Family-Friendly City
Family-friendly Gdynia” started to be a separate city policy in 2013. This program was established by the city council and entrusted for implementation to the Mayor.

It is more than just a name of a programme. It is a standalone philosophy. We noticed that we used to think - FAMILY needs to be supported because something is going wrong. It is not true.

We started to think about FAMILY from different perspectives. We wanted to give them all we can as „future makers” before families need to be supported.

We wanted to say – We can see you all.
Families have their own particular needs. Family is not only a mother, a father and a child. There are also:
• multi-generational and modern families.
• families less affluent,
• where family members have disabilities,
• families that need to be challenged to stimulate their activities,
• and families who enjoy family life and need more.

We focus on making **EQUAL OPPORTUNITIES** – those are different.
We focus on building space for **RELATIONS** – that is a common need.
Example 1.
“Family-Friendly Gdynia Card”
More than 120 private partners

A **DISCOUNT CARD** for families residing in Gdynia is to increase access to cultural events, sports events and recreational activities.

A family in Gdynia may use this card if

- Have at least one child below the age of 18, including families with single parents, carers and foster families. Parents who do not live in the same household may collect the card individually for the same child;
- Registered for permanent or temporary residence for a period longer than three months;
- Residing in Gdynia and paying taxes to the local Revenue Office.
80% of families say it's the best program for families
For Families:

• They can spend less money
• They can go together
• They know that city cares of them

For The City:

• we have created a cooperation network with business
• we build the belief that we support our residents
• We can offer more activities for families for less money
Example 2
Support for mothers returning to work.

„Centrala of the handcraft”, „Gdynia’s Mums Busines” and „Mum goes to work”

Workshops, handicrafts market, experts support
Workshops, experts support, Business Rendez-vous
For Families:
Oportunities
Chances
Time to be together
Satisfaction
- new opportunities

For the city:
-Happy family
-Happy Mums
-Happy Children
- Equal Oportunities
- Trust
- Expirience
- and a lots of more
Today, we know that success requires **a lot of teamwork**, conscious forethought on what we have to offer and on what a family actually needs. We implement this project with almost **all city and private institutions**. We have appointed a **Council for Family and Child Matters**. We implement The **Family Policy Strategy 2030** where all most important tasks have been set.
What are the results achieved so far?

- The “Family-friendly Gdynia” programme is very well known in Gdynia. They trusted us. The highest quality of serving kids and parents is our priority.

- It was achieved by many years of direct promoting. By ensuring their credibility with our brand, people began to eagerly participate in these events. Our partners are very receptive to new ideas. Sometimes we advise them to “Think about it – it is worth doing”.

- We regularly talk with children, parents, grandparents, NGOs, private businesses about family friendly space from different points of view.

- We are in constant progress and we change our ideas all the time to be better and better.

- Families’ issues change very fast these days.
What are the lessons learned?