What for?

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

Who for?

The Strategy will influence the lives of all the residents of the region. The document gives answers to the questions about what, 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 a 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 an international arena;
- with very good communication infrastructure;
- guaranteeing 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 from 48.6% to 63.0% and unemployment should decrease from 8.0% to 5.9%.
- Małopolska residents will be better educated – percentage of population between 24 and 65 years of age with higher education is expected to grow from 21.7% to 23.5% and they will live longer. It is estimated that the average lifespan of women will increase from 80.9 to 84.7 years whereas that of men from 72.9 to 76.7 years.

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.
- In Podhale 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 – 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.

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DEVELOPMENT STRATEGY OF THE MAŁOPOLSKA REGION FOR 2011-2020

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. Promotion 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 Sośnieki 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