



LOCAL ACTION GROUP PRZYJAZNE MAZOWSZE

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Activity pays off, cooperation makes us rich



**Skorzystaj ze środków unijnych
realizując projekty**

Europejski Fundusz Rolny na rzecz Rozwoju Obszarów Wiejskich:
Europa inwestująca w obszary wiejskie



THE ESTABLISHMENT OF THE LOCAL ACTION GROUP

—“PRZYJAZNE MAZOWSZE” (FRIENDLY MAZOVIA)

On 9 May 2003 a group of employees of the Regional Advisory Centre for the Development of Agriculture and Rural Areas of Poświętne in Płońsk (Regionalne Centrum Doradztwa Rozwoju Rolnictwa i Obszarów Wiejskich Poświętne) registered Mazovia Agricultural Advisory Association (Mazowieckie Stowarzyszenie Doradztwa Rolniczego). The Association has completed many projects e.g.: participation in the I Scheme to Pilot Programme Leader+ (Schemat I Pilotażowego Programu Leader+). Thanks to 22 projects carried out on the rural areas, members of the Association have gained great experience in this scope. Acting for the development of the rural areas, the Association begun to perform the tasks under Axis 4 —Leader. For this purpose, the General Meeting of Members of [Mazovia Agricultural Advisory Association](#) on 30 July 2008 adopted the resolution on the preparation of the Local Development Strategy and on the changes in the statute. From 29 October 2008 the Association has been acting as the Local Action Group “Przyjazne Mazowsze”. The Association has been entered into by the communes of Płońsk county constituting the public sector of Local Action Group, entrepreneurs —economic sector and individuals—social sector.



PREPARATION OF THE LOCAL DEVELOPMENT STRATEGY (LDS)

The assumptions of the Local Development Strategy for the Local Action Group —“Przyjazne Mazowsze” were worked out during the workshops in November 2008, taking place in the communes of Płońsk county. The strategy was worked out with the active participation of the inhabitants of the following communes: Baboszewo, Dzierżążnia, Joniec, Naruszewo, Nowe Miasto, Płońsk, Raciąż, Sochocin, Żaluski, Miasto Raciąż. The document takes into consideration actions included in the commune development plans and describes priority actions for this area performed with the participation of Local Action Group

—“Przyjazne Mazowsze”.

The area covered by the Local Development Strategy lies within the administration of the Mazovia province, Płońsk county. The Association acts on the area of 1224 km², of which 75% constitute the agricultural lands, of which 81.2% are the arable lands. The number of the inhabitants of the area covered by the Local Development Strategy is 57761.



THE CHOICE OF THE LOCAL ACTION GROUP — “PRZYJAZNE MAZOWSZE” TO THE REALIZATION OF THE LOCAL DEVELOPMENT STRATEGY

On 15 January 2009 the Local Action Group —“Przyjazne Mazowsze” submitted to the Office of the Marshal two applications for “The choice of the local action group for the realization of the local development strategy” and the application for granting help for “Functioning of the local

action group, acquiring skills and acquisition”. Thanks to these actions, the Local Action Group —“Przyjazne Mazowsze” found itself among 35 Local Action Groups chosen by the Mazovia Province Government to the realization of the Local Development Strategies.

Local Development Strategy assumes the development of our area through the realization of the projects under the following actions:

- “Renovation and Development of the Villages”
- “Diversification into Non-agricultural Activity”
- “ Creation and Development of Micro-enterprises”
- “ Small Projects”



The inhabitants of the area covered by our Local Development Strategy, through the realization of the projects under the above actions, contribute to the economic development and to the improvement of the image of our villages and towns.

Through the Local Action Group —“Przyjazne Mazowsze”, using EU funds one can:

- build and modernize public facilities serving to the development of tourism; renovate monuments and village centres, parking lots, pavements (renovation and development of the villages)
- build and modernize landscape architecture; mark out tourist routes; organize training courses, workshops, sport and leisure events; buy folk costumes and instruments (small projects)
- create enterprises of different business lines; provide catering services; develop tourist services; develop traditional craft and handicraft (diversification into non-agricultural activity)
- support the existing as well as the newly created enterprise; introduce new technologies, trade, transport, production and create local product (creation and development of micro-enterprises)

OUR BENEFICIARIES

The help of the Local Action Group is directed to the inhabitants of the communes of the area covered by the Local Development Strategy, in particular farmers, entrepreneurs, creators, representatives of the organizations and institutions, local leaders and all those who have the idea for the development of the region and the improvement of its attractiveness.

MISSION OF THE LOCAL ACTION GROUP

—“PRZYJAZNE MAZOWSZE”

First of all, the area is attractive for settling down —“so that one wanted to live here”; favourable to the development of the local enterprise; the centre of weekend tourism; the area known in the region for its local product.

Important tasks to accomplish:

1. Activating the rural population to take part in the development of the rural areas.
2. Popularizing the information about the conditions and rules of providing help for the realization of projects put

forward by the applicants, about the criteria of the selection of projects and about the way of choosing the application for providing help under the realization of the Local Development Strategies.

3. Helping and advising within the scope of preparation to the projects.
4. Organizing and financing information or training undertakings (seminars, training courses, conferences and competitions) and cultural events (festivals, fairs, shows, exhibitions) serving to promote the region and its cultural identity.
5. Cooperating with communes, agricultural schools, agricultural advisory centres, organizations of governmental and self-governmental authorities.
6. Providing conditions for the economic, tourist and cultural development through the support of the initiatives of the inhabitants, entrepreneurs and farmers.



Our Associates

We are cooperating among others with the representatives of the communes which are the members of our action group. However, above all we are trying to establish the direct cooperation with the inhabitants of Płoński province.



SPECIFICATION OF THE AREA

The uniqueness of the Local Action Group area comprises of the following elements: closeness to Warsaw, cultural heritage, relations to Jewish history, Sienkiewicz route, Sochocin button made of river shell, orchard of strawberries and other fruit, as well as protected landscapes areas —Poland's "Green Lungs".

On the territory of the Local Action Group one can encounter historic farm complexes proving the agricultural nature of the region. The area is characterized by the numerous

manor houses, palace complexes and parks —the remains of the estates.

In Potry (Naruszewo commune), on the cemetery of round amphors from the period of Neolithic, there is the oldest horse grave in Europe,

What is interesting is the fact that Sarbiewo (Baboszewo commune) is the birthplace of the priest Maciej Kazimierz Sarbiewski. Born in 1596, he was a poet, literature theoretician, philosopher honoured by the pope Urban VIII with laurels, the most prestigious decoration for poets of those times, comparable today with Nobel Prize.

Tourists are attracted by the tourist bicycle trails, including: The Blue Trail along Wkra from Ciekzyn to Pomiechówek —19.8 km, The Green Trail across the strip of Pomiechowo forests —37.8 km, The Red Trail among the fields and forests of uplands —21.8 km. The essential element of perceiving this region is Złotopolice village which has become popular thanks to "Złotopolscy" TV series.

We are looking for the common values of our area which will become the tourist product of our region.

