



What for?
Strategy is an important tool of co-operating and communicating with the society on a partnership basis. In the document we want to say what we want to achieve in the nearest decade and how we want to accomplish it.

Who for?
The Strategy will influence lives of all the residents of the region. The document gives answers to the questions about – among other things – planned key investments, direction of development of modern technologies, location of new roads and railway connections as well as important facilities that will be built in the region.

Thanks to the implementation of the Strategy, Małopolska will be a region:

- attractive to live, learn and work in;
- with broad offer in terms of leisure industries;
- attracting investors, thanks to the development of knowledge industry and modern technologies;
- significantly richer, thanks to numerous investments;
- relevant on international arena;
- with very good communication infrastructure;
- guaranteeing to its residents ecological, social and health safety.

What will it be like to live in Małopolska in 10 years?

Gross Domestic Product per resident (with reference to the average for 27 EU countries) is supposed to grow



and unemployment should decrease



Małopolska residents will be better educated – percentage of population between 24 and 65 years of age with higher education is expected to grow



and they will live longer. It is estimated that the average lifespan of women will increase



whereas that of men



CO-OPERATI

DEVELOPMENT STRATEGY OF THE MAŁOPOLSKA REGION FOR 2011-2020

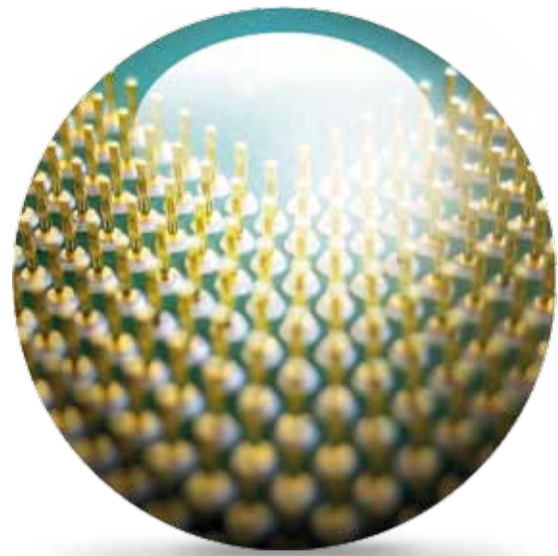
MANAGEMENT SCIENCE
HUMAN CAPITAL
 PROFESSIONAL ACTIVITY
 INFRASTRUCTURE
 PARTNERSHIP
 INFORMATIZATION SAFETY
 INNOVATIONS
 MAŁOPOLSKA BRAND
 HEALTH ENTREPRENEURSHIP
 COMMUNICATION
 INTELLECTUAL CAPITAL
ECOLOG
 KNOWLEDGE-BASED ECONOMY
 TOURISM CULTURAL HERITAGE



In the Strategy, five subregions were singled out and for each of them individual development programmes have been prepared.

- Kraków Metropolitan Area** will strengthen the brand of knowledge and innovation node as well as strong economic and cultural centre, competing with European regions, by – among other things – the development of scientific, research, congress and entertainment & sport infrastructure.
- Economic potential of **Tarnowski Subregion** will be developed – among other things – by creating and developing economic activity zones, exploiting industrial potential and developing co-operation with centres of Podkarpackie Region.
- Development of economic potential of **Sądecki Subregion** will be ensured – among other things – by: expanding infrastructure and services related to leisure industries – e.g. spa, recreational and specialist tourism as well as supporting the centre of new technologies.
- In **Podhalański Subregion** economic potential will be strengthened – among other things – by: expanding infrastructure and services related to leisure industries – e.g. active, recreational and specialist tourism with particular focus on winter sports infrastructure.
- Development of economic potential of **Western Małopolska** will be ensured by creating and developing economic activity zones, regeneration of degraded areas as well as by developing cultural and pilgrimage tourism.





Vision "Małopolska 2020 - Unlimited possibilities"

We wish Małopolska to be an attractive place to live, work and spend leisure in, a European region of knowledge and activity, strong with the universal values, identity and aspirations of its inhabitants, consciously drawing from the heritage and regional space, creating opportunities for the development of people and modern economy.

Area 1.

ACTIVITY AND KNOWLEDGE-BASED ECONOMY

- 1.1.** Development of Intellectual Capital
- 1.2.** Building the Infrastructure of the Region of Knowledge
- 1.3.** Comprehensive Support for Modern Technologies
- 1.4.** Development of Professional Education and Support for Employment
- 1.5.** Strengthening and Promoting of Entrepreneurship

Area 2.

HERITAGE AND LEISURE INDUSTRIES

- 2.1.** Protection of Małopolska's Cultural Space
- 2.2.** Sustainable Development of Infrastructure and Commercialization of Leisure Services
- 2.3.** Training of Personnel for the Leisure Industries' Development and Service
- 2.4.** Strengthening the Promotion of Regional Heritage and the Offer of Leisure Industries

Area 3.

INFRASTRUCTURE FOR COMMUNICATION ACCESSIBILITY

- 3.1.** Kraków as a Modern International Transport Network Node
- 3.2.** Creation of Subregional Transport Nodes
- 3.3.** Increasing Transport Accessibility of the Region's Lowest Accessibility Areas
- 3.4.** Support for the Instruments of Integrated Transport System Management
- 3.5.** Development of Infrastructure for Information Society

Area 4.

KRAKÓW METROPOLITAN AREA AND OTHER SUBREGIONS

- 4.1.** Development of Kraków Metropolitan Area
- 4.2.** Development of Tarnowski Subregion
- 4.3.** Development of Sądecki Subregion
- 4.4.** Development of Podhalański Subregion
- 4.5.** Development of Western Małopolska

Area 5.

DEVELOPMENT OF CITIES AND RURAL AREAS

- 5.1.** Development of Functions of Local Public Services Centres
- 5.2.** Economic Development of Small and Medium Cities as well as Rural Areas
- 5.3.** Functional Space Management at the Local Level

Area 6.

ECOLOGICAL, HEALTH AND SOCIAL SAFETY

- 6.1.** Improvement of Ecological Safety and Utilization of Ecology for the Development of Małopolska
- 6.2.** Improving Health Safety: Prevention and Health Protection
- 6.3.** Improving Social Safety: Integrating Social Policy
- 6.4.** Supporting the System of Public Safety Management

Area 7.

MANAGEMENT OF THE REGION'S DEVELOPMENT

- 7.1.** An Efficient System of the Region's Strategic Management
- 7.2.** Shaping and Developing of Civic Activity and Strengthening of Social Capital
- 7.3.** Development of Territorial Co-operation
- 7.4.** Creation and Promotion of Małopolska Brand on the National and International Arenas