



KEEP ON
Interreg Europe



REGIONAL ACTION PLAN OF THE INTERREG EUROPE PROJECT:

**KEEP ON " Effective policies for
durable and self-sustainable projects
in the cultural heritage sector"**

Kielce, 07/07/2021



**MARSZAŁEK
WOJEWÓDZTWA
ŚWIĘTOKRZYSKIEGO**



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GENERAL INFORMATION

Project title: KEEP ON " Effective policies for durable and self-sustainable projects in the cultural heritage sector "

Project partner: Marshal's Office of the Świętokrzyskie Voivodeship

Country: Poland

NUTS2 region: PL72 Świętokrzyskie

Contact person: Liliana Krężolek, Department of Investment and Economic Development, Marshal Office of Świętokrzyskie Region in Kielce

Email address: liliana.krezolek@sejmik.kielce.pl

Phone number: +48 41 365-81-92

REGIONAL POLICY INSTRUMENT

Name of the policy instrument addressed: regional programme 2021-2027 "European Funds for Świętokrzyskie".

1. Introduction

This document is prepared as part of the KEEP ON project " Effective policies for durable and self-sustainable projects in the cultural heritage sector ", whose partner is the Marshal Office of the Świętokrzyskie Region in Kielce. The KEEP ON project is financed under the Interreg Europe programme in the period 01.06.2018 – 31.05.2021, followed by a 2-year monitoring period of the project results.

The main goal of the KEEP ON project is to improve public policies in the cultural heritage sector in terms of implementing high-quality projects that achieve sustainable results with reasonable use of public funds and that have a lasting impact on regional development.

The purpose of this document is to draw up a list of specific measures that can help improve the Regional Operational Programme of the Świętokrzyskie Region (ROP WŚ). This objective is in line with the main objective of the Interreg Europe programme, which is to support cohesion policy through the exchange of experiences and good practices and the undertaking of joint initiatives by regions of the European Union (plus Norway and Switzerland) on thematic objectives such as innovation, SMEs, low-carbon economy, as well as environment and resource efficiency.

Some preliminary assumptions are made for the activities described in this document:

- The proposed actions are related to the topic of sustainability and durability of cultural heritage projects.
- The recommendations included in this document are based on the conclusions from meetings with the regional stakeholder group established by the Marshal Office of the Świętokrzyskie Voivodeship, as well as the conclusions drawn from the KEEP ON project, collected in the Practical Guide: Cultural Heritage and Sustainable Development.
- All the proposed actions are aimed at improving the Regional Operational Programme of the Świętokrzyskie Region (ROP WŚ).
- Actions are focused on the current period 2014-2020, as well as the future Structural Funds programme for 2021-2027.

The document consists of three main parts: diagnosis, analysis of the Regional Operational Programme of the Świętokrzyskie Region and proposed actions.



2. Description of problems and challenges in the Świętokrzyskie Region in the context of the sustainability of cultural heritage projects

2.1. Conclusions from meetings with the stakeholders group in the Świętokrzyskie Region

As part of the KEEP ON project, a stakeholders group from the Świętokrzyskie Region has been established by the Marshal Office of the Świętokrzyskie Region. The project stakeholders group includes several entities from the Świętokrzyskie Region that have a direct impact on the shaping and development of cultural heritage in the region, including: Kielce Village Museum, Regional Science and Technology Center in Podzamcze, Municipality and City of Chęciny, National Museum in Kielce, District Museum in Sandomierz, City Hall in Sandomierz, Provincial House of Culture in Kielce, Opatów County, Hermitage of the Golden Forest in Rytwiany and the Sports and Recreation Center in Staszów.

The main task of the regional stakeholders group has been to create a platform for transparent dialogue and cooperation and exchange of views in order to develop an effective policy of sustainable development of cultural heritage, having a direct impact on improving the economic and social situation of the region.

Participants of the regional stakeholder group had the opportunity to learn about good practices in the field of cultural heritage in the regions of the project partners, i.e. Spain, Greece, Portugal, Croatia, Italy and the Netherlands. Institutions belonging to the stakeholder group contributed to the project with their knowledge and experience in the implementation and financing of projects in the field of cultural heritage in the Świętokrzyskie Region.

During the meetings of the regional group of stakeholders, the implemented activities and good practices identified within the project have been discussed.

In 2019, as part of the KEEP ON project, surveys with employees of cultural institutions in the Świętokrzyskie Region were carried out. These surveys were aimed to examine how respondents perceive the sustainability of cultural heritage projects, what are the main problems related to the sustainability of projects, how to improve the performance of cultural institutions and their current needs. The surveys allowed to draw the following conclusions¹:

- **Cultural institutions are key in the entire system of protecting the cultural heritage of the region** and ensuring its durability, because they directly take care of monuments, provide access to them, build social bonds, conduct cultural, educational and promotional activities.
- **Historic sites and other objects of cultural heritage are used by cultural institutions to achieve a wide range of goals**, including, for example, cultural, educational, economic and environmental. This approach is fully in line with the principle of sustainable development and the sustainability of investments in the cultural sector.
- Cultural institutions run cultural projects; organize events, festivals, trainings, outdoor events; activate the social cultural movement; are a meeting place for the local community. **Public participation is extremely important in cultural projects.**

¹ Regional Collection of Good Practices prepared under the KEEP ON project

- **Insufficient funding is a problem for many cultural institutions**, in particular those that are not dependent on the self-government of the Świętokrzyskie Region. Many institutions actively apply for funding from external programmes, but have difficulties in obtaining funds to provide their own contribution.
- The surveyed institutions also indicated the need to undertake activities aimed at attracting and **encouraging participation in the culture of the young generation**, creating a fashion for participation in culture, using modern tools to reach young people.

The institutions surveyed under the project represented various organizational patterns. Some of them were institutions directly subordinated to the self-government of the Świętokrzyskie Region (Regional Culture Centre in Kielce, Kielce Village Museum, Regional Science and Technology Center), others belong to the category of local government institutions run by cities, municipalities and poviats of the Świętokrzyskie Region (e.g. Metallurgical Plant in Maleniec). Among the respondents there was also a local government unit (Chęciny municipality) and one association (Golden Forest Hermitage Lovers Association in Rytwiany).



2.2. Recommendations based on good practices identified in the KEEP ON project

As part of the KEEP ON project, a practical guide "Cultural Heritage and Sustainable Development" was developed, which identified examples of best practices in the field of sustainability and sustainable development in the protection and use of cultural heritage. Examples of good practice come from the countries participating in the KEEP ON project, as well as from other regions of the European Union and the world.

Below there are examples of good practices from the KEEP ON project that can be an inspiration for the Świętokrzyskie Region:

- Tourist development of St. John's Boulevard in Den Bosch combined with flood protection (Den Bosch, Netherlands)
- Revitalization works related to the natural and cultural heritage of Stupinigi Park (Italy)
- Festival Raigame (Vilanova dos Infantes, Spain)
- Annual conference on tangible and intangible heritage in Paggaios (Paggaios, Greece)
- Renovation of the monastery and use for tourist purposes (Parador de Santo Estevo, Spain)
- DETOURISM project - Promotion of less popular tourist destinations (Italy)
- Exhibition of Dutch flowers at the National Gallery in Great Britain (Flower Council of Holland initiative)
- England's first zero carbon church - heritage and sustainability for the environment (St. Michael and All Angels Church in Withington, England)
- Scrovegni Chapel (Capella degli Scrovegni) - technology in service of heritage (Italy)

Based on the identified good practices, the KEEP ON handbook provides the following recommendations for cultural heritage sector institutions:

1. **Plan and secure financing** by creating a mixture of uses and funding from different private and/or public sources.
2. **Ensure the preservation of the heritage** by involving scientists and experts in heritage management planning and in restoration works.
3. **Apply integrative management approach:** involve different stakeholders from different levels and different disciplines. Involvement of local politicians and decision makers, or regional authorities, can sometimes be crucial for the success of the project.
4. **Conduct continuous educational activities** in order to raise awareness of cultural heritage values and to enhance the knowledge about it.
5. **Use new technologies** as a tool for heritage conservation and interpretation.
6. **Embrace change and design innovative solutions** for sustainable and adaptive (re)development of a heritage asset, also securing its long-term economic viability.

7. **Involve local community in your project**, raising their awareness of heritage they have and its cultural and economic potential; encourage the exchange of experiences and transfer of knowledge between experts, authorities and local citizens.
8. **Repurpose built heritage** for purposes corresponding to the needs of the community, thus ensuring its long-term sustainability.
9. **Develop a long-term strategic plan**, setting clear goals for heritage site management alongside its sustainability and durability; find balance between inherent heritage values (conservation/art/education/science) and economy-related ones proved to be beneficial to heritage sustainability/durability.
10. **Plan and conduct the ex-ante evaluation** of heritage management planning documents, thus evaluating the sustainability of a heritage project already in the process of planning and in this way ensuring its certain achievement.



3. Analysis of the Regional Operational Programme of Świętokrzyskie Region for 2014-2020 (ROPWŚ)

3.1. Brief description of the policy instrument

The Świętokrzyskie Regional Operational Programme for 2014 - 2020 (ROPWŚ) is an operational document aimed at implementing the cohesion policy in the Świętokrzyskie Region. It is one of the 16 regional operational programmes implemented in Poland in the 2014-2020 financial perspective and managed at the regional level.

The Marshal Office of the Świętokrzyskie Region in Kielce, Department of Investment and Economic Development, within its competences, is responsible for the development and implementation of the investment part of Regional Operational Programme for the Świętokrzyskie Region for 2014 - 2020, which is the most important tool in the implementation of the Świętokrzyskie regional development strategy.

The priorities of the ROP WŚ are in line with the objectives of the EU's Europe 2020 strategy in terms of smart, sustainable and inclusive growth. As part of the ROP WŚ for 2014-2020, 11 priority axes (including one technical assistance axis) have been defined. The allocation of EU funds to the programme amounts to EUR 1,364 million, of which the contribution from ERDF is EUR 980 million, and the contribution from ESF is EUR 383 million. Activities carried out under the programme contribute to strengthening the competitiveness and innovation of the regional economy as well as the preservation and protection of the natural and cultural resources of the region. Structural funds are aimed mainly for the following priorities:

- support for entrepreneurship and innovation (19% for thematic objectives 1 and 3);
- development of a low-carbon economy (12% for thematic objective 4);
- development of transport infrastructure (9.5% for thematic objective 7).

The ESF, representing 28% of the EU's financial contribution to ROPWŚ, are allocated mainly to labour market development (9% for thematic objective 8), social inclusion and education.

The most important expected results:

- increase in expenditure on research and development in relation to GDP (from 0.38% to 0.47%);
- increase in the share of renewable energy sources in the energy balance (from 15.3% to approximately 19%);
- increasing savings resulting from improving energy efficiency in public institutions and state-owned enterprises;
- development of road and rail infrastructure in the region;
- more unemployed and inactive people who found a job thanks to the support provided by the programme;
- improvement of professional qualifications thanks to the support provided under the programme;
- creation of 1,296 new places in nurseries and 1,313 new places in kindergartens;
- providing assistance to 35,173 people at risk of social exclusion.

The implementation of the Świętokrzyskie Regional Operational for the years 2014-2020 is almost finished. Contracting at the end of May 2021 was 92.6 percent, including the thematic axis 4 "Natural and cultural heritage", contracting exceeds 94%. In total, the number of all subsidy contracts signed under ROPWŚ is 4,435 and the total value of EU support that went to the beneficiaries is PLN 5,581 million².

3.2. Understanding cultural heritage in the analysed policy instrument

At the European Union level, in the current programming period 2014-2020, preservation, protection, promotion and development of cultural heritage is in line with priority 6c under the thematic objective 6 "Preserving and protecting the environment and promoting resource efficiency"³.

The financial allocation for activities under thematic objective 6 (Preservation, protection, promotion and development of natural and cultural heritage, specific objective: Increased availability of cultural resources in the region) under the ROP WŚ 2014-2020 amounted to EUR 35,533,792.00. The entire amount has already been contracted.

Funds for the implementation of cultural sector projects under ROP WŚ 2014-2020 were available under priority axis 4: Natural and cultural heritage. Under this priority, it is assumed that investments will be made to strengthen the regional potential in the context of protection and development of cultural and natural heritage. The following output indicators has been planned for cultural heritage projects:

- Number of heritage sites supported (target value in 2023: 28)
- Number of cultural institutions supported (target value in 2023: 30)
- Increase in the expected number of visits to the supported sites of cultural and natural heritage and tourist attractions (expected value in 2023: 350,000)

Cultural heritage sector projects could apply for funding under Measure 4.4 "Preservation of cultural and natural heritage", although projects related to the modernization of cultural heritage facilities were also successfully submitted under other measures (e.g. measure 2.4 "Creating comprehensive investment areas").

Thanks to funding from the European Union, support was given to key institutions and projects in the field of cultural heritage, reducing the investment delay in this area. According to the Detailed Description of the Priority Axes of the ROP WŚ for 2014-2020⁴, under Measure 4.4 "Preservation of cultural and natural heritage", support was provided to projects in the field of:

² <http://www.2014-2020.rpo-swietokrzyskie.pl/wiadomosci/item/4114-siodma-pozycja-w-kraju-rpo-na-finiszu> ³ Programowanie perspektywy finansowej 2014-2020. Umowa Partnerstwa. https://www.funduszeuropejskie.gov.pl/media/14132/_Umowa_Partnerstwa_zmieniona_012016.pdf

⁴ Szczegółowym Opiszem Osi Priorytetowych RPOWŚ na lata 2014-2020 <http://www.2014-2020.rpo-swietokrzyskie.pl/dowiedz-sie-wiecej-o-programie/zapoznaj-sie-z-prawem-i-dokumentami/dokumenty-regionalne/zapisz/13252-szoop-rpows-2014-2020-wersja-39-pazdziernik-2020-r/16/1166>

- Preservation and protection of cultural heritage and historic buildings. They support may only be given to heritage sites located in the Świętokrzyskie Region, included in the register of monuments kept by the Regional Conservator of Monuments.
- Development of cultural resources and protection of national and cultural heritage, including the development, reconstruction of public cultural infrastructure facilities and the development of their surroundings along with the adaptation of these facilities to conduct cultural activities, including economic activities.
- Purchase of equipment and conservation of museum objects, archival materials, old prints, etc.
- Promotion of the cultural heritage of the region along with the creation and promotion of traditional and regional products and comprehensive tourist products (including the creation of cultural routes). Information and promotion activities will only be supported as part of a wider project activity.

The support was not directed to building a new cultural infrastructure from scratch. In addition, when selecting projects for co-financing under the 4.4 measure, other aspects were taken into account: demand analysis (including the estimated number of visitors), implementation of cultural development priorities, long-term financial stability (including diversification of financial resources), ensuring the sustainability of socio-economic effects of projects: creating new jobs, impact on the economy as well as the development of e-culture and creative cultural industry.

The following types of beneficiaries could apply for funding: local government units, local government provincial legal entities, cultural institutions, institutions for the protection of national and cultural heritage (including the state archives), regional and local tourist organisations, non-governmental organizations with legal personality, unions and associations of local government units, church legal entities, entrepreneurs, religious associations as well as art schools and colleges.

According to the 2018 annual report on the implementation of the ROP WŚ 2014-2020⁵, 39 projects were selected for co-financing.

The mid-term evaluation concerning the progress of the ROP WŚ 2014-2020 for the needs of the mid-term review⁶ shows that **under the priority axis 4 there were no need to introduce significant improvements increasing the effectiveness and efficiency of implementation was identified.** According to this mid-term review, the intervention was designed accurately and adequately to the diagnosed challenges and needs, and the offered form of support is attractive to the beneficiaries, which is reflected in the great interest in the application process. The respondents did not indicate any significant shortcomings in the functioning of the support system or the need to introduce significant improvements, apart from simplifying the requirements and clarifying the instructions at the application stage. However, the applicants indicate changes in the socio-economic environment that may affect the implementation

⁵ <http://www.2014-2020.rpo-swietokrzyskie.pl/dowiedz-sie-wiecej-o-programie/przeczytaj-analizy-raporty-i-podsumowania/sprawozdania-z-realizacji/zapisz/11211-sprawozdanie-roczne-za-2018-rok-z-wdrazania-rpows-2014-2020/16/1505>

⁶ <http://www.2014-2020.rpo-swietokrzyskie.pl/dowiedz-sie-wiecej-o-programie/przeczytaj-analizy-raporty-i-podsumowania/ewaluacja/zapisz/10652-ewaluacja-mid-term-dotyczaca-postepu-rzeczowego-rpows-2014-2020-dla-potrzeb-przegladu-srodkosowego-w-tym-realizacji-zapisow-ram-i-rezerwy-wykonania/16/98>

of projects, such factors as: an increase in the prices of construction services, an increase in energy prices and an increase in labor costs.

3.3. Defining key issues and recommendations for the future programming period of EU funds

In the new financing period of 2021-2027, there is no separate target for cultural heritage projects. Instead of the current eleven thematic objectives, the funds will be programmed under the five policy objectives:

1. A smarter Europe (innovative & smart economic transformation)
2. A greener, low-carbon Europe (including energy transition, the circular economy, climate adaptation and risk management)
3. A more connected Europe (mobility and ICT connectivity)
4. A more social Europe (the European Pillar of Social Rights)
5. A Europe closer to citizens (sustainable development of urban, rural and coastal areas and local initiatives)

The above objectives were presented in the national document “**Assumptions of the Partnership Agreement for the years 2021-2027**” which is now being negotiated with European Commission. It defines the area of EU funds intervention and the initial financial framework in the next EU perspective.

The implementation of projects in the cultural heritage sector in subsequent years of the regional programmes will be possible under **Objective 4 "A more social Europe"**, which provides support for cultural infrastructure (a wide catalogue of cultural institutions, projects aimed at the construction, as well as development and operation of cultural institutions, projects for the development of reading, organization of cultural, artistic and interdisciplinary events), as well as under **Objective 5 "A Europe closer to citizens"**, for which the following areas of activity are envisaged: cultural and natural heritage (conservation of movable monuments, restoration and conservation works of historic buildings, reconstruction, construction, extension of natural heritage) and support for the development of tourism (tourist and recreational infrastructure, creation of cultural parks, tourist routes and routes (walking, cycling, water), creating and marketing local brands and tourist products).

Approved on 29 March 2021 **Świętokrzyskie Regional Development Strategy 2030+** also indicates the need to take measures to use and strengthen the potential of the region's cultural heritage under the operational objective 1.3. "Support for the transformation of key sectors of the region's economy", within the **measure 1.3.3 "Development of the region's tourist potential based on spa values, natural environment and cultural heritage"** and the operational objective 3.1 "Strong social capital in the region", **measure 3.1.4 "Development of cultural institutions and cultural heritage"**⁷.

⁷ Strategia Rozwoju Województwa Świętokrzyskiego do roku 2030+ - projekt do konsultacji społecznych <https://www.swietokrzyskie.pro/file/2020/08/1.-Projekt-SRW%C5%9A-2030.pdf>

3.4. Main objectives and recommendations

The Świętokrzyskie Region is a territory where cultural heritage is considered to be an important factor influencing the socio-economic development, as well as building factor of cultural identity. At the stage of developing the Regional Manual of Good Practices, the following recommendations were made for cultural institutions of the Świętokrzyskie Region related to the sustainability of projects in the cultural and cultural heritage sector:

- After the completion of the investment, the challenge is to **efficiently manage the heritage site, its proper use and filling it with content**. Planning of organizational solutions and activities after the implementation of infrastructure projects should take place before the starting the investment, as well as after its completion.
- **Planning of financing should be carried out in the short and long term**, taking into account the own funds of the beneficiary (specific / earmarked subsidy), revenues from the conducted activity, EU funds and obtaining financing from other external sources (sponsorship, community financing - crowdfunding).
- Cultural institutions should consider **establishing lasting cooperation with the private sector and looking for synergies in the protection, use and promotion of cultural heritage**. To this end, it is first necessary to establish the principles of cooperation that the parties could follow so that the partnership protects the cultural heritage and at the same time brings benefits to both parties.
- Strengthening human capacities by **investing in human capital through training, participation in cooperation projects, volunteering**. It is recommended to search for sources of financing that will cover the institution's personnel costs (including international projects).
- **Cooperation with the regional self-government and other cultural institutions** ensures the flow of information, exchange of experiences, generating ideas for undertakings in the field of culture and the implementation of joint projects.
- When implementing cultural sector projects, one should always seek **active participation of the local community**, conduct educational activities, build a local community spirit (e.g. a competition for the best private fan page on Facebook, a competition for an amateur film promoting a historic site, a family guide to the area, etc.).
- It is recommended that the cultural offer and long-term activity programmes are developed **in consultation with the local community and other representatives of the cultural sector at the local and regional level**.

3.5. Table with a description of the proposed actions

In response to the identified problems and challenges related to the use of ROPWŚ 2014-2020 funds and the challenges of the new regional programme for Świętokrzyskie in the future financial perspective, taking into account the experience from the implementation of the KEEP ON project (activities linked to the conclusions from the project), the following actions are proposed:

Action	Justification	Targeting the action and indicating KEEP ON good practices
<p>1. Implementation of a wider spectrum of project types in the 2021-2027 financial perspective</p>	<p>- In the current financing period under Measure 4.4, there were 4 types of projects for co-financing (see chapter 3.2). Many of the projects presented in the KEEP ON handbook of good practices would not have a chance of being implemented within the ROP WŚ due to the applicable requirements and restrictions.</p> <p>In the 2021-2027 financial perspective, actions related to culture and heritage will be possible under Objective 4 (A more social Europe) and Objective 5 (A Europe closer to citizens). At the same time, indirect support is envisaged as part of the intervention appropriate for other Policy Objectives, e.g. Policy Objective 1 in the field of digitization or Policy objective 2 on energy efficiency RES or thermal upgrading.</p>	<p>Examples of types of projects to be considered:</p> <ul style="list-style-type: none"> - Support of projects in rural areas: <i>(KEEP ON good practice: Raigame Festival in Vilanova dos Infantes, Spain)</i> - Protection, preservation and promotion of historic gardens and parks <i>(KEEP ON good practice: revitalization of the Stupinigi park and its surroundings, Italy)</i> - Documenting, preservation and dissemination of intangible heritage <i>(KEEP ON good practice: Tresminas Interpretation Center, Portugal)</i> - Industrial heritage projects <i>(KEEP ON good practice: Train stations "Estaciones" project, Spain)</i> - Use of new technologies in the protection and promotion of cultural heritage (investment in culture, digitization resources) <i>(good practice: Dreams of Dali, Spain)</i>

Action	Justification	Targeting the action and indicating KEEP ON good practices
<p>2. New territorial provisions taking into account the impact on the local community</p>	<ul style="list-style-type: none"> - The KEEP ON project indicates the need to include the local community more widely in the cultural heritage project planning, and also to analyse the impact of projects on the economic growth and job creation. - The experiences of KEEP ON show that cultural heritage projects and investments can be sustainable, for example in an economic sense, but at the same time not relevant to the local community, which should normally be its the beneficiary as well. 	<ul style="list-style-type: none"> - Broader inclusion (when possible and justified) of the local community at various stages of planning, implementation and evaluation of RDP projects. - Examples of issues related to the local community from the KEEP ON handbook: <i>What is the project's contribution to the development of the local community?</i> <i>Does it strengthen citizens' bond with their heritage, evoking a sense of pride and belonging; does it promote the local community, strengthen social cohesion?</i> <i>Does the project promote private sector (e.g. crafts, businesses, souvenir products etc ..) or various other services (e.g. catering, hotels, food and drink)?</i> <i>Does the project contribute to rural, urban or regional development by creating new financial opportunities for residents?</i> <i>Is it a driving force for the economic, tourist and social development of the community?</i> <i>Does the heritage site cooperate with entrepreneurs, the hospitality industry, the creative industries, artisans and other stakeholders?</i>

Action	Justification	Targeting the action and indicating KEEP ON good practices
<p>3. Including cultural institutions and institutions managing cultural heritage sites in the catalogue of beneficiaries of activities not directly related to the cultural heritage sector</p>	<p>- In the period 2014-2020, the financial allocation for measure 4.4. ROP WŚ amounted to EUR 35,533,792.00. Cultural institutions surveyed under the KEEP ON project indicated insufficient funding as the main problem of their functioning. It may not be possible to increase the financial allocation for activities directly related to the protection of cultural heritage in the 2021-2027 financial perspective. However, cultural institutions might be included in other measures in ROP WŚ.</p> <p>- Cultural heritage is an important factor influencing socio-economic and sustainable development, hence the inclusion of cultural institutions in various thematic activities seems justified.</p>	<p>Examples of ROP WŚ activities related to sustainable development and the sustainability of cultural heritage institutions and sites:</p> <ul style="list-style-type: none"> - Environmental protection actions and energy infrastructure <i>(KEEP ON good practice: Church of St. Michael and All Angels in Withington, England, England's first zero carbon church)</i> - Creation of investment areas <i>(KEEP ON good practice: Creating comprehensive investment areas in Podzamcze near Chęciny)</i> - Climate protection and flood protection <i>(KEEP ON good practice: tourist development Boulevards of St. John in Den Bosch combined with flood protection)</i> <p>The progress in the preparation of new regional programme for the years 2021-2027 "European Funds for Świętokrzyskie" that has been in place until now indicate that the types of projects presented above will be possible to implement at the regional level under the Policy Objectives 1-5. At the moment, however, there is no detailed framework for the implementation of support measures for individual projects (e.g. in terms of the types of beneficiaries), due to the fact that EU and national documents specifying the conditions for the implementation of programmes in the EU 2021-2027 financial perspective remain in the process of agreements.</p>

4. Detailed description of planned actions

4.1. Regional action No. 1

IMPLEMENTATION OF A WIDER SPECTRUM OF PROJECT TYPES IN THE 2021-2027 FINANCIAL PERSPECTIVE

4.1.1 Detailed description of the action to be implemented

The purpose of this action is to analyse the appropriateness of including in the new regional programme "European Funds for the Świętokrzyskie" a wider range of types of projects to be co-financed, which will contribute to a greater extent to the sustainability of cultural heritage. The projects implemented in the previous financial perspective haven't covered such categories of cultural heritage as industrial heritage, rural heritage, historic parks and intangible heritage⁸. At the same time, during the implementation of the KEEP ON project, successful projects representing the aforementioned types of projects were identified, such as:

- Revitalization of the Stupinigi Park and its surroundings (Italy). The project concerns the restoration of some hunting routes in the Stupinigi Nature Park. The Stupinigi is a hunting lodge owned by the Savoy royal family on the outskirts of the Piedmont region capital, Turin.
- Project of revitalization of railway stations "Estaciones" (Spain). Transformation of 7 disused and devastated railway stations into multifunctional facilities through revitalization and merging them into one tourist trail. The train stations are located in the picturesque mountain area, close to many tourist attractions. As a result, a new tourist product was created in underdeveloped areas with an extensive offer of accommodation, restaurants with local dishes, souvenir shops, tourist information points.
- Tresminas Interpretation Center (Portugal). The center was established to promote the dissemination of knowledge and awareness of the important historical and archaeological heritage related to the Roman mining complex of Tresminas. In addition to the permanent exhibition, there is also an open section in which auxiliary interactive events for visitors are organized to popularize the cultural value of this heritage.

Based on the experience of the KEEP ON project, the following types of projects will be considered for inclusion in the new regional programme 2021-2027 "European Funds for Świętokrzyskie":

- **Support for projects connected with cultural heritage in rural areas;**
- **Protection, preservation and promotion of historic gardens and parks;**
- **Documentation, preservation and dissemination of intangible heritage;**
- **Support for industrial monuments;**
- **The use of new technologies in the protection and promotion of cultural heritage (investments in culture, digitization of resources).**

⁸ Final report . Evaluation study entitled "Assessment of ecological, social and economic effects of investments as part of pro-environmental activities and in the field of protection of both natural and cultural assets under RPOWŚ 2014-2020"

The current demarcation line between national and regional programmes should be taken into account, i.e. a set of types of projects that may apply for funding for a specific programme financed within Cohesion Policy 2021 - 2027. In case of the new regional programme for 2021-2027 for the Świętokrzyskie Voivodeship, these are the following types of projects:

- Preservation and modernization of cultural heritage sites;
- Conservation of movable and historic museum objects, antique books, book collections, library materials, archives and audiovisual (including film) collections as well as their protection and digitization;
- Development of infrastructure for the projects concerning: culture and tourism in economic development, social inclusion and social innovation (ERDF) conducting cultural activities important for education and cultural activity (including art schools, art universities, theaters, artistic groups, galleries, libraries, cultural centers, museums);
- Thematic tourist routes and tourist products (referring to historical, cultural and natural resources);
- Development of cross-sectoral cooperation in the field of cultural and creative industries;
- Facilitating access to monuments, cultural institutions and tourist routes, including the adaptation of the above-mentioned facilities to meet the needs of people with disabilities.

The proposed types of projects based on the experiences of KEEP ON seem to be in line with the current demarcation line, so there is no risk of multiple financing of the same type of projects from different EU funds.

At present, the Świętokrzyskie Voivodeship is at the stage of developing a new regional programme for the years 2021-2027 "European Funds for Świętokrzyskie". Preliminary assumptions of this document were adopted by the Resolution of the Board No. 3681/21 of 5.05.2021. The next stage will be the work on specifying the provisions of the programme as a result of the work of teams, working groups and public consultations with representatives of a wide range of stakeholders.

It is worth noting that investments in cultural heritage should be accompanied by a long-term programme of using and maintaining their effects. Only in this way can the long-term sustainability of projects be ensured. It is recommended that this aspect should be considered during the evaluation of project proposals for co-financing.

Expected results:

- Support for new types of projects which are a response to the current insufficient support in such categories of cultural heritage as industrial heritage, historic parks and rural heritage⁹.
- Support for the sustainability and effectiveness of cultural heritage projects in the Świętokrzyskie Voivodeship by supporting these types of projects, which largely contribute to their provision.

⁹ Final report. Evaluation study entitled "Assessment of ecological, social and economic effects of investments as part of pro-environmental activities and in the field of protection of both natural and cultural assets under RPOWŚ 2014-2020"

- Increasing the tourist attractiveness of the Świętokrzyskie Voivodeship.

4.1.2. Stakeholders involved - information about the existing institutions that take part in the development and implementation of the action along with an indication of their role.

The leader in the process of developing a new regional programme for the years 2021-2027 for the Świętokrzyskie Voivodeship is the Marshal's Office of the Świętokrzyskie Voivodeship. This results directly from the Act of 6th of December 2006 on the principles of development policy (Journal of Laws of 2019, item 1295, as amended), according to which the managing authority responsible for the preparation and implementation of the regional operational programme is the voivodship board. The voivodship board is the executive body of the voivodeship, which performs its tasks with the help of the Marshal's Office of the Świętokrzyskie Voivodeship.

In addition, in accordance with the partnership principle, representatives of non-governmental organizations, social and economic partners are involved in the preparation of the next financial perspective programme. These stakeholders participate in the working groups at the national and regional level supporting the preparation of operational programmes for the 2021-2027 period.

4.1.3. Timeframe for the implementation of the action

1st quarter of 2021 - establishment of working groups, bringing together representatives of the departments of the Marshal's Office of the Świętokrzyskie Voivodeship and the Voivodeship Labour Office.

2nd quarter of 2021 - establishment of Working Groups supporting the programming of the new regional programme for 2021-2027. Work on the draft of the new regional programme for the Świętokrzyskie voivodeship.

3rd quarter of 2021 - further works on the draft of the new regional programme for the Świętokrzyskie voivodeship and preparation of the public consultation process.

4th quarter 2021 - preparation of a document: "European Funds for the Świętokrzyskie" and negotiations of the above-mentioned programme with the European Commission and the public consultation process.

4th quarter of 2021 / 1st quarter of 2022 - decision of the European Commission on adopting a new regional programme for 2021-2027 "European Funds for Świętokrzyskie".

Costs (if applicable)

The costs of preparing a new regional programme are difficult to estimate, mainly due to the epidemiological situation. Most of the public consultation activities will take place in the autumn, when public gatherings may be banned. If the meetings with stakeholders will take the form of videoconferences, the infrastructure and equipment already owned by the Marshal Office will be used to organise them, so the costs of organising and conducting the meetings will be drastically reduced.

4.1.4. Sources of financing (if applicable)

The preparation of the new regional programme for the Świętokrzyskie Voivodeship for 2021-2027 is financed from the funds of priority axis 11 of the ROPWŚ 2014-2020, according to the adopted financial assembly, i.e. 85% ESF funds, 15% own budget.

4.2. Regional action No. 2

NEW TERRITORIAL PROVISIONS TAKING INTO ACCOUNT THE IMPACT ON THE LOCAL COMMUNITY

4.2.1. Detailed description of the action to be implemented

Good practices identified under the KEEP ON project are mostly related to the use of cultural heritage in remote areas, where tourism is an important source of income for the local community. At the same time, the cultural needs of the local community who becomes a user and beneficiary of projects created in its area, were not forgotten.

The territorial distribution of support for projects in the field of cultural heritage of the ROP WŚ 2014-2020 shows concentration, both in terms of the number of projects and their value, in Kielce city and the Kielce province¹⁰. One of the recommendations of the evaluation study entitled "Assessment of the ecological, social and economic effects of investments as part of pro-environmental activities and in the field of protection of both natural and cultural assets under ROP WŚ 2014-2020" was a change in the intervention logic towards greater dispersion of support and, above all, directing it to these areas of the region, which did not benefit or benefited to a small extent from the support in the previous financial perspective.

An important aspect in the implementation of sustainable projects is the inclusion (where possible and justified) of the local community at various stages of planning, implementation and evaluation of projects. The KEEP ON project partners indicated the following issues that should be taken into account at the project planning stage:

- What is the project's contribution to the development of the local community?
- Does it strengthen citizens' bond with their heritage, evoking a sense of pride and belonging; does it promote the local community, strengthen social cohesion?
- Does the project promote private sector (e.g. crafts, businesses, souvenir products etc.) or various other services (e.g. catering, hotels, food and drink)?
- Does the project contribute to rural, urban or regional development by creating new financial opportunities for residents?
- Is it a driving force for the economic, tourist and social development of the community?

¹⁰ Final report. Evaluation study entitled "Assessment of the ecological, social and economic effects of investments as part of pro-environmental activities and in the field of protection of both natural and cultural assets under ROP WŚ 2014-2020"

- Does the heritage site cooperate with entrepreneurs, the hospitality industry, the creative industries, artisans and other stakeholders?

Based on the experience of the KEEP ON project and ROP WŚ 2014-2020 evaluation report, during the development of the new regional programme for the Świętokrzyskie Voivodeship, specific measures should be considered to ensure a more even implementation of interventions in the region, taking into account the needs of the local community.

The territorial provisions of support should be considered in order to give preference to those areas that have so far benefited little or not at all for cultural heritage projects in the previous financial perspective. As part of the planned actions under the policy objective 5. Europe closer to the citizens, dedicated support should be programmed for projects in the field of tourism, culture, heritage protection in areas other than urban areas. It should take place under the so-called other territorial instruments.

Additionally, one should consider adding a project selection criterion regarding the impact of projects on the local community, e.g. in the context of the impact on the quality of social life and cultural activity of the local community.

At present, the Świętokrzyskie Voivodeship is at the stage of developing a new regional programme for the years 2021-2027 "European Funds for Świętokrzyskie". It is expected that in the second quarter of 2021, the first draft of this document will be developed and then directed to public consultations with representatives of many stakeholders.

Expected results:

- Reducing the disproportion between the more developed areas of the voivodeship (Kielce area, southern provinces) and western and northern provinces, in terms of attractiveness for the local community and tourists.
- Taking into account the needs of the local community when planning projects in the cultural heritage sector.
- Increase in the quality of social life and cultural activity of the local community.

4.2.2. Stakeholders involved - information about the existing institutions that take part in the development and implementation of the action along with an indication of their role.

The leader in the process of developing a new regional programme for the years 2021-2027 for the Świętokrzyskie Voivodeship is the Marshal's Office of the Świętokrzyskie Voivodeship. This results directly from the Act of 6th of December 2006 on the principles of development policy (Journal of Laws of 2019, item 1295, as amended), according to which the managing authority responsible for the preparation and implementation of the regional operational programme is the voivodship board. The voivodship board is the executive body of the voivodeship, which performs its tasks with the help of the Marshal's Office of the Świętokrzyskie Voivodeship.

In addition, in accordance with the partnership principle, representatives of non-governmental organizations, social and economic partners are involved in the preparation of the next financial perspective programme. These stakeholders participate in the working groups at the national

and regional level supporting the preparation of operational programmes for the 2021-2027 period.

4.2.3. Timeframe for the implementation of the action

1st quarter of 2021 - establishment of working groups, bringing together representatives of the departments of the Marshal's Office of the Świętokrzyskie Voivodeship and the Voivodeship Labour Office.

2nd quarter of 2021 - establishment of Working Groups supporting the programming of the new regional programme for 2021-2027. Work on the draft of the new regional programme for the Świętokrzyskie voivodeship.

3rd quarter of 2021 - further works on the draft of the new regional programme for the Świętokrzyskie voivodeship and preparation of the public consultation process.

4th quarter 2021 - preparation of a document: "European Funds for the Świętokrzyskie" and negotiations of the above-mentioned programme with the European Commission and the public consultation process.

4th quarter of 2021 / 1st quarter of 2022 - decision of the European Commission on adopting a new regional programme for 2021-2027 "European Funds for Świętokrzyskie".

4.2.4. Costs (if applicable)

The costs of preparing a new regional programme are difficult to estimate, mainly due to the epidemiological situation. Most of the public consultation activities will take place in the autumn, when public gatherings may be banned. If the meetings with stakeholders will take the form of videoconferences, the infrastructure and equipment already owned by the Marshal Office will be used to organise them, so the costs of organising and conducting the meetings will be drastically reduced.

4.2.5. Sources of financing (if applicable)

The preparation of the new regional programme for the Świętokrzyskie Voivodeship for 2021-2027 is financed from the funds of priority axis 11 of the ROPWŚ 2014-2020, according to the adopted financial assembly, i.e. 85% ESF funds, 15% own budget.

4.3. Regional action No. 3

INCLUDING CULTURAL INSTITUTIONS AND INSTITUTIONS MANAGING CULTURAL HERITAGE SITES IN THE CATALOGUE OF BENEFICIARIES OF ACTIVITIES NOT DIRECTLY RELATED TO THE CULTURAL HERITAGE SECTOR

4.3.1. Detailed description of the action to be implemented

The main objective of this action is to take more account of cultural institutions and institutions managing cultural heritage sites (not necessarily covered by the legal conservation protection) as potential beneficiaries of measures not directly related to the culture and tourism sector.

The new regional programme “European Funds for Świętokrzyskie” is the most important financial tool and an operational document aimed at implementing the cohesion policy in the Świętokrzyskie Voivodeship, including the protection and development of cultural heritage.

Cultural institutions are key in the entire system of protecting the cultural heritage of the region and ensuring its durability, because they directly take care of heritage sites, provide access to them, build social bonds, conduct cultural, educational and promotional activities. At the same time, cultural heritage sites are used by cultural institutions to achieve a wide range of goals, including, for example, cultural, educational, economic and environmental activities.

The experiences of the KEEP ON project show that cultural heritage is an important factor influencing socio-economic development and sustainable development, hence the inclusion of cultural institutions in various thematic support measures seems justified. Therefore, it seems reasonable for cultural institutions to receive support under the new regional programme for the Świętokrzyskie Voivodeship, not only in activities related exclusively to cultural heritage.

The results of the survey carried out in 2019 among representatives of cultural institutions in Świętokrzyskie as part of the KEEP ON project, indicate that insufficient funding is a problem for many institutions, in particular those that are not directly subordinated to the Świętokrzyskie Voivodeship. Many institutions actively apply for funding from external programmes, but have difficulties in obtaining funds to provide even their own contribution.

In particular, it is recommended that cultural institutions and cultural heritage sites be included in the catalogue of beneficiaries of activities related to the following thematic areas:

- Development of local infrastructure for environmental protection and energy;
- Creation of investment areas;
- Climate protection and flood protection.

During the preparatory stage aimed at developing the new regional programme for the Świętokrzyskie Voivodeship, the responsible body will analyse the appropriateness of including cultural institutions and other institutions managing cultural heritage sites as beneficiaries of projects related to the above-mentioned thematic areas.

The project of the new regional programme will be consulted with representatives of many stakeholders, including representatives of cultural institutions. The main objective of these consultations will be to learn about the perspectives and needs of potential programme beneficiaries and to search for solutions that will help respond to the challenges of the region.

The Partnership Agreement, which is the most important document defining how the European funds will be allocated in the years 2021-2027 in Poland, is currently being consulted.

Expected results:

- Strengthening the importance of cultural institutions and institutions managing cultural heritage sites in aspects related to environmental protection, innovation, climate protection and flood protection.
- Cross-sectoral cooperation in the area of culture, environmental protection, energy and entrepreneurship.

4.3.2. Stakeholders involved - information about the existing institutions that take part in the development and implementation of the action along with an indication of their role.

The leader in the process of developing a new regional programme for the years 2021-2027 for the Świętokrzyskie Voivodeship is the Marshal's Office of the Świętokrzyskie Voivodeship. This results directly from the Act of 6th of December 2006 on the principles of development policy (Journal of Laws of 2019, item 1295, as amended), according to which the managing authority responsible for the preparation and implementation of the regional operational programme is the voivodship board. The voivodship board is the executive body of the voivodeship, which performs its tasks with the help of the Marshal's Office of the Świętokrzyskie Voivodeship.

In addition, in accordance with the partnership principle, representatives of non-governmental organizations, social and economic partners are involved in the preparation of the next financial perspective programme. These stakeholders participate in the working groups at the national and regional level supporting the preparation of operational programmes for the 2021-2027 period.

4.3.3. Timeframe for the implementation of the action

1st quarter of 2021 - establishment of working groups, bringing together representatives of the departments of the Marshal's Office of the Świętokrzyskie Voivodeship and the Voivodeship Labour Office.

2nd quarter of 2021 - establishment of Working Groups supporting the programming of the new regional programme for 2021-2027. Work on the draft of the new regional programme for the Świętokrzyskie voivodeship.

3rd quarter of 2021 - further works on the draft of the new regional programme for the Świętokrzyskie voivodeship and preparation of the public consultation process.

4th quarter 2021 - preparation of a document: "European Funds for the Świętokrzyskie" and negotiations of the above-mentioned programme with the European Commission and the public consultation process.

4th quarter of 2021 / 1st quarter of 2022 - decision of the European Commission on adopting a new regional programme for 2021-2027 "European Funds for Świętokrzyskie".

4.3.4. Costs (if applicable)

The costs of preparing a new regional programme are difficult to estimate, mainly due to the epidemiological situation. Most of the public consultation activities will take place in the autumn, when public gatherings may be banned. If the meetings with stakeholders will take the form of videoconferences, the infrastructure and equipment already owned by the Marshal Office will be used to organise them, so the costs of organising and conducting the meetings will be drastically reduced.

4.3.5. Sources of financing (if applicable)

The preparation of the new regional programme for the Świętokrzyskie Voivodeship for 2021-2027 is financed from the funds of priority axis 11 of the ROPWŚ 2014-2020, according to the adopted financial assembly, i.e. 85% ESF funds, 15% own budget.

Date

28.07.2021

MARSZAŁEK
Województwa Świętokrzyskiego

Anna Bej Bętkowska

Signature of Marshal of Świętokrzyskie Voivodeship

URZĄD MARSZAŁKOWSKI
WOJEWÓDZTWA ŚWIĘTOKRZYSKIEGO
w Kielcach
Al. IX Wieków Kielc 3
25-516 Kielce

STAMP

