

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 2

Project index number and acronym	CE331 YouInHerit
Lead partner	22nd Budafok Teteny, Budapest XXII district
Output number and title	Output O.T2.1 Pilot Action 1: enhanced CH management capacity of authorities and stakeholders
Investment number and title (if applicable)	n.a.
Responsible partner (PP name and number)	PP6 Self-Government of the Mazowieckie Voivodeship
Project website	https://www.interreg-central.eu/Content.Node/YouInHerit.html
Delivery date	Oct 2017 - Oct 2018

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

The Pilot Action in Mazovia was focusing on capacity building through training for local authorities and stakeholders, incl. an exhibition on CH and Festival of Home Brewers”.

The pilot consisted of three main elements:

- 1) Serie of three 2-day long trainings on capacity building in March, April and May 2018. The main focus of the pilot action was to increase, exchange and integrate knowledge and competences of the stakeholders with the involvement of youth and their innovative thinking. Concrete results of the trainings: increase of mutual trust between local authorities, stakeholders and youth, acquisition of practical skills related to brewing better knowledge on the history of the brewery in Sierpc and improved capacities to engage youth in CH valorization.
- 2) Participation in the Festival of Home Brewers on 16/06/2018 in Warsaw. The Festival influenced capacity building through: cooperation of young people in the organization of a YouInHerit stand, presentation of the project and products of local craftsmen (brewers), exchange of experiences and skills between stakeholders (e.g. Polish Association of Home Brewers), youth and representatives of Pomurje region (as part of a cross-visit). With the organization of such event, Mazovia had the opportunity to capitalize capacities built during the training with stakeholders and youth. Their improved capacities and level of cooperation was tested in the frame of the festival where youth got engaged at promoting traditional breweries, supported by relevant stakeholders.
- 3) Thematic exhibition on the history of brewery between 10-11/2018 in Sierpc. The aim of this part of the pilot is two-fold: 1) responding social and identity gaps identified during the analysis phase of the project 2) providing another opportunity to youth to further collaborate with stakeholders with the aim to even better increase regional capacities. The following actors participated actively in this activity from Sierpc: Center for the documentation of the history of Sierpc, Center of Culture and Art, Municipal Public Library were involved to prepare the exhibition in cooperation with the youth and participated in the opening of the exhibition. The exhibition promoted brewing as an important component of CH in Mazovia region.

Its experimental nature was to organize training for rather varied group of people from different local institutions, e.g. employment offices, culture institutions, employees of the county and municipality offices and young people from secondary schools. Thanks to the involvement and professional attitude of the moderators, the interaction between these different people went very smooth and was maintained during the whole workshop. It provided a real basis on further cooperation which was tested at the festival and the organization of the thematic exhibition. Altogether 12 local institutions were involved, 75 people trained, 40 of them young people between the age of 18-21.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

NUTS 2 Mazovia, NUTS 3 Sierpc county, NUTS 4 municipality Sierpc and municipality Płock;

Investment costs (EUR), if applicable

n/a

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

The pilot action on capacity building will have a longer impact in the field of cooperation and communication between different local institutions and young people. During the training, cooperation between representatives of local authorities and students was visible. Ideas on the revitalization of old breweries that were created during RSG meetings are to be implemented by local decision makers in Sierpc. The training participants could develop their soft skills (interpersonal relations, task management, self-presentation, starting businesses, negotiations and public speaking). Representatives of local institutions and youth met for the first time in the direct environment which greatly increased their level of trust.

Expected impacts of the pilot focus on further increase capacities of stakeholders with the active involvement of youth. Joint training sessions provided opportunity to co-act with the youth in order to create a better ambience for further dialogue between different institutions and young people.

The expected impacts and benefits of the concluded pilot action in the Mazovian region are related to strengthen local identity linked to the traditional brewery, making stronger the mark of the city of Sierpc as the city of tastes, facilitating further involvement in further possible projects. The pilot action strongly helped to revive this traditional craft of Mazovia. Many young people are now more conscious of the long history of the brewery in Sierpc and the perspectives of its further development. This pilot action influenced the capacities of local authorities and youth to undertake new initiatives in the field of traditional craft, incl. investment projects in the revitalization of the CH of the area.

Sustainability of the pilot action results and transferability to other territories and stakeholders.

The sustainability of the pilot action results will be ensured with the following planned activities also after the lifetime of YouInHerit:

- participation of young people and stakeholders in festivals promoting traditional crafts (Home Brewers' Festival in Warsaw, Festival of Tastes in Sierpc) in next years;
- re-organization of the thematic exhibition, enriching it with new elements, involving local young people and stakeholders in its preparation, in next years;
- continuation of cooperation between authorities, stakeholders, youth via practical and soft skill trainings linked to brewing. Trainings planned to be provided by an expert in brewing (eg. from Polish Association of Home Brewers) and graduates will receive a certificate issued by the training company;
- continuation of cooperation between authorities & stakeholders developing the concept of new functions of the old brewery in Sierpc.

The city of Sierpc sees the opportunity to develop the brewing industry also through the implementation of further investments and revitalization activities, incl. the implementation of ideas developed at RSG meetings. Activities will be implemented in cooperation between local administration, labor offices, craft associations, school representatives and breweries. Thus, this cooperation related to both promotional, training and conceptual activities will have a positive impact on the sustainable development of traditional craft in the Mazovian region.

Transferable results of the pilot action are tested "tools": learning through practice, support of the local leader, involvement of local experts in training and promotion of regional crafts.

They are transferable in the way, that developing soft skills can also help in creating good conditions for cooperation. Most of the elements are transferable, some of them, like the craft, the institutions invited for trainings need a natural adaptation to local conditions.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

The main lessons learned were as following:

- 1) This is important to mix theoretical sessions with practical ones as "learning by doing" proved to be very effective.
- 2) Support of local leader is crucial for the right implementation of the pilot action.
- 3) Regular meeting and good atmosphere created by professional moderators of the trainings helped to put basis for the good interaction between representatives of different local institutions and the young people.

The added value of transnational cooperation was the possibility to exchange good practices with our Partners, especially with our pilot pair partner from Slovenia (implementing the same type of pilot action) on how to involve young people in traditional craft. The idea to organize a thematic exhibition with the involvement of youth as a tested action for the joint work of stakeholders and youth, was inspired by what we learnt from the Project Partners.

Contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

The pilot action in Mazovia is in accordance with the relevant regulatory requirements being in force in Poland. We did not have any legal/regulatory difficulties during the preparation and implementation of pilot action. However, one important legal aspect was mentioned by our expert at the 5th RSG meeting about the possibility to sell products produced on a small scale in traditional breweries. Now it is not possible due to regulatory restrictions and it may be a big obstacle for the young people to decide to work in this field. Within the project framework, a proposal to facilitate the legal framework for the small local breweries might be formulated as part of the Action Plan.

The implemented pilot action is not an investment nature and will not have a major negative impact on the environment. For this reason, there is no need to implement mitigation measures. The pilot action includes horizontal principles such as equal opportunities and non-discrimination. Both men and women had equal access to trainings/workshops. Among the trained youth, the advantage of young women from extra-urban areas was noticed, which will contribute to the equalization of development opportunities in the region. All groups participating in the pilot action: students, administration staff, and other stakeholders had equal access to training and exhibition. There was no discrimination related to origin, gender or education.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

The deliverables of the pilot action have been documented in:

- training materials of 3 sessions in PL
- pilot summary report in ENG
- news on: <https://www.interreg-central.eu/Content.Node/YouInHerit.html>
- news on: <http://www.mbpr.pl/>
- news on: <http://www.radio7.pl/article.php?id=12896>
- news on: https://sierpc.pl/index.php?option=com_content&view=article&id=2980&catid=136&Itemid=345
- news on: <http://ekstrasierpc.pl/pl/fotorelacje/kultura/wystawa-historia-browarnictwa/292,1>
- news on: <https://www.facebook.com>



Interaction between the young people and the stakeholders at the trainings in Sierpc (source: Kontekst HR)



Practical session on brewing beer in Sierpc (source: Kontekst HR)



Young brewers at the training in Sierpc (source: Kontekst HR)



Opening of the thematic exhibition on the history of brewery in Sierpc on 24th October 2018 (Source: the municipality of Sierpc)



The thematic exhibition on the history of brewery in Sierpc in the Centre of Culture and Art in Sierpc (source: the municipality of Sierpc)