



Greenways in clustering

The role of social economy in
interregional development



The quiz

Where is Debrzno?





What are the greenways?

- natural and cultural heritage trails, created along rivers, historic trade routes or rail lines running along natural corridors
- they include cycling, hiking, horse-riding, water trails and other transportation routes, which promote non-motorized travel and mobility
- environmentally-friendly tourism and recreation, healthy and active life-styles and community-based economic development

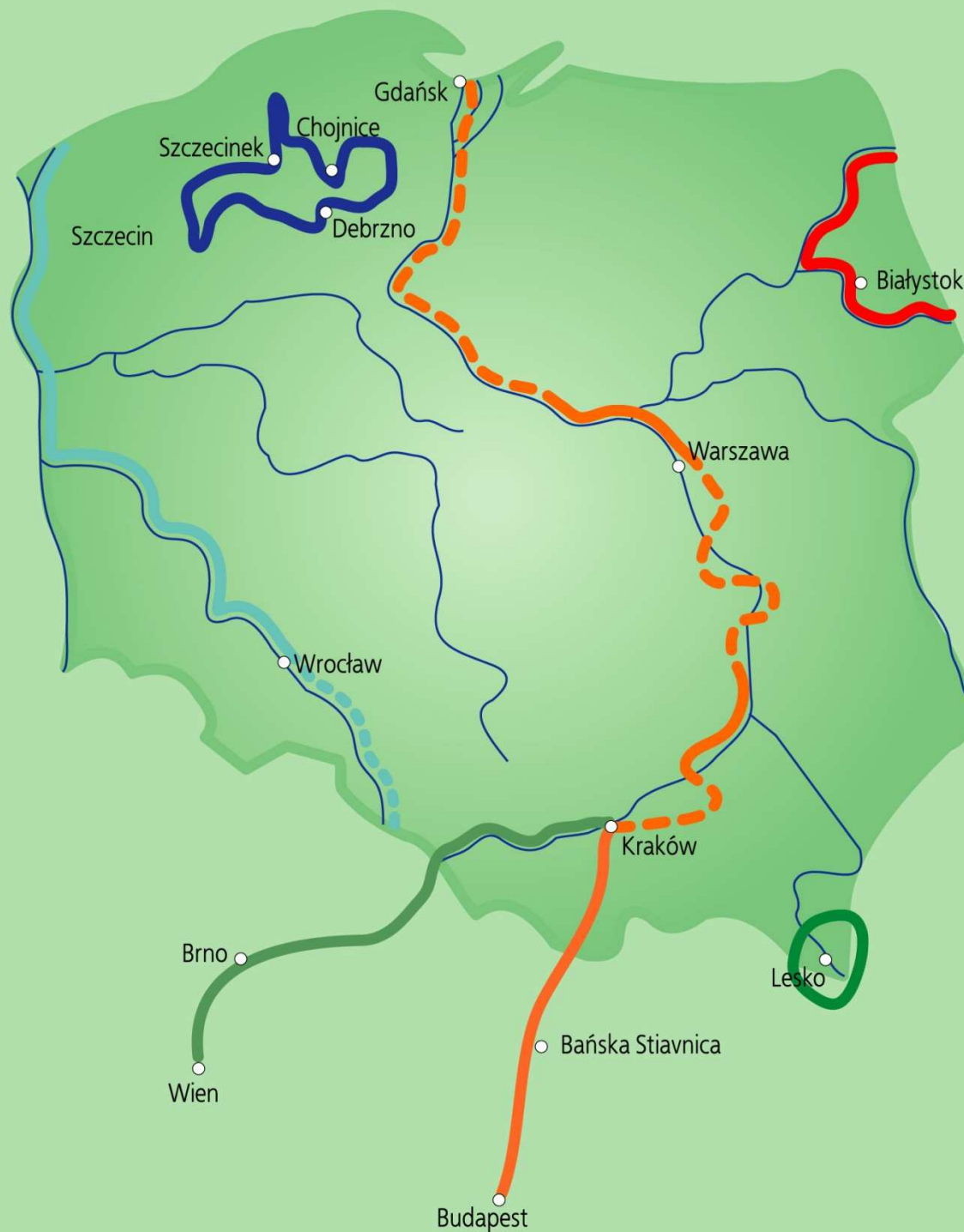


Facts

- Polish Greenways extend over 3000 km
- the Necklace of North Greenway is the longest Polish bicycle lane with 870 km of the main route and about 3500 km of local routes
- along Central Pomerania region spread over 4 voivodeships, 12 counties, 33 municipalities



Central and Eastern European
Greenways





On the route

- National park, landscape parks, nature reserves
- Eco-museums (a network of objects or sites dispersed in an area, which presents a 'living whole' reflecting the natural and cultural values of the region and its population)
- Handicrafts
- Smithies, water smithies
- Stone circles
- Lakes, forests, springs,
unique species...









Local heritage product

A local heritage product is a product or service, specific to a given place or region, which is not mass-produced, but makes use of local natural resources and is environmentally friendly. Local heritage products build an association with the specific and unforgettable character of a region by involving local people in their manufacture and sale and as a means of promoting local enterprise.

(Polish Environmental Partnership Foundation)



Local Brand

- The Local Brand of Necklace of North Programme is to promote local and regional heritage products
- Products and services offered to potential buyers under a local brand are associated with local heritage values and this distinguishes them from the many products available. A local heritage brand associates a product or service with the following:
 - region or locality of origin,
 - local environmental values,
 - contributions to local jobs.







Just some results

- 2 formerly unemployed persons who set up their own firms as a result of 2 projects promoting their works: birchworks and handbags
- international orders for local products
- increasing number of tourists, also foreign ones coming to visit the Greenway
- developing co-operation of local governments, NGOs and business which brought out the Leader + initiative



Marla Wójcik – przedsiębiorca, wytwórczyni figurek z witek brzozowych



See you on your way!

Łukasz Machciński

Quality Manager

International Youth Co-operation Co-ordinator

l.machcinski@stowdeb.pl

www.stowdeb.pl