

## CULTURE AND NATURE

### Local Communities for Heritage: Good Practices in Central Europe CONFERENCE

Cieszyn, Poland, 29th of March 2023

#### Biograms of the speakers

##### Yvonna Gaillyová – Keynote Speaker



Director of the Veronica Ecological Institute, which operates in Brno and Hostětín. She has been involved in environmental awareness since 1990. In the middle of the 90's, Yvonna was one of the founders, movers and promoters of the Centre for Sustainable rural development in Hostětín, White Carpathians.

Her main concerns are renewable energy sources, energy efficiency in buildings and climate protection. She pays great attention to the transfer of experience from Hostětín to other places in the Czech Republic and also abroad. Thanks to long-term efforts, Hostětín and Veronica have already progressed on the path to carbon neutrality.

In 2006, Yvonna was awarded by the Josef Vavroušek Sustainability Prize and in 2010 she was the guide of Prince of Wales during his visit to Hostetin. Together with her husband, they are currently the oldest participants in climate protests.

##### Katalin Varga



Represents the Danube Bend Cultural Agglomeration and Association for Environmental Protection, Hungary (Dunakanyar Kultúrtáj és Környezetvédelmi Egyesület). As a member of the board she is responsible for a multilateral project connecting cultural, environmental protection and economic matters which can enable the village of Pilismarót (with a population of 2,000 inhabitants) to choose sustainable economic solutions against agricultural and industrial nature exploitation.

Her original profession is French teacher and linguist, but she has been seriously committed to environmental protection for about 4 years. She is leading a school gardening project in her village, she participated in the "Green Planet" project as a teacher which introduces environmental protection as a new subject in elementary and high schools and she is leading a coffee shop as part of her community building ideas.

### **Zuzana Burdová**



Represents Aevis n.o. as a director of the Center for the Support of Nature Tourism at the Poloniny National Park, Slovakia. She is a nature guide, dedicated to the popularization of nature tourism and nature conservation through experiential educational excursions in the Poloniny National Park.

She visited many national parks in Europe, but the European forests enchanted her both professionally and emotionally. As a field worker, she participates in expert research of the Carpathian forests in the Remote Primary Forests project under the auspices of the Czech Agricultural University in Prague.

### **Sofija Todorović**



YIHR Serbia Program Director, is an activist and a project manager with extensive experience in planning, developing and implementing various human rights reporting and monitoring projects. She is predominantly engaged in projects dealing with human rights, transitional justice and democracy both on national, regional and international level. Since 2016, she had been working for the Youth Initiative for Human Rights as a Programme Coordinator, and in 2021 she returned to YIHR as Programme Director of the organisation. For three years she was a Programme Manager at Balkan Investigative Regional Reporting Network (BIRN) where she managed media-focused projects dealing with human rights and democracy challenges in the Balkans and V4 countries.

She was awarded the Ledolomac human rights prize by Serbia's Liberal Democratic Party in 2018, and received a Feminist Achievement Award for 2019 from BeFem, a Serbian feminist cultural centre while in 2021 she received a Human Rights Defender recognition from Civic Initiatives in Belgrade. Sofija has a BA from the Faculty of Law at the University of Belgrade. She attended a Peace and Conflict Summer Program 2017 organised by the Rochester Institute of Technology, Kosovo.

### **Daniel Mourek**



He has been active as Central and East European Greenways coordinator at the Czech Environmental Partnership foundation (Nadace Partnerství, Partnerství, o.p.s.) under the EPA umbrella for more than a decade. He was also Vice president of the European Cyclist's Federation (2011-2015), member of the EuroVelo council at ECF (2016-2020) and currently represents EPA as steering committee member of the European Greenways Association.

On national level he has been managing EuroVelo and long-distance cycle routes and greenways (such as Elbe Trail, Prague-Vienna greenways, Iron Curtain Trail or EuroVelo routes) in the Czech Republic and CEE as well as member of the Prague cycling committee. His background is in sustainable tourism development, he studied at Prague School of Economics (tourism) and University of Berne (sustainable tourism development).

### **Serhii Pidmohylnyi**



Expert in sustainable tourism and ecotourism in Ukraine. He obtained a diploma in history at the National Pedagogical University in Ternopil. Founder of the Ukrainian Ecotourism Association and the Greenways Ukraine Association: <https://greenways.com.ua>. For over 20 years, he has been organizing ecotourism in national and landscape parks of Ukraine, marking out and marking tourist trails, and creating tourist products based on local heritage. He cooperates and trains entrepreneurs in the field of active tourism management, in particular he specializes in cooperation with the hotel industry (member of the Academy for Hotel Industry Investors), organizes and conducts training and mentoring.

He is involved in a number of projects related to the protection of nature and culture, e.g. in the naturally valuable region of the Dniester canyon and valley, where it builds local partnerships with local governments, public administration and entrepreneurs for landscape protection and creating a strategy for the development of ecotourism in the region. Activist of the Ukrainian Cultural Foundation. He is the owner of the outdoor company and ecotourism agency Terra Incognita. He is a certified tourist guide. In 2016-2017, he was the senior vice-president of the National Tourist Organization of Ukraine.

### **Katarzyna Hełpa-Liszkowska**



Co-founder of the Kreaktywator Foundation from Poznań, Poland, which implements a number of projects in the field of social revitalization, e.g. Center of Local Initiatives. She is a supporter of integration, intercultural and intergenerational activities with the use of interactive activating methods in the field of local heritage.

A graduate of Ethnology and Cultural anthropology and Manager of Culture, trainer of the so-called soft skills and a choreographer and dance instructor, specializing in "traditional dance". In the field of cultural and animation activities, she cooperated with many institutions in the country and abroad, including Polish Institutes in Vienna, Madrid and Budapest, but also with local centers in Wielkopolska and Poznań itself. She was one of the lecturers in a large project implemented by the Marshal's Office of the Wielkopolska Region entitled "School for Local Development Leaders" and an expert from Wielkopolska in the nationwide project "Mały Kolberg" and in the "School of Tradition Masters" program. Participant of the Partnership Academy.

### **Bogusław Pyzocho**

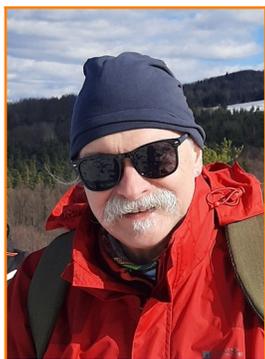


President of the Bieszczady Foundation, ecotourism specialist. Originator, coordinator and implementer of many projects in the field of ecotourism, local product and social economy in the Polish-Slovak-Ukrainian border area. He developed his professional experience in the Bieszczady Mountains, where he lives. For him, ecotourism is a source of regional development and a potential that should be supported. He shares his experience with people from other regions of Poland and outside of Poland as an advisor and trainer.

The most important projects of the Bieszczady Foundation, which he co-created and in which he participates, are: Green Bike - Greenway Eastern Carpathians (since 2004): an international bicycle trail of natural and cultural heritage based on the "greenway" idea, running around the International Biosphere Reserve Eastern Carpathians; Carpathian Ecomuseums (since 2005): protection of natural and cultural resources by creating local ecotourism products and promoting local products; EcoTravel Agency ZIELONY ROWER (since 2006), which comprehensively prepares and organizes trips to various parts of the Eastern Carpathians;

GoToCarpathia certification system (since 2010) - certificates are awarded for high-quality ecotourism products and services in the Eastern Carpathians; Green Bieszczady Partnership Group Fund – a financial support tool for small social initiatives in the region. He is also a member and founder of the "Greenways Polska" Association.

### **Wojciech Grzanecki**



He gained over forty years of professional experience in the Polish diplomatic service and in managerial positions in Western telecommunications concerns, both in Poland and abroad. He has been living in the Bieszczady Mountains for over twenty years, where he worked as a private entrepreneur in the tourist industry, running the "Chata nad Czarnym" private accommodation, which was awarded many times, among others awards of the Kronenberg Foundation for Microentrepreneurs and the Partnership for the Environment Foundation "Clean Business in Tourism". For several years, he has been participating in the activities of the Bieszczady Foundation, on its board, as the vice-president. He is primarily involved in the Foundation's economic ventures - the Eco-Travel Agency "Zielony Rower" and "Czatownia" Cafe and Bistro.

He pursues his non-professional interests related to the history and multiculturalism of the Western Beskids by being active in the Association for Saving the Orthodox Church in Baligród and as a field guide, a member of the Association of Tourist Guides "Karpaty". He is also a member of the "Greenways Polska" Association.

### **Bogdan Kasperek**



Secretary of Euroregion Těšínské Slezsko - Śląsk Cieszyński, director of the Office of the Association for Development and Regional Cooperation OLZA and the Local Government Association of the Cieszyn Land. For over twenty years, he has been very active in the development of cross-border and international cooperation in the Śląsk Cieszyński Euroregion and on the Polish-Czech border. A graduate of the Faculty of Social Sciences at the University of Silesia in Katowice, where he completed full-time master's studies in the field of Political Science, specializing in local government (1990-1995). In addition, he also completed postgraduate studies in management specialization (1995-1996, University of Silesia in Katowice) and in European project management (2009-2010, University of Economics in Katowice). He has many years of experience in the implementation and management of projects co-financed from European funds, including cross-border projects (e.g. Phare Credo, Phare CBC Poland-Czech Republic, INTERREG III A Czech Republic - Poland, Operational Program of Cross-border Cooperation Czech Republic - Republic of Poland 2007-2013, INTERREG VA Czech Republic – Poland).

He gained this experience by successfully running over a hundred of his own projects and co-leading several hundred projects of institutions implementing the so-called microprojects under the Microprojects Fund of the Euroregion Śląsk Cieszyński. Co-chairman of the Euroregional Steering Committee of the Microproject Fund in the Euroregion Śląsk Cieszyński, Chairman of the Program Council of the Polish-Czech-Slovak EuroInstitute, Chairman of the Jastrzębie Tourism Council at the Mayor of Jastrzębie-Zdrój, Vice-President of the Silesian Tourist Information Council, member of the Program Council of the Museum of Marine and Inland Fauna and Flora in Jaworze, member of the Program Council of the Łaźnia Moszczenica Institute of Heritage and Dialogue in Jastrzębie-Zdrój, member of the Silesian Bicycle Council, Treasurer of the PTTK Branch in Jastrzębie-Zdrój, Coordinator of the Iron Bicycle Trail, member of the Management Board of the Greenways Poland Association.

## **Marcin Lipski**



President of the "Cieszyn Wine Trail" Association, chairman of the Council of the Foundation Good Lady from Kończyce Wielkie. Co-owner of the Palace and Park Complex in Kończyce Wielkie. A graduate of the Academy of Physical Education in Warsaw. For nearly 30 years, an entrepreneur operating in the real estate industry in the capital city of Warsaw. Licensed real estate broker, passed the state exam in 1999 in Warsaw. Since 2000, he has been expanding his activity to the real estate development industry. Author of several housing estates in the capital and its vicinity, e.g. "Sunny Terraces", "Hipolitówka", "Osiedle Sosnowe", "Osiedle Szlacheckie". Since the mid-2000s, he has been an investor in the real estate market in Bulgaria, the originator and creator of a tourist resort on the Black Sea coast, in the town of Sozopol.

Since 2010, he has been managing the above-mentioned center called "Aparthotel Akshaena". Since 2019, together with his wife Ewa, the only owner of the Palace and Park Complex in Kończyce Wielkie, founder (2020) of the Chateau Kończyce Wielkie vineyard, co-initiator (2021) of the Association "Cieszyn Wine Trail".

## **Anna Woźniak-Lubaś**



President of the Partnership Fund. She specializes in developing concepts, implementing and managing programs to support bottom-up initiatives undertaken by local communities. She provides consultancy and training for non-governmental organizations and schools, including in the field of: strategic and operational planning, project management, fundraising, writing grant applications, financial management in NGOs.

She managed the grant programs of the Polish Environmental Partnership for Central Europe, administered by, inter alia, by the German Marshall Fund (1996-2004) and continues this activity in the Partnership Fund (since 2004). A trainer of non-governmental organizations - graduated from Training of Trainers - training of national trainers for Polish environmental organizations. She manages the endowment, has accounting and financial management experience. Has the European Fundraising Certificate.

## **Dominika Zaręba**



Publicist, freelance journalist, author of books, tourist guides and books for children, economist by education. Promoter of eco-traveling, author of the first book on ecotourism in Poland ("Ekoturystyka", PWN, 4 editions: 2000, 2006, 2010, 2020) and the "Concept for the promotion and development of ecotourism in Poland" (Polish Tourist Organization). Co-founder of the Bezdroża Publishing House. She created the program of greenways in Poland, co-created greenways in Central and Eastern Europe and initiated the creation of greenways in Belarus and Ukraine.

She is the Chair of the Partnership Fund Advisory Board, advisor in international affairs, an expert of the international Environmental Partnership Association, a member of the Global Ecotourism Network/European Ecotourism Network, and the president of the Greenways Poland Association. She cooperates with numerous organizations promoting sustainable tourism around the world. She has been involved and initiated dozens of community-based initiatives in Poland, Ukraine, Belarus and other countries, mostly projects related to natural and cultural heritage protection, enhancing women and civil society development in rural and urban areas. She was a speaker at over 50 events and international conferences in Europe, the US, Africa and South-America. In artistic Lanckorona, near Krakow, she runs an ecotourism cafe, gallery and artistic small stage.

## Organizing team

### **Katarzyna Szczęśniak**



Cultural scientist, socio-cultural animator, social media specialist. Professionally associated with ARTzona in Nowa Huta (C. K. Norwid Cultural Center), initiator and creator of the Stylowa Nowa Huta blog, originator and coordinator of many cultural projects in Nowa Huta, originator and implementer of activities with local communities. A lover of oral history - originator and co-implementer of the project "Rabczańskie microhistory", she cooperated with the Museum of Władysław Orkana in Rabka-Zdrój - the project "Rabczańscy Rzemieślnicy", "Heródek - Orawski Nikifor", and with non-governmental organizations, incl. The Zofia Rydet Foundation - project "Something that will stay" (2014, 2015, 2016) and the STOG Association - project "We bring back the memory of Karol Wójciak" Heródek "from Lipnica Wielka" (2016), volunteer of the 4 Alternatives Foundation.

Laureate of the scholarship program of the Minister of Culture and National Heritage "Culture in the Network" in the field of "Culture management and supporting culture personnel" (2020). Long-distance walker, supporter of cycling and "philosophy of walking".

### **Katarzyna Paterek**



Psychologist, animator, trainer, nature activist. A social worker by profession (after the Institute of Social Prevention and Rehabilitation of the University of Warsaw), she is passionate about co-creating safe circumstances for cooperation and exchange. At work, she is inspired by tools based on experience from the school of process psychology and solution focused therapy. She co-creates, among others Wild is beautiful - an educational, natural and cultural festival in the Białowieża Forest, the social movement Camp for the Forest, the House of Nature and Culture, she cooperates with, among others.

She worked with the Manzana Foundation for the Development of Psychosocial Skills, the Pracownia Active Action "Pólpiętro", and the Dobra Wola Association. She also co-creates initiatives such as: Collective Released, Stories of Power, Better with People, Flows \* Transformations, Therapeutic Singing, The Nature of Singing - development initiatives, proprietary programs, development courses related to social and psychological skills, through various forms of self-expression, exploring one's own resources. She loves singing in groups, being in the woods and meeting wild animals.

### **Sylwester Sadurski**



A graduate of the University of Physical Education in Krakow. Since 2004, he has been active in the advertising and publishing market. He was a production manager, managed large printing projects, collaborated with the best graphic designers on the market. He is committed to the philosophy that promotion and advertising should, above all, be environmentally friendly, therefore the design process begins with agreeing the optimal production parameters. Privately, an enthusiast of "no trace" tourism, long hikes in the backwoods of the Low Beskids and the Gorce Mountains. In summer, he prefers a bicycle to traveling by car, and in winter he chooses cross-country skis.

He regularly takes part in cleaning rivers and tourist routes. Activist, involved in many projects related to nature protection and human rights. At the Partnership Academy, he is a social specialist for human rights cooperation.