

ВАЖЛИВІСТЬ ШВЕДСЬКИХ ГРАНТІВ ДЛЯ СТВОРЕННЯ МАРКЕТИНГУ КАРПАТСЬКОГО ЄВРОРЕГІОНУ

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Аналізується функціонування Єврорегіональної структури у структурі інтеграції Європейського Союзу. Єврорегіони можуть впливати на хід інтеграційних процесів, впливаючи на транскордонне та міжрегіональне співробітництво, а також у країні походження на співпрацю з різними соціально-економічними суб'єктами. Для виконання цієї ролі вони повинні "прорватися" і просунути себе. Описано використання коштів з фондів допомоги для просування.

Ключові слова: Єврорегіон, структурні фонди, єврорегіональний маркетинг.

THE IMPORTANCE OF SWISS GRANTS FOR CREATION OF THE CARPATHIAN EUROREGION MARKETING

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The content of the paper is the functioning of the Euro-regional structure in the integration structure of the European Union. Euroregions can influence the course of the integration process by influence on cross-border and inter-regional cooperation, and in the country of origin on cooperation with various socio-economic entities. To fulfill their role they need to "break through" and promotion. And this paper discussed the use of aid funds for promotion.

Key words: Euroregion, Structural Funds, euroregional marketing.

Problem formulation. The Carpathian Euroregion, functioning since 1993, has permanently joined the family of Polish and European Euroregions. From the point of view of the economic rules and the history of such structures in Western Europe, it is a "young" Euroregion. Taking into account the history of Polish Euroregionalisation, it is one of the "older" Euro-regions. However, the assessment of the Euroregion age does not provide a comprehensive view of it. Only taking into account the specificities of its genesis and development, the importance of the Euro-region for the activation of the peripheral border areas can be more precisely determined. And combatting remoteness, marginalization and disparities in the European Union (EU) lies in its broad and specific integration interests.

The presented study notes, however, a slightly different aspect of the importance of Euro-regions on the example of the Carpathian Euroregion. It includes, among others showing the Euroregional activities, which are used to promote the Euroregion. It should be noted that the very structure of the Euroregions, organized and fulfilling the functions that belong by definition to the Euroregion, is a kind of marketing for the area covered by Euroregionalisation and its surroundings and neighborhood. So – using some shortcuts – Euroregion is marketing. The marketing impact on the country home to the Euroregion, as well as on the integration comes from euroregional projects implemented from a variety of sources of funding (including from the EU and outside the EU). They "bring fame" to the Euroregion in a broader context, and some of them have even the nature of promotion of Euroregional areas. All this is not without significance for the search for development strategies and cooperation partners.

Article objectives. Several of these initial observations and cross reference to the title of the paper allows to formulate its purpose and the agenda for the description and presentation of chosen issues. Therefore, the task of this paper is to present the implementation of the Swiss grants in the Carpathian

Euroregion, in particular their marketing impact on the Euroregion and in a wider context. The adoption of this objective implies in a way an order of presentation, which includes the following topics:

- Presentation of the Carpathian Euroregion;
- Presentation of the Swiss-Polish Study Tour, Promotion of Local Export and Block Grant.

Analysis of current research outputs and publications. Short "silhouette" of the Carpathian Euroregion

The Carpathian Euroregion is an interesting and unusual euroregional structure in Poland and the European Union. This is due to a number of factors and circumstances. Already in the bud when it was created it brought up both interest and amazement. Then, in 1993, it brought together border areas of five countries (Poland, Romania, Slovakia, Ukraine and Hungary), none of which was an EU Member State. The above stated facts were a deviation from the specific rules laid down for the Euroregions. The joining of so many countries resulted in it being an Euroregion "giant" compared with other similar European structures. It has nearly 160 thousand km² of area with about 15 million inhabitants¹. The approximate picture of this Euroregion can be found in the map below and the description below it.



Fig. 1. Area of the Carpathian Euroregion and its characteristics
Source: own elaboration basing on: [1], [2], [3], [4]

Legend: The structure of the area of the Carpathian Euroregion is as follows: 36.6% of the Ukrainian part, 23.1% – Romanian, 18.5% – Hungary, 11.6% – Poland and 10.2% – Slovak. Slovak part of the Euroregion covers 32.1% of the territory of Slovakia, Ukrainian 9.4% of Ukraine and Polish 5.7% of Poland. The Polish part of the Carpathian Euroregion on the Polish side covers 180 municipalities in two voivodeships – Lesser Poland and Subcarpathian, with a total area of 17.8 thousand km² where 2.1 million people live. Subcarpathia belongs to less urbanized areas (urban population accounts for just over 40% of the population). Slovak part of the Euroregion consists of two countries: Košice and Preszov that occupy a total of 15.7 thousand km² and is inhabited by more than 1.5 million people. Cities are home to 52.6% of the population. The Ukrainian part of the Euroregion includes four districts: Chernivtsi, Ivano-Frankivsk, Lviv and Transcarpathia. They cover a total of 56.6 thousand km² of area, with a population of 6.1 million people. Cities are home to 48.6% of the population. The Hungarian part of the Euroregion consists of 5 districts located in the north-eastern part of the country Borsad-Abauj-Zemplen, Hajdu-Bihar,

¹ These figures are for the year 2010 and there are some non-fundamental changes in both migration (belonging to the Euroregion is not constant) and associated with population growth.

Heves, Jasz-Nagykun-Szolnok, Szabolcs-Szatmár-Bereg. This area has 28 639 km² and a population of 2 609 thousand people. In the Romanian part of the Euroregion one finds 5 districts: Szatmar, Maramures, Bihar, Suceava, Szilagy, Botosani, Hargita. Romanian part of the Euroregion covers 27 104 km² of area and has 274 thousand inhabitants.

The largest member of the region, both in terms of area and population is the Ukrainian part, but the most active player is Poland, which is, among others justified by the activity of our country in the European integration structures and the associated fact of running of various initiatives for cross-border activities, for example, in recent times – the Eastern Partnership. In this area there is a large diversity of population density. The most dense population can be found in Polish areas (118 persons/km²), and at least in the Romanian part (82 persons / km²). The population here is relatively young, and the whole area is relatively weakly urbanized. Only in the Hungarian and Slovak parts the main part of the population comes from urban areas. But the above considerations are not the ones that make the Carpathian Euroregion a special case. The specificity stems from the fact that the area of the Euroregion combines a multitude of nations and ethnic groups that have shaped the cultural and social nature of the areas. In individual parts lives a number of national minorities: Poles in Ukraine, the Ukrainian diaspora in Poland, Slovakia and Hungary and the Hungarian minority in Romania and Slovakia. The whole area is inhabited by Romani people, and in some parts specific ethnic groups can be found, such as the Lemko, Boykos, Huzuls, the Foothills and Saxons. These groups have higher regard for local connections than nationality. They describe themselves as "locals". The population of the Euroregion is also mixed up in terms of religion. It is in this part of Europe three major Christian rites are combined: Roman Catholic, Greek Catholic and Orthodox. To a lesser extent also Protestants, followers of the Jewish religion and Muslims. The highest percentage of inhabitants are Orthodox Christians (33%), followed by Roman Catholics (28%), followed by Greek Catholics (24%), Protestants (8%), followers of Jewish religion (1%) and other religions (5%). [5, p. 144-146]

In addition, the Euroregion has conditions for the development of various economic sectors, including agriculture, with its eco-friendly and multifunctional orientation and tourism.

Presentation of main materials. The Carpathian Euroregion is the beneficiary of EU funds available under the national operational programs, just as other regions meet the requirements of EU regional policy. It participates in the European Neighbourhood Policy (ENP) according to the third objective of regional policy for the years 2007-2013. Its specificity in ENP resulted in the initiation of the Eastern Partnership (EaP) with the financial instrument of the partnership, namely the European Neighbourhood and Partnership Instrument (ENaPI). Besides the Carpathian Euroregion due to being unique, hiding a high production, demographic and environmental potential, possibilities of cooperation and impact on the neighborhood, as a structure important for cognition and reasoning on issues of regional development "attracts" non-EU funding, including resources coming from Swiss funding. They will be the content of the following considerations in the context of the impact on knowing the Euroregion and the creation of its marketing as a lever of development.

Some remarks about the Swiss Financial Mechanism and the Swiss-Polish Cooperation Programme

According to the agreement signed between Poland and Switzerland (December 2007), our country has become the beneficiary of the non-EU aid alongside nine other countries, which since 2004 are in the structures of united Europe. The purpose of this non-returned form of assistance in the framework of the Swiss Financial Mechanism is to reduce economic and social disparities within the expanded EU. The amount of this financial mechanism in the amount of 1 billion Swiss francs covers the period 2007-2015, of these, nearly half (489 million Swiss francs) was given as aid to Poland. In accordance with the main objective, financing goes to projects of importance to the environment, infrastructure or supporting reforms. A clarification of the areas of activity of the Swiss Financial Mechanism can be found in the following table (Table 1).

Areas of support coming from aid under the Swiss Financial Mechanism

No.	Areas of support	Brief description of support activities
1	Security, stability and support of reforms	<ul style="list-style-type: none"> – Initiatives for regional development of peripheral and underdeveloped regions; – Strengthening the protection of the European Union's eastern border;
2	Infrastructure and environment	<ul style="list-style-type: none"> – Rebuilding, reconstruction and modernization of environmental infrastructure and improvement of the environment (eg. Solid waste management, renewable energy systems, energy efficiency improvements); – Improving public transportation systems; – Biodiversity and ecosystem protection and support for cross-border environmental initiatives;
3	The private sector	<ul style="list-style-type: none"> – Improving the business environment and access to capital for small and medium-sized enterprises (SMEs); – Development of the private sector and promotion of exports of SMEs;
4	Social development and human resources	<ul style="list-style-type: none"> – Health (among others: prevention and health promotion campaigns and improving of social welfare); – Research and development (among others. Scholarship Fund, research projects)

Source: [6], [7]

Some of the adopted support areas have a clear direct address to the eastern border, and others in an indirect way because regardless of the subject they concern interventions in border regions. Due to the cross-border activity as well as the European popularity the Carpathian Euroregion is potentially, and actually closest to these resources.

The funds in the form of the Swiss Financial Mechanism became the basis for start-up of programs and projects for the specific realization projects and the creation of targetted funds and grants with a specific use, which went exactly to the Carpathian Euroregion. The following figures clarify the presence of Swiss funding in the discussed Euroregion.

Both the Study Tour and Export Promotion Funds as well as the Block Grant fund, among the many activities, also those that serve and strengthen the marketing of the Carpathian Euroregion. Thus, in the following part of the study a synthetic description of support activities of the above funds was made to emphasize these having marketing functions.

Funds: Study Tour and Export Promotion for the Euroregional marketing

Both funds operating under the Swiss-Polish Cooperation Programme carry out its essential purpose. This purpose, as well as the actions of the discussed funds are described in Table 2.

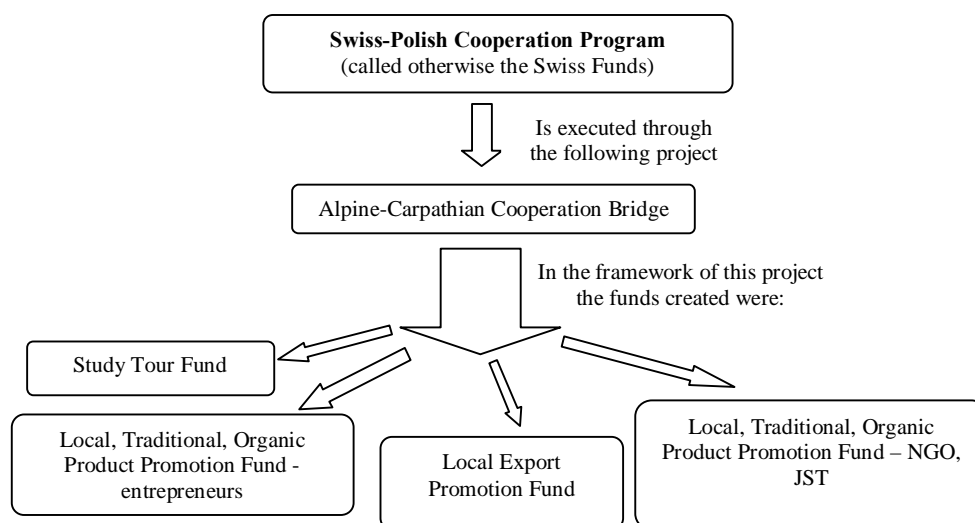


Fig. 1. Swiss-Polish Cooperation Programme (otherwise called Swiss Funds)

Source: Own elaboration based on [8]

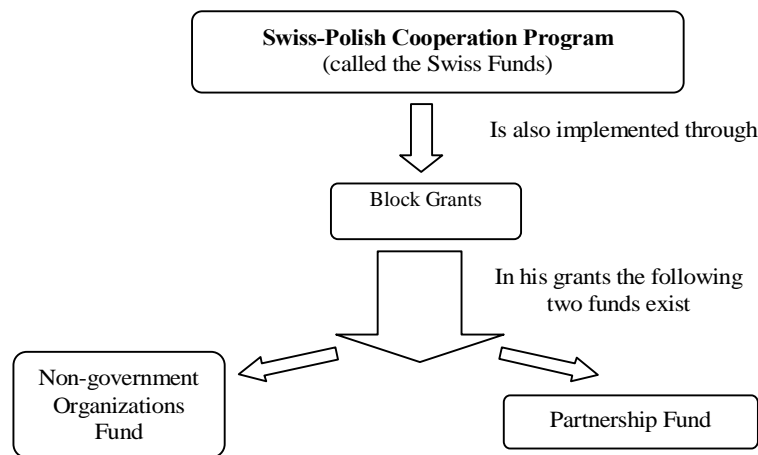


Fig. 2. Swiss-Polish Cooperation Programme
Source: Own elaboration based on [9]

Table 2

Objective of the Swiss-Polish Cooperation Programme and actions of the Study Tour and Local Export Promotion Funds in the framework of the "Alpine-Carpathian Cooperation Bridge" project

Objective of the Swiss-Polish Cooperation Programme in the framework of the "Alpine-Carpathian Cooperation Bridge" project	
<ul style="list-style-type: none"> – Mobilization of business processes related to international exchange among business organizations operating in the Subcarpathian region, particularly in the Carpathian Euroregion; – supporting local companies on the Polish side of the Carpathian Euroregion with involvement of the market of traditional, regional, local, organic and edible forest manufacturers and marketing in this area; – Creation of conditions for cooperation between Euroregional entities and from the Subcarpathian voivodeship and Swiss partners in local exports, regional development and regional products; 	
Study Tour Funds target of activities	Local Export Promotion Fund target of activities
<ul style="list-style-type: none"> – Support of proexport activities with the use of regional products, regional and organic entities; – support of trips to economic missions, study visits, international exhibitions; – The transfer of Swiss and European experience in the field covered by the project; – Support of various types of partnerships in the area of local exports, exchange of practices, transfer of know-how and knowledge, regional development, local and regional products. 	<ul style="list-style-type: none"> – Participation in trade fairs as an exhibitor and in foreign missions and in business exhibitions; – Search and selection of partners in target markets and introduction of products and services into these markets; – Advising on the financing of export strategy; – Developing the concept of the image in target markets and the introduction of new products there; – Organization of conferences and briefings, and maintenance of websites in the country and abroad; – Design in the field of produkt, packaging and trade marks.

Source: [6], [10], [11]

The Alpine-Carpathian Cooperation Bridge project, funded by the funds described in Table 2, is implemented by the Carpathian Euroregion Poland Association in partnership with the Association for the Development and Promotion of Subcarpathia "Pro Carpathia." The very presence of these funds in the Euroregion among the beneficiaries which can be and are non-governmental organizations, business support organizations and local government units, is the marketing for the area of support and emphasizes the transnational dimension of the Euroregion. The sole structure of the Euroregions can also be regarded as marketing of the area it covers. The Carpathian Euroregion and the Study Tour and Local Export Promotion funding presence is a kind of "general marketing". However, the "specific marketing" is associated with the specific actions in this context, such as the development of design, logo or image of the product and the region. All these activities make the peripheral area of the Carpathians attractive from a

national point of view and incorporate it into Europe, and the "general marketing" and "specific marketing" are the elements of the Euroregional marketing.

Financial aid described in point 3 of the work Has a positive impact on the region and euroregional population. In general it is hard to find any negative aspects of such aid. The marketing influence of financial aid makes the euroregion famous throughout Europe. Without the above mentioned aid numerous events would not take place, such as seminars, fairs or exhibitions, which include marketing in their „curriculum”. The literature on the idea of marketing leads to a conclusion, that marketing is caring of the customer, the receiver and their preferences. [12] Both the Study Tour Fund, as well as the Local Export Promotion Fund face the challenges of marketing.

Block Grant for euroregional marketing

Block Grant for Non-government Organizations and the Polish-Swiss Regional Partnerships is implemented in two priority areas:

- Non-Government Organizations Fund;
- Partnership Fund.

The purpose of the Non-Government Organizations Fund is to support the development of civil society in Poland, which is based on citizens engaged for the common good in their sense of responsibility for themselves and for the community, to which they are bound by their place of residence. On the other hand the Partnership Fund is designed to promote and enhance partnerships between the Polish and Swiss local and regional authorities, institutions and social partners and networks between them. All this in order to increase the role of the region in the decision-making process and the creation and fixation of the principle of subsidiarity in practice. A more detailed presentation of the Block Grants is made in Tables 3 and 4.

Table 3

Areas of action under the Block Grant: Non-Government Organizations Fund

No.	Area	Activities in the area
1	Civic Education	<ul style="list-style-type: none"> – Educational activities for awareness and civil rights, including consumer education; – Information and education campaigns in the field of civil activity; – Creation of tools, including information technology tools to enhance citizen participation; – Educational and information programs targeted to members and leaders of non-governmental organizations; – Increasing knowledge and skills in interaction in a variety of organizational forms; – Development of citizen attitudes among children and youths; – Bridging the gap between citizens and public institutions and civil counseling;
2	Control activities	<ul style="list-style-type: none"> – Strengthening the instruments and democratic procedures concerning the social control of authorities and public institutions; – Civic monitoring of public administration at central, regional and local levels; – Social initiatives in the field of anti-corruption activities, access to public information and civic journalism; – Monitoring and reviewing the public administration in the area of implementation of civic participation activities;
3	Participation in public policy	<ul style="list-style-type: none"> – Participation of public institutions and inhabitants in public consultations and the promotion of these consultations; – The development and dissemination of good practices in the field of civic participation; – Civil actions for assessing the quality of public administration (social audit) and measures for increasing the so-called responsiveness of public administration; – Increase of the citizen participation in the formulation and implementation of public policies such as setting strategy, budgeting, setting indicators based on "satisfaction" of citizens and encouraging the participation of young people in public life; – Building mechanisms of participation and advocacy for groups neglected or represented marginally in public debates

Source: Own elaboration based on: [8], [10], [13]

**Areas of action under the Block Grant:
Partnership Fund**

Area	Activity in the area
Creation and strengthening of Polish-Swiss partnerships	<ul style="list-style-type: none"> – Thematic support for partnerships to share best practices, know-how, knowledge; – Support for partnerships aimed at the transfer of knowledge and experience in order to access information and participation in decision-making processes such as information activities, social consultations and negotiations with the social partners; – Support for networking partnerships and of strengthening bilateral cooperation.

Source: Own elaboration based on: [8], [10], [13]

Both Block Grant funds complement each other, since the Partnership Fund focuses more on structural and partner activities while the Non-Government Organizations Fund focuses on the citizen, his education and interests. In both cases, the operations are carried out by local governments, which thus promote the region, as in every action regional marketing can be observed. It becomes even more evident when analyzing the specific implementation actions.

Both Block Grant funds also include horizontal aspects:

- Sustainable development integrating the environmental, economic and social dimensions, that is, the right to satisfy the needs and development aspirations of the present generation without harming the future generations;

- Equal opportunities and the fight of all forms of discrimination;

- Good governance and participation of a broad group of partners in decision making.

Both of these Block Grant Funds have brought together the territorial local governments and the euroregional population, therefore forming territorial bindings and interpersonal euroregional relationships. Basing on these bindings one may search for the formation of territorial marketing and relationship marketing [14] as the foundations of euroregional marketing. [14], [15]

Conclusions and perspectives for further research. Diverse and constantly evolving forms of cross-border cooperation demonstrate the growing and increasingly specific effects of this interaction. Euroregions stimulate and facilitate contacts with foreign countries and expand the forms of co-operation. All of this becomes real and possible because of the aid coming from both the EU as well as from non-EU sources, among which are the discussed here Swiss grants. Their framework includes four funds that support the Euroregion in the development of cooperation and bringing together local communities through projects, among which mentioned may be, for example:

- Local initiatives for regional development of the Nowy Sacz and Gorlice districts;

- ALPS FOR CARPATHIANS – a program to release the economic potential of Subcarpathian mountain areas through the transfer of Swiss practice;

- Local Product Lesser Poland – the development of local entrepreneurship and agricultural processing on the basis of a partnership economic education initiative of the inhabitants and a regional marketing system for products from Lesser Poland;

- Multiaspect Development Program "Ourselves for Ourselves" in the micro-region "Strug Valley";

- The Alpine-Carpathian Cooperation Bridge;

- Local Brand as a business development opportunity for Nobles Trail in the Lublin Province;

- Karpia Valley – a chance for the future. Partnership Programme for Social and Economic Activation and the Entrepreneurship Promotion realized through the use of complementary measures to stimulate the regional labor market, the strengthening of economic operators in order to improve the quality of life in rural areas. [8], [14], [15], [16], [17], [18], [19], [20].

The chosen projects are an example of the increased activity of non-refundable Swiss aid in the Carpathian Euroregion. Each of the projects accompanied by promotional and marketing activities, which

consist of projects with the participation of the Swiss grant, accompanied by exhibitions, fairs, seminars and workshops. Efforts are also made in joint market research and implementation of marketing strategies.

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