



INTERREG IVC PROJECT
**„DEVELOPING SENIOR TOURISM IN REMOTE
REGIONS” (TOURAGE)**



IMPLEMENTATION PLAN

**ASSOCIATION OF POLISH COMMUNES OF EUROREGION
BALTIC (POLAND)**

October, 2014



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The Tourage project – information note

The project was developed thanks to an intensive cooperation of the regions of the Network of Eastern External Border Regions (NEEBOR), which are often peripheral and sparsely populated, while their economic development and labour markets face significant challenges. Yet in those regions tourism often generates many possibilities for employment, especially when the development of tourism is addressed by regional polices.

The project attempted to tackle the problem which is becoming more and more visible and significant throughout the western world. The ageing of societies is a serious challenge for the whole of Europe, and it is estimated that the European Union will be equally affected by this problem as Japan or the United States of America. By 2030 almost 30% of world's population will be more than 60 years old. This course of events is generally perceived as negative, but it may also have positive consequences for certain parts of the economy such as tourism. The competitiveness of the tourism sector in Europe should be bolstered as many regions of Europe have significant yet mostly unused resources. One of the emerging sectors of tourism that needs to be strengthen is senior tourism. While peripheral regions face great challenges posed by the problem of ageing, they need to invest more in health care services, which in turn can be utilised by the tourism sector. One of the tasks of the TOURAGE project is to select good practices which may combine these two sectors, and offer important tools for regional development strategies allowing to maintain and develop the economy, services and workplaces.



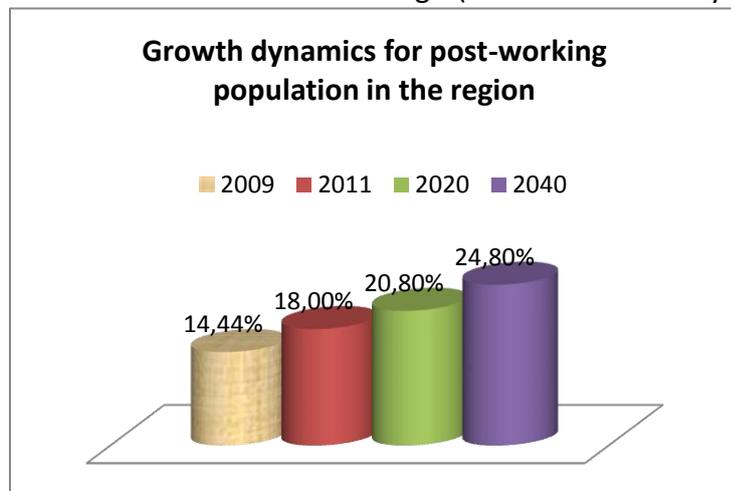
Fig. 1: Geographical range of the partnership

...and, Finland, Poland, Latvia, Slovakia, Hungary, Bulgaria, Greece and Spain). The partners are mostly agencies responsible for regional development, association of local and regional authorities, and regional self-governments. The project partnership brought together different

partners with different experience. Yet each of the organisations has become actively engaged in the implementation of project activities.

Senior tourism in Warmia and Mazury – current state of play and future activities

The region of Warmia and Mazury is represented in the project by the Association of Polish Communes Euroregion Baltic. The region is a part of the so called ‘eastern wall’ of Poland, which is a group of the least developed regions of not only Poland but the entire European Union. In 2009 the region of Warmia-Mazury was inhabited by 206 036 person who reached the retirement age (i.e. more than 60 years old for women and 64 for men),



which constituted 14,44 % of the entire population of the region. By 2011 this percentage increased to 18 % with 261 863 persons beyond the retirement age. Based on the official forecasts, by the year 2020 the region will have 20,8 % of retirees and in 2040 the staggering 24,8 %, almost one-fourth of the entire population of the region.

According to the Polish law senior tourists are persons aged 55 or more.¹ This would constitute even larger percentage of the regional population. There is however an internal division of this group including so called pre-war seniors (persons born between 1920-1940) and post-war seniors (persons born between 1946-1960). The first group is more traditional and conservative, which means that tourism is seldom an important part of their lives and they rarely spend money on tourist services. The second group however has totally different experiences, values and attitudes , and is much more interested in active tourism, sightseeing, being in general more active than the pre-war seniors. This also means that they are spending more on tourism.

Characteristics of the Polish senior citizen in the tourism market – national and regional perspective

¹ This is different from the official statistical division of the population which includes groups of people in pre-working age, working age and post-working age, as well as biological groups.

Based on the research done on the national level², a senior consumer of tourist services predominantly plans his or her trips alone. Only in larger cities he or she receives support from senior organisations such the University of the Third Age. These are mostly short-term trips (only 18% of seniors had holiday trip lasting more than 5 days). Travel destinations included mainly the Baltic Sea coast, regions of Mazury and Podlasie, and the Tatra Mountains. On average the Polish senior tourist spends 25 EUR per day while in Poland and 45 EUR abroad. Unfortunately, only 21 % of Polish senior tourists aged 65 and more indicated that they would go on holiday lasting more than 4 days. These trip include mostly sanatoriums, which are co-financed by the National Health Fund.

Destinations for senior tourists – national trips	
Staying with friends	52 %
Sanatorium	17%
Holiday houses	12%
Guest houses	10%
Own summer houses	7%

Concerning foreign trips, around 55% of seniors stay at hotels while 32% stay at their families or friends. Among the most popular activities are long walks (70%), watching TV, listening to the radio and reading (30%), social contacts and entertainment (26%), rehabilitation and health care procedures (18%), visiting museums, parks and historic sites (16%).

The TOURAGE project conducted a series of surveys in the regions, including the Warmia-Mazury region. The survey comprised 47 Polish senior citizens aged between 48 and 72 (with only two persons aged under 60), out of which all had an official status of a retiree. Among them 17% were men and 83 % were women.

The results are a bit different when compared to the national survey. The most popular activity are holiday trips lasting 8-10 days (36%) and 4-7 days (21%). These are however predominantly national trips (75%) during summer (66%) or autumn (55%). Holiday trip during spring are slightly less common (48%). More than 60% of seniors organise their trips individually or use the services of travel agencies. Information about the trips is collected mostly from friends (61%) or the trips are organised based on their own experience (46%). It seem that there is potentially a significant role for non-governmental institutions and organisations working for the senior communities. In the region seniors mostly travel with a spouse (40%) or friends (27%).

Similar to the national level, also in the region the most important barriers for engaging in tourism are health problems (53%) and financial constraints (44%), followed by

² Results of research entitled 'Preferences of senior citizens concerning tourist travels, 2010' conducted by the Pretendent Research Corporation and commissioned by the Ministry of Sports and Tourism

safety concerns (both during the travel and at the destination) and insufficient accessibility of the destination.

The main reason for travelling is the possibility to enjoy rest and silence (more than 63% of answers specified as important and very important) and spend time with the family (51%), as well as experience something new (46%).

Tourism organisers and providers should also focus on the qualities that attract seniors to travel to a selected destination and on the things they consider important. In this respect the most important was: nature (72%), easy transportation connections (63%), good quality of services (61%), possibility to visit friends and relatives (59%), healthcare and medical services (51%) as well as going to the beach and staying in the sun (51%). The least important was the presence of snow, possibility to go shopping or making handicrafts.

Regional Programme for seniors in the Warmińsko-Mazurskie Voivodeship

The drafting of the second regional programme for seniors began in the early 2013 while the TOURAGE project was still being implemented. The Association of Polish Communes was invited to take part in the process with its representative participating in the work of the special task force responsible for drafting the programme. This allowed the TOURAGE project to achieve one of its main goals – the Association as one of the TOURAGE partners took an active role in the creation of the regional policy for seniors. As a result of its participation, a new area of intervention was for the first time introduced in the new programme, covering such important topics as senior tourism, sports and recreation. In June 2013 the Association actively supported the drafting process by organising a special two-day workshop in Kadyny during which the members of the task force prepared a long list of recommendations concerning senior tourism. The main goal of the workshop was to present the most important recommendations for the new programme in the area of tourism, sports and recreation by specifying relevant objectives, activities and indicators necessary for achieving these objectives. These proposals were later discussed during the following meetings of the task force and included in the final draft of the programme.

The Programme was adopted by the Resolution of Board of the Warmińsko-Mazurskie Voivodeship No 4/39/14/IV of 20th January 2014. The importance of this programme for the region is even more significant, because according to the national survey the region was the most popular destination for seniors travelling within the country. On the other hand, the region suffers from poor accessibility and lack of knowledge about the special needs of this target group. The Programme entitled 'Senioral policy for the Warmińsko-Mazurskie Voivodeship 2014-2020' addresses the previously identified barriers hampering the development of the tourism industry by offering new and concrete approach that focuses on creation of jobs and tourist offers tailored to the needs of seniors. This new

approach would simplify the activities and require significantly less investment resources.

The region of Warmia-Mazury is rich in natural and cultural values that are indispensable for developing different sectors of tourism. It also has a well-developed tourist infrastructure and experienced personnel. The region however has a poorly developed transport infrastructure. The nearest airports are located in Modlin, Warsaw and Gdańsk. Public transport connecting Olsztyn with other cities such as Elbląg or Ełk is insufficient and relies mostly on bus transport, while rail transport is limited and often poorly maintained.

According to the provisions of the new regional programme for seniors, the strategic goal for developing senior tourism in the region is to: **increase the activeness of seniors in the area of tourism, sports and recreation.**

This goal will be achieved through:

1. *Developing and upgrading tourist and sports infrastructure, both seasonal and all-year-round*, to meet the needs and interests of seniors. This will include such activities as promotion of benefits arising from the development and upgrading tourist and sports facilities and their offers in order to meet the needs and interests of seniors; creating new tourist and sports facilities or adapting the existing facilities and their offers to meet the needs and interests of seniors, eg. multifunction sports grounds, swimming pools, gyms; developing senior-friendly walking and bicycle tourist trails.
2. Developing all-year-round senior-friendly tourist and sports offer. This will include such activities as creation of partnerships of tourism, sports and recreation service providers for developing an integrated senior-friendly offer and including seniors in the process of creating this offer; promoting good practices with respect to creation, adaptation and management of senior-friendly tourist and sports offer eg. by creating special good practice database; Strengthening international contacts in the area of tourism (international exchanges) for developing dedicated tourist and sports offer eg. by international exchanges of volunteers; Commissioning non-governmental organisations to execute tasks related to senior tourism, sports and recreation; Implementing projects/programmes related to senior tourism, sports and recreation (including those financed through external resources, eg. European funds).
3. Increasing tourist, sports and recreational activeness of seniors. This will include such activities as engaging seniors in the organisation of tourist and sports events eg. as tourist guides; organising social media campaigns, info-educational campaigns, producing and broadcasting programmes that promote benefits and results of engaging seniors in tourism, sports and recreation; organising dedicated public debates; organising courses and training programmes to prepare a highly trained social animators and community organisers able to work with seniors; organising the promotional sporting event entitled Warmia Mazury Senior Games and other

sporting events engaging seniors; building small senior-friendly recreational infrastructure eg. outdoor gyms, keep-fit trails, etc; Presenting dedicated tourist and sports offer on the regional tourism website.

Good practices in the Tourage project

Good practices with export potential

Within the project the Association of Polish Communes presented the following good practices:

1. Warmia Mazury Senior Games

The main theme of the international project entitled Warmia-Mazury Senior Games is to promote sports and active and healthy lifestyle among people aged 45 and more with a particular focus on senior groups thereby actively engaging these groups in social activities by promoting social inclusion, openness, tolerance and respect for all nations, cultures, religions, ages and lifestyles. The Games will be accompanied by a series of cultural and educational activities emphasizing the importance and role of sport activity among people over 45 years old, including an educational conference inaugurating the project. Other activities will include the organisation of a regional recreational event for seniors ("Seniorada") and other accompanying events, integrating people 45 years of age and more. The project will also contribute to the promotion of the region of Warmia Mazury as a desirable tourist destination for senior tourists and their families and will build upon the previous campaign entitled "Masuria the Wonder of Nature" which emphasized the natural richness of the region being a perfect place for all those looking for peace and tranquillity in natural surroundings.

The first edition of the Games was organised in September 2012 and gathered around 1500 participants from 14 countries aged between 40 and 82. In all 1700 medals were awarded to seniors participating in 11 sports disciplines. The project is organised biannually. The second edition will take place between 28-31st August 2014 in different locations within the Warmia-Mazury region, including Olsztyn, Orneta, Ostróda, Lidzbark Warmiński, Iława, Pasłęk and Nidzica.

Objectives of the project:

- promotion of sports among people aged 45 +,
- promoting healthy lifestyle,
- promotion of social activity, openness, tolerance and respect for all nations, cultures and religions, ages and lifestyles,
- maintaining international dialogue (cooperation with foreign and international organizations and institutions).
- promotion of the project, region of Warmia and Mazury and Poland as the area of sustainable development and as interesting and desirable tourism and

business investment location,

- creative continuation of the campaign „Masuria the Wonder of Nature”,
- promotion of the cities co-organising the event,
- creating and marketing a new brand of Warmia and Mazury - Warmia-Mazury Senior Games.

2. Active Olsztyn

Active Olsztyn (Olsztyn. Aktywnie!) is a municipal programme implemented by the city of Olsztyn designed to promote an active and healthy lifestyle among the citizens of Olsztyn from all age groups. The programme premiered in 2010 with 10 different disciplines and various educational and recreational activities. It immediately received a wide acclaim from the citizens of Olsztyn whose participation in events exceeded organiser's estimates. From the very beginning all the activities of the programme have been planned and implemented in cooperation with various local associations. The number of project partners has been growing steadily with different institutions both public and private taking part in the organisation of the programme. In 2012 the Active Olsztyn programme reached more than 15000 people who participated in different events across 21 disciplines offered by the city. The programme is addressed to all age groups with certain activities targeting specifically selected groups thus becoming an intergenerational programme. Some of the activities such as guided tours, nordic walking or mushroom picking are very popular among seniors.

Objectives of the project: developing interests in tourism and sightseeing, promotion of active tourism as an alternative to consumer lifestyle, promotion of active and healthy lifestyle, expanding physical fitness, encouraging curiosity about the world, developing positive social attitudes, building a society of active people, promoting pure nature and recreational tracks in Olsztyn and its vicinity.

3. Places With The Soul Partnership of Thematic Villages

The Places With the Soul Partnership of Thematic Villages of Warmia-Masuria was initiated in 2010 by the Elbląg Association for the Support of Non-Governmental Initiatives. The mission of the Partnership is to develop a joint tourist offer based on unique historical, cultural and natural values of the region. Currently the Partnership comprises ten thematic villages located within three communes of the Braniewo and Elbląg counties, including such picturesque villages as Kadyny and Jędrychowo. The main goal of the Partnership is to develop local communities by creating and implementing joint tourist offers based on the idea of the thematic villages and localities. The Partnership actively engages seniors in its work by relying on their experience and social potential. One of the villages – Jędrychowo is themed as the Grandma's Village. It offers not only traditional cuisine, handicrafts and herbal

products, but also engages tourists in activities inspired by tradition such as handicraft and toy making workshops or location-based games.

Objectives:

- Developing the Partnership by engaging thematic localities and villages located in the Warmian-Masurian Region,
- Developing and implementing joint tourist products,
- Promoting the thematic villages and the Partnership,
- Improving the idea and practical aspects of thematic villages,
- Developing social entrepreneurship in rural areas.

4. Federation of Social Organisations of Warmia-Mazury Region FOSa

The FOSa Federation of Social Organisations of Warmia-Mazury Region aims at creating complete solutions facilitating a better standard of living for senior communities. Working together with a coalition of more than 100 organisations and partners, including the Warmian-Masurian Regional Government, NGOs, as well as the public administration and private companies, the Federation implemented the Regional Programme for Seniors 2009-2013. It also took a leading role in the preparation of the new edition of the Programme for 2014-2020, which included senior tourism as one of its key areas of intervention. The most visible and comprehensive actions of FOSa include, among other things: establishment of the office of Regional Ombudsman for Seniors, establishment of the Warmian-Masurian Network for Seniors, organization of Regional Meetings of Senior Communities, organisation of the School of Social Organisers working in senior communities, establishment of the Warmian-Masurian Academy of the Third Age. FOSa develops and promotes senior tourism through the Generation periodical, international voluntary work and study visits for seniors. Since 2013 FOSa has been actively engaged in a new initiative promoting senior tourism entitled Silver Sharing, which through a series of exchanges between hosting and visiting senior organisations combines social tourism with education and self-improvement of seniors.

Objectives:

- Providing seniors with a broader access to information,
- Supporting seniors in solving their problems by mobilization, integration and education of the senior community in the Warmian-Masurian region,
- Exchange of experiences regarding active living and social activity,
- Social and cultural mobilization of seniors,
- Promotion of showcase experiences and solutions on senior activeness and better standard of living.
- Developing durable cooperation with and for the senior community

5. „Without Barriers” Tourism Association

The overall goal of the Association is to promote active living of seniors and disabled



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persons, especially through tourism. Since its establishment the Association has been systematically monitoring the situation of these communities to diagnose their problems and define their needs. The research showed that one of the effective methods preventing these problem is to promote active living through tourism-related activities. Still, current tourist offer often ignores the specificity of the needs and limitations of senior tourists, which mainly concerns the problem of mobility. As a result, a pilot concept for promotion of physical, mental and social engagement of seniors through both active and leisure tourism was created. The concept focuses on the organisation of bus tours and sightseeing walking tours. In both cases equal emphasis is put on the cognitive aspects as well as on the activities enhancing physical fitness of participants. The Association also runs a web portal www.kaszubybezbarier.pl (Kashubia Without Barriers), which promotes tourist attractions of the Kashubia region with a special emphasis on the aspect of accessibility. In cooperation with the city of Gdynia, the Association developed a special guidebook for tourists entitled "Gdynia For Everyone" which contains several interesting thematic routes supplied with additional practical information on accessibility.

Objectives:

- creating tourist offer for seniors
- preventing social exclusion of seniors,
- inspiring seniors to actively explore natural and anthropogenic values as well as cultural heritage of northern Poland,
- encouraging seniors to become physically, mentally and socially active,
- promoting the concept of tourism without barriers through broadly defined senior engagement,
- providing information about senior clubs and their meeting places, and also about programmes and organisations working for their benefit,
- creating good conditions for maintaining contacts with friends and allowing seniors to make new friendships,
- conducting marketing research on the needs and expectations of seniors to expand future activities of the Association and create new tourist offers.

Imported good practices

Based on the thorough review of all good practices presented by the partnership, the Association decided to select those that were the most interesting for its member communes. These included ideas connected to the culinary tourism (Karelia a'la carte), development of senior voluntary work and the Age Friendly Cities Programme. Due to technical constraints, two good practices were finally selected for possible implementation.

A/ Cultural Volunteers Programme of Parque de las Cienas, Granada, Spain

The good practice entitled Cultural Volunteers Programme of Parque de las Cienas is a part of a National Program started in 1998 and allows seniors to work voluntarily as cultural

guides for tourists.

Potential volunteers receive two months of training that includes general information about the cultural institution, itineraries for the visits and tourist routes and basic rules for dealing with the public. Each volunteer chooses one day (between Tuesday and Friday), when he or she works as a guide for groups of seniors. The programme has been operational for 16 years.

The objective of the program is to improve the quality of life of the elderly people of Spain. The specific objective is to use the human potential of elderly. The seniors usually have free time which can be used to spread the knowledge of the cultural heritage among the visitors. This good practice has proven to be very successful and contributes to an increase in the number of visitors in museums, scientific parks and other places of culture both in the region of Andalusia and beyond.

The good practice could be promoted and implemented in the Warmia-Mazury region due to the following reasons:

- the region has many cultural institutions with often limited financial resources, and they might be willing to use the services of volunteers
- significant expansion of Voluntary and Local Activity Centres
- active and dynamic senior organisations

The potential allows for a quick implementation of the programme even with very modest financial investments.

In order to start a pilot programme, talks have started with the Archaeological Museum in Elbląg. It has to be noted that for many years now the Museum has been using the skills and experiences of its retired employees, who work as volunteers. The museum is a



municipal cultural institution, the only such museum in Elbląg which is also engaged in archaeological research on medieval towns. The museum is located in the Elbląg's Old Town and also serves as a popular tourist attraction.



The programme of cultural voluntary work will be implemented at the Elbląg

Museum in cooperation with the nearby EL Gallery. The implementation process will have two stages.

Activities necessary for the implementation of the Cultural Voluntary Work Programme:

1/ Presentation of main guidelines of the programme to Polish institutional stakeholders	
Meeting at the Museum with its Director	Elbląg, May 2014
Meeting at the Voluntary Work Centre	Elbląg, May 2014
2/ Announcement of the cultural programme by the Voluntary Work Centre, collecting applications, interviews with volunteers	September 2014
3/ training for volunteers conducted by the Museum's employees	October – November 2014
4/ volunteers start their work	Between December 2014 and January 2015
5/ Promotional activities a/ Presentation of the Programme during the meeting of the Polish-Russian Council on Cultural Cooperation b/ Round Table in Kaliningrad "Geriatric concept in Kaliningrad Region of FR"	20-21 st September 2014, Kwidzyn, Dzierzgoń 30 th October 2014, Kaliningrad

The Museum in Elbląg declared its readiness to expand the Programme and introduce it on the permanent basis in 2015. Currently the Museum is undergoing some construction and renovation works which results in some temporary changes to its normal activity.

At the same time another cultural institutions from Elbląg – the EL Gallery has declared to join the Cultural Voluntary Work Programme. In this case volunteers are employed part-time during such events as exhibitions, concerts and educational events. The objective of this practice in the Warmia-Mazury region is to strengthen the activeness of seniors and create a permanent voluntary work scheme. So far the activities of volunteers were organised ad hoc and were limited in duration. On the other hand, this proposal of integrated activities executed by the Museum, EL Gallery, Voluntary Work Centre and with the support of the Association of Polish Communes, may result in creation of a permanent, long-term voluntary work scheme.

The good practice can be implemented in full at selected cultural institutions. It can also be expanded by including international volunteers from other countries.

If the programme is well received by the stakeholders, the Association of Polish Communes in cooperation with the FOSa Federation will take steps to expand the programme to other towns of the region in accordance with the provisions of the regional programme of senioral policy.

B. Age Friendly Cities and Counties Programme (Ireland)

The Age Friendly Cities and Counties Programme is part of a worldwide, World Health Organisation (WHO) inspired movement, based on the guidelines developed by the WHO resulting from the experiences of 33 cities involved in this global network. The goal of the Programme is to create a community where all citizens can enjoy high quality of life and fully contribute to the social life of their community regardless of their age. The programme is based on the assumption that elderly persons are a valuable resource for local communities and for the country in general. It is actually a plan of activities on local level that should create a real change in the social fabric thus increasing the quality of life and activeness of seniors.

Ireland started to implement the Programme in 2007. So far Age Friendly Programmes has been implemented in 10 counties with further 11 to be implemented in the nearby future. The goal is to implement similar programmes in all counties of Ireland. Each of these county or city programmes is created individually but at the same time is based on some common assumptions:

- Each programme is always based on the existing resources and structures;
- The programme always tries to find possibilities to utilise the existing resources in different ways rather than create new expenses;
- The programme employs human-oriented methods and procedures based on cooperation
- Providing durability is a basis for success in every local community.

So far the following results have been achieved in the West Regional Authority:

- Improved public transportation in cities and rural areas. Seniors are provided with transportation allowing them to reach all indicated destinations at all times. It has a positive effect on seniors as it diminishes social isolation of those who live in remote rural areas;
- Providing seniors with further socialising possibilities in safe environments, thus reducing self-isolation; maintaining good contacts among families, friends and neighbours;
- Improving safety in cities and counties inhabited or visited by seniors.

The Age Friendly Cities Programme is a programme of great potential, but its implementation requires more time and significantly larger financial resources. The first stage of activities should be focused on promotion and information in order to identify potential stakeholders and future participants of activities. The general rules of the

programme adapted to the Polish conditions will be elaborated by the Association. Then individual municipalities that are interested in the programme will be able to use the already available solutions. The implementation of the Programme will be based on pilot programmes in one to three municipalities.

The municipality of Bartoszyce was the first to voice its interest in participating in the Programme. The municipality has devised its own strategy for seniors based on the regional programme for seniors with a wide participation of representatives of seniors and social organisations working for senior communities.

The planned results of the strategy for the municipality of Bartoszyce are as follows:

1. Improve the quality of life of seniors – citizens of the municipality
2. Improve the activeness of seniors
3. Better integration of local community around problems vital to the quality of life of the elderly citizens of the municipality.

Also the municipalities of Ustka and Dzierzgoń expressed interest in implementing the programme. Ustka is a coastal municipality with well develop tourist infrastructure, and this programme may become one of its leading activities for improving the quality of tourist services and attracting more visitors. The municipality of Dzierzgoń is interested in implementing the Age Friendly Programme as a central element for activities in the next programming period 2014-2020. Both municipalities will start their activities from the scratch, as they do not have any strategic documents that could serve as basis for such programme. So far first steps have been taken in the municipality of Dzierzgoń where an Association of Seniors is being formed (so far it was an informal group working with the Cultural Centre).

1. Activities taken so far for the implementation of the Age Friendly Program in Warmia-Mazury and Pomorskie regions are twofold: a pilot action in one municipality and promotion in order to expand the geographic reach of the programme within the area of the Association of Polish Communes:

Description of activity	Implementation date	Institution responsible
1/ Presentation of guidelines of the programme to Polish institutional stakeholders during the 30th General Assembly of the Association	16.05.2014	Association of Polish Communes Euroregion Baltic

2/ Meeting at the Association's office with the authorities of the city of Bartoszyce to discuss preliminary actions	Elbląg, 16 th May 2014	Association of Polish Communes Euroregion Baltic
3/ Local conference in Bartoszyce and commencing the work on creating the Alliance for the Programme „Age Friendly Places”; presentation of the programme by Age Friendly Ireland representative	Bartoszyce; 6 th June 2014	Association of Polish Communes Euroregion Baltic; Mayor of the City of Bartoszyce
4/ individual presentations of the Programme in member municipalities	Ustka, 16 th June 2014 Dzierzgoń, 17 th June 2014	Association of Polish Communes Euroregion Baltic
5/ Adopting the Programme for seniors in Bartoszyce; beginning of implementation	26 th June 2014	Bartoszyce City Council; Bartoszyce local government
6/ Passing information to the Ministry of Labour and Social Policy – cooperation with national authorities	20 th August 2014	Association of Polish Communes Euroregion Baltic
6/ preparing a draft of a promotional campaign for the Programme: own website and local media. Objective: promotion of already executed activities, attracting more municipalities to join the programme	From 25 th August 2014	Association of Polish Communes Euroregion Baltic
7/ Discussion about possibilities for implementation of the AFP in other municipalities during the 31st General Assembly of the Association	December 2014	Association of Polish Communes Euroregion Baltic
8/ Preparation of joint project for core municipalities “Age Friendly towns of Warmia Mazury and Pomorze”	December 2014	Association, municipalities: Bartoszyce, Dzierzgoń, Ustka and Bisztynek

Seminarium pt. „Dzielimy się doświadczeniem – wymiana dobrych praktyk na rzecz aktywizacji i wspierania seniorów”

Spotkanie odbyło się 6 czerwca w Bartoszczyckim Domu Kultury w ramach inauguracji Międzynarodowych Dni Regionu Bartoszyce 2014. Głównym celem seminarium było zaprezentowanie najlepszych praktyk z Programu Senioralnego Miasta Bartoszyce na lata 2014 – 2020, którego misją jest stworzenie lokalnego systemu wsparcia osób we wszystkich sferach ich życia, dostosowanego do uwarunkowań ekonomicznych i społecznych miasta.

podkaszanie wysłuchać można było także prezentacji na temat innych programów skierowanych do seniorów, które przedstawiła zostały przez zaproszonych i Panią Małgorzatę Samusiew – kierownik programów Szwarzyszenia Gmin regionu Baltyk oraz Panią Debrę O’Neil – konsultantkę ds. rozwoju regionalnego Irlandii przyjazna wiekowi.

Temat konsultacji oraz programu można znaleźć na stronie internetowej informacji publicznej Urzędu Miasta Bartoszyce oraz na stronie Bartoszyce.pl.

Opracowanie i redakcja
Karol Żerzby

W naszych miejscowościach do udziału w konsultacjach w sprawie Programu go Miasta Bartoszyce na lata 2014 – 2020. Szczegółowe informacje na

Press release about the seminar in Bartoszyce

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Adoption of the Implementation Plan

The Plan was adopted by the Executive Board of the Association of Polish Communes Euroregion Baltic on 19th September 2014.