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## [Creating the Vistula valley cultural and culinary brand](#) <sup>[1]</sup>

Keywords:

Added value, Diversification, Information & promotion activities, Local food, Tourism

Countries:

Poland

EU funding contributed to create and promote a new cultural and culinary brand for the attractive Vistula valley in Poland, helping the region to entice tourists.



## [‘Treasures of the Mountain Spirit’ in Low Silesia, Poland](#) [2]

Keywords:

LEADER/CLLD, Mountain area, Tourism

Countries:

Poland

**EAFRD supported the successful development of a local brand in a mountainous area in Lower Silesia, Poland. It enabled the local population to develop its unique cultural diversity into a successful, integrated touristic product.**

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### Links

[1] [https://enrd.ec.europa.eu/projects-practice/creating-vistula-valley-cultural-and-culinary-brand\\_en](https://enrd.ec.europa.eu/projects-practice/creating-vistula-valley-cultural-and-culinary-brand_en)

[2] [https://enrd.ec.europa.eu/projects-practice/%E2%80%98treasures-mountain-spirit%E2%80%99-low-silesia-poland\\_en](https://enrd.ec.europa.eu/projects-practice/%E2%80%98treasures-mountain-spirit%E2%80%99-low-silesia-poland_en)