

W I F CROSS BORDERER

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COOPERATION PROGRAMME
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PREMIERE OF THE CROSS-BORDER MUSIC COMPOSITION



The Joint Technical Secretariat presents a unique composition of traditional songs from the borderland of Poland Belarus and Ukraine. We wish you a pleasant journey into the world of common values and traditions.

How to receive the CD:

please send your postal address and a picture from the Programme eligible area to pbu@cpe.gov.pl. The picture (of printing quality) shall illustrate local culture, customs, traditions or social life with a few words of description what is the story behind the picture. More at the pl-by-ua.eu website.

Marcin Kubiak
Undersecretary of State
Ministry of Infrastructure
and Development



Dear Friends,

As of December 2013 the Cross-border Cooperation Programme Poland - Belarus - Ukraine 2007-2013 crossed the line for 100 contracted projects. The end of the year shall bring last grant contracts to be signed within the Programme. Consequently the EC funding of more than 174 mln euro will be allocated in the grant contracts and made available for the partners from both sides of the border. The Programme progressed into the project implementation phase. In addition the end of the year shall also bring completion of 11 projects contracted within the first call for proposals. The beneficiaries may already take advantage of the first results including new medical infrastructure, renovated educational centers, specialized cars for emergency management systems or new tourist products.

Taking this opportunity, I would like to wish all the beneficiaries many successes in implementing their joint actions so to further transform the borders into a distinct form of cooperation. In conclusion I would also like to confirm that Programme Poland – Belarus – Ukraine will be continued in the 2014-2020 financial perspective. As the representative of the Joint Managing Authority I may already invite future beneficiaries to start analyzing the needs and conceptualizing projects valuable for the cross-border communities.

TOWARDS “CROSS-BORDER COOPERATION STRATEGY OF THE LUBELSKIE VOIVODESHIP, THE LVIV OBLAST, THE VOLYN OBLAST AND THE BREST OBLAST FOR 2014-2020”

Poland - Belarus - Ukraine programme has already contracted more than 100 cross-border cooperation projects in the current financial perspective, and up to 30 of them include the lead partner of the project, coming from the Lubelskie Voivodeship. It shows a very high activity of the region in this field, taking into account the fact that 4 voivodeships and 10 oblasts participate in the programme.

Certainly, the location of the voivodeship is of great importance. It is the only voivodeship that borders on Belarus and Ukraine. There are numerous natural links between partner organisations. This is also reflected in the number of joint projects. Cross-border cooperation of the Lubelskie Voivodeship has more than a 20-year tradition. Since 1992, the Polish-Ukrainian-Belarusian cross-border area has developed various forms of cooperation, including the cooperation at the government and self – government levels.

Is it necessary to manage cross-border cooperation at the regional level?

Cross-border cooperation is an important factor stimulating the development of border regions. It is also a component



**Mr. Krzysztof Hetman,
Marshal of the
Lubelskie Voivodeship**

of the Development Strategy of Lubelskie Voivodeship. It has already operated at the strategic level in our region. In the absence of real prospects for accession of Ukraine and Belarus to the European Union in the coming years, our border will be one of the most important division lines in Europe. This situation poses a number of challenges for the EU, Poland, and its border regions. Therefore, it is necessary to develop mechanisms for effective border management. However, so as not to make it a serious barrier to the development of good neighbourly partner relationships, security issues should not be considered as the major issue. The impact of the border goes far beyond the above realm and has enormous social and economic importance, both at the nationwide and regional level.

What is then the experience of Lubelskie Voivodeship in the management of international cooperation with neighbouring regions?

The Lubelskie Voivodeship signed an agreement on cooperation with the Brest Oblast in 2000, the Volyn Oblast in 2002 and the Lviv Oblast in 2004. Also, it is worth mentioning the establishment of the Cross-border Union - Euroregion 'Bug' in 1995. It also provides cross-border

cooperation models. The directions of development of this cooperation and entities are numerous. The question arises what initiatives should be encouraged to maintain the results. What policy should be pursued at the regional level so as the results of individual projects converged and formed a consistent effect with a larger scale of the beneficial impact? That is why we want to establish the most important tasks for cross-border cooperation and to create a sort of guide that will describe the most important goals. We have already finished a project of 'Cross-border Cooperation Strategy of the Lubelskie Voivodeship, the Lviv Oblast, the Volyn Oblast and the Brest Oblast for 2014-2020'.

Together with partners from Belarus and Ukraine, we want the document to serve as a reference point for all planned cooperation projects in the next financial perspective.

What strategic areas does this strategy focus on and what goals does it pursue?

Taking into account the premises for the establishment of the Strategy, the analysis of the potential of cross-border co-operation, SWOT analysis, identification of areas of strategic actions and the opinion of Polish, Belarusian and Ukrainian experts, the general goal of the Strategy has been set. Its purpose is to improve the competitiveness of the socio-economic cross-border area at a European, national, regional and local level, through the effective use of endogenous potential and mitigation of the limitations arising from the functioning of the EU external border. The general objective has been specified through the formulation of objectives and directions for the four strategic areas of action, i.e.: economic cooperation; environment, culture and tourism; transport and border infrastructure; science and higher education.

Therefore, let us take a closer look at each of these areas. What exemplary courses of action need to be taken according to the developed strategy?

The strategy highlights the need to deliver complete and current information about the operating conditions and economic entities in the cross-border region. It also talks about the support of the specialisation of already operating business environment institutions in the area of services for the companies interested in cooperation in the cross-border area, and about the integrated economic promotion of cross-border region. Moving on to the next field,

We together once again propose increasing the permeability of Polish - Belarusian and Polish - Ukrainian border by opening new border crossings, including pedestrian and tourist border crossings, improving the accessibility of road border crossings, increasing the number of cross-border communication links, as well as extending the zone of small border traffic, revitalizing cross-border rail infrastructure and supporting airports to open new air connections, including the cross-border connections.

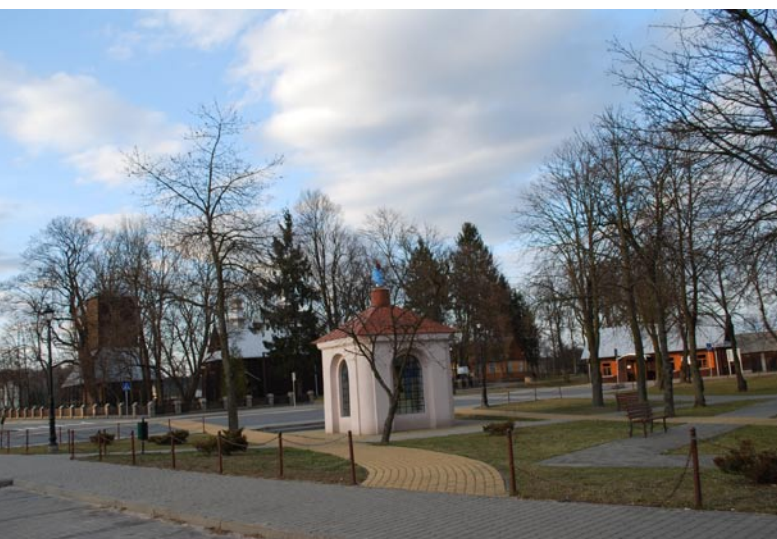
the strategy mentions the need for stimulation of actions to create and coordinate the functioning of cross-border protected areas, the need for stimulation of cross-border activities to maintain water purity of the Bug River basin, the development of cross-border tourism products as well as the need for making cross-border efforts to protect the world's cultural heritage. With regard to infrastructure, we together once again propose increasing the permeability of Polish - Belarusian and Polish - Ukrainian border by opening new border crossings, including pedestrian and tourist border crossings, improving the accessibility of road border crossings, increasing the number

of cross-border communication links, as well as extending the zone of small border traffic, revitalising cross-border rail infrastructure and supporting airports to open new air connections, including the cross-border connections. With regard to science and higher education, the strategy highlights the need to spread the Bologna system in all cross-border region universities, to adjust the educational offer of the universities to the changing requirements of a knowledge-based economy, with a particular focus on

cross-border economy and the development of inter-university partnerships in order to raise external funds for scientific research.

We know that the strategy goes into details – it contains a list of recommended projects. Can you give some examples in each field?

I want to mention that, after public consultation, the list may be expanded prior to the final approval of the strategy. However, now many projects come to the fore, e.g. creation of a consulting and training network in the field of cross-border economic cooperation on the basis of the existing business environment. This trend fits well with the already



The Commune of Hanna

implemented project under the Poland – Belarus – Ukraine Programme named 'The Development of Small and Medium Enterprises in Rivne and Lublin', or 'The Creation of a Unique Information Base of Cross-border Agricultural Enterprises of the Euroregion 'Bug' cross-border union. The development of science and technology parks as well as logistics centers is also important. The examples of projects in the field of environment, culture and tourism include the establishment of sewer system and waste treatment facilities in rural areas within the Shatsky National Natural Park, institutional strengthening of cross-border biosphere reserve – 'Western

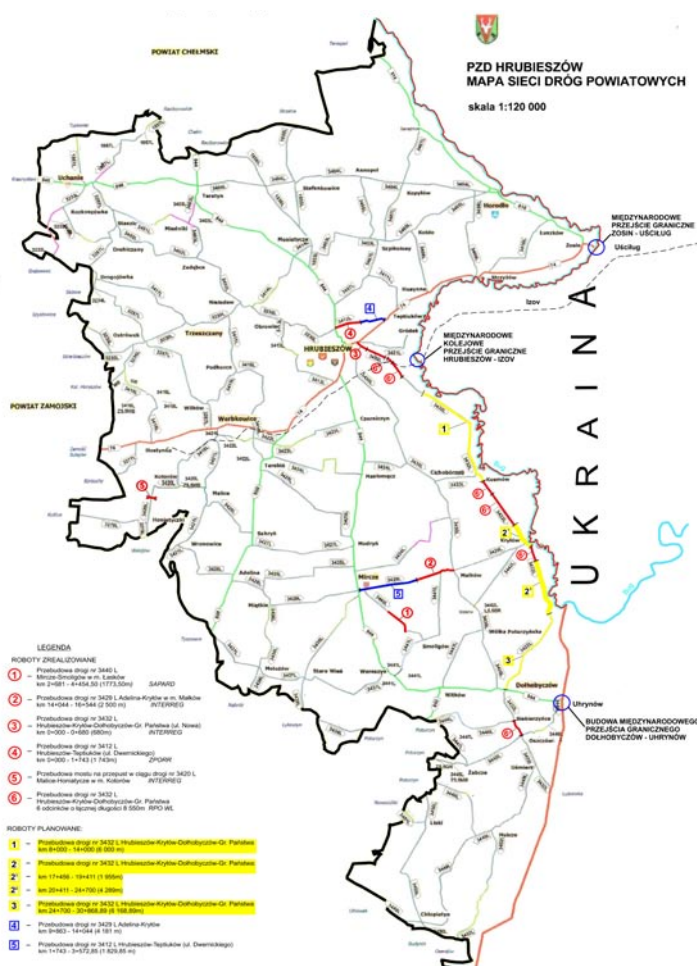
Polesie' and the improvement of ecological situation in the Bug River valley. It is encouraging that many projects already fit in these priorities. Another example of the current programme is 'Protecting the Ecosystems of the Bug River Valley in the Border Areas of Poland, Belarus and Ukraine', for which Hanna municipality is responsible. It is also important to further promote the development of mutual notification of emergency services in the border area between Poland and Belarus, among others, through the creation of the crisis management centres. The list also includes such projects as strengthening the development of Polish-Ukrainian cooperation for the preservation of cultural heritage protection, creation of an interactive map of hiking trails as well as the development and implementation of the twinning project named 'Zamość - Zhovkva – the Renaissance town with new challenges and opportunities.'

They are very interesting examples. What investment does the Strategy opt for with respect to communication and border infrastructure?

The list, among others, includes the construction of the second bridge over the Bug River at the 'Ustilug – Zosin' international road border crossing, the construction of 'Kryłów – Krecziw', 'Gródek- Ambukow', 'Zbereże – Adamczuki' new international road border crossings at the Polish – Ukrainian state border, the restoration of a direct rail link between Chełm and Kovel, the creation of Lviv - Lublin - Zamość - Warsaw high-speed rail link, the construction of a bridge over the Bug border river at the Terespol - Brest border crossing, or the expansion of Chełm - Hrubieszów - Witków - Dołhobyczów – state border voivodeship road No. 844, with a view to opening a new border crossing in Dołhobyczów.

The waiting time at the border or the average travel time between Lublin and oblast capital cities is of great importance in the use of socio-economic potential of the analysed cross-border area.

No doubt, the average travel time to Brest, Lutsk, Lviv and Lublin from the selected European cities or the number of regular cross-border bus, rail and air connections is also important. The barrier for the proper handling of



Localization of the project "Improvement of accessibility and quality of the border road infrastructure Stage II - redevelopment of the 2nd section of the poviato road No. 3432L Hrubieszów - Kryłów - Dołhobyczów - the State Border and a repair of the road in Uhryniv" with the EC funding of 3 678 591,24 euro. The road planned to be redeveloped runs through Kryłów, where the new border crossing 'Kryłów - Krecziw' is planned (the island on the river Bug in Kryłów is also a scene for the European Days of Good Neighbourhood.

growing cross-border traffic is insufficient density of border crossings. Therefore, their low accessibility is a problem of great importance. The border crossings functioning in the East largely support the communication links of supra-regional or at least regional character. There are no sufficient numbers of small border crossings of local importance, focused on small border traffic services.

The previously mentioned investments are the expensive undertakings. What system of implementation has been adopted for the strategy?

The system of implementation of the 'Strategy for Cross-border Cooperation of the Lubelskie Voivodeship, Volyn Oblast, Lviv Oblast and the Brest Oblast for 2014-2020' should be based on a model of multi-level governance. The system of entities involved in its implementation includes four main sectors: public (government administration, self-governments), private (business entities), social (NGOs) as well as research and development sector (higher education institutions, research institutions). The sources of financing of the Strategy reflect this system. They include all available funds, which may be involved in the implementation of development activities, i.e.: national public funds, foreign public funds, including funds from the EU budget under the new European Neighbourhood Instrument, the Norwegian Financial Mechanism funds, the EEA Financial Mechanism funds, the Swiss-Polish Cooperation Programme (Swiss Contribution) funds and others, including private funds, co-financing projects under the public-private partnership. The Strategy will be sort of an integrator of various stakeholders, who see opportunities for the entire region in the cross-border cooperation.

Thank you for the interview.

VISUAL REVIEW OF COMPLETED PROJECTS

As of December 2013 eleven projects are recorded to be completed: one Measure 1.1 project, one Measure 1.3 project, four Measure 2.1 projects, two large scale projects (Measure 2.2) and three 3.1 Measure projects. Below we present the visual review of them in the order of the measures.



"SCIENCE AND EXPERIENCE FOR BUSINESS"

Lead Partner:

Rzeszów Regional Development Agency/ PL

Partnership:

1) Małopolska Institute of Economy/ PL

2) Lviv Regional Center for Investment and Development/UA

3) Yanka Kupala State University of Grodno/ BY

Programme contribution: 236 629,29 euro
(PBU/0151/10)



"CLEAN WATER AT THE BUG ESTUARY - A CROSS-BORDER WATER SUPPLY SYSTEM FOR HRUBIESZOW AND VOLODYMYR VOLYN'S'KYI - STAGE I"

Lead Partner:

The Urban Commune of Hrubieszów/ PL

Partnership:

Town of Volodymyr Volyn's'kyi/ UA

Programme contribution: 281 004,30 euro
(PBU/0161/10)



"TOGETHER SAFER"

Lead Partner:

Lublin Police Voivodeship Headquarters/ PL

Partnership:

- 1) Department of Ministry of Internal Affairs of Ukraine in Volyn Region/ UA
- 2) Voivodship Division of the Union of Volunteer Fire Brigades of Republic of Poland in Lublin Voivodship/ PL

Programme contribution: 1 135 661,75 euro
(PBU/0037/10)



"THE IMPROVEMENT OF THE EFFICIENCY OF THE TRANSBOUNDARY REACTION SYSTEM TO THE ENVIRONMENTAL HAZARDS: TOMASZÓW LUBELSKI – ZHOVKVA – SOKAL"

Lead Partner:

Tomaszów District/PL

Partnership:

- 1) Headquarter of Fire District Department in Tomaszów Lubelski/PL
- 2) Sokal District Council/ UA
- 3) Zhovkva District Council/ UA

Programme contribution: 1 193 255,770 euro
(PBU/0048/10)



"DEVELOPING A CROSS-BORDER SYSTEM FOR NATURAL HAZARDS MANAGEMENT AT THE POLISH-UKRAINIAN BORDER"

Lead Partner:

The State Fire Service, Voivodship Headquarters in Lublin/PL

Partnership:

- 1) The State Fire Service, Voivodship Headquarters in Rzeszów/PL
- 2) The Executive Board of the Ministry of Emergency Situations and Population Protection Against Chernobyl Accident Consequences in the Lviv Oblast/UA

Programme contribution: 1 370 780,67 euro
(PBU/0081/10)



**“RENEWABLE SOURCES OF ENERGY –
METHOD OF IMPROVING THE QUALITY
OF NATURAL ENVIRONMENT WITHIN THE AREA
OF THE LUBACZÓW DISTRICT AND YAVORIV REGION”**

Lead Partner:

The District of Lubaczów/PL

Partnership:

Regional Council of Yavoriv/UA

Programme contribution: 408 345,50 euro
(PBU/0156/10)



**“INFRASTRUCTURAL DEVELOPMENT OF THE POŁOWCE
- PIESZCZATKA ROAD BORDER CROSSING
- STAGE III (POLISH-BELARUSIAN BORDER)
- POWIAT OF HAJNÓWKA RP - BREST DISTRICT RB”**

Lead Partner:

Podlaskie Voivodeship Office/PL

Partnership:

State Customs Committee of The Republic of Belarus/BY

Programme contribution: 4 856 044,67 euro
(PBU/LSP/09/002)



**“THE CONSTRUCTION OF THE EXIT AS PART
OF THE CONSTRUCTION OF THE ROAD-BORDER
CROSSING BUDOMIERZ – HRUSZEW”**

Lead partner:

Podkarpackie Voivodeship Office/PL

Partnership:

Ministry of Revenue and Duties of Ukraine/UA

Programme contribution: 5 188 219,88 euro
(PBU/LSP/09/004)



**"CLOSER TOGETHER. THREE CULTURES, ONE EUROPE
– COOPERATION OF CULTURAL INSTITUTIONS,
NON-GOVERNMENTAL ORGANISATIONS
AND ANIMATORS"**

Lead Partner:

Municipality of Lublin/PL

Partnership:

1) Brest City Council/BY

2) Lviv City Council/UA

Programme contribution: 155 197 euro

(PBU/0105/10)



**"COMMUNICATION WITHOUT LIMITS" – CREATING
A CROSS-BORDER NETWORK OF TOURIST INFORMATION**

Lead Partner: Suwałki Chamber of Agriculture and Tourism/PL

Partnership:

1) Social organisation "State Union of Tourism and Sport"

Grodno Department/BY

2) District Executive Committee of Grodno/BY

Programme Contribution: 291 384,00 euro

(PBU/0170/10)



**"STRENGTHENING OF THE INSTITUTIONAL POTENTIAL
OF COOPERATION BETWEEN RESCUE SERVICES FROM
RZESZÓW AND UZHGOROD THROUGH IMPROVEMENT
OF RESCUE-EXTINGUISHING TECHNIQUES TOGETHER
WITH INFORMATION AND EXPERIENCES EXCHANGE"**

Lead Partner:

Municipal Headquarters of State Fire Service in Rzeszów/ PL

Partnership:

Uzgorod District Department

of Emergency Situations Ministry/ UA

Programme contribution: 172 870,69 euro

(PBU/0680/11)

CROSS-BORDER CAPITALISATION” – THE

On 28 November the “Cross-border capitalization” conference took place in Lviv to present the state of play in the Programme. Following the motto of the conference the event was also an opportunity to start identifying, capturing and enabling the uptake of results produced by the numerous cross-border projects. This process will be continued to transform Programme’s achievements into long lasting value, durable know-how. In total more than 240 participants attended the event including representatives of 55 cross-border projects.



The conference was held in the House of Scientists

The conference was dominated by panel discussions during which one could get familiar with particular project categories in detail. There were 5 thematic zones:

- “Development of entrepreneurship/Regional development strategies” - panel moderated by Voloschuk Oleksiy, Ph.D, Chernivtsi National University and Svetlana Galko, Ph.D, Institute for Economic Research and Policy Consulting
- “Competitiveness of places based on tourist products” - panel moderated by Adam Mikołajczyk, President of the Board of Best Place Foundation - The European Place Marketing Institute
- “Natural environment protection” - panel moderated by Alla Voytsikhovska, National University “Lviv Polytechnic”
- “Healthcare and emergency management” - panel moderated by Yuriy Rzhepetsky, Ph.D, The Institute of Cell Biology, the National Academy of Sciences of Ukraine
- “Cultural and social integration” - panel moderated by Adam Kulczycki, Ph.D, University of Rzeszów.



The first part of the conference included short lectures on projects integrated into thematic groups.

PROGRAMME ANNUAL CONFERENCE



Panel discussion in the zone of "Development of entrepreneurship/ Regional development strategies".



Panel discussion in the zone of "Healthcare/Emergency management"



Panel discussion in the zone of "Natural environment protection". It also included presentation of Biosensor-based formaldehyde analyzer by the project "Scientific Integration of the Polish-Ukrainian Borderland Area in the Field of Monitoring and Detoxification of Harmful Substances in Environment".



For the "Tourism development" zone of projects there was also a lecture on "Competitiveness of places".

HEALTH IS ALSO A CROSS-BORDER WEALTH



We are starting "Cross-border capitalization" articles to support the process of identifying, capturing and enabling the uptake of results produced by the numerous cross-border projects.

They say health is wealth and the Programme is financing over a dozen projects directly related to healthcare. We discussed the issue of the cross-border cooperation in the field of healthcare with Mr. Yuriy Rzhepetsky, Ph.D, the Institute of Cell Biology, the National Academy of Sciences of Ukraine.

The public health situation in neighboring countries' regions – what similarities provide conditions for the cross-border cooperation?

The regions are territorially very close and are characterized by similar environment conditions (environmental influence). As a result, chronic illnesses are usually typical for particular areas (often due to environment). Living in one region, in spite of the border, make people of one population suffer from same catching diseases. The local population concerned is not isolated but still ethnically related. In spite of being separated by borders, people in the cross-border areas are very close both in terms of culture (lifestyle, nutrition) and genetics (frequency of hereditary diseases and predisposition to them). In addition the borderland residents are located on the periphery of their countries, what reflects similar economic situation: low number of workplaces and insufficient financing. In terms of science, education and medicine the peripheral location causes steady outflow of qualified personnel.

What differences between regions shall be considered in the projects?

First there are political and legal differences, different regulations and structures in the sphere of health care and medical research in different countries. We have to also mention different procurement laws (sometimes allowing for corrupt practices) and different customs regulations (clearance procedures for equipment and reagents), e.g. cost of same equipment, reagents and laboratory vessels is 1.5 or 2 times higher in Ukraine, than in Poland. Finally the projects shall also include socio-economic differences, level of people's incomes and, as a result, people's welfare.

How we can measure health progress?

Out of a complete list of 88 European Core Health Indicators, there are over 50 health indicators for which data is readily available and reasonably comparable. They are grouped under the below headings with examples. Where appropriate, figures are given by gender and age as well as by socio-economic status and regional level.

Heading	Examples
Demographic and socio-economic situation	Population, birth rate, total unemployment
Health status	Infant mortality, HIV/AIDS, road traffic injuries
Health determinants	Regular smokers, consumption/availability of fruit
Health interventions: health services	Vaccination of children, hospital beds, health expenditure
Health interventions: health promotion	Policies on healthy nutrition

How can you characterize the cross-border cooperation projects in terms of global indicators value?

All active projects are very important. But the main task of health protection is to save as many human lives as

possible. And, from this perspective, the most significant are the actions, focused at treatment and diagnostics of the illnesses, which cause the highest number of deaths. For instance, the project „Development of cross-border cooperation in order to improve public health conditions of the bielski district and Luboml rayon through programs of health promotion and prevention in the field of oncological diseases and tuberculosis” has the most ambitious tasks as oncology diseases have the 2nd place (after heart and coronary diseases) among the causes of deaths in both partner countries. Also, tuberculosis level is medium-high in Ukraine. Diagnostic equipment purchase is planned within the project and early diagnostics is crucial in successful treatment of both oncology diseases and tuberculosis. If implemented successfully, this project will significantly influence death statistic in the target area. At the same time, the significance of particular projects is not the issue to be speculated because human life is priceless. And, to my opinion, it's no sooner than the projects are implemented and final reports submitted that the projects' success can be estimated. 5 years' term after project's termination is even better time for evaluating the results. Then, the statistical data will demonstrate on how the good project ideas transformed into measurable results in terms of public health improvement.

That is to say the influence of the cross-border projects is multidimensional?

Apart from the direct influence which is the improvement of general level of public health the projects also have indirect influence. Good practices in one medical institution of the region will stimulate similar activities in neighboring regions: other hospitals will at least be aware of which activities are to be undertaken, because they will have seen them working. And, as soon as the funds are available, they will seek the experience in the nearby hospital, where such activities have been already implemented. Moreover, having exact action plan, hospital management will seek funds either from national or international sources and may applying for grants.

How can you classify different projects the Programme is financing in terms necessary level of cooperation.

In some cases the long term cooperation is indispensable, even after the project completion. As an example – the project “Development of co-operation in order to improve health safety of the population of the Polish-Belarusian borderland”. The project is concerned with development of telemedicine as diagnostic tool. Diagnostic equipment purchased within the project, was equipped with electronic data transfer system, which makes it possible to perform remote diagnostics and therefore unify intellectual potential of medical specialists from different institutions on both sides of the border. In such a way complicated cases for diagnostics can be resolved.

We hope, that this system functions effectively after the project completion. In other projects one of the partners has no experience in a particular area and the core idea is to transfer the experience. Taking as an example the projects “Institutional cooperation

between Vynogradiv district and Sanok province in development of the palliative care provision” we are reading about a comprehensive system of palliative care by providing specific help in control and overcoming of pain and other displays of disease, social, spiritual, psychological support to patients and their relatives. Unlike the Ukrainian partner, Polish organization has a significant experience in this area. For Ukraine it’s a pilot project of this type, which is targeted at establishing high standards of palliative care in the country. Another situation is when both partners see urgent need in solving a particular issue and jointly implement relevant activities. Project implementation helps both partners to improve their diagnostic and therapeutic equipment; their joint efforts enable experience transfer and contribute to faster performance of tasks. In this type of actions cooperation is not absolutely essential, but it helps to reach the set goals in a more effective way. As an example we can give the project „Medical institutions co-operation in Belarus and Poland to improve the access to medical service and its quality within emergency service as well as stroke incidents diagnostics and treatment” or “Cross-border cooperation for the prevention and treatment of extensive burn injuries in the Polish-Ukrainian cross-border area”.

*In spite of being separated by borders,
people in the cross-border areas are very
close both in terms of culture and genetics*

Can you see any regional uniqueness in the medical projects?

This characteristics enables to evaluate regional specifics of the project goal. For instance, the project “Creating proper conditions for using mutual experience gained by the employees of the Medical Care Centre in Jarosław and the District Hospital in Novoiavorivsk” is regionally-specific. This issue is important only for the areas located close to the border crossing points (Polish-Ukrainian and Polish-Belarusian borders) and can be transferred

to other regions only in very general aspects. In contrast, the project „Development of cross-border cooperation in order to improve public health conditions of the bielski district and Luboml rayon through programs of health promotion and prevention in the field of oncological diseases and

tuberculosis” has low level of regional specificity. The tasks set by this project, have to be addressed in many regions of participating countries.

What challenges can arise in future after completion of the projects?

It is important to remember about expensive maintenance of highly technical equipment. Purchase of spare parts and supplies for the equipment, complete kits or particular reagents shall also be included in the future budgets. The beneficiaries may also face the risk of lack of qualified technical personnel to work with highly technical equipment. The equipment may be available but not used to its purpose. But I hope the sustainability of the projects is a top priority.

The networking application to search and browse the healthcare projects will be soon available at the Programme website: pl-by-ua.eu



"The development of cardiological support for the Polish population and Belarusian population within cross-border cooperation programme Poland - Belarus - Ukraine 2007-2013".

Peripheral and cardiological study apparatus for the new haemodynamic elaboratory in the Regional Specialist Hospital in Biała Podlaska. In September the project organized also a conference "Ablation in cardiac arrhythmia treatment – a standard or indication". Lead Partner: Regional Specialist Hospital in Biała Podlaska/PL; Partnership: Regional Brest Hospital/BY.

Programme contribution: 3 767 883,49 euro

"Development of co-operation in order to improve histopathological diagnostics of breast cancer and colorectal cancer in the Polish-Belarusian borderland".

The medical institutions involved in the project received new specialised equipment. Lead Partner: Skłodowska-Curie Oncology Centre in Białystok/PL; Partnership: Grodno Regional Clinical Hospital/BY.

Programme contribution: 1 329 519,67 euro



"Institutional cooperation between Vynogradiv district and Sanok province in development of the palliative care provision"

Professional training of medical personnel in Sanok. Lead Partner: Communal enterprise "Local Development Agency Vinogradivchyni"/UA.

Partnership: Help Society of St. Brother Albert/PL, Vynogradiv District Council/UA.

Programme contribution: 978 686,09 euro.

"Development of transborder cooperation in the scope of prophylaxis, diagnosis and treatment of diseases transmitted by ticks in the regions of their endemic occurrence in the Polish-Belarusian borderland".

The project organized a medical conference in September in Białowieża. Lead Partner: The Independent Public Health Care Unit in Hajnówka/PL; Partnership: The District Clinical Hospital of Infectious Diseases in Grodno/BY.

Programme contribution: 611 332,75 euro

RECOMMENDATIONS FOR TOURISM PROJECTS OF THE BOARD OF BEST PLACE FOUNDATION -

1. If the project involves the creation of a tourist product (most of the current projects), it should be remembered that the undertakings should actually bear the signs of a tourist product, i.e. inter alia, be set on the market, commercialised and available for distribution and sale.
2. There is a part missing in many current projects concerning the analysis and testing whether the idea for the product and the target product conceived by the authors will be successful on the market, find customers, etc. This is a key issue from the point of view of sustainability of the project and its positive effects in proximal and distal environment.
3. In many projects, an insufficient analysis was also conducted to find this unique object, distinguishing the product (called USP - unique selling proposition), which will make the offer competitive and attractive for selected target groups.
4. There is no proper segmentation in the projects, i.e. detailed identification of homogeneous groups of customers (market segments), in whose favour the product will be dedicated.
5. It should also be remembered that so-called attractive 'icing on the cake' should be found in the created products. They are often real magnets causing a target group's interest in a given product (i.e. when the trail alone is not sufficient - it should be 're-built' with the support of attractive events, infrastructure, etc.).
6. Most projects also lack branding activities and appropriate communication - at present time it is essential that a tourist product should have its visual identity and developed system of communication, which is supposed to create a product brand.
7. Appropriate instruments for promotion should be prepared, depending on the preferences of target groups and the nature of the product. It may be that the standard leaflets, brochures or maps may no longer be enough. The use of modern technology (internet, mobile devices, GPS, etc.) is definitely recommended. They are ideal for the activities related to the tourist information and promotion.
8. In the first phase of implementation, many projects assume the identification of owned tourist values - it is a perfect opportunity to engage at this stage the local community in this kind of actions. Different types of tools such as quests, scenario games, etc. are used for that purpose.
9. The authors of the projects should be asked to indicate the strategy of commercialisation and product management (project) also at the end of the programme, so that the product could remain on the market and be able to develop (recommendation no 1 continued).



Is the kingdom of European bison shared by Poland and Belarus ready for more tourists?

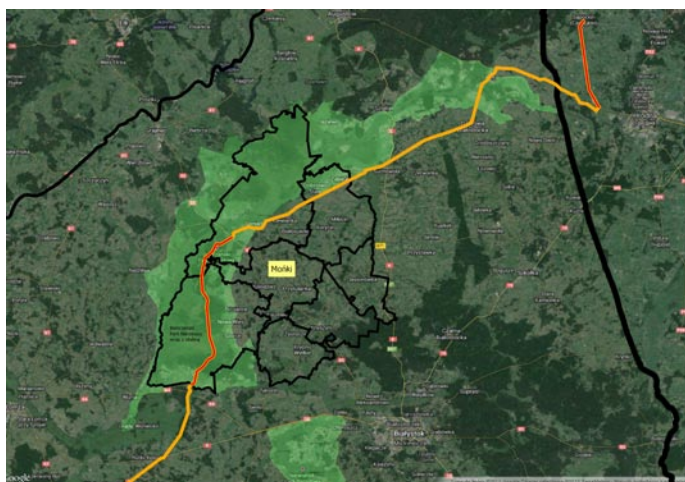
Photo by Adam A. Panfiluk.

MADE BY ADAM MIKOŁAJCZYK, PRESIDENT THE EUROPEAN PLACE MARKETING INSTITUTE

10. An essential aspect in planning and implementation of tourism projects under the programme is the fact that they operate on the borderland including state borders, and hence there are some disadvantages associated with it (e.g. visas, queues at the borders, etc.). This should be strictly taken into consideration already at the stage of creation of concepts for a tourist project. Without this, it will only be a nicely sounding idea on paper that has nothing to do with an actual tourist venture.
11. Another question is if the projects really end in some common and operating tourist venture. Projects may present the development of a joint tourist product in name and description only and the awarded funding may be spent on fulfilling particularistic needs of individual project partners.



Mr. Adam Mikołajczyk at the Programme conference



Project: "Providing availability to the touristically and economically valuable areas – improvement of road quality in the Polish-Belarusian borderland".

Lead Partner: Mońki county/PL. Partnership: Municipal Projecting – Repairing – Building unitary Enterprise „Grodnoobldorstroy”/BY, Hrodna Raion Executive Committee/BY. In red – part of the road planned to be renovated within the project. The road infrastructure projects may also support development of local tourism.

Programme contribution: 3 811 229,54 euro.



Project: "Modernization of zoological gardens in Zamość and Lutsk and development of a concept of establishing a recreation zone in Rzeszów in order to develop cross-border qualified nature tourism".

Lead Partner: The Town of Zamość/PL. Partnership: The Executive Committee of the Town of Lutsk/UA, the City of Rzeszów/PL.

Programme contribution: 2 296 899,83 euro.

IMPLEMENTATION OF THE PROJECTS



"Lubaczów-Yavoriv two potentials, joint opportunity".

Center of Lubaczów after restoration. The official re-opening of the historical city center was held in June. Lead Partner: Municipality of Lubaczów/PL; Partnership: Yavoriv City Council/UA.

Programme contribution: 1 450 259,30 euro



"Creating the veterinary school of advanced diagnostic techniques with specialized laboratories".

In June the project organized the opening conference. Lead Partner: The University of Life Sciences, Lublin/PL; Partnership: The Lviv National Stefan Gzhytskyj-University of Veterinary Medicine and Biotechnology/UA.

Programme contribution: 1 332 413,51 euro



"Scientific integration of the Polish-Ukrainian borderland area in the field of monitoring and detoxification of harmful substances in environment".

Scientific workshops named, "Current problems on environmental monitoring" were held in June at the University of Rzeszów. Lead Partner: University of Rzeszów/PL; Partnership: Institute of Cell Biology, National Academy of Sciences of Ukraine/UA.

Programme contribution: 330 291,90 euro



"Development of the small and medium entrepreneurship in Rivne and Lublin".

Opening of Center for Business Support of Rivne City Council in July. The Center is going to hold a series of trainings under the name "The School of Business". The Center is located in Rivne at 39 Gagarina Str., opening hours 9:00-17:00, local telephone: 43-43-03. The consultation services are free of charge. Lead Partner: Executive Committee of Rivne City Council/UA; Partnership: Municipality of Lublin/PL.

Programme contribution: 336 357 euro

- A SNAPSHOT OF THE 2013 EVENTS



„Young people in border regions: standing together for safety”.

Workshops on safety for children from Poland, Belarus and Ukraine were held in July. Lead Partner: Brest Regional Board of the Ministry of Emergency Situations of the Republic of Belarus/BY; Partnership: Territorial Administration of Ministry of Emergencies of Ukraine in the Volyn region/UA, Volyn Regional Organization of Volunteer Fire Society in Ukraine Lutsk/ UA, Podlaskie Association of Physical Culture and Sports "Strazak" Białystok/PL, Biała Podlaska County Office/PL.

Programme contribution: 399 865,14 euro



"Improvement of cross-border region attractiveness through the introduction of ethno-cultural resources into the tourist activities (a trip to the ethnic fairytale)".

The project presented the ethno-tour concept during many international exhibitions including Seyny, Minsk, Białystok and Hrodna. Lead Partner: Yanka Kupala State University of Grodno/BY; Partnership: Suwałki Chamber of Agriculture and Tourism/PL, State Educational Institution „Gymnasium No1 named after academic E.F.Karski"/BY, The Gudevichi State Museum of Literature and Local History/BY.

Programme contribution: 1 143 276,05 euro



"Joint cooperation network within culture and welfare on behalf of the development of the cities of Polish-Ukrainian borderland".

The project has already organised a series of workshops covering painting, digital photography and other arts for the charges of social care institutions from Poland and Ukraine. Lead Partner: Municipality of Rzeszów/PL; Partnership: 1) Executive Committee of Lutsk City Council/UA, 2) Executive Committee of Ivano-Frankivsk City Council/UA.

Programme contribution: 348 662,29 euro



"Experience exchange forum by the way of long and effective cross-border cooperation".

The partners organized educational meetings in October in Stryj. Lead Partner: Ropczycko-Śędziszowski District/PL; Partnership: Stryi District Council/UA.

Programme contribution: 110 971,65 euro

W THE CROSS BORDERER



"Development of partnership cooperation towards the improvement of cross-border environment protection infrastructure in the townships of Poraż and Zagórz in Poland and in the city of Horodok in Ukraine".

Construction of sanitary sewage system in Zagórz. Lead Partner: Commune of Zagórz/PL; Partnership: Horodok City Council/UA.

Programme contribution: 3 213 364,29 euro



"Stimulation of the tourism development in the Carpathian region by tourist's service and security improvement".

Training for mountains guides and rescuers. Leader Partner - Mountains Guides Association "ROVIN". Partnership: Lviv Oblast Control-Rescue Service of the Ukrainian Tourist and Sport Union/UA, Polish Tourist Association of Country Lovers, Department named after M. Orłowich in Przemyśl/PL, Association "Lviv Tourist Board"/UA, Bieszczadzka Mountains Voluntary Rescue Group/PL.

Programme contribution: 267 456,96 euro



"Geo-Carpathians – creating a Polish-Ukrainian tourist route".

The information boards are already installed on the route on both sides of the border. Lead Partner: S. Pigon State Higher Vocational School in Krosno/PL; Partnership: Ivan Franko National University of Lviv/UA.

Programme contribution: 294 290,01 euro



"Museums without barriers" – coalition of Polish and Ukrainian museums for provision of professional service to disabled visitors".

Workshops implementing innovative educational programs of provision of service to the blind and visually-impaired persons, deaf and hard-of-hearing persons and intellectually-disabled persons. Lead Partner: Regional Museum in Stalowa Wola/PL. Partnership: Andrey Sheptytsky National Museum in Lviv/UA, Lviv Historical Museum/UA, Polish Association of the Blind/PL.

Programme contribution: 168 716,14 euro



"Cross-border methodological center".

"Colours of education" conference was held in November. Lead Partner: Polish Association of Teachers and Animators KLANZA/PL Partnership: The Center of Educational Policy/UA.

Programme contribution: 340 843,05 euro



"Creating municipal system for handling waste household electronic and electrical equipment in Lviv with the experience of Lublin".

The City of Lviv obtained containers to collect used batteries and a special eco-car. Lead Partner: Urban Planning Department of the Lviv City Council/UA; Partnership: NGO "Environmental Initiatives/UA, Municipality of Lublin/PL.

Programme contribution: 1 202 194,20 euro



"The development of spa towns Horyniec-Zdrój and Morshyn chance to activation of the Polish-Ukrainian border".

Training on development of tourism in the health resorts was held in December. Lead Partner: Commune of Horyniec-Zdrój/PL; Partnership: Agency of Regional Development and European Integration/UA, Morshyn Town Council/UA.

Programme contribution: 3 910 173,80 euro



"The construction of the exit as part of the construction of the road-border crossing Budomierz – Hruszew".

On 2 December, there was an official opening of the new Polish-Ukrainian border crossing point Budomierz-Hruszew. It is located on the Polish side and designed for twenty-four-hour international passengers and car traffic with maximum total weight up to 3.5t able to handle about three thousand cars and 80 buses per day (excluding loads subject to veterinary, phytosanitary and dangerous loads inspection). Lead partner: Podkarpackie Voivodeship Office/PL; Partnership: Ministry of Revenue and Duties of Ukraine/UA. **Programme contribution: 5 188 219,88 euro**



CREATIVITY KNOWS NO BORDERS!

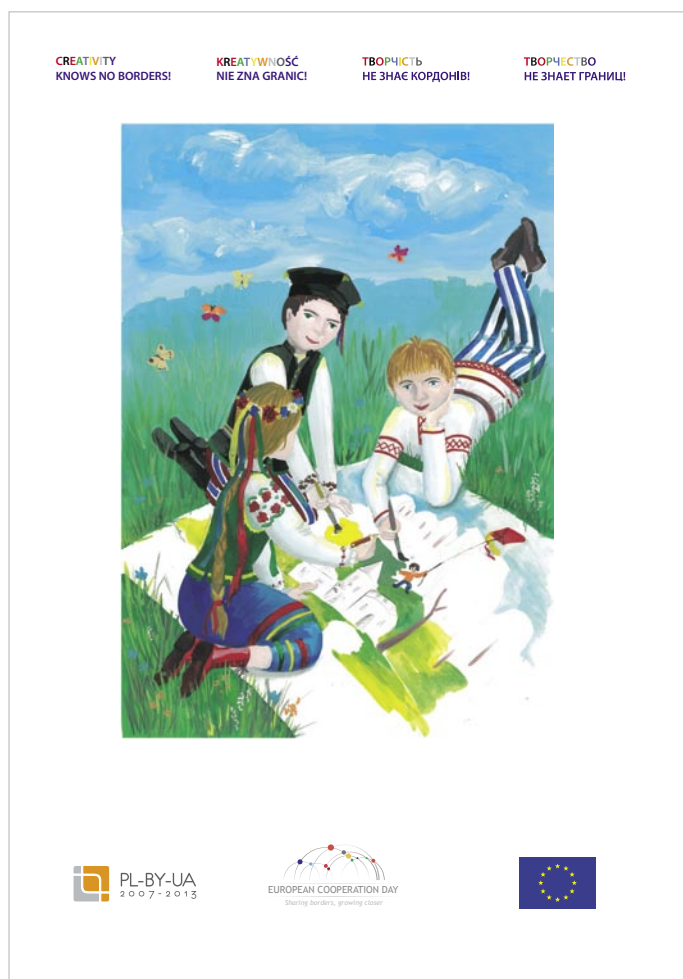
On 19-21 September groups of children from 17 different schools from the eligible area of the Programme met near Lviv to participate in the final event of the competition „Creativity knows no borders“. The main goal of the tournament was educational and cultural integration of children from the border regions in the framework of “European Cooperation Day” - to celebrate the achievements of cooperation between European regions and countries.

The invited teams were the best from each eligible region, representing voivodeship or oblast. They completed five tasks at the first stage of the competition. The highest scoring was for making up innovative, cross-border games to be played during the final tournament. Consequently the children became the co-directors of the final meeting in line with the European Cooperation Day 2013 motto “Be part of it!”. Their joint project was financed by the Joint Technical Secretariat of the Cross-border Cooperation Programme Poland - Belarus - Ukraine 2007-2013.

The children representing different schools and countries were integrated into 12 cross-border teams during the welcome evening. The next day they were encouraged to cooperate to find 12 task stations in the field and complete

the quest together. The final tournament tested not only their knowledge and skills but also creativity. Individual participants had to find a way to communicate in a multinational team to have the common understanding of the tasks and complete them effectively. Finally the children could share the sense of achievement during the award ceremony. The event was a great opportunity to make new friends from the other side of the border. The agenda included also sport activities and East Slavic dance workshop. More about the competition at www.pl-by-ua.eu/create

European Cooperation Day was celebrated again all over Europe on 21 September and the surrounding weeks. Numerous EU programmes specialised in territorial cooperation have joined forces to showcase the results and benefits of cooperation between regions across borders. More than 170 events took place in 32 countries. For further information, please visit: www.ecday.eu



Official poster of the event based on artwork by Alisa Aplevich from Hrodna Secondary School No 16. Children had to complete 5 tasks at the first stage of the competition, the drawing contest was one of them.



Another creative vision of the cross-border cooperation.
Artwork by Ivano-Frankivsk Secondary School No 23.



Mixed, cross-border teams get familiar with the rules of the quest



A creative approach how to break on through to the other side of the web (the quest was based on 12 different task stations).



Yesterday apart, today integrated searching for the best answers together



The award giving ceremony, in the picture the best cross-border team "The Hadron Colliders"



Participants of the Interactive forum-theatre "Parents and Children: the Everlasting Question".

CELEBRATION OF EUROPEAN COOPERATION DAY 2013 IN BREST, BELARUS

On the 1st of October 2013 two projects within the CBC Programme Poland-Belarus-Ukraine 2007-2013 (project "Young People in Border Regions: Standing Together for Safety" PBU/0754 aimed at increasing of the overall security of the border region communities with use of comprehensive educational activities and project "Improvement of work with deviant behavior teenagers" PBU/0753 aimed at social adaptation of deviant behavior teenagers in the frontier region by diffusion and implementation of the effective innovative experience of specialists in work with deviant teenagers) organized a joint event within the ECDay-2013 in Brest, Belarus. The co-event was held on 4 different spots around the city of Brest. Children volunteers showed first aid techniques master-classes to passers-by near the grand city shopping mall, additionally there at the first point of the event people had chance to get acquainted with the engines and machines used by rescue services. Every-one could see fire engine from inside to master ones' first aid techniques.

Further the event moved to Institute of Post Graduate Education, there in the office of the project "Improvement of work with deviant behavior teenagers" a presentation about project implementation by social center for social adaptation "Find Yourself" took place. All guests and participants took active part in the theatre-forum "In one's

own family – an alien". Participants could see the problem of children-parents relations and determine different ways of solving it. Which helped everyone to see possible inter-family relations problems from behind; some of the participants recognized themselves in the actors which forced them to revise the behavior with their family members.

Then the event moved to the Center of Youth Creativity where all the participants took part in the interactive forum-theatre "Parents and Children: the Everlasting Question" - all together young and grown-up participated in the forum!

The fourth spot of the event was an Educational Center, constructed within the CBC Programme Poland-Belarus-Ukraine 2004-2006, participants visited exhibition of children works of art. As a final act a tree of friendship and co-operation was planted by children in the Fame alley near the Center.

Thanks to the organizers and coordinators from both projects the event greatly improved cooperation between children involved into the implementation of both CBC projects. Also participants of the event and citizens of Brest city could socialize and improve their inter-family relations and also learn how to act in case of emergency.



A tree of friendship and co-operation was planted by children in the Fame alley near the Brest Educational Center.

JOINT TECHNICAL SECRETARIAT CROSS-BORDER COOPERATION PROGRAMME POLAND - BELARUS - UKRAINE 2007-2013

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