



**DRAFT VERSION OF THE LOCAL
PILOT WORK STRATEGY
(WP04)**

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Background and objectives with reference to the need analysis

- One of the main challenges for the NGOs and other voluntary, formal and non-formal organisations, is to acquire funds for their activities;
- The level of financing cultural activities by the local governments vary in various regions of Poland;

>> a knowledge concerning available sources of co-financing and knowledge about the ways to acquire them is essential for these organisations to be able to work wider than only locally, in the small scale



Background and objectives with reference to the need analysis

- The craftsmen and folk artists work quite often voluntary, as a hobby rather than a source of income;
- Knowledge how to acquire external funds for running their organisations activities is quite low in this group;
- The craftsmen often work individually or in the frame of informal groups, without a legal personality;

>> increasing the level of knowledge concerning starting an NGO, running this kind of organisations or just running a business activity + showing benefits in working together



Background and objectives with reference to the need analysis

- Low level of interest concerning the cultural resources on the rural/ sparsely populated areas;
 - Lack of some common, cultural offer and also little promotion of the cultural offer, directed for tourists or inhabitants of the bigger cities;
- >> strenghtening and supporting local leaders



Background and objectives with reference to the need analysis

The objectives:

- a/ Upgrading the skills of the local leaders active in the field of culture and heritage preserving concerning preparing and delivering an offer for the community;
- b/ Creating better conditions for strengthening the local leaders in the field of culture available for all through strengthening their position and their abilities to influence;
- c/ Increasing the level of trust and integration of the local culture leaders;
- d/ Increase the level of networking and clustering of the local/regional organisations;
- e/ Increasing the level of knowledge concerning starting and running an NGO in the field of culture and acquiring funds for their activities.



Essential key activities and deliverables with advices for efficient approaches, incl. quality indicators and evaluation procedures

Direct target group:

The members/volunteers of the local NGOs as well as the other local leaders will be invited to participate, desirably: cross-sectors (NGOs/ non formal groups; public; business).

Key activities and deliverables planned:

a/ Developing and running workshops for a group of max. 15 local leaders (desirably: cross-sectors) concerning project work.

>> Increase of the level of knowledge of project planning and realising by 3 points on the scale 1-10.

b/ Developing and delivering the training materials.

>> Set of the training materials delivered.

c/ Planning and organising an event with the participation/ involvement of the local community and visitors (desirable).

>> Event organised.



Essential key activities and deliverables with advices for efficient approaches, incl. quality indicators and evaluation procedures

Tools for the evaluation process:

- questionnaires filled in by the workshop participants;
- knowledge test filled in before and after the workshop;
- participants lists;
- photographic documentation;
- short report gathering conclusions;
- optionally: at least 1 common event organised.



Suggested content and form in local courses

The merits of the workshop planned:

- a/ Project work (project planning: needs analysis, setting goals, planning activities, developing timetable and budget, risks, evaluation);
- b/ Starting and running an NGO; starting running business activity- basic knowledge;
- c/ Networking, clustering, building partnerships; local strategies building;
- d/ Team building and team work;
- e/ Possibilities of acquiring co-financing for projects;



Dissemination

Taking part in local events with the participation of local artists and craftsmen;

- Dissemination through multiple channels: social media, Partners' web-pages, info-points, local network meetings, press releases, thematic portals, personal contacts to other NGOs, public bodies and companies managers in the network of all the partners involved. Networks Europe Direct & Eurodesk Poland will be involved.
- All the final materials will be freely accessible under a Creative Commons license.
- The dissemination target groups will be informed on regular basis.
- The dissemination strategy will be updated progressively as required.



Pilot work scheme

Stage 1 Area selection

We're going to focus on 3 provinces on the south of Poland:
Śląskie, Małopolskie, Podkarpackie;

Stage 2 Craftsmen selection

We would like to show craftsmen who can combine tradition with modernity e.g. producing modern furnitures with folk motifs to profit from the commercial market;

Stage 3 Involvement of relevant organizations

Organizations of the craftsmen, folk artists etc. that represent their interests;

Stage 4 showing of the regions that are famous for their folk artists

Koniaków - lace making/ Biery – wooden furniture/ Wola Zabierzowska – decorative objects.....



Thank you for attention!

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