Intellectual Capital of Lublin Region

motivation, methodology, results, prospects for future

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podkarpackie
UKRAINA
CZECHY
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RZECZPOSPOLITA POLSKA
Mapa administracyjna

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Culture…

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... and agro-culture

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:: **AREA:**

25,115 sq. km

68.5% arable land

22.0% forests

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Lublin

25%

app 370 th.

app 90 th. are students

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Idea

We have some potential for growth.

What is the nature of this potential?

Where are the seeds?

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And next...

- When we know our potential...
- ... where to go? (VISION)
- ... and how to achieve this? (STRATEGY)

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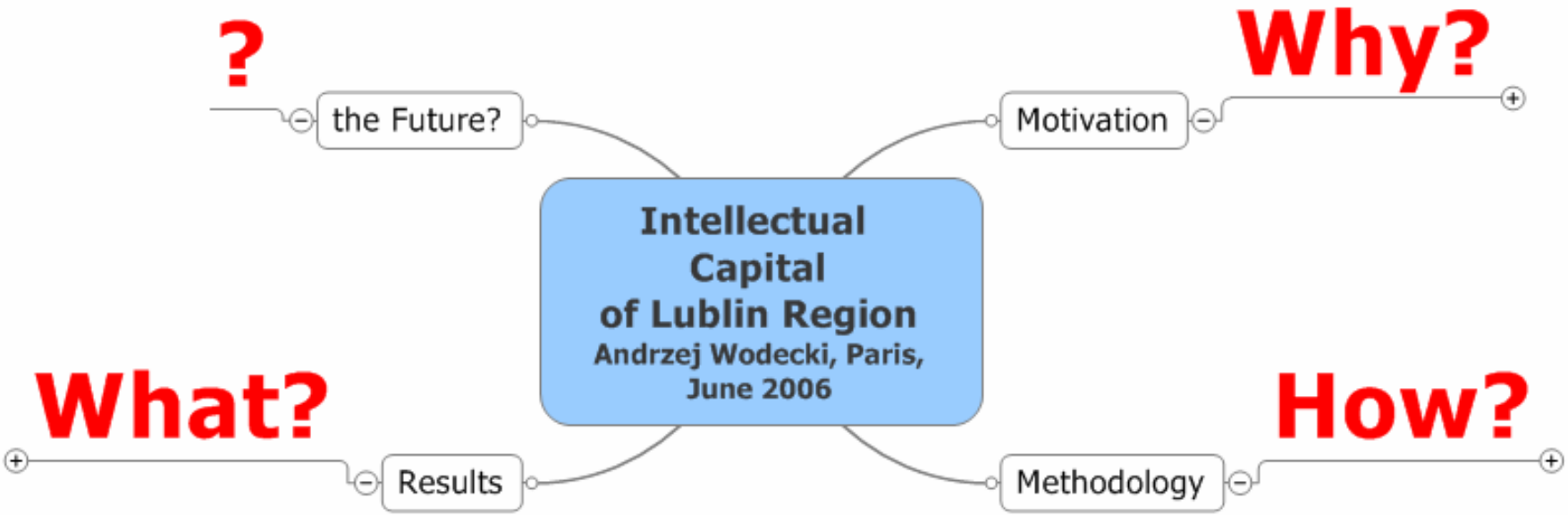

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Why?

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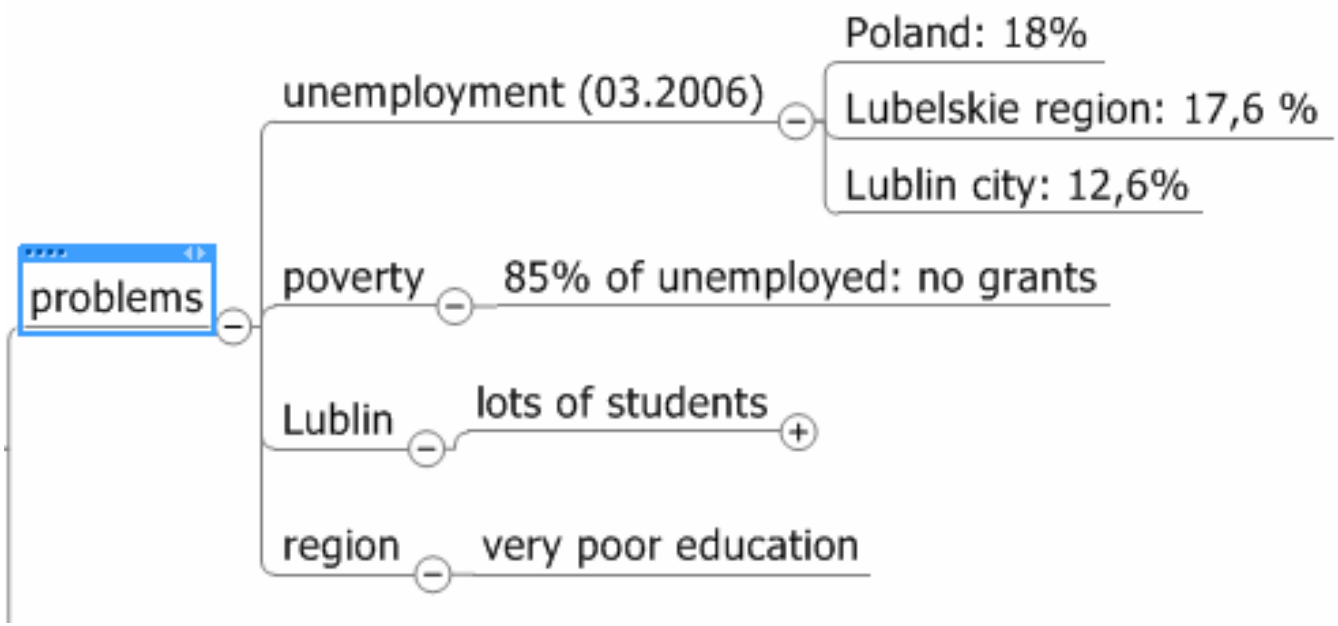
The poorest region in Europe:

GDP = **1/3** of EU average



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... but lot's of students, universities

> 100 k of total **2 mln** inh.

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So, let's start with **decision makers**

- measure
- understand
- **manage**

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for decision makers

1. identify hidden potential > support strategy creation: **we know, what we already have**
2. Efficiency of regional policy: **measurement tool**
    1. process dynamics, trends identification**:** **positive and negative**
    2. benchmarking: **compate to others**
    3. EU structural funds: **we use them: what are the results?**
3. Identify **correlations** between actions and effects in different management areas: **region simulator**

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for inhabitants

- Potential directions of self-development?
- Is it worth to stay?
- Where can I find an interesting job?
- What about trends?

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for investors

- Synthetic report: key parameters of the region
- Marketing

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for other regions

- Initiation of the discussion: is it worth to benchmark?
  - inside Poland
  - with other regions?

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How and What?

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We base on...

- Other IC reports
- Data sources:
  - **statistical data**
  - **questionnaires:**
    - inhabitants: 1 100
    - government offices: 213
    - entrepreneurs and firms: 650
    - higher education: 37

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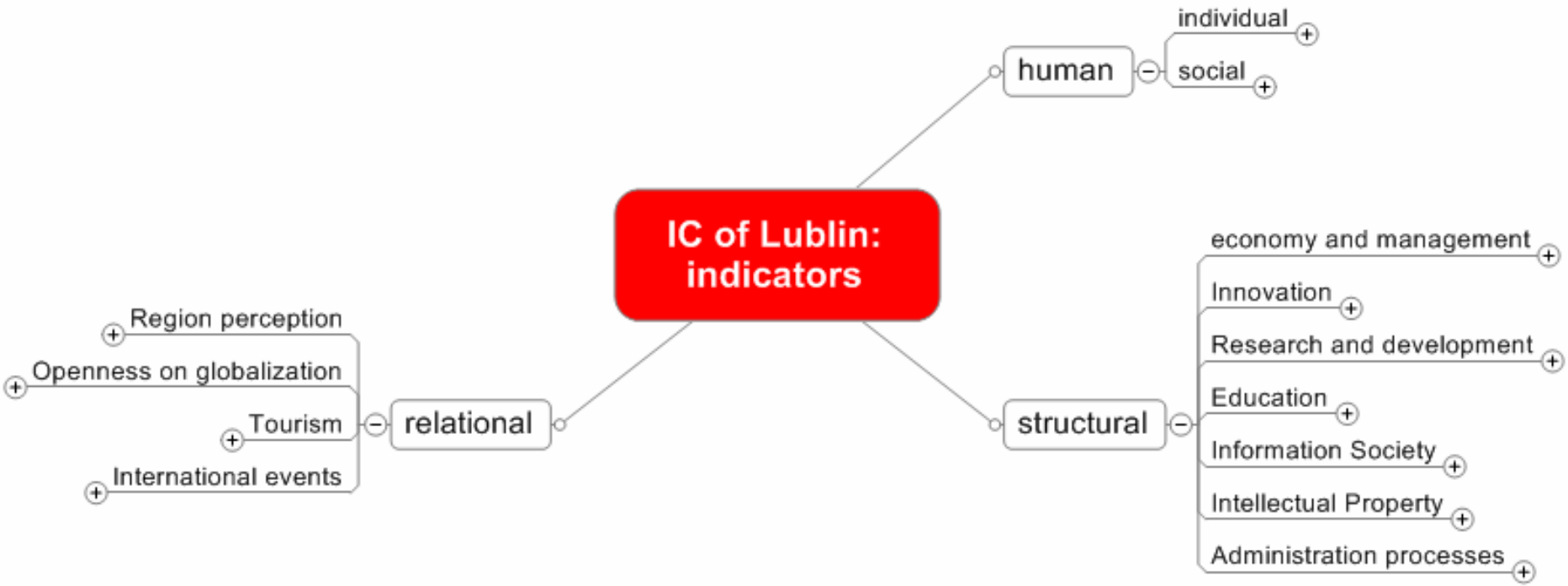

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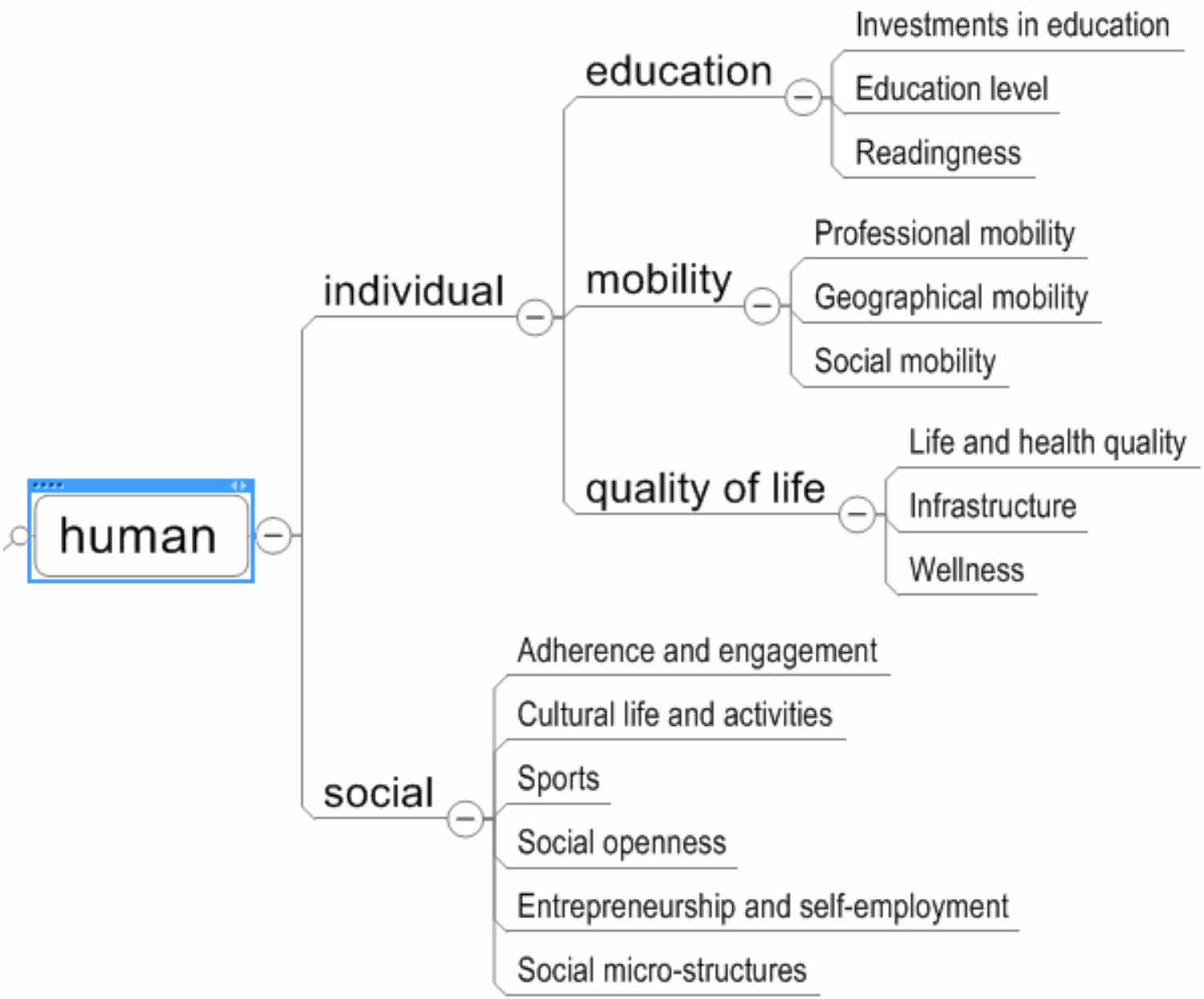

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The first pilot shows that...

- **We want to learn**: lot's of students, we invest in education and believe it will influence the future
- **We believe in ourselves**: plan to change the job, are able to change the personal situation, take the risk if any chance to change a poor situation
- **Quality of life:** quite poor (salaries, unemployment etc.)
- **We are open and helpful**
- **We don't like our democracy…**
- **… and sports**

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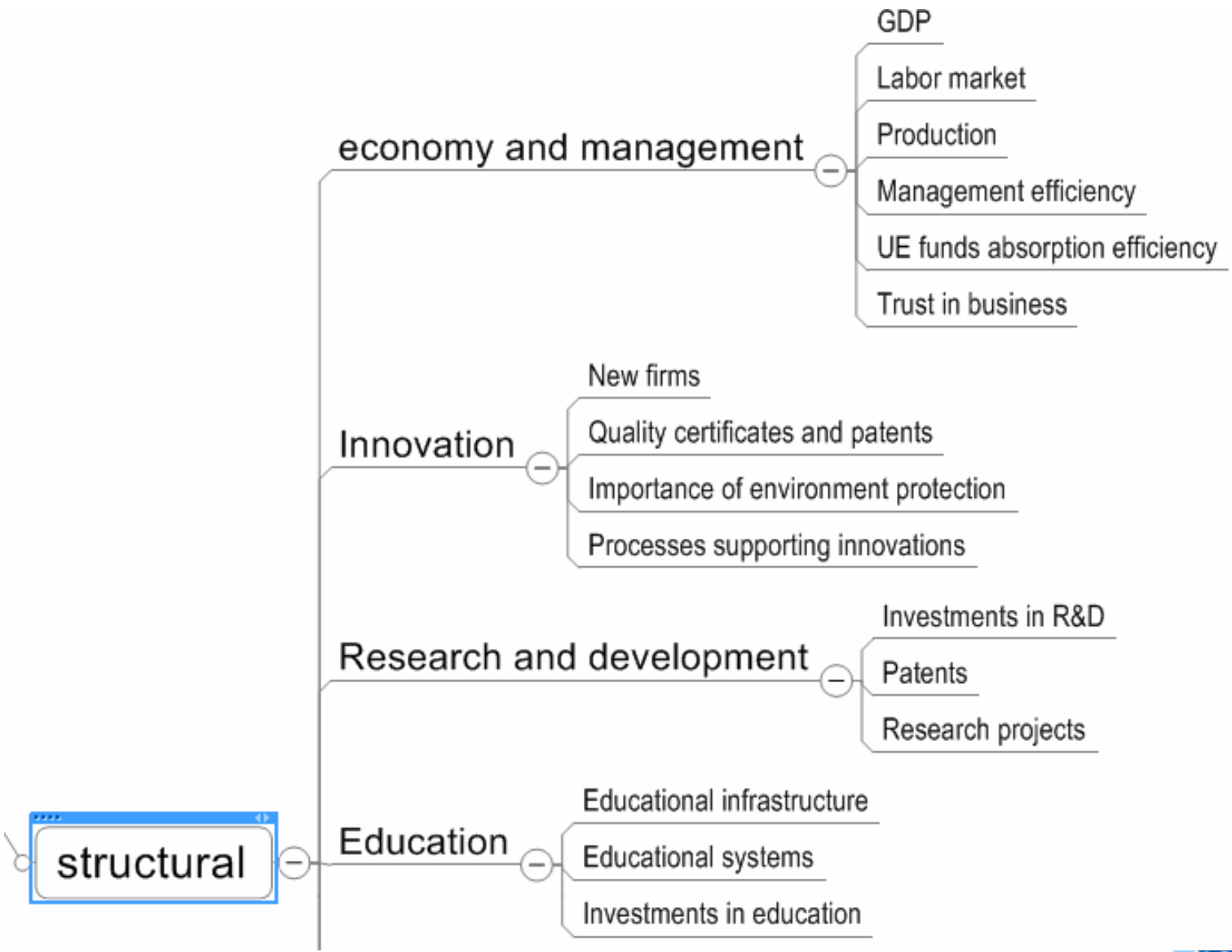

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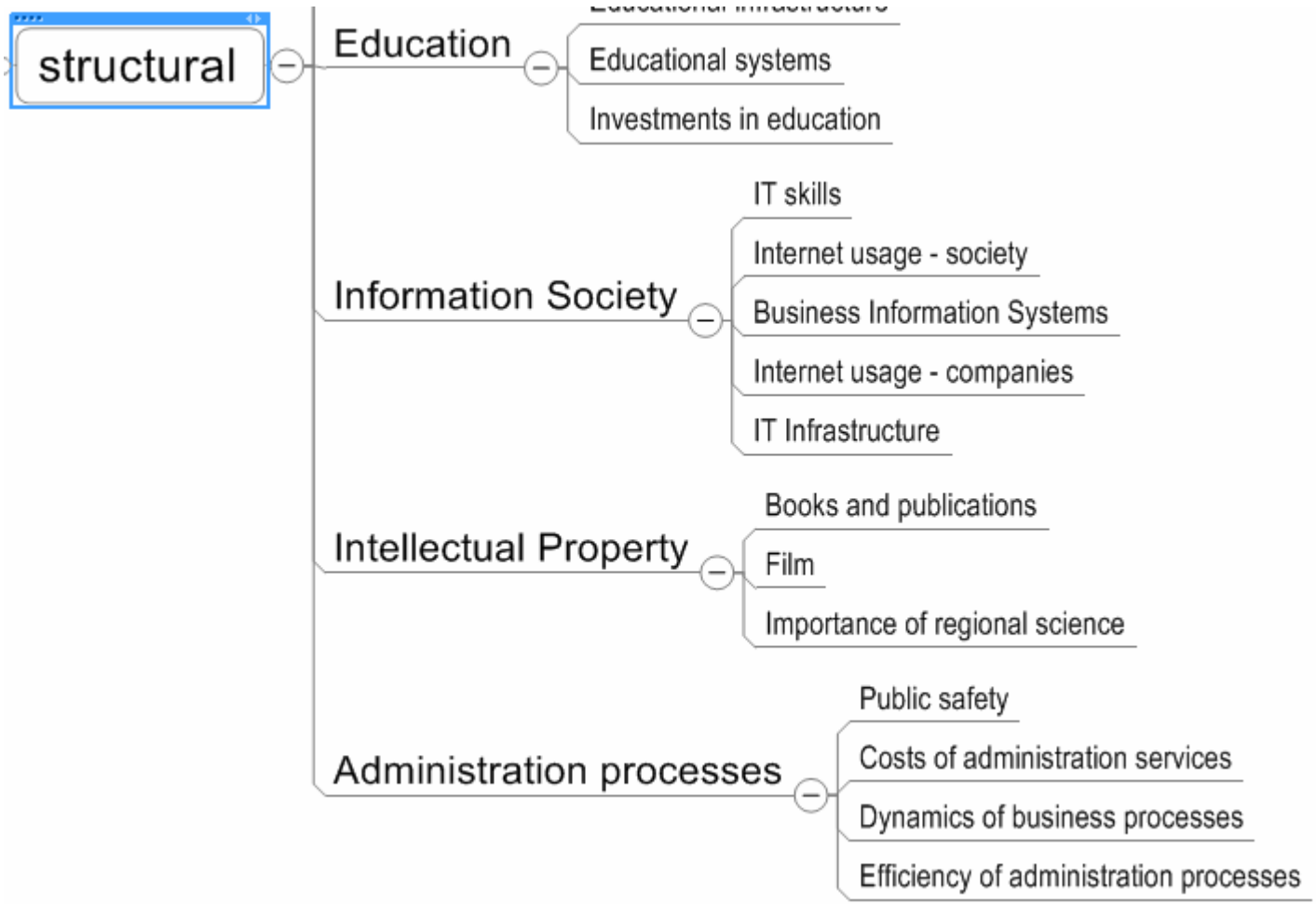

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The first pilot shows that...

- **High unemployment:** especially among poorly educated
- **Education of unemployed quite efficient:** 29% percent gets the job 12 months after the course
- **Mainly agriculture:** 38,4% of employed work in agriculture (av in PL: 16,5%, av in EU: 4,5%)
- **Quite poor innovation:** especially HE > Business transfer

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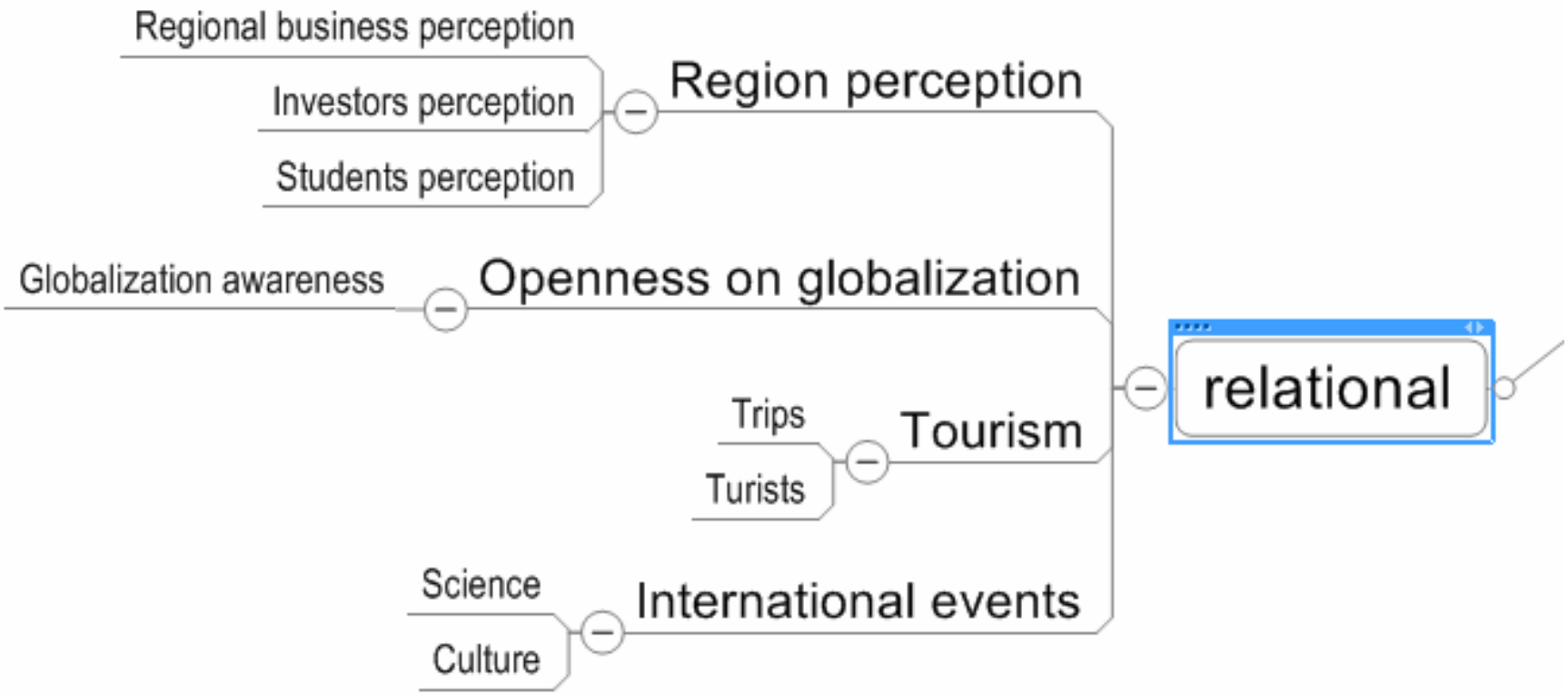

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The first pilot shows that...

- **We are open for foreigners and other races**
- **Many foreign visitors...**
- **...but not to much foreign students**

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Challenges

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To many indicators **(app. 180)**

F180 | fx | Culture

	A	B	C	D	E
1	**Code**	**Importance (Leif)**	**Definition**	**IC group**	**IC Category**
2	H01	K	The expenses on education in home budget	**Human capital - individual**	Education
3	H02	G	The correspondence between the respondent's income and his/her education	Human capital - individual	Education
4	H03	T	Job activity of students	Human capital - individual	Education
5	H04	K	Willingness to develop qualifications	Human capital - individual	Education
6	H05	T	Application for courses and training	Human capital - individual	Education
7	H06	K	Knowledge of foreign languages	Human capital - individual	Education
8	H07	G	Willingness to have the Internet access at home	Human capital - individual	Education
9	H08	G	Informal education	Human capital - individual	Education
10	H09	K	The number of books read during a year	Human capital - individual	Education
11	H10	T	The frequency of buying newspapers or magazines, subscription	Human capital - individual	Education
12	H11	K	The correspondence between the number of jobs performed by occupationally active people and years of the	Human capital - individual	Mobility
13	H12	K	Willingness to take part in courses and training, to develop qualifications	Human capital - individual	Mobility
14	H13	G	Tendency to self-development, self-education	Human capital - individual	Mobility
15	H14	K	The same place of living and the place of birth (outside the region)	Human capital - individual	Mobility
16	H15	G	Parents' jobs	Human capital - individual	Mobility
17	H16	K	The average life-expectancy	Human capital - individual	Quality of life
18	H17	G	Frequency of suffering from illness of civilization	Human capital - individual	Quality of life
19	H18	K	The number of inhabitants in particular age groups	Human capital - individual	Quality of life
20	H19	T	Availability of infrastructure	Human capital - individual	Quality of life
21	H20	T	The amount of time you wait for an ambulance on average	Human capital - individual	Quality of life
22	H21	T	How much time does it take an ambulance to get to hospital on average?	Human capital - individual	Quality of life
23	H22	K	Death rate in accidents	Human capital - individual	Quality of life
24	H23	G	The number of hospital beds per square kilometre	Human capital - individual	Quality of life
25	H24	K	How much time does it take you to get to the nearest national airport on average?	Human capital - individual	Quality of life
26	H25	T	How much time does it take you to get to the nearest international airport on average?	Human capital - individual	Quality of life
27	H26	T	How much time does it take you to get to work on average?	Human capital - individual	Quality of life
28	H27	K	Income	Human capital - individual	Quality of life
29	H28	T	Percentage of people in particular tax groups	Human capital - individual	Quality of life
30	H29	K	Percentage of population at various levels of wealth in comparison with the average income	Human capital - individual	Quality of life
31	H30	K	Satisfaction from earnings	Human capital - individual	Quality of life

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Aggregation, correlations and trends...

... in case of **no benchmarking and dynamics**

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the Future?

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Lublin – City of History

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Lublin –
City of Artists

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Lublin – City of Poets

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Lublin – Knowledge City (?)

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Thank you!

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