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## **MEMBERSHIP REGULATIONS OF THE TOURISM BRANDS CLUSTER OF EASTERN POLAND**

Bearing in mind the necessity to raise competitiveness of Eastern Poland Voivodeships in comparison to other regions of the European Union and keeping in mind the enormous potential of enterprises and business environment institutions of broadly defined tourism sector in the region, the Tourism Brands Cluster of Eastern Poland<sup>1</sup> was established in 2012.

### **§ 1**

#### **MISSION AND PURPOSE**

1. The mission of the Cluster is to construct a stable platform of cooperation and partnership between its Members.
2. The mission is to be fulfilled by following these principles:
  - Initiating and developing cooperation between the Cluster and science and research community on the regional, and – in the future – national and international level;
  - Establishing ties between entrepreneurs operating within the broadly defined tourism sector in the Voivodeships of Eastern Poland;
  - Increasing the bargaining power of Cluster's Members in negotiations concerning provision of services and delivery of materials, products and other goods;
  - Establishing long-term cooperation and obtaining large projects thanks to joint initiatives of Cluster's members;
  - Developing companies belonging to the Cluster;
  - Joint training of employees;
  - Serving as a platform for exchange of information of spare employees and resources in order for their optimal utilisation;

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<sup>1</sup> Hereinafter referred to as „Cluster”



- Building the image of the Cluster in the region and passing the information concerning its initiatives on to the medias;
- Promoting brands of companies and institutions associated in the Cluster through media advertisement and using advertising companies;
- Monitoring the labour market, cooperation with educational and professional training institutions, in order to establish conditions allowing the Members of the Cluster to easily acquire competent employees;
- Integration of the tourism brands environment, building its prestige and announcing its achievements;
- Achieving easier access to innovative technologies and professional trainings;
- Implementing quality management systems.

## § 2

### MEMBERSHIP

1. The Cluster is an open membership institution.
2. Any entrepreneur or business environment institution related to broadly defined tourist sector can become a member of the Cluster, if it will:
  - a. Submit a declaration of joining the Cluster
  - b. Accept Cluster's Membership Regulations
  - c. Accept Cluster's Code of Ethics
  - d. Obtaining approval from the Cluster's management board
3. Approval of the Cluster's management board stated in item 2d of this section can be obtained after eliciting the opinion of Cluster's Members.
4. Cluster membership starts from the date of signing of the annex to the cooperation agreement<sup>2</sup> between the Cluster Member and Cluster Coordinator.
5. Signing the agreement provided in item 4 of this Regulations allow the Cluster Member to obtain the status of a Participant of the "Tourism Brands Cluster of Eastern Poland" project, no. PO PW 01.04.03-00-026/11, within the confines of

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<sup>2</sup> Hereinafter referred to as „Agreement”



Operational Programme Development of Eastern Poland, Priority 1: Modern Economy, Action 1.4 Promotion and Cooperation, after meeting the conditions provided in separate regulations.

6. In the event of receiving a negative decision of the Cluster Management Board, application procedure can be repeated only once.
7. Cluster Membership can be discontinued particularly due to:
  - a. Gross breach of provisions of the agreement, this Regulations or Cluster's Code of Ethics;
  - b. Agreement being terminated by the Cluster Member;
  - c. Agreement being terminated by the Cluster Coordinator;
  - d. Persistent failure to pay membership fees (interim fee)
8. Agreement can be terminated upon three months' notice. The notice of termination must have written form and contain a justification. Parties can shorten/prolong the termination period on the basis of a mutual agreement.
9. Termination due to gross breach of the Agreement, this Regulations or the Cluster's Code of Ethics is carried out after eliciting an opinion of other Cluster Members.

### **§ 3**

#### **DECISION-MAKING**

1. Decisions concerning Cluster's operations are made by the Cluster Management Board.
2. In important matters concerning the Cluster's manner of operation, Cluster Management Board is entitled to elicit opinion from Cluster Members.

### **§ 4**

#### **FINAL PROVISIONS**

1. Provisions of this Regulations does not breach provisions of the agreement mentioned in § 2 item 4 and partnership agreement within the confines of the



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Tourism Brands Cluster of Eastern Poland” project no. PO PW 01.04.03-00-026/11, within the confines of Operational Programme Development of Eastern Poland, Priority 1: Modern Economy, Action 1.4 Promotion and Cooperation.

2. Cluster Management Board is the body eligible to make changes to these Regulations.
3. Cluster Membership termination has no impact on other projects implemented within the confines of cooperation ties.
4. Matters not regulated herein are to be governed by provisions of the Civil Code Law of 23<sup>rd</sup> April 1964 (Journal of Laws of 1964 No. 16 item 93 as amended)