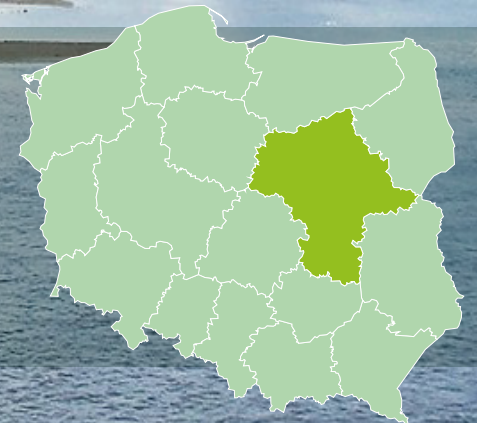


Mazowieckie

Poland



Mazowieckie

Poland

Introduction

The Polish pilot will be managed by European Rural Development Network. Several regional and local stakeholders expressed interest in supporting the pilot informally: Lokalna Grupa Działania "Zielone Sąsiedztwo" (LGD ZS), Lokalny Rolnik, Gmina Brwinów and Polish Rural Forum.

These stakeholders will provide voluntary support to the project free of charge. As they are based in the same geographic area as the project partner leading the pilot, no reimbursement of costs (travel, subsistence etc.) is foreseen. In terms of expertise, it is important to refer the following points:

- LGD ZS mission is the activation and integration of local communities and building of common, well recognized in the country, brand of garden-cities and rural areas surrounding them as the group of local communities that worked out a good cooperation between all stakeholders in order to improve the quality of life of inhabitants;
- Lokalnyrolnik.pl is an internet platform connecting consumers directly to local farmers and food artisans. Their mission is to enable easy and affordable access to locally grown and artisan food for mass audience through shortening the transportation distance between suppliers and consumers and by cutting costs of middlemen;



- Gmina Brwinów is an urban-rural municipality located in Mazowieckie Region of Poland, focusing on the regions environmental, social and economic development;
- The Polish Rural Forum is the first national platform of cooperation of rural organizations in Poland. The organizations cooperating within the Forum work together towards a more effective functioning of Polish rural communities within the European Union, through animation and increased participation in decision making

The attractiveness of the region/well-being of the rural population, minimizing of intra-regional disparities, sustainable development of rural areas, and policy-making. The region has a high positive migration balance every year. Despite the large influx of people of working age, it has one of the highest demographic load indicators in the country. There are 57 people of non-productive age per 100 working-age persons, and this problem is increasing in the peripheral areas.

Trends in migration show strong population flows from villages to cities and from large agglomerations to suburbia. This is a challenge for the attractiveness of agriculture for rural newcomers. The current state policy favours rural newcomers, especially young farmers.

Priority issues

(Vision statement)

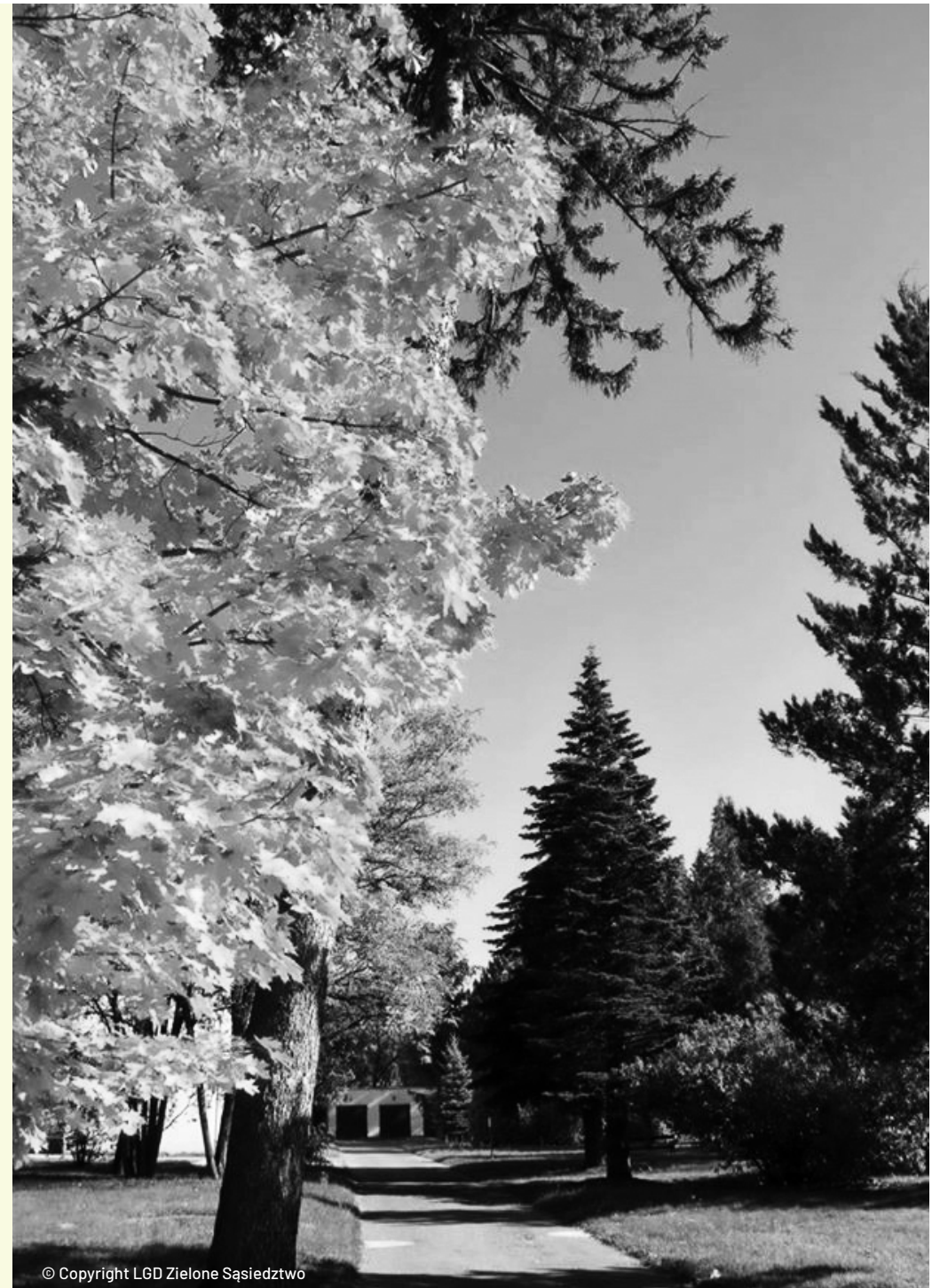
The ambition is to go beyond the existing approaches and develop new, effective techniques to promote rural areas as a place of living and working for newcomers, in the context of strong impact produced by the agglomeration of rural areas, as well as changing patterns in food consumption (demand), health awareness and lifestyles.

Expected outputs:

e.g. a new service for young farmers, a new rural development program from the region. Development of policy strategies regarding rural development; New services for local communities; Access to local food; Quality of life; Better infrastructure.

Expected impact (qualitative):

The pilot will analyse the existing policy instruments, targeting rural/local communities and how they affect the broader rural ecosystem. It will then introduce indicators aimed at broadening the inclusion of consumers, rural organisations and farmers into existing food chains; chains that are local (e.g. purchasing initiatives) and based on new forms of market organisation (e.g. online platforms).



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