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Project "Live, Reside, Work in Jelenia Góra!", co-financed  
by the EEA Financial Mechanism 2014-2021  
and the Norwegian Financial Mechanism 2014-2021  
under the program "Local Development"

Together, we are working  
for a **green**, **competitive** and **inclusive** Europe

**SUMMARY OF THE IMPLEMENTATION OF THE  
PROJECT "LIVE, RESIDE, WORK IN JELENIA GÓRA!"  
IN THE YEARS 2021-2024**



Fig. UMJG (the Town Hall in Jelenia Góra) Archive

The **"LIVE, RESIDE, WORK IN JELENIA GÓRA!"** project was implemented as part of the "Local Development" program, spanning from the fourth quarter of 2021 to the second quarter of 2024.

The project received funding totalling EUR 3.89 million, provided by Iceland, Liechtenstein, and Norway through the European Economic Area Financial Mechanism (EEA FM) for 2014-2021, the Norwegian Financial Mechanism (NFM) for 2014-2021 and by the state budget.

The project was fully financed from external sources, with 85% of its value derived from the EEA and NFM funds and the remaining 15% sourced from the state budget.

**Beneficiary: The city of Jelenia Góra**

**The objectives of the project were:**

1. Jelenia Góra – an ECO-logical choice. Improving the attractiveness and quality of life, taking into account the demographic challenges and potentials of the natural. Desired directions of action: increasing the attractiveness of the city as a place to live, improving air quality, creating a clean city, developing bicycle paths, and environmental education.
2. Jelenia Góra – the mountain of possibilities. Increasing the competitiveness and economic attractiveness of Jelenia Góra. Desired directions of activities: attracting investors, developing human resources, economic cooperation, expanding the city's investment offer, adapting teaching directions to the needs of the labour market, providing vocational education, and increasing the entrepreneurship of residents.

3. Future potential. Building a civil society and local identity.  
Desired directions of activities: creating a city brand, community cooperation, integration of residents, promotion of the city, development of cultural and recreational offers, and building local identity.
4. Raising the level of operating standards and competencies of local public administration.
5. Improve the quality and accessibility of public services.  
Desired directions of action: high quality of services provided to residents, including increasing the availability of e-services.
6. Development of social dialogue.  
Desired directions of action: increasing local activity, increasing the integration of residents, encouraging residents to participate in the development of the city and local activities.



## ACTIVITIES PLANNED FOR IMPLEMENTATION UNDER THE PROJECT IN 2021-2024

Activities planned for implementation under the project from 2021 to 2024 were designed to address the diagnosed needs and developmental gaps of the City of Jelenia Góra, aiming to achieve the strategic objectives outlined in point I.

These activities were categorised into investment and non-investment initiatives.

The execution of project activities was facilitated through an intergovernmental and cross-sectoral partnership.

Project Leader: The city of Jelenia Góra

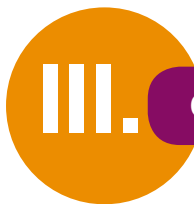
Project partners:

**Communes:** Bolków, Gryfów Śląski, Janowice Wielkie, Jeżów Sudecki, Karpacz, Kowary, Leśna, Lubomierz, Lwówek Śląski, Marciszów, Mirsk, Mysłakowice, Olszyna, Piechowice, Pielgrzymka, Stara Kamienica, Szklarska Poręba, Świeradów-Zdrój, Świerzawa, Wleń, Wojcieszów, Zagrodno, Złotoryja Municipality and Złotoryja Commune, and **poviats:** karkonoski, lwówecki and złotoryjski in the scope of developing a Climate Change Adaptation Plan for all communes of the Jelenia Góra Agglomeration.

**Karkonoski Sejmik Osób Niepełnosprawnych** (the Karkonosze Council of Disabled People) in the field of supervision over the application of accessibility standards during the design and implementation of activities and the implementation of a series of meetings in educational institutions on local identity and regionalism.

**Karkonoska Agencja Rozwoju Regionalnego S.A.** in the implementation of activities related to the use of the potential of residents for the economy of Jelenia Góra, with the exception of meetings with entrepreneurs, carried out by the City of Jelenia Góra.

**Karkonoski Park Narodowy in Jelenia Góra** (Karkonosze National Park in Jelenia Góra) in the field of environmental education for the inhabitants of Jelenia Góra.



## COMPLETED INVESTMENT ACTIVITIES

### 1. The reconstruction of the pavement of the historic city centre with the removal of barriers for the disabled

The action aimed to implement solutions increasing the accessibility of urban space for residents and tourists,

regardless of motor or cognitive fitness. Thanks to the implementation of the action, the historic centre of Jelenia Góra has become more accessible to the elderly, pregnant women, travellers with large luggage, and people with young children or people with mobility limitations, thanks to which the cultural heritage objects located in the centre and the flagship cultural and artistic events taking place there have become more accessible.

The pavements of selected streets of the historic city centre were reconstructed. The work covered the section from Brama Wojanowska to the descent to ul. Podwale, which includes ul. Konopnickiej, the Town Hall Square, and ul. Jasna. The old stone cube pavement has been replaced with stone cubes featuring a flamed surface. The power cable for street lighting for four light points located between Brama Wojanowska and ul. Solna has been replaced.



Fig. UMJG – the Town Hall Square



Fig. UMJG – ul. Konopnickiej



Fig. UMJG – the Town Hall Square



Fig. UMJG – ul. Jasna

Also, the streets – ul. Długa and ul. Krótka – were rebuilt – the pavement was replaced with granite pavers, and new street lighting was installed.

A permanent traffic organisation was introduced within City Hall Square, along with the installation of automatic blocking posts and a control system.

## 2. A creation of a new meeting place for residents and local trade in the former Flora marketplace – stage I – cleaning up the area

Construction works have been carried out to clean up the area after the former FLORA marketplace, which is located in the degraded area between ul. B. Chrobrego and ul. Kasprowicza in Jelenia Góra.

The material scope of the works performed included, among others:

1. demolition of concrete pavements,
2. demolition of pavement made of concrete paving stones,
3. demolition of asphalt pavements,
4. demolition of fragments of walls made of concrete blocks, edges and curbs,
5. demolition of stairs,
6. disassembly of lighting fixtures and components,

A visualisation from the Functional-Utility Program for the development of the area of the former Flora marketplace in Jelenia Góra





7. removal of low vegetation (grasses and shrubs) and protection and preservation of trees,
8. levelling the terrain after demolition works,
9. disposal and management of the resulting waste.

### 3. Young Stage – construction of an outdoor stage in Jelenia Góra's Błonie

The purpose of the construction of the Young Stage was to establish a venue for cultural and entertainment activities, catering to the cultural needs of young residents of Jelenia Góra and fostering their involvement in organising city events.

A frame from a video clip shot on the Youth Stage as part of a Polish-Icelandic youth exchange



Construction work was carried out to develop the area of Błonie in Jelenia Góra, specifically involving:

1. execution of preparatory works, securing the site,
2. construction of two paved (concrete) surfaces, enabling the installation of a portable stage,
3. installation of site lighting,
4. establishment of site monitoring system,
5. construction of the water supply connection,

6. installation of a sanitary sewage connection,
7. planting greenery – 57 trees,
8. landscaping, restoration works, etc.,
9. cleaning operations.

#### 4. Replenishing the greenery in the city centre

A greenery development concept was devised for al. Wojska Polskiego in Jelenia Góra to enhance the aesthetic appeal of the city centre. It included a cost estimate and a greenery inventory. A contractor was selected to supply perennials, trees, and shrubs, with planting planned within the right-of-way of Aleja Wojska Polskiego, covering the stretch from ul. 1-go Maja to ul. Sudecka.



Fig. UMJG – plantings at al. Wojska Polskiego in Jelenia Góra

The contract involved planting on an approximate area of 3,000 m<sup>2</sup>, encompassing:

- ▶ Trees such as Small-leaved linden,
- ▶ Deciduous shrubs, including Bouquet hydrangea and Groundcover rose,
- ▶ Perennials like *Astrantia major*, *Hyssopus officinalis*, Fassen's catnip, Woodland sage, and Spiked speedwell,
- ▶ Bulbous plants such as Crocus, White narcissus, and Tulip

Work was also conducted at ul. Bankowa, which included replenishing lavender plantings and introducing a new species – Groundcover rose.

Fig. UMJG – plantings at al. Wojska Polskiego in Jelenia Góra



## 5. Bicycle station in Zabobrzańska

The new sports and recreational infrastructure facility in the city aimed to enhance and broaden the existing offerings, mainly catering to children and young people.

The implementation of this initiative unfolded in three stages:

- I. Construction of a concrete slab measuring 30 m x 33 m with a one-sided transverse slope for the skate park at ul. Kilara in Jelenia Góra.
- II. Delivery and installation of skate park equipment at ul. Kilara in Jelenia Góra: Roll-in, Bank Ramp + Stairs, Jumpbox, Spin, Quarter Pipe + Bank 90 deg. pyramid, Quarter Pipe, Funbox with 3/3 grindbox + handrail and pyramid + 3/1 grindbox, Platform, Grindbox, Straight handrail, Board with skate park regulations.
- III. Construction of pedestrian and bicycle paths at ul. Kilar in Jelenia Góra, coupled with the establishment of an educational traffic town, lighting and monitoring infrastructure, as well as the provision and installation of equipment for a playground and an outdoor gym of the "street workout" style, along with small architectural elements.

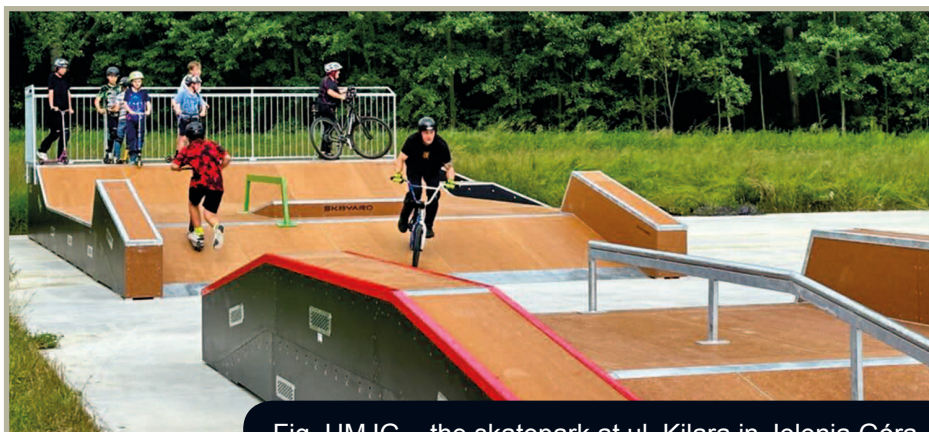


Fig. UMJG – the skatepark at ul. Kilara in Jelenia Góra



Fig. UMJG – the skatepark at ul. Kilara in Jelenia Góra



Fig. UMJG – the skatepark at ul. Kilara in Jelenia Góra



Fig. UMJG – the traffic town at ul. Kilara in Jelenia Góra



Fig. UMJG – the traffic town at ul. Kilara in Jelenia Góra



Fig. UMJG – the children's playground at ul. Kilara in Jelenia Góra



## 6. The creation of the "Jelonek Trail"

The "Jelonek Trail" project aimed to establish and promote a new tourist attraction that pays homage to the history of Jelenia Góra.

As part of this initiative, ten bronze deer figurines were created and strategically placed across the city:

- ▶ at the State School of Music,
- ▶ at Jelenia Góra Centre for Information and Regional Education "Książnica Karkonoska",
- ▶ in the vicinity of Chojnik Castle (Jelenia Góra-Sobieszów),
- ▶ at the registered office of Miejski Zakład Komunikacyjny sp. z o.o.,
- ▶ at the building of the State Fire Brigade Headquarters in Jelenia Góra,
- ▶ at the building of the Municipal Kindergarten No. 2 in Jelenia Góra,
- ▶ at the Skatepark, which is part of the Bicycle Station in Zabobrze,
- ▶ at the Zdrojowy Teatr Animacji,
- ▶ in Jagniątków on Ks. Kubek Square,
- ▶ at the Town Hall Square.

The "Jelonek Trail" was designated as a new tourist attraction to enhance the city's recognition. Each Jelonek (deer figurine) was equipped with a QR code, and an interactive trail map was created to guide visitors.

A promotional campaign accompanied the implementation of this investment. Residents, especially children, received small gifts such as magnets, key rings, maps, card games, colouring books, reflectors, etc.

The promotion included:

- ▶ holding photo contests featuring the Jeloneki by employees of the Karkonosze Tourist Information Office, with prizes including key rings, magnets, and cards,



- ▶ organising activities to popularise the trail during the Cross-Country Skiing Festival of the 48<sup>th</sup> KGHM Bieg Piastów – the Kindergarten Run and the Scouts' Expedition, as well as during the celebration of the 1<sup>st</sup> day of spring, which took place at the Bike Station in the form of the opening of the bicycle season.

Fig. UMJG – Jelonek at ul. Bankowa in Jelenia Góra in front of the headquarters of the Centre for Information and Regional Education "Książnica Karkonoska"



Fig. UMJG – Jelonek at ul. Piłsudskiego in Jelenia Góra at the State School of Music

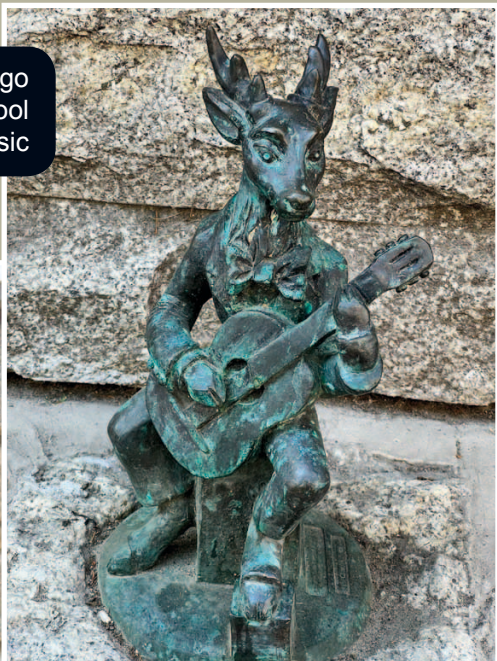


Fig. UMJG – Jelonek at ul. Cieplicka in Jelenia Góra-Sobieszów near Chojnik Castle



Fig. UMJG – Jelonek at ul. Sudecka in Jelenia Góra in front of the State Fire Brigade Headquarters

## 7. Uniform queue system for the City of Jelenia Góra

The project aimed to enhance resident services in matters requiring in-person visits to the Town Hall and to improve the efficiency of service delivery by local administration.

This project involved the procurement, installation, and activation of brand-new devices, including software and necessary cable infrastructure, to establish a comprehensive uniform queue system. This system facilitates the management of customer traffic at both the Jelenia Góra City Hall and the Municipal Social Welfare Centre, providing clear instructions for users and system administrators.

The uniform queue system encompasses various departments within the Jelenia Góra City Hall and the Municipal Social Welfare Centre, including the Civil Registry Office, Department of Communication, Customer Service Department, and other organisational units.

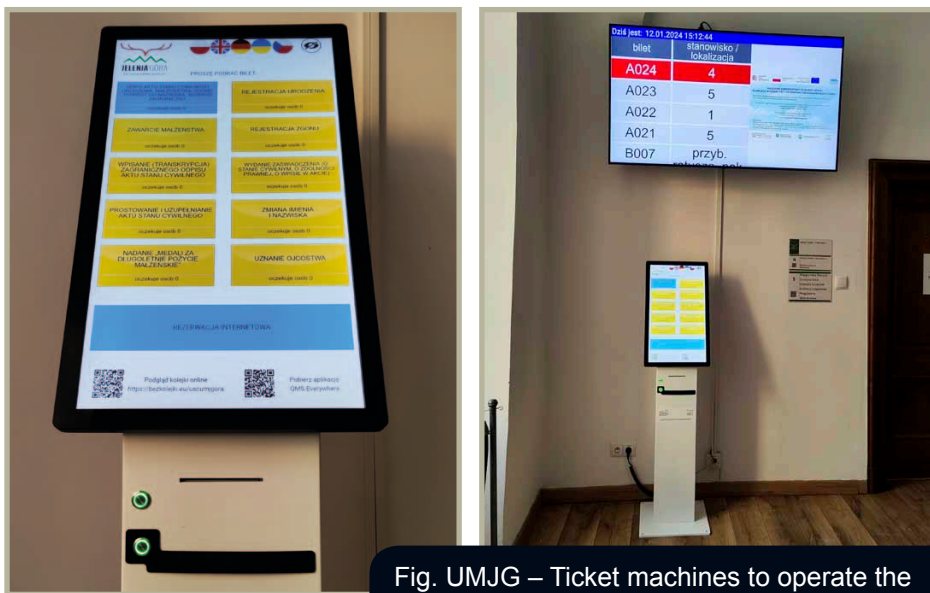


Fig. UMJG – Ticket machines to operate the queue system in the City Hall of Jelenia Góra

# IV.

## COMPLETED NON-INVESTMENT ACTIVITIES

### **1. Conducting an architectural competition for the development of the area, leading to the selection of a contractor for a detailed architectural concept, guidelines for updating the local spatial development plan, and a functional-utility program for part of the former marketplace, Flora.**

The competition resulted in the adjudication of winning entries, with the authors of the top three competition works being awarded. The winner of the first prize subsequently developed documentation covering the development of the former "Flora" marketplace. The completed work included:

- ▶ preparatory works regarding the application for connection conditions to network administrators, obtaining a basic map and preparing a geotechnical opinion on geological boreholes,
- ▶ creation of a detailed concept of the development of the former Flora marketplace in Jelenia Góra,
- ▶ development of installation guidelines necessary for the proper and comprehensive implementation of the planned investment (installation concepts) and the development of the final Land Development Project, considering the industry requirements and the greenery planting concept,
- ▶ development of a comprehensive Functional-Utility Program alongside guidelines for the zoning plan and the creation of three photorealistic visualisations.

A visualisation from the Functional-Utility Program for the development of the area of the former Flora marketplace in Jelenia Góra.



## 2. Drawing up the City Development Strategy

A contractor for the Strategy was selected, in cooperation with whom a diagnostic survey was prepared, addressed to all residents of the City of Jelenia Góra. Teams were appointed: Implementation and Strategic ones for the elaboration of the Development Strategy of the City of Jelenia Góra for the years 2024-2034.

In order to prepare a diagnosis of the social, economic and spatial situation of Jelenia Góra, taking into account functional areas, surveys were conducted among:

- ▶ city residents (purpose: to learn the opinions and perceptions of residents about Jelenia Góra, living conditions in the city, as well as needs and expectations related to the development of the City in the long term),
- ▶ secondary school students – high schools, technicians and vocational schools (purpose: to learn about the needs, feelings and perceptions of the youth of secondary schools in Jelenia Góra related to the living conditions in the city),
- ▶ Jelenia Góra entrepreneurs (purpose: to get to know the needs of entrepreneurs, their opinions and problems related to running a business in the city),

and strategic workshops, comprising six two-day meetings covering the following spheres: social, economic, and spatial-environmental.

On the basis of the diagnosis, the Draft Development Strategy of the City of Jelenia Góra for 2024-2034 was developed.

The Draft Strategy was subjected to public consultations, including, in particular, with neighbouring communes and their associations, with local social and economic partners, and residents of Jelenia Góra. The consultation process also involved holding three open consultation meetings in different parts of the city.



Fig. UMJG – Strategic workshop on the development of the Development Strategy of the City of Jelenia Góra for 2024-2034



### 3. The development of the Plan for Adaptation to Climate Change of the Jelenia Góra Agglomeration

The overarching goal of the study was to increase the adaptive capacity of the Jelenia Góra Agglomeration in the face of possible threats from climate change. It was accomplished through a number of operational objectives, which include:

1. Recognising and identifying climate change risks that may affect the area in the perspective to 2050;
2. Identification of the sectors most vulnerable to particular threats in the Jelenia Góra Agglomeration;
3. Indication of threats and opportunities arising from climate change;
4. Working out options for adapting the Jelenia Góra Agglomeration to climate change.

Fig. UMJG – Plan Preparation Team Meeting

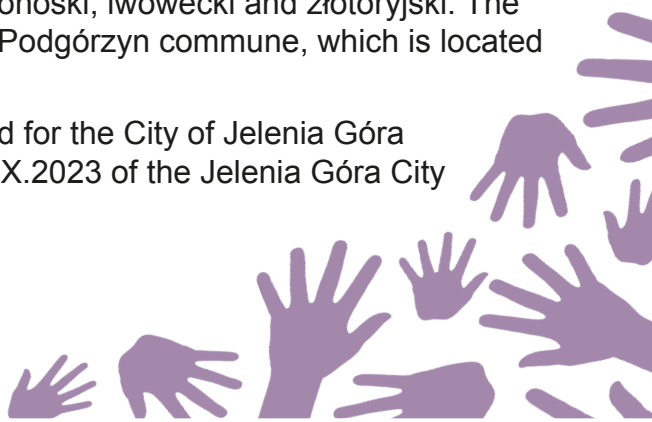




Fig. UMJG – Plan Preparation Team Meeting

The scope of the study covered the area of twenty-five communes, namely, Jelenia Góra, Bolków, Gryfów Śląski, Janowice Wielkie, Jeżów Sudecki, Karpacz, Kowary, Leśna, Lubomierz, Lwówek Śląski, Marciszów, Mirsk, Mysłakowice, Olszyna, Piechowice, Pielgrzymka, Stara Kamienica, Szklarska Poręba, Świeradów-Zdrój, Świerzawa, Wleń, Wojcieszów, Zagrodno, Złotoryja Municipality and Złotoryja Commune, as well as three poviats: karkonoski, lwówecki and złotoryjski. The analysis also covered the Podgórzyn commune, which is located in the karkonoski powiat.

The Plan was implemented for the City of Jelenia Góra by Resolution No. 675.LXIX.2023 of the Jelenia Góra City Council dated 06.09.2023.



#### 4. Movi Cities Festival

The project aimed to organise an innovative and exciting artistic and visual event, which is an extension of the cultural offerings of the city.

Two editions of the festival were held:

In 2022, from September 30 to October 2, the "Movi Cities Festival" – Jelenia Góra Festival of Light took place in the centre of Jelenia Góra.

Over the three festival days, the following performances were showcased in front of the Jelenia Góra audience on two stages:

- ▶ Stanisław Soyka with the Grott Orchestra,
- ▶ Tomasz Szymuś Orchestra,
- ▶ O.S.T.R.,
- ▶ Sarsa,
- ▶ Artur Andrus,
- ▶ LemON.

Mapping shows "The Spirit of the Mountains – Lord of the Karkonosze", video installations "Reflection of light – mountain forests", multimedia shows "Enchanted in the heart of the rocks" projected on the water curtain, the dance of water and fire (fountains) and laser shows "Eye of the forest" were presented on the City Hall building and in the space of the City Hall Square.

Accompanying shows included mapping displays titled "There was an underground rustling that sounded like a deafening sigh" on buildings at ul. 1 Maja, mapping installations titled "We are all nature's spirits" at Brama Wojanowska, and architectural illuminations on the Town Hall, townhouses at the Town Hall Square, and Kaplica św. Anny (St. Anne's Chapel) along the Trakt Śródmiejski (Center City Trail).

Additionally, an animation titled "I am a light" was prepared for children, and the effects of these activities could be admired as mappings on the City Hall building.



Fig. UMJG – illuminations at ul. Konopnickiej at Brama Wojanowska in Jelenia Góra

Fig. UMJG – illuminations on the Town Hall Square in Jelenia Góra





Fig. UMJG – illuminations at ul. Pocztowa in Jelenia Góra



Fig. UMJG – illuminations on the Town Hall Square in Jelenia Góra

From September 28 to September 30, 2023, the second edition of the WONDERLAND – Jelenia Góra Festival of Light took place in Jelenia Góra – Cieplice. Residents of Jelenia Góra and tourists had the opportunity to admire various attractions, including:

- ▶ video mapping and mapping on the buildings of Zdrojowy Teatr Animacji and the building of Health Resort House "LALKA",
- ▶ POSEJDON water screen on the Pond in Park Norweski,
- ▶ a LASER SHOW on the stage in Park Zdrojowy,
- ▶ a light installation "Look! Wonderland!" at Plac Piastowski and Park Zdrojowy,
- ▶ an art installation (3D model with visualisations) in Park Zdrojowy (a fountain at the Health Resort House Edward),
- ▶ video murals in the passageways of the Wrocław University of Technology and on the wall of the building at Plac Piastowski,
- ▶ Static murals at Plac Piastowski and Plac Zdrojowy.

Additionally, concerts were held on the stage in Park Zdrojowy, featuring performances by DJ INDEB, OPAŁ and GIBBS, BRODKA and MROZ, and "Badach – Napiórkowski – Herdzin: Dire Straits Symphonically".



Fig. Tomasz Raczyński – Illuminations on the Evangelical Church of the Saviour in Jelenia Góra-Cieplice

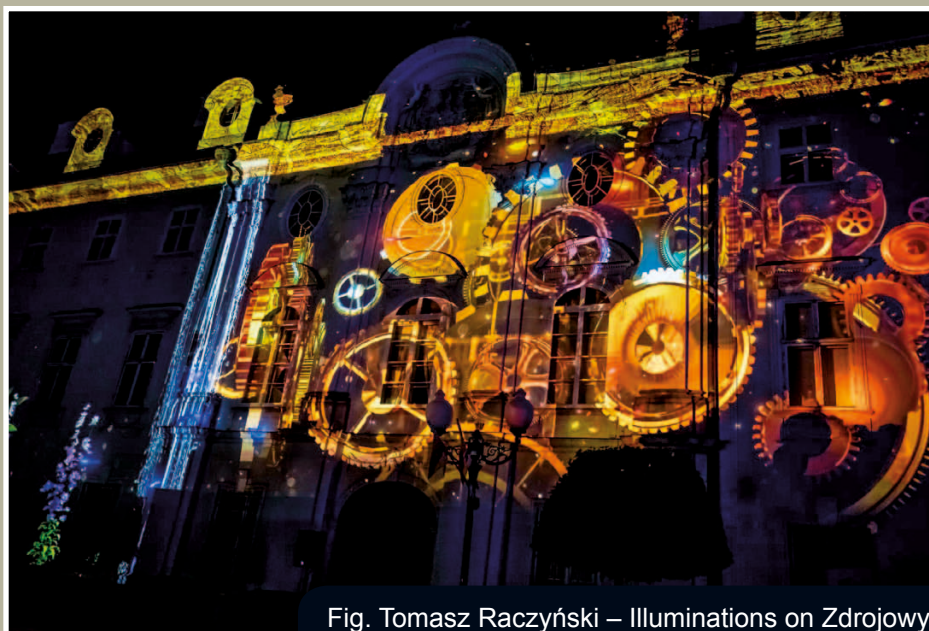


Fig. Tomasz Raczyński – Illuminations on Zdrojowy Teatr Animacji in Jelenia Góra-Cieplice



Fig. Tomasz Raczyński – Illuminations on the pond in Park Norweski in Jelenia Góra-Cieplice



Fig. Tomasz Raczyński – the audience of the festival concert in Jelenia Góra-Cieplice



## 5. Business breakfasts – a series of meetings between local entrepreneurs and city authorities

Meetings were aimed to establish a vital forum for dialogue between the business community and the local government, facilitating the exchange of experience and knowledge on issues crucial to the development of companies in Jelenia Góra.

Meetings took place between the Mayor of Jelenia Góra and representatives of the local business community, including representatives of business environment institutions and companies. Throughout these meetings, discussions focused on the current situation of the City of Jelenia Góra, development plans, ongoing investment tasks, and projects of significant importance for the business conditions in the city.

Fig. UMJG – a business breakfast with the participation of Jelenia Góra entrepreneurs





Fig. UMJG – a business breakfast with the participation of Jelenia Góra entrepreneurs

## 6. Bilateral cooperation

The main objective of establishing bilateral cooperation with a partner from the Donor State was to facilitate the exchange of experiences, best practices, and knowledge transfer between local government units.

On January 25, 2023, the City of Jelenia Góra and the City of Akureyri (Iceland) concluded an agreement on bilateral cooperation in jointly selected areas, which include:

1. geothermal energy,
2. ecological urban transport,
3. youth participation in city life,
4. digitalisation of public services.

As part of the cooperation, four study visits were conducted:

1. Polish-Icelandic youth exchange:



Fig. Jelenia Góra Cultural Centre – youth from Jelenia Góra secondary schools and secondary schools in Akureyri (Iceland)

From June 25 to July 3, 2023, a study visit to Akureyri took place involving ten students from secondary schools in Jelenia Góra. The students participated in community workshops, focusing on topics such as the social participation of young people, tolerance, and prevention of peer violence.

A return visit of the 10-member group of young residents from Akureyri to Jelenia Góra took place from September 28 to October 2, 2023.

Icelandic youth, along with students from secondary schools in Jelenia Góra, participated in several activities, including:

- ▶ community workshops on the functioning of youth in social life in Poland and Iceland,
- ▶ a guided tour in Jelenia Góra,
- ▶ a visit to the Nature and Education Centre of the Karkonosze National Park – Pałac Sobieszów.

The youth also took part in the events of the second edition of MOVI CITIES – Wonderland of Jelenia Góra Festival of Light and recorded a joint music video.

## 2. Study visits of city representatives

A delegation from Akureyri visited Jelenia Góra from September 28 to 30<sup>th</sup>, 2023. The study visit was attended by eight representatives from the city.

During their visit, guests from Akureyri participated in workshops focusing on digital services for residents, geothermal energy, and ecological urban transport.

Furthermore, the Mayors of both cities exchanged experiences on city management and the functioning of local government in Poland and Iceland.

On November 14–15, 2023, a delegation from Jelenia Góra City Hall employees and representatives of municipal companies, including MZK sp. z o.o. and Termy Cieplickie, participated in a visit to Akureyri.

During the visit, the ongoing work of the working groups initiated during the visit of the Icelandic delegation to Jelenia Góra was continued. Discussions revolved around the digitisation of citizens' services, including the respective plans of both cities in this regard. Experiences and challenges encountered during the digitisation processes were also shared and discussed between the two parties.

In addition, the delegation visited the headquarters of a municipal company tasked with serving residents and businesses in the processing and distribution of hot water, drinking water, electricity, and sewage. Discussions during the meeting included sharing experiences from the Icelandic side regarding the utilisation of thermal waters, particularly in the context of geothermal heating for both public buildings and private properties.

Furthermore, the delegation had the opportunity to familiarise themselves with the operations of the municipal composting plant. This facility specialises in deriving bio-methane from municipal bio-waste, which is then utilised, among other applications, as fuel for public transport buses.



Fig. UMJG – participants of the Akureyri delegation

## 7. Dissemination of good practices – pilot meetings for employees of public institutions of the Jelenia Góra Agglomeration

Three meetings were conducted for employees of public institutions, where the project's assumptions and objectives were discussed, alongside the presentation of good practices developed during its implementation. Topics included the organisation of the Movi Cities festival and the reconstruction of pavements in the historic city centre, focusing on eliminating barriers for individuals with disabilities.

Fig. UMJG – a meeting with representatives of communes and poviats of the Jelenia Góra Agglomeration



## **8. Development and implementation of standards for documents programming the development of the City of Jelenia Góra**

The objective of the document was to enhance the performance of organisational units within the City of Jelenia Góra and its bodies. The established standards assist employees and improve the efficiency and effectiveness of development policies and public services. They also promote greater consistency and usability of existing and newly created documents, thereby facilitating the achievement of specified objectives and activities.

The standards were implemented by Order No. 0050.1765.2023.VIII issued by the Mayor of the City of Jelenia Góra dated 06.03.2023.

## **9. Training for the employees of the City Hall of Jelenia Góra and organisational units**

An analysis of training needs was conducted, leading to a series of training courses in various areas, including:

- ▶ Enhancement of soft skills,
- ▶ Understanding of civil code laws,
- ▶ Preparation of reports on the status of local government units,
- ▶ Knowledge of personal data protection laws,
- ▶ Management control and risk management in the public sector,
- ▶ Dealing with difficult customers and individuals with special needs, including motor and intellectual disabilities.

Furthermore, ten employees of the Jelenia Góra City Hall enhanced their qualifications through postgraduate studies in various fields:

- ▶ UNIGIS Geographical information system – 2 people;
- ▶ Urban planning and spatial planning – 1 person;

- ▶ Finance and budget accounting – 3 people;
- ▶ Environmental management and waste management – 1 person;
- ▶ Occupational health and safety and fire protection – 1 person;
- ▶ Project management – 1 person;
- ▶ Postgraduate MBA (MBA in Community Management) – 1 person.

In addition, four employees were trained in the service of a deaf-mute customer – they participated in a sign language course.



Fig. UMJG – a Polish sign language course



## 10. Planning and conducting an information and educational campaign for the City of Jelenia Góra, Góra, which will increase the awareness of residents about public services provided by the City

The information and education campaign aimed to increase awareness and knowledge among the target group, primarily residents and other stakeholders, about the public services provided by the City of Jelenia Góra.

A campaign was conducted concerning the most popular types of cases and services provided by the City Hall of Jelenia Góra and the organisational units of the City of Jelenia Góra.

The campaign consisted of:

- ▶ Radio campaign: Information spots were broadcast on the local radio station,
- ▶ Production of information films: With the help of simplified animations, activities related to matters that residents can deal with in the various organisational units of the City of Jelenia Góra were shown.

Information videos are available on the city's website and the project's website, [www.rozwojlokalny.jeleniagora.pl](http://www.rozwojlokalny.jeleniagora.pl), under the Discover the **Effects tab**.

The campaign was also carried out through the City's Facebook profile and information centres located at the headquarters of the Jelenia Góra City Hall.

In addition, leaflets "Your City, Your Affairs" and maps concerning the subject of the campaign were produced and made available to residents in the buildings of the City Hall and the Tourist Information Office. Maps include a QR code directing to the City's website, [www.jeleniagora.pl](http://www.jeleniagora.pl).

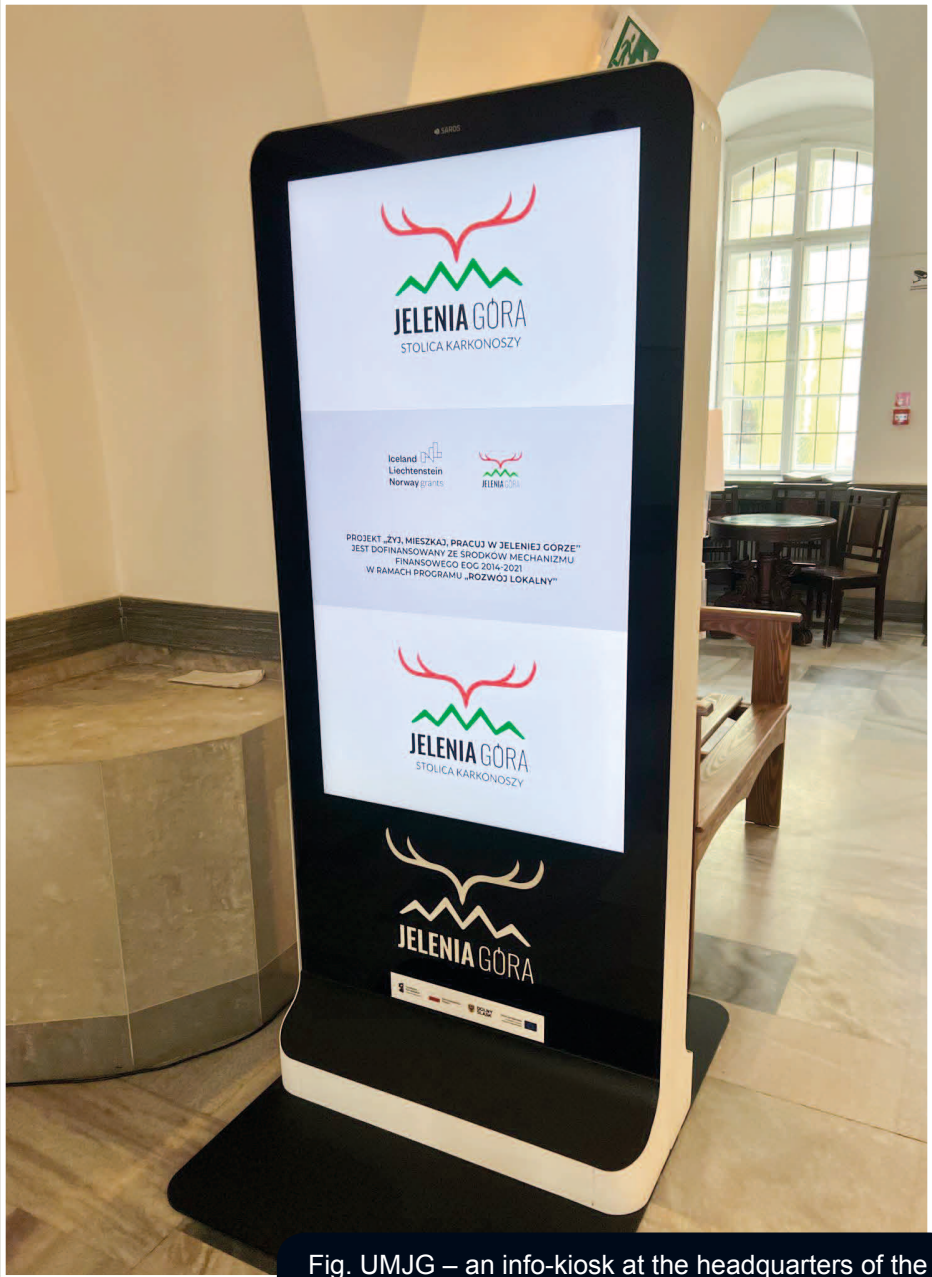


Fig. UMJG – an info-kiosk at the headquarters of the Jelenia Góra City Hall displaying information videos



Fig. UMJG – an info-kiosk at the headquarters of the Jelenia Góra City Hall displaying information videos

Fig. UMJG – a leaflet – a map with address data of the departments of the City Hall and organisational units of the City of Jelenia Góra



Projekt „Za mieszkańcy, pracując w Jeleniej Górze” dofinansowany ze środków Mechanizmu Finansowego EOG 2014-2021 w ramach programu „Razem jest Laski”

- 1 Ośrodek Dom Kultury  
ul. R. Traugotza 12, 58-506 Jelenia Góra
- 2 Teatr m. Cyrylana Kamila Norwida  
ul. Wolności 183, 58-500 Jelenia Góra
- 3 Złoty Teatr Animacji  
Park Zdrójowy 1, 58-560 Jelenia Góra
- 4 Miejski Zakład Komunikacji  
ul. Miłostwa 150, 58-500 Jelenia Góra
- 5 Torny Cieplice  
ul. Park Zdrójowy 5, 58-560 Jelenia Góra
- 6 Biuro Wystaw Artystycznych  
ul. Piłsudskiego 1, 58-500 Jelenia Góra
- 7 Muzeum Miejskie „Dom Gerharta Hauptmanna”  
ul. Michałowska 32, 58-570 Jelenia Góra
- 8 Miejskie Przedsiębiorstwo Gospodarki Komunalnej  
ul. Wolności 181/183, 58-560 Jelenia Góra
- 9 Zakład Gospodarki Komunalnej i Wodociągowej  
ul. Podgórna 5, 58-500 Jelenia Góra
- 10 Straż Miejska  
ul. Armii Krajowej 19, 58-500 Jelenia Góra
- 11 Miejski Ośrodek Pomocy Społecznej  
ul. Jana Pawła II 2, 58-504 Jelenia Góra
- 12 Miejski Zarząd Dróg i Mostów  
ul. Ptasia 2a, 58-500 Jelenia Góra
- 13 Muzeum Przyrodnicze  
ul. Cieplicka 12a, 58-560 Jelenia Góra
- 14 Jeleniogórskie Centrum Informacji Edukacji Regionalnej “Książnica Karkonoska”  
ul. Barłomska 21, 58-500 Jelenia Góra
- 15 Przedsiębiorstwo Wodociągów i Kanalizacji “WODNIK”  
Pl. Piłsudskiego 21, 58-560 Jelenia Góra
- 16 Jeleniogórskie Centrum Kultury  
ul. Sienkiewicza 20, ul. 1 Maja 40, 58-500 Jelenia Góra
- 17 Sąd Rejonowy w Jeleniej Górze  
ul. Sienkiewicza 20, 58-500 Jelenia Góra
- 18 Filia Prokuratury w Cieplicach  
ul. Cieplicka 74, 58-500 Jelenia Góra
- 19 Filia Muzeum ul. Cieplicka 172, 58-570 Jelenia Góra

- 21 Wydział Obsługi Klienta  
- wyciągnięcie zwoleń  
- ewidencja lokalności  
- sprawy mediów  
- ewidencja działalności gospodarczej  
- usługi EICOG  
- biuro Rzeczy Związanych  
ul. Ptasia 6a (parter i piętro), 58-500 Jelenia Góra
- 22 Wydział Architektury, Urbanistyki i Budownictwa  
- pozwolenia na budowę  
- plany zagospodarowania przestrzennego  
- dokumentacja dot. sprywatyzacji nieruchomości  
ul. Ptasia 6a (i i piętro), 58-500 Jelenia Góra
- 23 Wydział Ochrony Środowiska  
- pozwolenia na wycinki drzew  
- karty wydobycia  
- gospodarka śmieciowa  
ul. S. Okrzei 10 (i piętro), 58-500 Jelenia Góra
- 24 Wydział Gospodarki Odpadami  
- gospodarowanie odpadami komunalnymi  
ul. S. Okrzei 10 (i piętro), 58-500 Jelenia Góra
- 25 Wydział Edukacji  
- zaszkolanie lokalne  
- stowarzyszenia lokalne  
- dofinansowania do pomocy społecznej dla niepełnych  
- dofinansowania kosztów kształcenia młodocianych pracowników  
- ewidencja lokalności lokalnych  
Pl. Ratuszowy 58 (parter i piętro), 58-500 Jelenia Góra
- 26 Urząd Stanu Cywilnego  
- akt urodzenia  
- akt małżeństwa  
- akt śmieci  
- transkrypcja zapisanych dokumentów  
Pl. Ratuszowy 58 (parter), 58-500 Jelenia Góra
- 27 Wydział Komunikacji  
- zbiorcze pozagatki  
- rezerwy energetyczne  
- przepływy prądowe  
- prądy jałwe  
ul. Sułkiewicza 29 (parter), 58-500 Jelenia Góra

Więcej informacji znajdziesz na stronie [www.jeleniagora.pl](http://www.jeleniagora.pl)



Źródło: Dokumenty dane do sieci z załącznikami i tabelami danych



Fig. UMJG – an information leaflet on services provided by the City of Jelenia Góra

## **11. Development and implementation of the "Plan of Cooperation of the City Hall of Jelenia Góra with stakeholders"**

The purpose of developing the document was to ensure effective and real participation of stakeholders, i.e. the city's residents, national and regional authorities, other local government units, non-governmental organisations, entrepreneurs, vulnerable groups: the elderly, people with disabilities, children and other people at risk of social exclusion, Jelenia Góra City Hall employees and organisational units of the City, tourists and the media, in making decisions necessary for meeting the needs of residents and improving the quality of life in Jelenia Góra.

The plan was implemented by Order No. 0050.1990.2023. VIII of the Mayor of the City of Jelenia Góra dated 17.08.2023 on the implementation of the Plan for Cooperation of the City Hall of Jelenia Góra with Stakeholders.

## **12. The rules of public consultations**

The purpose of preparing the rules was to clearly define the rules and mode of conducting social consultations, which would allow for improved dialogue with residents on issues important for improving the quality of life in the city.

The Rules define the mode and principles of conducting social consultations with residents in the city of Jelenia Góra. It applies to consultations on matters of importance to the city for which the procedure has not been specified by law or other acts of universally binding law.

The Rules were implemented by Resolution No. 620.LXIV.2023 of the City Council of Jelenia Góra, dated 29.03.2023, on defining the principles and procedures for conducting public consultations with residents.

### 13. Organisation and organisation of cyclical, quarterly meetings of the Mayor of Jelenia Góra with residents and non-governmental organisations

The purpose of the meetings was to involve the residents to cooperate with the city so that decisions on the issues raised were made with the direct participation of the community and the adopted solutions were developed on the basis of the common good.

The meetings were organised in two forms:

1. remotely,
2. in the form of stationary meetings.



Fig. UMJG – a meeting of the Mayor of Jelenia Góra Jerzy Łuźniak with the residents



Fig. UMJG – a meeting of the Mayor of Jelenia Góra Jerzy Łuźniak with the residents

#### **14. The audit of the project by a certified auditor**

The statutory auditor performed a service consisting of auditing and recommending financial statements on the implementation of the project, including:

- ▶ interim and annual reports,
- ▶ the final report on the implementation of the project "Live, Reside, Work in Jelenia Góra!".

## 1. Karkonoski Parki Narodowy (the Karkonosze National Park) in Jelenia Góra

The Karkonosze National Park undertook initiatives pertaining to the ecological education of Jelenia Góra residents.

To effectively engage diverse groups, a wide array of activities were devised and executed, targeting families with children, seniors, school students, and adults alike.

There was significant interest in various activities, such as:

- ▶ Guided tours led by specialists, including ornithologists, botanists, entomologists, and geologists, aimed at familiarising participants with the natural treasures of the Jelenia Góra area.
- ▶ Sewing workshops titled "Rework – Don't Throw Away" and carpentry workshops titled "Repair – Don't Throw Away" promoting recycling and advocating against a consumerist shopping approach.
- ▶ Hiking sessions with poles tailored for seniors and their families, along with snowshoeing expeditions open to all, promoting a healthy lifestyle and fostering a connection with nature.
- ▶ Amphibian protection efforts involving the relocation of amphibians across roadways during the spring migration to breeding sites.

Many schools in Jelenia Góra actively participated in ecological and nature-related competitions, along with the "Bumblebee-Friendly School" campaign, which involved establishing pollinator-friendly flower gardens on school premises.

Additionally, in collaboration with the residents of Jelenia Góra, including students from the Forestry Technical School, a communal tree avenue was planted in the Cieplice district as part of the project.



One highly praised activity within the project was the establishment of an Eco-stop at the bus terminus in Jelenia Góra-Sobieszów. This initiative involved outfitting the stop with educational graphics showcasing the Jelenia Góra region of the Karkonosze Mountains, as well as installing pots containing Karkonosze plants. Additionally, a device was installed to reproduce the sounds of Karkonosze birds.



Fig. Karkonosze National Park – the Eco-stop at the terminus in Jelenia Góra-Sobieszów



Fig. Karkonosze National Park – an entomological tour

Fig. Karkonosze National Park – workshop "Rework – don't throw away"



Fig. Karkonosze National Park – an ornithological tour





Fig. Karkonosze National Park  
– a snowshoe hike

## 2. Karkonoski Sejmik Osób Niepełnosprawnych (the Karkonosze Council of Disabled People)

The project partner produced five educational films highlighting the history of Jelenia Góra and its natural and scenic advantages:

- ▶ Exploring the History of Jelenia Góra With Jelonek,
- ▶ Discovering the Districts of Jelenia Góra With Jelonek – Part I,
- ▶ Discovering the Districts of Jelenia Góra With Jelonek – Part II,
- ▶ Exploring the Nearby and Distant Surroundings of Jelenia Góra With Jelonek,
- ▶ Understanding Today's Jelenia Góra With Jelonek.

The films were showcased during educational sessions focusing on local identity and regionalism for students from schools and kindergartens in Jelenia Góra, including integrated kindergartens. Additionally, a regional knowledge contest was organised for children participating in these sessions.

The videos can be accessed on the project's website, [www.rozwojlokalny.jeleniagora.pl](http://www.rozwojlokalny.jeleniagora.pl), under the "Discover the Effects" tab.



Fig. Michał Jaworski – Regional Knowledge Competition



A film about the adventures of Jelonek (a deer)

### 3. Karkonoska Agencja Rozwoju Regionalnego SA

The project partner has completed tasks aimed at enhancing the economic potential and fostering entrepreneurship in Jelenia Góra through various initiatives:

- ▶ Providing career counselling sessions for students attending primary schools in Jelenia Góra,
- ▶ Organising career fairs facilitating interactions between students and local entrepreneurs in Jelenia Góra,
- ▶ Conducting training sessions for business entities, covering topics such as financial management and legal formalities associated with business operations, emerging trends in online marketing, cost optimisation strategies, and customer relationship management,
- ▶ Delivering entrepreneurship training programs focusing on the setup and management of businesses,
- ▶ Offering training programs designed for individuals approaching retirement age, aimed at enhancing their skills or facilitating career transitions. This includes courses in the English language, human resources and payroll management, driving license acquisition for categories C and D, and training in public procurement procedures,
- ▶ Providing computer courses tailored for senior citizens, enabling them to enhance their digital literacy skills.

Fig. Karkonoska Agencja Rozwoju Regionalnego SA – a meeting in the field of career counselling for students of Jelenia Góra primary schools



Fig. Karkonoska Agencja Rozwoju Regionalnego SA – a meeting of students of Jelenia Góra primary schools with employees of Valmet company

Fig. Karkonoska Agencja Rozwoju Regionalnego SA – a training regarding setting up and running a business



Fig. Karkonoska Agencja Rozwoju Regionalnego SA – a computer course for senior citizens



**4. Communes: Bolków, Gryfów Śląski, Janowice Wielkie, Jeżów Sudecki, Karpacz, Kowary, Leśna, Lubomierz, Lwówek Śląski, Marciszów, Mirsk, Mysłakowice, Olszyna, Piechowice, Pielgrzymka, Stara Kamienica, Szklarska Poręba, Świeradów-Zdrój, Świerzawa, Wleń, Wojcieszów, Zagrodno, Złotoryja Municipality and Złotoryja Commune, and poviats: karkonoski, lwówecki and złotoryjski**

The entities above participated in the development of the Climate Change Adaptation Plan for the Jelenia Góra Agglomeration.

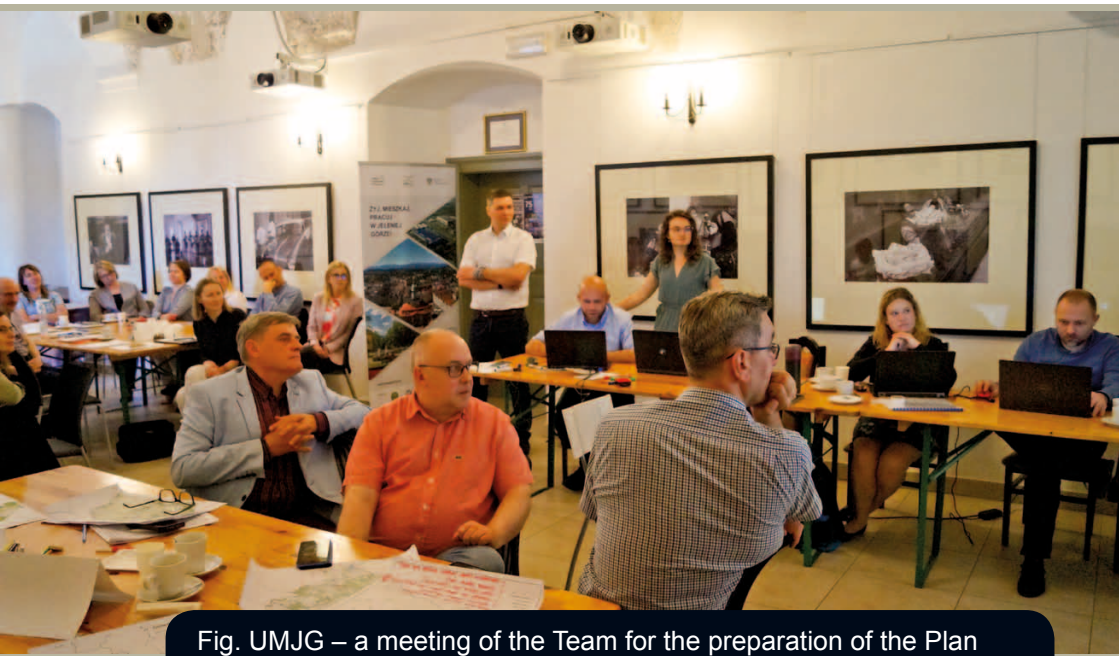


Fig. UMJG – a meeting of the Team for the preparation of the Plan for Adaptation to Climate Change of the Jelenia Góra Agglomeration



# VI.

## COMPLETED PROMOTIONAL ACTIVITIES

The City of Jelenia Góra and its project partners undertook several information and promotional initiatives, including:

- ▶ Development of a dedicated website, accessible at [www.rozwojlokalny.jeleniagora.pl](http://www.rozwojlokalny.jeleniagora.pl), available in both Polish and English languages,
- ▶ Information and commemorative boards were installed at locations where investment activities were carried out, providing details about the project,
- ▶ Creation of 8 roll-up advertising stands containing project information, which were displayed at the Jelenia Góra City Hall and partner organisations' headquarters. These roll-ups were

Fig. UMJG – website  
[www.rozwojlokalny.jeleniagora.pl](http://www.rozwojlokalny.jeleniagora.pl)



also utilised for project promotion during various meetings, training sessions, courses, and events organised as part of the project.

In addition, information about the project implementation was posted on the City's social media profiles and the websites and social media profiles of the project partners.



## PROJECT MANAGEMENT

By Order No. 0050.1161.2021.VIII dated 08.11.2021, issued by the Mayor of Jelenia Góra, a project team was established for the implementation, monitoring, and evaluation of the Local Development Plan and the Institutional Development Plan.

The project implementation involved employees from the City Hall of Jelenia Góra, organisational units of the city, and project partners such as the Karkonoski Park Narodowy in Jelenia Góra, Karkonoski Sejmik Osób Niepełnosprawnych, and Karkonoska Agencja Rozwoju Regionalnego SA. Additionally, collaboration was extended to neighbouring communes, including Bolków, Gryfów Śląski, Janowice Wielkie, Jeżów Sudecki, Karpacz, Kowary, Leśna, Lubomierz, Lwówek Śląski, Marciszów, Mirsk, Mysłakowice, Olszyna, Piechowice, Pielgrzymka, Stara Kamienica, Szklarska Poręba, Świeradów-Zdrój, Świerzawa, Wleń, Wojcieszków, Zagrodno, Złotoryja Municipality, and Złotoryja Commune. Moreover, cooperation extended to poviats: karkonoski, lwówecki, and złotoryjski. Furthermore, the statutory auditor actively participated in activities related to reporting and accounting obligations.

A good practice employed throughout the project was the organisation of regular monthly meetings by the project team. These gatherings provided a platform for summarising past activities and strategising for future endeavours. The open exchange of information regarding project status, addressing encountered challenges, and celebrating progress significantly contributed to the seamless execution of project objectives. Each team member diligently fulfilled their responsibilities, often going above and beyond their official duties. Despite the labour-intensive nature of the tasks and the need for considerable commitment and skill acquisition, the team received high praise for their dedication and performance.



## PROBLEMS ENCOUNTERED

W During the implementation of the "Live, Reside, Work in Jelenia Góra!" project, several challenges were encountered:

1. The project should be implemented on the basis of the agreed work schedule of the project. Delays in selecting contractors necessitated updates and changes to the project's work schedule. This required obtaining approval from the Local Development Program Operator for schedule modifications.
2. The COVID-19 pandemic, particularly in its initial stages, resulted in delays in executing planned project activities and restricted the possibility of conducting meetings, including those with entrepreneurs and residents, as well as meetings of the project team.
3. Disruptions in supply chains caused by the COVID-19 pandemic led to difficulties in accessing construction materials essential for implementing investment activities.

4. The engagement of staff in activities related to assisting refugees from Ukraine led to delays in project implementation. Consequently, there was a need to reassign responsibilities among organisational units responsible for executing specific activities.
5. The rapid escalation in the prices of goods and services between the establishment of the project budget and its implementation posed challenges. Some tender proceedings had to be repeated due to bids exceeding the allocated budget significantly.

## IX.

### GOOD PRACTICES

Recommendations for local governments planning to implement projects aimed at improving the quality of life of commune residents:

1. Encourage active involvement of commune residents in project planning and implementation through public consultations, workshops, and working meetings. Keep residents informed about project progress through channels such as websites, social media, and other communication platforms.
2. Formulate a dedicated project team responsible for implementing the project. Conduct regular meetings to discuss project progress, address emerging challenges, and plan future stages of project activities.
3. Collaborate with partners who possess expertise in relevant areas. Partner organisations can provide valuable support to the project leader in achieving project objectives by leveraging their specialised knowledge and resources.

4. Arrange study visits to facilitate the exchange of not only substantive knowledge but, above all, experience and presentation of practical aspects and solutions.

## X.

### CONCLUSION

All planned projects, both investment and "soft" (non-investment), have been successfully executed.

Some activities were expanded in scope due to cost savings realised during project implementation. For instance, additional features were incorporated into the "Jelonek Trail", and extra concerts were organised as part of the "MOVI Cities Festival". Conversely, certain activities were implemented on a smaller scale than initially intended due to significant price hikes or a reassessment of their feasibility. For example, the renovation of the Jelenia Góra City Hall building on ul. Okrzei was scaled back. These adjustments did not compromise the attainment of the project's objectives.



## **Urząd Miasta Jelenia Góra**

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Góra, Jeleniogórskie Centrum

Kultury, Karkonoski Park

Narodowy, Karkonoska Agencja

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