



OPOLSKIE VOIVODESHIP SELF-GOVERNMENT



Opolskie Voivodeship Development Strategy until 2020

Opole 2014

Resident and entrepreneur-friendly Opolskie Voivodeship

HIERARCHIC SYSTEM OF FIVE LEVELS OF STRATEGIC PLANNING ADOPTED IN THE OPOLSKIE VOIVODESHIP DEVELOPMENT STRATEGY UNTIL 2020

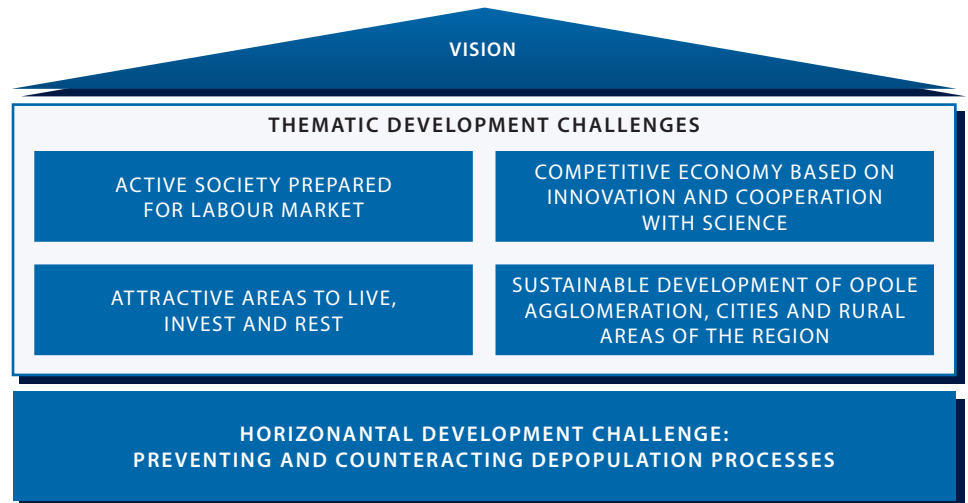
The strategic planning of a region's development is a process executed on several, closely linked levels. The Opolskie Voivodeship adopted a hierarchic system of five planning levels, which includes: vision, challenges, strategic goals, operational goals and actions. The hierarchical implementation of the actions assigned to operational goals is the condition for achieving strategic goals, which will allow for taking on developmental challenges. Obtaining the specified, defined in the vision, state of the region will depend on the effectiveness and efficiency of achieving lower levels of strategic planning.

DEVELOPMENT VISION:

OPOLSKIE VOIVODESHIP IS THE MULTICULTURAL REGION OF EDUCATED OPEN-MINDED AND ACTIVE PEOPLE WITH THE COMPETITIVE AND INNOVATIVE ECONOMY AND FRIENDLY LIFE ENVIRONMENT.

The social and economic situation of the Opolskie Voivodeship and the VISION dynamics of changes taking place in the national and European space affect the developmental challenges that must be faced by the Opolskie Voivodeship until 2020. The most important horizontal developmental challenge is the Prevention and counteraction against the depopulation processes. It is the answer to the unfavourable demographic situation of the region deemed as the most important developmental barrier. The Opolskie Voivodeship is a region which constantly loses its human capital, which is mainly affected by: foreign migration tradition, including labour-related migration, as well as low population growth. Facing the horizontal challenge will be possible through the execution of complex and complementary actions in various social and economic life realms, as a response to the defined topical developmental challenges:

- active society, prepared for the labour market,
- competitive economy based on innovation and cooperation with science,
- sustainable development of the Opole agglomeration, cities and rural areas of the region,
- attractive areas to live, invest and rest.



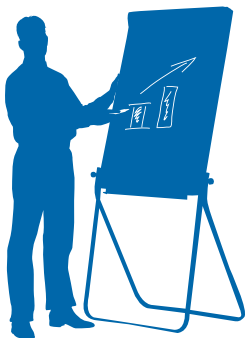
DEVELOPMENTAL CHALLENGES OF THE OPOLSKIE VOIVODESHIP:

HORIZONTAL DEVELOPMENT CHALLENGES - Preventing and counteracting depopulation processes

Demographic changes which are taking place in the Opolskie Voivodeship are fundamental for the future development of the region. The last years demonstrated a negative population growth, substantial decrease in the fertility rate, increase in the number of separations and divorces, impairment of intergenerational ties and in consequence – impairment of the condition of families. Disadvantageous trends in the scope of the population's migration as well as demographic projections require these problems to be treated as particularly important. The results of the Polish Census of 2011 demonstrate that among all provinces it is the Opolskie Voivodeship that has the most difficult situation in this respect.



The actions taken in the scope of implementation of the Strategy should favour solving the demographic problems and using the chances provided by this change. The key document in this area will be the Program of the Special Demographic Zone in the Opolskie Voivodeship, which requires embracing the region with a special set of actions which counteract its further depopulation.



THEMATIC DEVELOPMENT CHALLENGES - Active society prepared for labour market

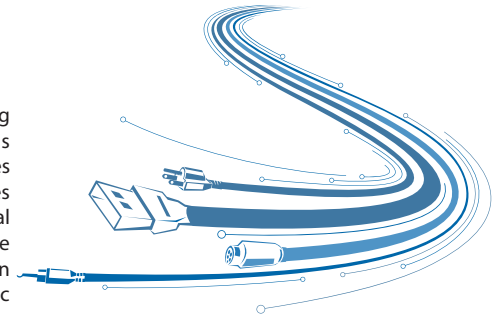
The situation on the labour market directly affects the conditions and quality of life in the region. The labour market in Opolskie is characterised by an insufficient level of competitiveness, which is affected by a variety of problems. The most important problems include: maladjustment of the quality and directions of education, including occupational education, to the needs of the labour market, low level of employment and entrepreneurship in comparison to the rest of the country, insufficient supply of job positions, including high quality labour, as well as unsatisfactory participation of residents in the lifelong education.

It is necessary to improve the quality of education, including occupational education, as a response to the current and projected needs of the regional labour market. The dynamics of changes in the social and economic area imposes the necessity of constant learning and improving occupational competencies, as well as openness to change. It is also very important to counteract social exclusion and taking actions aiming at increasing the employment stability.

In the face of the demographic changes, a competitive and stable labour market becomes one of the key factors determining the region's position in the national and European space.

THEMATIC DEVELOPMENT CHALLENGES - Competitive economy based on innovation and cooperation with science

A competitive modern economy based on knowledge and innovation is an important factor determining a region's development. Currently, the Opolskie Voivodeship faces difficulties of adapting effective mechanisms favouring the incorporation of innovative solutions among entrepreneurs. The structure of enterprises features a small share of large companies with high potential, including staff potential, to incorporate specific changes and innovations in the scope of the currently used processes and systems. There are no significant technological centres, research facilities and science institutions with a well-thought-out scientific specialisation related to the region's economy. This is the reason why in the competition with other regions, the Opolskie Voivodeship often loses when considering an attractive location for investment and conducting a widely understood economic activity.



Meeting the requirements of the market reality makes it a necessity and a challenge for the region to develop a competitive economy based on innovation and cooperation with science.



THEMATIC DEVELOPMENT CHALLENGES - Attractive areas to live, invest and rest

In the face of demographic changes that are upon the Opolskie Voivodeship, it is necessary to provide the best possible conditions to live, invest and relax for the region's residents, as well as tourists – both domestic and foreign. Living conditions in the Opolskie Voivodeship are assessed as relatively high; however the region also features areas of shortage, which include: insufficient availability of health protection, care and education services, availability of apartments, as well as infrastructural shortages, among others, in the scope of transport connections, which hinder the availability of labour, goods and services markets.

Improvement in the conditions to live, invest and relax is a challenge for the Opolskie Voivodeship and it will be a deciding factor regarding its competitive position in the future.

THEMATIC DEVELOPMENT CHALLENGES -

Sustainable development of Opole agglomeration, cities and rural areas of the region



From the point of view of the diagnosed demographic changes in the Opolskie Voivodeship, an important challenge for the region is ensuring a sustainable development of all its areas, i.e. the Opolskie agglomeration, cities and rural areas. These areas, because of their variable endogenous potential, require different actions aiming at the best possible use of their resources. In this situation, it will be necessary to coordinate and balance the assets of these areas so that the improvement in the competitiveness and prosperity is not limited only to some parts of the voivodeship.

It is necessary to increase the effectiveness of the implemented development policy and focus it in the selected topical and geographical areas. Furthermore, actions aiming at strengthening and optimal use of the internal potentials of various territories of the region should be taken at the same time.

STRATEGIC AND OPERATIONAL OBJECTIVES:

The Opolskie Voivodeship Development Strategy until 2020 specifies the most important directions of the region's development, which comprise a response to the defined developmental challenges, including horizontal challenges regarding the prevention and counteraction against the depopulation processes.

The development of the Opolskie Voivodeship until 2020 was oriented at: a competitive and stable labour market, active regional society, innovative and competitive economy, dynamic enterprises, modern services as well as attractive tourist and cultural offer, good availability of labour, goods and services markets, high quality of the environment, competitive Opolskie agglomeration, cities and rural areas.

Ten strategic goals have been defined. The strategic goals from 1 to 7 are horizontal, which means that the notions covered in them are related to the entire province, whereas the goals from 8 to 10 are clearly oriented in terms of territory.



VOIVODESHIP DEVELOPMENT PLANNING LEVELS

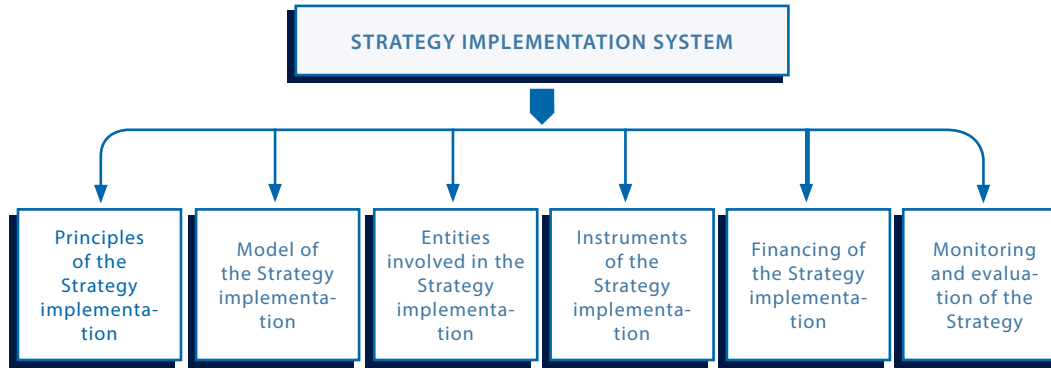
The strategic objectives specify the target, expected state of the Opolskie Voivodeship's development in particular areas. Strategic objectives include defined operative objectives, i.e. specific aims, the execution of which will be favourable for the voivodeship's development.

STRATEGIC OBJECTIVES	OPERATIONAL OBJECTIVES
CHALLENGE 1. ACTIVE SOCIETY PREPARED FOR LABOUR MARKET	
STRATEGIC OBJECTIVE 1. Competitive and stable labour market	1.1. Improvement of education quality and adjustment of educational offer to the needs of the labour market 1.2. Promotion of lifelong learning 1.3. Supporting employment and self-employment 1.4. Counteracting social exclusion and poverty 1.5. Development of childcare services
STRATEGIC OBJECTIVE 2. Active regional community	2.1. Supporting development of civil society 2.2. Enrichment of multicultural heritage and regional identity 2.3. Strengthening institutional potential and administrative proficiency
CHALLENGE 2. COMPETITIVE ECONOMY BASED ON INNOVATION AND COOPERATION WITH SCIENCE	
STRATEGIC OBJECTIVE 3. Innovative and competitive economy	3.1. Development of research and development potential for the regional economy 3.2. Strengthening the links among economy, science and regional business environment institutions 3.3. Supporting cooperative relations in the economy 3.4. Strengthening regional system for investment attraction and location
STRATEGIC OBJECTIVE 4. Dynamic enterprises	4.1. Support for business development and modern crafts 4.2. Development of market services sector 4.3. Supporting international cooperation of enterprises

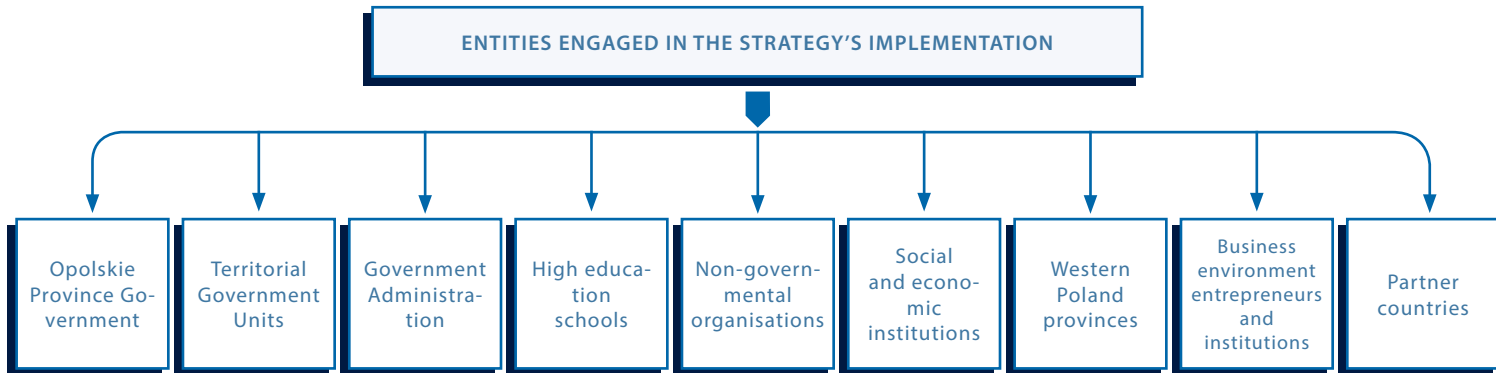
STRATEGIC OBJECTIVES	OPERATIONAL OBJECTIVES
CHALLENGE 3. ATTRACTIVE AREAS TO LIVE, INVEST AND REST	
STRATEGIC OBJECTIVE 5. Modern services and attractive tourist and cultural offer	5.1. Improvement of quality and accessibility of health care, childcare and educational services 5.2. Development of information society 5.3. Development of tourism, culture and sport services and their infrastructure
STRATEGIC OBJECTIVE 6. Good accessibility of labour market, goods and services	6.1. Development of transportation links 6.2. Improvement of access to Opole agglomeration 6.3. Integration of collective transport 6.4. Improvement of safety on the routes
STRATEGIC OBJECTIVE 7. The high quality of the environment	7.1. Improvement of environment through development of technical infrastructure 7.2. Supporting low-carbon economy 7.3. Development of environmental system, protection of landscape and biodiversity 7.4. Rational use of natural reserves 7.5. Preventing and dealing with effects of natural and civilisation hazards
CHALLENGE 4. SUSTAINABLE DEVELOPMENT OF OPOLE AGGLOMERATION, CITIES AND RURAL AREAS OF THE REGION	
STRATEGIC OBJECTIVE 8. Competitive Opole agglomeration	8.1. Development and strengthening of metropolitan functions 8.2. Development of agglomeration space along with strengthening institutional and social links 8.3. Creating positive image of the agglomeration and development of cooperation with regional centres
STRATEGIC OBJECTIVE 9. Cities as the growth poles	9.1. Supporting economic and social potential of cities 9.2. Improvement of spatial order and revitalisation of urban areas
STRATEGIC OBJECTIVE 10. Multifunctional rural areas	10.1. Supporting non-agricultural economic activity and local initiatives 10.2. Development of a multifunctional agriculture and fisheries 10.3. Development of agri-food sector 10.4. Well-balanced management of space

STRATEGY IMPLEMENTATION SYSTEM

The Implementation System of the Opolskie Voivodeship Development Strategy until 2020 is a complex concept of incorporation of the document, encompassing a series of related notions and actions:



The Strategy's implementation will feature a wide audience of partners representing various environments, the cooperation of which is a condition necessary for achieving the goals adopted in the Strategy.





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The Opolskie Voivodeship Development Strategy until 2020 is available in an electronic form at the website of the Office of the Marshal of the Opolskie Voivodeship www.opolskie.pl as well as in the form of a publication in the Regional and Spatial Policy Department of the Office of the Marshal of the Opolskie Voivodeship.

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