



## ▶ Krakow Vision

Having carefully considered the City's standing and analysed its strong and weak points, its risks and opportunities, and following a series of discussions and consultations in various organisations and civic groups, the concept of Krakow in the coming decade or so may be expressed briefly and concisely as follows:

Krakow, a city encouraging civic pride, guaranteeing its inhabitants a high standard of living and demonstrating sustainable development, a European metropolis and competitive hub of a modern economy based on scientific and cultural opportunity.

A bird's eye view onto the Main Square and its vicinity





This vision harmonises with the main concepts of the Krakow Development Strategy adopted in 1999; it refers to the setting in motion of the same development mechanisms as originally approved:

- consolidation of the metropolitan functions of Krakow
- consolidation and moulding of the City's identity
- creating the right conditions for improved competitiveness.

Intensive development of the City as a vehicle of progress is strongly accentuated. The same significance is given to the mutual responsibility of the local population in turning vision into reality.

The vision refers to the future image of Krakow as the **centre of a modern economy**, capable of **competing** effectively with other centres in Poland, Europe and the world, and attracting

investors by offering them the right climate for business and ample scope for a variety of industrial and commercial activities. Implementation of this part of the vision is favoured by a positive climate for innovation, stemming from the natural potential of the population. This climate is strongly based around numerous **scientific communities**, which due to an exceptional environment conducive to scientific progress – congress centre, well-equipped laboratories, modern libraries and a sophisticated IT network – are enabled to combine their personal careers with the future development of Krakow. Recent generations of young graduates, educated to the highest academic standards, have willingly settled in Krakow.

Krakow's cultural assets have given it a competitive edge. The City has an unquestionably rich **historical and**

**cultural heritage**, handed down through the ages, and cherished and protected by the citizens of today. This is a good reason to be proud and it has made us all particularly aware of the need to care for and preserve the City's most valuable and important heritage. Moreover, the rich commercial past, numerous historical monuments of culture and architecture, and an abundance of thriving cultural centres are the basis of a sound and modern economy. By protecting the above we are not only expressing our moral duty, but also tapping into a very real and palpable business potential. Thanks to its historical and cultural heritage, Krakow has become a magnet for tourists, investors, artists, writers and scientists. The City is chosen as a place of magic and of inexpressible charm and atmosphere.





Krakow not only favours scientific progress, creative work and an innovative economy. Thanks to its clean air, water, abundant green areas and modern sports facilities, the City provides an excellent place for the local population to relax, whilst accomplished sportsmen may compete at the highest international level.

Krakow, formerly the capital of Poland and seat of Polish kings, is an historical metropolis; continuing to develop its metropolitan functions as the capital city and administrative centre of the dynamically developing province of Małopolska, Krakow becomes a **europolis** – a modern European city. The vision of Krakow is focused around its inhabitants – an admirable example

of well-organised civic society. Only as a **civic community** can the population guarantee itself a **high standard of living**, without limiting its potential for future development, or compromising spatial, ecological, economic and social equilibrium. With this approach, development will be both **permanent** and **sustainable**. Cracovians have a strong sense of community and feeling of responsibility for their city. They actively participate in debate about the City's development, and check the work of the local authorities.

The Krakow of the future will be a city providing modern transport solutions, with public transport regarded by the population as the cheapest and most effective form of travel. Newly constructed bridges have effectively

joined the two sides of the city as one, and slowly but surely, Krakow is turning its face towards the River Vistula with the construction of new exhibition and congress facilities which intersperse the city's already existing office buildings, hotels and schools. Krakow's elaborate, multi-functional infrastructure and architecture attract the attention of business, modern industry, science and culture, thus helping develop the city's prosperous future.

The Krakow of the future, with its surrounding villages and small towns, will be a large metropolitan centre, continuing to develop in terms of infrastructure and investment and giving its population wide access to modern infrastructure.

Main offices of Radio Krakow





▲ Krakow University of Economics



▲ Office building at ul. Zwirzyńska

In the future Krakow will contain a rapid rail link with the densely populated Silesia conurbation, offering it considerable support in human resources and recreation.

Thanks to future investment – the Fair and Congress Centre – Krakow will expand its tourist offer, find new investors, build more hotels and further develop its tourist infrastructure. The city is actively developing its facilities for tourism and recreation. A new project line has been developed (following on from the Krakow 2000 Festival Programme), which paves the way towards a new mass culture and elite programme of events.

A modern, proactive promotion strategy has encouraged many new and skilled

investors, creating new job opportunities for the City's young generation of qualified scientists and engineers. The Krakow of the future is a city of modern technology, unlimited Internet access and state-of-the-art media technologies.

Krakow is becoming a great centre of culture-based industry: a centre of media, culture and recreation, offering thousands of citizens, especially the young, new places of work.

Thanks to its investment and culture programme, Krakow has consolidated and concentrated new areas of development, in particular in the Nowa Huta district and in the area of the Balice Airport. It is in these areas that new metropolitan and commercial

investments are taking place, and it is here also that new job opportunities are being offered.

The Krakow of tomorrow is also a city of modern social infrastructure, actively supporting successive generations, organising special aid centres for the elderly, opening communal facilities for local needs, new parks, sport and recreation facilities, and new opportunities for education. Krakow, as a city aware of its civic responsibilities and duties, shall (through its local authority) facilitate NGOs in developing urban social infrastructure, whilst leaving decisions and future progress in the hands of the local population.





## ➤ Mission of the Local Authority

Turning the vision of city development into reality is a challenge for the entire local population, as well as for every organisation and institution. It's the duty of each successive local authority to co-ordinate this process and guarantee its cohesion and continuity.

The Mission of the local authority is expressed through the methods and instruments used for the effective implementation of the city's development vision. The following declaration is made:

The mission of the city local authorities is to integrate the work of its citizens, to turn the vision of Krakow's development into reality by adopting city management through partnership, and by making the most of the city's metropolitan potential and opportunities afforded by the process of European integration. The work of the local authorities must take into account the needs and tasks of the family as the fundamental unit of society.

This mission coincides with the basic formulation of the city development vision – "Krakow – a City for Citizens". The mission expresses the need to integrate the work of the local population and underlines the will to introduce city management through partnership. Consolidation of social participation as the main driving force bringing about necessary change to city development is of particular significance in Krakow. Partnerships are seen as vital in helping to maintain the city's specific character.

Krakow's current identity was forged over the years thanks to specific bonds between various community circles and institutions. By maintaining the right atmosphere and conditions these bonds may be strengthened and the city's identity retained. This is why it is so important for the authorities to ensure integrated partnerships.

Planned methods of gradual and widespread implementation of social self-organisation, greater participation in public-related developments and partnerships are indicated in the operational part of the city strategy. The mission also points at specific development mechanisms which the local authorities shall make use of.

Stress is placed on decisive action in making the most of opportunities such as Poland's accession to the European Union. This unique opportunity is unlikely to arise in the future (it involves the development of an information-based society, a system for the monitoring of funding opportunities and co-operation with European partners).

A priority measure is to make best use of Krakow's metropolitan potential. In the era of globalisation, prospects and opportunities are concentrated in selected areas, capable of meeting specific requirements, i.e. cities with authentically metropolitan features. This can be said of Krakow as a city, and in terms of its role within the region. For this reason, systemic development of the city's metropolitan functions (as well as systematic co-operation at the provincial and regional level) is vital. With such an approach Krakow will be able to compete with other cities in Poland and Europe. The place of the city in the region is, on the one hand, a source of potential strength, but on the other it carries with it a range of important conditions.

