



KUJAWY  
POMORZE



**Three T**  
Interreg Europe



European Union  
European Regional  
Development Fund

# ThreeT Thematic Trail Trigger

*Good Practices documented*

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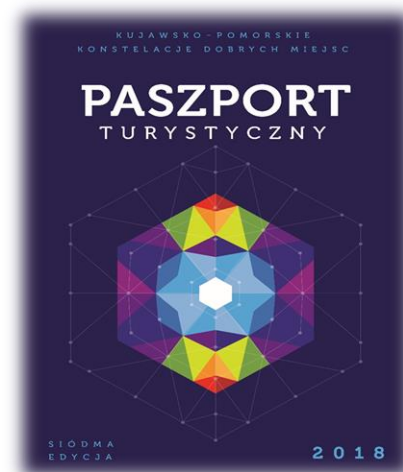
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**Partner PP5**

Brasov, 20<sup>th</sup> March 2019



# List of Good Practices



SZLAK WODY,  
PRZEMYSŁU  
I RZEMIOSŁA  
W BYDGOSZCZY





# Tourist Passport 2018

## Kujawsko-Pomorskie ZAKAmarki Constellations of Good Places

Location: the area of Kujawsko-Pomorskie Region;

- an information summer campaign (1st July until 30th September) - in the 7th edition of the "Tourist Passport,, tourists received proposals of 9 "Constellations,,
- the practice encourages tourists to discover new, hardly known places of the region, including interesting tourist products - Kujawsko-Pomorskie ZAKAmarki (nooks and crannies of the region),
- the practice proved to be an effective tool for building the brand of Kujawsko-Pomorskie Constellations of Good Places,, connecting "small" places into attractive sightseeing routes.





# Achievements

- we managed to propose and connect 118 unknown attractions in the tourist route;
- the Tourist Passport has grown to the rank of a leading campaign for popularizing tourism and sightseeing and an effective tool for supporting the development of tourism products - especially in places of significant natural values, as an alternative or supplementary to other activities;
- Tourists' interest has considerably increased.

The youngest recipient : 3 months old

The oldest recipient: 83 lyears old

An average age: 38,20 years old



1.	2.
<p>Liczba odbiorców: 2 609</p> <p>Reakcje, komentarze i udostępnienia: 23</p> <ul style="list-style-type: none"> <li>• reakcje: 17</li> <li>• komentarze: 3</li> <li>• udostępnienia: 3</li> </ul> <p>Kliknięcia posta: 86</p> <ul style="list-style-type: none"> <li>• liczba wyświetleń zdjęcia: 24</li> <li>• liczba kliknięć w link: 0</li> <li>• inne kliknięcia (kliknięcia innych elementów niż zawartość posta (np. nazwy strony lub elementu „Zobacz więcej)): 62</li> </ul> <p>Kujawsko-Pomorskie.travel 27 czerwca · 🌐</p> <p>PASZPORT zdobyty... ruszam na podbój nowych KONSTELACJI</p> <p>Już wkrótce paszporty będą do odbioru w wybranych punktach</p> <p>Kujawsko-Pomorskie.travel Strona regionalna</p>	<p>Liczba odbiorców: 6 014</p> <p>Reakcje, komentarze i udostępnienia: 85</p> <ul style="list-style-type: none"> <li>• reakcje: 72</li> <li>• komentarze: 1</li> <li>• udostępnienia: 12</li> </ul> <p>Kliknięcia posta: 262</p> <ul style="list-style-type: none"> <li>• liczba wyświetleń zdjęcia: 77</li> <li>• liczba kliknięć w link: 81</li> <li>• inne kliknięcia (kliknięcia innych elementów niż zawartość posta (np. nazwy strony lub elementu „Zobacz więcej)): 104</li> </ul> <p>Kujawsko-Pomorskie.travel 28 czerwca · 🌐</p> <p>Paszporty w drodze... od soboty do odbioru w następujących punktach: <a href="http://paszport.kujawsko-pomorskie.travel/">http://paszport.kujawsko-pomorskie.travel/</a> / lista miejsc w...</p> <p>Zaplanuj pierwszy weekend z PASZPORTEM.</p>

Passport 2018 in print: 10,000 copies

Passport 2018: an average age of campaign participants / recipients: 38,2 years

CAMPAIGN - FACEBOOK (July-September):

Passport 2018: 125,284 recipients (campaign site enters)



## Recommendations for transferability

- A sufficient number of tourist attractions, the possibility of combining them into a certain route and promoting them in various forms of mass media;
- The concept of Constellation is a new approach to building an offer and a way to talk about the region;
- It increases the visibility of poorly promoted places and the interest of companies in cooperation with public and tourist organizations;
- This is an example of how to promote tourist trails and attractions with a low budget and with the use of different media.







**The source of financing: 100 % public**  
**10 465,11 EUR – organisation's own budget**



# Innovative features



Pojezierze Brodnickie  
i słynni sąsiedzi



## Punkty pieczętkowe

### Informacja Turystyczna w Brodnicy

Mały Rynek 4  
lipiec – 15 września pn. – nd. 10 – 17  
16 – 30 września  
pn. 12.15 – 15  
wt. 8 – 16  
śr. – pt. 8 – 15  
sb. 9 – 15  
nd. 10 – 14

### Dworek Wapionka – recepcja

ul. Wiczasowa 1, Górzno  
lipiec – wrzesień  
pn. – nd. 8 – 22

### Zamek Gołubski – recepcja

ul. PTTK 13, Golub-Dobrzyń  
lipiec – wrzesień  
pn. – nd. 9 – 19

### Punkt Informacji Turystycz- nej w Golubiu-Dobrzyniu

Rynek 19  
lipiec – wrzesień  
wt. – pt. 10 – 16  
sb. – nd. 9 – 17

### Ośrodek Chopinowski w Szafarni

Szafarnia 1  
lipiec – wrzesień  
wt. – pt. 8 – 16  
sb. – nd. 12 – 16

### Miejskie Centrum Kulturalne w Lipnie

ul. Piłsudskiego 22  
lipiec – wrzesień  
pn. – pt. 8 – 16  
sb. – po wcześniejszym kontakcie  
tel. 54 287 24 40  
tel. 693 618 812

### Ośrodek Edukacji Historycz- nej „Gród Foliusek”

Foliusek 1  
lipiec – wrzesień  
pn. – nd. 10 – 18

### Wioska Mydlarska

Fiałki 27  
lipiec – sierpień  
pn. – nd. 11 – 13 i 16 – 18  
wrzesień  
sb. – nd. 11 – 13 i 16 – 18

kujawsko-pomorskie.travel

The idea of a competition entered into the campaign which consists in collecting stamps from visited places and the idea of prizing. The recipient of the TP can obtain both a description and a graphic form showing the "Constellations" of individual places on the basis of Google maps application.



## Good Practice n.2

### Bory Tucholskie in the Labirynt of Nature

- Location – Bory Tucholskie Region;
- an effective use of natural and landscape resources of the Bory Tucholskie region through the intermodal development of parking points and campsites located along the river, which is also a canoe trail, and the construction of a pedestrian and bicycle route connected with it.
- the tourist facilities have been improved along the route and the beaches along the lakes as well.





# Achievements

Making the region attractive for few days trips, holidays organised in the natural heritage campsites,

- encouraging people to choose active form of time spending to delight in the beauties of nature by providing them necessary infrastructure for that:

- development of 11 beaches;
- development of 3 parking points in towns;
- beach equipment, including equipment for the disabled (eg sandboxes for disabled children);

Equipment for water equipment rentals, including equipment for children;

Development and equipment of camping sites along the canoe trail (3 camping fields);

Construction of the observation tower in Fojutowo with a height of over 30 m, an amphitheater in Cekcyn; and a tourist and cultural centre in Śliwice;

Adaptation of sanitary facilities for the disabled;

Construction of 6.37 km of footpath and bicycle path from Tuchola to Świt towns.





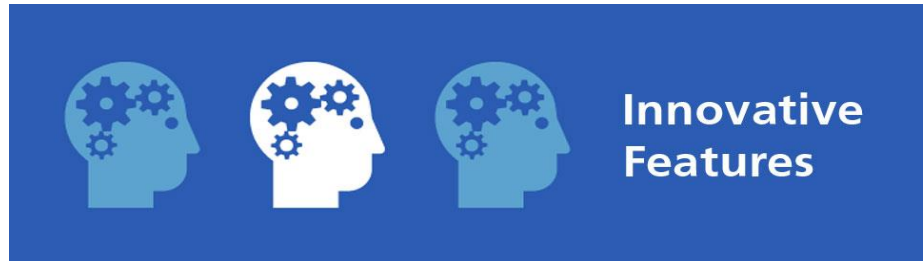
## Financial aspects

**EFRR 2 741 610,05 EUR**

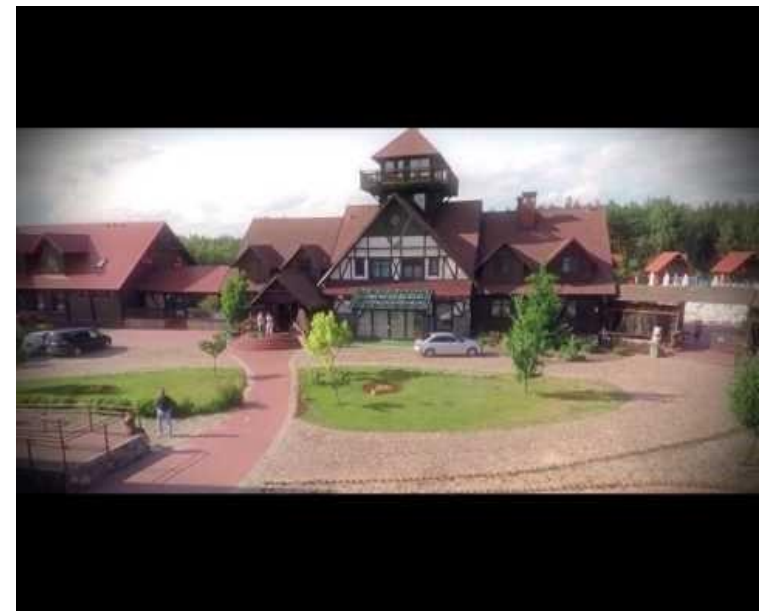
**100 % public budget 4 569 350,08 EUR**







- intermodality among soft mobility components (river transport, cycling, interchanges and resting places) making canoe trail attractive form of sightseeing:
- developing the infrastructure along site,
- making it more accessible for people with disabilities,
- providing full package of natural heritage attractions for trips organized for families with children,
- cooperation between public entities and entrepreneurs - Fojutowo Inn, [www.zajazd-fojutowo.pl](http://www.zajazd-fojutowo.pl)









## Recommendations for transferability

- Development of places along walking, cycling and other routes that cover points located far from each;
- These parking spots should be similarly managed and bicycle paths should be led to them, so that in the natural heritage complexes and ecological means of transport could be used;
- An infrastructure at stopping points is an attraction for families with children;
- Extending the range of tourist offer with infrastructure, such as: water tanks, campsites, observation tower, bicycle path and development of surrounding lakes will increase the attractiveness of the trail and accessibility for a larger group of users.







## The thematic route of TeH2O Water, Industry and Crafts Trial

### Location – The city of Bydgoszcz

#### TeH2O

**Te** as in Technology

**H** as in History

**O** as in Opening Up for Story-telling

- created in 2014 within a European Union project called SHIFT-X [www.shiftx.eu](http://www.shiftx.eu) that aimed at bringing back the glamour and knowledge of the past industries;
- the history of 15 places inscribed in the city space organically associated with water;



- each of the novels intertwines the fates of Bydgoszcz residents - craftsmen, entrepreneurs and social activists with the development of local industry and craft.





# QUICK FACTS

- The initiative to form a trail was started in 2012 with the cooperation of partners from 5 countries –  
**Austria, Belgium, Germany, the Czech Republic and Poland;**
- an impulse for searching for information about the city stories „straight from the factory“ and discovering urban secrets through experience connected with education, entertainment and enchantment;
- 100 attractions in Bydgoszcz - the Mills Island, Exploseum, historical hydro-engineering objects.



# Achievements

- ✓ An unique factor increasing attractiveness of a visit to Bydgoszcz is the possibility to cross the town not only on foot but also by bike and water transport;
- ✓ One can go on a city sightseeing tour using Bydgoszcz Water Tram, which is not only a tourist attraction but also an element of the urban public transport system – in this way you can see 100 attractions in Bydgoszcz;
- ✓ It unites the history of 15 organically water-centered places in Bydgoszcz.



2018 Rok  
Bydgoskiego  
Dziedzictwa  
Przemysłowego

PRZESZŁOŚĆ DLA PRZYSZŁOŚCI

[www.bydgoszcz.pl](http://www.bydgoszcz.pl) [www.facebook.com/RokBDP](https://www.facebook.com/RokBDP)





EFRR: 77,95 %

1.365.374,51 EUR public

Bydgoszcz Town hall: 22,05%

386.278,41 EUR - public





# Innovative features

- a form of a thematic trail is a fresh and original proposition,
- the offer of running lessons on the trail - animated outdoor games and activities are a very attractive form of sightseeing which should complement the events held on the trail,
- outdoor games include sightseeing of selected assets and performing specific tasks connected with the theme of the trail and the particular game.





# Recomendations for transferability



- It is an excellent concept of heritage management by creating a cultural trail and city promotion,
- an interesting guidebook of historical industrial sites, actions promoting the city's attractions, getting the trail asset managers involved in novel, non-standard activities,
- the needs of contemporary tourists are to be focused on experience connected with education, entertainment, enchantment,
- the choice of the main theme stems from the analysis of the heritage character and the thematic scope of the trail (motifs and stories connected with the particular objects on the trail),
- maintain cooperation between entities forming the trail – mutual promotion, supporting events and offer created by the partners on the trail, not only at the stage of trail organization but also during its operation.



# Good Practice n.4

## Along the Lower Vistula Fortifications Trail



### LOCATION: Kujawsko-Pomorskie Region

- Lower Vistula Fortifications Trail is a fortification-themed,
- An example of integrated protection of cultural heritage and natural environment,
- popularises valuable cultural and natural heritage sites and active protection of bats,
- responds to the demand for pro-ecological education combined with direct experience of nature as well as natural and cultural heritage.



### Szlakiem Fortyfikacji Dolnej Wisły

Województwo Kujawsko-Pomorskie to obszar bogaty w obiekty architektury obronnej z różnych okresów historycznych. Niektóre z regionów w XIX-XX wieku zostały poddane szczególnej rozbudowie militarnej. Przykładem jest Dolina Dolnej Wisły z zachowaną m. in. Twierdzą Toruń, Chełmno i Grudziądz. Umocnienia te poza dawnym znaczeniem militarnym i swoją bogatą historią posiadają ogromny potencjał turystyczny i jednocześnie są ważnym ogniwem w systemie obszarów chronionych województwa kujawsko-pomorskiego. Ujęte w europejskiej sieci Natura 2000 tworzą jedną z większych w województwie kujawsko-pomorskim zimowisk nieptery, z których nadszereg jest Cytadela Grudziądz PLH040014. Mniejsze zimowiska stanowią kolejno Forty w Toruniu PLH040001 oraz Zamek Świecie PLH040025.

Aby zapoznać się nie tylko ze strategicznym znaczeniem obiektów dawnej Twierdzy Toruń, Chełmno i Grudziądz oraz zobaczyć ich stan, przykłady zagospodarowania i przyrodniczego znaczenia zapraszamy do udziału w wycieczkach z cyklu Szlakiem Fortyfikacji Dolnej Wisły. Wycieczki odbywają się w ramach projektu BIO+ bioróżnorodni, bioświadomi, bioodpowiedzialni w województwie kujawsko-pomorskim, którego liderem jest Gostyńsko Włocławski Park Krajobrazowy (strona projektu: [www.bioplus.gwpk.pl](http://www.bioplus.gwpk.pl)). Jednostkami współrealizującymi projekt są: Brodnicki Park Krajobrazowy, Włocławski Park Krajobrazowy, Zespół Parków Krajobrazowych Chełmińskiego i Nadwiślańskiego oraz Kujawsko-Pomorski Ośrodek Doradztwa Rolniczego w Minikowie.

Organizatorem wycieczek, na zlecenie Zespołu Parków Krajobrazowych Chełmińskiego i Nadwiślańskiego jest Fundacja „Twierdza Chełmno” z siedzibą w Dorpożu Szachcieckim, 68-253 Kijewo Królewskie, tel. 727 276 830, email: [sluch@onet.pl](mailto:sluch@onet.pl). Dotacja projektu pochodzi ze środków Mechanizmu Finansowego Europejskiego Obszaru Gospodarczego oraz Urzędu Marszałkowskiego Województwa Kujawsko-Pomorskiego.

Zapisy na: [www.szlakiemfortyfikacji.pl](http://www.szlakiemfortyfikacji.pl)

Wycieczka w ramach projektu BIO+ bioróżnorodni, bioświadomi, bioodpowiedzialni w województwie kujawsko-pomorskim, sfinansowanego z Mechanizmu Finansowego Europejskiego Obszaru Gospodarczego oraz Urzędu Marszałkowskiego Województwa Kujawsko-Pomorskiego.

### SOME FACTS:

#### Kujawsko-Pomorskie Region:

- an area rich with fortification architecture dating from various historical periods,
- In the 19th and 20th centuries, some of the regions underwent an extensive military development. An example is the Lower Vistula Valley with the preserved Toruń Fortress, Chełmno Fortress and Grudziądz Fortress.
- Incorporated into **the European Natura 2000 network**, the biggest bat winter habitats in the region - Grudziądz Citadel.



# How to experience works?

- knowledge of biodiversity and threats connected with its loss is presented in an attractive form;
- every tour has its own program and enables to get to know inaccessible, forgotten or mysterious places where concrete bricks and steel manufactured items are surrounded by nature;
- the participants are made aware of the significance of biodiversity for the quality of life, encouraged to prevent loss of biodiversity and are being shown achievements in the protection of natural resources;
- 6 tour plans with short description, program, times, setting-off and finishing points, and schedules, etc. developed;
- 6 tour guides and transport services provided,
- creating a dedicated website [www.szlakiemfortyfikacji.pl](http://www.szlakiemfortyfikacji.pl) with electronic entry form developed.







## Achievements

- a tour of the fortifications of Lower Vistula river was a proposition for students, tourists, nature lovers and fans of military architecture interested in nature conservation;
- the practice revealed that there has been changes in tourists' preferences;
- more people want to spend their free time close to nature;
- tour guides from our region receive increasing number of requests to organize small-scale trips to places of pristine nature;
- people are becoming more interested in wildlife, bird watching, ethno-botany;
- tourists want to see rare and protected plant species in the blooming season;
- the areas covered by various forms of nature conservation do not enhance development of tourist industry, although the project proves that specific forms of tourism are possible there,
- the project proved that nature conservation will give the region a competitive edge in national and European scale.



**9 301.77 Euro** 2 editions (spring and autumn) of sightseeing tours of Fortresses in Toruń, Chełmno and Grudziądz – 6 nature field trips in total.

**85% funds** from the Financial Mechanism EOG  
2009-2014 - public

**15 % funds** from the Marshal's Office of Kujawsko–Pomorskie Region - public





- Wandering around the fortifications is an interesting proposition for tourists, tour guards, enthusiasts of defensive architecture and nature lovers;
- An attractive combination of trip, education and sightseeing.
- The contractors wanted to make recipients aware of the importance of biodiversity - not only for nature itself, but also for the economic and social point of view.
- The recipients learn about biodiversity and the risks associated with its loss and which choices in everyday life could slow down the process of biodiversity loss and extinction of animals and plants.





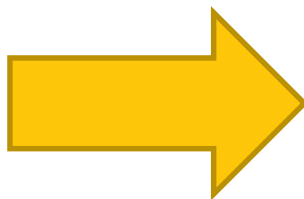
## Recomendations for transferability



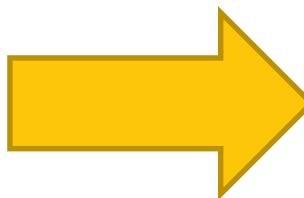
It is an excellent concept of becoming familiar with the regional heritage, preserving biodiversity by creating a trail connecting fortifications with protected nature areas and their mutual interaction.



# Our recommendations



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Thank you!