage in further projects.

Participation in Cult-CreaTE is a chance to accelerate and improve the initiated activities by involving CCIs. Inviting SMEs and CCIs to cooperate will allow to create a flagship event - Weekend on the Piastowski Trail. They will be invited to prepare a model scenario, developed with the use of the storytelling method. Alliances will be established with companies, which will present their creative solutions in the new space of the Weekend on the Piastowski Trail, gaining economic benefits, developing their activity by new industries and acquiring new clients.

It is important to identify measurable benefits that the SMEs and CCIs will achieve that will ensure a long-term increase in their competitiveness in the region. Apart from short-term sales during the Weekend on the Piastowski Trail, they will produce and deliver products to facilities and public institutions connected with the Route. They will receive support in the form of promotional activities and will benefit from the image capital of the Route brand creation. Attractions on the Trail provide opportunities for cooperation in many areas of creative activities of SMEs, and a coherent presentation during the planned event will be achieved through a developed story with the use of storytelling. These proposals are the starting point for this activity at AP.

Story is the key to narrative marketing. Stories work on emotions, hence brands presented in stories start to be infused with emotions. Because today's customers and partnerships want to experience, learn and participate, therefore they are interested in not only buying the product, but also buying the story it presents. Storytelling, based on creativity and supported by new technologies, becomes an effective tool for tourism marketing and a chance to increase competitiveness of regional economies based on private sector.

Building stories, entering into a relationship with the client by means of narration can be particularly useful in the case of the Piastowski Trail - a trail telling the story of the creation of the Polish state. In the case of the following activity in AP, storytelling will be used in the following ways:



1. to involve invited SMEs and CCIs in building an attractive story about the Trail.
2. to elaborate, in co-operation with SMEs and CCIs, a scenario of the Piastowski Trail Weekend, including the role of particular entities, as well as creative products which will be used for the realization of the Weekend
- 3) building own stories, based on the creative potential of SMEs and CCIs, which will be able to use the brand capital of the Piastowski Trail to increase their competitiveness by selling their products
- 4) Creating a Centre of Creativity PIASTOKreator - forging CCT products for the Piastowski Trail.



## 2. Dobre praktyki

The AP is inspired by the good practices of the Cult-CreaTE project partners, as well as the good practices of other Interreg Europe projects that can inspire the development of CCIs-based CTC in the region.

### 1. Legends of Āraiši - storytelling and community based creative tourism (Łotwa):

Good practice shows how storytelling can be used to engage creative industries and local SMEs. This was undertaken by the local government's Local Craft House. Legends of Āraiši is based on a public-private partnership and provides an opportunity to engage local businesses such as: storytellers/guides, artisans, musicians, catering companies, food and souvenir producers and accommodation providers. A unique tourism logo has been created, depicting key characters, places and legends. European Museum Night features master classes in storytelling and annual storytelling events. Legends told from generation to generation are now used in tourism through games, music, performances, tours and provide a marketing and development platform for local businesses. These activities inspire the sourcing and economic engagement of SMEs and CCIs, and through this, their economic benefits during and between Weekend on the Piastowski Trail. They show how it is possible to creatively engage SMEs, build lasting partnerships and ensure their continuous cooperation in organizing cultural events related to the venue (in this case it will be the venues on the Piastowski Trail).





**2. Nikozja Pop Up Festival (Cypr):**

The festival is an example of mobilizing and motivating creative industries companies to cooperate in the development of a new economic model to help overcome the crisis. In this case, the initial idea was to rent unused premises to entities for creative activities. Special events are organized, cultural and creative shows, exhibitions, installations, outdoor music events, lectures and workshops are held. The festival fosters networking, interaction, encourages synergies and stimulates innovative solutions. It demonstrates cooperation with SMEs in the development of creative tourism. Gathering entities in one place during the Festival allows for their coherent and attractive presentation and promotion. This solution will be adapted during the organization of the Weekend on the Piastowski Trail.

POP  
UP  
festival

# Καταστήματα και χώροι

## Παλιά Δημοτική Αγορά Λευκωσίας

<b>01</b> Χώρος <b>Εργαστήρι του Αν Βασιλή</b> Δραστηριότητες για παιδιά και προβάλλει προϊόντα τοπικών	<b>02</b> Κατάστημα <b>Den.Oiko</b> Ρούχα και Accessories	<b>03</b> Κατάστημα <b>Oh Dear</b> Accessories, Decorations	<b>04</b> Κατάστημα <b>3s Design</b> Χρηστικά αντικείμενα Τέχνης	<b>05</b> Κατάστημα <b>Mi Armario</b> Προσούρα	<b>06</b> Κατάστημα <b>Pop Up Bar</b> Eat and Drink
<b>07</b> Χώρος <b>Ακτή</b> Εκθέσιον προϊόντων, εκδηλώσεις, δραστηριότητες	<b>08</b> Κατάστημα <b>Pro Art Studio</b> Μοναδικά Κεραμικά Χρυσόπυρνα και Στενάκια	<b>09</b> Κατάστημα <b>Christina + Elina + Nicoletta</b> Alternative Home Decor	<b>10</b> Κατάστημα <b>Zem - Zen</b> Κοσμήτσια γυναικών Κρητικά προϊόντα παλιό και νέο	<b>11</b> Κατάστημα <b>Scientini Stem Toys</b> Play, Explore, Discover	<b>12</b> Κατάστημα <b>Groovy The Store</b> Διακοσμητικά Βάζα, Accessories

**3. Festival del Viaggiatore di Asolo - traveller festival in Asolo (Region Veneto):**

The Travelers Festival combines art with culture, tourism with cinema, reportage with documentary, journalism with craft, economics with literature. Travelers experience and co-create travel experiences through unstructured and informal dialogues that feature a different theme each year. This allows to involve companies,



institutions and individuals of the cultural creative industries in the presentation of the different places where it is organized. The 2020 edition was a good example of the organization of cultural events during the COVID-19 pandemic. In addition, companies co-create the creative tourism product with the organizers and visitors. These activities are an inspiration to include creative enterprises of our region in the presentation of facilities on the Piastowski Trail, where, among others, Weekend on the Piastowski Trail will be held and in the creative engagement of participants. There will also be more thematization of particular editions, depending on the venues and creative industries companies involved.



4. **Creative ecosystem in Ibiza for the development of creative tourism, project coordinated by ECTN (Spain):**

Ibiza Creativa aims to diversify the off-season offer by creating a new segment based on the island's cultural heritage, its unique DNA. The most inspiring and recommended aspect of this project for adaptation on the Piast Route was the process by which all kinds of local stakeholders were given the opportunity to receive training to co-create their own creative experiences - in most cases, in collaboration with other local partners. This happens within the framework of the functioning of the Ajuntament Handicraft Centre, as a space for education, meetings and exchange of experiences. In the case of the Piastowski Trail, this will be done during workshops, SME trainings on the Piastowski Trail and CCIs in the region. The storytelling model was also used in this project, where it was based on Ibiza's unique DNA. DNA is - according to branding concepts - the core of brand identity. Story building, storytelling of the Piast Route, will be based - similarly to Ibiza - on the DNA of the route brand, proposed in the Concept of Marketing Communication Strategy.





### 3. integration into regional policies

*The Kuyavian-Pomeranian Region Development Strategy to 2030 - Acceleration Strategy 2030+ was developed and adopted for implementation during the participation of K-P Region in the Cult-CreaTE project.*

*In terms of supporting CCT-related activities by the above-mentioned policy instrument, one of the directions in the operational objective Culture, Arts and National Heritage of the Acceleration Strategy 2030+ is the Development of entities engaged in artistic activities. The direction also applies to commercial undertakings (business entities), non-governmental organizations, informal groups, individuals - operating in the field of culture. As a recommendation from the work on the Cult-CreaTE project, the document includes a provision on supporting the development of the cultural services sector and creative industries, including in particular the promotion of increasing the participation of private entities in culture, by expanding the mechanisms for supporting innovation in the cultural sector and the role of public-private partnerships. An interesting direction is the diversification of the development of the museum and historical heritage preservation sector - supporting local and specialized institutions, including the private sector, and their networking. This improvement was made with a view to involving SMEs and CCI in the organization of cultural events, tourist products and promotional undertakings based on the resources of the Piastowski Trail CCT. Key projects have been planned and will be implemented as part of this strategy: Kujawsko-Pomorskie - development through culture. The aim of the project is to support entities implementing international, as well as large regional and supra-regional cultural events in the region. Thanks to the support, attractive events will have a chance to develop even further and become nationwide or even international attractions for their recipients. The project will bring many economic and promotional benefits, translate into the attractiveness of the region for tourists and activate a number of economic entities. This is the task of WK-P Self-Government.*

Since the project may also involve support to institutions that do not have the capacity to provide their own contribution to the project, but implement interesting cultural events with a large scope, the improvement of the policy will consist in clarifying the mechanisms of financial support under it. It will be based on rewarding those institutions that foresee engaging SMEs and CCIs in the creation and implementation of tourism products based on cultural heritage, including cultural events. The aim of these activities should be to increase the competitiveness of SMEs in the region. This will provide a source of funding for the following activity.

In terms of improvement as a result of Measure 1 of this policy instrument, it will be important to contribute to the development of a sector strategy - complementary to the Acceleration Strategy 2030+, which will refer to the region's tourism product. The policy context indicates that under the main objective 3. Competitive economy of the Acceleration Strategy 2030+ it is foreseen to prepare voivodeship development programs/policies, directly



referring to the subject of the main objective 3. Competitive economy and constituting development, detailing and operationalisation of activities in this respect, in particular the Strategy for development and promotion of the tourism product of the Kujawsko-Pomorskie Voivodeship. Such a strategy should include an audit of existing tourism products of the region, their image and promotional activities. The programme section should include objectives of development and promotion of tourism products, directions, proposals of key and complementary integrated network tourism products, activities and tools for their implementation, identification of the network of partners implementing those activities, as well as mechanisms for implementation, financing and monitoring of the strategy.

The above-mentioned Acceleration Strategy 2030+ emphasizes that, in terms of the region's tourism development, the activities of the Kujawsko-Pomorskie Tourist Organization within the framework of building the Kujawsko-Pomorskie Constellations of Good Places tourism brand, consisting in creating networks (constellations), and thus distributing tourism traffic throughout the region, are important. The idea that Constellations of good places play the role of an "umbrella brand" for places with different identities and values will be developed.

Action 1 provides for involvement in developing recommendations to improve the Strategy for Development and Promotion of Tourism Product of K-P Region. They will concern the Piastowski Trail as one of the products in the Kujawsko-Pomorskie Constellations of Good Places, as well as the product category events in the CCT based on the CCIs of the region.

#### 4. Action (please list and describe the actions to be implemented)

##### Planning Phase (to May 2021):

1. Establishing a project team in the scope of preparing Weekend on the Piastowski Trail and at the same time consulting in the scope of including the Piastowski Trail in the Strategy for construction and promotion of the tourist product of the Kujawsko-Pomorskie Region.

The team will be composed of representatives of K-P region Self-Government, representatives of enterprises, including CCIs, branch organizations and representatives of facilities on the Piastowski Trail. Apart from the tasks connected with planning, preparation, testing, evaluation and improvement of the Weekend on the Piastowski Trail, the team will participate (on-line meetings) in works on the above mentioned Strategy as well as in the process of giving opinions on the proposals prepared by the Strategy's implementers. It will be important to include the Piastowski Trail as one of the region's tourism products, as well as to include recommendations from the Cult-CreaTE project concerning the development of CCT products based on CCIs.

The result/product of the action will be a team established by the K-P region Board.

2. Analysis of the potential of SMEs and CCIs of the region and the possibility of involving them in the organization of the Weekend on the Piastowski Trail as well as in the realization of other tourism products within the Kujawsko-Pomorskie Constellation of Good Places:

The activity will include the identification of possible actors on the side of SMEs - in particular enterprises of creative industries - to create a permanent creative partnership for the cyclic organization of the Weekend on the Piastowski Trail, as well as the preparation and implementation of other tourism products of the region. SME resources, profile, clients as well as their limitations and opportunities will be examined. This information needs to be verified by changes caused by the pandemic, in terms of preparing for the organization of the Weekend on the Piastowski Trail possibly in a new formula. This will include desk research analysis and telephone interviews with identified entities. A panel of experts will also be organized to evaluate the analysed SMEs.

The results/products will be a report. it will be a starting point for further activities.



3. development of a model for benefits/involvement of particular categories of SMEs and CCIs in planning and organization of the event by means of an attractive story (building a story about the Piast Route for involvement of SMEs and CCIs):

Based on the data from the report, profiling of SMEs and CCIs will be done, indicating potential role in the event and partnership. Recommendations from the Concept of the marketing communication strategy for the Piastowski Trail will be used. The Business Canva Model and Persona tool will be used in creating the model. Encouraging and involving SMEs requires presenting them with tangible benefits from participation. Storytelling will be used here - a tool recommended by Interreg Europe experts for creating links between CCIs and CCT. This model can be one of the recommendations to the Strategy for the Development and Promotion of the Tourism Product of the Kujawsko-Pomorskie Voivodeship.

The results/products of the activity will be the BCM and Persona matrixes and the story of the Piast Route.

4. Planning the establishment and functioning of the Piastowski Trail Creativity Centre (PISTOkreator) on the basis of resources of SMEs and CCIs involved in the Weekend on the Piastowski Trail and realization of a cyclic event Weekend on the Piastowski Trail:

The activity will include defining, in cooperation with SMEs and CCIs, the framework assumptions of the Center. The product will be a framework plan for the establishment and operation of the Centre, with the involvement of SMEs and CCIs.

5. participation in a workshop for the audit of the region's tourism products and strategic analysis:

The contribution of Action 1 in AP, in the analysis of existing tourism products of the region, in terms of integrating CCIs in the development of CCT-based products will be important. There will be a transfer of knowledge, experience and good practices related to the participation of CCIs in the Cult-CreaTE project.

The results/products of the activity will be conclusions and recommendations to the Strategy for Development and Promotion of Tourism Product of Kujawsko-Pomorskie Region in the scope of diagnosis.

6. organisation of a workshop for SMEs and CCIs in the planning and organisation of the event and development of a model for cooperation, including the PISTOkreator Creativity Centre, and development of scenarios (workshop and conceptual work):

The next activity will be the declaration of involvement of SMEs and CCIs, institutions, organizations and external experts. A competitive procedure will be conducted to select the best partners. A collaborative event model including SMEs and CCIs and a scenario will be developed. The model and scenario of the event will be developed in a series of 4 workshops. The partners involved will develop scenario variants (depending on the pandemic situation). The experience of Cult-CreaTE project partners and regional partners will be taken into account and a hybrid formula will be considered. The scenarios will also include: theme, venues, participation of SMEs and creative industries actors, timing of the organisation and measures to ensure improvement of the competitiveness of SMEs. The scenarios will include activities applied within the framework of cited good practices: a competition for SMEs on telling stories about the Piastowski Trail, a field game, cultural and creative shows, on-line quizzes and competitions, specificity and presentation of places of event organization. During the event there will be creative workshops for participants on storytelling conducted by external experts.

The results/products of the activity will be scenario variants (3-5 scenarios) and a model of cooperation.

### Phase 2 Pilot-Testing (through November 2022):

1. organization of on-line visits in the Kujawsko-Pomorskie Voivodeship with the participation of successful SMEs and CCIs to places where cultural events using storytelling are organized:

Partners involved in the organization of the Weekend on the Piastowski Trail will be invited together with experts from SMEs and CCIs to study visits to places cited as good practices of the region (e.g. Biskupin, Bydgoszcz, Chełmno). These visits will serve as an inspiration for creating a scenario of the Piastowski Trail Weekend and building cooperation with local SMEs and involving entities related to culture and arts. An example of building a story about these tourism products with the use of storytelling will also be presented.

The results/products of the activity will be 3 visit reports with recommendations for further work. These recommendations will also be an input to the Strategy for Development and Promotion of the Tourism Product of the K-P Region.

2. developing a model of a story which will be used during the Weekend on the Piastowski Trail – edition 2022:

The scenarios will be the basis for building a model story about the Piastowski Trail, depending on the selected theme, the locations on the Piastowski Trail where the event will take place, and the established involvement of partners. The story will be created on the basis of recommendations included in the Concept of Marketing Communication Strategy for the Piastowski Trail and recommendations from study visits. The story will describe the roles that will be assigned to particular partners (what they will look like, who they will play, how they will present their offer, how they will use the Piastowski Trail).

Results/products of the activity will be a story in a form of a document, according to which the Weekend on the Piastowski Trail will take place.

3. Conducting workshops aimed at developing creative tourist products to be tested during the Weekend on the Piastowski Trail 2022:

Conducting a series of creative trainings and workshops for enterprises on designing new offers for them, based on the latest trends in the field of creative tourism (concerning medieval menu - PIASTmenu, handicraft and fashion - PIASTkraft / PIASTbox and creative and engaging tourist offer of SMEs participating in the pilot - PIASTadventure).

The results/products will be 3 prototypes of products (food, handicraft and scenario of Piast's adventure) to be tested during the Weekend on the Piastowski Trail.

4. organizational and logistic preparation of the Piastowski Trail Weekend 2022:

Organizational and physical resources for the event will be secured, based on activities 2 and 3 of this phase. Local governments managing facilities on the Piastowski Trail will be responsible for part of the resources.

The outcome/product will be a logistical plan for implementing the Weekend.

5. prototyping and testing of selected elements of the Piastowski Trail Weekend in 2022, with involvement of SMEs and CCIs:



As part of the engagement of SMEs, trials of demonstrations and workshops will be conducted by the engaged SMEs and CCIs. The entities will test 3 creative products during the Weekend on the Piastowski Trail: PIASTmenu, PIASTkraft / PIASTbox and PIASTadventure.

The results/products of the action will be realization of the event according to the selected scenario and story and materials (video, photos, sound, products) for promotional campaigns of SMEs and CCIs.

6. planning a campaign promoting the event and the companies involved, using materials from scenario and product testing during the Piastowski Trail Weekend 2022 for future editions:

The campaign is to include analogue and on-line activities: social media of Kujawsko-Pomorskie Region, Piastowski Trail, included partners, regional radio stations, regional press and nationwide specialized tourist press. Creative industries entities will be involved in creating promotional messages.

The results/products of the action will include: on-line presentation of SME products before the event, script of a film promoting the event, photos.

7. Participation in strategic workshops on the development of the Strategy for Development and Promotion of the Tourism Product of K-P region:

The team implementing Activity 1 in the AP will participate in strategy workshops, in accordance with the work plan for the Strategy. This will be done in order to ensure that the Piastowski Trail is taken into account in this Strategy, as well as to submit conclusions and recommendations in the area of elaborated solutions.

### Phase 3 Implementation (2022-2024):

1. Summary of Phase 2 activities and evaluation of scenarios about events in the external and internal environment of the Piastowski Trail:

The test event will be summarized in the form of an on-line meeting with partners participating in the Weekend on the Piastowski Trail. The tool for evaluating the results will be an on-line survey of the SMEs and CCIs involved, showing the benefits they achieved from their participation. A summary report of the test edition will be produced, including recommendations for planning and organizing CCT-based events in cooperation with CCIs. These recommendations will be included in the final version of the Strategy for Building and Promoting the Tourism Product of the Kujawsko-Pomorskie Region.

The results/products of the activity will include: the on line meeting, the report from the on-line survey and the report from the monitoring and scenarios for future editions.

2. organisation of a cycle of workshops for SMEs aimed at improving future editions of the Weekend on the Piastowski Trail and building, on the basis of storytelling, edition scenarios for the following years:

Conclusions drawn from the reports from the previous activity will be used to prepare during the cycle of 3 workshops scenarios for the next editions of the Weekend on the Piastowski Trail. The organizers as well as SMEs and CCIs will work with external experts and actors of the regional creative industries.

The results/products of the action will be the scenarios of the Piastowski Trail Weekend for 2023-2024.

3. collection and editing of stories created during the piloting - testing phase:

A story about the Piastowski Trail involving SME's - for the purpose of organizing a test event about SME's and places on the Trail and stories prepared by SME's for the competition - will be collected, edited and submitted in a form of an illustrated publication. It will be published on the website of Kujawsko-Pomorskie Region and the Piastowski Trail Weekend.

The results/products of the measure will be a publication containing stories about the Piastowski Trail that can be used by partners and other SMEs (potential partners).

4. development and publication of a manual on storytelling for SMEs, CCI's and project partners:

The output of the expert workshops and the experience of the Cult-CreaTE project partners will be used to develop a manual for SMEs participating in the test event. They will be able to use it in the narrative marketing of their company, in building relationships with customers and partners. Thus partners will be involved in building the image of the Piastowski Trail. The handbook will be based on recommendations included in the Concept of Marketing Communication Strategy for the Piastowski Trail.

The results/products of the activities will be a handbook prepared by external experts for on-line distribution.

5. preparation of a cooperation program for including SMEs and CCI's in the Weekend on the Piastowski Trail:

The program will describe the engagement and financial model for the implementation of future editions of the Weekend on the Piastowski Trail, with the aim of increasing the competitiveness of SMEs and CCI's by including them in the development of the CCT on the Piastowski Trail.

The product will be a cooperation program with scenarios of future editions as annexes, accepted by the involved entities.

6. implementation of the Weekend on the Piastowski Trail in 2023-2024 involving SMEs, on the basis of prepared and adjusted scenarios:

Launching a cyclical event on the basis of previous experience and funding opportunities, expanding its scope and rank.

The results/products will be a cyclical Weekend on the Piastowski Trail.

## **5. Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)**

1. Kujawsko-Pomorskie Region: project leader, responsible for initiating, planning, recruiting partners, conceptual and promotional activities.
2. SMEs representing the creative industries in the region: substantive involvement in the development of the benefit/involvement model, scenarios, workshops, use of storytelling.
3. SMEs from the tourism and cultural sector, currently involved in activities on the Piastowski Trail and new companies that can be involved and can provide products and services for the organization of the Piastowski Trail Weekend.
4. Local Tourist Organisation (LOT Pałuki): co-organiser of the Piastowski Trail Weekend, responsible for co-operation with SMEs and CCI's, co-ordination of work on scenario building and establishing partnership.
5. Kujawsko-Pomorska Regional Tourist Organization: planning and support in realization of study visits in the region, participation in development of scenarios of events and stories for the Trail and events and objects involved on the Trail.
6. The Museum in Biskupin (an organisational unit of the Self-government of the Kujawsko-Pomorskie Province): support in building stories, presentation of a regional good practice - the Archaeological



Festival in Biskupin.

7. 7. organisations associating SMEs and CCIs (e.g. the Kujawsko-Pomorski Brewster Cluster, the Piast Trail Tourist Cluster, the Kujawsko-Pomorska Innovation Agency, the Kujawsko-Pomorska Chamber of Commerce): support in acquiring business partners for cooperation.
8. Local self-governments managing the facilities on the Piast Route and other self-government partners (Powiat Starosty in Żnin, City of Inowrocław, Wielkopolskie Region): organizational and logistic support in realization of the event.

## 6. Timeframe

Phase	Timeframe
<b>Planning</b>	<b>Until May 2021</b>
Establishing a project team in the scope of preparing a weekend on the Piastowski Trail and at the same time advisory team in the scope of including the Piastowski Trail in the Strategy of building and promoting the tourism product of the Kujawsko-Pomorskie Region.	2nd trimester 2021
Analysis of the potential of SMEs and CCIs of the region and the possibility of involving them in the organization of the Piastowski Trail Weekend as well as in the realization of other tourism products within the Kujawsko-Pomorskie Constellation of Good Places	2nd trimester 2021
Developing a model of benefits/involvement of particular categories of SMEs and CCIs in planning and organization of the event by means of an attractive story (building a story about the Piastowski Trail) for the purposes of involving SMEs and CCIs	2nd trimester 2021
Planning the establishment and functioning, on the basis of resources of SMEs and CCIs involved in the Piastowski Trail Weekend, of the Creativity Center PIASTOkreator - a forge of innovative CCT products for the Piastowski Trail and realization of a cyclical event Weekend on the Piastowski Trail	2nd trimester 2021
Participation in a workshop for the audit of tourist products of the region and strategic analysis within the Strategy for Development and Promotion of the Tourist Product of the Kujawsko-Pomorskie Region.	2nd - 3rd trimester 2021
Organizing workshops for SMEs and CCIs in planning and organizing the event and developing a model of cooperation, including PIASTOkreator Center for Creativity and developing scenarios (workshop and conceptual work)	2nd - 3rd trimester 2021
<b>Pilot action</b>	<b>Until November 2022</b>
Organization of on-line visits in the Kujawsko-Pomorskie Region with the participation of successful SMEs and CCIs to places where cultural events are organized using storytelling	3rd trimester 2021
Developing a story model to be used during the Piastowski Trail Weekend 2022	3rd - 4th trimester 2021
Conducting workshops aimed at developing creative tourist products to be tested during the Weekend on the Piastowski Trail 2022	1st trimester 2022
Organizational and logistic preparation of the Piastowski Trail Weekend 2022	I - II trimester 2022
Prototyping and testing in 2022 of selected elements of the Piastowski Trail Weekend with involvement of SMEs and CCIs	II trimester 2022

Planning a campaign to promote the event and the businesses involved, using materials from testing scenarios and products during the Piastowski Trail Weekend 2022 for future editions	III trimester 2022
Participation in strategic workshops on the development of the Strategy for Development and Promotion of the Tourism Product of the Kujawsko-Pomorskie Region.	III trimester 2022
<b>Implementation</b>	<b>2022 - 2024</b>
Summary of Phase 2 activities and evaluation of scenarios with activities in the external and internal environment of the Piastowski Trail	IV trimester 2022
Organization of a series of workshops for SMEs aimed at improving future editions of the Weekend on the Piastowski Trail and building scenarios for future editions of the Weekend on the Piastowski Trail based on storytelling	IV trimester 2022
Collection and editing of stories generated during the pilot-testing phase	IV trimester 2022
Develop and publish a manual on storytelling for SMEs, CCIs and project partners	I – II trimester 2023
Preparation of the program of cooperation including SMEs and CCIs in the Piastowski Trail Weekend	I – II trimester 2023
Realisation of the Piastowski Trail Weekend in 2023-2024 with the involvement of SMEs on the basis of prepared and adjusted scenarios	II trimester 2023 – III trimester 2024

### 7. Costs (if relevant):

The total planned budget is 56 500 PLN (more than 13 000 euro)

### 8. Funding sources (if relevant):

The source of financing for the measure will be the K-P Region budget allocated for the implementation of the Strategy for the Development of the Kujawsko-Pomorskie Region until 2030 - Acceleration Strategy 2030+, as well as funds from the K-P Region budget for cooperation with NGOs.



## ACTION 2: Building a partnership model of integrated management of the Piastowski Trail for increasing the competitiveness of SMEs and CCI in the Kujawsko-Pomorskie Region.

### 1. The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The experience of the Cult-CreaTE project shows the importance of efficient management of relations with companies of creative industries operating in the area of culture and arts - Cultural and Creative Industries' (CCIs). A prerequisite for this is the development of a model for improved management of relations with CCIs, which will be included in the activities implemented by the Kujawsko-Pomorskie Region in the field of creative tourism. The baseline is a good practice of Cult-CreaTE partner, Veneto Region, i.e. A new model of destination management in Padova: Paving the way for SME competitiveness in tourism. Conclusions and inspiration were provided by the Webinar Governance and Business Models for Cultural and Creative Tourism based on CCIs SMEs (11 January 2021). Invited external experts presented the structure of CCIs of Catalonia, specialized in CCT and included in the activities related to the creation of a business platform for better governance by DMOs. This inspired the adaptation of best practices on the Piastowski Trail.

Representatives of the Kujawsko-Pomorskie Region also participated in away 2 thematic workshops where the experiences of the project partners in including SMEs and CCIs in the development of creative tourism were presented, as well as webinars:

- 1) 14-15 May 2019 in Veneto Region: Workshop A, Contribution of CCIs to CCT,
- 2) 6-8 November 2019 in Cyprus: Workshop B, Best practices of CCT based on CCIs',
- 3) November 10, 2020: Workshop C online, CCT Product development based on CCIs.
- 4) May 1, 2020, Webinar on the action plans,
- 5) September 22, 2020, Webinar on designing action plans,
- 6) October 1, Webinar on Creative Tourism products development.

Referring to the Piastowski Trail, for the needs of AP preparation, a very preliminary analysis was made of the situation in the region in the context of CCT and involvement of SMEs and CCIs in this development, based on the project experience. A diagnosis of creative tourism development was prepared for the needs of the Concept of the marketing communication strategy of the Piastowski Trail. For the purposes of this work, four workshops were held with regional stakeholders. Among others, entities of creative industries were involved, including: museums, crafts and design, adventure tourism, cultural events, creative cultural hospitality and catering.

The findings of the diagnosis are as follows:

Strengths:

- 1) SMEs and CCIs of the region are interested in getting involved in creative tourism activities on the Trail if they can find a place on the Trail and see the benefits.
- 2) Recognition by Trail managers of the need to engage SMEs and CCIs.

- 3) Development of the Concept of Marketing Communication Strategy for the Piastowski Trail articulated the need for collaboration and initiated positive changes related to efforts to change the management model.
- 4) Pressure of facilities on the Route connected with making this product more attractive through development of CCT.
- 5) Declared willingness of the above mentioned groups to build partnership in a form of one organization managing creative tourism on the Piastowski Trail.
- 6) Identification of CCIs in the region in the RSIS 2014-2020 and consideration of CCT based on the cultural heritage of the region.

#### Weaknesses:

- 1) Marginal involvement of SMEs and CCIs in CCT development activities on the Trail.
- 2) Deficit of SMEs and CCIs in tourism management organizations in the region and on the Trail.
- 3) Lack of long-term cooperation with creative industries actors.
- 4) Small number of CCIs in the environment of the Trail.
- 5) Institutional nature of the Trail.
- 6) Unclear enough long-term benefits of this cooperation for SMEs and CCIs.
- 7) Lack of organization involving SMEs and CCIs in the development of the CCTna Trail.

#### Opportunities:

- 1) Development of CCT in Poland and in Europe.
- 2) Tourists' expectations of tourist products based on CCT.
- 3) Increasing awareness of local governments and SMEs in Poland in the field of network cooperation.
- 4) The EU policy supporting the development of CCT based on CCIs.
- 5) ERDF funding in Interreg Europe programme for tourism development.

#### Threats:

- 1) Competition from other cultural routes in Poland in terms of building network cooperation, efficient management to engage CCIs in CCT development.
- 2) Deficit of external financial resources to support CCT development based on CCIs in the region.
- 3) Increase in attraction from tourism destinations in Poland and Europe that more effectively and quickly develop and implement models to improve CCT management with inclusion of SMEs and CCIs.

These circumstances speak for establishing a partnership integrating SMEs and CCIs on the Piastowski Trail with the Self-government of Kujawsko-Pomorskie Region, Communes, LOTs, K-POTs and cultural institutions. The presented measure will consist in creation of a business model of regional cooperation, serving the increase of competitiveness of SMEs involved in Piastowski Trail. It will be an informal partnership, based on an invitation to cooperation and signing letters of intent. Elaboration and testing of the business model may eventually lead to establishing one organization for integrated management of the Piastowski Trail as a creative tourism product. In the best version it would be a business entity in which CCIs would provide services for the objects located on the Piastowski Trail and tourists visiting them. This would enable them to achieve marketing, image, and business benefits over the long term. Thanks to the engagement in the Piastowski Trail they will also receive know-how and project support. All that is supposed to increase their competitiveness.

## 2. Good practices



AP is inspired by the good practices of Cult-CreaTE project partners and other Interreg Europe projects:

- 1. A new model of destination management in Padova: Paving the way for SME competitiveness in tourism (Region Veneto, <http://www.interregeurope.eu/policylearning/good-practices/item/4639/paving-the-way-towards-tourism-sme-support/>):**

The project brings together the activities of the Municipality of Padova and the local Chamber of Commerce for the development of a Destination Management Plan (DMP). A partnership has been formed including Padova Visitors and Convention Bureau, Bologna Welcome and CoopCulture, whose tasks include management of tourism offices, promotional and trade promotion activities. The Municipality of Padova recognized that increasing the effectiveness of the DMO required a commitment to developing and operationalizing the DMP. While the creation of an operational management structure (such a structure is needed for Piastowski Trail activities) was not successful, it could be improved by leveraging the potential of the practice. It would be important to create a destination management organization (DMO) in a business-like manner and the good practice shows how this can be done by involving the SMEs of the region. So far, attempts to create an efficient organization managing the Piastowski TRAIL as a creative tourism product do not bring satisfactory results and using the experience of the Cult-CreaTE project can change that.



- 2. Support by Chamber of Commerce and Industry to CCI SME for CCT development (Chamber of Commerce and Industry of Pécs-Baranya, <http://www.interregeurope.eu/policylearning/good-practices/item/3231/support-by-chamber-of-commerce-and-industry-to-cci-sme-for-cct-development/>):**

A good practice shows how consultancy support can lead to a change in the business model of a company in difficulty. With the support of the Chamber of Commerce and Industry, a graphic design company was able to establish a local network of connections as well as international partnerships to start a CCT business. The Chamber got it involved in the Businesswoman Club and helped find public and private partners. The



collaboration created a model for relationships among a diverse group of regional stakeholders, including customers, suppliers, agencies, investors and media. The entity is now creating jobs at CCT and generating revenue. These activities are a good benchmark for action on the Piastowski Trail in improving the governance model. CCIs will receive advisory support, be included in networks, and be invited to regional chambers, clusters and guilds of creative entities. They will be involved in the development of creative tourism on the Piastowski Trail.



**3. The Cultural Route of Central Greece, <https://www.interregeurope.eu/policylearning/good-practices/item/1888/the-cultural-route-of-central-greece/>)**

The aim is to create a new holistic program in the Central Greece Region, a specialized and branded tourism product, the Central Greece Cultural Route. The region intends to achieve a connection with the local economy and strive for sustainable development. Good practice shows how to plan and create high quality networks of different businesses in the region, not only those related to tourism. Incorporating CCIs includes: securing infrastructure, digital marketing of the trail, establishing and operating a cluster of local businesses, and managing the trail. A relationship management plan has been created, incorporating SMEs and CCIs into the development of the CCT trail. Different bodies from the public and private sectors must work together to implement this plan. This collaboration is the innovative approach that characterizes the Trail. The implementation of the project has highlighted the difficulties associated with public and private sector collaboration in implementing the plan. This project can be used on the Piastowski Trail in the scope of designing - on the basis of recommendations from the Concept of the marketing communication strategy of the Piastowski Trail - a business model for the final establishment of the entity managing the Piastowski Trail.



# MARKETING & BRANDING FOR THE NATURE & CULTURE ROUTE OF CENTRAL GREECE

CLIENT  
**DIAZOMA  
ASSOCIATION  
& REGION OF  
CENTRAL GREECE**

**BY FACTS**

**OUTPUTS** → 3-year Marketing Plan

→ Brand Identity & Brand Manual

→ Travel Trade Manual



### 3. **integration into regional policies**

Building a partnership model for the establishment of a Piastowski Trail management organization will be supported and funded from the K-P Region ROP for 2021-2027. The policy is in the planning process and the provisions are known in general. At present, the improvement may consist in making postulated provisions to the unit responsible for the ROP that will allow for funding of the implementation of this measure once the policy instrument begins to be implemented. Therefore, the construction of the scope and schedule of works assumes that the greatest financial involvement will take place in the monitoring phase when the organization managing the Piastowski Trail should be established.

It will be improved by awarding additional points in competition projects for beneficiaries applying for ROP funds for activities related to networking in the area of CCT with the participation of CCI, implementing new models of managing CCT in the region with the participation of CCI (e.g. creating DMOs). Support will be given to trails, brands and tourism products that aim to increase the competitiveness of regional SMEs through their involvement in CCT development. Furthermore, innovation in the organization, marketing and management of trails, brands and tourism products and relying on the region's CCI would be rewarded. This will better leverage endogenous potential and increase the competitiveness of the regional economy. This involves, in particular, a greater emphasis on economic aspects in CP5 Europe Closer to Citizens, whose scope of intervention is dedicated in particular to public institutions. Improvements will also result in economic benefits by supporting the development of culture and tourism.

### 4. **Action (please list and describe the actions to be implemented)**



### Faza planowania (2021-2022):

- 1) Feasibility analysis of the Piastowski Trail management model including SMEs and CCI on the basis of recommendations included in the Concept of the marketing communication strategy of the Piastowski Trail:

The Concept emphasizes the necessity of creating one organization which will manage the whole Piastowski Trail in an integrated way. This is a big challenge because of the complex structure and many entities involved, located on a large area. Therefore, the feasibility analysis will be limited at this stage to conditions connected with establishing a partnership for managing the Piastowski Trail in the area of WK-P. It will be aimed at evaluation of strengths, weaknesses, opportunities and market threats connected with improvement of management of the Route thanks to establishing an organization which will ultimately play the role of DMO. This organization will bring together and combine the potential of SMEs, CCIs, local governments, cultural institutions, and tourism and tourism-related organizations from WK-P.

The general nature of the recommendations contained in the Concept needs to be detailed in cooperation with SMEs and CCIs. Therefore, it is necessary to invite these enterprises already at the beginning. It will be preceded by the selection of entities that can and want to get involved in the activities and the analysis of the compatibility of their activity profile with the assumptions of the Strategy. For the purpose of the study invitations will be sent and 2 on-line meetings will be organized (initiating and working workshop), desk research analysis will be prepared, consultations with experts will be held, individual on-line consultations with CCIs will be conducted.

The result/product of the work will be a feasibility study document, which will initially define the directions for further actions.

- 2) Planning a model for establishing and operating a partnership for the efficient management of the Piastowski Trail with the involvement of SMEs and CCIs:

The activity will include: definition of objectives set by the partnership, assessment of legal possibilities of its constitution and functioning in practice (legal form and decision whether it will be a non-governmental organization or a commercial law company), concept of organization and management, division of competences, role of SMEs and CCIs, their involvement in the development of CCTs on the Piastowski Trail, benefits resulting from their involvement in the context of the expected increase in competitiveness, principles of communication and cooperation, expected results, necessary outlays for activities and sources of financing (revision of the assumptions contained in the AP), recommendations on business model - commercialization of CCT on the Piastowski Trail in the direction of the creation of DMO and participation of SMEs and CCIs in this commercialization. Planning will include on-line meetings and workshops with SMEs and CCIs, local governments and entities managing the Piastowski Trail and facilities on the Trail, and external experts (3) and conceptual work. CCIs will receive on-line consulting on possibilities and boundary conditions of participation in the role of partner, in the context of CCT on Piastowski Trail (e.g. indication of possibilities of activities, preferred directions of changes in the business model).

It is assumed that the organization will be established in K-P Region and will associate entities connected directly and indirectly with Piastowski Trail that operate in that region. The functioning of



the organization in the monitoring phase, the directions of its development and the results of its activities will give an answer concerning the possibility of expanding its management in the territorial context.

Outputs/products will include: on-line meetings and workshops, mentoring for CCIs, and a model for establishing and operating a partnership in the form of a coherent document.

Produktem będzie model usprawnienia zarządzania CCT na Szlaku Piastowskim z włączeniem SMEs i CCIs.

- 3) Consultation of the planned model of efficient management of the Piastowski Trail with involvement of SMEs and CCIs with the Board of the Kujawsko-Pomorskie Region:

Presentation of the developed model to the Board of K-P Region for consultation, comments, modifications. Substantive, legal and financial consultations with decision makers, possible corrections of the model and presentation of an external expert.

The results/products will be: acceptance of the model and agreement on further actions for its implementation. A positive decision will be expected concerning the establishment and registration of the entity managing the Piastowski Trail on the initiative of WK-P.

#### **Implementation Phase (2022):**

- 1) 1) Signing of Letters of Intent by SMEs and CCIs and other partners to establish informal partnership and cooperation in the implementation of the model and ultimately the establishment of the Piastowski Trail Management Entity:

This stage will include acceptance for implementation of the model by SMEs and CCIs and other partners, online meeting for presentation and final agreements, signing of letters of intent, planning of further milestones towards establishment of the Piastowski Trail integrated management entity acting as DMO and implementing commercial projects by SMEs and CCIs for creative tourism products.

The deliverables/products will be letters of intent and a framework plan for further activities.

#### **Monitoring Phase (2023-2027):**

- 1) Create an organization to bring together entities in the region for better management of the Piastowski Trail:

The signing of letters of intent will open the way for the formation of the organization. The preferred form will be an association. The entity will be registered, its authorities elected and constituted, its statutes clarified and adopted. The starting point for these activities will be the products and results of the planning phase.

The results/products will be: resolutions creating the organization, statute and registration entry.

- 2) Build the organization's strategic and operational management structures:



The actual start of the activity requires providing resources, including: premises, equipment, personnel, including finding an efficient manager. Based on the model worked out in the planning phase, an organizational development strategy and an operational action plan for 2-3 years will be developed and adopted. They will take into account conclusions from monitoring and evaluation of the Concept of marketing communication strategy of Piastowski Trail and monitoring of current realization of AP.

The results/products will be: the seat of activity, staff, strategy and action plan of the organization.

- 3) Develop a Piastowski Trail Management Plan (DMP), assuming the region's CCIs are used to develop CCTs and operate as DMOs:

This activity will serve to operationalize the activities of the organization. It will use the conclusions of the project A new model of destination management in Padova: Paving the way for SME competitiveness in tourism (Veneto Region). Based on these conclusions, a DMP will be developed. It will assess the current feasibility (according to the state for 2023-2024) of functioning of the organization managing the Piastowski Trail in the DMO formula. Tools will be prepared for planning, implementation, marketing, and commercialization of Piastowski Trail CCT products that will be developed in cooperation with CCIs and member SMEs.

The deliverables/products will be: DMP, plan for development, implementation, marketing and commercialization of Piastowski Trail CCT products.

### **5. Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)**

- 1) 1) Kujawsko-Pomorskie Region: leader of the project, responsible for initiating, organizing meetings and consultations, coordination, developing the model, consultations with the Board of the Kujawsko-Pomorskie Region, preparing and signing letters of intent, support in establishing and registering the organization and starting its activities.
- 2) 2) CCIs and SMEs: among others, advertising industry, film industry, innovative production, fashion and design, crafts and handicrafts, furniture, multimedia services, ICT solutions, creative museums, tourist offices, gastronomy, cultural hotels, organizers of events, educational offer operating in the area of CCT - members of the partnership, involved in its analysis and management, signing the letters of intent, and ultimately being members of the organization managing the Piastowski Trail.
- 3) 3) Organizations associating creative SME (eg. Kujawsko-Pomorski Brewster Cluster, Piastowski Trail Tourist Cluster, craft guilds,) and SMEs (K-PAI, Kujawsko-Pomorska Chamber of Commerce), tourism organizations (K-POT, Lot Pałuki, LOT Kujawy): support in involvement of SMEs and CCIs, participation in consulting and planning, advisory services for CCIs, organizational and financial contribution in establishing the organization in the monitoring phase, joining the organization managing the Piastowski Trail.
- 4) 4) Local self-governments managing the objects on the Piastowski Trail and other self-government partners (District Starosty in Żnin, City of Inowrocław, Wielkopolskie Voivodeship): support in the scope of feasibility and planning analysis and consultations and signing the letters of intent, organizational and financial contribution to establishing the organization in the monitoring phase, joining the organization managing the Piastowski Trail.

## 6. Timeframe

Phase	timeframe
<b>Planning phase</b>	<b>2021-2022</b>
Feasibility analysis of the Piastowski Trail management model including SMEs and CCI on the basis of recommendations included in the Concept of Marketing Communication Strategy of the Piastowski Trail	III – IV trimester 2021
Planning a model for the establishment and operation of a partnership for the efficient management of the Piastowski Trail with the involvement of SMEs and CCIs	I – II trimester 2022
Consultation of the planned model of efficient management of the Piastowski Trail with involvement of SMEs and CCIs with the Board of the Kujawsko-Pomorskie Region.	III – IV trimester 2022
<b>Implementation phase</b>	<b>2022</b>
Signing of letters of intent by SMEs and CCIs and other partners to establish informal partnerships and cooperation in the implementation of the model and the eventual establishment of a Piastowski Trail management entity	IV trimester 2022
<b>Monitoring</b>	<b>2023-2027</b>
Creation of an organization bringing together entities in the region for better management of the Piastowski Trail	I – II trimester 2023
Build the organization's strategic and operational management structures	III trimester 2023 – II trimester 2024
Develop a Piastowski Trail Management Plan (DMP) that assumes the use of the region's CCIs for CCT development	III trimester 2024 – II trimester 2025

## 7. Costs (if relevant)

Phase	Cost
<b>Planning phase</b>	<b>2021-2022</b>
Feasibility analysis of the Piastowski Trail management model including SMEs and CCIs on the basis of recommendations included in the Concept of Marketing Communication Strategy of the Piastowski Trail	8 000,00 PLN
Planning a model for the establishment and operation of a partnership for the efficient management of the Piastowski Trail with the involvement of SMEs and CCIs	9 500,00 PLN
Consultation of the planned model of efficient management of the Piastowski Trail with involvement of SMEs and CCIs with the Board of the Kujawsko-Pomorskie Region.	1 000,00 PLN
<b>Realization phase</b>	<b>2022</b>
Signing of letters of intent by SMEs and CCIs and other partners to establish informal partnerships and cooperation in the implementation of the model and the eventual establishment of a Piastowski Trail management entity	1 500 PLN
<b>monitoring</b>	<b>2023-2027</b>
Creation of an organization bringing together entities in the region for better management of the Piastowski Trail	Currently, it is not possible to determine the costs of activities of this phase, because its implementation is distant in time. The main reason is the lack of detailed knowledge about the structure and size of the K-P Region ROP budget for
Build the organization's strategic and operational management structures	
Develop a Piastowski Trail Management Plan (DMP) that assumes the use of the region's CCIs for CCT development	



	2021-2027.
<b>Total budget</b>	<b>20 000 PLN</b>

### **8. Funding sources (if relevant):**

The main source of funding for the measure will be the ROP K-P Region for 2021-2027.

Supporting sources of funding will be the budget of K-P region and budgets of public institutions and organizations that are partners of the measure.

## Monitoring Procedures in Phase 2

Monitoring of activities included in the AP is aimed at ensuring their efficient implementation according to the assumed financial and material schedule. It is also important to periodically evaluate the implementation of activities in relation to changes in the internal and external environment. This will serve to undertake possible remedial actions to ensure that the anticipated results are achieved.

### 1) Monitoring methodology:

The monitoring methodology includes: objectives, methodological assumptions, addressees, methods and tools. It will be based on the system of monitoring the implementation of the "Strategy for the Development of the Kujawsko-Pomorskie Region until 2030 - Acceleration Strategy 2030+" findings. It assumes 2 levels:

#### **Level 1 (general), referring to indicators of the state of development of the region:**

In case of AP these will be indicators related to economy and culture. In addition, complementary but very important role in the monitoring system will be played by analytical and study studies, prepared/commissioned by WK-P, concerning the state of development, especially in terms of internal variation of its development (analyses at the level of districts and communes relating to the pace of their development and the variation of the state between the most and least developed units) - both of one-off nature and cyclical, concerning both the overall development of the voivodeship and its individual areas. In the case of AP, these studies will be used as a source of data on the increase of competitiveness of SMEs, innovation and creativity in the area of culture and tourism, as well as the development of the tourist function of the region.

#### **Level 2 (detailed), relating to key projects:**

The second level of monitoring will consist of an individual assessment of the status of implementation of each key undertaking. In relation to each of the projects, monitoring will consist of:

- characteristics of the activities undertaken so far for their implementation,
- assessment of the degree of realization of a given undertaking,
- identification of risks in the process of further implementation,
- formulation of recommendations for further implementation (especially those aimed at improvement of the implementation, if possible and reasonable).

**In the case of AP, these will be indicators that relate to the outcomes/products of activities in AP.**

#### **Monitoring Time Scope:**

The scope of monitoring defined for both levels of monitoring will be subject to annual analyses. The analyses will result in a report on the status of implementation of each of the measures. Due to the availability of statistical data, it is reasonable to carry out analyses with respect to the indicators in the fourth quarter of the year following the year for which the report will be prepared or in the first quarter of the following year.

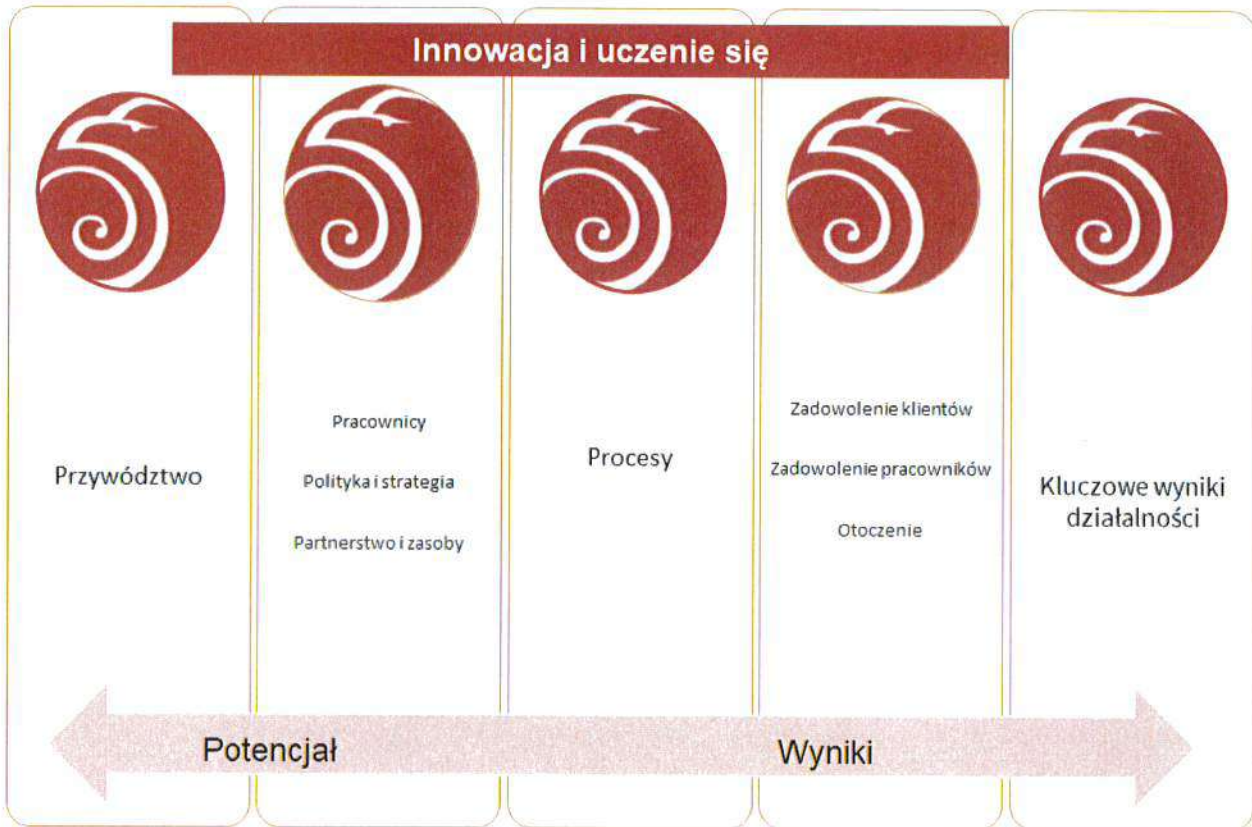
#### **Entities responsible for monitoring:**

The Director of the International Cooperation Department of the Marshal's Office of the Kujawsko-Pomorskie Voivodeship is responsible for monitoring AP implementation. Analyses and reports will be prepared by the Office for Tourism Development - Department of Sport and Tourism, Office of the Marshal of the Kujawsko-Pomorskie Voivodeship.



**Monitoring tools:**

Those responsible for monitoring will oversee all tasks and relevant indicators necessary to ensure that the project is in scope. The EFQM model has been applied to make sure that the results are relevant and useful. A specific file will be created to document the monitoring, based on which an annual report will be prepared. The file in tabular form will also analyze the integrity, segmentation, and performance of the results to determine the performance outcomes for each of the 2 activities that will be sought to be achieved.



**Date:** 6<sup>th</sup> of May 2021

**Name of the organisation(s) :**

Kujawsko-Pomorskie Voivodeship

**Signatures of the relevant organisation(s):**

z-ca Dyrektora Departamentu  
Współpracy Międzynarodowej  
*Rafał Moźdzewski*  
Rafał Moźdzewski (1)



***ACTION 1: Storytelling in building a CCT product of the Piastowski Trail based on cooperation with SMEs and CCIs***

***ACTION 2: Building a partnership model of integrated management of the Piastowski Trail to increase the competitiveness of SMEs and CCIs in the Kujawsko-Pomorskie Region***

**Cult-CreaTE**  
project  
deploys Cultural and Creative Industries (CCIs) for the development and promotion of Cultural and Creative Tourism (CCT) strategies

