

ACTION PLAN

SUMMARY

Active Tourism Product Development in the Landscape Parks of the Kujawsko-Pomorskie Region

Version 2.0 (EN)
Date : 29th March 2021



***Not all those who wander are lost
(J.R.R. Tolkien)***

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Part I. General information

Project:

Thematic Trail Trigger (ThreeT)

Partner organisation:

Kujawsko-Pomorskie Voivodeship

Other partner organisations involved:

1. Landscape Park of the Brodnica Lakeland
2. Landscape Park of the Górznieńsko-Lidzbarski Region
3. Landscape Park of the Gostynińsko-Włocławski Region
4. Landscape Park of the Krajna Lakeland District
5. Landscape Park of the Gopło Lake
6. Landscape Park of the Tuchola Region
7. Landscape Park of the Wda River
8. Landscape Park of the Lower Vistula River
9. Planning Authority of the Kujawsko-Pomorskie Region

Country:

Poland (PL)

NUTS-2 region:

KUJAWSKO-POMORSKIE

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Part II. Policy contex

The Action Plan aims to impact:



Regional Operational Programme for Kujawsko-Pomorskie Region 2021-2027

The Regional Operational Program for the Kujawsko-Pomorskie Voivodeship 2021-2027 is the primary program implementing the EU Cohesion Policy's objectives in the region. EUR 1.475 billion has been allocated to its implementation.

The draft assumptions of the Regional Operational Program for the Kujawsko-Pomorskie Voivodeship 2021-2027 was adopted by the resolution of the Kujawsko-Pomorskie Voivodeship Board No. 26/1163/19 of July 3, 2019. The document is being negotiated with the European Commission.

The activities described in the Action Plan are consistent with the EU policy objective No. 5 (Europe closer to citizens) and are in line with Axis 5 of the ROP. They can be implemented in system (regional) projects or individual projects by ROP beneficiaries (voivodeship self-government and its units, local self-governments, non-governmental organizations and commercial entities).

These activities will be implemented by projects under a competition procedure or an indicative list. Their preparation is expected on the horizon of 2022, and their implementation in the horizon of 2025.

Regional Development Strategy of the Kujawsko-Pomorskie Region 2030+

The Regional Development Strategy of the Kujawsko-Pomorskie Region 2030+ was adopted by the Regional Council of the Kujawsko-Pomorskie Voivodeship by Resolution No. XXVIII / 399/20 on December 21, 2020, and entered into force on January 1, 2021. It is the primary document indicating the directions of the region's development until 2030. It was developed by the regional government with the participation of local partners in 2019-2020.

The assumptions and directions of activities indicated under the Action Plan are in line with the strategy's objectives and areas. This ensures their compliance with the voivodeship development policy and allows for the implementation of projects specified in the Action Plan by 2030, ensuring the Action Plan's impact on the voivodeship development policy in the next year 2030.

Programme of Tourism Development for Kujawsko-Pomorskie Region 2030

The Kujawsko-Pomorskie Voivodeship Tourism Development Program 2030 is a planning document planned for the years 2021-2022.

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It will be a detailed description of the voivodeship's strategy, specifying the directions of tourism policy and recommendations for using funds for the development of tourism, available under EU funds, including the Regional Operational Program for Kujawsko-Pomorskie Voivodeship for 2021-2027.

The document will consider the recommendations in the Action Plan regarding the directions of development of active tourism in the protected areas of the voivodeship. Thus, the Action Plan recommendations will influence the principles of voivodeship's tourism policy.

LDS-s (Local Development Strategies) to the LAG-s (Local Action Groups) in the region

There are currently 28 LAGs (Local Action Groups) in the Kujawsko-Pomorskie Region. These are organizations that implement the concept of CLLD (Community-Led Local Development) and operate in two funds, with funds from the RDP (Rural Development Program) and the ROP WK-P (Regional Operational Program for the Kujawsko-Pomorskie Region). One of the groups is a FLAG, i.e. the Local Fisheries Group, and additionally, it has access to funds under the European Maritime and Fisheries Fund.

Their functioning and directions of intervention are defined in LDS (Local Development Strategies). These are structurally unified documents based on which LAGs implement local development policy objectives following the EU guidelines.

They also define the rules for spending EU funds at the disposal of these groups. In the 2021-2027 perspective, LAG-s will develop new strategies until 2022. It is assumed that the Action Plan will be a document that will be taken into account when creating LDS in the case of LAGs operating in protected areas (currently, it is about ten local action groups).



Fig. 1. The map of existing LAG-s (Local Action Groups) in the Kujawsko-Pomorskie Voivodeship

Source: www.kujawsko-pomorskie.pl

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Part III. Details of the planned actions

SUMMARY LIST

1.1 The background

1.1.1. Prerequisites for the implementation of the Action Plan / implementation area



The implementation of the Action Plan results directly from the experiences and recommendations of the ThreeT project partners. This project is implemented under the Interreg Europe program in eight European Union countries. The Kujawsko - Pomorskie Voivodeship is one of the nine partners of the project (partner #5).

The ThreeT project aims to increase the possibilities of nature protection, improve the accessibility and recognition of eight selected EU regions' natural and cultural heritage. Project objectives are implemented by creating appropriate tools to support these activities through regional policy programs.

It will be implemented in particular by creating new or developing the existing thematic routes, taking into account sustainable development principles.

For implementing the Action Plan in the region, valuable natural and cultural areas were selected and are protected as the landscape parks. Support for their protection is the responsibility and competence of the voivodeship self-government, which was an additional reason for their selection as the implementation of the Action Plan.

There are ten landscape parks in the Kujawsko - Pomorskie Voivodeship, scattered throughout the region and cover a total area of 2 431 sq. km, which constitutes approx. 13.5% of the region. They are managed by eight parks management units, which are subordinate to the Marshal of Kujawsko-Pomorskie Voivodeship as well as its budget.

The Action Plan covers the area of all landscape parks in the region.

Between July 2020 and March 2021, a survey of the initial situation was prepared. As a part of that work, site visits and consultations with key stakeholders were carried out.

On this basis, recommendations for actions included in this document have been developed.



Fig. 2. Location of the landscape park in the region.
 Source: resources of the Kujawsko-Pomorskie Marshal's Office

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1.1.2. *Good practices from the ThreeT project*

During mutual study visits as part of the project implementation, the ThreeT project partners exchanged experiences and good practices regarding the management of protected areas and the promotion and protection of the natural and cultural values of these areas.



ThreeT project partners

1. *Livorno Province (Italy) (lead partner)*
2. *Tuscany Region (Italy)*
3. *Regional Council of Central Finland (Finland)*
4. *Planning Authority (Malta)*
5. *Kujawsko-Pomorskie Voivodeship (Poland)*
6. *Brasov County Council (Romania)*
7. *Self-Government Office of Vas County (Hungary)*
8. *Regional Management Central Hessen (Germany)*
9. *Interurban Transport of Tenerife S.A. (Spain)*

Fig. 3 List of the ThreeT project partners

Nearly 40 good practices from eight EU countries were presented by ThreeT project partners. As part of the Action Plan work, several workshops were conducted with the attendance of participants of study visits who analyzed the good practices presented in the project. Twelve examples of good practices were initially selected as having the most significant potential to be used under the Action Plan for the Kujawsko-Pomorskie Voivodeship.



Initial list of ThreeT GP (Good Practices):

1. *Silence as a tourism attraction (Finland)*
2. *Meijän Polku - Our Path (Finland)*
3. *Alvar Aalto routes in Jyväskylä region (Finland)*
4. *River Lahn Trails (Germany)*
5. *Volcano Bike Trail / Vogelsberg Volcano Express (Germany)*
6. *Iron Curtain Trail - EuroVelo 13 (Hungary)*
7. *Eco-Adventures of Sam the Squirrel (Hungary)*
8. *A sea of fruits brand (Italy / Livorno Province)*
9. *Val di Cornia Parks Project: Parks and Museums without barriers (Italy / Tuscany Province)*
10. *Dingli Heritage Trail & Dingli Mobile App (Malta)*
11. *Eco-Touristic trail network in Poarta Carpatilor and other GP of the Brasov Region (Romania)*
12. *Anaga - Trail of senses (Spain / Tenerife)*

Photo 1. Anaga – Trail of Senses, Tenerife (Krzysztof Wojtkowiak, Krajeński Landscape Park)

In the next stage of work on the development of the Action Plan, the participants of the study trips made a detailed assessment of twelve selected good practices in terms of five criteria, which allowed for the recommendation of the usefulness and applicability of these good practices within the projects covered by the Action Plan. These were the following criteria:

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Criterion 1: The importance of good practice for the development of the active tourism offer in a landscape park:

- Low importance of the practice
- Average importance of the practice
- Significant importance of the practice

Criterion 2: Usefulness of a given good practice for tourists in a landscape park:

- Little usefulness of the practice
- Average suitability of the practice
- The great usefulness of the practice

Criterion 3: Possibilities of implementing good practice in the landscape park:

- Implementation possible by the park administration independently (no additional resources required)
- Implementation possible by the park administration with additional resources
- Implementation is not possible by the park administration. Other partners and resources are required

Criterion 4: Costs of implementing good practice in the landscape park:

- Low costs (no or little investment)
- Average costs (moderate investment)
- High costs (significant investments)

Criterion 5: Costs of maintaining good practice in the landscape park:

- Low costs (within running expenses)
- Average costs (additional moderate expenses necessary)
- High costs (significant funds needed for GP maintenance)

Based on the above criteria, five good practices were selected that best fit into the requirements defined above, and therefore were considered to be the best suited to the projects that could be implemented under the Action Plan in the Kujawsko-Pomorskie Voivodeship:

GP (Good Practice): Silence as a tourism attraction	FINLAND	Regional Council of Central Finland
GP (Good Practice): Meijän Polku / Our Path	FINLAND	Regional Council of Central Finland
GP (Good Practice): Eco-Adventures of Sam the Squirrel	HUNGARY	Self-Government Office - Vas County
GP (Good Practice): Dingli Heritage Trail & Dingli Mobile App	MALTA	Malta Planning Authority
GP (Good Practice): Eco-Touristic trail network in Poarta Carpatilor and in Magura Codlea Mountain	ROMANIA	Brasov County Council

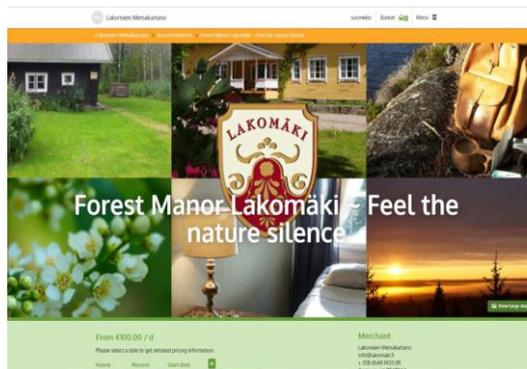
Fig. 4. ThreeT GP (Good Practices) recommended implementing in the AP. Source: own study

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1.1.3. Description of the selected GP

Each of the five best practices, selected as solutions recommended for implementation under the Action Plan for the Kujawsko-Pomorskie Voivodeship, were briefly characterized in terms of the country and region of origin, the description of a given good practice and the manner of inclusion in the Action Plan.

GP number: 1	
GP title: SILENCE AS A TOURISM ATTRACTION	
GP country: Finland	
GP partner: Regional Council of Central Finland	
GP description: <p>As part of good practice, 36 silence areas have been designated in the Central Finland region, covering (data from 2013) about 8% of the region's area, i.e. nearly 160 thousand square meters. Ha.</p> <p>These are mainly forest areas, away from roads and railroads and larger towns with a low noise level (below 35 dB) and an area of over 50 ha.</p> <p>Staying in such designated "silence zones" improves the psychophysical condition of people visiting these areas, contributes to relaxation and well-being.</p> <p>In such areas, walking routes, recreational and rest areas are designated to disturb the natural silence. Such regions are promoted as especially conducive to rest and recreation.</p>	 <p><i>Fig.5. Silence ... Source: Regional Council of Central Finland</i></p>
Implementation:	
<p>This good practice has been selected as one of the easiest to implement, and that can bring real benefits when implemented in protected areas in the kujawsko-pomorskie region..</p> <p>It does not generate large financial outlays but requires planning work and a small investment, information and promotional activities.</p> <p>As part of the ThreeT project, the Kujawsko-Pomorskie Voivodeship decided that a pilot implementation would be carried out in the Voivodeship based on this practice. It will take the form of a project aimed at implementing this good practice in Voivodeship.</p> <p>As part of the implementation, the following actions are planned: a study visit to Finland to get acquainted with good practice in detail, developing planning solutions and detailed documents/analyzes, allowing for the delineation of "silence zones" in the region, pilot investments in the form of walking paths, equipped with infrastructure.</p> <p>Thus, the scope of this "good practice" was included in the Action Plan as a pilot project included in Measure 2.</p> <p>Its implementation is scheduled for 2022.</p>	

GP number: 2	
GP title: MEIJÄN POLKU / OUR PATH	
GP country: Finland	
GP partner:	

PP5 Kujawsko-Pomorskie Voivodeship (Poland)

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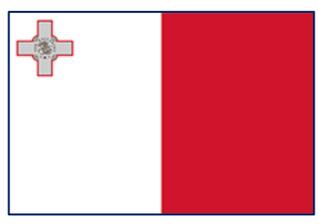
Regional Council of Central Finland	
GP description:	
<p>Meijän Polku (Our Way) is the name of an initiative that has been operating in Finland for over 30 years. It aims to promote citizens' social health and well-being by promoting physical activity, recreation (especially in the forest/nature), and strengthening social ties, especially local ones.</p> <p>As part of good practice, there are marked out walking, recreation and tourist paths in forests, trips and forest hikes are organized, and people involved in the period of health rehabilitation. Ecological public transport is also supported (including providing access to/from tourist hubs) and social organizations, especially those operating in the field of public health and education.</p>	
Implementation:	<p><i>Fig.6. Our Path... Source: Regional Council of Central Finland</i></p>
<p>"Our Way" was indicated as a good practice in the method and form of building long-term relationships between NGOs and the public sphere in making protected areas available to society to improve the social health and well-being of citizens (residents and tourists).</p> <p>In line with this good practice's assumptions, entities managing protected areas (Park Management) are essential for pro-social activities in protected areas. Therefore, one should establish permanent cooperation with non-governmental organizations and entities involved in pro-social activities in protected areas. Taking into account the Polish conditions, these will be:</p> <ul style="list-style-type: none"> - LAGs - Local Action Groups, - local governments and their units (sports and recreation centres, social welfare centres) - organizations dealing with pro-health activities, - State Forests administration <p>Under Measure 1 (system implementation), it is assumed that landscape park initiatives will be targeted in the sphere of making protected areas available for pro-health purposes in two primary areas:</p> <ul style="list-style-type: none"> - tourist infrastructure/development: marking out marked and unmarked hiking, cycling, canoeing and Nordic walking routes in the area, as well as educational and ecological trails following recommendations for nature protection (park protection plan and other documents) - soft, information, promotional and educational activities: (organization / co-organization of events such as rallies, forest tours, orienteering competitions, nature walks, theme weeks, eco-quests, etc., and posting information on how to make protected areas available on their websites, and also on partner websites, on maps and tourist guides, at tourist information points, etc. 	

GP number: 3	
GP title: ECO-ADVENTURES OF SAM THE SQUIRREL	
GP country: Hungary	
GP partner: Self-Government Office of Vas County	
GP description:	 <p>Eco-adventures of Sam the Squirrel is a good practice, created in the spa town of Bükkfűdő. It is an approximately 10-kilometer walking route, combining into a coherent product interesting, though little-known places which may be an attraction - especially for families with children.</p> <p>The trail complements the town's tourist offer, and thanks to the trail mascot and promotional activities, it helps create an</p>

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attractive image of the resort.	<i>Fig.7. Sam the Squirrel... Source: Self-Government Office of Vas County</i>
Implementation:	
<p>Good practice shows how to combine natural and cultural values into a coherent offer, attractive both for children and families. It also shows which infrastructure and promotion methods and information about the tourist offer are interesting for this target group.</p> <p>Elements of this good practice can be included in the Action Plan both under Action 1 (system implementation) and Action 2 (detailed performances) by taking into account the offer to children in the development and educational and tourist offer of the area.</p> <p>As part of Action 1, it is recommended to include the following elements of this good practice:</p> <ul style="list-style-type: none"> - Building and equipping places for rest and recreation at the headquarters of landscape parks with educational and entertainment infrastructure for children, such as swings and other elements of playgrounds, sensory paths dedicated to children, educational gardens and attractive information boards, including interactive solutions (similar to educational gardens) already existing in the Landscape Park the Brodnica Lakeland or the Gostynińsko-Włocławski Landscape Park; - Setting out nature and educational walking routes for children and families (both marked and unmarked) - constituting an extension of the already designated didactic and educational paths; - Collecting and providing online and in printed form (maps, guides) complete information where such places for children are located (maps, guides) and what they are equipped with; - Creating a mascot/mascots of a given area or the entire region (referring to the unique species of animals and plants occurring in a given protected area - e.g. kingfisher, beaver, crane, but in some systemic way for several parks (it can be linked, for example, with the "Tourist Passport of the Province" or "Constellation of Good Places"); - Creation and promotion of cyclical events and events with "leitmotifs", referring to the history/heritage of the area or entirely fictional, but indirectly referring to the image of the voivodeship, e.g. gingerbread); <p>Initiating and implementing projects such as eco-quests and eco-caching (combining questing and geocaching with natural education elements) based on common quality standards. These activities should be carried out in all parks, as part of a joint project, similarly to the project " <i>I like to be here ... on the green</i>" or a bundle of independent but related projects (the so-called mirror projects/mirror projects).</p> <p>The activities should be based on common quality standards (e.g. several small projects implemented in various parks in cooperation with local action groups under RDP funds).</p> <p>As part of Action 1, it is recommended to include the following elements of this good practice:</p> <ul style="list-style-type: none"> - Implementing individual investments covered by implementations in the field of construction of bicycle tourism infrastructure in the area of landscape parks, one should remember to take into account the needs of children and families when planning infrastructures (roads and bicycle routes, rest areas, walking routes etc.) such as playgrounds, recreation areas or bicycle/car parking lots. 	

GP number: 4	
GP title: DINGLI HERITAGE TRAIL & MOBILE APP	
GP country: Malta	
GP partner: Malta Planning Authority	
GP description:	
<p>Good practice includes a comprehensive approach to presenting the local cultural and natural heritage of protected areas. It puts on thoughtful, unified information boards, minimizing the impact of their appearance on the environment.</p> <p>At the same time, great importance is attached to the principles of sustainable development and environmental protection. There are actions recommended to use subdued lighting that does not harm the local fauna, especially insects and bats, by commercial entities (offering accommodation and catering services for tourists on the routes).</p>	

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<p>All objects and places presented on the trails are reflected on information boards, maps, and the mobile application.</p> <p>A similar solution is another good practice from the ThreeT project, presented by Central Hessen's German partner. The so-called "Time windows" present individual objects' appearance now and in the past (without the use of augmented reality - AR).</p> <p>The GP (good practice) assumes, first of all, the presentation of information about routes and attractions clearly and uniformly, taking into account the principles of nature protection and minimal interference in the landscape and surroundings and a comprehensive presentation of information about tourist attractions and development.</p>	 <p><i>Fig.8. Dingli, Źródło: Planning Authority Malta</i></p>
<p>Implementation:</p>	
<p>It is assumed that in the Action Plan solutions similar to the analyzed good practice from Malta, both as part of the system implementation (action 1) and detailed implementations (action 2):</p> <ul style="list-style-type: none"> - System solutions in the field of graphics and standard of information boards, tourist maps and route markings, used in the area when designating tourist routes and routes; - Comprehensive preparation and presentation (and updating) of descriptions, attractions, GPS traces of routes and routes in the area of landscape parks covered by the implementation, on the regional website (www.rowery.kujawsko-pomorskie.pl); - Update/modification of the mobile application about landscape parks. 	

<p>GP number: 5</p>	
<p>GP title: ECO-TOURISTIC TRAIL NETWORK IN POARTA CARPATILOR ECO-TOURISTIC TRAIL NETWORK IN MAGURA CODLEA MOUNTAIN</p>	
<p>GP country: Romania</p>	
<p>GP partner: Brasov County Council</p>	 <p><i>Photo. 2. Poarta Catarpilor, Source: Brasov County Council</i></p>
<p>GP description:</p>	
<p>Good practice (basically the solutions used in the framework of two solutions presented by the ThreeT project partner) includes a comprehensive approach to determining and maintaining tourist routes (walking, cycling, thematic) in an area of high tourist value.</p> <p>It assumes their designation in a loop with the planning of nodal points (places for tourist service) and GIS tools (spatial information systems). That comprehensively covers the entire tourist area, allowing tourists to fully present and share its sightseeing values, also encouraging them to stay longer.</p> <p>It assumes the local community's involvement (residents, volunteers, people dealing with tourist traffic) and their inclusion in the process of maintaining such routes following their competencies and possibilities.</p> <p>The routes will be uniformly marked (signposts, information boards) and maintained according to unified standards. Their planning in the spatial information system (GIS) allows for their inclusion or presentation in various planning studies (e.g. park protection plans).</p>	

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Implementation:

As part of the Action Plan, it is assumed that solutions similar to the analyzed good practice from Romania are included, both as part of system implementation (Action 1) and detailed implementations (Action 2):

- System solutions in the field of graphics and standard of information boards, tourist maps and route markings, used in the area when designating tourist routes and routes;
- Comprehensive preparation and presentation (and updating) of descriptions, attractions, GPS traces of routes and routes in the area of landscape parks covered by the implementation, on the regional website (www.rowery.kujawsko-pomorskie.pl);
- Implementation of a database on the network of bicycle routes using GIS tools;
- Involvement of social partners, including volunteers and non-governmental organizations, in the implementation and maintenance of the routes' infrastructure - in particular, monitoring their completeness and filling gaps.

1.2 Evaluation results justifying the specific Actions chosen for implementation

1.2.1. Actions

The Action Plan assumes the implementation of two implementations (activities):

ACTION 1

Development and implementation of system solutions for the development of active and nature tourism products in the area of landscape parks of the kujawsko-pomorskie region

ACTION 2

Improving the quality of active and nature tourism product infrastructure in selected landscape parks of the kujawsko-pomorskie region

1.2.2. Action 1

The implementation of systemic solutions for the development of active tourism in the area of landscape parks in the kujawsko-pomorskie region was recommended for inclusion under the Action Plan due to the state's prepared diagnosis of landscape park needs, conducted local inspections and consultations with key stakeholders. These needs are very similar in individual parks. They have been identified as:

- Lack of common standards for marking and maintaining tourist routes and trails, tourist infrastructure as well as information and educational signage for the area of landscape parks;
- Lack of a comprehensive offer of spending free time based on the natural and cultural potential of the park's area, especially in the form of "typical" excursion routes, based on marked and unmarked tourist trails/routes;
- Insufficient use of the possibilities of network promotion (including the website and mobile application), resulting from technical limitations of IT solutions, staff shortages and the lack of high-quality data (information) resources - descriptions, GPS traces, photos;
- Incomplete use of the natural and cultural values of the area for tourist promotion and environmental education through an offer dedicated to children and families;
- The need to create a unified image of the area of individual landscape parks in compliance with the tourism policy of the Kujawsko-Pomorskie Voivodeship;
- Positive experiences of landscape parks and the Marshal's Office related to the implementation in the years 2019-2021, a system project for the area of all parks, concerning environmental education ("*I like to be here ... on the green*"), and thus the legitimacy of taking such measures in the future (with a greater focus on promoting the tourist offer);

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- The need to provide landscape park management units with a more significant amount of unified information and promotion materials, with the simultaneous lack of own funds for promotion and tourist information and a perfect reception by tourists of information materials (especially maps and guides), prepared as part of the project for individual landscape parks (need unified and high-quality information materials);
- Construction or planned construction of many new educational and nature facilities in individual parks (e.g. locations: Więcbork, Kruszwica, Tleń), and thus increasing the possibility of implementing such activities based on own infrastructure of landscape parks.

An additional justification for the network (system) implementation is the occurrence - in three out of five analyzed good practices from ThreeT project – of recommendations for the use of unified solutions in the field of signage visualization, information boards and promotion, as well as the implementation of solutions dedicated to children and families.

As part of the work on the Action Plan, four potential leading topics for system implementation were identified:



Fig. 5. The initial subject of the implementations planned to be included in the Action Plan. Source: own study

Consultations with representatives of landscape parks, who are key stakeholders and partners of such an implementation, finally allowed us to choose the implementation topic.

It was chosen as a combination of selected elements of two topics (No. 2 "On the green trail - active tourism in protected areas" and No. 3 "Headquarters of the landscape parks administration – local centres of tourism and activity"). This implementation is planned for the years 2021-2022 (preparation actions). It is a recommendation to continue this action as a large regional project in 2023-2025, partly financed from the Regional Operational Program's funds of the Kujawsko-Pomorskie Voivodeship 2021-2027.

The implementation of topic 1 ("Dark Sky Parks of the kujawsko-pomorskie region") was abandoned because, according to the consultation participants, it had too little effect on the increase in tourist traffic, despite having a significant image potential.

Implementation of topic 4 "Silence areas in the landscape parks of the kujawsko-pomorskie region" was included in this Action Plan as sub-measure 2.1. and as a pilot project, financed by the Interreg Europe program as part of ThreeT project in 2021-2022.

1.2.3. Action 2

Improving the quality of bicycle tourism infrastructure in selected landscape parks of the kujawsko-pomorskie region was recommended for inclusion under the Action Plan due to the needs identified in the preparation of the Action Plan, i.e.:

- Prepared diagnosis of conditions for the development of active tourism in parks;
- Consultation with stakeholders in the landscape parks;
- Local visions carried out in landscape parks.

A common and critical problem in almost all landscape parks covered by the diagnosis is the lack of high-quality bicycle infrastructure, allowing for the planning of bicycle trips for users with different route lengths

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and degrees of experience. On bicycle routes, sections of public roads with good surface and high vehicle traffic alternate with fragments of field and forest roads with impeded road access.

Tourist routes do not form a loop, and visiting these areas by bike requires individual planning of trips and independent mapping of routes based on scattered sources of information.

This situation was a premise for developing plans to improve the quality of bicycle infrastructure in selected landscape parks so that the bicycle routes ultimately form the shape of a loop or constitute an infrastructure dedicated to a specific group of bicycle users (e.g. MTB route enthusiasts).

In the period from July 2020 to March 2021, a total of 9 working days of local visits and about ten consultation meetings were conducted with the participation of employee representatives and directors of landscape parks and local governments and non-governmental organizations from the area of these parks. As a result of this work, nine topics of detailed implementation were initially identified.

Then five topics of pilot implementations were selected, located in different parts of the voivodeship, based on three essential implementation criteria:

- **Criterion 1: The impact of the implementation of tourist traffic in the area**
- **Criterion 2: The willingness of partners to take action for a given implementation**
- **Criterion 3: Identification of the local implementation leader**

There are the following sub-actions:

- 2.1. „Bike Park of the Brodnica Lakeland”**
(Górznieńsko-Lidzbarski Landscape Park)
- 2.2. „Brodnicka Ósemka”**
(Landscape Park of the Brodnica Lakeland)
- 2.3. „Velo Gopło”**
(Gopło Lake Landscape Park)
- 2.4. „Grudziądz: The fortress on the Vistula River Trail” *** („Góry Łosiowe” Landscape Park)
- 2.5. „Development of the cycle tourism in the Gostynińsko-Włocławski Landscape Park” ***
(Gostynińsko-Włocławski Landscape Park)

* *working sub-action title*

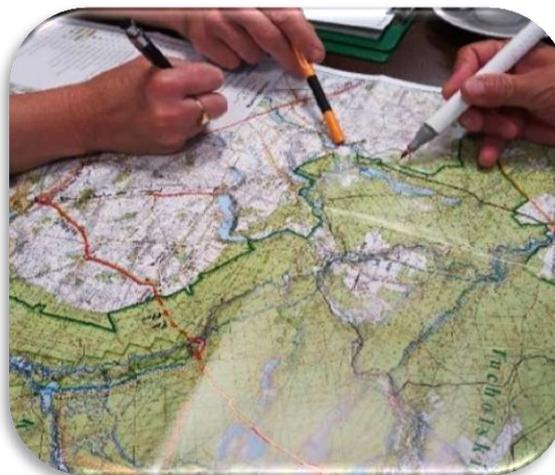


Photo. 3. Action Plan preparation works,
(Jacek Zdrojewski)

These five projects were recommended for inclusion in the Action Plan as implementation with numbers 2.1-2.5. Their preparation is planned for the years 2021-2022.

The action's implementation (due to the need to secure significant funds for the investment) is planned for the years 2023-2025. Projects will be partly financed from ERDF funds from the Regional Operational Program of the Kujawsko-Pomorskie Voivodeship 2021-2027.

Additionally, the implementation of the "Silence areas in the landscape parks of the kujawsko-pomorskie region" was included in this Action Plan as a sub-measure 2.6. It is a pilot project financed by the Interreg Europe program, which will be implemented in the years 2021-2022.

The recommended scope (subject) of implementations was determined following the CBA methodology developed as part of the ThreeT project and communicated to the leader's partners. Thanks to this, it can be assumed that each implementation is optimal (most beneficial) in terms of planned investment outlays and expected effects (results).

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1.3 Brief description of the action

ACTION 1

Development and implementation of system solutions for the development of active and nature tourism products in the area of landscape parks of the kujawsko-pomorskie region.

1.3.1.1 General information

It is assumed that the Action 1 covers several systemic measures that will be carried out simultaneously in each landscape parks of the entire region. It will be used to solve the problems identified in most areas of landscape parks covered by the Action Plan, using the good practices and solutions observed at ThreeT project partners' regions and described in the Action Plan.

The implementation will be carried out in 2021-2022 (preparatory activities) as part of several complementary projects and will be continued in the years 2023-2025 as a joint, large promotional and educational project implemented in the region.

Undertakings carried out under this measure aim to develop general standards, procedures and guidelines for the entire area (e.g. regional standards of tourist infrastructure). Therefore, they will be adopted as models for all initiatives in the Action Plan implementation area. They are possible to be implemented only as a complex action at the voivodeship level, using standard tools (e.g. the regional portal for information on bicycle routes). Therefore, their implementation is not possible by entities operating locally.

The implementation is model / exemplary. It includes activities in the field of ecotourism, construction of selected elements of small infrastructure. Ultimately, it will be imitated and continued by other local partners.



Photo. 4-6. Examples of tourist and educational infrastructure from the area of landscape parks. (Wojciech Gałosz)

The implementation leader will be Self-government of Kujawsko-Pomorskie Voivodeship.

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The key partners implementing specific activities will be the directorates of landscape parks with local partners' participation from the public, private and non-governmental sectors.

1.3.1.2 Topics of individual tasks within the implementation

Eight main individual topics for Action 1 implementation are assumed.

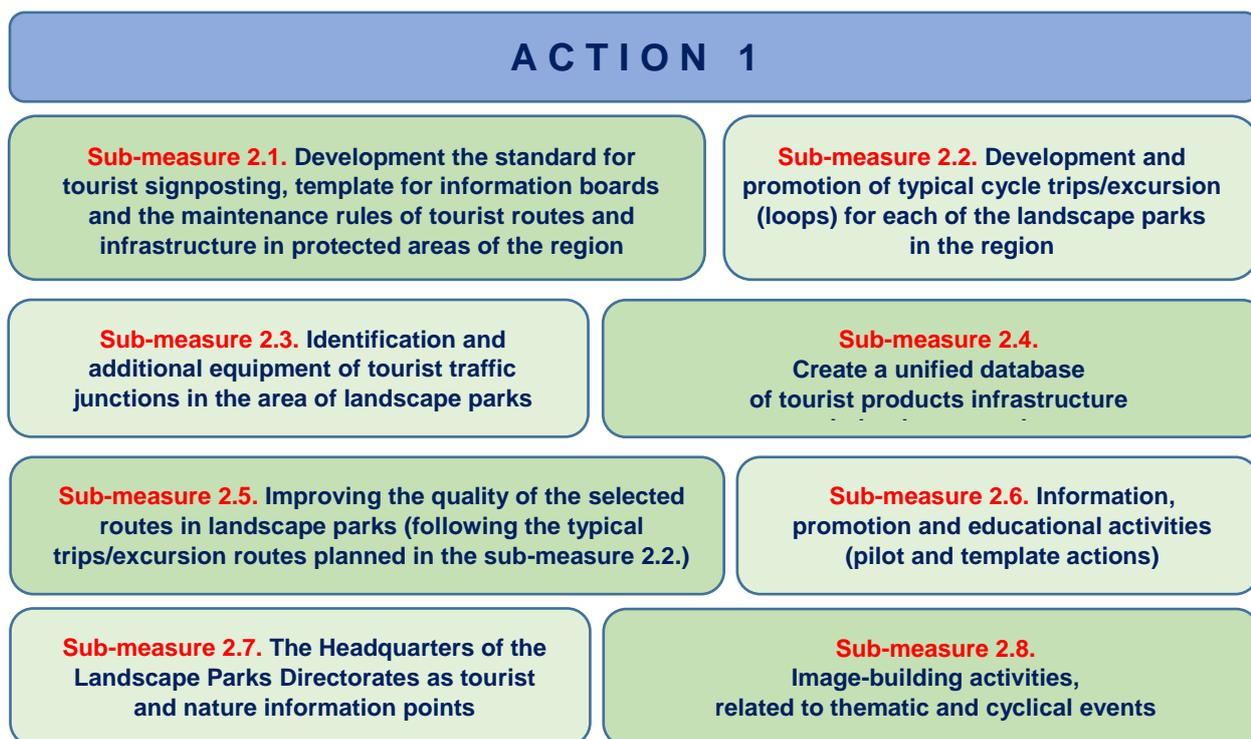


Fig. 6. Topics of the Action 1. Source: own study

1.3.1.3 Players / stakeholders involved

The implementation partners will be three main groups of entities:

- 1) **Marshal's Office of the Kujawsko-Pomorskie Voivodeship**
- 2) **Directorates of landscape parks in the Kujawsko-Pomorskie Voivodeship**
- 3) **Other partners (stakeholders)**

Declaration of participation in the implementation of the Action Plan as part of the document's preparation, the directorates of all Landscape Parks declared their involvement in implementing the Action Plan by submitting letters of intent (8 declarations).

The Marshal's Office of the Kujawsko-Pomorskie Voivodeship declares to take these actions as a responsible entity for preparing, implementing, and monitoring this Action Plan.

Marshal's Office of the Kujawsko-Pomorskie Voivodeship

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It will be the leader/initiator of the implementation activities. It has human and organizational resources necessary for preparation and implementation and monitoring of implementation activities.

The local government will be represented by departments responsible for environmental protection, supervision of landscape parks and tourism promotion and education (Department of the Environment) and sport and tourism promotion (Department of Sport and Tourism).



Directorates of landscape parks from the area of the kujawsko-pomorskie region.

These are units subordinate to the Kujawsko-Pomorskie Voivodeship Self-government (8 units):

Landscape Park of the Brodnica Lakeland

Gostynińsko-Włocławski Landscape Park

Górznięsko-Lidzbarski Landscape Park

Landscape Park of the Krajna Lakeland

Lake Gopło Landscape Park

Landscape Park of the Tuchola Region

Landscape Park of the Wda river

Landscape Park of the Lower Vistula River



Fig. 7. Landscape parks of the Kujawsko-Pomorskie Voivodeship

These partners will play a crucial role in the implementation, as entities implementing the Action Plan's actions in the area covered by their competencies. They have human and organizational resources that will be increased for the implementation of the project.

Other players (stakeholders)

These will be entities supporting the activities covered by the implementation, including the owners of the land on which the performances will be implemented:

- Kujawsko-Pomorska Tourist Organization (K-POT) - partner in the tourism promotion and information
- Other NGO-s (non-governmental organizations) including tourist associations operating in the area of landscape parks
- Local Action Groups / Local Fisheries Groups, operating in the area of landscape parks
- Local governments and their units operating in the area of landscape parks
- State Forests Administration, Polish Waters Administration and other public entities operating in landscape parks

These entities will participate in the project, carrying out selected tasks covered by implementing and lending land on which the performances will be carried out.

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1.3.1.4 Timeframe

Action 1 is divided into three main stages/phases:

- **Phase 1 (preparatory actions): 2021-2022**
- **Phase 2 (implementation): 2023-2025**
- **Phase 3 (maintenance and monitoring of the implementation effects): 2026-2030**

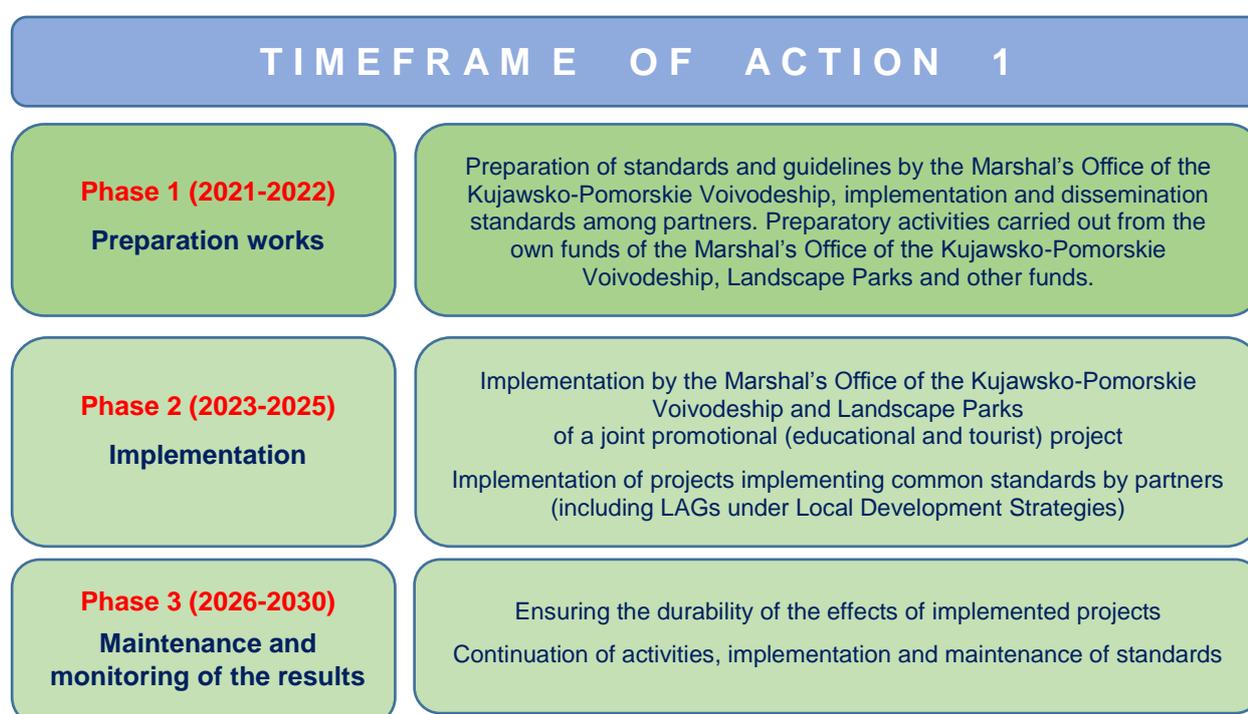


Fig. 8. Timeframe of the Action 1. Source: own study

1.3.1.5 Costs (Action 1)

The expenditures necessary for the implementation of Action #1 are borne by the leader of Action (Marshal's Office of the Kujawsko-Pomorskie Voivodeship) and the project partners. Costs were divided into:

- Outlays necessary for the action's preparation (2021-2022)
- Outlays necessary for the action's performance (2022-2025)
- Outlays necessary for providing the action's durability and the action's results monitoring (2026-2030)

The expenditures necessary for the action's preparation are staff costs (project team) and institutional costs (office, equipment, media, business trips, etc.), as well as the costs of external services necessary to prepare the action (research, surveys, preparation of standards, technical documentation).

The expenditures required for the action's implementation are primarily the costs of services, supplies and investment/construction works. These costs are necessary to achieve the assumed effects of the action (e.g. construction/improvement of tourist infrastructure, preparation, printing and distribution of

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information materials, purchase of IT services related to the development and maintenance of IT tools, advertising campaign costs, etc. expenses associated with the implementation of actions). It also includes staff costs (staff performing formal and operational activities under the project) and institutional costs (office, equipment, media, business trips, etc.), as well as the costs of external services necessary for the implementation of actions (technical support, marketing consulting).

The expenditures necessary for providing the durability and monitoring of the Action #1 effects are related to the maintenance and reconstruction of the tourist infrastructure, modernized or built under the project (e.g. marking tourist routes, resting places), the maintenance of IT and marketing tools (websites, reprinting of promotional materials), staff and institutional costs related to the maintenance and monitoring the effects of the action. It was assumed that their amount amounts to 5% of the cost of investment outlays annually for the project durability period (5 years).

When planning the cost level, the optimal scope of individual activities was taken into account (i.e. the best ratio of costs and inputs as well as intended effects). It was calculated using the CBA (cost-benefit analysis) tool-kit, developed under the project leader's ThreeT project and made available to partners.

Outlays and costs were based on fixed prices (from 2020) and current salaries in the partner's institutions.

The fixed euro exchange rate of 4.5 PLN / EUR was adopted for the calculation.

The costs of Action 1, broken down into stages and categories of expenses, are presented in Table 1.

Action's stage	Investment costs	Staff & institutional costs	Total costs (by stage)
PHASE 1 (2021-2022)	1 750 000 PLN	380 000 PLN	2 130 000 PLN
Preparation	389 000 EUR	84 500 EUR	473 500 EUR
PHASE 2 (2023-2025)	4 500 000 PLN	1 500 000 PLN	6 000 000 PLN
Implementation	1 000 000 EUR	336 000 EUR	1 336 000 EUR
PHASE 3 (2026-2030)	1 125 000 PLN	150 000 PLN	1 275 000 PLN
Maintenance and monitoring of the results	250 000 EUR	33 500 EUR	283 500 EUR
Total costs (by category)	7 375 000 PLN 1 639 000 EUR	2 030 000 PLN 451 000 EUR	9 405 000 PLN 2 090 100 EUR

Table 1. List of Action 1 costs by stages and cost categories (gross amounts)

1.3.1.6 Other resources needed

Human and institutional resources

It is necessary to involve the employees of the Office of the Marshal of the Kujawsko-Pomorskie Voivodship and individual landscape park administration employees to implement the project.

Marshal's Office of the Kujawsko-Pomorskie Voivodship

The voivodship, acting as the leader and coordinating the project, is responsible for running the project and directly for substantive activities at the voivodship level. In 2021, it is assumed that the Office will involve half-time employees for planning and preparatory activities. It is necessary to apply five people in the period from 2022 to 2025 to implement the project an estimated 2 FTEs (including overhead/office costs):

PP5 Kujawsko-Pomorskie Voivodship (Poland)

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- project coordinator (1/2 time) during the preparation and implementation of the project;
- specialist in tourism and promotion (1/2 time job) during the preparation and implementation of the project;
- specialist in investment activities (1/2 time job) in the period of project preparation and implementation;
- IT specialist/database specialist (1/4 time) during the preparation and implementation of the project;
- specialist in monitoring and settlements (1/4 of a job) in the period of project duration.

In the years 2026-2030, to maintain the project's outputs and to monitor and evaluate of the project's results, it is also planned to involve the Office in the amount of 1/2 time.

Landscape parks administration

These are eight units - park management administration, subordinate to the Marshal's Office of the Kujawsko-Pomorskie Voivodeship, responsible as project partners for conducting information, promotional, educational and investment activities in their area.

The current human resources are not sufficient to carry out such activities yet, as per results of the survey conducted during the Action Plan preparation.

It is necessary to delegate **at least** one person in the years 2023-2025 for the implementation of a joint position in each of the parks, in the estimated amount of at least 1/2 full time (including office costs), which gives a total of at least 4 positions to implement the project: project coordinator (in each of the landscape parks): 1/2 time job during the preparation period and project implementation (a total of 8 x 1/2 FTE, i.e. 4 FTEs)

Therefore, the size of the project team (including the Marshal's Office and Parks' administration) is estimated at 13 people, with a total of 6 full-time jobs employed.

Other organizational resources

In addition to funds for investment activities and human resources and institutional needs, it is also necessary to secure organizational resources in the form of, e.g. servers and web portals, essential for the implementation of own promotional activities, such as:

- Regional mobile tourism portal (www.rowery.kujawsko-pomorskie.pl)
- Website of the voivodeship landscape parks (www.parki.kujawsko-pomorskie.pl)
- Mobile application "Landscape Parks of the Kujawsko-Pomorskie Voivodeship"
- Regional and local social profiles, e.g. Facebook, Instagram, Twitter

The costs of acquiring these resources are included in personnel costs and investment costs.

Land and structures

For the project's implementation, it will be necessary to provide access to land and buildings located in landscape parks. These will be in particular:

- *Areas in the vicinity of the headquarters of landscape parks* (own land of the Voivodeship Self-government, administered by the Park Directorates). Disposing of them does not require additional arrangements;
- *Public areas* - forest and communal areas and those under the management of Polish Waters and other institutions, where the marking of trails and other tourist infrastructure will be located, implemented under the project. Their disposition requires additional arrangements on the part of the managers;
- *Private areas* where the marking of trails and other tourist infrastructure will be located. It is assumed that the share of such land is as small as possible due to the risk of durability (the possibility of changing the land administrator's decision). For safety reasons, it is assumed that private land will be used here, managed by tourist entrepreneurs who are interested in increasing and organizing tourist traffic in the parks.

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It has been assumed that these lands and structures will be made available for implementation free of charge. There are also no plans for additional land and real estate buyouts.

1.3.1.7 Funding sources and disbursement plan

The financing structure for Action 1 is as follows:

- **Own funds of the Voivodship Self-Government: PLN 2,655,000 / EUR 590,000**

It is an approximately 29% of the total cost of this implementation. A large part of own costs is personnel and organizational costs - preparation of the tasks in 2021-2022, partially financed from own funds and maintenance of the action results in 2026-2030 (project durability).

- **EU funds (Regional Operational Program): PLN 6,750,000 / EUR 1,500,000**

It is approximately 71% of the costs incurred in the period 2022-2025

1.3.1.8 Actions needed to secure funding

To secure the financing of the action's implementation, it is necessary to:

- **Provide of the own contribution to prepare the action in 2021-2022**

These are funds necessary for launching the project/projects to prepare standards/guidelines and prepare technical documentation financed from the Marshal's Office budget (with possible support from the Voivodeship Fund for Environmental Protection). It is estimated a total amount of PLN 1,750,000.

There are also staff costs and other costs related to the preparation, implementation, maintenance and evaluation of the action in the years 2021-2030 as expenses of the Marshal's Office budget and Landscape Parks (excluding costs included in the network project). The estimated amount of costs is approximately PLN 530,000

- **Provide the financing for the implementation as part of the regional project, implemented under the Regional Operational Program 2021-2027, in 2023-2025.**

It is a regional information and promotion campaign for active and nature tourism in protected areas as the common Marshal's Office and Landscape Parks project. The estimated value of the project is PLN 6,000,000 (investment costs and personnel costs), including:

- own contribution (voivodeship + parks) at the level of 15%, i.e. PLN 900,000
- EU funding in the amount of 85%, i.e. PLN 5,100,000

- **Coverage of personnel and organizational costs of the implementation (2021-2030)**

Coverage of the action's effects' costs during the project durability period (2026-2030).

It is a total amount estimated at PLN 1,275,000, including the expenses mentioned above, financed from the own resources of the voivodeship and partners.

1.3.1.9 Risk assessment

The key risk factors identified in the preparation of the Action 1 include:

- Risk of lack of financial resources (own contribution)
- Risk of a lack of financial resources (EU funds / ROP)
- The risk of insufficient human and organizational resources in park administration and at the level of the Marshal's Office, which may prevent the action of implementation

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- The risk of exceeding the costs of investment and promotional activities concerning the planned budget
- The risk of failure to agree on investments and environmental restrictions

Ways to prevent the risk:

- Ongoing monitoring of the project implementation,
- Involvement of a competent and extensive team of own employees, supported by external experts,
- Constant monitoring of task costs and resources necessary for its implementation
- Close cooperation between the Provincial Government and the Park employees as part of the implementation

ACTION 2

Improving the quality of active and nature tourism product infrastructure in selected landscape parks of the kujawsko-pomorskie region

1.3.2.1 General information

The implementation will be in the form of six independent sub-measures, each of which may be implemented as one project or several projects, forming a bundle of projects to achieve a common goal. All sub-measures concern the construction of active and nature tourism infrastructure in landscape parks in the kujawsko-pomorskie region.

These six sub-measures have been grouped under the Action Plan in one implementation action because they are similar, material scope, implementation model, and their realization will contribute to the achievement of similar effects.

These are the following tasks (sub-measures):

- **Sub-measure #2.1:** *„Silence areas in the landscape parks of the kujawsko-pomorskie region”*
- **Sub-measure #2.2:** *„Bike Park of the Brodnica Lakeland”*
- **Sub-measure #2.3:** *„Brodnicka Ósemka”*
- **Sub-measure #2.4:** *„Velo Gopło”*
- **Sub-measure #2.5:** *„Grudziądz: The fortress on the Vistula River Trail” **
- **Sub-measure #2.6:** *„Development of the cycle tourism in the Gostynińsko-Włocławski Landscape Park” **

** working sub-action titles*

The first of the six tasks is implemented as a pilot implementation of the creation of "silence zones" in the landscape parks of the kujawsko-pomorskie region. It is a direct translation of one of the good practices observed in the region of ThreeT project partner (Regional Council of Central Finland). It was included in this Action Plan as sub-measure 2.1. (as an appendix to the Action Plan).

The second project, described as sub-measure 2.2, located in the Górzno-Lidzbark Landscape Park, is slightly different and concerns constructing a network of routes dedicated to specific groups of cyclists. These are routes for lovers of MTB ("single track") riding. The network of "single track" routes is

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supplemented by the so-called "baby track" for children and recreational "pump tracks", which together form the so-called "bike park". Its implementation is planned for the years 2023-2025.

The last four projects (sub-measures numbers 2.3 to 2.6) assume the construction of bicycle routes in the form of a loop, allowing for a safe bicycle trip around the area of four landscape parks located in different parts of the region. The length of each of the designed bicycle loops is from twenty to sixty kilometres. It is necessary to build long stretches of bicycle paths for each of the loops. It is essential because the roads in the landscape parks where the implementation is located are not safe enough for cyclists or do not have the appropriate quality surface.

These are large investment tasks involving from a few to a dozen partners. Their implementation is planned for the years 2023-2025. Each of these four projects will be split into a series of projects. This is necessary due to the specificity of a given task, particularly its scale, scope and costs, different sources of financing, time and organizational framework for their implementation and additional specificity of partners for individual investment tasks.

Analytical works, including fields visits and consultations, preceded selecting the location and scope of projects described as part of the action. It allowed determining the real needs of a given implementation and the actual possibilities of its performance, which choose partners' interest to undertake investment activities related to the construction of a given route (loop).

For each of these projects, a group of entities was identified, mainly local self-governments at the local level, which are particularly interested in implementing such an investment. The partners' list is supplemented by units of the State Forests Administration, Landscape Park Directorates and tourist organizations, such as PTTK, which are also interested in implementation. For each of the projects, a leader was selected, which is one of the local governments, usually with the most significant potential scope of investment for a given loop. The adopted implementation model made it possible to build partners for each of the projects under this implementation.

Contrary to the Action 1 described earlier in the Action Plan, in the case of projects included in Action 2, the regional administration role is not to directly participate in the project's implementation in the form of a leader or a partner. The regional self-government acts as a coordinator and inspirer of activities. Its essential task is to support the partners of individual undertakings in their preparation (by imposing and enforcing appropriate quality standards and completeness and consistency of investments) and securing funds for its implementation, particularly under the Regional Operational Program 2021-2027.

The Action 2 includes one additional recommendation consisting of implementing the project called "Bory Tucholskie by bike", but without performing a detailed analysis of the implementation, defining its scope and implementation costs due to the very beginning stage of this project.

1.3.2.2 Topics of individual tasks within the implementation

Six main topics of Action #2 and one additional recommendation are assumed.

ACTION 2

Sub-measure 2.1. „*Silence areas in the landscape parks of the kujawsko-pomorskie region*”
(Interreg Europe pilot project 2021-2022)

Sub-measure 2.2.
„*Bike Park of the Brodnica Lakeland*”
(Górzno-Lidzbark Landscape Park) 2023-2025

Sub-measure 2.3.
„*Brodnicka Ósemka*” (Landscape Park
of the Brodnica Lakeland) 2023-25

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Fig. 9. Topics of the Action 2. Source: own study

Sub-measure 2.1

Title of the sub-measure: **„Silence areas in the landscape parks of the kujawsko-pomorskie region”**

The first of the six tasks is implemented as a pilot implementation of the creation of "silence areas" in landscape parks of the kujawsko-pomorskie region. It is a direct translation of one of the good practices observed in ThreeT project partner region (Regional Council of Central Finland).

It is also a pilot project financed by the Interreg Europe program, which will be implemented in 2021-2022 to continue the ThreeT project.

Financial outlays for implementing the project: PLN 238 626 (including own contribution of PLN 35 793 and ERDF co-financing for PLN 202 833 Expenditure planned for the years 2021-2022.

This task is described in the appendix of the Action Plan.

Sub-measure 2.2

Title of the sub-measure: **Bike Park of the Brodnica Lakeland**

Location of the sub-measure: **Górzno-Lidzbark Landscape Park**

Scope of the sub-measure:

The project aims to create the first sustainable bicycle park in Northern Poland. It will enable full access to the area of the Górzno-Lidzbark Landscape Park for cyclists (MTB lovers) and the creation of an attractive tourist product through:

- Construction of 5 single-track routes
- Construction of 4 "baby-track" routes
- Construction of 2 "pump-tracks" with recreational infrastructure
- Construction of 3 resting places (locations: Obrazik, Zembrze, Wielki Głęboć / Brzozie Commune)
- Signposting of 50 km bicycle routes (connecting routes between single-tracks).

Partners / stakeholders:

- **Brzozie Commune (lead partner)**
- Górzno-Lidzbark Landscape Park Administration
- Górzno Commune
- Brodnica State Forest Administration

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Fig. 10. Sub-measure 2.2. „Bike Park of the Brodnica Lakeland”. Source: own study

Estimated financial outlay:

- Investment preparation stage (2021-2022), the amount of PLN 315 555 (approx. EUR 70 123)
- Investment implementation stage (2023-2025): the amount of PLN 1,940,000 (approx. EUR 431 111)

Sub-measure 2.3

Title of the sub-measure: **Brodnicka Ósemka**

Location of the sub-measure: **Landscape Park of the Brodnica Lakeland**

Scope of the sub-measure:

The project involves the construction of two bicycle loops (large and small), which form the shape of the number "8" in the Brodnica Landscape Park area, hence the name of the project.

In total, the project assumes:

- Construction of 30 kilometres of bicycle paths (including 9 km along the former railway track),
- Improvement of the surface of 2 km of local roads with substandard surface
- Improvement of the surface of 5 km of forest roads with substandard surface
- Modernization of two technical facilities (old railway bridge in Jajkowo and over the Skarlanka river)
- Creation of 5 rest areas in attractive locations within the park
- Signposting of the 50 km bicycle route

This action will ensure full access to the Brodnica Landscape Park for cyclists and create an attractive tourist product (a trails network in the Brodnica Lake District).

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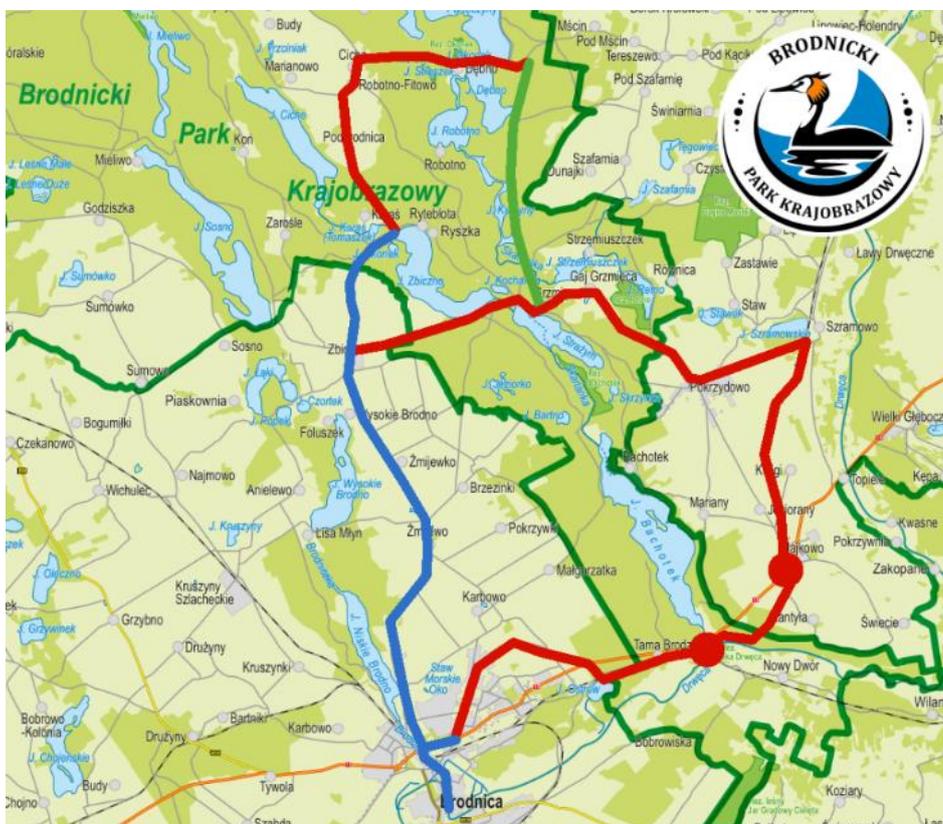


Fig. 11. Sub-measure 2.3. „Brodnicka Ósemka”, Source: own study

Partners / stakeholders:

It is assumed that the implementation will involve seven partners:

- **Zbiczno Commune (lead partner)**
- Brodnica County Administration
- Brzozie Commune
- Brodnica Commune
- Brodnica Town Administration
- Brodnica State Forest Administration
- Landscape Park of the Brodnica Lakeland Administration

Expected costs:

- Investment preparation stage (2021-2022), the amount of PLN 2 225 000 (approx. EUR 494 444)
- Investment implementation stage (2023-2025): the amount of PLN 19 125 000 (approx. EUR 4 250 000)

Sub-measure 2.4

Title of the sub-measure: **Velo Gopło**

Location of the sub-measure: **Lake Gopło Landscape Park**

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Fig. 12. Sub-measure 2.4. „Velo Gopło”,
Source: own study



Photo. 7. Kruszwica (Jacek Zdrojewski)



Photo.8. Ostrówek-Złotowo ferry (Wojciech Gałosz)



Photo.9. „Rysiówka” education point (Wojciech Gałosz)

Scope of the sub-measure:

As part of the project, it is planned to build a bicycle route around the northern part of Gopło Lake, with 42 kilometers. In total, the project assumes:

- Construction of 15.2 kilometers of bicycle paths (including 12 km on the former railway track),
- Improvement of the surface of 4.6 km of local roads with substandard surface
- Construction of one technical object (bridge over the Noteć River in Kruszwica, by national road No. 62)
- Creating four rest areas in attractive locations within the park
- Marking of 42 km of the bicycle route

This action will ensure full access to the Gopło Lake Landscape Park for cyclists and create an attractive tourist product (Velo Gopło).

Partners / stakeholders:

- **Kruszwica Commune (lead partner)**
- Jeziora Wielkie Commune
- Gopło Lake Landscape Park Administration
- State Road Management Unit (potentially)

Expected costs:

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- Investment preparation stage (2021-2022), the amount of PLN 1 754 000 (approx. EUR 389 822)
- Investment implementation stage (2023-2025): the amount of PLN 14 887 800 (approx. EUR 3 308 400)

Sub-measure 2.5

*Title of the sub-measure: **Grudziądz: The fortress on the Vistula River Trail** (working sub-action title)*

Location of the sub-measure: „Góry Łosiowe” Landscape Park

Scope of the sub-measure:

The project will be a network of bicycle routes leading through the area of the "Góry Łosiowe" Landscape Park, particularly the national/international routes EuroVelo 9 / Vistula Trail, supplemented by local routes in the form. The project assumes:

- Construction of 5.2 km of new bicycle paths
- Improvement of the surface of 3 km of bicycle routes on the Vistula embankments
- Improvement of the surface of 3.8 km of local roads with substandard surface
- Improvement of the surface of 1 km of a forest road with substandard surface
- Construction of one facility - a viewing platform in Zakurzewo
- Creation of 4 rest areas in attractive locations within the park
- Signposting of the 40 km bicycle trail

Partners / stakeholders:

- | | |
|---|--|
| - Grudziądz Commune (lead partner) | - Marshal's Office of the Kujawsko-Pomorskie Voivodship |
| - Grudziądz City Administration | - Landscape Park of the Lower Vistula River Administration |
| - Rogóźno Commune | - Jamy State Forest Administration |
| - Grudziądz County Administration | - Polish Waters Administration Unit (potentially) |
| | - National Military Resources Administration (potentially) |

Expected costs:

- Investment preparation stage (2021-2022), the amount of PLN 1 492 556 (approx. EUR 12 533 000)
- Investment implementation stage (2023-2025): the amount of PLN 331 679 (approx. EUR 2 785 111)



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Fig. 13. Sub-measure 2.5. „Grudziądz – The Fortress on the Vistula River Trail, Source: own study



Photo. 14, 15. Zakurzewo – vantage point visualisation (Source: Landscape Park of the Lower Vistula River)

Sub-measure 2.6

Title of the sub-measure: **Development of the cycle tourism in the Gostynińsko-Włocławski Landscape Park** (*working sub-action title*)

Location of the sub-measure: **Gostynin-Włocławek Landscape Park**

Scope of the sub-measure:

The project's result will be a network of bicycle routes leading through the Gostynińsko-Włocławski Landscape Park, particularly the national/international EuroVelo 2 / Vistula Cycle Route, supplemented by local routes. In total, the project assumes:

- Construction of 1.5 km of bicycle paths in Włocławek (access to the Vistula Bicycle Route)
- Construction of 4.5 km of new bicycle paths along the the side dam of the Włocławski Lake
- Construction of 12.3 km of new bicycle paths near the Włocławski Lake
- Construction of 15 km of new bicycle paths along the road between villages Kowal and Skrzyńki
- Construction of 11 km of new bicycle paths along the national road No. 91 (Kowal - "Sosnówka")
- Improvement of 10 km of forest roads with substandard surface
- Extension of one facility - the observation tower in Krzewent
- Creation of 3 rest areas in attractive locations within the park
- Signposting of 60 km of bicycle routes

This action will ensure full access to the Gostynin-Włocławek Landscape Park for cyclists and create an attractive tourist product.

Partners / stakeholders:

- | | |
|---|---|
| - Kowal Commune
(potential lead partner) | - Włocławek State Forest Administration |
| - Kowal Town Administration | - Marshal's Office of the Kujawsko-Pomorskie Voivodship |
| - Włocławek Commune | - Gostynin-Włocławek Landscape Park Administration |
| - Włocławek City Administration | - Polish Waters Administration Unit (potentially) |
| - Baruchowo Commune | - State Road Management Unit (potentially) |
| | - Planning Authority of the Kujawsko-Pomorskie Region |

Expected costs:

- Investment preparation stage (2021-2022), the amount of PLN 3 195 111 (approx. EUR 710 025)
- Investment implementation stage (2023-2025): the amount of PLN 27 856 000 approx. EUR 6 193 222)

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Fig. 16. Sub-measure 2.6. „Development of the cycle tourism in the Gostyniński-Włocławski Landscape Park”, Source: own study

Additional recommendation:

Implementation of the project called: "Bory Tucholskie by bike " with the implementation of the bicycle route "Through the Green Heart of Pomerania" (without specifying the scope of the task and financial outlays).

The recommendation covers the planning and construction of a regional bicycle trail leading from Bydgoszcz through four landscape parks of the voivodeship: Krajeński, Tucholski, Wdecki, Nadwiślański Landscape Park. Its part is also the transregional bicycle route "Through the Green Heart of Pomerania" (more precisely, its section from Bydgoszcz through Koronowo, Tuchola, Legbąd, Fojutowo to Rytel and further to the border with the Pomeranian Voivodeship). The development of the trail requires additional planning and analysis.



Fig. 17. Signposting of the cycle route „Green Heart of the Pomorze”, Source: Chojnice County

1.3.2.3 Players / stakeholders involved

In each of the sub-measures included in the Action 2, two main types of partners can be distinguished:

- **Project leader:** one of the entities implementing the investments covered by the implementation, responsible for its preparation for the investment (project) phase, coordinating the activities of other partners in cooperation with the Marshal's Office of the Kujawsko-Pomorskie Voivodeship. Usually, it is one of the local governments with the most significant investment scope in a given venture.
- **Project partner:** each entity assumes the implementation of selected investment tasks as part of a given project, following its specificity/scope of responsibility and operation area. These are mainly local governments and institutions such as forest inspectorates, landscape park directorates, and other entities.

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Entities are interested in participating in the implementation submitted to the Marshal's Office of the Kujawsko-Pomorskie Voivodeship an initial declaration of participation in implementing the Action Plan (letters of intent). On their basis, detailed agreements will be prepared, specifying the principles of cooperation and the material scope of individual implementations covered by the Action Plan.

Participation in the implementation of the Action Plan was declared jointly (apart from the Regional Government) by 28 entities, mainly representing the public sector.

There are, respectively:

- 18 local governments (commune and county administration)
- 5 administration units of the landscape parks
- 2 State Forest Administration units
- 4 other entities (public and non-governmental)

In some cases, one entity declared support for more than one implementation (e.g. Brodnica State Forest Administration) - then, it is counted once.

Only in the case of sub-measure 2.1 ("Silence areas in the landscape parks of the kujawsko-pomorskie region") this activity is implemented independently by the Marshal's Office of the Kujawsko-Pomorskie Voivodeship as an own project, financed from the Interreg Europe program (with the cooperation of other entities).

1.3.2.4 Timeframe

Action 2 is divided into three main stages/phases:

- **Phase 1 (preparatory actions): 2021-2022**
 - Clarification of the scope of implementation in individual areas (Q2 2021)
 - Signing agreements with implementation partners (Q3-Q4 2021)
 - Securing funds for the preparation of implementation in the partners' budget (Q4 2021)
 - Preparation of implementation documentation (Q1 2022 - Q4 2022)
- **Phase 2 (implementation): 2023-2025**
- **Phase 3 (maintenance and monitoring of the implementation effects): 2026-2030**

These stages are the same for all projects included in the implementation.

The implementation of the pilot project from the Interreg Europe programme (sub-measure 2.1) is planned for Q3 2021 - Q4 2022.

TIMEFRAME OF ACTION 2

PHASE 1 (2021-2022)

Preparation works
Implementation of sub-measure 2.1. (pilot project)

Technical documentation preparation

Preparation and implementation of a pilot project "**Silence areas in the landscape parks of the kujawsko-pomorskie region**", co-financed from Interreg Europe Programme

Implementation of the sub-measure 2.2.
Bike Park of the Brodnica Lakeland

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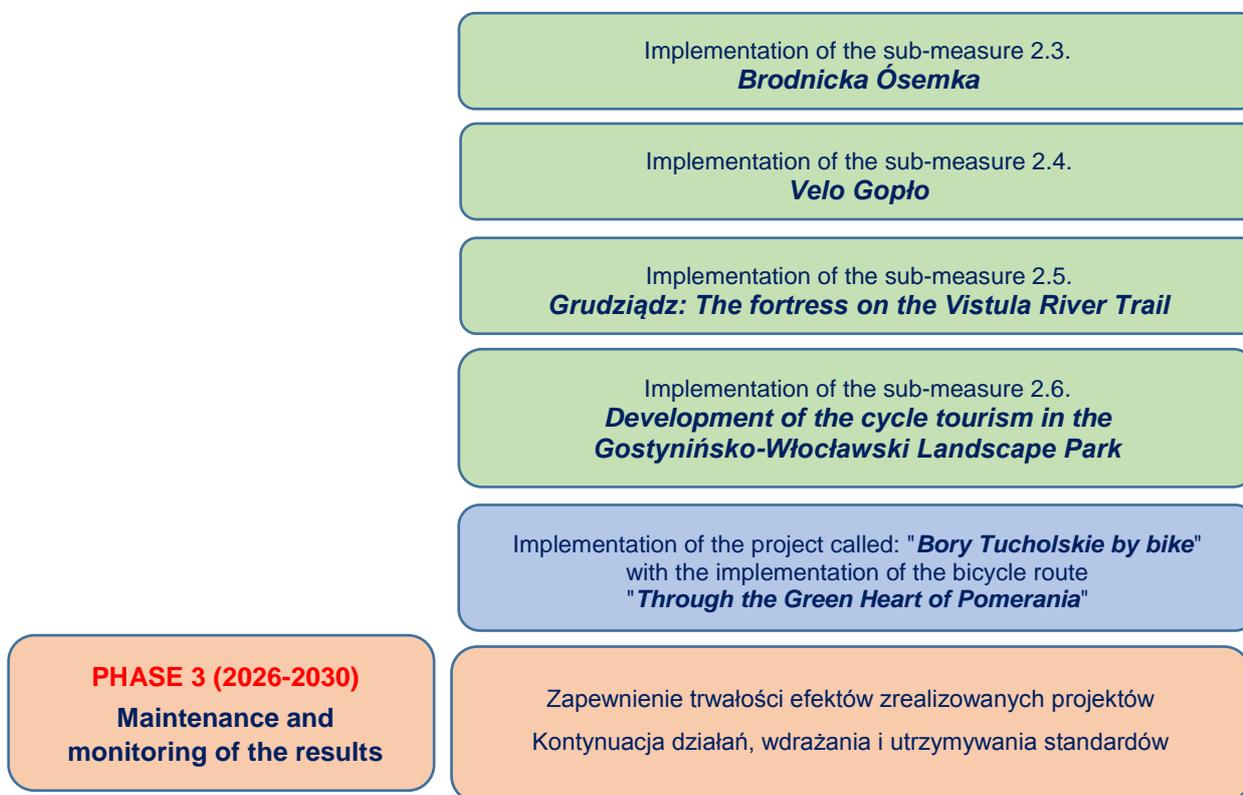


Fig. 8. Timeframe of the Action 2. Source: own study

1.3.2.5 Costs (Action 2)

The expenditures necessary for the implementation of Action #2 were divided into:

- Outlays necessary for the action's preparation (2021-2022)
- Outlays necessary for the action's performance (2022-2025)
- Outlays necessary for providing the action's durability and the action's results monitoring (2026-2030)

They are borne by the partners of the projects implementing the Action.

The expenditures necessary for the action's preparation are staff costs (project team) and institutional costs (office, equipment, media, business trips, etc.), as well as the costs of external services necessary to prepare the action (research, surveys, preparation of standards, technical documentation).

It was assumed that the costs of documentation and arrangements constitute 10% of the total investment costs.

The expenditures required for the action's implementation are primarily the costs of services, supplies and investment/construction works. These costs are necessary to achieve the assumed effects of the action (e.g. construction/improvement of tourist infrastructure, preparation, printing and distribution of information materials, purchase of IT services related to the development and maintenance of IT tools, advertising campaign costs, etc. expenses associated with the implementation of actions).

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It also includes staff costs (staff performing formal and operational activities under the project) and institutional costs (office, equipment, media, business trips, etc.), as well as the costs of external services necessary for the implementation of actions (technical support, marketing consulting).

The expenditures necessary for providing the durability and monitoring of the Action #1 effects are related to the maintenance and reconstruction of the tourist infrastructure, modernized or built under the project (e.g. marking tourist routes, resting places), the maintenance of IT and marketing tools (websites, reprinting of promotional materials), staff and institutional costs related to the maintenance and monitoring the effects of the action.

It was assumed that the total of such costs amounts to 5% of the cost of investment outlays annually for the project durability period (5 years).

When planning the cost level, the optimal scope of individual activities was taken into account (i.e. the best ratio of costs and inputs as well as intended effects). It was calculated using the CBA (cost-benefit analysis) tool-kit, developed under the project leader's ThreeT project and made available to partners.

Outlays and costs were based on fixed prices (from 2020) and current salaries in the partner's institutions.

The fixed euro exchange rate of 4.5 PLN / EUR was adopted for the calculation.

In the case of project 2.1. "Quiet areas in the landscape parks of the Kujawsko-Pomorskie voivodship" cost calculation was based on the application form submitted to the Managing Authority of the Interreg Europe program.

Estimating the costs of investments covered by the implementation does not take into account the recommendation of additional development and marking out a bicycle route as part of the initiative "Bory Tucholskie by bike" along with the implementation of the bicycle route "Through the Green Heart of Pomerania", due to the initial stage of this recommendation.

The costs of Action 2, broken down into stages and categories of expenses, are presented in Table 3a (PLN) and Table 3b (EUR).

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No.	Title of the sub-measure	Type of cost	2021-2022			2023-2025			2026-2030		
			Total	Co-finance	UE funding	Total	Co-finance	UE funding	Total	Co-finance	UE funding
2.1.	Silence areas in the landscape parks of the kujawsko-pomorskie region	Investment costs	133 623	20 043	113 580	0	0	0	0	0	0
		Staff and administration costs	105 003	15 750	89 253	0	0	0	0	0	0
		Total sub-measure costs	238 626	35 793	202 833	0	0	0	0	0	0
2.2.	Bike Park of the Brodnica Lakeland	Investment costs	195 555	29 333	166 222	1 760 000	264 000	1 496 000	176 000	176 000	0
		Staff and administration costs	120 000	18 000	102 000	180 000	27 000	153 000	0	0	0
		Total sub-measure costs	315 555	47 333	268 222	1 940 000	291 000	1 649 000	176 000	176 000	0
2.3.	Brodnicka Ósemka	Investment costs	2 105 000	315 750	1 789 250	18 945 000	2 841 750	16 103 250	1 894 500	1 894 500	0
		Staff and administration costs	120 000	18 000	102 000	180 000	27 000	153 000	0	0	0
		Total sub-measure costs	2 225 000	333 750	1 891 250	19 125 000	2 868 750	16 256 250	1 894 500	1 894 500	0
2.4.	Velo Gopło	Investment costs	1 634 200	245 130	1 389 070	14 707 800	2 206 170	12 501 630	1 470 780	1 470 780	0
		Staff and administration costs	120 000	18 000	102 000	180 000	27 000	153 000	0	0	0
		Total sub-measure costs	1 754 200	263 130	1 491 070	14 887 800	2 233 170	12 654 630	1 470 780	1 470 780	0
2.5.	Grudziądz: The fortress on the Vistula River Trail	Investment costs	1 372 556	205 883	1 166 673	12 353 000	1 852 950	10 500 050	1 235 300	1 235 300	0
		Staff and administration costs	120 000	18 000	102 000	180 000	27 000	153 000	0	0	0
		Total sub-measure costs	1 492 556	223 883	1 268 673	12 533 000	1 879 950	10 653 050	1 235 300	1 235 300	0
2.6.	Development of the cycle tourism in the Gostynińsko-Włocławski Landscape Park	Investment costs	3 075 111	461 267	2 613 844	27 676 000	4 151 400	23 524 600	2 767 600	2 767 600	0
		Staff and administration costs	120 000	18 000	102 000	180 000	27 000	153 000	0	0	0
		Total sub-measure costs	3 195 111	479 267	2 715 844	27 856 000	4 178 400	23 677 600	2 767 600	2 767 600	0
Action 2 (PLN)			9 221 048	1 383 156	7 837 892	76 341 800	11 451 270	64 890 530	7 544 180	7 544 180	0

Table 3a. List of implementation costs of Action #2, broken down by sources of financing and categories of expenses (PLN), source: own study (estimate)

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No.	Title of the sub-measure	Type of cost	2021-2022			2023-2025			2026-2030		
			Total	Co-finance	UE funding	suma kosztów	wkład własny	wkład UE	Total	Co-finance	UE funding
2.1.	Silence areas in the landscape parks of the kujawsko-pomorskie region	Investment costs	29 694	4 454	25 240	0	0	0	0	0	0
		Staff and administration costs	23 334	3 500	19 834	0	0	0	0	0	0
		Total sub-measure costs	53 028	7 954	45 074	0	0	0	0	0	0
2.2.	Bike Park of the Brodnica Lakeland	Investment costs	43 457	6 518	36 938	391 111	58 667	332 444	39 111	39 111	0
		Staff and administration costs	26 667	4 000	22 667	40 000	6 000	34 000	0	0	0
		Total sub-measure costs	70 123	10 518	59 605	431 111	64 667	366 444	39 111	39 111	0
2.3.	Brodnicka Ósemka	Investment costs	467 778	70 167	397 611	4 210 000	631 500	3 578 500	421 000	421 000	0
		Staff and administration costs	26 667	4 000	22 667	40 000	6 000	34 000	0	0	0
		Total sub-measure costs	494 444	74 167	420 278	4 250 000	637 500	3 612 500	421 000	421 000	0
2.4.	Velo Gopło	Investment costs	363 156	54 473	308 682	3 268 400	490 260	2 778 140	326 840	326 840	0
		Staff and administration costs	26 667	4 000	22 667	40 000	6 000	34 000	0	0	0
		Total sub-measure costs	389 822	58 473	331 349	3 308 400	496 260	2 812 140	326 840	326 840	0
2.5.	Grudziądz: The fortress on the Vistula River Trail	Investment costs	305 012	45 752	259 261	2 745 111	411 767	2 333 344	274 511	274 511	0
		Staff and administration costs	26 667	4 000	22 667	40 000	6 000	34 000	0	0	0
		Total sub-measure costs	331 679	49 752	281 927	2 785 111	417 767	2 367 344	274 511	274 511	0
2.6.	Development of the cycle tourism in the Gostynińsko-Włocławski Landscape Park	Investment costs	683 358	102 504	580 854	6 150 222	922 533	5 227 689	615 022	615 022	0
		Staff and administration costs	26 667	4 000	22 667	40 000	6 000	34 000	0	0	0
		Total sub-measure costs	710 025	106 504	603 521	6 190 222	928 533	5 261 689	615 022	615 022	0
Action 2 (EUR)			2 049 122	307 368	1 741 754	16 964 844	2 544 727	14 420 118	1 676 484	1 676 484	0

Table 3b. List of implementation costs of Action #2, broken down by sources of financing and categories of expenses (EUR), source: own study (estimate)

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1.3.2.6 Other resources needed

Human and institutional resources

To implement the project is necessary to involve the employees of the project's partners. They will be responsible for preparing investments, public procurement, budgeting of funds and coordination of tasks.

In each project's leaders, it should be assumed that to complete the task in preparing the implementation (2021-2022) and implementing the investment (2023-2025) is necessary to employ a coordinator for one job per implementation. Leader staff cost corresponds to PLN 60,000 per year for one partnership (sub-measure). It gives a total amount of 300,000 PLN for one sub-measure (partnership), so a total of PLN 1,500,000 (approximately 1.6% of the total cost of Action 2).

During the maintenance and operation of the investment, it is assumed that these people's employment costs and indirect costs are included in the budgets of individual units, so they do not need to be separated.

Pilot project 2.1. "Silence areas in the landscape parks of the kujawsko-pomorskie region" cost calculation was based on the application form submitted to the Managing Authority of the Interreg Europe program.

Estimating the costs of investments covered by the implementation does not take into account the recommendation of additional development and marking out a bicycle route as part of the initiative "Bory Tucholskie by bike" along with the implementation of the bicycle route "Through the Green Heart of Pomerania", due to the initial stage of this recommendation.

The costs of servicing the tasks included in Action 2 are estimated in Table 4.

No.	Title of the sub-measure	Preparatory actions	Implementation (investments)	Maintenance and monitoring	Total
		2021-2022	2023-2025	2026-2030	2021-2030
2.1.	Silence areas in the landscape parks of the kujawsko-pomorskie region	238 626 PLN (53 028 EUR)	0 PLN (0 EUR)	0 PLN (0 EUR)	238 626 PLN (53 028 EUR)
2.2.	Bike Park Pojezierza Brodnickiego	120 000 PLN (26 667 EUR)	180 000 PLN (40 000 EUR)	0 PLN (0 EUR)	300 000 PLN (66 667 EUR)
2.3.	Brodnicka Ósemka	120 000 PLN (26 667 EUR)	180 000 PLN (40 000 EUR)	0 PLN (0 EUR)	300 000 PLN (66 667 EUR)
2.4.	Bike Park of the Brodnica Lakeland	120 000 PLN (26 667 EUR)	180 000 PLN (40 000 EUR)	0 PLN (0 EUR)	300 000 PLN (66 667 EUR)
2.5.	Grudziądz – Twierdza na Wiślanym Szlaku	120 000 PLN (26 667 EUR)	180 000 PLN (40 000 EUR)	0 PLN (0 EUR)	300 000 PLN (66 667 EUR)
2.6.	Rozwój turystyki rowerowej w Gostynińsko-Włocławskim Parku Krajobrazowym	120 000 PLN (26 667 EUR)	180 000 PLN (40 000 EUR)	0 PLN (0 EUR)	300 000 PLN (66 667 EUR)
SUMA (wdrożenie nr 2)		838 626 PLN (186 361 EUR)	900 000 PLN (200 000 EUR)	0 PLN (0 EUR)	1 738 626 PLN (386 361 EUR)

Table 4. List of projects covered by Action 2 (estimate), source: own study

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Land and structures

For the project's implementation, it will be necessary to provide access to land and buildings located in landscape parks. These will be in particular:

- *Areas in the vicinity of the headquarters of landscape parks* (own land of the Regional Self-government and Park Administration). Disposing of them does not require additional arrangements;
- *Public areas* - forest and communal areas and those under the management of Polish Waters and other institutions, where the marking of trails and other tourist infrastructure will be located, implemented under the project. Their disposition requires additional arrangements on the part of the managers;
- *Private areas* where the marking of trails and other tourist infrastructure will be located. It is assumed that the share of such land is as small as possible due to the risk of durability (the possibility of changing the land administrator's decision). For safety reasons, it is assumed that private land will be used here, managed by tourist entrepreneurs who are interested in increasing and organizing tourist traffic in the parks.

It has been assumed that these lands and structures will be made available for implementation free of charge. There are also no plans for additional land and real estate buyouts.

1.3.2.7 Funding sources and disbursement plan

The implementation of projects within Action 2 will be possible thanks to co-financing investments from EU funds, primarily under the Regional Operational Program of the Kujawsko-Pomorskie Voivodeship 2021-2027, the Rural Development Program 2021-2027 and other funds available to some partners.

The total cost of preparation and implementation of Action 2 is estimated at approximately PLN 93 million (20 MEUR). The amount includes all expenses under the project, preparing the investment and its maintenance over the durability period - a total of 10 years (2021-2030).

It also includes the expenses of entities such as Polish Waters or GDDKiA to implement investments for which they are responsible for (e.g. construction of bicycle routes along national roads in Kruszwica).

Assuming that the level of co-financing of investments from EU funds will be 85%, partners' actual contribution to implementing the implementation is approximately 22% of the total costs, i.e. about PLN 20 million, including own contribution to investments of approximately PLN 11.5 million.

Such an estimate also considers the costs of maintaining the effects of investments during their durability period, which is not co-financed by EU funds. This cost is approximately 1/3 of the own total contribution, i.e. about PLN 7.5 million. The costs of preparing the implementation (mainly technical documentation) amount to nearly PLN 9 million, of which the partners' contribution amounts to almost PLN 1.4 million.

The list of implementation costs (broken down by financing sources) is presented in Table 5.

Etap realizacji wdrożenia	Suma kosztów wdrożenia	Wkład własny partnerów	Wkład UE
Lata 2021-22 (faza przygotowania inwestycji)	9 035 450 PLN (2 007 878 EUR)	1 355 318 PLN (301 182 EUR)	7 680 133 PLN (1 706 696 EUR)
Lata 2023-25 (faza realizacji inwestycji)	76 341 800 PLN (16 964 844 EUR)	11 451 270 PLN (2 544 727 EUR)	64 890 530 PLN (14 420 118 EUR)
Lata 2026-30 (faza utrzymania inwestycji)	7 544 180 PLN (1 676 484 EUR)	7 544 180 PLN (1 676 484 EUR)	0 PLN (0 EUR)
Suma kosztów wdrożenia (lata 2021-2030)	92 921 430 PLN (20 649 207 EUR)	20 350 768 PLN (4 522 393 EUR)	72 570 663 PLN (16 126 814 EUR)
Udział % źródła finansowania	100,00%	21,9%	78,1%

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Table 5. The financing structure for Action 2 broken down into own and EU funds, source: own study

1.3.2.8 Actions needed to secure funding

To secure the financing of the implementation, it is necessary to:

- Implementation of a pilot project ("Silence Areas...") with ERDF co-financing under Interreg Europe (the JTS approved the application at the stage of preparation of the Action Plan);
- Providing financing for implementations under projects implemented under the Regional Operational Program of the Kujawsko-Pomorskie Voivodeship 2021-2027 and possibly from other sources. This Action Plan serves this purpose, which is a tool to secure financing for the activities described in it in the ROP;
- Providing financing of project preparation costs and preparation of the necessary technical documentation, obtaining permits and permits from the partners' funds. These expenses can partially refinance from EU funds (provided that a given project is co-financed);
- Partial coverage of personal and organizational costs from own funds during the implementation period (2021-2030);
- Full coverage of infrastructure maintenance costs during the period of maintaining the implementation effects (2026-2030).

1.3.2.9 Risk assessment

The key risks identified during the preparation of the Action 2 include:

- Risk of partner's insufficient financial resources (own contribution) for the implementation of the Action
- The risk of dissolution of the partnership which is to implement the given project
- The risk of insufficient competencies and human resources of lead partners
- Risk of lack of financial resources (EU funds) for the implementation of the Action
- The risk of exceeding the costs of investment and promotional activities with the planned budget
- The risk of additional problems with the investments at the design and execution stage (ownership, technical problems, cost increase...)
- The risk of failure to agree on investments and environmental restrictions

Ways to prevent the risk:

- Appointment of partners and the support of the Marshal's Office of Kujawsko-Pomorskie Voivodeship
- Establishment of permanent working teams, consisting of representatives of the leader and partners
- Involvement of a competent and extensive team of own employees, supported by external experts,
- Close cooperation of the Marshal's Office of Kujawsko-Pomorskie Voivodeship, Landscape Park Administration and partners
- Ongoing monitoring of the implementation by the Marshal's Office of Kujawsko-Pomorskie Voivodeship
- Constant monitoring of task costs and resources necessary for its implementation as well as progress in implementation

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Part IV. Expected outputs, monitoring and evaluation

The effects of the implementation were divided into two monitoring periods:

- Years 2021-2022 (preparation of the Actions and pilot activities), which coincides with the reporting period of the ThreeT project (monitoring of the Action Plan by JTS)
- Years 2023-2025 (implementation of Actions by projects financed by the Regional Operational Program of the Kujawsko-Pomorskie Voivodeship 2021-2027)

Implementation of the Action 1 assumes the following outputs in 2025:

- Number of protected areas where the tourist offer has improved: 10 parks
- Number of landscape park administration units involved in the project: 8 units
- Number of excursion routes developed in landscape parks: 30 routes
- Length of excursion routes developed in landscape parks: 900 km
- Number of databases created as a result of implementation: 1 database;
- Number of tourism infrastructure and signposting standards developed as part of the Action: 1 document
- Number of projects aimed at improving the bicycle routes quality in parks: 1 project
- Number of tourist traffic nodes in the area of landscape parks, modernized as a result of the project: 8 locations
- Number of landscape parks where the infrastructure of tourist routes was improved: 8 parks
- Number of new solutions for the promotion of tourism in protected areas and nature education: 3 solutions
- Number of implemented campaigns promoting tourism in protected areas: 1 campaign
- Number of websites and mobile applications, modified and expanded as part of the implementation: 3 websites/applications.

Action 2 assumes the following outputs in 2025:

- Number of protected areas where the tourist offer has improved: 6 landscape parks
- Number of project partners: 28 entities
- Number of landscape park administration units involved in the project: 5 units
- Number of new tourism products created: 5 tourism products
- Length of improved bicycle routes: 242 km
- Number of projects aimed at improving the bicycle routes quality in landscape parks: 5 projects

These activities will translate into the following results (achieved in 2026):

- Increase in the number of people visiting landscape parks
- Improving the tourist image of the kujawsko-pomorskie region
- Increasing the comfort and safety of tourists visiting landscape parks
- Improvement of nature protection related to the organization and sustainable development of tourist flows (reduction of negative tourist impact to protected areas)
- Economic and social benefits for entrepreneurs and inhabitants of protected areas, related to the increase in tourist traffic
- Improving the ecological awareness of the region's inhabitants and tourists visiting landscape parks.

The assumed effects of the implementation for both stages and the method of monitoring are presented in table 6.

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Action	Indicator	Measurement	Institution
Action Plan	<p>Number of new tourism product developed in Action Plan</p> <p>Value:</p> <ul style="list-style-type: none"> - 2022: 1 tourism product - 2025: 6 tourism products 	<p><u>Measurement #1</u> End of Preparatory Phase of Action Plan (2022)</p> <p><u>Measurement #2</u> End of Implementation Phase of Action Plan (2025)</p>	<p>Marshal's Office of the Kujawsko-Pomorskie Voivodeship (Department of Sport and Tourism)</p>
Action 1 (specific indicators)	<p>Number of landscape park areas included in Action 1</p> <p>Value:</p> <ul style="list-style-type: none"> - 2022: 10 landscape parks - 2025: 10 landscape parks 	<p><u>Measurement #1</u> End of Preparatory Phase of Action Plan (2022)</p> <p><u>Measurement #2</u> End of Implementation Phase of Action Plan (2025)</p>	<p>Marshal's Office of the Kujawsko-Pomorskie Voivodeship (Department of Sport and Tourism)</p>
	<p>Number of partnerships developed to implement the Action 1</p> <p>Value:</p> <ul style="list-style-type: none"> - w roku 2022: 1 partnership - w roku 2025: 1 partnership 		
	<p>Number of partners involved to the Action 1</p> <p>Value:</p> <ul style="list-style-type: none"> - 2022: 9 partners - 2025: 9 partners 		
Action 2 (specific indicators)	<p>Number of landscape park areas included in Action 2</p> <p>Value:</p> <ul style="list-style-type: none"> - 2022: 1 landscape park - 2025: 6 landscape parks 	<p><u>Measurement #1</u> End of Preparatory Phase of Action Plan (2022)</p> <p><u>Measurement #2</u> End of Implementation Phase of Action Plan (2025)</p>	<p>Marshal's Office of the Kujawsko-Pomorskie Voivodeship (Department of Sport and Tourism)</p>
	<p>Number of partnerships developed to implement the Action 2</p> <p>Value:</p> <ul style="list-style-type: none"> - 2022: 1 partnership - 2025: 6 partnerships 		
	<p>Number of partners involved to the Action 2</p> <p>Value:</p> <ul style="list-style-type: none"> - 2022: 9 partners - 2025: 29 partners 		
Cumulative values are included in the table.			

Table 6. Action Plan monitoring system, source: own study

PLAN DZIAŁANIA

ACTION PLAN

This Action Plan will be implemented and monitored by:

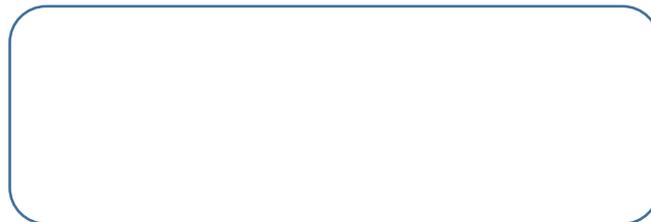
**Marshal's Office of the Kujawsko-Pomorskie Voivodeship
Department of Sport and Tourism**

Date: _____

Name and position : _____

Signature: _____

Stamp of the organisation
(if available):



Include here any suitable endorsement



Attachments:

1. Sub-measure 2.1. as part of Action 2: pilot project "Silence areas in the landscape parks of the kujawsko-pomorskie region - Interreg Europe application form (in English)
2. Full text of the Action Plan (in Polish)
3. Survey of the initial situation, attachment to the Action Plan (in Polish)
4. Letters of intent/declarations of partners (in Polish)