

KUJAWSKO-POMORSKIE
MODERNISATION PLAN
2020+



*It's great
to be here*

kujawsko-pomorskie

General information on the province



AREA

17 972 km² (10th in the country out of 16), 5.8 percent of the country area (2013)

POPULATION

2 091 tys. (10th in the country out of 16),
5.4 percent of the population of Poland, 116 persons per square km (2013)

CAPITAL CITIES

Bydgoszcz i Toruń (5th among all network metropolis centres in terms
of the population of core cities; 2013)

LARGEST CITIES

(according to the population, 2013)

Bydgoszcz	359,4	thousand
Toruń	203,4	thousand
Włocławek	114,9	thousand
Grudziądz	97,7	thousand
Inowrocław	75	thousand

DOMESTIC PRODUCT

Gross Domestic Product per capita – PLN 34,095 current prices (2012)



The publication that we are proud to present is the essence of the findings of the *Development Strategy of the Kujawsko-Pomorskie Province for up to 2020 – Modernisation Plan 2020+*, i.e. of the key document defining the directions of the development of our region in the perspective of the year 2020.

The basic premise of the *Strategy* is to prepare the society and the space of the province for new development challenges that are to arise in the third decade of the 21st century.

To achieve this, it will be necessary to use collective action, assuming that a region is a COMMUNITY with its soul (identity), its mind and intelligence (opinion forming centres and environments), its spine (efficient communication system) and its muscles (dynamic and innovative enterprises, non-governmental and public organisations). The lifeblood of this community is both its residents and visitors.

I do hope that the material presented to you will be a source of inspiration for wide-ranging efforts to build a modern region. Our identity, economic heritage and social capital make Kujawsko-Pomorskie Province worth living in, cooperating with and saying: „*It's great to be here!*”

KUJAWSKO-POMORSKIE MODERNISATION PLAN 2020+



Why Modernisation Plan 2020+?

Our intention is to streamline the cultural, economic and social process in order to further modernise what is already good and valuable in the region. The targeted actions defined in the *Development Strategy of the province* are to result in harmony between a strong economy of the region and a community that is open to cooperation. Such modernisation of the region is the basis for long-term measures aimed at the quality of life and the competitiveness of the province.

MODERNISATION

- + of society
- + of economy
- + of region space





KUJAWSKO-POMORSKIE MODERNISATION PLAN 2020+



Considering the above, as well as recognising the significance of the economic aspect of development, 4 priorities have been adopted, i.e. the most urgent needs of the province development, which will be implemented by achieving 8 strategic objectives.

PRIORITIES

Competitive
economy

Modernisation
of rural
and urban space

Modern
society

Strong
metropolis

STRATEGIC OBJECTIVES

Economy
and jobs

Active society
and efficient
services

Availability
and cohesion

Innovation

Modern
agri-food sector

Safety

Efficient
management

Identity
and heritage

Competitive economy



- stimulation of the development of the region,
- modernisation of the economy,
- increase in the number of jobs,
- regional potentials: spas and resorts, food production, tourism, energy production based on renewable sources, specialised industry (chemical, engineering, wood and paper),
- increase in the number of entities exporting their products and services.

Modernisation of rural and urban space



- improving the quality of life of the residents,
- significant acceleration of the development of rural areas,
- social and economic activation of cities,
- sustainable development and spatial order.





Modern society

- social development,
- effective education,
- information society,
- active public participation in local and regional life.



Strong metropolis

- Bydgoszcz and Toruń "development drivers",
- building competitiveness of the region,
- ability to cooperate and compete with others,
- development of metropolitan functions,
- attractive place to live and do business.



Economy and jobs



Each region seeks to improve competitiveness, increase innovation of its economy and offer more jobs. In Kujawsko-Pomorskie Province we focus on creating **investment opportunities**.

How?

Firstly, we use the potential of the road and rail system and the network of rivers.

Secondly, we create networks of cooperation, relationships and exchange.

Thirdly, we create innovation in the economy.

Who for?

For entrepreneurs whose measure of profit is the time of transport of people and goods, the access to scientific community and the quality of labour.

What makes us different?

Specific sectors of the economy and entrepreneurship potentials, such as: renewable energy sector, health resorts (Ciechocinek, Inowrocław, Wieniec Zdrój) and health-related services, “silver economy” sector and a countrywide unique duopolis.





Availability and cohesion

How do we ensure international accessibility?

Two capitals of the region offer two possibilities: Bydgoszcz Airport or, alternatively, the Amber Motorway (A1) near Toruń in the European north-south road system. Ultimately, the development of the Lower Vistula Valley will improve the performance of International Waterways E-40 and E-70 for transport and tourism.



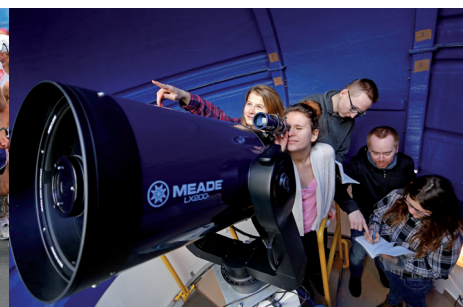
What is the road network in the region?

It looks like a huge letter A, stretching between the borders of the province, created by roads A1, S5, S10. The road network efficiently connects the two capitals of the region: Bydgoszcz and Toruń as well as other major cities: Włocławek, Grudziądz and Inowrocław. This system is supported by the rail network. Ultimately, we want to further improve traffic, ensure the safety of residents and drivers, i.a. by the construction of bypasses.



Active

society and
efficient services



Why do we need efficient health care services?

The number of lifestyle diseases is growing, society is ageing and the number of dependent, chronically ill and disabled people is increasing. We focus on preventive health care and the development of the medical potential of local medical spas.

Who are average active residents of the province?

They animate the local community life. Their ability to interact with other people originates from the family and intergenerational solidarity. These are also the roots of the openness to the world and other cultures.

How do we take care of our education?

Our emphasis is on sciences but Kujawsko-Pomorskie is not just astronomy and astrobases. We improve the effectiveness and quality of education, we adjust to the needs of the labour market and our educational offer addresses everyone regardless of age.





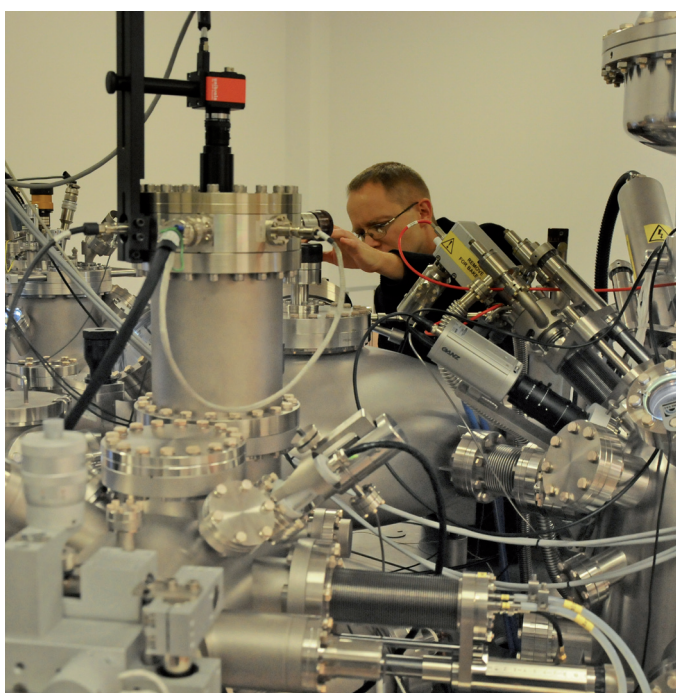
Innovation

How to ensure the growth of innovation in the province?

The basis is comprehensive cooperation between science and research institutions, enterprises, administration and business environment institutions. This will i.a. facilitate the commercialisation of scientific research for young scientists.

What will we focus on?

We have chosen several areas, so called smart specialisations of the region. These are areas that have an established tradition in the region and at the same time apply innovative solutions and absorb global trends.



Modern agri-food sector

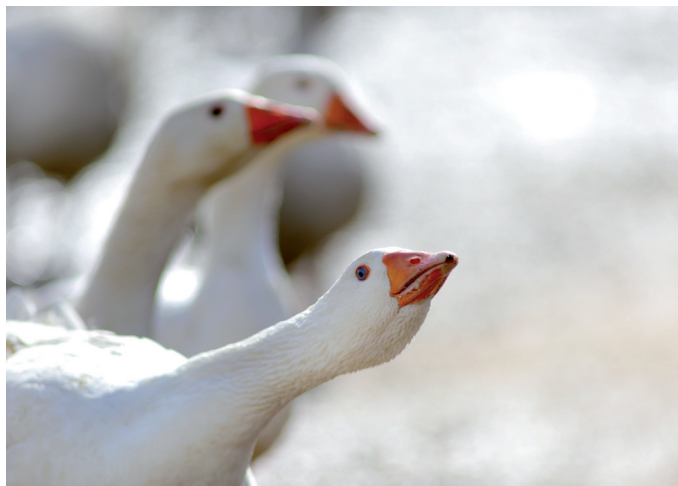


What is the meaning of modern agri-food sector?

Food production is not everything. We also focus on the development of agri-food processing and the use of agricultural produce for energy purposes. In addition, we are planning to make the agri-food sector more attractive by the development of cooperation between agricultural production, business, science and consulting.

Why create the brand of the region as a leading producer of food in Poland?

There are at least two reasons. Firstly, due to the predisposition of a substantial part of the region to produce excellent food. Secondly, there are already well-known traditional regional products, such as: kuyavian rye soup called żur, a type of dulce de leche called kajmak, goose breast, plum jam from the Lower Vistula Valley, beer drink called podpiwek.





Safety

What is the biggest natural threat?

The Vistula River and other rivers are our potential but sometimes they may also become a threat. To maximise flood safety, we focus on comprehensive flood management of the Vistula Valley, including the construction of another dam downstream Włocławek. The added value will be economic benefits - in terms of transport, energy and tourism.

How do we want to promote the efficiency of the services responsible for different safety aspects?

We are going to invest in smart surveillance, warning and response systems in order to preserve public safety and order. As for transport security, intelligent transport systems (ITS) will have a role to play.



Efficient management



What are the challenges facing local administration?

The first challenge is effective cooperation of local government institutions. The second is to manage the province so as to encourage the creation of spatial order.



Who manages the process of the development of the region?

The province means the local government, the community of residents. Therefore, the residents, non-governmental organisations and municipalities are to be considered equal partners in the management of the region.



Identity and heritage



How are we going to promote our identity and heritage?

Firstly, by regional education, reaching young people.

Secondly, creating the brand of Kujawsko-Pomorskie Province, i.a. by cultural events known in Poland and abroad.

Thirdly, by the offering different types of events, inviting to a multilevel contact with the heritage of the region, e.g. a network of thematic villages.



Elements of modernisation



We are already acting!

1. Territorial policy of the province

- four categories of territorial policy of the province: capital cities of the region, regional and subregional cities, district towns, rural areas
- new dimension of intervention dedicated to specific locations in accordance with diagnosed needs in the interest of the region
- effective cooperation between local government institutions

2. Cooperation of local communities

- bottom-up initiatives of residents
- joint projects by local communities

3. New forms of investment in public roads (including the possibility of PPP)

- provincial roads
- modern standards of construction, reconstruction, modernisation and maintenance of the road network





- modernisation
- economy
- society
- space
- work
- competitiveness
- innovation
- quality of life
- spas
- renewable energy sources
- safety
- intergenerational solidarity
- education
- specialisation
- province brand
- food
- cooperation
- spatial order
- regional identity



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VOIVODESHIP

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EUROPEAN REGIONAL
DEVELOPMENT FUND



My region in Europe

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