

POZnań*



**Development
Strategy
for the City
of Poznań
2020+**

**City
for
people**



**Created
by people**

What drives us?



„But ultimately Columbus did not succeed because he was lucky. He succeeded because he made the effort to set sail in a direction never before taken despite a lot of resistance from those around him. Without that enormous effort he could not have been in the position to have a colossal piece of good luck.”

/ Lester Thurow /

For over a year, in a wide circle of residents, scientists, and practitioners, we were debating on the future of the city. From countless ideas, thoughts, and remarks, we have chosen those whose realization will contribute best to transforming Poznan into the city of our dreams. I would like to encourage you to cooperate for the benefit of all of us.

Jacek Jaśkowiak
Mayor of the City of Poznan

01 /

/ ! /

socialized process
perspective of residents
Design Thinking
city for people

Strategic process



The Development Strategy for the City of Poznan 2020+ was being developed in a multi-stage socialized process, in a group comprising of residents; representatives of numerous professional and social groups, councilmen, and city administration; members of the Board of Mentors – an advisory board appointed by the Mayor of the City of Poznan; and external scientific experts – interpreters. They have all been co-creating the document that establishes priorities and direction of Poznan development in both the near and the far future. An assumption of “a city for people” was adopted during the creation of the strategy, meaning that the city is created by residents and for residents. The consequence of such an approach was a bottom-up process of creating the strategy, i.e. the adoption of the perspective of

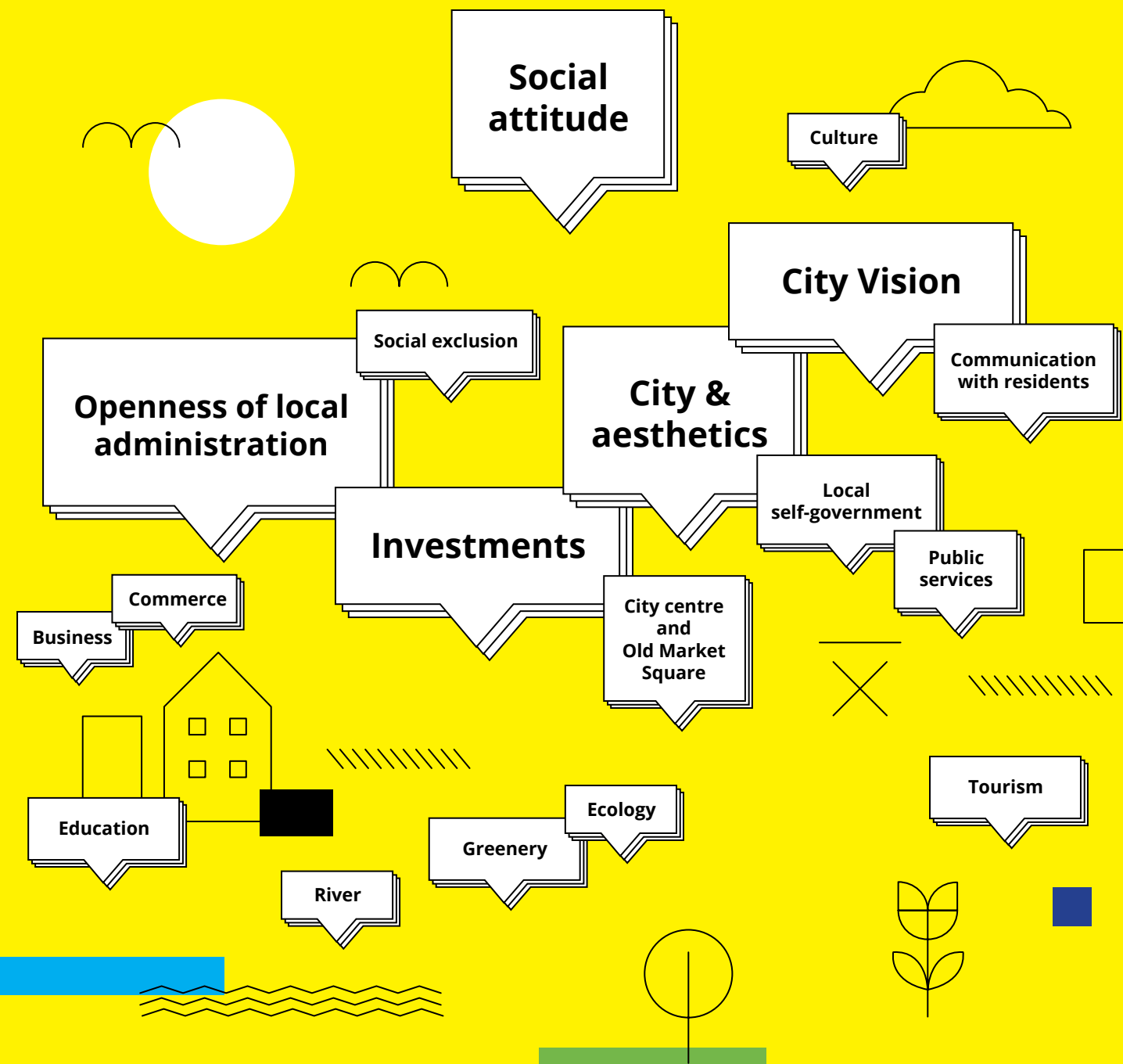
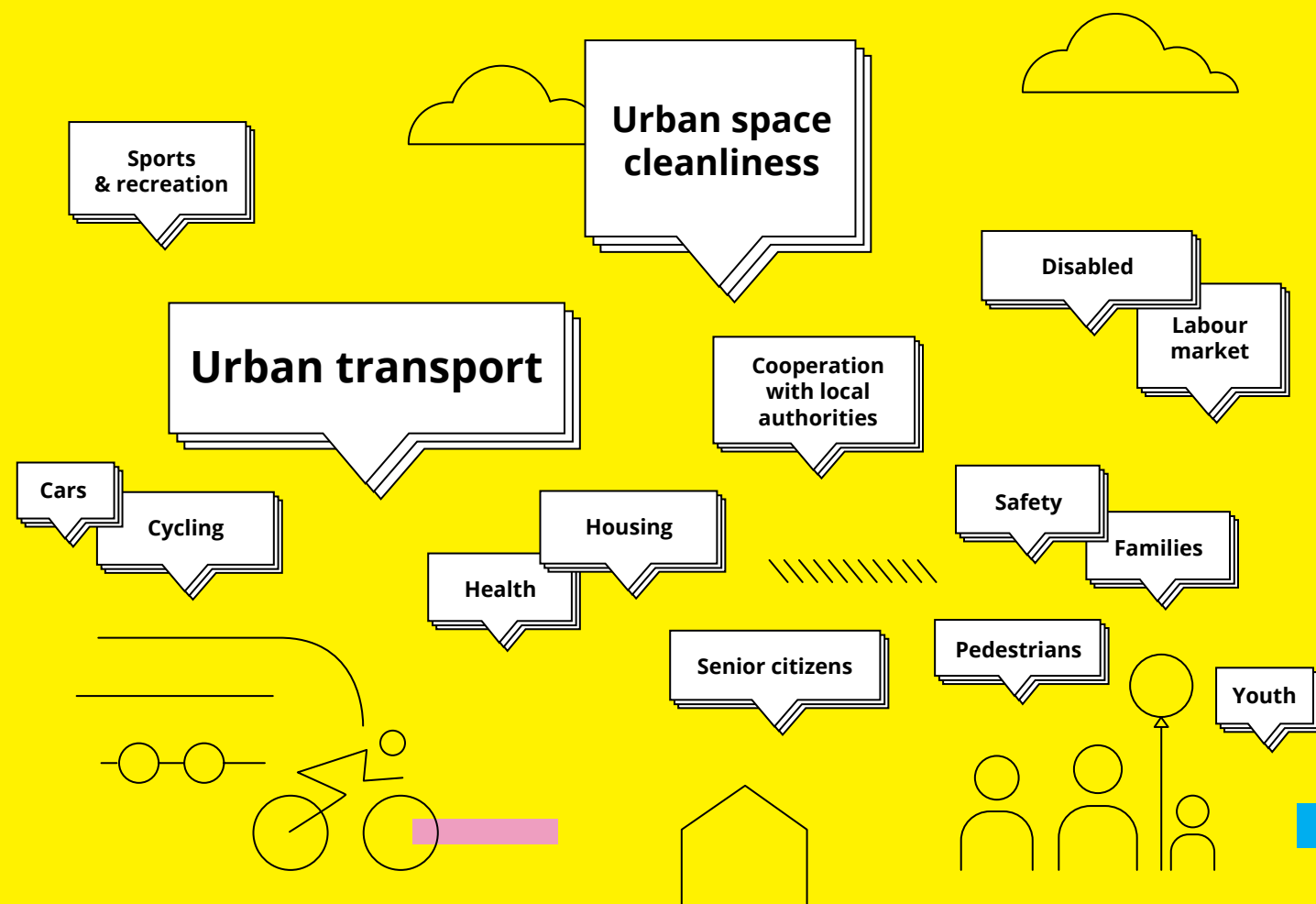
a resident. During the works on the strategy, there were several dozen of meetings and open workshops with the possibility of sharing opinions or reporting problems occurring in the city, provided to all persons interested in the city development.

The innovative method of Design Thinking was used in the strategic process, which enabled the creators to elaborate visions and priorities of the city's development on the basis of the understanding of problems, needs, and expectations of the residents, entrepreneurs and all the people using the urban space and services. The prepared document was then submitted for extensive consultations, which – together with the results of surveys on the opinions of residents – generally confirmed the social and expert acceptance for the strategic vision and priorities of development.



Map of problems 02 /

The problems named by the residents during workshops were divided into clusters, whose size determines the frequency of raising particular issues.



03 /

Strategic trends
and challenges

/ ! /

use of opportunities
global economy
knowledge
innovations
creative industries
culture
senior citizens
children
green cities
individual rights
cooperation
human being
quality of life



World trends influencing
Poznan development

Poznan civilizational success was and will be inseparably connected with the skilful use of opportunities in a global macroeconomic environment. The highest growth tempo in the world is currently observed in Asian economies, which are exporters of investments. The economic development in the 21st century will be, more than before, based on knowledge, innovations, and creative industries. Culture is a kind of background for business activity, and cities deprived of a strong cultural basis are not able to develop competitive economies on a global scale. Soon a new phenomenon in the history of the world will be observed – for the

first time there will be more elderly people than children aged up to 14. The concept of “green cities” is currently a fundamental priority of all world’s big modern cities. A growing awareness of the rights of the individual, and the cooperation between residents and local self-government for the benefit of the common good, can open the way for a noticeable progress in social and economic progress. One of the manifestations of significance the citizen in cities’ strategies worldwide is the growing significance of the quality of life as the final and key determinant of a city status.

/ ! /

competition
social order
safety
entrepreneurship
economy
SMEs
jobs
educational offer



Strategic challenges for Poznan related to the
situation inside the country and abroad

The development of cities forces competition for investments – especially foreign ones, new residents, talented employees and students, tourists, and prestigious fairs, conference, cultural, and sports events. In this context, in the long term, social order and safety of the residents can be an important asset and a positive distinctive feature of Poznan, also on a global scale. According to European trends, it is recommendable to pay greater attention to Poznan entrepreneurship, so that the high purchasing power of the residents (as for Polish conditions) would support the local economy to a greater extent.

The broadening of the SMEs activity scale can be an impulse for their quick development, which in consequence will make the number of well-paid jobs increase – both for Poznan residents, and for talented, creative people from other parts of Poland and the world. This, however, requires also a high quality of education, and the adjustment of the educational offer for people of all ages to the requirements of the labour market.

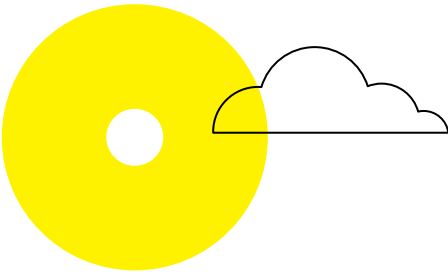


/ ! /

Poznan Metropolis
suburbanization
residents
education
services
senior citizens
commuters
housing
public space
infrastructure
revitalization
city centre
public transport
cycling
pedestrians
road congestion
safety

The Poznan Metropolis undergoes the stage of suburbanization, which involves an increase in the number of residents of municipalities neighbouring with Poznan. Demographic trends strongly influence the labour market, education, and demand for services for senior citizens. Migration processes cause an increase in the number of people commuting to Poznan to work and to schools. A challenge for the city is the broadening of the dwellings offer available to all residents, as well as the creation and protection of functional and well-designed public spaces, infrastructure, and services. It is a task that has to be implemented jointly by the self-government, residents, and business – also as a part of comprehensive, intensive, and

wide-ranged revitalization activities, mainly within the area of the city centre. Modern, consistent transportation solutions, exploiting the potential of the railway transport and alternative, ecological forms of commuting, do not yet cover the area of the whole city. The accessibility, quality, and comfort of the public transport still do not constitute a sufficiently attractive alternative for intense car traffic. Problems here are excessive road congestion, road safety, and the environment pollution – caused also by other factors. Raising health awareness among the residents requires providing programmes of health-related educational and preventative programs, which in turn requires undertaking systematic physical activity.



/ ! /

ecology
sports & recreation
health
attractive job offers
creative sectors
culture
economy
innovations
science
internationalization
academic character
heritage
tourism
openness
administration
participation
dialogue
integration

It is important for Poznan development to keep graduates from universities inside the city, which is why it is important to raise the number of attractive job offers for young, thoroughly educated people looking for possibilities of professional development, and of exploiting their potential in a modern, innovative environment. The development of creative sectors is linked with creative activity in culture, which also exercises influence over the frequency of participation in cultural events. The scientific and research potential of the city can be exploited by the economy to a greater extent, especially within the field of technological and social innovations. An important aspect is a greater

internationalization of Poznan academic circle. The rich cultural and historical heritage is an opportunity for developing a unique offer of urban tourism. The efficiency and openness of public administration influence the process of public participation that uses intercultural dialogue and integration of local communities. Participation facilitates cooperation in decision-making processes, with the simultaneous co-responsibility for the decisions that are made, and their implementation.

**In 2030 Poznan
decisions are
taken together
with all citizens.**



/ Vision

Poznan in 2030 is a multigenerational community of people living in a green, friendly, and well-connected residential estates.

Its residents – enterprising and socially engaged, realizing their dreams and aspirations – are satisfied with the living conditions the city provides, and they are proud that the city is well-known in the country and abroad thanks to its historical and cultural heritage and academic character, and modern, unique achievements.

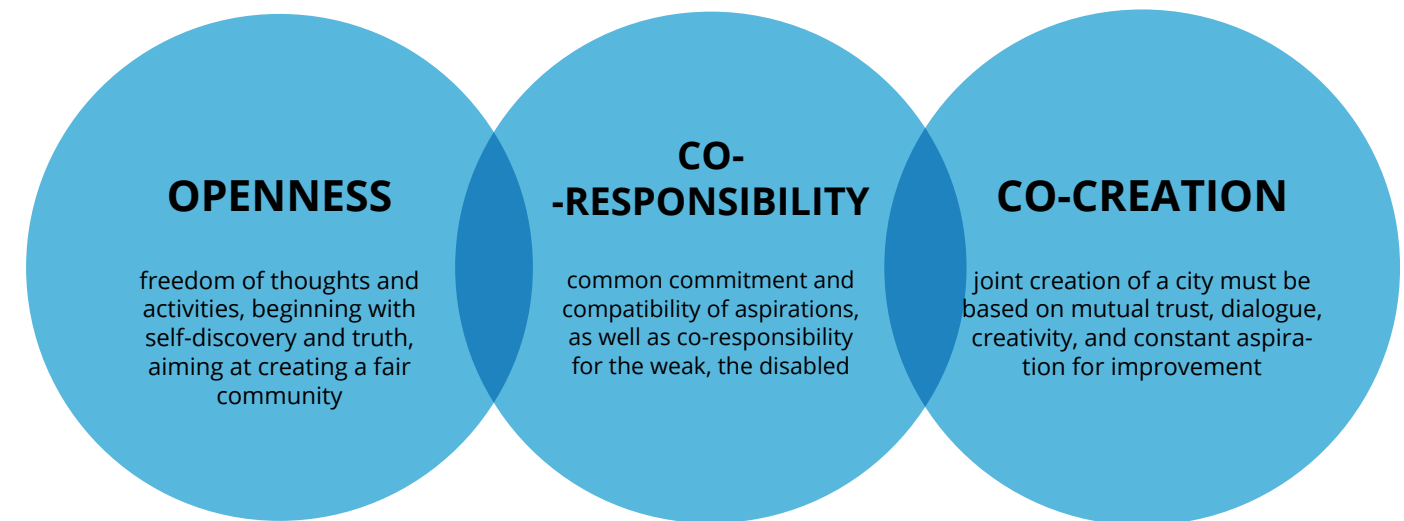
The favourable business climate and the social coherence policy enable all the residents to fully engage in the city life.

/ City Mission

Shaping conditions for all residents to co-create the city



Values related to Poznan mission, defined during workshops with residents:



/ Main object

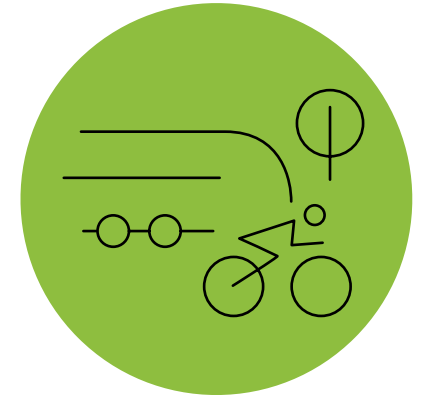
Improving
the quality of life
of all residents
and Poznan
international
significance.



Community
and social dialogue

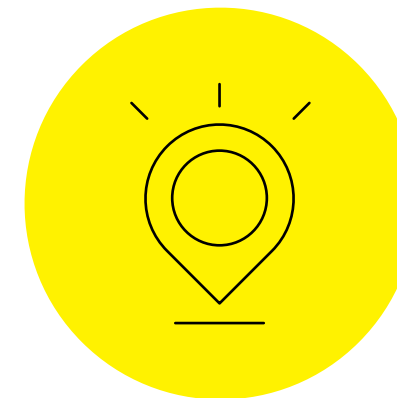


Smart
entrepreneurship



Green,
mobile city

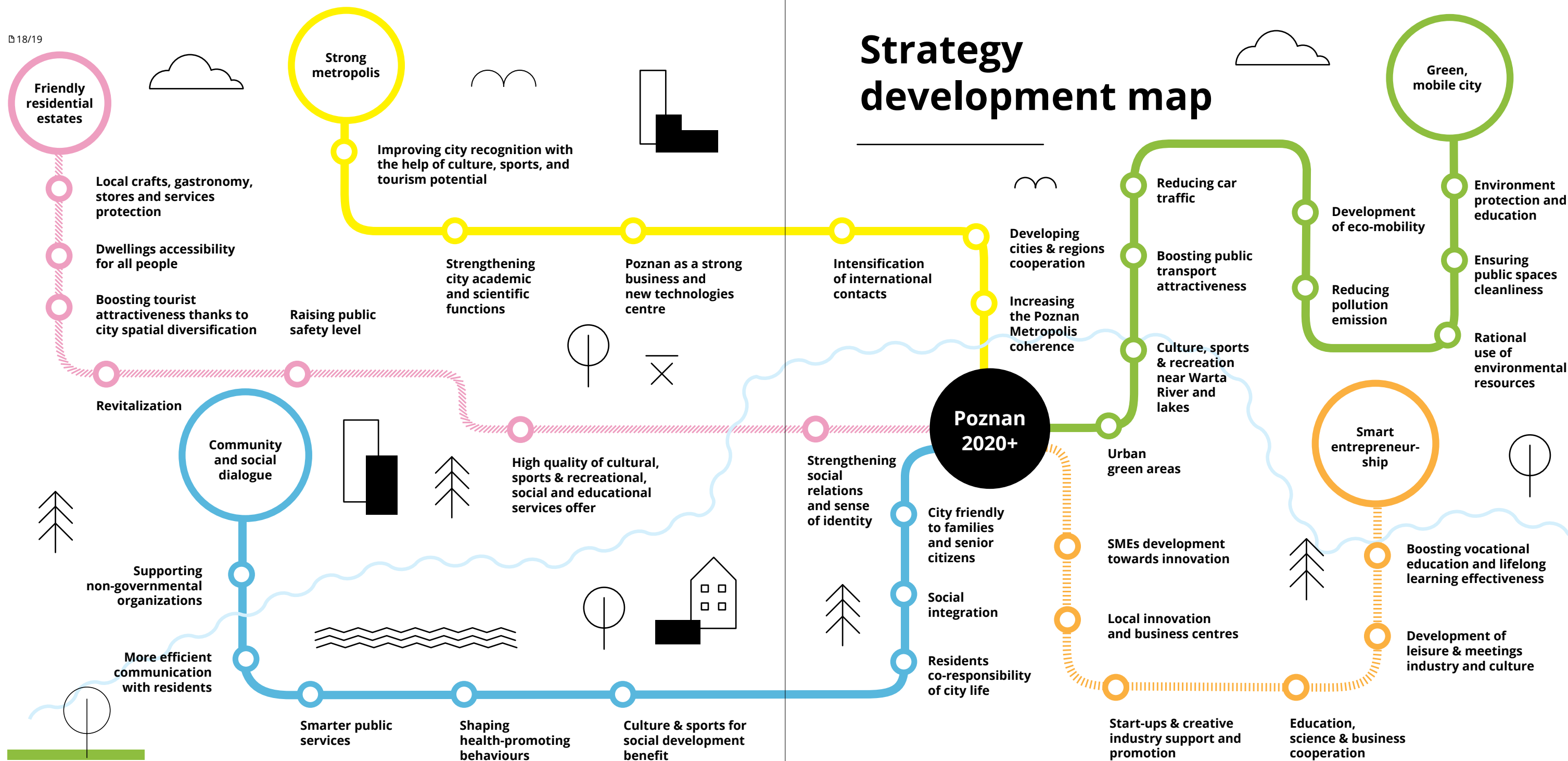
04 / PRIORITIES



Strong Metropolis



Friendly residential
estates



1

Strong Metropolis



!!!

Poznan 2030 is a significant metropolitan centre in Poland and in Europe, recognized around the world. Development of Poznan, the city which is the central part of the Poznan Metropolis, positively influences development of the whole metropolitan area. Poznan is an active member of international cooperation networks, and cooperates with foreign cities, ensuring the possibility of such cooperation to local entrepreneurs, scientists, and social communities.

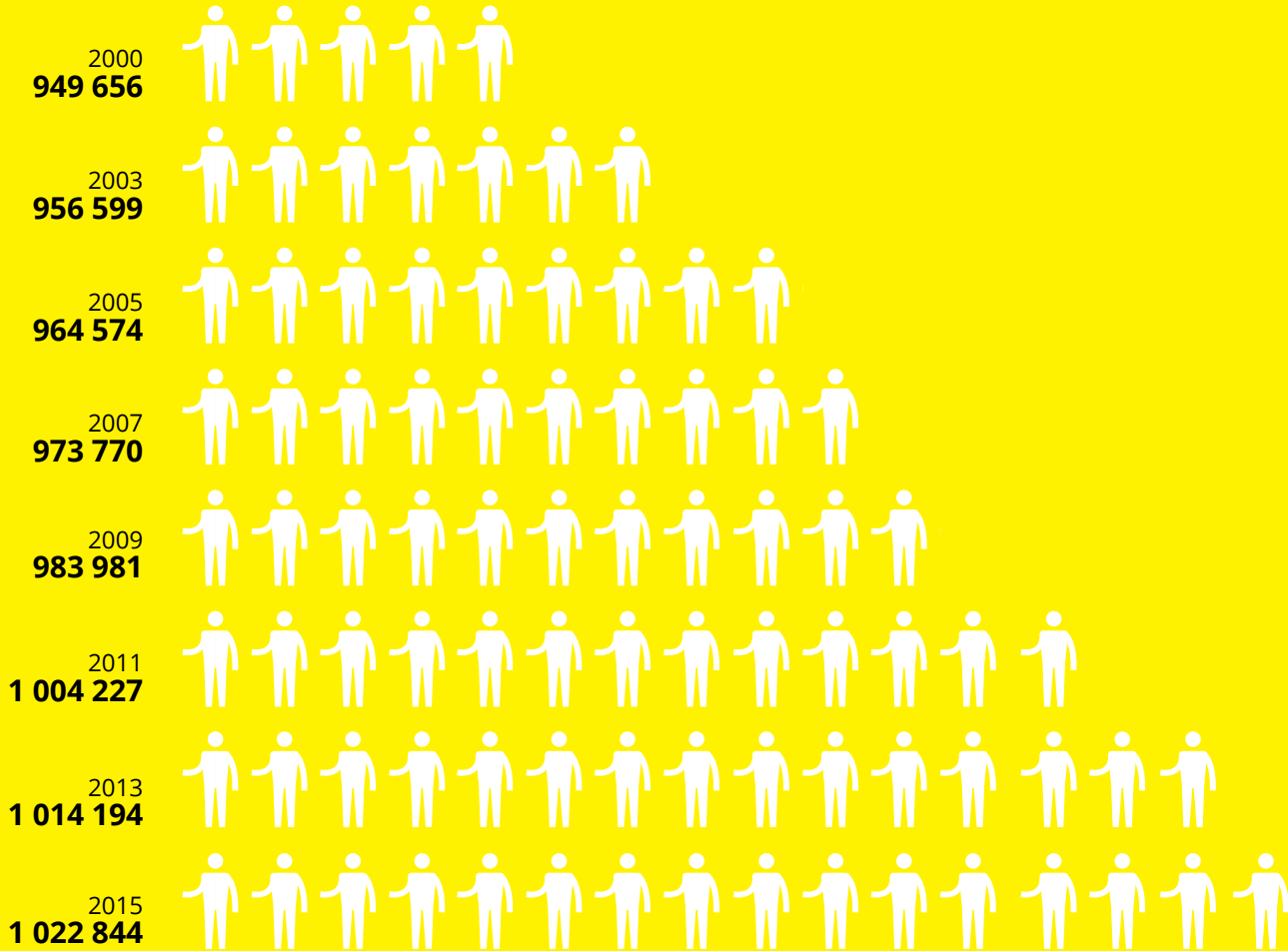
The achievements of the scientific and academic communities are used by urban entities, local entrepreneurs, and various social groups. Poznan's universities ensure high quality of education and a practical preparation to solving technical, economic, and social problems. Poznan is a strong, internationally recognized conference centre with a modern

fair and congress infrastructure, adapted for the organization of major business and scientific meetings, and the best place for organizing meetings related to innovativeness. The city has a thriving cultural life, accompanied by development of entrepreneurship based on innovativeness and use of cultural activities influencing the development of creative sectors. Thanks to that, stable well-paid jobs, as well as locally and internationally recognized high-margin products and services emerge. The rich cultural and historical heritage, culture, and sport make Poznan stand out on the global arena and boosts its tourist attractiveness. Poznan uses modern, global channels of communication, strengthening its image built around unique features and values of Poznan residents. The city attracts external investors, mainly large

global companies linked with global markets, which create their development centres here. Poznan is an attractive place to live, work, launch a business and to settle for educated and creative people from outside, as well as for tourists from Poland and abroad.

Demography

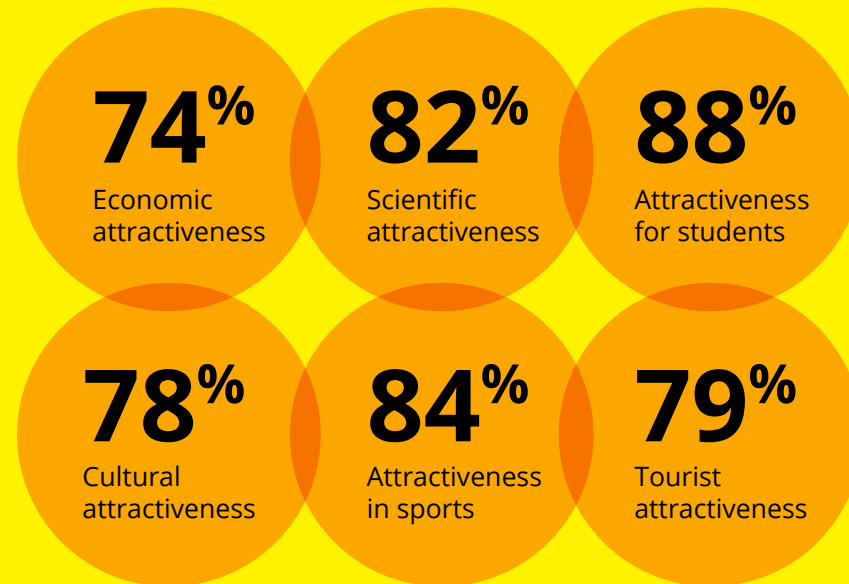
Number of residents of the Poznan Metropolis



Attractive city

/ Evaluation of the city attractiveness

Share of residents evaluating positively



/ Number of Poznań-Ławica Airport passengers per 100 residents

/ total number of passengers: 1 710 216 /



/ Number of overnight stays in tourist facilities



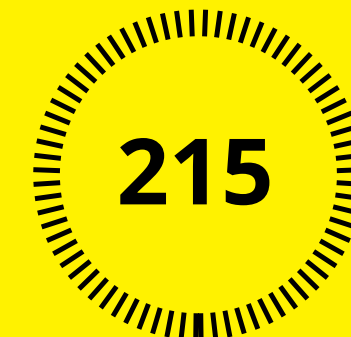
988 661 *
National tourists



309 527 *
Foreign tourists



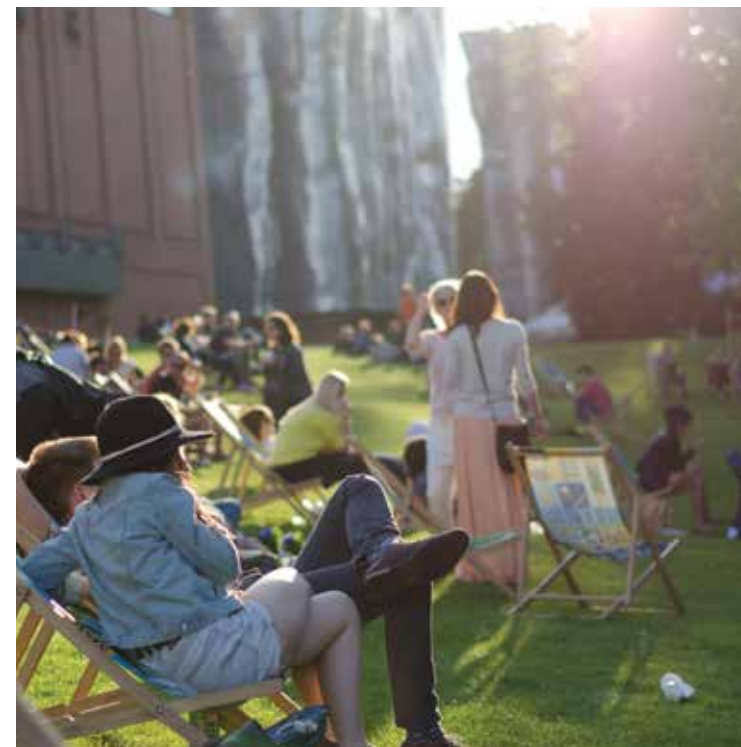
* data for Poznań Metropolis area



/ Number of students per 1 000 residents

/ total number of students: 116 450 /

**We need to stay
close to each other.
This is why we need
a common, friendly
space for living.**



2

Smart entrepreneurship

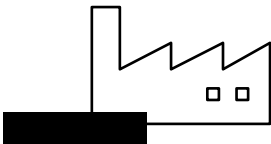
!!!

Poznan 2030 is a city of a diversified, strong, modern, and competitive economy, with a considerable number of companies from creative industry. International corporations and European and Polish stock-listed companies locate their headquarters in Poznan. The modern offer for visitors, and the historical and cultural heritage of Poznan are used to create innovative products and services. They contribute to a positive image of the city inside the country and abroad, and they boost Poznan attractiveness for business and tourists. Innovative companies, by creating well-paid jobs and a modern work environment, attract talented employees and encourage creative people to stay in the city. Poznan supports the development of local

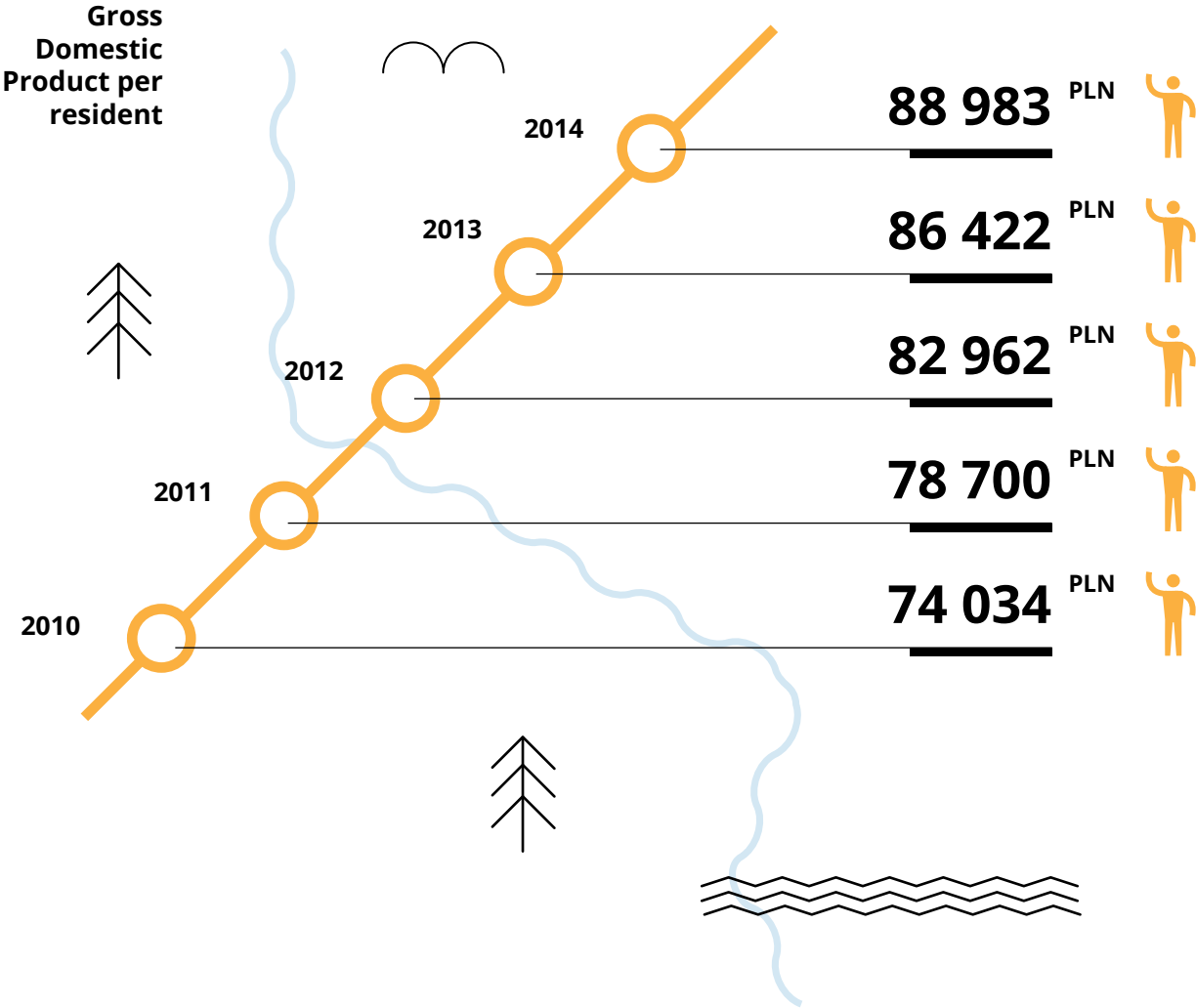


companies, the environment of beginning entrepreneurs looking for new models of conducting business (start-ups), and creative companies. It offers them the best possibilities of realizing and implementing ideas, and in consequence, entering global markets. The development of local business and scientific and academic community is supported by the dynamically developing Poznan International Fair. Poznan schools and universities attract students from the country and from abroad. Thanks to urban programs of support for graduates and entrepreneurs, wide lifelong learning offer, advanced implementation of smart city solutions, and high-quality space and public services, more companies emerge and stay in Poznan. The self-government of Poznan cooperates with the

business in the realization of initiatives, which bring income, solve specific problems of the urban community, and promote collective responsibility for the common public space (social business city). By supporting activities of entrepreneurs conducting projects from the scope of social responsibility of business, and activating persons excluded from competing for jobs, Poznan contributes to the building the process of community in cooperation with the business.



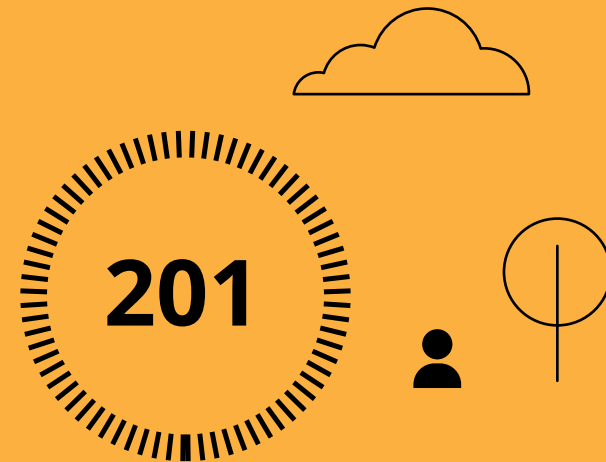
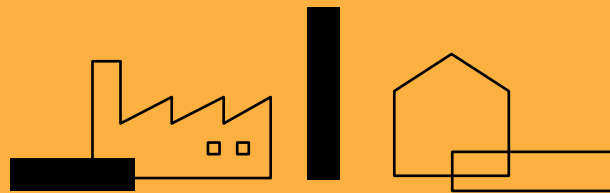
Economy



Entrepreneurship

/ total number of economic entities: **108 821** /

/ **Number of economic entities per 1 000 residents:**



/ **Poznan International Fair**

Number of fairs and showrooms
Number of conferences and congresses
Number of cultural and sports events

86

66

65

/ **Foreign direct investments per resident**



Labour market

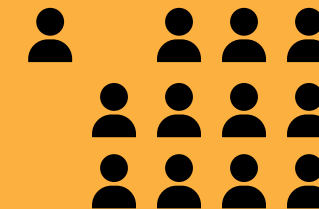


Number of employed per 1 000 residents

/ total number of the employed: **239 077** /

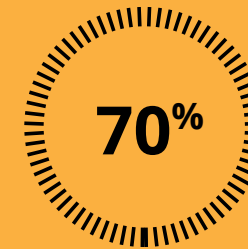


Number of unemployed per 1 000 residents



/ total number of the unemployed: **6 758** /

Unemployment rate: **1,9%**



Share of residents satisfied with their job



3

Green, mobile city



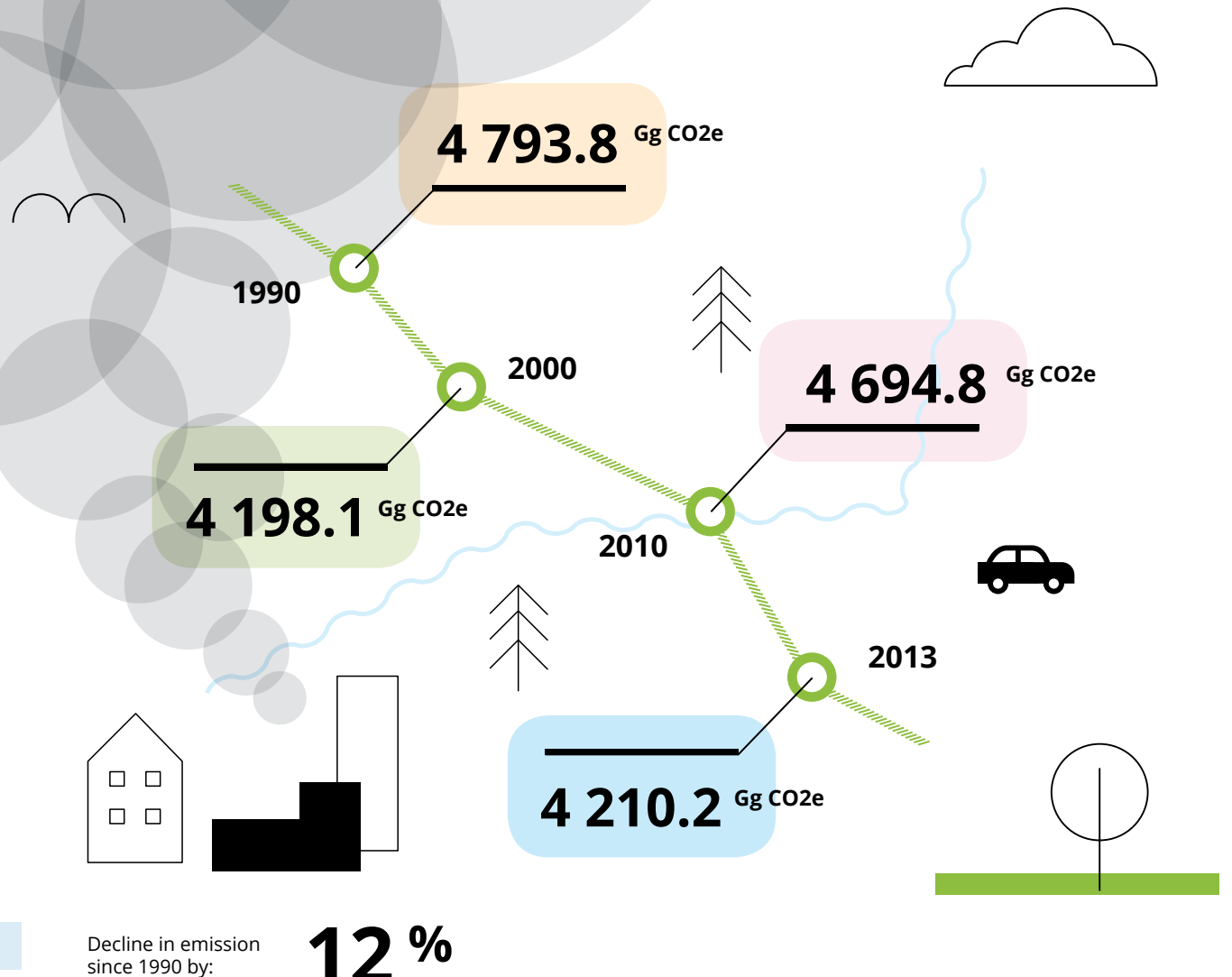
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Poznan 2030 is a city with well-planned and evenly distributed green areas accessible to all the residents. Green areas, with their attractiveness and accessibility, encourage recreation, active relaxation, outdoor meetings, and organization of local cultural and sports events, and they also serve the building process of community between the residents. Developed coastal areas, and a rich offer of water tourism encourage people to spend their free time near the Warta River and near lakes. The urban infrastructure is adjusted to the needs of pedestrians and cyclists, and the network of linked pedestrian and bicycle paths covers, together with a modern stock of bicycles, the whole area of the city. The well-maintained walking paths facilitate a comfortable and safe movement of the elderly, children, and the disabled, and encourage families to go for walks together. The coherent network of bicycle paths ensures quick access to the centre and allows to avoid car traffic. People choosing

car transport are more and more willing to share the costs of using the cars (carsharing), and commute to work or to school together with persons who drive the same distance every day (carpooling). The smart system of traffic and parking lots control covering the whole city, linked with smart applications, enables all traffic participants to move freely. Poznan systematically implements modern non-emission technologies supporting the urban mobility. The public transport is mostly served by environment-friendly, quiet, modern, and high-standard vehicles, ensuring, together with separated infrastructure, a high comfort and velocity of passengers movement. It is integrated with the network of the metropolitan railway, and the regional railway of Greater Poland. Poznan has a fully implemented program of climate protection, it consequently aims at achieving a good quality of air and water. A smart energy networks system functions in the city, and the public buildings and more and more private

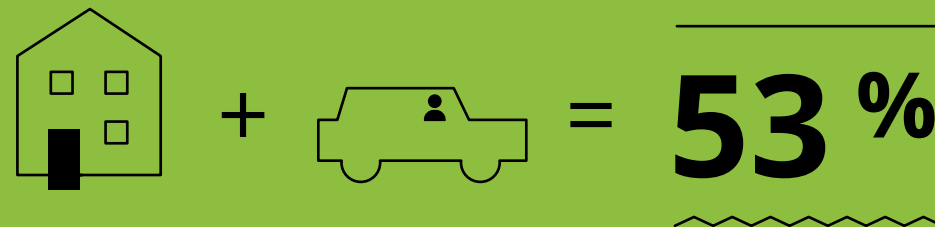
buildings operate systems ensuring energy efficiency of heating, as well a smart management of drinking and precipitation water. The system of recovery of electric and thermal energy from waste functions efficiently. The urban space is filled with innovative, green and mobile solutions exploiting modern ecological and energetic technologies, frequently emerging within the framework of cooperation of the scientific circle with the business. The change of residents and entrepreneurs mobility forms and educational actions promoting ecology-oriented behaviours positively influence the quality of life. The aesthetics of the urban space and the higher quality of environment are valuable assets in the process of building a positive image of the city inside the country and abroad.

CO₂ emission



Mobility

Share of motorized households:



Everyday residents travel patterns:



By foot

13 %



By car

39 %



By bicycle

4 %



By public transport

42 %

Share of residents
positively evaluating
the accessibility
to public transport



Green areas

151 m²

Green area
per resident

/ city area: **26 191 ha** /

262



Number of people using
recreational objects and
areas per 100 residents

/ total number of users:
1 420 653 /

61 %

Share of residents
positively evaluating
the cleanliness
of green areas

74 %

Share of residents
positively evaluating the
aesthetic attractiveness
of recreational areas near
their residence

We want
to spend time
in comfortable,
healthy and safe
places.



4

Friendly residential estates

/ ! /

Poznan 2030 is a city ensuring high quality of life to all its residents. The renewed, well developed aesthetic public space is filled with diversified, modern, and historical architecture, and urban designs. In every part of the city, there is a local trade and service, recreational, sports, cultural, and educational offer using smart technologies. The housing market in Poznan is adjusted to the needs of various social groups and local conditions. It is characterized by accessibility, high quality, and the use of ecology-oriented and smart technological solutions. The renovation program of existing housing resources is consequently implemented.

The diverse, friendly, and safe residential estates host numerous cultural and sports events activating the residents and building social capital among them. The local authorities care for a good health condition of the residents through numerous actions aimed at strengthening, preserving and

restoring physical and mental capability. The friendly character of residential estates is influenced by the development of strong, local communities, revitalization of space, development of easily accessible and well-maintained green areas, unique spatial and urban values, and the cultural heritage. Owing to that, local and urban identities of a place are created. The residents actively participate in revitalization processes, which cover bigger and bigger areas of the city requiring renovation and developing, including the coastal areas of the Warta River. The fair area in the city centre is used for promotion and active free time spending. The historical and cultural heritage of Poznan is widely accessible, and local events referring to the identity and history of the city and residential estates enjoy great interest from the residents and tourists. A special function in Poznan landscape is performed by the renovated and well-developed city centre, which is an attractive place to settle, conduct cultural activity, and locating

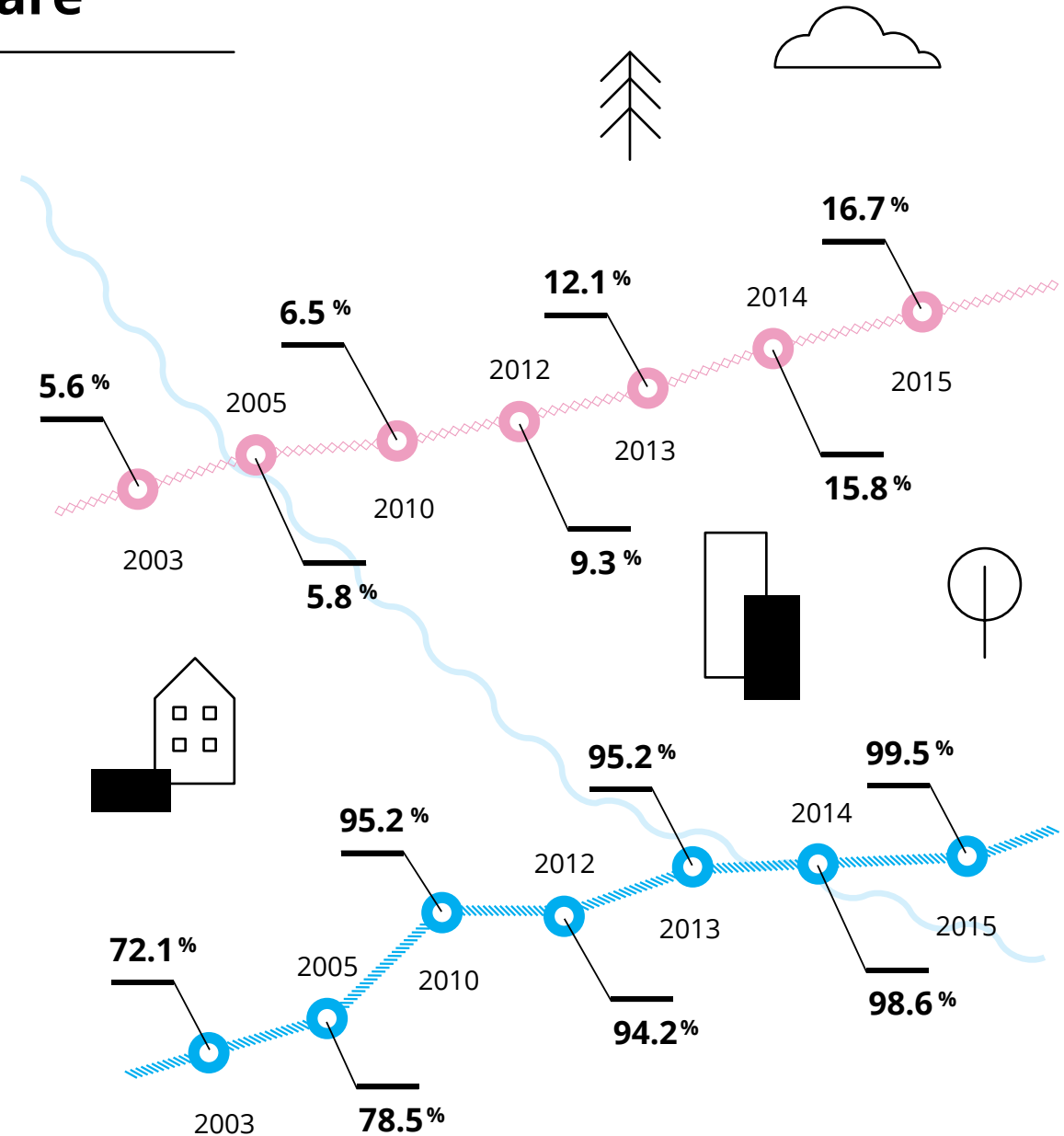
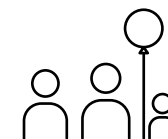
a business. The high level of public safety and the accessibility of local space and provided services make the city centre friendly to all groups of residents and tourists. The urban infrastructure is developed in a multi-functional way, friendly to the residents, and meeting their needs. The high quality of life and the friendly character of the urban space increase the sense of pride of the city among its residents, and make Poznan an attractive place to settle and discourages from leaving the city.

Childcare

Share of children aged up to 3 covered by nursery care



Share of children aged 3 to 5 covered by kindergarten care



Public services

Big Family Card

14 093

Big Family Card

/ ! / Local Card

12 044

Greater Poland Family Card

Regional Card

12 178

National Big Family Card

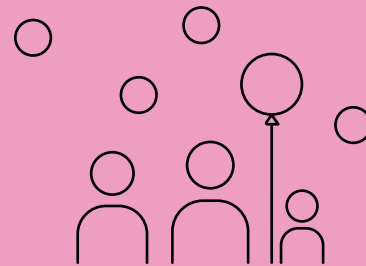
National Card

Participants of mass events

/ total number of participants:
892 216 people /

took part in 127 mass artistic and entertainment events: **412 715** people.

took part in 53 mass sports events: **479 501** people.



Public space

Share of residents evaluating positively

74.5 %
Comfort of use

82 %
Accessibility

78 %
Aesthetic attractiveness

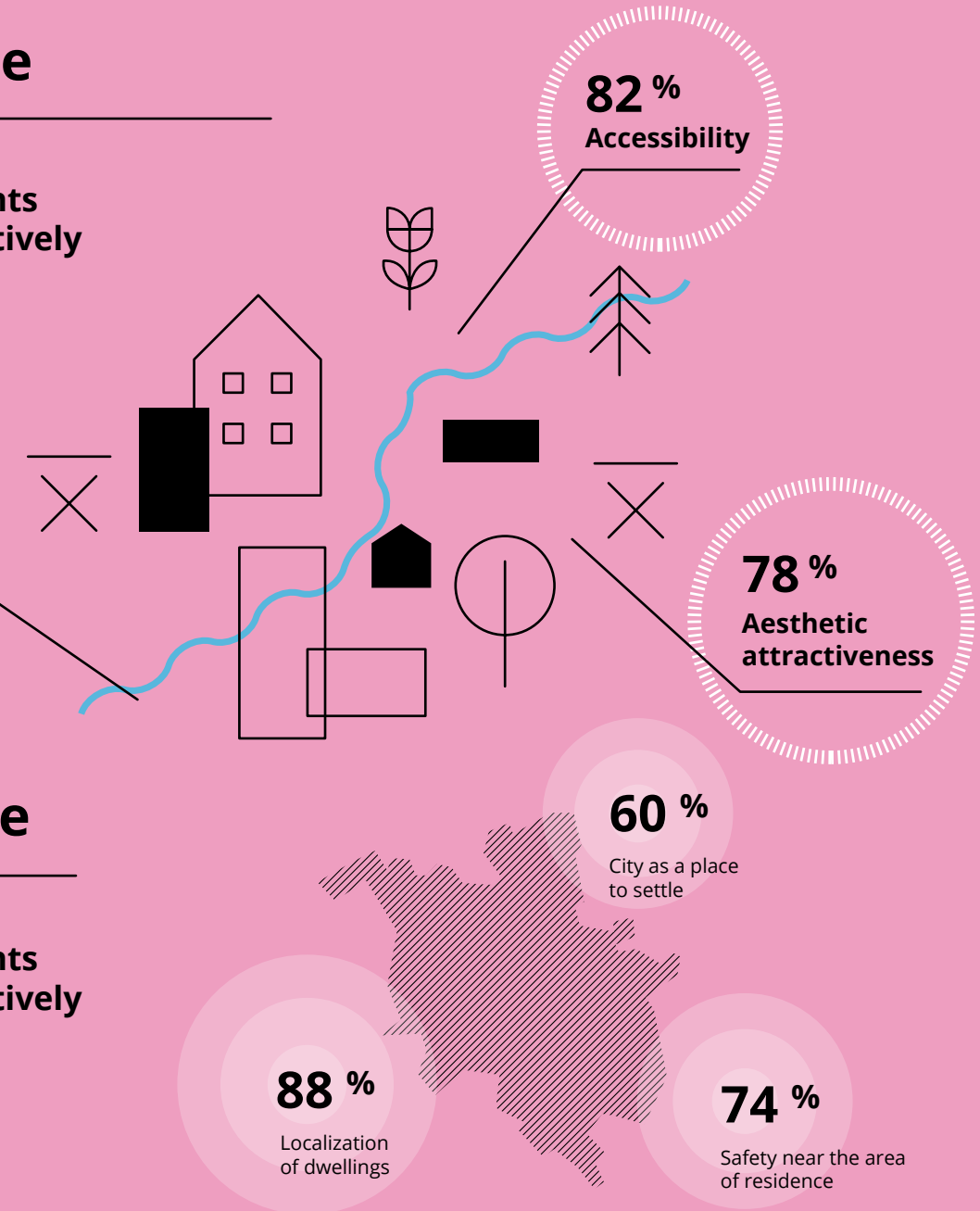
Place of residence

Share of residents evaluating positively

88 %
Localization of dwellings

60 %
City as a place to settle

74 %
Safety near the area of residence



5

Community and social dialogue



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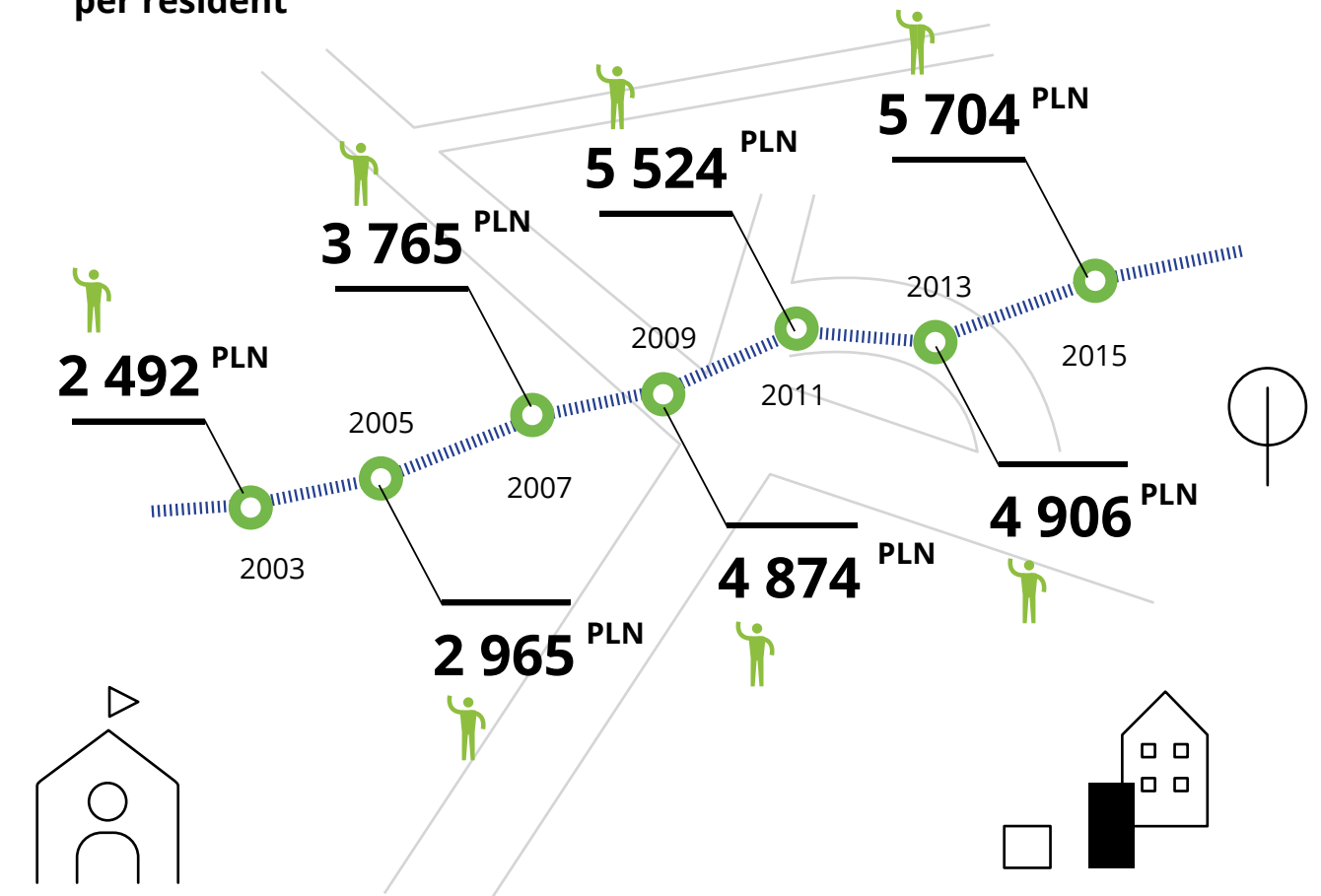
Poznan 2030 is a city where all its residents can co-decide. The local authorities use modern forms of social dialogue and governing, and a smart system of support for local initiatives. The priority is the integration of local communities, based on direct human, intercultural, and inter-environmental relations, and on a consequent social policy of solidarity, unity, and tolerance. The policy of social coherence aimed at equalizing opportunities and satisfying needs of all people living in Poznan is very important. The participation in culture and sports causes and increase of the level of tolerance and openness – the social capital grows. Poznan observes the emergence of social innovations, which – where possible – are used for the promotion of a city positive image and for commercialization by Poznan companies from creative industry. The sense of community

has a positive influence on the aesthetics of the residential estates, and – thanks to the cooperation of the residents with urban authorities – on the cleanliness of the closest environment. Smart solutions are used in all areas of life, as well as in business and city management. The whole city area is covered by broadband Internet. The City provides public services basing itself on a relational model supported by IT systems aimed at the cooperation with the residents and the entrepreneurs. The residents use a wide range of electronic public services in the local administration and consultation e-tools, and entrepreneurs – the e-platform of public procurements, in which the local authorities employ social and environmental clauses. The introduced possibility of 24h interactive communication of the administration with the clients facilitates easier access to

information and a shortening of time needed to settle all matters. The open data constitute a basis for creating applications making life in the city easier. Poznan has an operating free platform that uses wide possibilities of the Internet, which enables not only the communication between people, but also between various devices (the Internet of Things).

City budget

City budget expenditures per resident



Social dialogue

■ Share of residents evaluating positively



63 %

Poznan Civic Budget



84 %

Attachment to the city

60.5 %

Functioning of the residential estate councils

Social integration



Senior citizens

11.4 %

Share of residents aged 70+

Disabled

12.1 %

Share of residents with disabilities

Evaluation of neighbourly relations

77 %

Share of residents evaluating positively

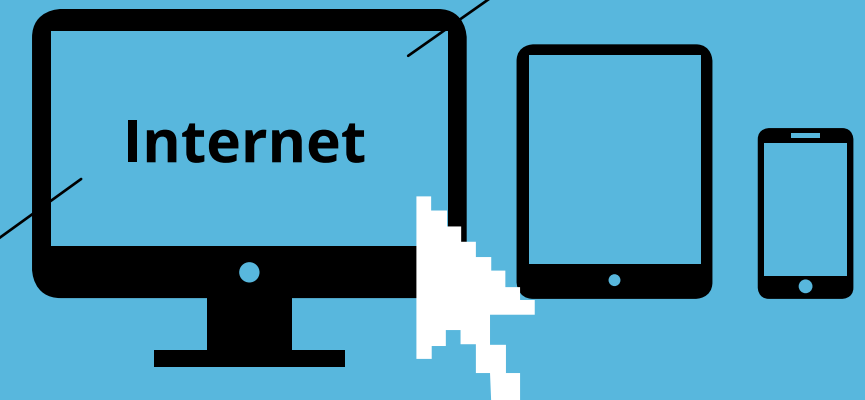
Modern technologies

61 %

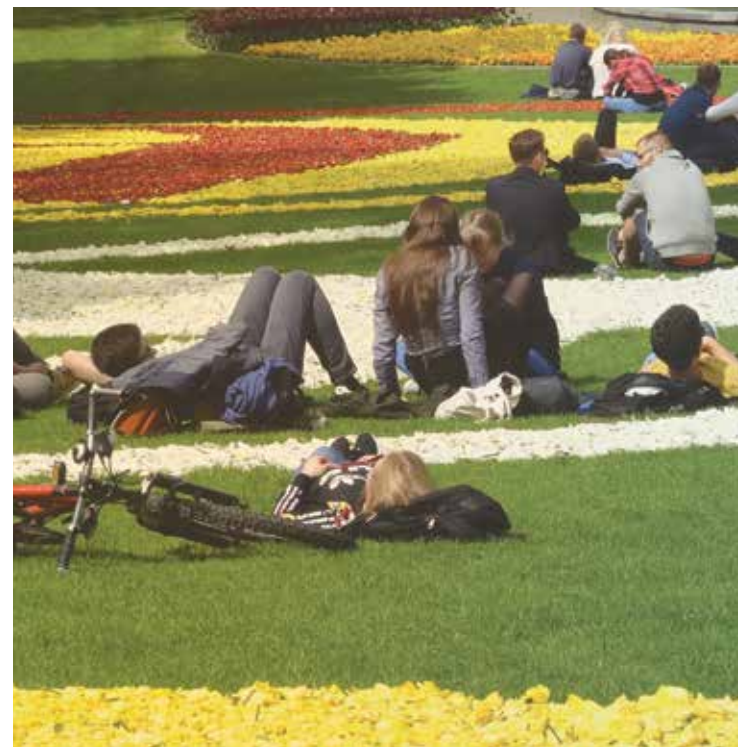
of residents deal with their official/bank matters through the Internet

80 %

of residents have Internet access at home



The most
important
resource
of the city is
its residents.



05 /

Spatial directions
of the city development

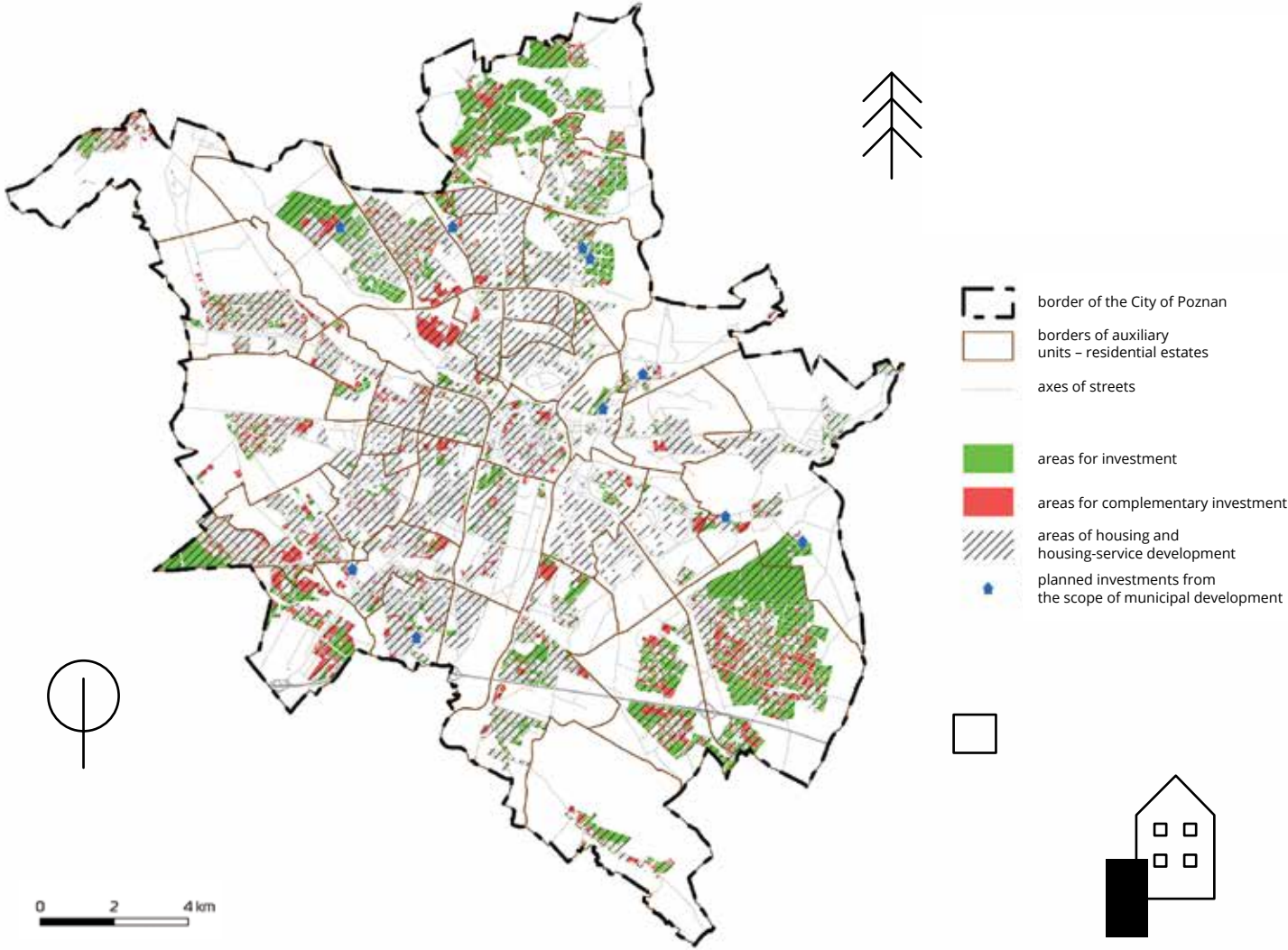
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The strategy assumes the preservation of the current functional and spatial structure of the city, which comprises the wedge system of green areas in the north-south and east-west directions, crossing themselves in the city centre, and the ring system based on post-fortress assumptions and dividing the city into diversified functional and spatial spheres. The potential directions of spatial development of the city are mainly its north-west and south-east zones, with the largest concentration of compact areas for localizing housing and production and service investments. The single family housing can develop in the Morasko, Umultowo, Szczepankowo, and Strzeszyn zones, and the multi-family housing – in the city centre, and in the zones of Podolany, and Naramowice. Economic activity may develop in the zones Żegrze, Krzesiny, Garaszewo,

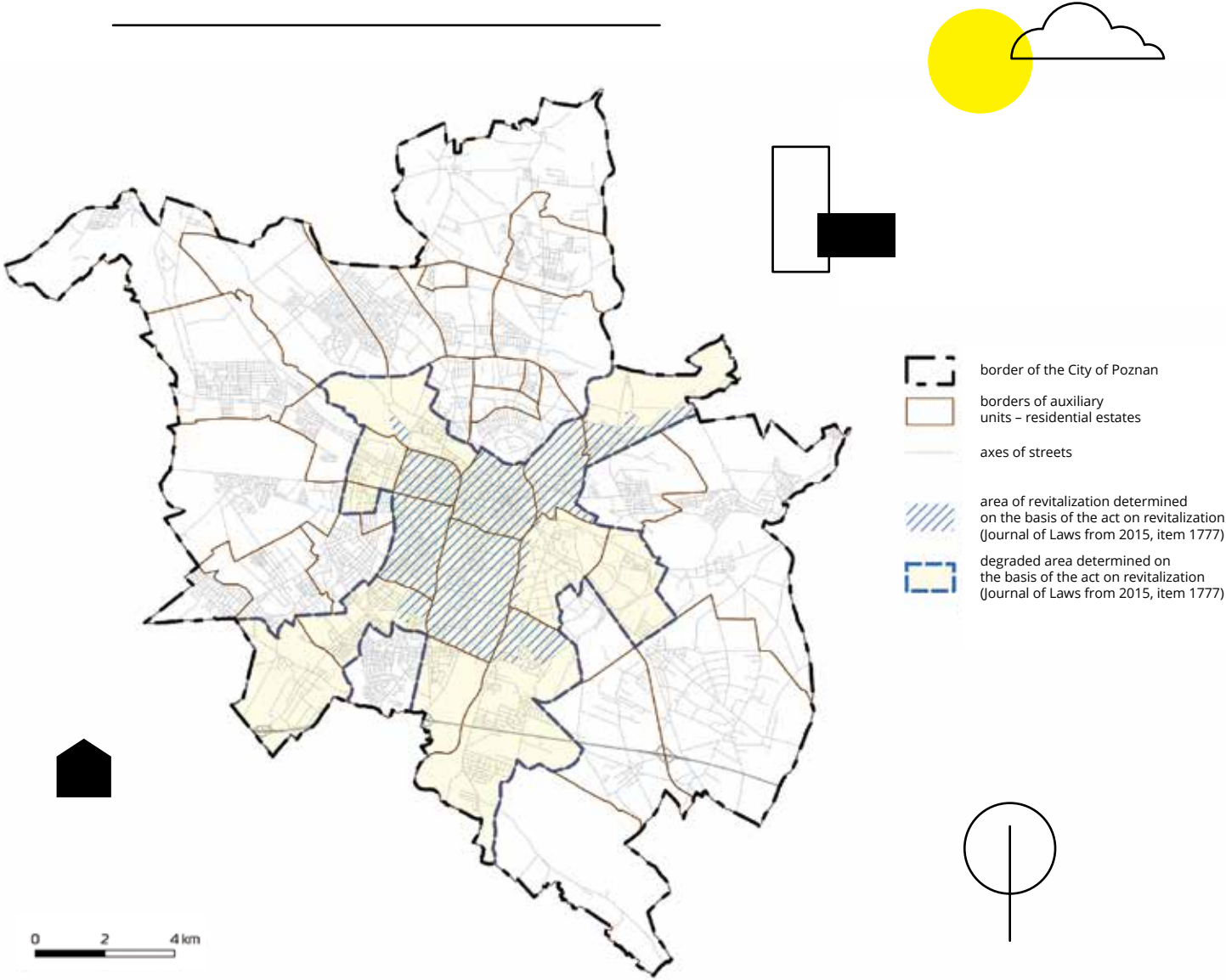
Starołęka, Janikowo, Karolin, Ławica, Fabianowo, and Kotowo. An urban-wise valuable area of special functions is the city centre with the central point performing citygenic and metropolitan functions, with areas of potential multi-family housing development, and intended for service activity with metropolitan functions, including the key area of the Wolne Tory, and the area intended for the development of Poznan International Fair. Spatial directions of city development determine the directions of development of the transportation network, with priority for the collective public transport, including metropolitan railway, and the development of ecomobility. The strategy includes a new tram route to Naramowice housing estate, to Unii Lubelskiej Street, along Ratajczaka Street, and in the longer term a route to Polska Alley, and to the Kopernika housing estate.

The main interchange node will still be the Kaponiera Roundabout. The city plans include an expansion of bicycle paths network, which will cover the whole city area, and in the first stage its length will double. The transportation system may be complemented by water routes on the Warta River. The strategy assumes an expansion of sports, recreational and tourist infrastructure within the coastal areas of the Warta River and lakes, and a protection and expansion of green areas located within the city borders.

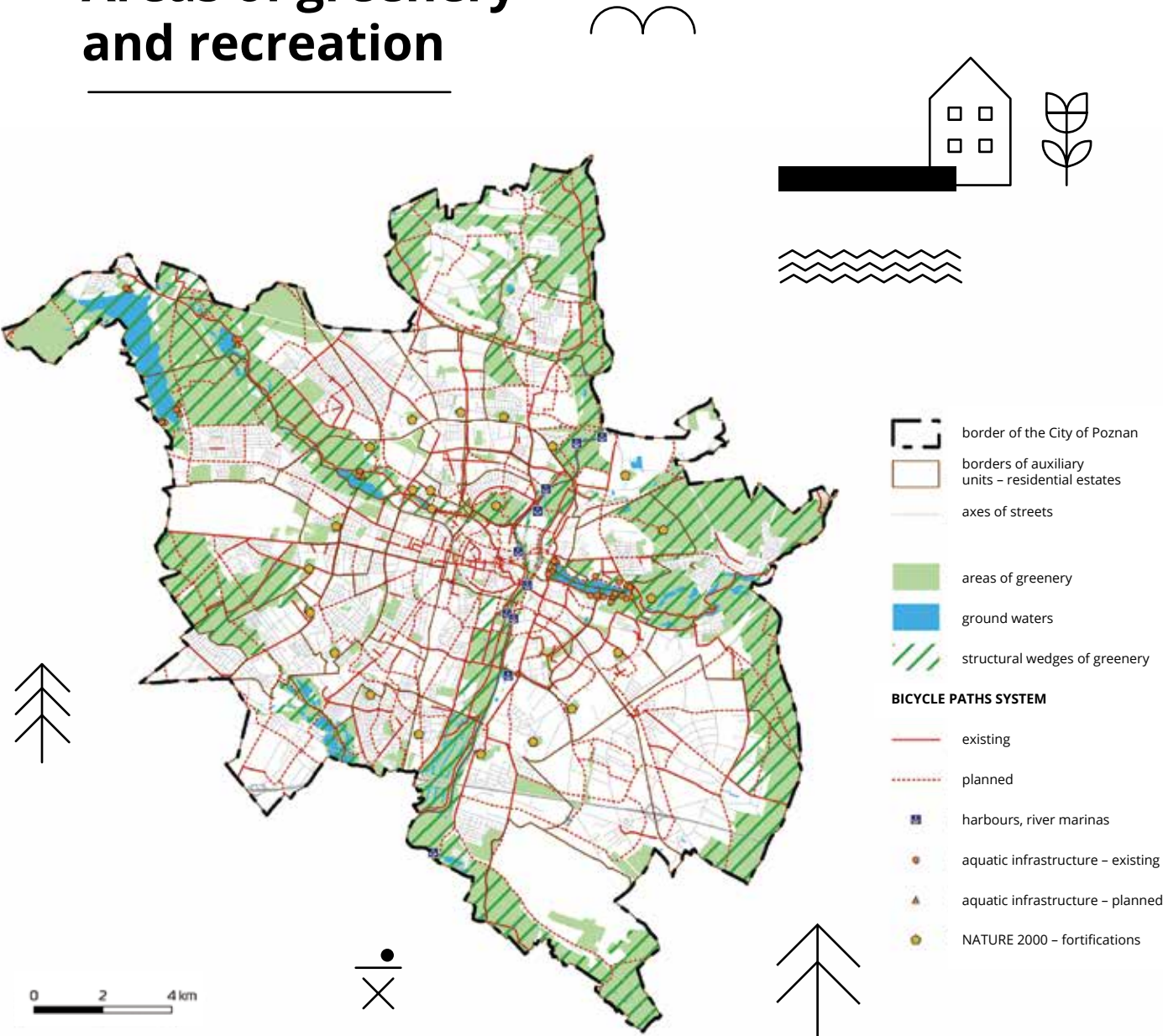
Housing



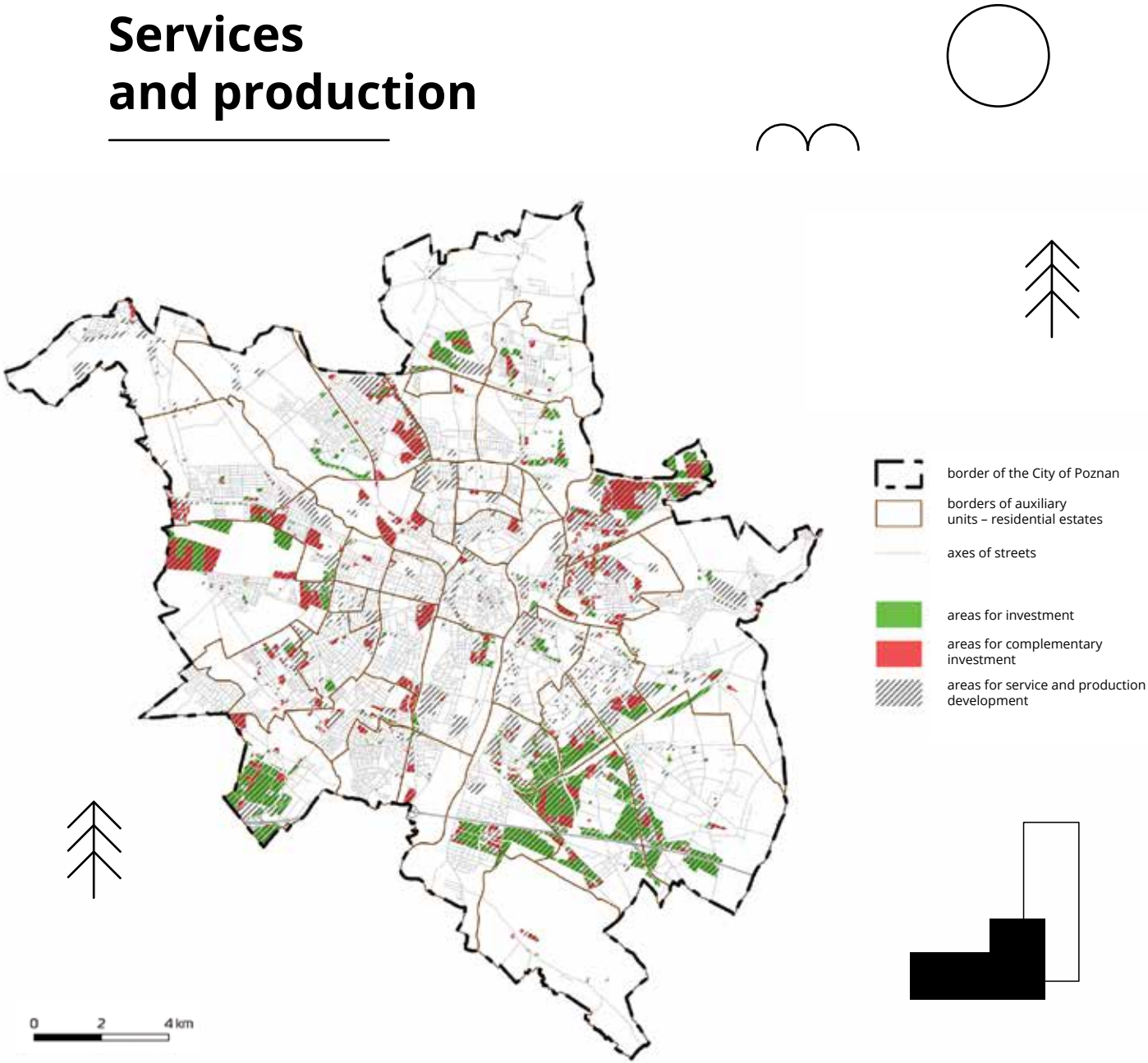
Revitalization and areas of transformation



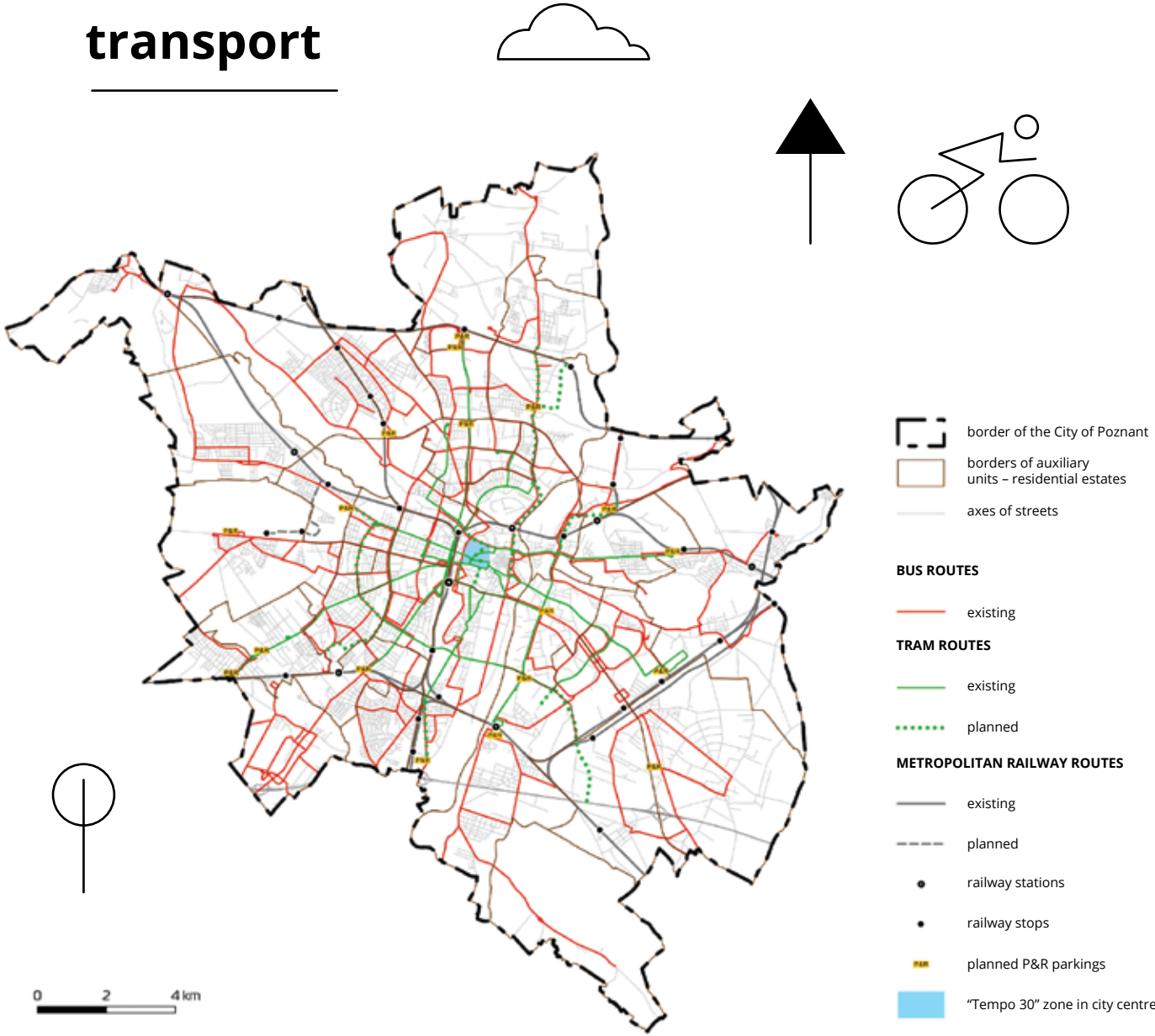
Areas of greenery and recreation



Services and production



Public transport





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Thank you!



We would like to thank all the persons, companies, and institutions involved in the works on the Development Strategy for the City of Poznań 2020+, especially the residents present during long workshops and discussions, and those expressing their opinions through the Internet. Owing to their engagement, a document meeting the social and business needs and expectations was created.

We believe that all the persons interested in the city development will actively engage themselves in the realization of the strategy, in order to make Poznań a city they would be proud of, and in which they would satisfy their personal and professional aspirations.

