

2025

TERRITORIAL MARKETING PLAN: CITY OF ZAKLICZYN

“Go back to our roots”

Blended Intensive Programme
Future Lab Camp



Executive Summary – Zakliczyn Territorial Marketing Plan

Overview

Zakliczyn, a rural municipality in the Lesser Poland (Małopolska) region, is positioning itself as a forward-thinking model of sustainable rural development, rooted in cultural authenticity, territorial innovation, and experiential tourism. This strategic marketing plan — developed through the Blended Intensive Programme (BIP) in partnership with European universities — defines the roadmap for 2025–2030, aligned with the UN Sustainable Development Goals (SDGs) and European Union cohesion policies.

Core Objective

The overarching vision is to reposition Zakliczyn as a resilient, creative, and inclusive territory, where:

Cultural and natural heritage are safeguarded and valorised.

Young people and families find meaningful opportunities to live, work and flourish.

Visitors are welcomed into a place of authentic, community-based tourism.

The local identity — “*Where the Future Grows*” — becomes a symbol of Zakliczyn’s unique positioning on both national and European stages.

Strategic Framework: 4 Pillars of Transformation

Pillar	Objective	Key Targets (2025–2027)
I. Protect & Enhance the Territory	Safeguard and promote Zakliczyn’s environmental and cultural assets.	<ul style="list-style-type: none"> - Develop 3 inclusive eco-tourism trails - Restore 5 heritage landmarks - Certify 10 local products as "eco-friendly"
II. Empower Rural Life	Reinforce quality of life and economic resilience for residents.	<ul style="list-style-type: none"> - Ensure 100% high-speed internet coverage - Support the creation of 20 new rural businesses - Reduce youth outmigration by 15%
III. Activate Culture & Creativity	Position Zakliczyn as a dynamic centre for artistic and cultural expression.	<ul style="list-style-type: none"> - Launch 10 international creative residencies - Establish an annual

		cultural festival (e.g., <i>Four Seasons Festival</i>) - Digitize and preserve 50 oral histories
IV. Promote the Territory	Build a strong territorial brand to attract visitors, talent, and investors.	- Launch a multilingual website and digital campaigns - Increase tourism by 25% - Join 2 European territorial networks (e.g., Cittaslow)
V. Employment	Employment: Create 50 new jobs in tourism, agroecology, and creative industries by 2027.	<i>Support the creation of 20 new rural businesses</i> <i>"Reduce youth outmigration by 15%"</i>

Quantifiable Goals by 2027

Tourism: Increase annual visitors from 10,000 to 12,500

Employment: Create 50 new jobs in tourism, agroecology, and creative industries

Sustainability: Plant 500 native trees and implement 100% plastic-free events

Community Engagement: Involve 30% of local youth in participatory councils and initiatives

Key Differentiators

Unique Territorial Narrative: "*Where the Future Grows*" – a powerful storytelling platform bridging tradition and innovation.

Inclusive Governance Model: Strategic alliances between the municipality, universities, youth, and civil society.

Robust Funding Strategy: Activation of diverse instruments such as Interreg, Erasmus+, and LEADER programmes to mobilize public and private resources.

Next Steps

Launch Priority Projects: Implement flagship initiatives (e.g., *Green Trails, Creative Residencies, Digital Tourism Portal*).

Deepen Community Engagement: Foster active co-creation through public consultations, citizen assemblies, and school programmes.

Mobilize Resources: Secure funding through EU grants, partnerships with diaspora networks, and regional development funds.

Expected Impact by 2030

By 2030, Zakliczyn will stand as a reference in Central Europe for integrated, people-centered, and future-oriented rural development. Through the implementation of this strategic marketing plan, the municipality is expected to achieve:

A thriving local economy, supported by eco-tourism, creative industries, agroecology, and digital entrepreneurship.

Enhanced territorial cohesion, with improved infrastructure, reduced outmigration, and increased youth engagement in public life.

A strong and authentic territorial brand, recognized nationally and internationally for combining heritage preservation with innovation.

A vibrant cultural and natural landscape, protected and leveraged through sustainable practices, environmental education, and community-based tourism.

An inclusive governance model, where collaboration between local government, citizens, academia, and external partners fosters transparency, resilience, and shared prosperity.

Ultimately, Zakliczyn will embody the principles of the European Green Deal, the UN Sustainable Development Goals, and smart villages policy, becoming a living laboratory of rural regeneration — where tradition is not only preserved, but reimagined for the next generation.

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1. Introduction – Context, Objectives and Strategic Approach

Zakliczyn is a rural municipality located in the Lesser Poland Voivodeship (Małopolska), approximately 80 km southeast of Kraków. Strategically positioned in the Dunajec River valley, between the Carpathian Foothills and the tourist corridors of southern Poland, the municipality includes the town of Zakliczyn (1,600 residents) and a constellation of villages totalling nearly 12,000 inhabitants. The region is defined by its rich cultural heritage, natural beauty, and strong social fabric, where rural tranquillity coexists with a deep identity and growing aspirations for sustainable development.

Despite these strengths, Zakliczyn faces a set of structural challenges common to many rural areas in Central and Eastern Europe: demographic decline, youth outmigration, economic mono-dependence, and limited access to cultural, educational, and professional opportunities. These constraints underscore the urgent need for an integrated and participatory territorial development strategy. At the same time, Zakliczyn holds untapped potential in fields such as eco-tourism, creative rural entrepreneurship, and cultural regeneration.

Purpose of the Plan

This Territorial Marketing Plan defines a strategic vision to reposition Zakliczyn as a resilient, inclusive, and future-oriented rural territory. Its core objectives are to:

- Enhance local visibility and identity;
- Foster community pride and cohesion;
- Attract visitors, talent, and investment;
- Promote a model of sustainable and participatory development.

Anchored in the territorial narrative “Go Back to Our Roots”, the plan presents an integrated approach to branding, storytelling, economic revitalisation, civic engagement, and place-based development. It bridges local traditions with European aspirations, ensuring that Zakliczyn’s transformation reflects both its unique character and broader policy frameworks.

a. Methodology and Partnerships

This plan was developed within the framework of the Blended Intensive Programme (BIP) — an international academic initiative coordinated by the

Cracow University of Technology, in partnership with universities across Europe. It is the result of a multidisciplinary, student-led process combining:

- Field research and territorial analysis;
- Participatory workshops and stakeholder consultations;
- European best practices in rural regeneration and territorial marketing.

Key local stakeholders — including the municipal government, civic organisations, young residents, and entrepreneurs — played an active role in shaping this collective vision. The methodology aligns with the UN Sustainable Development Goals (Agenda 2030), the EU Cohesion Policy (2021–2027), and emerging frameworks for place branding, eco-tourism, and smart village strategies.

b. Strategic Pillars

The plan is structured around four strategic pillars designed to guide coordinated action and investment:

1. Strengthen Territorial Identity
Promote a shared sense of belonging and pride in Zakliczyn's heritage, culture, and values.
2. Attract Visitors, Talent, and Investment
Position Zakliczyn as a welcoming destination for sustainable tourism, youth return, and responsible entrepreneurship.
3. Valorise Cultural and Natural Heritage
Develop and protect the territory's tangible and intangible assets through sustainable and inclusive practices.
4. Foster Social Innovation and European Integration
Support local entrepreneurship, civic participation, and international cooperation as engines of regeneration.

More than a promotional effort, this plan acts as a strategic compass to align public policies, private initiatives, and community action — turning Zakliczyn into a living laboratory for inclusive, sustainable, and future-ready rural development.

Structure of the Document

The plan is organised into the following chapters, each contributing to a comprehensive and actionable strategy:

- Territorial Characterisation: geographic, demographic, environmental, and economic overview;

- Key Assets and Identity Elements: natural, cultural, social, and symbolic features;
- Strategic Diagnosis: SWOT and PESTEL analysis;
- Vision, Mission and Strategic Pillars: definition of future direction;
- Action Plan and Project Proposals: flagship and pilot initiatives;
- Territorial Branding and Communication Strategy: identity system and outreach tools;
- Governance and Monitoring: implementation, financing, and evaluation mechanisms.

Together, these components provide a roadmap to transform Zakliczyn into a connected, resilient, and inspiring rural territory — deeply rooted in its heritage, and confidently engaged with the future.



Figure 1- Project Logo for Zakliczyn

Zakliczyn Brand Manifesto

Go Back to Our Roots

We believe the future is not built by forgetting the past — but by growing from it.

Zakliczyn is a place where tradition breathes, memory holds meaning, and every trail, flavour, craft, and conversation forms part of a living, evolving story.

We are not defined by size, but by purpose.

We are not here to compete with the city — we complement it, offering something different: depth, calm, connection.

And we do not just welcome visitors — we invite them to belong.

Our brand is not a slogan.

It is a shared commitment:

- To cherish what makes us unique.
- To open doors for collaboration and creativity.
- To regenerate — ecologically, socially, and emotionally — together.

Our Core Values



Rootedness

We honour our land, our heritage, and intergenerational wisdom. All growth starts from deep roots.

Regeneration

We believe in rebuilding systems — nature, economy, community — with balance and care.

Belonging

We nurture a town where all people — local or new — feel safe, valued, and actively involved.

Our Mission

To position Zakliczyn as a European reference for rural regeneration — where identity, innovation, and inclusion grow hand in hand, season after season, story after story. “Go Back to Our Roots” is not about going backwards — It’s about standing grounded, so we can grow forward with purpose.

2. TERRITORIAL CHARACTERISATION

2.1. Geographic and Strategic Context

Zakliczyn is in the Lesser Poland Voivodeship (Małopolska), approximately 80 kilometers southeast of Kraków. The municipality is situated along the Dunajec River, surrounded by agricultural fields, rolling hills, and biodiverse forests. This setting gives Zakliczyn a unique position as both a gateway to natural landscapes and a bridge between rural areas and urban hubs.

Its proximity to regional centers such as Kraków, Tarnów, and Nowy Sącz enhances its potential for economic, educational, and cultural integration. Zakliczyn is also strategically located near the Pieniny National Park and the Slovak border, reinforcing opportunities for cross-border cooperation, particularly in the fields of sustainable tourism, environmental education, and rural innovation. The geographic accessibility and environmental richness of the area position Zakliczyn as a key player in the development of resilient, green, and inclusive rural territories within the broader European context.



Figure 2- Territory location

2.2. Environmental and Landscape Features

Zakliczyn presents a rich and diverse ecological and scenic environment, combining natural beauty, agricultural productivity, and strategic environmental value. The Dunajec River, which flows through the municipality, is one of its most significant natural and symbolic assets. It supports activities such as kayaking, fishing, hiking, and wildlife observation, and offers strong potential for nature-based tourism and environmental education initiatives. The surrounding landscape includes biodiverse forests, meadows,



Figure 3- Dunajec River

agricultural fields, and gentle hills, forming a harmonious mosaic that balances ecological preservation and productive use.

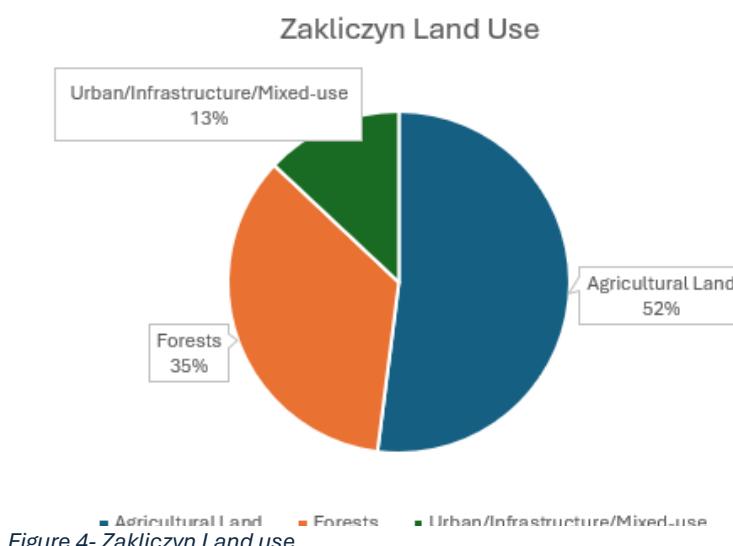
Zakliczyn is located near protected areas under the Natura 2000 network and intersects with regional ecological corridors, enhancing its contribution to biodiversity conservation and positioning the municipality as a relevant actor in achieving European Union sustainability and cohesion objectives. The region's temperate continental climate, with cold winters and warm summers, supports agricultural diversification and attracts seasonal tourism throughout the year.

Regarding land use, data from the CORINE Land Cover 2018 (European Environment Agency) and the Statistics Poland (GUS) indicate that approximately 52% of Zakliczyn's territory is classified as agricultural land, primarily composed of small, family-run farms with traditional practices and potential for agroecological transition. Forests occupy around 35% of the area, representing essential assets for environmental protection, carbon sequestration, and rural tourism. The remaining 13% consists of urban settlements, infrastructure, and mixed-use areas.

This balanced land distribution between agriculture, natural conservation, and urban development reinforces Zakliczyn's potential as a model for sustainable rural development, eco-tourism, and territorial branding rooted in environmental integrity.

Sources:

1. European Environment Agency (2018). *CORINE Land Cover 2018*. Available at: <https://land.copernicus.eu>
2. Statistics Poland (GUS). *Local Data Bank*. Available at: <https://stat.gov.pl/en>



2.3. Accessibility and Infrastructure

Zakliczyn is primarily accessible via a network of regional roads, offering direct connections to nearby urban centers such as Tarnów and Nowy Sącz. Although the municipality does not have a direct railway station, local and intercity bus services provide regular access, and ongoing road modernization projects are gradually improving overall territorial mobility and connectivity.

The nearest major transport hubs include:

Kraków John Paul II International Airport (approximately 80 km from Zakliczyn), offering national and international connections.

Tarnów Railway Station (approximately 30 km away), serving as the main rail link to the broader region and the national rail network.

To illustrate Zakliczyn's accessibility and strategic location, we created an interactive map identifying key transport links, including Kraków Airport, Tarnów Railway Station, and the nearby city of Nowy Sącz. The markers are color-coded for clarity: green for Zakliczyn, blue for the airport, red for the train station, and orange for nearby urban hubs. The lines between them represent major road connections. This map was generated specifically for this plan using geospatial coordinates and open-source tools, ensuring a custom and up-to-date visual representation of Zakliczyn's connectivity.

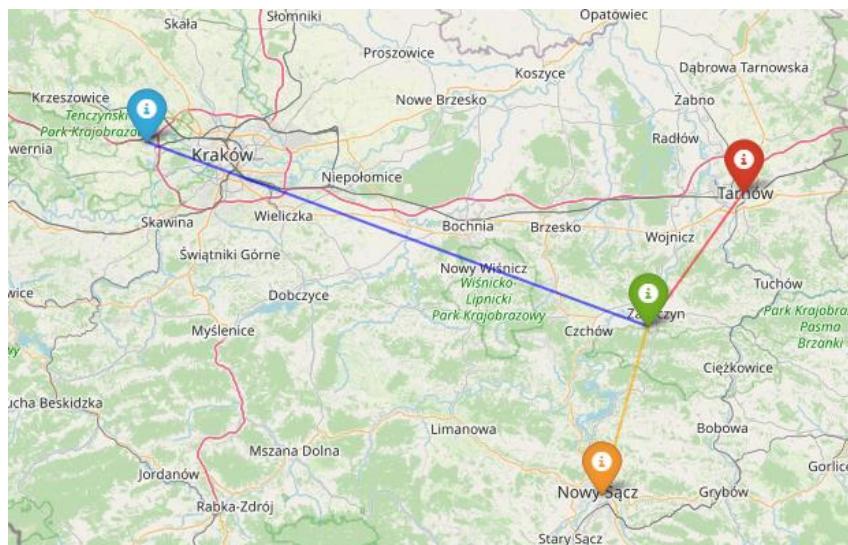


Figure 5- illustration of Zakliczyn accessibility and strategic location

Zakliczyn's local infrastructure encompasses:

- Educational institutions, including primary and secondary schools.
- Cultural facilities, such as the Krzyżowa Cultural Centre and the renowned Lusławice Music Centre.
- Sports and recreational spaces, including open-air leisure areas.
- Basic healthcare services providing essential medical support to residents.
- Civic and administrative buildings, ensuring the delivery of local governance and public services.
- A developing digital infrastructure, with increasing internet coverage but still facing disparities between urban centers and more isolated rural villages.
- One of the municipality's central challenges—and key strategic opportunities—lies in investing in digital inclusion and broadband infrastructure, which are essential to retaining young residents, supporting education and entrepreneurship, and attracting remote workers and green digital nomads aligned with sustainable rural living.



Figure 6- Illustration of local infrastructure encompasses

2.4. Demographic Profile

With an estimated population of 12,356 inhabitants (2023) and a density of 101.2 inhabitants/km², Zakliczyn reflects the demographic challenges of rural Eastern Europe:

- 87.2% of the population lives in rural areas
- There has been a slight population decline of -0.11% since 2021
- The ageing population is notable: 15.9% are aged 65+
- Youth outmigration persists, driven by job and education opportunities in urban center.
- The gender balance is relatively stable (50.2% women, 49.8% men)

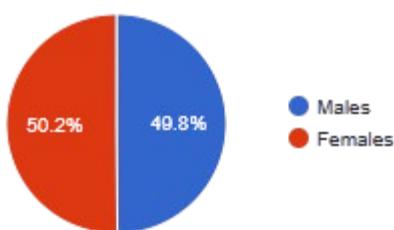


Figure 8- Graphic of the Gender of the population

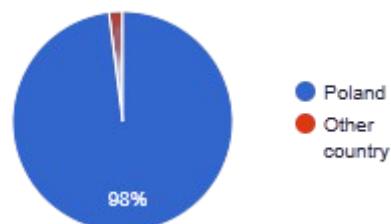


Figure 7- Graphic of the percentage of the Polish population

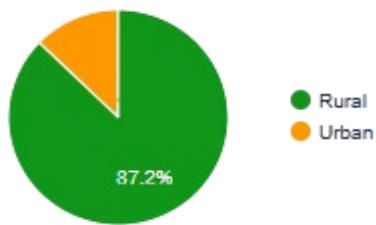


Figure 10- graphic of the rural and urban area

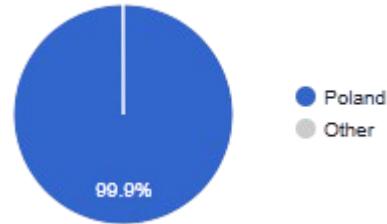


Figure 9- Youth outmigration

2.5. Age Structure Highlights (2023)

In 2023, Zakliczyn's population is characterized by a predominant adult group (18–64 years), comprising 65% of residents. The youth population (0–17 years) represents 21%, indicating a moderately aging demographic. Seniors aged 65 and over make up 14%, reflecting growing needs in healthcare and inclusive services for the elderly.

Despite demographic challenges, Zakliczyn maintains strong community cohesion, rooted in multigenerational family networks. An emerging trend of young returnees—often educated and globally minded—is reviving interest in entrepreneurship, agro-tourism, and eco-living, reinforcing local identity and sustainable development.

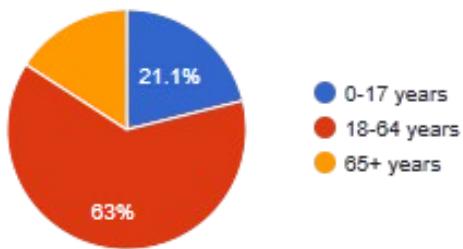


Figure 11- Population age

2.6. Economic Profile and Labour Market

Zakliczyn's economy is predominantly local and small-scale, rooted in community traditions and regional identity. The primary sectors include:

Agriculture and family farming, which form the economic backbone of the municipality. According to data from the Statistics Poland Local Data Bank (BDL), approximately 47% of the working population in Tarnów County (which includes Zakliczyn) is employed in agriculture and forestry-related activities (stat.gov.pl).

Traditional food production and craftsmanship, essential to the preservation of cultural heritage and artisanal know-how. The Carpathian region, where Zakliczyn is located, is recognized for its diverse culinary and craft traditions, which are increasingly integrated into local tourism and regional branding strategies (MDPI Sustainability Journal, 2023).

Seasonal tourism, particularly connected to religious pilgrimages and cultural festivals. Although Zakliczyn is not a major national pilgrimage site, its proximity to key cultural and spiritual landmarks within Lesser Poland reinforces its role in regional tourist flows.

Local services, commerce, and education, which support the day-to-day needs of the population and foster small business activity. The service sector employs approximately 42% of the regional workforce, based on regional labor statistics (GUS – BDL).

Cultural capital, enriched by institutions such as the European Centre for Music in Lusławice, founded by Krzysztof Penderecki, which enhances Zakliczyn's visibility and reputation in the field of cultural tourism.

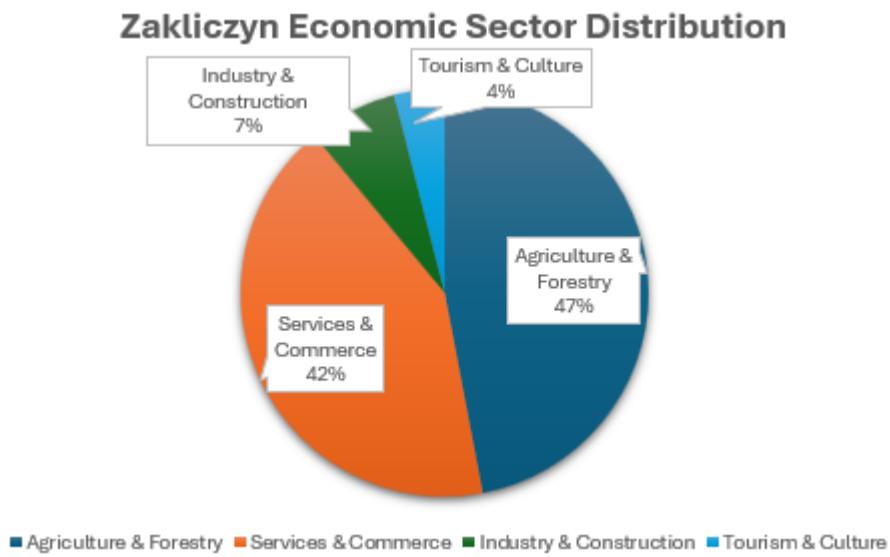


Figure 12- Economic setor distribution

2.7. SWOT Analysis – Zakliczyn Territory

A SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) provides a comprehensive strategic overview of Zakliczyn's internal assets and external context. It supports informed decision-making by clarifying the territory's competitive advantages, structural barriers, emerging opportunities, and potential risks. This diagnostic tool underpins the formulation of strategic priorities and action plans.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Abundant natural capital: Dunajec River, forests, fresh air, and scenic rural landscapes. • Strategic location: Rural tranquillity within proximity to Kraków and southern tourist corridors. • Cultural richness and heritage: Strong traditions, historical architecture, and religious landmarks. • Cultural prestige: Presence of the Penderecki Lusławice Music Centre, boosting the town's symbolic and artistic appeal. 	<ul style="list-style-type: none"> • Ageing population and youth outmigration, threatening continuity and innovation. • Lack of direct rail access and limited public transport, affecting regional integration. • Underdeveloped tourism infrastructure: Insufficient accommodation, signage, visitor services, and guided experiences. • Weak digital presence: Limited online marketing, outdated websites, and low visibility on social platforms.

<ul style="list-style-type: none"> • Social cohesion: Active community life, intergenerational families, and strong volunteer networks. • Affordable living and land: Competitive housing and investment conditions for new residents or entrepreneurs. • Returnee engagement: Emotional ties with emigrant families and youth returning with fresh perspectives and skills. 	<ul style="list-style-type: none"> • Low innovation capacity: Few startups, incubators, or digital skills initiatives. • Economic seasonality: Overreliance on summer tourism and cultural events. • Limited municipal budget: Constrained financial capacity for large-scale investments or international outreach.
<p>• Opportunities</p> <ul style="list-style-type: none"> • Growing demand for eco-tourism and regenerative travel experiences. • Remote work trends and digital nomadism, increasing interest in peaceful, connected rural areas. • Access to EU and national funding, including Interreg, LEADER, and Erasmus+ for rural innovation and youth mobility. • Cross-border cooperation potential with Slovakia and regional partners. • Academic partnerships with European universities to foster cultural exchange and knowledge transfer. • Development of local brands for Zakliczyn's products (e.g., honey, cheese, herbal cosmetics, crafts). • Marketing the town as a sustainable, creative, and inclusive rural hub – "<i>Where the Future Grows</i>". 	<p>• Threats</p> <ul style="list-style-type: none"> • Ongoing rural depopulation trends across Eastern and Central Europe. • Environmental risks, including river pollution, deforestation, or unregulated development. • Loss of cultural heritage due to lack of preservation investment and generational disconnect. • Competition from better-connected towns offering similar rural tourism experiences. • Investor reluctance due to perceived geographic remoteness and low economic dynamism. • Global economic instability, inflation, and cost-of-living increases affecting travel and rural development budgets.

2.8. PESTEL Analysis – Zakliczyn 2025–2030

The PESTEL framework (Political, Economic, Sociocultural, Technological, Environmental, Legal) offers a structured lens through which to understand the external macro-environmental factors influencing Zakliczyn's development. It supports strategic planning by anticipating challenges, identifying opportunities, and aligning the territorial vision with broader regional and global trends.

Political Factors (P)

Stable national and local governance, conducive to strategic planning and long-term public investment.

Alignment with EU Cohesion Policy 2021–2027, prioritising rural development, sustainable tourism, and cultural innovation.

Support from regional authorities (Małopolska) for positioning small towns as cultural and environmental hubs.

Potential to join European cooperation networks such as Interreg, URBACT, and the Rural Pact (Green Deal).

Challenges: Bureaucratic barriers in accessing EU funds and risks associated with political shifts or funding reallocation at the national or European level.

Economic Factors (E)

A local economy still largely dependent on agriculture, micro-enterprises, and transfer income.

Emerging potential in proximity tourism, eco-tourism, artisan agro-industry, and creative entrepreneurship.

Attractive prospects for eco-housing investments, local commerce revitalisation, and rural coworking initiatives.

Risks: Inflationary pressure, ageing workforce, low entrepreneurial diversification, and continued youth outmigration.

Strategic need for policies that support talent retention, re-skilling, and innovation ecosystems.

Sociocultural Factors (S)

Strong local identity, cultural pride, and living traditions, offering a base for tourism and community branding.

An active senior population that contributes to knowledge transfer, cultural continuity, and intergenerational solidarity.

European mobility programs (e.g., Erasmus+, migrant workers) as drivers of multiculturalism and local renewal.

Narrative opportunity to position Zakliczyn as a place of belonging, return, and intergenerational reinvention.

Needs: Greater inclusion of people with disabilities, immigrants, and ethnic minorities to ensure a truly inclusive rural model.

Technological Factors (T)

Steady improvements in rural internet coverage and public digitalization across Małopolska.

Potential to build a strong digital territorial presence (website, mobile app, social media, virtual tourism).

Access to EU funding for smart rural projects, digital mobility, and intelligent tourism solutions.

Challenges: Digital exclusion among older generations and lack of digital literacy among small business owners.

Innovative solutions include interactive trails, QR-coded murals, Wi-Fi-equipped squares, and community digital labs.

Environmental Factors (E)

Rich natural heritage: Dunajec River, forests, scenic farmlands, and geothermal resources.

Urgent need to protect biodiversity, reduce pollution, and mitigate flood risks through sustainable planning.

Opportunity to transform Zakliczyn into an eco-village model, promoting circular economy, green mobility, and low-impact tourism.

Available resources via the EU Green Deal, Just Transition Fund, and regional climate adaptation schemes.

Current issues: Household waste mismanagement, car-dominated town centre, insufficient tree coverage and green urban design.

Legal Factors (L)

Compliance with national and EU regulations on environment, tourism, accessibility, and cultural heritage.

Legal support for creating cultural associations, rural cooperatives, and public-private partnerships.

Obligation to ensure physical and digital accessibility in line with EU directives (e.g., Web Accessibility Act).

Importance of securing intellectual property rights for territorial branding, storytelling, and visual identity.

Administrative complexity in public procurement and funding procedures requires technical capacity and project planning expertise.

2.9. Strategic Insight

This PESTEL analysis highlights the need to:

Leverage external funding, digital innovation, and cultural capital to boost local regeneration.

Position Zakliczyn as a sustainable, inclusive, and technologically adaptive territory.

Mitigate structural threats through smart governance, community empowerment, and creative policy design.

2.10. Challenges and Future Directions

To ensure long-term economic resilience and inclusiveness, Zakliczyn must adopt a future-oriented strategy focused on:

Diversifying income sources and reducing over-reliance on agriculture by encouraging entrepreneurship in emerging sectors.

Empowering youth-led businesses and cooperatives, promoting innovation and countering demographic decline.

Promoting Zakliczyn's cultural identity and natural capital as strategic assets for territorial development.

Attracting sustainable investment in eco-tourism, remote-friendly industries, digital infrastructure, and circular economy initiatives, aligned with national and EU-level climate and cohesion policies.

Sources:

Statistics Poland – Local Data Bank (BDL): <https://bdl.stat.gov.pl/BDL/start>

MDPI – Sustainability Journal: <https://www.mdpi.com/2071-1050/15/4/3656>

European Centre for Music (Penderecki): <https://penderecki-center.pl/en/about>

2.11. Strategic Diagnosis and Marketing Insights

This section synthesizes the key findings from Zakliczyn's territorial, environmental, demographic, and economic characterization, translating them into actionable marketing insights. By cross-referencing statistical evidence with geographical assets and emerging social trends, the analysis identifies concrete opportunities for strategic territorial positioning — helping reinforce the municipality's visibility, attractiveness, and cohesion.

These insights serve as a foundation for place branding, investment attraction, and sustainable development strategies, especially within the framework of European cohesion policies and green transition objectives.

2.11.1. Opportunities for Territorial Branding

Zakliczyn possesses a series of authentic and distinctive assets that can be strategically leveraged to construct a cohesive and differentiated place brand. These territorial attributes provide the narrative foundation for promoting Zakliczyn as a model of rural regeneration rooted in identity, quality of life, and resilience.

a) Well-preserved rural landscape

With 87.2% of the population living in rural areas, the predominance of agricultural land and traditional farming practices makes Zakliczyn an ideal setting for slow living, eco-village development, and regenerative tourism. These characteristics support the promotion of a low-impact lifestyle centered on well-being, nature, and simplicity — particularly attractive to families, creatives, and environmentally conscious individuals across Europe.

b) Proximity to Kraków (80 km)

Zakliczyn's geographic location offers the best of both worlds: tranquility and accessibility. Its proximity to Kraków — a key academic, cultural, and economic hub — reinforces its potential as a rural retreat well connected to urban infrastructures. This makes the town appealing to digital nomads, entrepreneurs, and weekend visitors seeking inspiration and alternative work-life rhythms.

c) Cultural identity and agricultural tradition

Deeply rooted in traditional agriculture, crafts, cuisine, and religious festivals, Zakliczyn's cultural identity offers a powerful storytelling platform. The concept of "living heritage" can enhance both local pride and external interest, especially as demand rises for authentic, local, and meaningful experiences.

d) Emerging youth return and local entrepreneurship

While youth outmigration remains a challenge, Zakliczyn shows signs of young returnees — often motivated by land inheritance, remote work options, or the desire to launch local businesses. These dynamics can be leveraged through branding campaigns that promote rural reconnection, innovation rooted in tradition, and community-led success stories.

e) Cultural and creative institutions

The presence of international institutions, such as the Penderecki European Centre for Music in nearby Lusławice, provides Zakliczyn with a symbolic and cultural anchor. This opens doors to creative tourism, international artist residences, and cultural diplomacy — positioning the municipality as a rural creative hub where tradition meets innovation.

2.12. Closing Note

These strategic branding insights will inform the development of Zakliczyn's communication strategy, including visual identity, slogan creation, and audience targeting. They will also shape the project proposals and flagship initiatives presented in the following chapters, guiding the municipality toward a bold, authentic, and future-oriented positioning on both the national and European stages.

3. Zakliczyn's Identity, Assets and Brand Foundations

This chapter consolidates the tangible and intangible elements that define Zakliczyn's territorial identity. It explores key assets, symbolic elements, challenges to overcome, and potential narratives that will guide the town's place branding and strategic positioning.

3.1. Key Assets and Identity Elements

This section identifies the tangible and intangible assets that shape Zakliczyn's identity and serve as a foundation for branding and territorial development.

3.1.1. Natural and Landscape Assets

Zakliczyn's most defining strength lies in its deep connection to nature. As part of a broader green corridor in Lesser Poland, the town offers a variety of natural features that provide quality of life, ecological value, and touristic potential:

The Dunajec River – a lifeline for the territory, symbolic of continuity and renewal, ideal for kayaking, fishing, and riverside trails.

Forests and Carpathian foothills – rich in biodiversity and perfect for eco-tourism, hiking, and nature education.

Traditional agricultural landscapes – characterized by open fields, family farming, and scenic views.

Clean air and low noise levels – attractive to families, digital nomads, and wellness seekers.

These elements form the basis of an eco-brand identity, positioning Zakliczyn as a destination for authentic, slow, and sustainable living.

3.1.2. Cultural, Religious, and Intangible Heritage

Zakliczyn is steeped in centuries of tradition, spiritual heritage, and cultural expression, which continue to inform local identity and community practices:

Historic churches, chapels, and pilgrimage routes, reflecting religious devotion and architectural heritage.

Local crafts and folklore, preserving ancestral knowledge and artistic expression. Seasonal festivals, fairs, and markets offer opportunities for social gatherings and cultural celebrations.

Legends and oral histories, strengthening intergenerational ties and reinforcing collective memory.

Additionally, the proximity to Krzyżowa and the legacy of the Penderecki Centre for Music in Lusławice enrich the region's symbolic and creative landscape — positioning Zakliczyn as a potential cultural anchor in rural Małopolska.

3.1.3. Community and Social Capital

Despite demographic decline, Zakliczyn retains a valuable resource: strong social cohesion and a vibrant network of civic engagement:

Intergenerational families sustaining local traditions and mutual care.

Civic associations and volunteer groups involved in education, environment, and solidarity.

Cultural organizations and local artists are actively engaged in revitalization and public life.

A growing number of youth returnees, seeking to reclaim rural life through entrepreneurship, agroecology, and cultural projects.

This social fabric is a strategic asset in building trust, mobilising participation, and co-creating future territorial initiatives.

3.1.4. Educational, Creative, and Institutional Potential

Zakliczyn benefits from a growing ecosystem of learning, creativity, and institutional engagement, including:

Cultural and music education, influenced by the international prestige of the Penderecki Centre.

Local schools implement community-based and place-based learning projects.

Potential to host Erasmus+ activities, creative residencies, and youth exchanges.

Proactive local governance, open to partnerships and innovation in areas such as branding, sustainability, and smart rural development.

These elements form the backbone of an inclusive and knowledge-driven rural model.

3.2. Zakliczyn's Symbolic Identity: The Tree, Its Roots and Branches

To encapsulate the essence of Zakliczyn's territorial identity, a tree was chosen as the core metaphor — symbolising continuity, resilience, and the connection between past and future, people and place, tradition and transformation.

- The roots represent history, cultural depth, and community values — the collective memory, spiritual heritage, and generational wisdom that have grounded Zakliczyn for centuries.
- The branches and leaves embody the town's future aspirations: the energy of youth, the blossoming of tourism, the innovation of creative industries, and an openness to new ideas, people, and partnerships.

This metaphor will serve as a visual and conceptual compass throughout the territorial branding strategy — guiding the storytelling, the design language, and the place narrative.

It affirms Zakliczyn as a rural community deeply rooted in its heritage, yet fully capable of growing into new life — where people, ideas, and opportunities can take root, branch out, and flourish.

3.3. Challenges and Constraints to Address

The territorial diagnosis highlights several structural challenges that must be strategically addressed to enable Zakliczyn's regeneration and competitiveness:

Aging population and youth migration
The town faces the risk of demographic imbalance, with an ageing population and a persistent outflow of young people seeking better opportunities elsewhere. This threatens generational continuity, local knowledge retention, and long-term resilience.

Low cultural diversity and limited openness
Zakliczyn remains relatively homogeneous, lacking attractiveness for international residents or diverse talent. Enhancing cultural openness is essential to foster innovation, inclusion, and global connectivity.

Uneven digital infrastructure
While digitalization is advancing, certain rural areas still lack reliable high-speed internet, limiting access to remote work, digital services, and education opportunities.

Lack of direct rail access and limited mobility
The absence of a direct rail link constrains **regional integration**, discourages tourism inflows, and reduces accessibility for residents, students, and workers.

External perception and visibility gaps
Zakliczyn remain largely invisible at national and international levels. A strategic

communication and branding effort is needed to shift perceptions and promote a renewed, authentic image.

These challenges must be tackled not only through infrastructure and policy improvements but also via a coherent, empowering narrative that mobilizes residents, institutions, and partners around a shared vision for the future.

3.4. Narrative Platforms and Positioning Potential

Zakliczyn has the potential to adopt a distinctive and emotionally resonant identity, capable of inspiring both locals and newcomers. Drawing on its unique assets, values, and aspirations, the following strategic narratives are proposed to support place branding and communication efforts:

“Go back to our roots”

A place where you can plant your future – with peace, purpose, and a connection to the land.

These narrative appeals to those seeking authenticity, sustainability, and belonging, positioning Zakliczyn as a haven for eco-living, rural innovation, and meaningful simplicity.

“Your Rural Base Near the City”

Where life flows slowly, but innovation, culture, and opportunity are close by. This highlights Zakliczyn’s strategic location – offering quality of life, affordable living, and proximity to urban amenities such as Kraków, while nurturing a slower, more connected lifestyle.

“Where Generations Thrive Together”

A multigenerational community welcoming families, young creatives, active seniors, and new neighbors.

An inclusive vision of a socially vibrant and intergenerational community, reinforcing Zakliczyn’s potential as a living lab for rural coexistence, care, and creativity.

“Zakliczyn Sounds Different”

Inspired by the Penderecki legacy – where tradition meets imagination. This positions Zakliczyn as a creative and cultural hub, leveraging its musical identity to attract artists, performers, and cultural tourists, and to differentiate itself emotionally from other rural towns.

4. Brand Identity and Strategic Communication

4.1. Vision, Mission and Values

This chapter defines the aspirational framework of Zakliczyn's Territorial Marketing Plan — outlining the long-term vision, strategic mission, and core values that will guide the town's transformation. It translates Zakliczyn's identity, challenges, and potential into a cohesive narrative that inspires action, mobilizes stakeholders, and positions the territory for sustainable and inclusive regeneration.

4.1.1. Vision Statement

"To become a living, inclusive, and resilient rural town — rooted in culture, nature, and community — where people of all generations can grow, create, and belong."

Zakliczyn envisions itself as a place where life has meaning and connection — to the land, to the past, and to the future. A territory that respects its roots while welcoming new leaves: people, ideas, and projects that enable it to flourish in harmony with its essence.

This vision is not only idealistic — it is actionable. It affirms Zakliczyn as a town that nurtures:

Intergenerational living

Creative rural innovation

Cultural continuity and ecological balance

4.1.2. Mission Statement

"To strengthen Zakliczyn's visibility, attractiveness, and sustainable development by promoting its unique identity, engaging local stakeholders, and building bridges with the world."

This mission will be implemented through coordinated, participatory strategies in:

Place branding and territorial communication

Sustainable tourism and eco-economy

Civic engagement and youth participation

Digital innovation and international cooperation

All actions will be grounded in a deep respect for the town's environmental, historical, and cultural heritage, ensuring that progress reinforces — rather than replaces — local identity.

4.1.3. Core Values

Zakliczyn's transformation is anchored in a set of **shared values** that guide decisions, foster community trust, and shape public narratives:

- **Belonging**

A community where everyone matters — rooted, included, and valued.

- **Sustainability**

Living and acting today with the well-being of future generations in mind.

- **Tradition & Innovation**

Honouring heritage while embracing creativity and modernity.

- **Collaboration**

Working together — across generations, sectors, and borders.

- **Beauty & Meaning**

Promoting aesthetics, cultural richness, and emotional connection to place.

- **Courage**

Choosing to grow with intention, even in the face of challenge or change.

4.2. Strategic Personas and Target Audiences

To ensure that Zakliczyn's territorial marketing strategy resonates with its key audiences, four strategic personas have been developed. These fictional yet research-based profiles reflect real trends, values, and motivations observed in the region. They guide the tone of communication, the narrative platforms, and the design of public policies and services.

Persona 1: Marta – The Conscious Family Migrant

Age: 35

Occupation: Freelance designer (remote worker)

Origin: Kraków

Motivations: To offer her children a calmer life, close to nature, and away from urban stress

Needs: Reliable internet, quality schools, a welcoming and safe community

How Zakliczyn responds: Access to nature, affordable living, proximity to Kraków, green open spaces

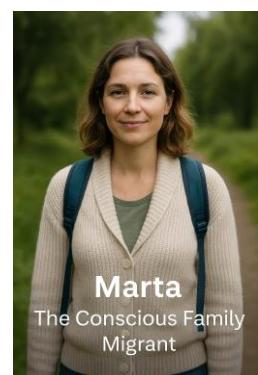


Figure 13- Persona 1

Persona 2: Tomasz – The Returning Young Entrepreneur

Age: 27

Occupation: Founder of a small local agri-food business

Origin: Native of Zakliczyn, returned after university in Warsaw

Motivations: Innovate in agriculture and build a life rooted in his home community



Figure 14- Persona 2

Needs: Entrepreneurial support, funding access, coworking spaces, local networks

How Zakliczyn responds: Agricultural tradition, community support, emerging youth initiatives

Persona 3: Sophia – The Cultural Explorer

Age: 44

Occupation: Arts and culture curator, frequent traveler

Origin: Berlin

Motivations: Participate in artist residencies, discover authentic places, and attend cultural events

Needs: Inspiring environment, authentic local experiences, boutique accommodation

How Zakliczyn responds: Penderecki Music Centre, rich cultural heritage, festivals, creative atmosphere



Figure 15- Persona 3

Persona 4: Jeroen – The Green Digital Nomad

Age: 31

Occupation: Environmental consultant and freelance programmer

Origin: The Netherlands

Motivations: Seek a minimalist and sustainable lifestyle with balance and purpose

Needs: Fast internet, peaceful environment, hiking trails, eco-conscious community

How Zakliczyn responds: Rural calm, natural beauty, opportunity for eco-accommodation and green living



Figure 16- Persona 4

These personas will serve as the foundation for targeted communication strategies, project design, and branding campaigns presented in the next chapters.

4.4. Strategic Personas Summary – Zakliczyn

Name	Origin	Motivation	Needs	Zakliczyn's Response
Marta – The Conscious Family Migrant	Kraków	To offer her children a calmer life, close to nature, and away from urban stress	Reliable internet, quality schools, a welcoming and safe community	Access to nature, affordable living, proximity to Kraków, green open spaces
Tomasz – The Returning Young Entrepreneur	Zakliczyn (returned from Warsaw)	To innovate in agriculture and build a life rooted in his home community	Entrepreneurial support, funding access, coworking spaces, local networks	Agricultural tradition, community support, emerging youth initiatives
Sophia – The Cultural Explorer	Berlin	To join artistic residencies, discover authentic places, and attend cultural events	Inspiring environment, authentic local experiences, boutique accommodation	Penderecki Music Centre, rich cultural heritage, festivals, creative atmosphere
Jeroen – The Green Digital Nomad	The Netherlands	To live a minimalist and sustainable lifestyle with balance and purpose	Fast internet, peaceful environment, hiking trails, eco-conscious community	Rural calm, natural beauty, opportunities for eco-accommodation and green living

4.5. Strategic Positioning and Differentiation

Zakliczyn's territorial positioning aims to stand out not through scale or speed — but through depth, identity, and human connection. The town embraces a model of slow, sustainable, and meaningful rural living, countering the pressures of urbanisation, depopulation, and cultural dilution common to many small European towns.

The town's strategic differentiation rests on five pillars:

1. Rooted Authenticity

Zakliczyn offers a lived heritage – not staged for tourists but practiced daily by its residents. From traditional agriculture to multigenerational homes, the town preserves the essence of rural Central Europe with integrity and care.
 2. Proximity with Purpose

Located just 80 km from Kraków, Zakliczyn combines accessibility with peaceful retreat. This rare equilibrium allows it to attract digital nomads, returning families, and visitors seeking nature, meaning, and connection – without becoming a dormitory town.
 3. Creative Rurality

With the presence of the Penderecki Centre and a vibrant cultural life, Zakliczyn positions itself as a rural creative hub – where art, music, and storytelling flourish outside urban centres, rooted in the rhythms and values of countryside life.
 4. Regenerative Mindset

Unlike extractive or short-term models of rural development, Zakliczyn's approach is grounded in regeneration – ecological, social, and emotional. Each initiative is designed not only to preserve, but to revitalise and renew.
 5. Inclusive Belonging

The brand promise of Zakliczyn is not just to be visited – but to be belonged to. It is a place where residents, returnees, newcomers, and creatives are welcomed to co-create the future, together.

This positioning gives Zakliczyn a clear and distinctive voice within national and European rural networks, enhancing its attractiveness for funding, partnerships, and long-term resilience.

4.6. Official Slogan: “Go Back to Our Roots”

The official slogan “Go Back to Our Roots” encapsulates the core identity and emotional positioning of Zakliczyn’s territorial brand. It evokes a deep sense of authenticity, simplicity, and reconnection — not only with the land and heritage, but with community, meaning, and sustainable living.

This slogan is much more than a phrase: it is a guiding narrative. It reflects Zakliczyn's commitment to protecting its cultural and ecological legacy while

embracing a new chapter of rural innovation, intergenerational coexistence, and creative development.

“Go Back to Our Roots” speaks directly to the strategic personas identified in this plan — families seeking quality of life, returning youth, digital nomads, and cultural explorers. It also aligns perfectly with European values of green transition, inclusion, and cohesion.

Through this slogan, Zakliczyn positions itself as a place where:

- Life flows with purpose and peace,
- Nature and culture are alive and accessible,
- Roots are not anchors, but foundations for new beginnings.

It will serve as a unifying message across all branding and communication tools — from signage and social media to festivals, public art, and institutional identity — reinforcing Zakliczyn’s distinctiveness and emotional appeal at every touchpoint.

GO BACK TO OUR ROOTS

Figure 17- Slogan of the project

4.7. The Symbol: The Tree, Its Roots and Branches

The visual identity of Zakliczyn is anchored in the powerful metaphor of a tree with deep roots and flourishing branches, symbolizing both memory and possibility, tradition and transformation.

The roots represent the town’s cultural depth, collective memory, spiritual heritage, and intergenerational knowledge — everything that grounds Zakliczyn in authenticity, continuity, and care.

The branches express the town’s aspirations for the future: youthful energy, creative expression, tourism potential, innovation, and openness to new people, ideas, and connections. They point toward growth, regeneration, and the unfolding of new life.

This organic duality — roots and branches — encapsulates the town’s identity as a place where the past nourishes the future, and where community, creativity, and nature interweave to shape a meaningful rural experience.

This symbol functions both as a graphic signature and a narrative tool, used consistently across storytelling, branding, spatial design, and community initiatives.

Main Values Expressed by the Symbol:

- Continuity between generations
- Connection to nature and the land
- Organic growth and creativity
- Balance between tradition and modernity
- Interconnectedness of people, ideas, and places
- A living territory — rooted, yet reaching outward

The tree metaphor aligns deeply with the brand slogan “Go Back to Our Roots”, reminding all who encounter Zakliczyn that this is not just a place — it is a story unfolding from soil to sky.

4.7.1. Color Palette

The brand's color palette reflects **Zakliczyn's identity, ecosystem, and emotional tone** — balancing serenity, authenticity, and natural vibrancy.

COLOR	HEX CODE	MEANING
FOREST GREEN	#37483F	Connection to nature, stability, maturity
CLAY BEIGE	#E7D9C4	Tradition, softness, grounding
LEAF GREEN	#A3B18A	Life, renewal, environmental awareness
SKY BLUE	#A0C4FF	Openness, water, optimism
TERRACOTTA ORANGE	#D58A5D	Warmth, human energy, creativity
PLUM PURPLE	#8C6A99	Culture, depth, artistic expression

These colors are to be applied consistently across physical and digital materials, ensuring recognisability and coherence.

4.7.2. Visual Applications

The brand system is designed for modular and flexible applications, allowing it to adapt to diverse public and promotional settings. Key applications include:

Tourist and urban signage, with custom icons derived from the root symbol

Digital platforms: website, social media profiles, newsletters, and virtual tours

Community art: murals, installations, and branded urban furniture

Merchandise: tote bags, notebooks, mugs, and apparel for festivals or visitors

Events and institutional use: roll-ups, banners, name tags, programs, and press kits

4.7.3. Official Symbol: Zakliczyn's Territorial Brand

A place where roots anchor the past, and branches reach toward the future. We design a unique symbolic visual element that can be recognized even without the project name.



Figure 18- Project isotype

4.8. Tone of Communication and Storytelling

Zakliczyn's brand narrative, anchored in the official slogan "Go Back to Our Roots", adopts a tone that is authentic, emotional, and inclusive — speaking to both the heart and mind. The storytelling strategy is grounded in the metaphor of roots and branches, symbolising memory, belonging, continuity, and the organic potential for growth and innovation.

The communication tone blends warmth and humility with a quiet confidence and vision, reflecting the town's rural identity and contemporary aspirations. This approach aims to connect deeply with people seeking meaning, simplicity, and community, especially in a rapidly changing world.

Key storytelling principles include:

- Living Heritage: Telling the stories of local farmers, artisans, musicians, and families, honouring the past as a living force shaping the future.
- Place-Based Emotion: Creating narratives that evoke sensory and emotional ties to the land — the sound of the Dunajec River, the scent of herbs, the rhythm of seasonal rituals.

- Visual and Sensory Language: Communicating not just through text, but through murals, signs, trails, and installations that speak without words.
- Rooted Innovation: Highlighting how tradition is being reinterpreted — through youth projects, eco-tourism, and creative industries.
- Everyday Beauty and Belonging: Emphasising the poetry of daily life in Zakliczyn — the intergenerational hugs, the quiet streets, the fields blooming with wildflowers.

This tone will be reflected across all brand materials, promotional content, signage, and public interventions, ensuring that Zakliczyn is not just seen, but felt and remembered

5. Communication & Engagement Strategy

5.1. Giving Voice to Roots, Growth, and Belonging

A territorial brand must live beyond logos or slogans. It must breathe through people, spaces, seasons, and emotions. This chapter presents Zakliczyn's integrated communication strategy, designed to activate the brand "**Go Back to Our Roots**" across audiences, channels, and touchpoints — ensuring visibility, trust, and long-term transformation.

5.1.1. Vision

Zakliczyn's brand transcends aesthetics — it builds emotional connection, civic pride, and regenerative growth through storytelling and co-creation. Communication becomes both a mirror and a seed: reflecting who we are and planting who we want to become.

5.1.2. Strategic Objectives

- Increase national and international awareness of Zakliczyn as a cultural, sustainable, and vibrant destination.
- Strengthen emotional ties with residents, youth, diaspora, and visitors.
- Attract tourists, creative talent, partnerships, and funding through authentic narratives.
- Ensure all communication aligns with the core brand identity: Go Back to Our Roots.

5.1.3. Target Audiences (Strategic Personas)

Persona	Profile	Key Interests
Local Changemaker	Ages 25–45, resident or returning	Community-building, events, entrepreneurship
European Traveller	Ages 30–60, from Kraków, Vienna, Berlin	Eco-tourism, authenticity, slow travel
Erasmus+ Visitor	Ages 18–35, student, artist, volunteer	Culture, creativity, affordable experiences
Zakliczyn Diaspora	Ages 35–70, living abroad (EU/USA/UK)	Heritage, family roots, reconnection

5.2. Communication Channels

Platform	Role	Content Focus
Instagram	Primary driver	Visual storytelling, lifestyle, event highlights
Facebook	Community hub	Civic news, diaspora connection, nostalgic photos
TikTok	Youth engagement	Trends, humour, short emotional stories
YouTube	Long-form video	Culture, history, local stories, documentaries
LinkedIn	Institutional voice	EU projects, academic partnerships, governance

Languages: Polish + English (primary); German and Slovak for selected content.

5.3. Content Pillars (Rooted Themes)

Pillar	Purpose	Formats
Voices of Zakliczyn	Humanise the territory with real people	Portraits, interviews, TikToks, quotes
Seasons of Zakliczyn	Celebrate rural rhythm and local rituals	Reels, stories, drone footage
Back to the Roots	Promote crafts, recipes, and oral history	Mini-docs, how-tos, family storytelling
Green Revival	Show eco-projects and environmental transformation	Infographics, timelapses, livestreams
Behind the Brand	Promote transparency and trust in governance	LinkedIn posts, municipal "reveals"

5.4. Communication Channels and Tools

To ensure coherence, reach, and emotional resonance, Zakliczyn's territorial brand "Go Back to Our Roots" will be communicated through an integrated, multichannel approach that blends tradition with innovation. The chosen channels and tools reflect both the identity of the territory and the behavioral patterns of key audiences (locals, youth, tourists, partners, media).

Offline Communication

- **Branded Signage and Public Infrastructure:** Visual identity applied to street furniture, murals, trails, and architectural details ensures daily visibility.
- **Events and Cultural Installations:** Festivals, community art projects, and mobile exhibitions bring the brand to life through sensory and participatory experiences.
- **Printed Materials:** Brochures, maps, storytelling postcards, artisan labels, and branded educational kits for schools.
- **Local Press & Radio:** Collaboration with regional media (print and broadcast) to narrate the journey of regeneration.

Online and Digital Tools

- **Official Website** – www.zakliczynroots.eu
Serves as a digital portal for residents, tourists, and international stakeholders. Features include:
 - Interactive maps and trails
 - Event calendar
 - Digital storytelling (podcasts, videos)
 - Investment and funding updates
- **Social Media Platforms**
 - **Instagram & Facebook:** Visual storytelling, community engagement, event promotion, behind-the-scenes content.
 - **YouTube / Podcast Channels:** “Voices of Zakliczyn” series, artistic residencies, interviews with elders and youth.
 - **LinkedIn:** Institutional storytelling, strategic partnerships, EU project visibility.
 - **Hashtag Ecosystem:** Examples: GoBackToOurRoots, #MadeInZakliczyn, #RootsFestival, #ZakliczynVoices.
- **Digital Information Kiosks**
 - Located at town entrances and cultural hotspots, these multilingual devices provide wayfinding, multimedia content, and real-time updates.
- **QR Code Integration**
 - In trails, installations, and printed pieces, linking to digital content such as oral histories, music, or local legends.
- **Email Newsletters**
 - Quarterly updates for citizens and partners with highlights, funding calls, and brand milestones.
- **Mobile App (Planned)**
 - A future tool combining cultural trails, augmented reality experiences, event check-ins, and a “Roots Passport” for tourists.

Collaborative and Community-Driven Channels

- **Youth Ambassadors and Influencer Strategy**
 - Local youth and cultural influencers act as organic storytellers on social media and in mobility programmes (e.g. Erasmus+, European Solidarity Corps).
- **Community Content Contributors**
 - Residents, schools, artisans, and seniors are invited to co-create content — from blog posts to mural designs — ensuring authenticity and pride.
- **Public Forums & Pop-Up Storytelling Booths**
 - Hosted during festivals and seasonal markets, enabling collective voice gathering, memory sharing, and feedback.



Figure 19- Overview image of the communication channels and tools

5.5. Publishing Plan & Frequencies

Platform	Suggested Frequency
Instagram	3–4 posts/week + 2–3 stories/week
Facebook	2 posts/week + event pages
TikTok	2 videos/week
YouTube	1 long video/month + 2 shorts/month
LinkedIn	1–2 posts/month

5.6. Editorial Calendar – Zakliczyn Seasons

Month	Theme	Examples
September	Nature Escapes & Green Revival	Drone footage of Dunajec, tree-planting reels, eco-trail highlights
October	Living Culture & Craftsmanship	“Meet the master” reels, mural teasers, interviews with returnees
November	Memory & Festive Preparation	Spa and wellness teasers, embroidery tutorials, storytelling of traditions
December	Magic & Emotional Belonging	Christmas market content, diaspora videos, “Letters to Zakliczyn” campaign

5.7. Format Toolkit by Platform

Format	Use
Instagram Carousels	Educational content, storytelling
Reels / TikTok	Emotion, humour, transformation
Stories & Polls	Real-time interaction, user engagement
YouTube Shorts	Deepen cultural storytelling and visibility
LinkedIn Posts	Highlight EU projects, funding, institutional voice

5.8. Influencer & Partner Strategy

Zakliczyn will develop a collaborative approach to content creation and audience building, working closely with:

- **Local content creators and storytellers**, especially youth, to share authentic perspectives of life in Zakliczyn.
- **Erasmus+ volunteers, European students, and visiting artists**, acting as temporary brand ambassadors.
- **Diaspora influencers and local businesses**, to spread the brand internationally.
- **NGOs and EU project partners**, co-producing campaign content in cross-border collaborations.

These partnerships ensure the brand is not only broadcast, but lived and co-created — turning followers into storytellers, and storytellers into active citizens of the brand.

5.9. Final Message

Zakliczyn doesn't just communicate — it invites people to feel, belong, and take part in something rooted and real. This communication strategy turns "Go Back to Our Roots" into a daily dialogue, a seasonal rhythm, and a shared promise — transforming the brand from a vision into a lived experience.

5.10. Logo Usage & Co-Branding

5.10.1. Primary Logo

- Symbol: Roots and branches – representing memory and the future.
- Secondary mark: Symbolic leaf or root stamp – for use in social media icons and favicons.

5.10.2. Usage Guidelines

- Always leave clear margin space around the logo.
- Never stretch, rotate, or modify the proportions.
- Use the full-colour version on light backgrounds.
- Use the white or monochrome version on dark backgrounds.

5.9.3. EU Funding Guidelines

- Display logos of co-financing programmes (Erasmus+, Interreg, LEADER, etc.) on all relevant materials.
- Include the following disclaimer on EU-funded content:
"Co-funded by the European Union – views expressed are those of the author."

5.9.4. Posting Schedule & Suggested Hashtags

Platform	Posting Frequency	Example Hashtags	
Instagram	3–4x per week	#GoBackToOurRoots #RootsAlive	#VisitZakliczyn
Facebook	2x per week	#ZakliczynStories #ZakliczynHeritage	
TikTok	2x per week	#RootsChallenge #ZakliczynVibes	
LinkedIn	1–2x per month	#ZakliczynEU #CreativeRural	#SmartVillagePoland

5.9.5. Call to Action

This toolkit is not just for designers — it's for everyone who tells Zakliczyn's story:

local youth, municipal leaders, cultural ambassadors, Erasmus+ partners, and residents.

 Contact for editable materials, training, or branding support:

Email: promocja@zakliczyn.pl

Shared Drive Access: [to be inserted]

6. Events & Activation Plan

6.1. Platform Management and Governance

Ensuring Consistency, Participation, and Strategic Oversight

To ensure that Zakliczyn's territorial brand remains coherent, participatory, and adaptable, a structured governance model for digital and physical communication platforms is essential. This chapter defines the operational framework for managing the town's brand communication — across channels, communities, and collaborators.

6.1.1. Core Communication Unit

A small but strategic communication team (2–3 professionals) will be responsible for:

Curating the editorial calendar across social platforms and campaigns

Ensuring visual and narrative coherence with the brand "Go Back to Our Roots"

Monitoring engagement analytics and adjusting strategies accordingly

Coordinating and mentoring content contributors including:

Zakliczyn Ambassadors

Local schools and cultural associations

Youth-led initiatives and Erasmus+ participants

Craftspersons, artists, and small business owners

The unit will operate in close alignment with the Municipal Marketing Office, and collaborate with external agencies when needed (graphic design, photography, video, translation).

6.1.2. Community Engagement and Co-Creation Mechanisms

Zakliczyn's communication strategy is designed to grow *with* the people — not just *for* them. Therefore, citizen participation is structurally embedded into platform governance.

Key Co-Creation Tools:

Public content suggestion portal (via website or Instagram "Stories")

Monthly storytelling themes voted and co-created by citizens

Creative contests, such as:

"*Zakliczyn Through My Lens*" (photography challenge)

"*Voices of the Roots*" (oral history recording project)

"*Draw the Future of Zakliczyn*" (children's visual storytelling competition)

These initiatives not only foster belonging and pride, but also generate authentic, community-driven content that feeds into Zakliczyn's broader narrative strategy.

6.1.3. Platform Governance Cycle

Zakliczyn's communication ecosystem will follow a participatory management loop:

Plan → Curate → Engage → Measure → Reflect → Adapt

This agile cycle ensures:

Editorial flexibility to respond to seasonal and local dynamics

Ongoing feedback via platform analytics and direct community input

Iterative learning and inclusion of new voices in strategy design

Alignment with EU visibility standards (in the case of funded projects)

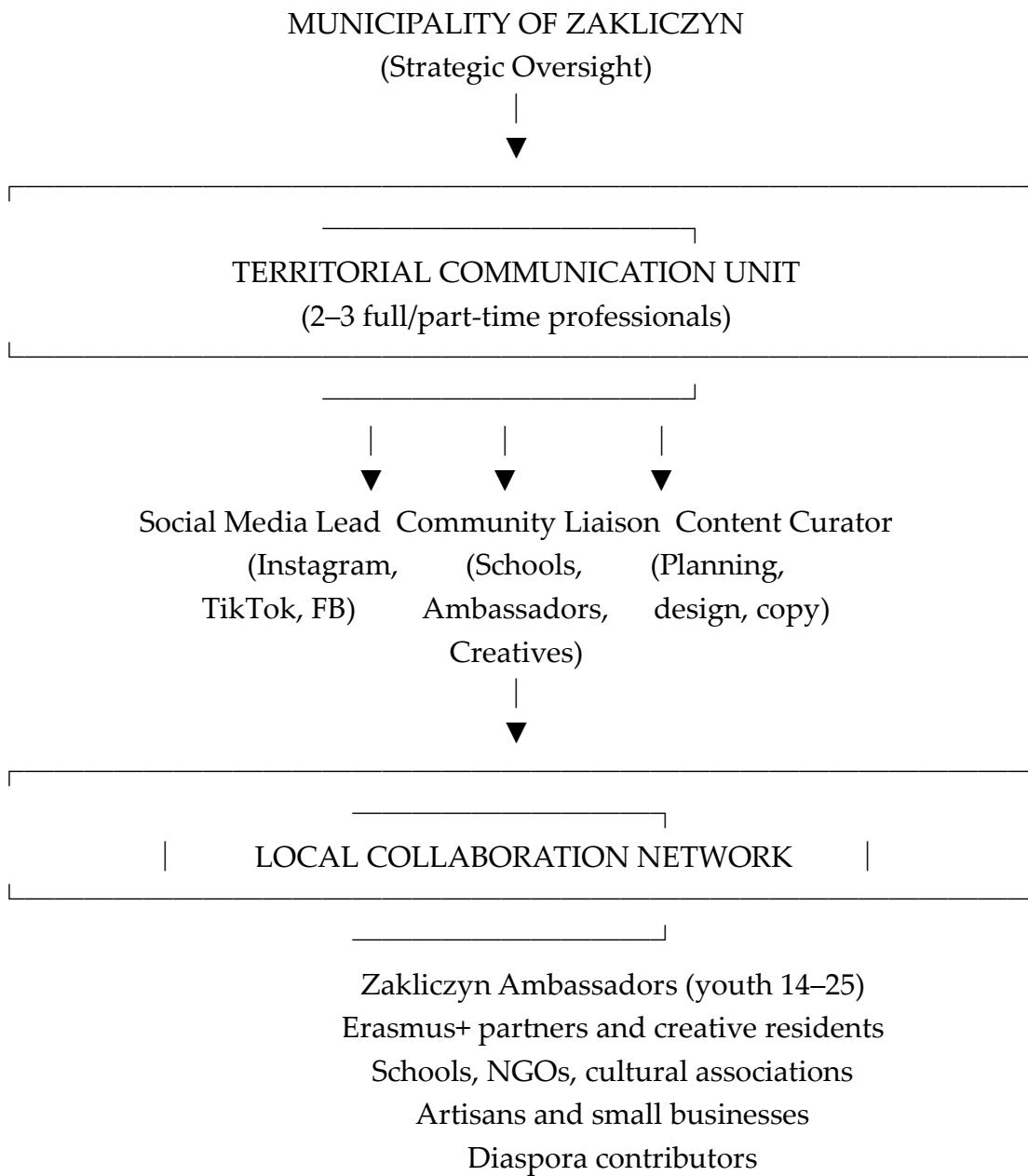
6.1.4. Governance Indicators of Success

To evaluate the effectiveness of platform management, the following indicators will be monitored quarterly:

Dimension	Indicator
Brand Coherence	% of content aligned with core narrative & style
Engagement	Comment depth, shares, direct messages
Quality	
Community Input	Number of citizen-contributed stories or visuals
Diversity of Voices	Representation across age, villages, occupations
Response Agility	Average time to react to trends or public input

“Managing a place brand is not about controlling the narrative — it’s about nurturing it, together.”

Zakliczyn's communication platforms will operate as living spaces — where identity is co-written daily, and where every citizen becomes a storyteller of the roots that connect and grow.



6.2. Volunteer & Support Roles – Empowering Local Voices

6.2.1. Digital Ambassador of Zakliczyn

Target group: Young residents (14–30), Erasmus+ students, digital creatives

Main Role:

Create Instagram stories, reels, or TikToks about life, culture, or events in Zakliczyn

Host takeovers during festivals, trips, or cultural residencies

Represent Zakliczyn in digital youth dialogues and Erasmus networks

Incentives:

Certificate of participation signed by the Municipality

Spotlighted on official platforms and campaigns

Priority access to travel, training, and international exchanges

6.2.2. Community Content Contributor

Target group: Residents of all ages — seniors, children, families, teachers, artisans

Main Role:

Share traditions, personal stories, crafts, recipes, or nature photos

Suggest monthly themes or participate in content challenges

Join storytelling, mural painting, or oral history activities

Incentives:

Public recognition in local and digital spaces

Feature in exhibitions, videos, and print materials

Strengthened visibility, pride, and intergenerational inclusion

These roles turn Zakliczyn's people into authors of their own place. Together, they co-create a rooted, visible, and human communication ecosystem — where everyone has a voice in how the story of Zakliczyn is told.

6.2.3. Influencer & Partner Strategy

Rooted Influence — Authentic Voices, Global Reach

Zakliczyn's communication ecosystem is designed to be community-powered and story-led. Rather than relying on high-cost commercial influencers, the strategy focuses on real people with real ties to the territory — voices with credibility, emotional connection, and the power to mobilize networks locally, nationally, and internationally.

The goal is to amplify the narrative “Go Back to Our Roots” through people who live, remember, or rediscover Zakliczyn in meaningful ways.

6.2.4. Ambassador Categories

Local Influencers

Profile: Café owners, artisans, teachers, musicians, youth volunteers

Goal: Reinforce civic pride, activate youth, and bridge heritage with innovation

Key Channels: Instagram Stories, TikTok, Facebook

Example Profiles:

Basia – Café owner hosting folk music nights and community talks

Wojtek – Art teacher leading student mural projects with local themes

“Zakliczyn Grandma” – Sharing seasonal recipes and folk wisdom via reels

National Ambassadors (Poland-Wide)

Profile: Travel bloggers, food & culture creators, journalists

Goal: Position Zakliczyn as a slow travel and hidden gem destination

Key Channels: Instagram, YouTube, lifestyle blogs

Example Activations:

Invite creators to cover the Forest Festival or thermal spa

Feature in a travel series like *“Poland’s Undiscovered Corners”*

International Voices

Profile: Erasmus alumni, exchange students, diaspora returnees

Goal: Strengthen bonds with EU networks, expat communities, and Erasmus+ stakeholders

Key Channels: YouTube Shorts, Instagram Reels, LinkedIn

Example Collaborations:

“Zakliczyn Through My Eyes” – Erasmus student video diaries

“Why We’re Moving Back” – Polish diaspora families sharing their return stories

6.5. Engagement Tactics

Seasonal Stays for Content Creators

Offer curated 3–5 day stays for:

Eco-lifestyle and culture-focused micro-influencers

Returning diaspora families during festive periods

Erasmus+ participants (Spring/Summer cohorts)

Expected Deliverables:

1 short video (Reel, TikTok, or YouTube Short)

5 themed social posts/stories

Optional testimonial or interview

"Take Over Zakliczyn" Social Campaigns

Let guest creators run Zakliczyn's Instagram or TikTok for 24–48 hours

Examples:

Forest Festival through a volunteer's POV

Thermal spa experience via a travel blogger

Erasmus daily diary from a foreign student

Hashtag: #MyZakliczyn

Press Trips & Influencer Days

Host immersive group experiences with thematic routes

Examples:

Zakliczyn Taste Tour: Herbal teas, honey, sourdough baking

Folklore Weekend: Folk dances, traditional costume try-on

Forest & Thermal Tour: Hiking in the green grid + spa relaxation

Invitees:

Travel journalists

NGO project leaders

Erasmus+ & Interreg cultural partners

Local Polish media and EU networks

Includes:

Welcome packs and photo/video kits

Branded visuals and social media templates

Opportunity for content syndication and earned media

Key Metrics to Track

Indicator	Purpose
# of tagged posts and mentions	Measure campaign visibility and community uptake
Estimated social reach	Quantify amplification of Zakliczyn's story
Engagement rates	Assess content quality (likes, shares, saves)
Follower growth	Evaluate conversion during takeover campaigns
Website/app traffic from posts	Measure concrete action and interest generated

Strategic Vision

This influencer and partner strategy turns Zakliczyn into a living brand — shaped by people, not slogans. It positions the town as:

Human-centric: stories over statistics

Participatory: co-created narratives over top-down campaigns

Rooted and open: a place where heritage meets European collaboration

In Zakliczyn, influence is not bought — it is cultivated through trust, belonging, and shared meaning.

6.5. Press & Publicity Tools

Making Zakliczyn Visible — A Consistent, Professional Approach to External Communication

An effective place brand must be visible, coherent, and inspiring across all media channels. To ensure that Zakliczyn communicates its story with impact, a professional publicity toolkit will support journalists, bloggers, and institutional partners with high-quality materials, ready to be deployed across regional, national, and European networks.

Media Kit Components

Available in Polish and English (and selectively in German), the Zakliczyn Media Kit will include:

Logo & Brand Guidelines

Usage rules for the logo, brand colors, slogan, and visual system

Formats: PNG, SVG, AI, PDF

Zakliczyn Factsheet (PDF)

One-page overview including:

- Population
- Geographic context
- Cultural and natural assets
- Strategic projects (2025–2030)
- Key indicators and contacts

High-Resolution Photo Gallery

Categorized by theme:

- Landscapes and seasons
- Community events and festivals
- Heritage architecture
- Crafts, gastronomy, and local stories

Format: Downloadable ZIP or Google Drive folder

Official Branding Video (2 minutes)

A short cinematic presentation of Zakliczyn's values, visuals, and vision

Subtitled in Polish, English, and optionally German/Slovak

Sample Press Release Titles

To support media engagement around specific events or milestones:

"Zakliczyn: The Polish Town Where Roots Blossom into New Life"

"Thermal Waters and Tree Planting: Europe's Newest Eco-Retreat"

"Young Creatives Return to Zakliczyn to Build the Future"

"From Forgotten to Folkloric: A Village Reinvented in Małopolska"

Each release will be tailored with a narrative hook, quotes from locals or officials, data, and calls to action for media partners and visitors.

Media Distribution Channels

Regional and National Media

Gazeta Krakowska, TVP3 Małopolska, Radio Kraków

Polish tourism and culture magazines

European Project Platforms

URBACT, Interreg, Erasmus+, LEADER, and Cittaslow newsletters

International Travel & Culture Blogs

Especially those covering Central/Eastern Europe, eco-tourism, and slow travel

Target: micro-influencers and platforms with emotional storytelling

Access and Distribution

All materials will be:

Downloadable via the Zakliczyn Smart Portal

Sent via email to press lists before and after major events

Available in physical format for:

Delegations

Trade fairs and expos

Press kits at festivals and municipal offices

Zakliczyn's voice will be rooted, elegant, and emotionally consistent — wherever the story is told.

This publicity toolkit ensures that every article, video, or mention reflects the values of the brand: heritage, community, and regeneration.

6.6. Zakliczyn Branding Video

Title: Go Back to Our Roots

Length: ~2:00 minutes

Format: Cinematic promo video for social media, events, website, and international presentations

Tone: Emotional, poetic, rooted, hopeful

Music suggestion: Modern folk instrumental (strings, light percussion) with natural ambiance (birds, water)

Narration Script (Voiceover)

0:00–0:15 | Emotional Opening

"There is a place in the heart of Europe... where silence speaks through rivers, forests, and old stones."

"Where roots are not buried — but alive, blooming into something new."

Visuals:

Aerial shot of the Dunajec River at sunrise

Close-up: hands planting herbs, a child running through a field

Soft focus on dewdrops on leaves, wrinkled hands sewing embroidery

0:15–0:35 | Spirit of the Place

"This is Zakliczyn — a rural town where nature, memory, and creativity grow together."

Visuals:

Panoramic view of historic buildings, forest hills, village rooftops

Artisan preparing tea, carpenter carving wood

Intergenerational group laughing at a market

0:35–1:00 | A Living Community

"Here, heritage is not a museum. It's a living story — told in murals, markets, and the voices of our people."

Visuals:

Youth painting a mural of a tree with deep roots

"Zakliczyn Grandma" sharing a recipe with a young girl

Market scene with local crafts and food

Shot of someone scanning a QR code on a storytelling trail sign

1:00–1:25 | Regeneration & Youth

"Young people return to plant their future — in co-working spaces, forest trails, and creative residencies."

Visuals:

Remote worker in a rural coworking space

Artists painting, filming, or writing in an old house

Children and Erasmus+ students planting trees

1:25–1:50 | Zakliczyn in Europe

"Zakliczyn is not a forgotten village. It is a place of return, of belonging — and of becoming."

"Rooted in Małopolska. Open to the world."

Visuals:

EU flags at a local event

Cultural exchange workshop or Erasmus+ session

Street with bilingual signage, benches shaped like roots

1:50–2:00 | Brand Signature

"Go back to our roots — and grow forward with us."

Visuals:

Fade-in: Zakliczyn logo + slogan

Website and social handles (e.g., www.zakliczyn.pl / @visitzakliczyn)

Final note: slow fade of music and birdsong

Storyboard Summary

Scene	Time	Visuals	Voiceover/Audio
1	0:00–0:15	River, nature close-ups, hands	"There is a place..."
2	0:15–0:35	Landscapes, local life, crafts	"This is Zakliczyn..."
3	0:35–1:00	Mural painting, market, storytelling	"Heritage is not a museum..."
4	1:00–1:25	Youth projects, residencies, tree planting	"Young people return..."
5	1:25–1:50	EU networks, cultural exchanges, modern signage	"Zakliczyn is not a forgotten village..."
6	1:50–2:00	Logo + slogan + URL	"Go back to our roots — and grow forward with us."



Figure 20- Storyboard of the promotional video

6.7. Events & Activation Plan

Living the Brand – Strategic Encounters that Root and Elevate Zakliczyn

Strategic communication is most powerful when translated into real-life experiences that allow people to *see, feel, taste, and co-create* the values of a place. Zakliczyn's event strategy bridges local identity and international visibility, offering immersive, participatory, and seasonal activations that express the spirit of "Go Back to Our Roots."

6.7.1. National & Local Events

Zakliczyn Day (Summer)

A town-wide celebration of culture, community, and pride — featuring music, food, local heroes, youth showcases, and emotional recognitions.

→ Focus: Belonging, civic pride, intergenerational connection

→ Assets: Open stage, mural reveal, honorary awards, picnic zones.

Thermal Tourism Festival (Winter)

A wellness and eco-tourism focused event highlighting Zakliczyn's potential as a **winter retreat** rooted in tradition, slowness, and renewal.

→ Focus: Health, sustainability, seasonality

→ Assets: Spa pop-ups, candlelit trails, herbal tastings, forest bathing workshops

Colour Festival & Castle Day (Spring)

A multigenerational and symbolic event mixing **floral creativity, crafts, heritage**, and mural co-creation — energizing the territory's visual and emotional brand.

→ Focus: Creativity, nature, youth involvement

→ Assets: Castle tours, flower crown stands, painting corners, folklore concerts

Open City Lab (Autumn)

A participatory design and ideas festival involving students, residents, and international guests (Erasmus+) in shaping the town's future.

→ Focus: Innovation, education, co-creation

→ Assets: Workshops, idea marathons, pop-up prototypes, creative urban interventions

6.6.2. International Engagements

Erasmus Days & EYE Festival

Zakliczyn will be represented by youth ambassadors, storytelling booths, and short films that showcase the brand and the town's creative ecosystem.

→ *Format:* Interactive stands, reels, postcards, digital mural wall

EU European Week of Regions and Cities (Brussels)

Participation in Brussels with regional and EU partners to present Zakliczyn as a model of creative rural branding and regeneration.

→ *Focus:* Policy visibility, project networking, academic and institutional outreach

→ *Tools:* Mini-exhibit, speaker panel, branded brochures

Tourism Expos (e.g. ITB Berlin, TT Warsaw)

Strategic appearances at leading tourism and culture fairs to attract partners and promote Zakliczyn as a slow travel destination.

→ *Format:* Branded booth, influencer meetups, traditional music, tastings

→ *Materials:* Digital visuals, heritage samples, local product mini-kits

6.7. Strategic Goals of Activation

Objective	How Events Support It
Awareness	Large-scale media exposure and strategic visibility moments
Engagement	Interactive, emotional, and creative public participation
Positioning	Integration into EU platforms and tourism/culture innovation circuits

Zakliczyn will not only be seen — it will be lived, remembered, and reimagined. Through festivals, exchanges, and rituals rooted in place, the brand becomes *an experience*, not just a message.

7. Strategic Axes, Flagship Projects and Action Plan

7.1. Strategic Axes of Development and Marketing

Zakliczyn's development strategy is structured around four interdependent strategic axes, directly responding to the demographic, environmental, economic, and cultural challenges and opportunities identified in the territorial diagnosis. These axes serve as the backbone of the action plan, guiding local interventions, investment priorities, community engagement, and external communication.

7.1.1. Axis I – Protecting and Enhancing the Territory

Objective: Safeguard and promote Zakliczyn's natural, cultural, and historical heritage through sustainable management, inclusive education, and responsible tourism.

Key Actions:

Develop eco-trails, heritage routes, and interpretative signage highlighting biodiversity and cultural memory.

Restore and reinterpret historic sites, religious landmarks, and vernacular architecture.

Promote sustainable land-use and protect ecological corridors.

Introduce eco-certification schemes for local products (e.g., organic produce, medicinal herbs, artisan crafts).

Launch the "Adopt a Landmark" programme to involve schools and citizens in heritage stewardship.

Publish the "Zakliczyn Green Guide" with trails, biodiversity maps, and eco-friendly practices.

Digitise "invisible heritage" — oral histories, folk recipes, and legends — to preserve and share cultural memory.

Apply for EU environmental funding (e.g., Interreg, LIFE+) to support conservation and eco-tourism initiatives.

7.1.2. Axis II – Empowering Rural Life and Local Services

Objective: Improve quality of life through enhanced infrastructure, digital inclusion, youth empowerment, and rural innovation.

Key Actions:

- Expand high-speed internet coverage and implement digital literacy programs.
- Create the Zakliczyn Remote Village Lab: coworking spaces for digital professionals and local entrepreneurs.
- Stimulate rural entrepreneurship in agriculture, handicrafts, and circular economy models.
- Implement the “Welcome Home Zakliczyn” Programme, offering housing support and incentives for returning youth and emigrants.
- Reinforce essential public services (health, education, mobility), especially in more remote villages.
- Introduce mobile units for healthcare, libraries, and transportation.
- Establish a Youth Council to institutionalize youth participation in local governance.
- Promote intergenerational mentoring in farming, craftsmanship, and community leadership.

7.1.3. Axis III – Activating Culture, Creativity, and Local Experiences

Objective: Position Zakliczyn as a vibrant cultural hub, fostering creative expression, artistic residencies, and immersive tourism rooted in local identity.

Key Actions:

- Launch the Zakliczyn Creative Residency Network to host national and international artists, filmmakers, and researchers.
- Organise the “Four Seasons Festival”, celebrating local music, gastronomy, and traditions throughout the year.
- Develop a digital “Zakliczyn Culture Pass” or mobile app to access attractions, events, and local products.
- Create a Community Audiovisual Archive, produced by youth, to preserve and share stories from older generations.
- Forge partnerships with art schools, eco-tourism networks, and cultural institutions.
- Join the European Network of Creative Rural Hubs to foster international cooperation.

Support community-led micro-projects with small grants and promotional visibility.

7.1.4. Axis IV – Promoting the Territory and Building Zakliczyn's Brand

Objective: Strengthen Zakliczyn's identity and visibility locally, nationally, and internationally through strategic branding and communication.

Key Actions:

Design and implement a cohesive territorial brand (logo, visual identity, slogan) based on “*Go back to our roots*”.

Launch a professional multilingual website (PL/EN/UA) and dynamic social media presence (Instagram, YouTube, TikTok).

Produce the “Meet Zakliczyn” video series to highlight stories of local people, landscapes, and regeneration efforts.

Host press trips and influencer visits to amplify Zakliczyn’s narrative across media channels.

Develop a Digital Press Kit with logos, photos, success stories, and communication materials.

Create the “Zakliczyn Global Friends” network to engage diaspora communities and international allies.

Publish a bilingual newsletter “Voice of Zakliczyn” (PL/EN) to keep stakeholders informed and involved.

Actively represent Zakliczyn in European forums, networks, and funding platforms, showcasing it as a model of rural innovation.

ZAKLICZYN **Go Back to Our Roots**

AXIS I
NATURE AND HERITAGE



- Promote eco-tourism
- Restore historic landmarks
- Launch “Adopt a Landmark”

AXIS II
RURAL LIFE AND SERVICES



- Expand digital access
- Support rural business
- “Welcome Home Zakliczyn”

AXIS III
CULTURE AND CREATIVITY



- Revitalize local culture
- Host ‘Four Seasons Festival’
- Zakliczyn Creative Residency

AXIS IV
BRANDING AND PROMOTION



- Build global partnerships
- Launch media campaigns
- Share community stories

Figure 21- Infographic of the 4 AXIS

7.2. Action Plan and Project Proposals

7.2.1. Strategic Vision and Implementation Logic

Zakliczyn's development strategy brings together a diverse and ambitious portfolio of initiatives, grounded in community values and expert insights. This chapter presents a phased, realistic, and fundable action plan to operationalise the strategic axes outlined in Chapter 6. Each project is closely aligned with Zakliczyn's territorial assets, social potential, and long-term vision for sustainable rural regeneration.

7.2.2. An Inclusive and Layered Approach

To ensure both coherence and feasibility, the plan adopts a layered implementation approach. All proposed initiatives are preserved, acknowledging and respecting the contributions of the community and professional teams involved. However, a group of 12 flagship projects has been identified as top priorities for the 2025–2027 period. These projects are selected based on their high impact, strategic relevance, and readiness for funding and execution.

7.3. Project Typologies

The remaining initiatives are categorised as:

Complementary – projects to be developed in the medium to long term, often supporting or extending flagship actions;

Exploratory – experimental initiatives requiring testing, co-design, or piloting before full implementation.

This structure ensures that the plan remains inclusive, flexible, and responsive to both local aspirations and external funding opportunities – without suppressing any creative or community-driven ideas.

7.4. Flagship Projects by Strategic Axis

◆ AXIS I – Protecting and Enhancing the Territory

Project Name	Description	Partners	Budget	Funding Sources
Zakliczyn Green Trails	Creation of inclusive eco-paths with educational signage and mobile app	Municipality, schools, NGOs	€40,000	EU LEADER, Interreg
Sacred Sites Revival	Restoration of rural chapels and digital storytelling using QR codes	Churches, tourism office	€65,000	National Heritage Fund
Youth Nature Ambassadors	Youth-led biodiversity campaigns, cleanups, and educational events	Schools, scouts, NGOs	€5,000	Erasmus+, Local Funds
Zakliczyn Biodiversity Map	Mapping of local flora and fauna with community participation and signage	Universities, NGOs	€10,000	LIFE+, Interreg Green Deal

◆ AXIS II – Empowering Rural Life and Local Services

Project Name	Description	Partners	Budget	Funding Sources
Digital Zakliczyn	Free Wi-Fi in rural villages + digital literacy workshops	Tech firms, schools	€25,000	EU Digital Europe, Smart Villages
Green Housing Incentives	Grants for young families to renovate traditional homes sustainably	Municipality, banks	€120,000	National Recovery Plan, EAFRD
Rural Innovation Incubator	Support for agri-businesses, circular economy, and rural cooperatives	Farmers, local SMEs	€60,000	Polish RDP, Horizon Europe
Return & Grow Program	Housing and job support for returning emigrants	Municipality, HR orgs	€50,000	National Labour Fund, ESF+

◆ AXIS III – Culture, Creativity and Local Experiences

Project Name	Description	Partners	Budget	Funding Sources
Zakliczyn Seasons Festival	Four-season cultural event celebrating food, music, and traditions	Lusławice Centre, artists	€70,000	Polish Fund, Creative Europe
Residency in the Roots	Artistic residencies in restored rural homes	Art schools, universities	€45,000	Erasmus+, Creative Europe
Voices of Zakliczyn	Youth-led media project documenting local stories and heritage	Youth clubs, media students	€10,000	Youth Culture Funds
Cultural Heritage Lab	Intergenerational workshops and storytelling sessions	Libraries, senior centres	€15,000	National Culture Program

◆ AXIS IV – Promoting the Territory and Building Zakliczyn's Brand

Project Name	Description	Partners	Budget	Funding Sources
Zakliczyn Brand Manual	Development of a cohesive brand identity, voice, and visual system	Designers, students	€7,000	Creative Europe, Regional Fund
Website & Social Media	Launch of a professional multilingual platform and content strategy	Local marketers	€12,000	EU Smart Communities, Interreg
Slow Travel Zakliczyn	Campaign targeting eco-tourists and digital nomads	Tourism board, influencers	€30,000	Polish Tourism Organisation
Meet Zakliczyn Series	Mini-documentary series sharing authentic local stories and successes	Videographers, residents	€20,000	EU Rural Development Fund

7.5. Implementation Recommendations

7.5.1. Timeline:

Short-Term (Year 1): Launch brand identity, basic infrastructure and pilot events.

Medium-Term (2–3 Years): Scale cultural programmes, tourism tools, and innovation hubs.

Long-Term (5+ Years): Consolidate territorial positioning, monitor impact, and refine strategy.

Phase	2025	2026	2027
	Pilot	Expansion	Consolidation

7.5.2. Monitoring & Evaluation:

Use simple, relevant Key Performance Indicators (KPIs) such as:

Number of new visitors

Returnee families

Digital engagement rates

New businesses or eco-certified products

Participation in cultural activities

7.5.3. Governance & Oversight:

Establish a Local Development Council, including representatives from the municipality, youth, civil society, business, and cultural sectors.

7.5.6. Visibility & Communication:

Ensure proper acknowledgement of co-funding partners (EU, national, regional) in all promotional materials and signage — following branding guidelines of programs like Interreg and Erasmus+.

7.6. Flagship Projects 2025–2027

7.6.1. Strategic Rationale

Zakliczyn's Territorial Plan includes a broad portfolio of over 35 community-driven and expert-informed initiatives. To ensure feasibility, visibility, and impact during the initial implementation phase (2025–2027), a set of 12 flagship projects has been identified. These projects were selected based on their strategic relevance, community value, cost-efficiency, readiness for execution, and alignment with European funding mechanisms. Remaining initiatives remain part of the long-term vision, categorised as complementary or exploratory.

7.6.2. Flagship Projects by Strategic Axis

Strategic Axis	Project Name
Axis I – Protecting and Enhancing the Territory	Axis II – Empowering Rural Life and Local Services
Zakliczyn Green Trails <i>Inclusive eco-walkways along landscaped paths.</i>	Digital Zakliczyn Public Wi-Fi zones and digital literacy courses.
Sacred Sites Revival Revitalizing small religious chapels alongside trails.	Return & Grow Program Housing and job incentives for young Zakliczyn natives.
Youth Nature Ambassadors Training young people in ecology and conservation.	Green Housing Incentives Subsidies for eco-friendly home renovations.
Axis III – Culture, Creativity and Local Experiences	Axis IV – Promoting the Territory and Building the Brand
Zakliczyn Seasons Festival Seasonal gastronomy and community-based activities.	Zakliczyn Brand Manual Ensures a cohesive visual identity.
Residency in the Roots Artists' residences in rural houses.	Website & Social Media Strategy A multilingual platform to engage tourists and residents.
Green Housing Incentives Storytelling through short individual interviews.	Meet Zakliczyn Series Short documentary videos about local life.

7.7. Budget and Funding

Project	Budget	Funding Source
Zakliczyn Green Trails	€40,000	LEADER
Sacred Sites Revival	€20,000	Interreg
Youth Nature Ambassadors	€20,000	LEADER, Interreg
Green Housing Incentives	€56,000	Local Grants
Zakliczyn Green Trails	€43,000	Private
Zakliczyn Brand Manual	€70,000	Polish Contributions
Website & Social Media	—	Local Grants
Meet Zakliczyn Series	€20,000	Social Entrepreneurs

7.8. Strategic Employment Forecast

To ensure concrete socioeconomic impact, Zakliczyn's territorial marketing plan includes a forecast of job creation linked to flagship projects. These jobs reflect the municipality's values: sustainability, creativity, local identity, and digital inclusion.

The table below presents a sectoral breakdown of estimated jobs created between 2025 and 2027, connecting projects to employment profiles and timelines. This forecast supports better planning, funding alignment, and policy advocacy.

Sector	Flagship Project(s)	Year(s)	Estimated Jobs Created	Profile of Jobs
Sustainable Tourism	Green Trails, Digital Tourism Portal	2025–2027	15	Eco-tour guides, guesthouse staff, local hosts
Creative Industries	Creative Residencies, Four Seasons Festival	2025–2026	10	Artists, event producers, cultural mediators
Agroecology	Local Product Certification, Organic Fairs	2026–2027	8	Organic farmers, market vendors, agro-coordinators
Rural Entrepreneurship	Smart Coworking, Youth Business Hub	2025–2027	7	Startup founders, remote workers, business trainers
Cultural Preservation	Oral Histories Project, Heritage Revitalization	2025–2026	5	Storytellers, archivists, mural artists
Green Economy	Waste-Free Events, Tree Planting Campaigns	2025–2027	5	Sustainability officers, event coordinators

Community Engagement	Zakliczyn Ambassador s Programme	2025 onward	5 (rotational, seasonal)	Youth content creators, civic animators
Total (2025–2027)	—	—	50	

8. Pilot Projects, Community Engagement and Monitoring

8.1. Pilot Projects 2025: Testing Innovation Locally

Zakliczyn is committed to exploring innovation with care and realism. To reduce risk and promote adaptability, six experimental projects will be launched in 2025. These pilots are designed as small-scale, low-cost initiatives that can be evaluated and scaled if successful.

8.2. Pilot Projects Overview

Project Name	Test Description	Duration	Success Criteria	Budget	Lead Partners
Digital Twin (MVP)	3D model of town centre with interactive features	6 months	Tourist engagement, visibility	€8,000	University, Tourism Office
Zakliczyn+ App	App with trails, events and QR scan tools	12 months	Downloads, user feedback	€6,000	Local Developers
Roots Mobile Van	Mobile classroom/culture space for outreach	6 months	Reach in rural zones, community input	€12,000	Municipality, Schools
Slow Walks Experience	Trail with audio guide and sensory elements	6 months	Visitor satisfaction, usage rates	€5,000	NGO, Tourism Office
House of Roots (Lab)	Temporary space for exhibitions and pop-up activities	9 months	Attendance, collaborations	€15,000	Municipality, Artists
Inclusive Volunteer Corps	Online platform to match local needs with volunteers	12 months	Active users, successful matches	€4,500	Youth Council, NGOs

These pilot initiatives reinforce Zakliczyn's approach to learning and evolving through inclusive and grounded experimentation.

8.3. Community Participation: Foundations and Future Engagement

The Zakliczyn Territorial Plan has been shaped through a combination of field research, digital mapping, and data provided directly by the Zakliczyn Municipality, including local statistics, institutional priorities, and current development strategies. The strategic and creative proposals were developed by the international team based on this material and complemented with additional qualitative research and benchmarking.

While there was no large-scale public consultation during the initial diagnostic phase, the plan fully recognises the importance of community voices in shaping a meaningful and inclusive future.

8.4. Looking Ahead: Public Involvement in 2025

To align with the principle of participatory governance, a new round of public consultation will take place in Spring 2025. This process will include:

Open forums in Zakliczyn and surrounding villages

Online form open to all residents (available in Polish and English)

Workshops with specific groups (youth, entrepreneurs, seniors, NGOs)

The feedback collected will be compiled into a public report and used to:

Update specific proposals

Identify new ideas and needs

Select additional pilot projects based on local input

This phase will ensure that the plan not only reflects data and institutional strategy, but also the lived experiences, aspirations, and creativity of Zakliczyn's people.

7.9. Monitoring and Evaluation

Monitoring is not about control — it's about care.

To ensure transparency, adaptability, and impact, Zakliczyn will implement a structured yet accessible monitoring system. This includes both quantitative indicators and qualitative measures of community sentiment, engagement, and sustainability.

7.10. Monitoring Dashboard: Strategic Indicators

A set of 10 key indicators will guide progress tracking and decision-making. Each one has:

A baseline value from 2024 (when available)

Clear targets for 2027 and 2030

A designated lead entity responsible for collection and reporting

Indicator	Baseline (2024)	Target 2027	Target 2030	Responsible Entity
% of youth in local projects	12%	25%	40%	Youth Council, Schools
# of renovated rural homes	7	20	45	Municipality, Banks
Annual visitors to Zakliczyn	9,000	13,000	18,000	Tourism Office
Social media monthly reach	1,800	5,000	8,000	Communication Team
# of cultural events per year	12	20	30	Cultural Centre
% of residents with internet access	68%	85%	100%	Municipality, Tech Partners
Resident satisfaction score (1–5)	3.2	4.0	4.5	Independent Evaluator
Sense of belonging (survey-based)	Medium	High	Very High	NGOs, University Researchers
Volunteer participation rate	4%	10%	15%	Volunteer Corps, NGOs
Use of green trails	Low	Moderate	High	Environmental Office

These indicators allow the municipality and its partners to track both hard data and soft outcomes — such as feelings of inclusion, civic pride, and long-term satisfaction.

9. Territorial Branding

9.1. Environmental Branding and Spatial Storytelling

A brand lives in space and sensation. It is not confined to logos, websites or brochures — it breathes in walls, footpaths, parks, and signs. In Zakliczyn, the concept of “*Go Back to Our Roots*” transcends metaphor and becomes a physical and emotional journey, told through the landscape, the streets, and the stories people walk through every day.

By integrating branding into the environment, Zakliczyn becomes legible — a place where every mural, bench, tile, or trail becomes an entry point to its identity. This approach blends art, memory, and mobility, encouraging both locals and visitors to experience the territory in a slow, reflective, and immersive way.

9.2. Urban Art and Ground Murals: Painting Meaning into Place

Public space is not neutral. It communicates values, memories and aspirations. Through a program of environmental interventions, Zakliczyn will use art to give voice to its rural soul.

Key Concepts and Elements:

Thematic

Painted walls in public buildings, schools, underpasses, or bus shelters can feature:

Contemporary reinterpretations of regional embroidery patterns (e.g., floral or geometric motifs),

Scenes of rural life such as elders harvesting herbs, children by the Dunajec River, or families at the local market,

Silhouettes of cultural figures, like Penderecki, or symbolic references to music and heritage.

Murals

Poetic

Phrases connected to Zakliczyn's essence — painted on steps, pavements, or town squares — can invite thought and pause. Examples:

Pavements

“*Go Back to Our Roots*”

“*Tu kwitną korzenie*” (*Here roots bloom*)

“*Life flows like the Dunajec — slow, deep, and alive*”

“*Słychać tu śpiew ziemi*” (*Here, you can hear the earth sing*)

Painted Footpaths and Trails

Routes between points of interest (e.g., church–market–riverside–cultural centre) can be marked with painted roots, leaves, or wave patterns, visually connecting:

- Heritage sites
- Ecotourism trails
- Cultural installations
- Community gathering points

Interactive Ground Markings

QR codes are integrated into artworks, giving access to local oral histories, recipes, audio stories or music.

Augmented reality murals (via mobile app) animate local legends or village stories.

Hopscotch-style games painted in school zones with traditional sayings or nature facts.

2. Spatial Narrative Zones (Territorial Chapters)

Zakliczyn can be divided into “narrative zones” — each with its own visual theme, linked to the strategic branding concept:

Zone	Theme	Visual Motif	Suggested Features
Riverside Zone	<i>Flow and Continuity</i>	Waves, fish, reeds	Benches with poetry, river stories, painted steppingstones
Heritage Centre	<i>Memory and Legacy</i>	Roots, embroidery	Historic photos, murals of ancestors, legends with QR codes
Creative Quarter	<i>Expression and Imagination</i>	Instruments, notes	Music-inspired murals, interactive painting walls
Village Connectors	<i>Growth and Belonging</i>	Leaves, paths	Painted rural trails, multilingual welcome signs



3. Implementation Strategy

Phase	Actions
Co-Design (Year 1)	Workshops with youth, elders, artists and local schools to gather stories and visuals
Pilot	One mural + one footpath trail + one poetic corner as prototype in town centre
Installations	
Scale & Integrate	Expand to rural villages, connect trails to eco-tourism and creative residency activities
Monitor & Maintain	Community ambassadors maintain quality; install lighting and signage as needed



4. Partners and Resources

Local Artists and Art Schools
 Community Centres, Elders Associations and Youth Councils
 Tourism Office and Municipality

Funding Opportunities:

Creative Europe
 LEADER Programme
 Erasmus+ (Youth, Culture)
 Polish Ministry of Culture
 Interreg Cross-border Cultural Routes

9.3. Expected Impact

Reclaims public space as a site of identity and memory
 Enhances tourist experience and town walkability
 Encourages intergenerational knowledge transfer
 Strengthens visual coherence of Zakliczyn's brand in the environment
 Creates moments of wonder, discovery and storytelling — turning the territory into a living book



Figure 22- Concept image of the Urban Art and Ground Murals

9.4. Function and Meaning United

This signage system will:

Improve navigability and tourism experience

Reinforce place identity through symbolic communication

Celebrate Zakliczyn's values of simplicity, warmth, and interconnection

Ultimately, wayfinding in Zakliczyn becomes a journey of discovery — not just a route, but a narrative path through memory, landscape, and local pride.



Figure 23. Illustrative image of the signs

10. Community Involvement and Co-Creation

A territorial brand is only sustainable when it is co-created and lived by its people. In Zakliczyn, where identity is deeply rooted in tradition, family, and local memory, it is vital to engage the community not just as beneficiaries, but as active authors of their shared story.

10.1. Community-Based Creative Engagement

Zakliczyn's brand narrative "*Go Back to Our Roots*" — finds its truest expression in local voices and hands. The following participatory initiatives are proposed to foster civic pride, intergenerational learning, and emotional ownership:

Creative workshops in local schools, where children and youth design patterns, illustrations, or symbols inspired by family stories, folklore, or natural landscapes. These artworks can later be integrated into public art and branding materials.

Annual "Paint the Town" festivals, where residents collaborate with artists to co-create murals, path paintings, or installations across villages and neighbourhoods, celebrating shared heritage and future visions.

Seasonal public design competitions, inviting community members to design urban decorations such as lanterns, banners, benches, or street furniture. Submissions should reflect Zakliczyn's values — sustainability, tradition, innovation, and community — while marking the rhythm of the seasons.

These initiatives ensure that the brand becomes visible in everyday life, while empowering citizens to shape how their territory is perceived and experienced.

10.2. Language as Inclusion: Promoting English Literacy

One of Zakliczyn's current limitations — and a critical barrier to tourism, investment, and international exchange — is the low level of English proficiency, especially among adults. With most of the population aged 45+, and many residents having limited access to foreign language education, a territorial strategy for inclusive language learning is essential.

10.3. Strategic Actions:

Free English workshops for adults, particularly targeting shopkeepers, hospitality staff, and service providers. These courses will focus on basic tourism vocabulary, conversational phrases, and cultural etiquette.

Municipal ordinance or incentive schemes requiring local businesses to attend at least one basic English training session annually, to ensure minimum linguistic readiness for international visitors.

Extra-curricular English classes for children and teenagers, organised in partnership with schools and supported by European volunteer programmes (e.g. Erasmus+, European Solidarity Corps).

Informal intergenerational learning programmes, where youth who speak English can mentor older adults, promoting community bonding and shared learning experiences.

This inclusive approach ensures that no one is left behind in Zakliczyn's journey towards a more open, connected, and globally engaged future — reinforcing the brand's core values of belonging, resilience, and rooted openness.

Branded Public Spaces and Infrastructure

Public space is never just space — it is memory, meeting, identity. In Zakliczyn, where history runs through streets and rivers, place-making becomes storytelling. Infrastructure should not only serve practical needs, but also speak to the heart, carrying the message of "*Go Back to Our Roots*" in every detail of its design.

By embedding the town's brand narrative into the built environment, Zakliczyn becomes a place that is felt as much as seen — a living, walkable story of resilience, culture and community.

10.4.Design Features and Brand Integration

To ensure visual coherence and emotional resonance, the public realm will be reimagined through a series of brand-integrated urban elements that celebrate tradition, invite interaction, and promote sustainability.

Branded Street Furniture

Benches, flower planters, bus shelters, and light posts will feature carved or painted details drawn from Zakliczyn's symbolic identity:

- Tree of Life motifs, representing continuity and growth;
- Regional embroidery patterns, abstracted into geometric forms;
- Seasonal icons (e.g. leaves, roots, snowflakes, herbs), marking the passage of time and nature's rhythm.

These pieces will be locally produced, using sustainable materials, and can be co-designed in community workshops or artisan residencies.

10.5.Interactive Soundscape Installation

A central element in the town square will be a multi-sensory installation, where residents and visitors can sit, rest, and listen to the Sound Library of Zakliczyn — a curated collection of:

- Natural sounds (river, birdsong, wind in the trees);
- Cultural recordings (music, craftspeople at work, church bells);
- Oral histories, told by locals and archived by youth-led initiatives.

This installation may take the form of a wooden circular bench with integrated speakers and QR codes, activated by touch or motion, inviting users to "listen to the roots".



Figure 24- Illustrative image

10.6. Digital Information Kiosks

Placed in strategic locations (e.g. main square, tourist entrances, cultural sites), these kiosks will feature:

Multilingual navigation (Polish, English, Ukrainian).

Interactive trail maps, with thematic filters (heritage, eco-tourism, gastronomy, artisans).

Video content produced by local students and creators.

Live updates on festivals, markets, and community events.

Each kiosk will be framed in natural wood and stone, ensuring aesthetic harmony with the town's rural character.



Figure 25. Illustrative image of a digital Kiosk

10.7. Eco-Conscious Lighting

Zakliczyn's commitment to sustainability will be made visible through:

Solar-powered lighting systems in parks, squares, and along footpaths.

Lamps designed with warm, diffuse light, encouraging nighttime exploration and safety.

Subtle visual elements are integrated into the lighting structures (e.g. metal vines, leaves, or roots).

This investment in green infrastructure reinforces Zakliczyn's identity as a forward-thinking rural town, balancing tradition with innovation.



Figure 26- Illustrative image of the lighting

10.8.Symbolic Gateway Landmark

At the entrance to Zakliczyn, visitors will be greeted by a sculptural landmark — an emblematic structure that signals arrival not only in a place, but into a community of meanings.

The gateway will feature the territorial logo and tagline “*Go Back to Our Roots*”.

Its structure may resemble a stylised tree, crafted from reclaimed wood and aged metal, rising from a stone base engraved with local sayings.

This landmark can serve as a meeting point, photo spot, and ritual entry to the Zakliczyn experience.



Figure 27- Example image

10.9.Emotional Impact and Core Message

Every bench, every light, every path marker tells a piece of a greater story. Zakliczyn is not just a place you pass through it, it's a place you become part of. A place that doesn't forget its past and welcomes the future with open arms and deep roots.

By embedding the brand into the physical fabric of the town, this strategy ensures that identity becomes experienced, and that Zakliczyn's values — of belonging, continuity, creativity, and care — are communicated without a single word.



Figure 28- Concept image

10.9.1. Implementation Suggestions:

Action	Timeline	Key Partners	Potential Funding
Design & Prototyping Workshops	Months 1–5	Local schools, artisan guilds	Creative Europe, Erasmus+ (Youth)
Pilot Installation (Square + Gateway)	Months 5–8	Municipality, tourism office, NGOs	LEADER, Interreg, Rural Development Fund
Rollout in Villages	Year 2–3	Community associations	Smart Villages, Polish Culture Fund
Maintenance & Monitoring	Ongoing	Youth councils, senior groups	Municipal funds, CSR from local businesses

10.10. Rural Heritage Micro-Routes

Purpose:

To create short, thematic walking trails across villages that showcase rural heritage, biodiversity, and community memory.

Actions:

Map 1–3 km village-to-village trails connecting chapels, stone bridges, old wells, sacred trees, or family farms;

Paint root-themed markers on the paths and install handcrafted wooden signage; Integrate QR codes linking to legends, audio stories, or traditional recipes recorded by locals.

Expected Impact:

Boosts eco-tourism and exploration outside the center;

Strengthens intergenerational pride;

Positions the landscape as a narrative medium.

10.11. Cultural Corners in Villages

Purpose:

To create self-managed community spaces that foster creativity, learning, and connection in rural settings.

Actions:

Install wooden game tables and benches in public village squares;
Paint traditional board games (e.g., checkers) directly onto surfaces;
Create a free book box with Polish, English, and children's books;
Add solar-powered audio stations playing local folk stories or village memories.

Expected Impact:

Activates quiet public spaces with meaning;
Stimulates informal education;
Strengthens social cohesion among generations.

10.12. Agricultural Art Installations

Purpose:

To transform underused fields or abandoned plots into artful landscapes that tell rural stories.

Actions:

Build sculptures from recycled tools, wood, and farming objects shaped into roots or trees;
Plant floral mandalas or medicinal herb spirals, with bilingual information plaques;
Display poetry panels near farming plots, reflecting seasonal themes or local sayings.

Expected Impact:

Elevates agriculture as part of culture;
Attracts creative tourism and school visits;
Turns peripheral land into symbolic landmarks.

Mobile Branding Units

Purpose:

To bring the Zakliczyn brand to remote areas through mobile, creative outreach.

Actions:

Design a "Roots Mobile" van with the brand's visuals and educational tools;

Organize monthly routes with:

Painting and storytelling workshops;
Outdoor cinema screenings;
Voice and memory collection booths.

Build a Digital Village Museum with collected stories and images.

Expected Impact:

Makes culture and branding accessible everywhere.

Involves rural families in co-creation;

Bridges rural-urban narratives within the municipality.

10.13. Branding in Rural Events

Purpose:

To embed the brand identity into village festivals and seasonal traditions.

Actions:

Design a set of flags and symbolic decorations for use during harvest, religious and craft events;

Launch a "Roots of Zakliczyn" label to identify certified local artisan products (e.g., herbal teas, cheese, embroidery);

Distribute branded merchandise (e.g., badges, bookmarks, tote bags) during community gatherings.

Expected Impact:

Enhances the visibility of local traditions;

Stimulates microeconomies;

Connects events with broader branding goals.

Sensory Walks & Reflection Points

Purpose:

To encourage mindful tourism, environmental appreciation, and emotional connection to place.

Actions:

Create barefoot trails with different textures (grass, bark, stone);

Install handmade benches with engraved phrases like "Here, the roots bloom";

Develop "listening zones" — secluded spots for silence, meditation, and immersive natural soundscapes.

Expected Impact:

Supports mental wellness and slow tourism;

Reinforces the sensory and poetic tone of the brand;

Adds low-cost, high-impact experiences to rural tourism.

10.14. Decentralized Artist Residencies

Purpose:

To turn rural villages into living studios for international and local artists.

Actions:

Rehabilitate unused homes or farms as seasonal creative residences;

Invite one artist per season (spring, summer, autumn, winter) to stay and co-create with locals;

Artists leave behind a permanent or ephemeral legacy — mural, poetry installation, sound piece, or exhibition.

Expected Impact:

- Enriches rural culture and participation;
- Attracts external visibility and press;
- Connects Zakliczyn to the European network of rural creativity.



Figure 29- Illustrative map of the branding ideas



Figure 30- Mobile van

10.15. Governance and Financing Model

To ensure long-term success, Zakliczyn's Territorial Marketing Plan must rely on a clear, participatory, and sustainable governance structure, supported by diversified funding streams and strategic partnerships. This chapter outlines how implementation will be managed, monitored, and financially supported — aligning with European and national policy frameworks.

Executive Summary :

Zakliczyn's territorial brand is brought to life through an integrated visual identity system and a strategy of spatial storytelling that translates values into meaningful experiences. Inspired by the metaphor of a tree — with deep roots and growing branches — the brand unfolds in murals, poetic pavement, interactive signage, and sensorial urban furniture. Each public space becomes a canvas for memory and imagination, reinforcing a collective identity.

The first implementation phase in 2025 includes co-creation workshops with local youth, artists, and elders, and the development of pilot installations in central areas. In 2026 and 2027, the initiative expands to surrounding villages and integrates with local events, while 2028–2030 focuses on full alignment with the region's creative tourism and infrastructure efforts.

Strategic partners include local artists, schools, senior groups, and youth councils, with coordination from the municipality and tourism office. External funding will be sought through Creative Europe, the Polish Ministry of Culture, LEADER, and EU networks such as URBACT and Smart Villages, ensuring continuity and visibility across physical and digital platforms.

Bilingual Signage and Symbolic Wayfinding

In Zakliczyn, wayfinding is more than orientation — it becomes a form of storytelling. Every sign is an opportunity to welcome, guide, and reveal the essence of place. Through a thoughtful and symbolic signage system, visitors and residents are not only informed, but gently invited to explore the town's identity with curiosity and care.

Guiding Principles: Beyond Direction

Zakliczyn's signage system will reflect the town's authentic, grounded, and hospitable spirit, while ensuring full clarity, inclusivity, and accessibility.

Key Features:

Bilingual Information (Polish + English):

Clear, inclusive language that makes both locals and international visitors feel at home.

Emotionally Resonant Messaging:

Instead of only functional directions, signs may include short phrases like: "*This way to tradition*" or "*Follow the roots*" — echoing the brand narrative "*Go Back to Our Roots*".

Natural and Local Materials:

Use of wood, stone, or weathered metal, ensuring that signage blends harmoniously with rural landscapes and village aesthetics.

Thematic Directional Signage:

Clearly marked paths guiding people to:

- Cultural landmarks and museums
- Artisan shops and local markets
- Nature trails and biodiversity corridors
- Religious and historical sites
- Riverfront areas, picnic zones, and community gardens

Interactive Totems and Info-Points:

Vertical totems placed at key locations will include:

- QR codes linking to mini-documentaries, audio stories, or interviews with residents
- Tactile maps or audio guides for visually impaired visitors
- Real-time info on cultural events or trail conditions

Brand-Integrated Visual Language:

Signage will feature custom icons inspired by the Tree of Life, roots, leaves, and rivers, reinforcing visual unity across the territorial.

11. Governance Structure

A multi-stakeholder, inclusive model is proposed:

Body	Role
Territorial Marketing Coordination Unit (<i>within the municipality</i>)	Leads planning, branding strategy, project implementation, and performance reporting.
Community Council for Development	Composed of youth, entrepreneurs, seniors, educators, and cultural leaders – offering advice and civic representation.
Technical Advisory Network	Experts from universities (e.g., Cracow University of Technology), architecture, EU project design, and tourism.
Private & NGO Partnerships	Execution of specific projects, co-financing models, innovation pilots.
Special role: Young citizens act as <i>Zakliczyn Ambassadors</i> , co-creating campaigns and representing the town in EU youth initiatives.	

11.1. Key Roles and Responsibilities

Mayor's Office – provides political support and ensures alignment with the municipal budget.

EU Funding Officer – identifies opportunities via [Funding & Tenders Portal – European Commission](#).

Brand Manager / Communication Team – maintains coherence across visual identity and public outreach.

Monitoring Team – evaluates KPIs, drafts progress reports, and oversees project evaluation.

11.2. Financing Sources

Zakliczyn will combine multiple funding channels:

Source	Use
EU Programmes (2021–2027)	<u>Interreg Central Europe</u> , <u>Erasmus+</u> , <u>Creative Europe</u> , <u>LEADER / EAFRD</u> , <u>Horizon Europe</u> , <u>URBACT IV</u> .
Polish National Funds	Tourism grants – Polish Tourism Organisation, Ministry of Culture, Małopolska Regional Operational Programme.
Municipal Budget	Local co-financing, communication campaigns, and maintenance.
Private Sponsorships	Events, co-branding activities, and infrastructure support.
Crowdfunding & Local Campaigns	Small-scale projects and community engagement.
NGO Partnerships	Education, accessibility, and inclusion-focused initiatives.

11.3. Legal and Risk Management

All visual identity and branding elements will be protected by EU intellectual property law, under EUIPO.

All partnership agreements will include specific clauses on brand usage guidelines.

Public procurement will follow EU Green Public Procurement (GPP) standards for sustainability and transparency (EC Environment).

11.4. Investment & Funding Roadmap

11.4.1. Estimated Budgets per Project

Strategic Axis	Project Name	Estimated Budget (€)	Funding Sources
Axis I – Protecting the Territory	Zakliczyn Green Trails	€40,000	Interreg, LEADER
	Sacred Sites Revival	€65,000	National Heritage Fund
	Youth Nature Ambassadors	€5,000	Erasmus+, Local Municipal Fund

	Biodiversity Mapping & Trail Signage	€10,000	LIFE+, Interreg Green Deal
Axis II – Empowering Rural Life	- Digital Zakliczyn (Wi-Fi & Skills)	€25,000	EU Digital Europe, Smart Villages
	Green Housing Incentives	€120,000	National Recovery Plan, EAFRD
	Rural Innovation Incubator	€60,000	Horizon Europe, Polish RDP
	Return & Grow Programme	€50,000	National Labour Fund, ESF+
Axis III – Culture & Creativity	Zakliczyn Seasons Festival	€70,000	Polish Tourism Fund, Creative Europe
	Residency in the Roots	€45,000	Erasmus+, Creative Europe
	Voices of Zakliczyn	€10,000	Youth Culture Funds
	Cultural Heritage Lab	€15,000	National Culture Programme
Axis IV – Brand & Promotion	Zakliczyn Brand Manual	€7,000	Creative Europe, Regional Development Fund
	Website & Social Media Launch	€12,000	Smart Communities, Interreg
	Slow Travel Zakliczyn Campaign	€30,000	Polish Tourist Organisation
	Meet Zakliczyn Video Series	€20,000	Rural Development Fund, Erasmus+
Cross-Cutting Inclusion Education	- Free English & Courses (Adults & Youth)	€18,000	Erasmus+, European Solidarity Corps
	Roots Mobile Cultural Van	€55,000	LEADER, Creative Europe, Private Sponsors
	Artist Residency (Decentralised)	€38,000	European Capital of Culture Networks, CERV
	Rural Sculptures & Cultural Markers	€25,000	Interreg, Regional Culture Fund

11.4.2. Funding Strategy

To ensure the effective implementation of Zakliczyn's Territorial Marketing Plan, a multi-source funding strategy is essential — combining European Union programmes, national and regional development funds, public-private partnerships, and community-led initiatives.

This approach reinforces financial resilience, promotes alignment with policy priorities (such as the EU Green Deal, Digital Europe, and Rural Pact), and ensures that projects remain inclusive, scalable, and strategically coherent.

11.4.3. Key Principles

Leverage existing EU frameworks aligned with territorial cohesion, rural innovation, culture, and sustainability.

Balance institutional grants with grassroots action, encouraging civic ownership and engagement.

Adapt to funding timelines and calls within the 2021–2027 EU programming period and future extensions (2028–2030).

11.4.4. Primary Funding Sources

Funding Source	Targeted Project Types	Key Programs
European Union – Cohesion & Regional Funds	Infrastructure, digital inclusion, environmental protection	Interreg, European Regional Development Fund (ERDF), Smart Villages
European Union – Rural Development	Agrotourism, cooperatives, housing, branding in rural zones	LEADER, EAFRD (Rural Development Fund)
European Union – Education & Youth	Cultural exchange, language education, artistic residencies	Erasmus+, European Solidarity Corps
Creative & Cultural Programmes	Events, artist residencies, audiovisual campaigns, public art	Creative Europe, CERV (Citizens, Equality, Rights and Values)
Environmental & Sustainability Funds	Eco-tourism, biodiversity trails, solar lighting, green housing	LIFE+, Green Deal, EU Climate Pact

National Funds (Poland)	Local entrepreneurship, heritage preservation, public infrastructure	National Culture Fund, Polish Tourist Organisation, Recovery Plan
Regional Authorities (Małopolska)	Festivals, training, mobility, branding, smart tourism	Regional Operational Programmes
Private Sector & CSR	Co-financing of installations, equipment, cultural branding	Local banks, SMEs, sponsorship schemes
Philanthropy & Crowdfunding	Micro-projects: signage, youth-led storytelling, mobile libraries	Local associations, online campaigns (Kickstarter, Zrzutka.pl)

11.4.5. Indicative Funding Timeline

Phase	Focus Areas	Funding Actions
Short-Term (2025–2026)	Branding, digital presence, pilot events, training	Quick-start grants (Creative Europe, Erasmus+, Interreg small-scale projects)
Medium-Term (2027–2028)	Infrastructure, co-working, trails, eco-tourism	LEADER, Horizon Europe, ERDF, Recovery Fund (Poland)
Long-Term (2029–2030)	Residency network, international partnerships, scaling	Multi-country projects (Interreg, URBACT, EIT Culture & Creativity)

11.4.6. Suggested Project Partnerships

Stakeholder	Role
Municipality of Zakliczyn	Lead coordinator, grant applicant, host partner
Cultural & Educational Institutions	Project design, monitoring, community engagement
Local Associations & Cooperatives	Field implementation, capacity building
Universities (Poland & EU)	Research, exchange, and academic validation
European Networks	Visibility, mobility, peer learning
Private Sector (Hospitality, Crafts)	Co-financing, skills transfer, promotion

11.4.7. Next Steps

Establish a Local Grant Taskforce: Composed of municipal staff, youth reps, and experienced project managers.

Identify & calendarise relevant EU and national calls (via portals like Funding & Tenders, Eurodesk, FundaMatch, etc.).

Prepare modular applications, allowing projects to be scaled according to funding availability.

Use pilot projects as “flagships” to demonstrate capacity and secure more ambitious funding in 2027–2030.

11.4.8. Strategic Investment Portfolio 2025–2027

A Next-Stage Proposal for Zakliczyn’s Urban-Rural Regeneration

This annex outlines an expanded investment package to consolidate Zakliczyn’s transformation as a model rural territory — inclusive, green, and future-ready. These projects are designed to respond to urgent needs in urban-rural infrastructure, accessibility, youth empowerment, sustainable mobility, and digital governance.

11.4.9. Proposed Priority Projects and Estimated Budgets

Project	Estimated Cost (€)
Urban Green Grid (parks, bioswales, trees)	€180,000
Market Square Reclamation	€750,000
Riverfront Activation	€320,000
Craftsmen Revival Hub	€90,000
Zakliczyn Culture Festival (annual)	€70,000 / year
Zakliczyn Smart Portal	€25,000
Bicycle Network (12 km infrastructure)	€250,000
Youth Inclusion & Creative Labs	€60,000
Accessibility Audit & Inclusive Upgrades	€45,000

These interventions balance symbolic visibility with practical transformation — improving everyday life while strengthening Zakliczyn’s territorial brand.

11.4.10. Funding Sources Overview

Local & Regional

Zakliczyn Municipal Budget

Małopolska Regional Operational Programme

Local cooperatives and civil society organisations

National (Poland)
 Polish Tourism Organisation (POT)
 Ministry of Culture and National Heritage
 National Innovation & Environmental Programmes
 European Union
Interreg Central Europe & Poland–Slovakia
Creative Europe (Cooperation Projects, Festivals)
Erasmus+ (KA2 – Partnerships, KA3 – Inclusion & Innovation)
Horizon Europe (Cluster 6 – Food, Bioeconomy, Natural Resources)
ERDF / EAIFRD
Green Deal Missions / LIFE+

11.4.11. Financing Scenarios & Risk Mitigation

Scenario A – Ambitious Implementation
 65% secured from EU and national calls
 Strong private sector sponsorships
 Robust volunteer networks and civic co-production
 Scenario B – Moderate & Phased
 40% from confirmed grant opportunities
 Prioritised rollout of low-cost, high-impact interventions
 Tactical urbanism, modular design, temporary pilots
 Mitigation Strategies
 Multi-function investments: e.g., parks that are also flood buffers or festival spaces
 Cross-sector funding: combine tourism + culture + education (*Creative Europe + Erasmus+*)
 Prototype-first: quick installations to generate visibility and political support

11.4.12. Targeted Application Timeline (2025–2027)

Quarter	Target Programmes & Calls
Q1 2025	Erasmus+ KA210 Small Partnerships, Interreg Small Projects
Q2 2025	Creative Europe – Networks, Festivals, Cooperation Projects
Q3 2025	Polish Tourism Organisation, Ministry of Culture Calls
Q1 2026	Interreg Central Europe Main Call, ERDF Pilot Infrastructure
Q2 2026	Horizon Europe Cluster 6, Urban Innovation Actions (UIA)
2027	Prep for 2028–2034 programming: Zakliczyn 2030+ Strategic Cycle

11.4.13. Strategic Impact

This expanded portfolio positions Zakliczyn as a resilient, creative, and ambitious small town, capable of leveraging international resources to create local value.

By integrating urban and rural investments, Zakliczyn will:

Increase its capacity to host culture and tourism year-round

Promote inclusive growth and accessibility for all citizens

Provide infrastructure for youth, families, creatives, and seniors

Reinforce its branding narrative “Go Back to Our Roots” with visible transformation

Zakliczyn will not wait for opportunity — it will design and pursue it with clarity, courage, and rooted ambition.

Executive Summary :

The long-term success of Zakliczyn’s territorial plan depends on a robust and inclusive governance model, grounded in collaboration and strategic resource mobilisation. The implementation will be led by four main bodies: a Municipal Coordination Unit in charge of planning and branding; a Civic Council composed of intergenerational representatives; a Technical Advisory Network including universities and creative professionals; and public-private partnerships involving NGOs and local businesses.

In 2025, these structures will be formally established and the implementation team appointed. From 2026 to 2028, the governance bodies will coordinate the rollout of priority actions, manage communication, and ensure stakeholder participation. The final phase (2029–2030) will focus on evaluating results, securing the continuity of successful projects, and updating the plan to reflect evolving needs.

The financing strategy is diversified and resilient. It combines European funding sources (Erasmus+, Interreg, Horizon Europe, LEADER, EAFRD) with national and regional funds, municipal budgets, sponsorships, and local crowdfunding campaigns. Young citizens will play a central role as “Zakliczyn Ambassadors”, representing the town in European initiatives and embodying the values of rooted regeneration and future-oriented leadership.

12. Monitoring, KPIs and Evaluation

Effective monitoring and evaluation are essential to ensure that Zakliczyn's Territorial Marketing Plan remains responsive, evidence-based, and community-oriented. This chapter presents a comprehensive evaluation model that integrates Key Performance Indicators (KPIs), qualitative feedback, and Social Return on Investment (SROI) to support adaptive decision-making and to demonstrate long-term value creation.

12.1. Monitoring Framework

The evaluation process is based on a logic model connecting strategic inputs to long-term results:

Inputs → Activities → Outputs → Outcomes → Impact

Core monitoring activities include:

Monthly internal reviews by the coordination and implementation team

Quarterly public forums and feedback surveys with residents, youth, and local stakeholders

Annual performance reports integrating KPIs, community narratives, and financial metrics

Midterm evaluation (2026) led by independent academic partners

Ongoing action plan updates informed by real-time data, policy changes, and participation trends

12.2. Key Performance Indicators (KPIs)

The KPIs are organised by strategic area, combining quantitative indicators with qualitative proxies for a multidimensional assessment.

Strategic Area	Key Performance Indicators (KPIs)
Brand Visibility	Website traffic, bounce rate, social media engagement, media mentions, brand recognition in surveys
Tourism Development	Annual visitor numbers, overnight stays, tourist satisfaction score, trail usage, tourist spending per capita
Youth & Community Engagement	Youth participation rates, returnee residents, hours of volunteering, active local clubs, intergenerational initiatives
Economic Growth	Number of new businesses, jobs created (tourism & green sectors), local product sales volume, crowdfunding success

Sustainability & Heritage	Heritage sites restored, waste recycling rate, eco-certified events and businesses, biodiversity metrics
Digital Inclusion	% of villages with broadband, digital training participation, remote workers in the region, digital service usage
Cultural and Creative Activity	Cultural events, resident and tourist participation, number of artistic residencies, local artists supported
Citizen Satisfaction & Governance	Resident satisfaction index, quality of life perception, citizen-led initiatives, transparency score

12.3. Evaluation Tools and Methods

A diverse toolkit will support accurate tracking, community input collection, and ongoing refinement:

- Online and offline surveys (visitors, residents, event participants)
- Sectoral focus groups (youth, tourism, agriculture, creatives, seniors)
- Impact storytelling (photo, video, and oral testimonies)
- App analytics (QR code scans, geolocation, smart trail check-ins)
- Financial and operational reports from supported projects and businesses
- Standardised EU templates for co-funded projects
- Benchmarking against similar towns across Poland and the EU

12.4. Social Return on Investment (SROI)

SROI measures emotional, cultural, and civic impact beyond financial outcomes. It reinforces community ownership, transparency, and the deeper meaning of regeneration efforts.

12.4.1. Youth Return & Retention

Indicator	Description
% of youth returnees (18–35)	Residents returning after study/work abroad
Youth-led initiatives	Startups, events, and projects led by youth
Youth in governance	Participation in councils or public forums

12.4.2. Events and Participation

Indicator	Description
Annual cultural events	Tracked in comparison to 2023 baseline
Average attendance	Segmented by age and origin
Volunteer hours	Community time dedicated to initiatives
National/EU mentions	Visibility in networks and publications

12.4.3. Local Pride & Engagement

Indicator	Description
"Zakliczyn Pride Index"	Annual self-reported satisfaction (1–10)
Social media engagement	Hashtag usage, post shares, comment depth
Co-creation participation	Citizens involved in projects and events

12.4.4. Seasonality & Tourism Balance

Indicator	Description
% off-season visits	Increase in visits during Oct–March
Stay duration	Average nights per visitor
Repeat visitor rate	Return rate within 12–24 months
Geographic origin	Breakdown by region and country

12.4.5. SROI Evaluation Tools

- Annual SROI report (data + quotes + visuals)
- Public dashboards (town halls, libraries, website)
- Participatory storytelling (video booths, mobile interviews)
- App and web analytics (trail use, digital campaigns)
- Tourism platforms integration (reviews, polls, feedback widgets)

12.5. Continuous Improvement Cycle

Zakliczyn will adopt an agile and participatory learning cycle:

Plan → Act → Measure → Reflect → Adjust

Annual results will directly inform updates to strategies, budget allocations, and outreach campaigns. Community voices will be central in defining what success means — ensuring that progress remains not only visible, but also meaningful and shared.

13. Territorial Activation Plan

This chapter presents a living portfolio of strategic ideas, cultural projects, and spatial experiences designed to bring the narrative “*Go Back to Our Roots*” to life — not only as a brand, but as a way of inhabiting, feeling, and transforming Zakliczyn. Each initiative grows from the symbolic soil of tradition, identity, and connection, and branches into innovation, inclusion, and sustainability.

13.1. Culture Rooted in Memory

13.1.1. Roots Festival (*Święto Korzeni*)

A celebration of Zakliczyn’s living heritage — where old songs, flavours, and stories take centre stage. A space to honour ancestors and inspire new cultural forms rooted in tradition.

13.1.2. Voices of Zakliczyn

A storytelling series (podcast/YouTube) where personal, family, and village histories are shared — echoing the voices of the land and connecting generations.

13.1.3. House of Roots

A community interpretation centre where local narratives are archived, exhibited, and co-created — blending digital tools with collective memory.

13.2. Youth: Seeds of the Future

13.2.1. Zakliczyn Ambassadors

Youth aged 14–25 representing the town in Erasmus+ projects, intercultural labs, and creative missions — carrying Zakliczyn’s roots into Europe and bringing new energy back.

13.2.2. Art in the Landscape

Tree-inspired murals, poetry paths, and symbolic installations that allow youth to reimagine local space through rooted expression.

13.2.3. Back to the Village Incubator

A coworking space and creative hub for young entrepreneurs to grow ideas in harmony with local values — from agroecology to circular crafts.

13.3.Tourism with Soul and Soil

13.3.1. Slow Walks of Zakliczyn

Story-driven heritage trails marked by signs of roots, leaves, and symbols — inviting visitors to walk slowly, listen deeply, and connect with place.

13.3.2. Made in Zakliczyn

A local certification for authentic crafts, foods, and goods produced from the “roots” of the land — supporting rural artisans and sustainable pride.

13.3.3. Nature & Culture Pass

A symbolic “passport” giving access to trails, tastings, concerts, and workshops — offering tourists a bundled experience of the territory’s spirit.

13.4.Rooted in Europe, Growing Together

13.4.1. Zakliczyn Reconnects Europe

Partnerships with EU towns that share a rural identity — exchanging knowledge, hosting youth, and planting shared cultural “roots”.

12.4.2. Residency in the Roots

Artists, writers, researchers living in restored homes, engaging with locals, and leaving behind creative legacies in the territory.

12.4.3. Small Cities, Big Ideas Forum

Annual international forum on rural innovation, where small places with deep roots meet to grow new ideas together.

12.5. Zakliczyn 2025–2030 Rooted Masterplan

12.5.1. Thematic Campaigns Rooted in Narrative

Campaign	Root-Based Meaning
<i>Go Back to Our Roots</i>	Reclaiming identity, memory, and shared heritage
<i>Green is the New Black</i>	Regenerating the land through green urbanism
<i>Waterfront Revival</i>	Awakening the river as a lifeline of flow, connection, and renewal
<i>Colours of the Heritage</i>	Reviving crafts, embroidery, and symbolic tradition
<i>Let's Get Physical</i>	Nurturing healthy, embodied rural life
<i>Double Life</i>	Reclaiming public space from cars for people and community
<i>Generator Zone</i>	Rooting innovation in the local economy
<i>Seasonal Zakliczyn</i>	Celebrating the rhythm of nature and rural life

12.5.2. Urban Tools for Rooted Communities

Group	Tools that Root People in Place
Children	Educational gardens, nature playgrounds, castle discovery trails
Youth	Art walls, rural skate zones, open-air cinema, creative lounges
Families	Picnic parks, barefoot trails, tree planting events
Seniors	Story circles, folk dance classes, local walking groups
People w/ Disabilities	Tactile heritage maps, inclusive furniture, symbol-led signage
Pets & Nature Lovers	Herbal paths, animal encounters, dog-friendly trails

12.5.3. Zakliczyn 365 — Seasons of the Root

Season	Signature Rooted Events
Spring	Tree Planting Week, Colour Festival, "Blooming Roots" Concert
Summer	Renaissance Fair, River Celebrations, Folk Garden Nights
Autumn	Harvest Market, Craftsman Week, Mural Tours
Winter	Roots & Fire Christmas Market, Winter Spa Traditions

12.6. Flagship Projects — Anchored in Land & Life

Urban Green Grid – Tree planting and biodiversity zones in key neighbourhoods

Reclaim the Square – A pedestrian civic space built over an underground carpark

Riverfront Activation – River cafés, trails, floating installations, kayak docks

Craftsmen Revival Hub – A living lab of ancestral know-how and innovation

Multilingual Smart Portal – Zakliczyn online in PL, EN, DE, and more

“Z” Mobility Plan – A mobility system rooted in walkability, ecology, and safety

“Go Back to Our Roots” is more than a slogan. It is an invitation to live deeply, think collectively, and grow from what matters most. These ideas translate identity into action — and make Zakliczyn not only visible, but unforgettable.

14. Inspiration & Benchmarking

Zakliczyn's future is not being imagined in a vacuum. Across Europe, small towns have successfully reinvented themselves through bold branding, cultural revival, and place-based innovation — demonstrating that identity, creativity, and coherence can transform even the most modest of places into internationally recognized destinations.

By studying these benchmarks, Zakliczyn gains clarity, courage, and strategic insight — adopting proven practices while staying rooted in its own unique story.

13.1 Visegrád (Hungary): Culture, Nature and Sustainable Tourism

Visegrád — a town of just 1,800 residents — transformed its Danube riverbank and medieval fortress into a powerful emotional destination that now welcomes over 200,000 visitors annually.

Key Strategies:

Restored the Visegrád Royal Palace and castle with modern interpretation tools

Hosted medieval fairs, craft markets, and reenactments with over 20,000 participants/year

Promoted eco-tourism (kayaking, forest therapy, hiking) in surrounding nature reserves

Developed cross-border tourism packages with Slovakia via *Interreg*

Key Takeaway for Zakliczyn:

Treat your river, heritage, and natural landscape

as an integrated emotional experience — not isolated attractions. Anchor tourism in cultural memory and ecological beauty.



Figure 31- City of Visegrád

13.2. Alba Iulia (Romania): Smart Heritage and Digital Repositioning

Alba Iulia (~66,000 residents) redefined its image as a national and European identity hub through technology, participatory innovation, and smart heritage tools.

Key Strategies:

Developed 3D reconstructions and augmented-reality trails for Roman and medieval sites

Installed 12+ interactive museums within its fortress

Rebranded as "*The Other Capital*" — a centre of national pride and EU innovation

Collaborated with 8+ universities on civic tech and digital apps (URBACT model)

Key Takeaway for Zakliczyn:

Reimagine Zakliczyn not just as a place of the past — but as a platform for immersive and accessible heritage experiences. Embrace tech, storytelling, and digital inclusion.



Figure 32- City of Alba Iulia

13.3. Óbidos (Portugal): Creative Identity and Literary Economy

Óbidos (3,000 residents) became a world reference in cultural regeneration by embracing literature and minimalist design as its core identity, achieving UNESCO City of Literature status in 2015.

Key Strategies:

Installed bookstores in churches, markets, galleries, and public squares

Hosted major literary festivals and creative residencies attracting over 100,000 visitors/year

Applied design-led urbanism to public space renovation

Leveraged EU and national tourism funds to reposition the town globally



Figure 33- City of Obidos

Key	Takeaway	for	Zakliczyn:
	Be bold. Choose a thematic identity — such as roots, music, craftsmanship or ecology — and transform it into a full spatial, economic, and symbolic ecosystem.		Zakliczyn:

13.4. Cēsis (Latvia): Youth-Led Culture and Regenerative Urbanism

Cēsis, a town of ~18,000 in Latvia, transformed itself through youth-led culture and environmental stewardship. It became known as one of the most culturally dynamic small towns in the Baltics.

Key Strategies:

- Turned an abandoned brewery into the Cēsis Concert Hall and creative centre

- Promoted eco-conscious public design, sustainable mobility, and local food systems

- Integrated youth voices into governance, including city planning and festivals

- Positioned as a “slow city” with fast cultural energy

Key Takeaway for Zakliczyn:

Empower young people to shape the future and invest in cultural infrastructure rooted in the past but open to experimentation.

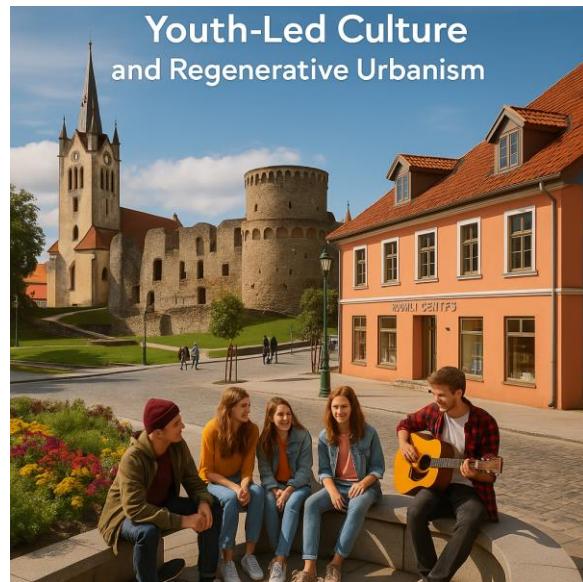


Figure 34- City of Cēsis

13.5. San Gimignano (Italy): World Heritage Meets Rural Tourism

San Gimignano (~7,700 residents) is a globally recognized UNESCO World Heritage site, balancing medieval charm with local entrepreneurship and sustainable tourism.

Key Strategies:

- Preserved its medieval towers and urban integrity through strict spatial planning
- Promoted local products (Venicia wine, saffron, olive oil) under certified labels

- Invested in high-quality, small-scale tourism, discouraging massification



Figure 35- City of San Giminano

Combined cultural heritage with rural economy to retain population

Key Takeaway for Zakliczyn:
 Heritage protection and rural revitalization is not opposing forces — they can coexist in balance, strengthening long-term attractiveness and community resilience.

13.6. Strategic Reflection for Zakliczyn

These towns succeeded not by replicating others, but by believing in their own story, embracing community participation, and committing to consistent investment and branding.

Zakliczyn's metaphor — The Tree of Life, with its roots, branches, and blossoms — holds extraordinary potential:

It speaks of continuity and transformation, of memory and creativity.

It can anchor eco-tourism, cultural programming, youth return, and digital heritage.

It evokes a timeless yet contemporary identity that resonates emotionally and visually.

If cultivated with coherence, courage, and collaboration, Zakliczyn's roots can grow into a European model of rural regeneration.

13.7. Comparative Benchmarking Table – Learning from Europe's Small Towns

Town	Country	Population	Main Theme	Key Strategies	Takeaway for Zakliczyn
Visegrád	Hungary	~1,800	Culture + Nature + Sustainable Tourism	Restoration of castle; medieval events; eco-tourism; cross-border Interreg packages	Integrate river, heritage, and landscape as one emotional tourism experience
Alba Iulia	Romania	~66,000	Smart Heritage + Digital Participation	AR trails; interactive museums; civic tech; university-led apps	Use tech and storytelling to create immersive, accessible heritage
Óbidos	Portugal	~3,000	Creative Identity + Literary Economy	Bookstores in historic sites; design-led urbanism; major	Be bold. Pick a strong theme (roots, crafts) and

				cultural festivals; UNESCO designation	transform it into daily experience
Cēsis	Latvia	~18,000	Youth Culture + Regenerative Urbanism	Youth-led planning; eco-design; cultural reuse of buildings; “slow city” approach	Empower youth and reuse heritage creatively to regenerate urban and social life
San Gimignano	Italy	~7,700	Heritage + Rural Economy	World Heritage zoning; certified local products; quality tourism; cultural preservation	Balance rural economy and heritage protection for long-term resilience

13.8. Synthesis: Common Success Factors

Dimension	Shared Strategy
Cultural Identity	Clear, rooted thematic branding (literature, heritage, youth, ecology)
Regeneration Tools	Restoration, reinterpretation, and adaptive reuse of built heritage
Tourism Model	Focus on <i>experience, authenticity, and low-impact seasonal diversity</i>
Digital Innovation &	Emphasis on smart storytelling (AR, apps, design) to activate tradition
Governance	Civic participation (especially youth), partnerships with universities and EU programmes

15. Implementation Roadmap

To ensure the successful activation of Zakliczyn's territorial brand, this chapter outlines a phased implementation plan structured across short-term, mid-term, and long-term horizons. The roadmap translates strategic concepts into operational steps, defining who does what, when, how, and with what resources.

15.1. Phased Action Plan

PHASE	TIMEFRAME	KEY FOCUS AREAS	LEAD STAKEHOLDERS
PHASE 1	2025 (Start-Up)	Governance setup, quick wins, digital tools, pilot events	Municipality, Local Youth Boards
PHASE 2	2026–2027	Infrastructure projects, branding visibility, community hubs	Cultural Council, NGOs, Schools, Artists
PHASE 3	2028–2030	Expansion, scaling up EU projects, smart tourism, monitoring	EU Project Office, Regional Authorities

15.2. Priority Actions by Theme

Brand Activation

- Launch official logo and visual identity
- Create “Roots Mobile” van for outreach
- Install branded signage, street furniture, and gateway sculpture

Cultural Programming

- Initiate “Roots Festival” and seasonal events
- Launch “Voices of Zakliczyn” storytelling campaign
- Establish artist residencies and mural co-creation projects

Youth Engagement

- Form “Zakliczyn Ambassadors” network
- Launch Back to the Village Incubator
- Run intergenerational language and creative programmes

Tourism & Infrastructure

- Build sensory trails and digital info kiosks
- Certify local products via “Made in Zakliczyn” label
- Promote “Nature & Culture Pass” for visitors

Digital & Communication Tools

- Activate Instagram, Facebook, TikTok, LinkedIn, YouTube
- Publish editorial calendar by season
- Provide digital brand toolkit to partners

15.3.Timeline Overview (Gantt-style)

Action	2025	2026	2027	2028	2029	2030
Governance Setup	✓					
Pilot Festival & Mural	✓	✓				
Brand Rollout & Toolkit Training	✓	✓				
Digital Channels Launch	✓	✓	✓			
Rural Infrastructure Projects		✓	✓	✓		
Artist Residencies		✓	✓	✓	✓	✓
Youth Programme Scale-Up		✓	✓	✓	✓	✓
International Forum			✓	✓	✓	✓

15.4.Monitoring & Feedback Mechanisms

- Quarterly citizen assemblies
- Annual open forums (“Zakliczyn Town Talks”)
- Digital dashboards in public libraries
- Real-time trail feedback via app
- Midterm review in 2026, final evaluation 2030

15.5. Risk Management & Mitigation Strategies

Effective territorial transformation demands not only vision, but resilience. This chapter identifies potential risks that may impact the success of Zakliczyn's territorial branding plan and outlines realistic mitigation strategies to ensure continuity, adaptability, and long-term value creation.

15.6.Key Risk Areas

Category	Description of Risk
Financial Risks	Delays or failure in securing EU/national funding; local budget constraints
Governance & Coordination	Low stakeholder engagement, unclear roles, or institutional turnover
Community Participation	Fatigue, scepticism, or exclusion of key voices (youth, seniors, diaspora)
Implementation Capacity	Limited human resources to manage complex EU projects and cross-sector coordination
Tourism Dependence	Over-reliance on seasonal tourism or short-term campaigns
Digital Divide	Low access or digital literacy in rural areas
Cultural Dilution	Branding perceived as inauthentic or imposed; loss of local specificity
Environmental Impact	Projects unintentionally harming biodiversity or increasing waste/carbon footprint

15.7.Mitigation Strategies

Risk	Mitigation Action
Funding Delays	Diversify funding sources (EU + national + crowdfunding); prepare modular project plans
Institutional Turnover	Develop onboarding manuals and visual SOPs; appoint youth “brand stewards”
Community Fatigue	Alternate event types; empower co-creation; rotate leadership roles
Limited Capacity	Upskill local staff through Erasmus+, URBACT, and intermunicipal exchanges

Overdependence on Tourism	Promote off-season events; connect tourism to education, crafts, and local life
Digital Inclusion Gaps	Set up mobile digital literacy labs and intergenerational tech workshops
Cultural Authenticity Concerns	Involve heritage experts, elders, and grassroots groups in design and implementation
Environmental Risks	Apply green procurement rules; partner with local eco-NGOs for environmental audits

15.8.Adaptive Framework

Zakliczyn will adopt an **agile, learning-based approach** to strategy implementation, ensuring that new risks are identified early and that the plan can adapt to change.

Key tools include:

- **Annual Risk Reviews** led by the Coordination Unit and community representatives
- **Participatory SWOT Updates** using citizen surveys and youth councils
- **Contingency Budget Line** for quick reallocation in case of delays or disruption
- **Mid-term Policy Review (2026)** with external evaluators and EU partners

15.9.Strategic Resilience Pillars

To build a territorial brand that survives and thrives, Zakliczyn's strategy is rooted in four long-term resilience pillars:

1. **Flexibility** – Modular project designs allow scaling up or down based on funding availability.
2. **Inclusivity** – Involvement of all demographic groups protects against social disengagement.
3. **Transparency** – Open data, feedback loops, and participatory monitoring build trust.
4. **Sustainability** – Ecological safeguards, cultural respect, and local circularity ensure longevity.

Zakliczyn's regeneration is not a gamble — it's a rooted investment in its people, place, and purpose.

By anticipating risks and building institutional strength, the town ensures that "Go Back to Our Roots" becomes not only a message — but a lasting model.

16. Zakliczyn 2030 – Sustainable Development Commitments

Zakliczyn's transformation must be more than aesthetic — it must be *just, resilient, inclusive*, and aligned with global sustainability goals. This chapter outlines how the Territorial Marketing Plan incorporates the United Nations Sustainable Development Goals (SDGs) into local strategy, public space, and everyday actions.

15.1. Local Alignment with Key SDGs

SDG	Zakliczyn Action
SDG 3 – Good Health and Well-Being	Outdoor gyms, forest trails, thermal spa, mental health programs
SDG 4 – Quality Education	Castle workshops, Erasmus+ exchanges, lifelong learning programs
SDG 8 – Decent Work & Economic Growth	Support for crafts, green jobs, circular economy hubs, creative industries
SDG 9 – Industry, Innovation, Infrastructure	Smart Wi-Fi zones, cycling infrastructure, mobility plans, digital storytelling
SDG 10 – Reduced Inequalities	Inclusive signage, accessible trails, multilingual tools, diverse representation
SDG 11 – Sustainable Cities & Communities	Urban Green Grid, reclaimed squares, safe pedestrian infrastructure
SDG 12 – Responsible Consumption & Production	Local markets, zero-waste events, compost and reuse education
SDG 13 – Climate Action	Tree planting, low-carbon mobility, resilient public space design
SDG 17 – Partnerships for the Goals	EU programmes (Erasmus+, Interreg), cross-border co-creation, local-global exchange

15.2. Environmental Strategies to 2030

Zakliczyn's environmental vision is translated into five strategic axes that guide land use, events, infrastructure and education — making sustainability *visible, tangible, and measurable.*



Figure 36- Sustainable comitments

15.1.1. Civic Rewilding Program

Goal: Plant 500 native trees by 2030 across neighborhoods, schools, and parks

Impact: Increase biodiversity, reduce urban heat, engage citizens in ecological stewardship

15.2.2. Cycling First Policy

Goal: Create 12 km of protected cycling paths by 2027

Focus: Safe, inclusive, low-emission mobility connecting neighborhoods, schools, and tourism assets

15.2.3. Eco-Events Protocol

Principle: All public events follow a zero single-use plastic and reuse-first guideline

Application: Compost bins, water stations, reusable tableware, eco-education signage at festivals

15.2.4. Green Infrastructure Projects

Implementation:

Bio-retention systems

Permeable paving

Native plants in urban redesign (squares, parks, school gardens)

Focus: Water absorption, cooling, resilience to heavy rain and heatwaves

15.2.5. Strategic Impact

Zakliczyn's commitments make it a rural regeneration benchmark aligned with European Green Deal priorities, the *New European Bauhaus*, and climate-resilient village models.

Dimension	Outcome by 2030
Environmental	Rewilded spaces, resilient urban infrastructure, low-carbon transit
Social	Healthier lifestyles, inclusion in public space and planning
Economic	New green and creative jobs, slow tourism economy
Institutional	Stronger partnerships with EU projects, universities, NGOs

Zakliczyn 2030 is not just a vision — it's a promise. A promise to grow with nature, care for community, and inspire others across Europe.

17. Environmental Interpretation System

16.1. Storytelling Signs Rooted in Place

As part of Zakliczyn's territorial regeneration, a curated system of interpretive signage has been developed to anchor the brand "Go Back to Our Roots" into the physical and emotional landscape of the town. These signs are not merely wayfinding tools — they are designed to educate, engage, and inspire through place-based storytelling and sustainable design.

Each sign is:

Constructed in eco-friendly materials (wood, cork, or recycled composite)

Fully bilingual (Polish/English)

Equipped with QR codes linking to digital content: short films, audio testimonies, interactive maps

Illustrated with natural and symbolic motifs (roots, water, trees, leaves)

16.1.1. Guardian of Time (*Nature Trail – Oak Tree*)

Message: A tribute to Zakliczyn's intergenerational memory and natural heritage

Highlight: The story of the oldest oak tree in the region, symbol of deep roots and continuity

QR Link: "Whispers of the Forest" — audio narratives by elders

16.1.2. Water Tells Our Story (*Thermal Spot – Springs & Wellness*)

Message: The historic healing and social power of Zakliczyn's water

Highlight: Connection between tradition and modern slow tourism

QR Link: Short film "Sacred Waters of Zakliczyn"

16.1.3. Seeds of Change (*Urban Square – Regenerated Public Space*)

Message: The symbolic reclaiming of public space by the community

Highlight: Ecological and social innovation through placemaking

QR Link: "Zakliczyn 2030" sustainability map and project dashboard

16.1.4. Voices of the Land (*Rural Path – Oral History Point*)

Message: The intergenerational sharing of stories, legends, and ecological wisdom

Highlight: Authentic recordings by Zakliczyn's seniors and children

QR Link: "Living Memories of Zakliczyn" – oral storytelling archive



Figure 37- Illustrative image of the signs

16.2. Environmental Storytelling Signs

16.2.1. Signs That Speak – Educating Through Place

In Zakliczyn, the landscape is more than scenery — it's a source of wisdom, identity, and memory. The creation of an open-air ecological and museological route brings the brand “Go Back to Our Roots” into physical space, inviting locals and visitors to engage with nature through educational storytelling signs.

These signs do more than inform — they connect people to place, fostering awareness about biodiversity, sustainability, and cultural heritage through accessible, beautifully designed elements.

Each sign is:

Constructed in eco-conscious materials (wood, cork, or recycled composites)

Illustrated with natural motifs (roots, leaves, water, sun)

Written in Polish and English, with QR codes linking to sounds, maps, or videos

By walking this path, we do not simply pass through Zakliczyn —

We understand it, care for it, and carry its values forward



Figure 38- Illustrative images of the signs

18. Social Inclusion Initiatives – A Place for Everyone

Zakliczyn's future is not built solely on its beauty, architecture, or brand — but on belonging. A truly sustainable and magnetic place must be intergenerational, intercultural, accessible, and inclusive. The following initiatives ensure that everyone — regardless of age, origin, or ability — can not only visit Zakliczyn, but *grow, create, and thrive* here.

18.1. Youth Return Program – “Grow Where You Were Planted”

Objective: Reverse youth outmigration and encourage return migration

Target Group: Residents under 45 who studied or worked in Kraków, abroad, or in other Polish regions or countries.

Key Actions:

Financial incentives for returning to start a business (in crafts, tourism, sustainability or digital)

“Return & Create” micro-grants for local ecological or cultural projects

One-stop youth support hub (housing, coworking, funding guidance, reintegration)

Testimonial campaign: “*Why I Came Back to Zakliczyn*”

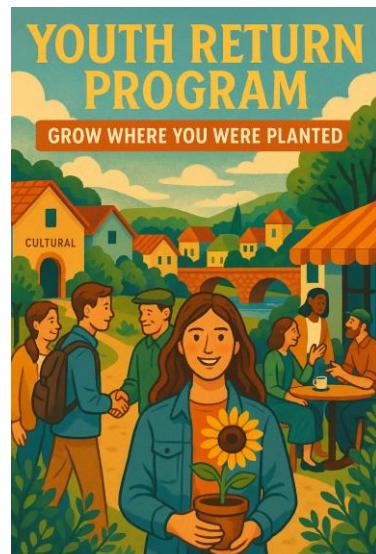


Figure 39- Illustrative image of the programme

18.2. Creative Inclusion Lab – Empower Through Expression

Objective: Offer accessible, multisensory programming for seniors, people with disabilities, and neurodivergent residents

Location: Cultural centre or repurposed public building.

Weekly Workshops

Include:

Folk music therapy sessions
Weaving and storytelling for memory care

Tactile murals, soundscapes, and colour exploration

Inclusive dance and movement classes

Digital literacy & creative content training for seniors

Outcome: Co-created artworks, public murals, and cultural assets reflecting Zakliczyn's diversity



Figure 40- Illustrative image

18.3.Welcome Zakliczyn – Integration for Newcomers and Refugees

Objective: Ensure new residents feel informed, involved, and welcomed

Target Group: Intra-EU migrants, Ukrainian refugees, returnee families

Key Actions:

Welcome Box with branded tote bag, local map, useful Polish phrases, events calendar, school/clinic contact sheet

Monthly “Meet the Village” dinners hosted by local families

Free walking tours for new residents

Language cafés and intercultural cooking workshops

Volunteer mentorship: one local, one newcomer



Figure 41- Illustrative image

18.4.Accessible Zakliczyn Certification – Universal Design as Standard

Objective: Establish Zakliczyn as a benchmark for rural accessibility

Phased Actions:

Accessibility audit of public buildings, trails, transport and events

Gradual improvements:

Ramps and tactile floor markers

Colour-coded visual signage

Designated quiet zones

Inclusive public toilets

Accessible tourism tools (audio, braille, easy-to-read guides)

Municipal Endorsement of Age-Friendly and Inclusive Community principles (in line with WHO standards)



Figure 42- Illustrative image

18.5.Impact Indicators

% increase in returnees under 35

Number of inclusive creative workshops per year

Newcomer satisfaction rate (annual community survey)

% of public spaces certified accessible by 2027

Zakliczyn is more than a postcard — it's a place where people can find their place.

19. Circular Economy & Local Food

Zakliczyn embraces a human-scale circular economy that reintegrates community with the land, turns waste into value, and treats knowledge as a renewable resource. The focus is not on industrial solutions — but on local wisdom, short food chains, and regenerative culture.

19.1. Local Markets & Agricultural Revival

Goal: Strengthen food sovereignty, revive traditions, and foster entrepreneurship

Action: “Made in Zakliczyn” label inspired by EU best practices (France’s *AOP*, Portugal’s *PROVE*)

Suggestion: Digital ordering platform via Zakliczyn Smart Portal (modelled after Food Assembly/Local Food Nodes)

19.2. Zero Waste Retail & Refill Culture

Tactics: Water fountains, refill stations, reusable tote bags

Events: Monthly “Zero Waste Days” and school campaigns

Inspiration: Ljubljana, Brussels, and the Zero Waste Cities network

Positioning: Zakliczyn as a rural pioneer in visible climate action

19.3. Composting & Community Gardening

Education: Composting in schools, community gardens in every neighbourhood

Social Impact: Intergenerational bonding, local food security, climate awareness

Expansion Idea: “Soil of Zakliczyn” — micro-brand for compost used in town landscaping, with public signage

19.4. Upcycling Hub & Circular Creativity

Innovation: Activate local artisans and youth around sustainability

Models:

La Petite Rockette (Paris) – reuse centre + theatre

Circular Hub Rotterdam – repair + design incubator

Goal: Launch a micro-incubator for circular microbusinesses (e.g. benches from reclaimed wood, upcycled textiles)

19.5. Monitoring & Impact Tools

Metric	Why It Matters
Market Voices	Captures lived experience of producers and consumers
Before/After Logs	Visual proof of transformation (gardens, compost bins, murals)
Circular Literacy Index	Community knowledge, tracked via school surveys and workshop feedback
Workshop Participation by age	Measures intergenerational reach and inclusivity

18.6.1. Suggested Measurement Tools:

Sign-in sheets segmented by age group

Short satisfaction surveys post-workshop

Annual report: "Zakliczyn Learns to Grow"

Visual documentation with consent

19.6. European Alignment & Funding Readiness

Zakliczyn's model aligns with:

European Green Deal

New European Bauhaus

LEADER / URBACT / UIA

Slow Food & Zero Waste Europe

It represents a scalable, community-rooted, education-driven system of circularity — ready for replication and funding at EU level.

Zakliczyn doesn't just reduce waste — it regenerates meaning.

It teaches how to grow food, futures, and a new kind of economy — one rooted in care.

20. Official Merchandising – Supporting Local Identity

To amplify the visibility of Zakliczyn's territorial brand and support local entrepreneurship, the municipality will distribute branded merchandising materials to small businesses across the town and surrounding villages.

The items will carry the official identity — “*Made in Zakliczyn*” — featuring the vine logo and the slogan “*Go Back to Our Roots*”, symbolising authenticity, community, and sustainable growth.

Merchandising Elements

Recycled kraft paper bags with the brand logo

Product boxes for local crafts, herbal products, and food items

Circular stickers and tags with “*Made in Zakliczyn*” for packaging

Postcards and thank-you cards for tourists and online orders

Distribution Strategy

Free starter kits distributed by the Municipality to small producers, market vendors, and artisan shops

Optional reorders available at production cost price

Merchandising also featured at tourism offices, events, fairs, and cultural festivals

Objectives

Reinforce place-based product identity

Encourage pride and recognition among local creators

Visually connect Zakliczyn's products to its territorial narrative

Increase visibility in regional, national, and international markets

These small but symbolic materials help turn every product into a story — and every purchase into a message of belonging.



Figure 43- Merchandising material

21. Future Strategic Directions – Amplifying Zakliczyn's Potential

21.1. From Local Story to European Laboratory

Zakliczyn is no longer a hidden village — it is becoming a rural prototype for participatory transformation. To consolidate its territorial identity and expand its relevance on a European scale, the following visionary strategies are proposed. These directions aim to deepen impact, attract strategic partnerships, and prepare Zakliczyn for 2030 and beyond.

21.2. Cultural Infrastructure & Mobility Plan – “Move with Meaning”

A walkable and bikeable ecosystem connecting culture, heritage, and daily life.
Multilingual branded signage with QR codes and maps
Tree of Life-inspired urban furniture
Artistic night trail from castle to river
Public-use bike-sharing via regional partnerships (e.g. Velodunajec)

21.3. Zakliczyn Youth Parliament

Empowering young people to co-lead the future.
12–20 youth aged 16–25 in annual assembly
“Youth Policy Week” with live debates and proposals
Participation in sustainability and cultural steering groups

21.4. Cultural Residency Programme – “Residency in the Roots”

A structured artist and researcher-in-residence system.
2–4 week residencies with workspace and stipend
Community engagement + public-facing output required
Funded via Creative Europe, i-Portunus, regional arts funds

21.5. Rural Innovation Sandbox

Zakliczyn as a testbed for green, inclusive, and frugal innovation.
Annual calls for student/start-up prototypes
Focus on solar benches, clay kiosks, modular signage
Field testing + community feedback loop
Co-funded by Interreg, Horizon Europe, or UIA

21.6. Living Heritage Atlas

A digital and sensory archive of Zakliczyn's intangible culture.
Interactive geotagged map of legends, recipes, crafts, and voices
Youth–elder collaboration for co-curation
Seasonal and sensory routes (smell, taste, sound)

21.7. Inclusive Volunteer Corps

A local civic network for events, hospitality, and inclusion.
Supports refugees, tourists, Erasmus students
Training: accessibility, first aid, history, hospitality
Visual ID (vests, pins, cards)
Funded via European Solidarity Corps / CERV

21.8. Zakliczyn Brand Impact Index

An annual measure of brand resonance and visibility.
Surveys on logo recall, slogan recognition, emotional perception
Data from social media, tourism, and on-site interaction
Compared with similar EU rural towns
Results published in "Zakliczyn 2030 – Brand in Evolution"

21.9. Membership in European Territorial Networks

To enhance visibility, mobility, and joint funding access.
Cittaslow: Lifestyle, slow food, human-scale cities
Eurotowns: Exchange with towns of 5k–50k population
UNESCO Creative Cities (aspirational – music, crafts, literature)
Green Destinations Top 100: For sustainable tourism leadership

21.10. Zakliczyn Rural Think Tank

A long-term research and innovation partnership.
Cooperation with Politechnika Krakowska, Jagiellonian University
Host design sprints, white paper labs, and student residencies
Publish the annual "*Zakliczyn Rural Futures Report*"

21.11. Digital Twin Zakliczyn

A 3D virtual model to improve planning and participation.
Simulate tourist flows, mobility, event layouts, and environmental data

Integrate with GIS, sensor, and Smart Portal infrastructure
Fundable via Horizon Europe / Digital Europe

21.12. Intergenerational School of Traditions

A living micro-school preserving and teaching intangible culture.
Thematic modules: embroidery, herbalism, woodcraft, folk music
Elders as co-teachers, youth as apprentices
Physical and digital certifications
Builds intergenerational connection + heritage pride

21.13. Zakliczyn+ Mobile App

A user-friendly digital tool connecting people and place.
Features: event map, accessible routes, e-shop, local directory
Community voting + co-creation modules
Multilingual, connected to Erasmus+, EU platforms & Smart Portal

21.14. Civic Pledge System – “Guardians of the Roots”

A symbolic and participatory platform for civic pride.
Every resident/business chooses 1 civic action per year
Recognition via digital badge and interactive map
Annual event: *Guardians Night* to celebrate stories and pledges

21.15. A Rural Future Rooted in Vision

These strategic directions make Zakliczyn not just a brand — but a living laboratory for rural transformation, where identity, innovation and inclusion grow together.

To go back to our roots is not to return — but to reconnect, regenerate, and rise.



22. Governance, Continuity & Quality Enhancements

22.1. Stewarding the Roots – Futureproofing Zakliczyn’s Transformation

The success of a territorial brand lies not only in inspiration, but in institutional maturity, civic participation, and adaptive continuity. To ensure that Zakliczyn’s transformation is sustainable, democratic, and intergenerational, the following governance mechanisms are proposed as a final, integrative layer to the territorial marketing strategy.

These instruments consolidate Zakliczyn’s position as a model for 21st-century rural stewardship, balancing innovation with identity, and participation with permanence.

21.1. Participatory Governance with Digital Tools

Zakliczyn will adopt an open-source platform (e.g., Decidim) integrated into the Smart Portal to facilitate structured civic engagement.

Modules: participatory budgeting, surveys, idea voting, policy co-design

Access: inclusive features for seniors, youth, people with disabilities

Impact: stronger transparency and citizen trust

21.2. Territorial Brand Management Plan

To safeguard the coherence and strength of the brand over time, a formal brand governance framework will be established.

Contents: logo usage policy, tone of voice, approved applications, co-branding rules

Toolkits: branded templates for schools, businesses, and events

Governance: oversight by a Brand Stewardship Committee within the municipality

21.3. Local Sustainability Certification – “Zakliczyn Sustainable”

A recognition system for local businesses, events, and organizations aligned with sustainability values.

Criteria: alignment with UN SDGs, social inclusion, circularity

Recognition: digital and physical badges, promotion on official platforms

Involvement: self-assessment + public voting system for transparency

21.4. Community Storytelling Program – “Voices of the Village”

Zakliczyn will collect and showcase local memory through a living archive.

Workshops: intergenerational training in oral history, filming, and writing

Formats: video, podcast, mural texts, heritage trails

Platform: integrated into the Smart Portal and school curricula

Goal: keep cultural memory alive while creating new civic narratives

21.6. Post-2027 Strategic Roadmap – “Zakliczyn 2035”

To extend the vision beyond the current EU funding cycle, a strategic foresight plan will be developed.

Milestones: reviews in 2028, 2031, and 2035

Vision: universal accessibility, digital residency scheme, cultural capital candidacy

Continuity: digital documentation, youth onboarding, intergenerational leadership transfer

21.7. Territorial Diplomacy Strategy

Zakliczyn will position itself as a **peer city** within a European network of creative, sustainable rural towns.

Partners: towns like Óbidos (PT), Barjac (FR), Cisternino (IT)

Formats: twinning programs, joint residencies, cross-border festivals

Outcomes: collaborative EU funding, cultural exchange, shared visibility

21.8. Cultural Impact Assessment System

Zakliczyn will be among the first small towns in Europe to systematically measure the emotional and symbolic resonance of its cultural strategy.

Methods: focus groups, emotional mapping, memory workshops

Indicators: belonging, participation, memory activation, symbolic pride

Report: published annually as “*Cultural Pulse of Zakliczyn*”

21.9. Conclusion: Stewarding Roots into the Future

These governance and quality mechanisms will ensure that Zakliczyn's growth is not only visible and vibrant, but also accountable, participatory, and sustainable. From Smart Portal tools to symbolic badges of belonging, Zakliczyn will become a benchmark in rural democratic innovation.

To go back to our roots is to take responsibility — for memory, for place, and for those who come next.



23. Conclusion

Zakliczyn: Where Roots Become the Future

The Zakliczyn Territorial Marketing Plan is more than a strategic document — it is a declaration of identity, belonging, and collective ambition. Inspired by the metaphor “Go Back to Our Roots”, this plan looks to the past not as a destination, but as fertile ground from which new ways of living, feeling, and creating can grow.

Throughout this roadmap, concrete actions have been outlined to make Zakliczyn a European example of rural regeneration:

- A territory where cultural and ecological roots are transformed into living experiences — from storytelling trails to intergenerational festivals.
- A community where inclusion is not an exception, but the standard, welcoming youth, seniors, newcomers, and people with disabilities to take part in shaping the future.
- An ecosystem that reinvests in soil, people, and ideas, promoting a circular economy rooted in tradition, frugal innovation, and cooperation.

More than attracting tourists or funding, this plan seeks to reignite local pride — making every mural, every planted tree, every shared story a living bridge between memory and vision.

Zakliczyn is now equipped to lead a new generation of intelligent and emotional territories — valuing what is local, while remaining open to the world. The territorial brand born here is one of trust, rooted beauty, and bold imagination.

True success will not be measured only in indicators or headlines, but in quiet, meaningful transformation:

- When a young person chooses to return home,
- when a tourist is moved by a local legend,
- when a “Made in Zakliczyn” product travels across borders with pride,
- when a public square fills with colour, laughter, and shared meaning.

To go back to our roots is not to go backwards. It is to reclaim who we are — and who we are becoming.

It is to care for this place as a living home — with windows to the world and doors open to the future.

Zakliczyn will not only be remembered.

It will be lived, felt, and admired.

Because where there are roots, there is always life ready to bloom.