

Szczecin

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Main challenges

The end of the first decade of the twenty-first century enhances the number and the impact development challenges faced by the Szczecin. Their formation over a long period of time causes the topicality retains some challenges set out in the Strategy for Development of the City of Szczecin part of 2015.

The impact of the challenges is further strengthening (eg. integration processes and globalization), some of which they have been substantially relaxed as a result of decisions (eg. making up the civilization gap in the development of technical infrastructure and social). Within the next several years decisions economic, social and spatial city in ever greater extent will be affected by adverse changes in the demographic structure of the population. Among the strong, developing national and international environment trends that will shape the future development the city, there are processes metropolitisation.

Specific challenges

The challenge, which in particular will determine decisions by the city government is decreasing the rate of development of Szczecin and the deepening gap to other provincial cities. The most important challenges, be taken into account in the process of multidirectional socio-economic development of Szczecin until 2025, should be also include:

- More efficient use of development potentials of the city for a stronger diversification of transport the economy and the development of new forms of economic activity
- Building a competitive advantage, in place of comparative economic Szczecin, necessary for the long-term effects on the international market under free movement of goods, services, capital and people and advancing globalization
- Preventing adverse demographic trends, resulting in an aging population and depopulation of the city; laying the foundations for urban migration policy
- Stronger and more effective integration of industry knowledge, innovations and economy for building a modern, competitive knowledge-based economy
- Shaping the conditions of teaching and personal development of children, youth and adults, and access to techniques in order to build the information society
- Counteracting marginalization of Szczecin, associated with the proposed course of transnational corridors High development along the axis A2 and A4 bypass West Pomeranian region, by participating in strategies
- Developing functional connections with their immediate surroundings, both national and internationally, in the face of integrating Europe
- The inclusion of Szczecin to common concept of network cooperation among towns and Baltic regions for the construction of a global integration zone for the development of the European Pentagon (attraction investments, functional integration with the surrounding urban areas, strengthening capital natural and cultural, etc.)
- Strengthening the identity of the inhabitants, the development of pro-social attitudes, pro-innovation and greening
- Development of civil society

The long-term vision of Szczecin - Szczecin correlation Development Strategy 2025 with the strategy of brand management

Potentials

Directions and objectives set out in the Development Strategy until 2025 Szczecin (SRS 20,250 years correspond to ideas resulting from the city's brand strategy, as indicated by the vision of Szczecin future. Strategy branding, which provides guidance for long-term communication process of the city as a brand with stakeholders, based on undisputed potentials of Szczecin, which are:

- Water, green space,
- Openness to ideas and entrepreneurship residents
- Tolerance, freedom and respect of nature,
- Multiculturalism and the international community,
- Geopolitical situation - cross border.

The use of the above mentioned potentials, including the need for strategic planning and responsibility for the unique natural values of the city, is the basis for the vision of Szczecin Floating Garden 2050 project,

Szczecin Floating Garden Project 2050

The Floating Garden Project 2050 distinguishes by Szczecin from other urban centers of Polish and European. Document SRS 2025 reflects this vision, and presented development directions correspond to the long-term assumptions brand strategy, clarifying rules for their implementation in the next 15 years.

Green areas and water cover more than half Szczecin's territory. Places like this can hardly ever be found in today's Europe.

Water, greenery, and freedom – this is what Szczecin is. A modern city which surprises you with its diversity and interesting ideas on how to spend your free time. The Baltic Yachting Centre is one of few places where you can sail on a river, a lake, or a lagoon. Szczecin is one of the most important destinations on the Polish and European yachting map as well as the biggest state-of-the-art Baltic marina. A conglomeration of islands, canals, beaches, and bays. A unique Floating Garden – the city that modifies your views on what life is for.

Directions for development

The directions of development of the city allow the adoption of the following, desired Vision 2025 Szczecin:

- Szczecin - a city metropolitan, with intense relationships with foreign countries, mainly Germany and Scandinavia, appealing to neighboring municipalities, the city open to new ideas and newcomers from other regions and countries.
- Szczecin - postindustrial city, offering attractive jobs, services development center modern and some traditional services (including port and - shipping).
- Szczecin - a city that invest in knowledge-oriented modern education, having rich offer education at university level, also for foreigners.
- Szczecin - a city which is an important center of development of the IT, technical innovation technological and research in selected areas (eg. genetics, nanotechnology, ocean engineering).
- Szczecin - a city with a developed transport and logistics hub, based on the seaport and inland waterways, road, rail and air.
- Szczecin - a city with considerable resources of greenery and water, safe, friendly and attractive to residents, investors and tourists, offering rich cultural and quality living and recreation

Local zoning plans

Development potential

Szczecin will become a modern port city, center of the region of Pomerania and the southern Baltic Sea, a place of intense cross-border cooperation and European metropolis at the crossroads of transport routes.

The mission of our city

Constantly developing cooperation Polish-German-Scandinavian (Szczecin is the capital of the Euroregion), the choice of the city as the seat of the NATO command and staff support the growth of the international importance of the city. The proximity of Berlin, which is currently the fastest growing metropolis in Europe, creates an additional opportunity for the development of Szczecin. Szczecin should become the capital of Germany addition to the development of many functions, primarily services, recreational and administrative office space.

Major events

Here we have a raison d'être Convention and Exhibition Center, the further development of the international trade fair. The city can become a center of cultural events on an international scale (festivals, exhibitions, performances). In terms of new administrative division miastotwórczą important function is to develop the main administrative and service for the entire region of north-western Polish. Should continue to follow the development of scientific center of Szczecin, especially independent non-university research institutes, and should complement the existing institutions of the missing academic disciplines (eg. Arts).

Szczecin metropolis - Agenda 21

Any action planning, investment, organizing and regulators should seek to attain the position of Szczecin metropolis of European importance. A precondition for this position is to formulate and implement the principles of Agenda 21, adapted to the local situation. The study of conditions is one of the activities of the city on the path of sustainable development taking into account the need to solve environmental problems together with problems of economic development in partnership with society. An important sector of cross-border cooperation is the planning, undertaking joint analytical studies to studies, coordination plans.

Transport

The key for the development of the city is to improve the transport system in the region and the city. Will be necessary construction of new highways: the A3 motorway, expressway towards Gdansk and Kaliningrad (Via Hanseatica) and Warsaw and Lvov, Berlin motorway modernization and streamlining border crossings. Important for the city and region will be construction of the bypass road with crossing Police station and the ring road. The modernization of rail transport is the development of high-speed passenger connections (TGV), including modernization of infrastructure maintenance. Very important is the modernization of the water connections to Berlin (and continue with the rest of Europe) via the Oder-Havel canal, which will affect the development of cargo shipping and passenger. The modernization of the airport in Goleniów and the construction of a small municipal airport in Szczecin Dabie improve the availability of the city.

Maritime economy

One of the most important trends is the growth of maritime economy, as historically grounded basis for the development and existence of the city. Great emphasis should be placed on the development of port and industrial functions. The main directions of transformation in the industry should be reducing or eliminating energy-intensive and material-intensive industry, industrial development the highest technology, the use of scientific potential and the local labor market.

Tourism

The city's location at the junction of the road system of land and water, immediate vicinity Baltic coast, proximity to cities in central Europe and Scandinavia, rich natural and cultural environment of the city and the region and the availability of large bodies of water within the city limits indicate the development of tourism function and the need to invest in areas adjacent to waters, seaworthy, tourism and water sports. Of particular importance may be called. Channel tourism and services in the field of water tourism and weekend recreation services provided to the residents of Berlin.