**Success story of Community-based Action for a GREEN transition (CO-GREEN)**

**Introduction and summary**

Write a short, half-page “story” of the case study, making sure to include the following information in the story:

* The local community characteristics, e.g. size, rural or mixed, agricultural of commuter-village etc
* The main issues faced by the community, e.g. depopulation, migration of young people, lack of community spirit, reluctance to face green challenges etc
* The initiative on which the success story is based, and the issue it tried to solve.
* Who took the initiative
* How public participatory helped
* Lessons learnt

In every case: get the agreement of the stakeholders to be placed on the website of co-Green, and present it as a success-story. Without agreement, they cannot be shared.

**Keywords**: add here a couple (3-4 keywords) that can be used as a “search-term” for the library. **Please select from the followings the most suitable:** public participation, green deal, community engagement, green activators, green motivators, participatory processes, community activators, green transition, rural communities

*Place a photo here*

**Name of Community WIĄZOWNA**

**General information**

| Community Information | Write here |
| --- | --- |
| Population | Elbląg has over 100,000 inhabitants. It is one of the largest cities in Poland and Germany, located near the Baltic Sea. |
| Main occupation of inhabitants (e.g. agriculture, services, industry, mixed) | Elbląg is a centre for heavy industry (Zamech Marine producing ship propellers and General Electric with its Metallurgical Plant and Turbine Plant), food industry (the brewery is part of the Żywiec Group), furniture industry, and tourism (the Elbląg Canal with its slipways). |
| What is the main comparative advantage/strength of the community? | Part of the Elbląg Upland Landscape Park and the Elbląg Upland Protected Landscape Area are located within the city boundaries.  The region is attractive for tourism due to its proximity to the Masurian Lake District, the Elbląg Canal and proximity to the sea.  There are 68 natural monuments in the Elbląg area, including 62 animate and 6 inanimate monuments. |
| What is the main disadvantage / weakness of the community | Elbląg is becoming a city of older people. A lot of housing estates are being built for people who work in Gdansk (a provincial city), so Elbląg is becoming a bedroom town.  The inhabitants are not really convinced about ecological issues. |
| Has the community a history of public participation and engagement? | Elbląg residents have a strong cultural and social identity |

**initiative**

| Description of initiative | Write here |
| --- | --- |
| Objectives – main issue addressed | Creation of an environmental trail |
| Achievements- related to green transition | Green development of a selected area  1. Several communities/institutions coming together for this purpose:  - senior citizens from the Senior Citizens Club  - children and young people from the Youth City Council, the Regional Volunteer Centre  2. Substantive and practical work together:  - ecological workshops conducted by an ecology specialist from ecology specialist from the City Council  - selection of one plot from several proposed sites  - consideration of the target design of the plot, development plan, cost estimate with the help of employee of the Urban Greenery Management  - purchase of planned vegetation  - joint cleaning of the area, planting, decoration  3. Celebration, celebration: party, music, singing, bonfire  4. Long-term sustainability plan |
| Achievements- related to community participation and engagement | The fact that a group has been formed that previously did not know each other and is committed to environmental issues |
| Who were the actors involved in implementing or animating the initiative? E.g. Local NGO, group of citizens, members of the local a local municipality, other | City Youth Council - 3 representatives but participate to the best of their ability to reconcile participation with school and study, Senior Citizens' Club, City Hall - Department of Environmental Protection. City Greenery Management/City Roads Management, Association Without Linden, Regional Volunteer Centre |
| How was the community motivated and inspired to take part? What methods were used? | The aforementioned organisations wanted to have an impact on the activities resulting from the project, the group was formed through participation in the co-green project, through meetings, discussions, workshops. The group did not know each other before. A great value for the implementers - the Social Service Centre - was the cooperation with the Association without Linden. They were looking for environmental associations who are interested in environmental issues and who can contribute something to the project. |
| What kind of resources were used? E.g. expert knowledge, financial support etc | Financial support - project grant  Knowledge of experts, from Nicolaus Copernicus University in Toruń and the CAL Local Activity Support Centre Association  Knowledge of staff at the Elbląg Social Services Centre |
| Has the initiative been sustained? How? | Through meetings, discussions, common purpose and environmental action |
| Any other information you consider important for the successful completion of the initiative | Funding for the action is important - a grant from the project |

**OBSTACLES AND CHALLENGES FOR Community ENGAGEMENT**

| **Description of challenge** | **Write here** |
| --- | --- |
| What were the main challenges/obstacles for the successful conduct of this initiative? | Identifying a suitable plot of land for development, sending a letter to the Urban Greening Authority.  The group selected various plots of land and several proposals were sent to the town council. Originally, one attractive location was chosen but had to be changed due to other plans by the city.  There was a change of location and a change of development concept, which came as a surprise to the project group. |
| How were they overcome? All or some of them? | The implementation of the nature trail requires contact with the Forestry Commission. Negotiations are underway regarding where the project will take place. |
| Who had a prime role in helping overcome the obstacles/challenges? | The director of the Elbląg Social Services Centre has more decision-making power, ECUS staff - they motivate, organise meetings, bring people together |
| Any other information you consider important regarding the local community’s attitude towards the initiative | The big challenge is to get all the stakeholders, activators, trainers and participants together in one place and for the collaboration to be on the same level with everyone, getting everyone together at the same time. |