

Konin.

Green City of Energy

**Strategy of City Development
2020-2030 Plan**



**Each city,
in order to
develop,
needs to
determine its
concept.**

prof. dr hab. Jerzy Hausner
„City Concept – a new approach to urban development”

A concept of Konin

Green City of Energy.

Konin is a place with pulsating energy of both modern human- and environmentally-friendly technologies, as well as the energy of interpersonal relations, creativity and entrepreneurship.

It is a healthy city, full of greenery, recreational areas and ecological solutions.

A city where people's energy connects with the energy of nature.



Concept of Konin as seen by its residents

We asked the residents how they understand
the conception of the Green City of Energy.

Konin - the Green City of Energy *means:*



City's Mission

**We spark off the
energy of people
and nature to
create together
a modern and
healthy city.**



Our Values

Values guide our behaviour and determine how we achieve our goals, therefore, while implementing our vision, we are going to be driven by **three values:**

1

Joy of co-creation

It is courage in creating new things, undertaking activities, implementing initiatives and unconventional solutions. It is satisfaction of searching for new inspirations, solutions to challenges, overcoming problems, developing ideas. It is a sense of fulfilment. Youth, creativity, the world of beauty. It is also a pleasure of being active, excitement in life, freedom, curiosity, independence, openness to novelties. It is a continuous initiative, socialising, building relations based on inclusion and respect. It is a spirit of entrepreneurship and creativity, co-developed from the grassroots.



2

Harmony with nature

It is the residents, fully aware of the nature and treating the town's greenery with respect. It is an inner balance between economic growth and ecology. Harmonious, sustainable development. It is a spatial harmony: matter harmonically integrated into nature, balance between urban planning and nature. Relaxation, awareness of being part of something bigger. Greenery, which is environmentally friendly attitude. Respect for what we have, what we possess, respect for one another. A town that is accessible and functional, harmonically designed in a way that is friendly for the elderly and the disabled.



3

Mutual trust

To wspólnota budująca poczucie bezpieczeństwa mieszkańców. Clarity and transparency of relations, bilateral communication and transparency of intentions, reciprocation and sincerity in interpersonal relations. It is openness towards people, diversity and change around us. Optimism in performance. Certainty that the common and the individual good is the focal point of developmental plans of the city and its residents. It is peace of mind, assurance that all aspects of development are secured. Prediction of changes, a sustainable plan for the future, adapted to the fast-changing reality.



Our Values

3 primary strategy goals for the years 2020-2030



01

To spur the residents into action.

02

To transform the city's sources of wealth.

03

To create conditions for good living.



We spur the residents into action

We create conditions for the residents' activity and implementation of their ideas. We stimulate entrepreneurship and create development prospects for all the residents of Konin. We draw on their creativity and mutual trust. We focus on learning new competences, necessary in the modern economy. We create conditions for business and innovation development, and grant access to necessary resources.

01



02



We transform the city's sources of wealth

Our aim is to become the leader of energy industry transformation in Poland. To achieve this we are using modern economy and renewable energy. We are creating conditions for the development of new technologies and solutions. We are developing low emissions technologies. We focus on bringing out business potential from natural, green resources of the city as well as its central location.





03

We create conditions for good living

We use the natural values, the presence of the river, lakes and the green ice-marginal valley in the heart of the town in order to create an exceptional place for living. We are improving the residents' quality of life. We are creating attractive spots for leisure time activities. We are increasing the comfort of moving around the town. We are widening the city's cultural and recreational offer. We are creating a healthy city.



**We have 3
pillars and
6 areas of
development**

**to help us
implement
the city's concept
and our goals:**

**Energy
of
People**

**Social
Energy**

**Sparking off
Creativity and
Entrepreneurship**

**Green
Energy**

**New
Sources of
Energy and
Business**

**Modern Transport
and Eco-friendly
Infrastructure**

**Greenery
in Town**

**Healthy
Lifestyle**

**Space
for People**



1

Energy of People

**Social
Energy**

**Sparking off
Creativity and
Entrepreneurship**

**What do
we want to
achieve?**

**Konin is a city where
people desire, have
potential and take action.
They inspire one another.
They create a community.
They feel connected to
their town. They trust
one another and
the institutions.**

Energy of People

Social Energy

Residents' well-being and building a sense of community is as important as the economic development of the city.

We are going to **activate the community of Konin and engage it in an open dialogue with the town, to build a culture shaped by democracy – created by the residents and for the residents.**



fot. Anna Małkiewicz

ENERGY OF PEOPLE

Sparkling off Creativity and Entrepreneurship

Konin needs new, brave concepts and ideas, as well as people and organisations which will implement them effectively.

We shall build the **ecosystem of innovations**, support the development of research projects and inspire search for new, ground-breaking paths of development.





2

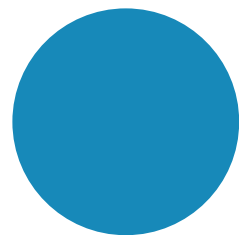
Green Energy

**New sources
of energy
and business**

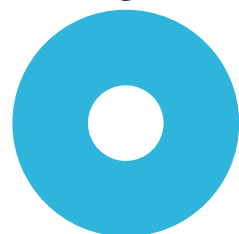
**Modern transport
and green infrastructure**

**What do
we want to
achieve?**

**Konin is a city where
people earn good money
on modern technologies,
while caring for
the environment.
They use natural, green
resources and the city's
central location for
their businesses.**



Green Energy



New sources of energy and business

Investing in alternative sources of energy is not only a necessary response to climate change, but also an opportunity for Konin and its residents to **develop their economy steadily.**

We are going to base the city's development on specialisation in energy production, using the potential of people, investment areas and natural assets to build new sources of city's wealth.



Green energy

Modern transport and eco-friendly infrastructure

Eco-friendly infrastructure is becoming responsibility of all modern cities.

We use new, low-emission technologies in transport and construction to have a **positive effect on the environment**. We will increase the comfort of moving around the town and surroundings for residents and visitors.





3

Greenery in town

**Healthy
lifestyle**

**People-friendly
space**

**What do
we want to
achieve?**

**Konin residents like
going out to hang out in
a friendly urban space.
They have places to rest.
They move around easily
and comfortably. They take
care of themselves
and the environment.**

Greenery in town

Healthy lifestyle

Humans are part of nature.
**Our bodies develop best in harmony
with the nature.**
**We will create the surroundings
favourable for mental and physical health
and increase the awareness of
benefits of outdoor.**



Greenery in town

Space for people

A city where people like to live is a well-organised space, and moving around and staying there is pleasant and a reason for pride.

We want to create an inclusive, friendly urban space, good for relaxation, which also motivates to act.





fot. Marika Sypniewska

How do we implement?



We appoint interdisciplinary **project teams which involve various departments, units and specialists to execute priority development projects. We act together and effectively.**

We execute the planned tasks and regularly review the strategy. We evaluate the effects of actions on a yearly strategy workshop and design further ones which ensure the maximum development potential.

We start an electronic **Strategy Coordination System to monitor all the strategic projects and promotion. Thanks to it we can execute development tasks smoothly, control expenditure and create a consistent image of the city.**

Konin's future depends on all of us.



www.konin.pl