



European Union
European Regional
Development Fund



Action plan

Kujawsko-Pomorskie Voivodeship



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1. Executive Summary

Summary in your own language.

Plan działania pn. *Promocja żywności wysokiej jakości pochodzącej z województwa kujawsko-pomorskiego i wzrost konkurencyjności MŚP z sektora rolno-spożywczego*, oparty zostanie o inteligentną specjalizację regionalną *Zdrowa i bezpieczna żywność*. Skupia się ona na innowacyjnej produkcji, przetwórstwie żywności, w tym innowacyjnych opakowaniach, metodach certyfikacji/kontroli jakości oraz edukacji konsumenckiej. Idea tej specjalizacji wynika z funkcjonowania wypracowanego system „od pola do stołu” wraz ze wszystkimi powiązanymi aspektami produkcyjnymi i usługowymi. Bezpieczeństwo żywności odnosi się do łańcucha żywnościowego, rozumianego jako następstwo rozmaitych etapów i procesów zachodzących w produkcji, przetwórstwie, dystrybucji, magazynowaniu, postępowaniu z żywnością oraz jej składnikami, poczynając od produkcji pierwotnej, aż do finalnej konsumpcji. To również ogół tworzonych warunków i podejmowanych działań na wszystkich etapach produkcji i obrotu żywnością w celu zapewnienia ochrony zdrowia i życia człowieka. Specjalizacja obejmuje również branże powiązane, takie jak: produkcja nawozów i opakowań oraz procesy logistyczne (np. dystrybucja, magazynowanie).

Przyjęcie systemu produkcji żywności wysokiej jakości, jako specjalizacji w ramach IS w województwie kujawsko-pomorskim odnosi się do wysokiej kultury rolnej regionu, wspartej wysoką i bardzo wysoką klasą gruntów rolnych oraz rozwiniętym sektorem przetwórstwa żywności. Szczególne znaczenie, będące dodatkowym uzasadnieniem dla tej specjalizacji, ma również profil regionalnych uczelni wyższych.

Działania zaproponowane w ramach niniejszego Planu Działania obejmują:

1. Rozwój regionalnej marki „Dziedzictwo Kulinarne Kujawy i Pomorze”, promujące rozwój regionalnej marki i producentów żywności zarówno na rynku krajowym, jak i międzynarodowym;
2. Rozwój rynku regionalnego żywności wysokiej jakości poprzez udział w konkursach, dzięki którym możliwe będzie przyciągnięcie uwagi potencjalnych konsumentów do produktów regionalnych naszego województwa;
3. Rozwój rynku regionalnego żywności wysokiej jakości poprzez udział w targach i wystawach, wykorzystanych jako narzędzie do kreowania pozytywnego wizerunku tradycji i przedsiębiorczości w zakresie produkcji żywności w regionie;
4. Projekt „Dobre, bo nasze”, będący nową formą promocji sektora żywnościowego poprzez wywiady z przedsiębiorcami;
5. Innowacje w sektorze produkcji żywności, czyli działanie wspierające współpracę pomiędzy jednostkami naukowymi z regionu i przedsiębiorcami.

Wymienione wyżej działania finansowane będą z budżetu Województwa Kujawsko-Pomorskiego, budżetu zaangażowanych interesariuszy lokalnych (przedsiębiorców z sektora spożywczego), jak również z Regionalnego Programu Operacyjnego Województwa Kujawsko-Pomorskiego i będą wdrażane w II fazie trwania projektu, tj. od lipca 2018 roku do końca marca 2020 roku.

2. General information

Project: NICHE

Partner organisation: Kujawsko-Pomorskie Voivodeship

Other partner organisations involved (if relevant):

Country: Poland

NUTS2 region: Kujawsko-Pomorskie

Contact person (email, phone number, website): r.modrzewski@kujawsko-pomorskie.pl

3. Policy context

The Action Plan aims to impact (choose one):

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name of the Policy Instrument addressed: Regional Development Programme of Kujawsko-Pomorskie Voivodeship 2014-2020 (CCI number: 2014PL16M2OP002)

4. Overview of the current situation

The potential of Kujawsko-Pomorskie companies in terms of innovativeness:

In 2016, at the request of the Marshal's Office, the evaluation of food sector enterprises from Kujawsko-Pomorskie Voivodeship with regard to innovation management was carried out on the basis of the IMP³rove Assessment prepared by the European Innovation Management Academy.

20 companies representing the following industries were included in the evaluation:

- meat processing industry (30%), both conventional and organic
- vegetable processing industry (15%)
- spice production (15%)
- other (40%).

As regards the size of the companies (number of employees, annual turnover), the companies included:

- small enterprises (40%) - number of persons employed ≥ 10 and < 50
- medium-sized enterprises (35%) - number of persons employed ≥ 50 and < 250
- micro-enterprises (25%) - number of persons employed < 10

The surveyed companies achieved an average innovation management result of 39.30%, of which:

- 10 of the surveyed companies scored higher than average
- 3 companies scored higher than the average of all companies in the IMP³rove database
- 1 enterprise scored higher than innovation management leaders

Innovation strategy provides a company with a direction of development so that all activities undertaken in the field of innovation management bring about the greatest possible economic, sales or quality effect, e.g. selection of appropriate innovative projects and ideas in the scope of improving existing or developing new products.

The average result of the surveyed enterprises in the area of innovation strategy was 32.10%, of which:

- 11 of the surveyed companies scored higher than average

The analysis of the IMP³rove Evaluation Reports demonstrates that most enterprises from the food sector in Kujawsko-Pomorskie Voivodeship do not possess documents that relate to their strategy or programme, which would make it possible to determine the directions of their overall development. This does not mean, however, that these companies do not have a vision of development or strategic objectives - they are usually informal and not reflected in the company's documents. Only 2 companies out of 20 surveyed declared that the company's vision is written down in the documents to which all employees have access. This results in the fact that these companies do not have any formal procedures for implementing innovations either. This applies both to the innovation strategy and the procedures and processes for generating, evaluating and implementing innovative ideas and introducing product improvements. The main persons responsible for improving products and services and determining the companies' direction of development are top management representatives - owners and executives supported by the lower management staff. This state

of affairs is due mainly to the size of enterprises, the organizational structure of which has no separate departments which would be responsible only for the development and implementation of innovations.

However, many food industry operators are systematically making improvements in their offers and launching new products and services onto the market. Despite the absence of strategic and long-term plans, supported by appropriate research, as well as marketing and development analyses, companies achieve significant market successes. This is largely due to the top executives' intuition and experience in the management area. When developing innovations, enterprises do not set specific objectives in terms of time of their introduction, budget or quality. As a result, these companies lack the tools to evaluate the results of these innovations and to improve the process of their implementation.

A surprisingly large number of entrepreneurs consults the introduction of innovations with scientific entities, using, among others, the following methods:

- innovation and research vouchers, implemented under the Regional Operational Programme of the Kujawsko-Pomorskie Voivodeship for 2007-2013 or participating in the framework of the Network for Innovation in Agriculture (Rural Development Programme 2014-2020), integrating farmers, entrepreneurs and science.

Unfortunately, such cooperation for most companies is occasional and responds to short-term market analyses, including actions taken by competitors. Improving the effectiveness of innovation management in the analysed enterprises requires the following actions:

1. Making the executive aware of the fact that the level of innovation management is lower than the average and verifying the reason for this state of affairs through counselling and in-depth analyses
2. Preparation by the enterprises of strategic documents or documents of strategic nature and procedures that will help to improve the innovation management process.
3. Preparation and selection of tools that allow to evaluate the effectiveness of the implemented innovations on an ongoing basis.
4. Conducting training or other educational activities for the representatives of enterprises, the subject matter of which being the preparation of strategic documents and the documents regarding innovation management.
5. Encouraging enterprises to use a wide range of development services, available for the Micro, Small and Medium Enterprises sector, co-financed, among others, under the Regional Operational Programme of Kujawsko-Pomorskie Voivodeship for 2014-2020, the Operational Programme Knowledge Education Development for 2014-2020 or other assistance programmes.
6. Drawing the attention of the Business Environment Institutions operating in Kujawsko-Pomorskie Voivodeship, offering advisory services, including pro-innovative services in the area of technology transfer, internationalization of enterprises and digitization of the economy, to the issues of optimization of the innovation management process in the enterprises.
7. Taking into account the results of the IMP3rove Evaluation and the conclusions and recommendations of this report during the process of updating the Regional Innovation Strategy for Kujawsko-Pomorskie Voivodeship for 2014-2020. The strategy should take into account the professionalisation of the process of innovation implementation in enterprises.

5. Action 1: Developing regional brand “Culinary Heritage of the Kuyavian and Pomeranian region”

5.1 Background

The Kujawsko-Pomorskie Voivodeship joined the European Network of Regional Culinary Heritage, which was established in 1995, in 2010 by virtue of a resolution adopted by the Provincial Parliament and created the regional network of Culinary Heritage of the Kuyavian and Pomeranian region.

The European Network of Regional Culinary Heritage is a network-gathering member regions from all over Europe whose common goal involves development by promotion of local and regional foods. The main assumption of this initiative consists of promoting increased production and consumption of regional food as a way of developing small enterprises and tourism in member regions.

The characteristic mark, namely a white chef’s hat, so-called toque, with w knife and fork on the blue background and inscription: “Culinary Heritage of the Kuyavian and Pomeranian region” confirms that foodstuffs and dishes bearing the mark are characterised by highest quality. Choosing products with the mark, one purchases food connected with Kujawsko-Pomorskie Voivodeship and made of raw materials derived from the region and with the use of traditional recipes and methods.

The regional network of Culinary Heritage of the Kuyavian and Pomeranian region conducts activities aimed at supporting development of the market of traditional food based on local resources as well as promotion of culinary tourism. Presently our network includes 57 small and medium enterprises of the agriculture and food sector operating in the territory of Kujawsko-Pomorskie Voivodeship. They include ecological product processing plants, which process cereals, vegetables and fruit as well as apiaries, dairies, butchers’, mineral water bottling plants, oil manufacturers, warehouses, stores with high quality food and restaurants and catering companies.

The policy instrument take into account in this action plan is Regional Innovation Strategy. One of the intelligent specializations is: *food safety and personalized food – processing, fertilizers, packages*. One of the goals of this specialization is enhancement of regional brands through innovative business models and marketing innovations leading to better competitiveness of Kujawsko-Pomorskie Voivodeship.

Branding the region is also noticed as the kind of Good Practice from other project partners that we can import to our region and learn from these Good Practices: The Food Coast: Donegal, Ireland; LegenDerry: Derry-Londonderry, Northern Ireland; South Ostrobothnia , Finland: Food Province. These good practices contribute directly to the action.

5.2 Action description

This action is to develop the Culinary Heritage of the Kuyavian and Pomeranian brand in both national and international scale and increasing the recognition of the brand, as well as members of the

regional brand. The regional brand needs to be significantly stronger than currently in order to members to be able to benefit from it and to use the brand as a tool for innovative working.

Presenting the culinary offer of members of the regional network of Culinary Heritage of the Kuyavian and Pomeranian Region, we would like to draw attention to attractive facilities and places, which are located nearby and are worth visiting as regards their history, culture as well as tourist and natural values.

Key tasks are:

- Administration (management) of the regional network of the Kuyavian Pomeranian Culinary Heritage.
- Organization of events, fairs, festivals at the national and international level and the preparation and dissemination of promotional materials;
- Admission of new network members according to the existing membership rules in the Network;
- Administration and updating of the website www.culinary-heritage.com
- Exchange of knowledge and experience through the participation in the Forum of member regions associated in the European Network of Regional Culinary Heritage.

5.3 Stakeholders involved

The action is led by Marshal's Office of Kujawsko-Pomorskie Voivodeship, which is a regional authority. Involved in the process in close cooperation are the interested members of the regional brand and stakeholders of the region such as cluster "Spizarnia Kujawsko-Pomorska", which also unites members of regional brands.

5.4 Time frame

June 2018 – December 2019

5.5 Costs

Budget of this action will consist: approximately 25 000 € from budget of Marshal's Office of Kujawsko-Pomorskie Voivodeship. Costs will be the salaries of the work in Marshal's Office of Kujawsko-Pomorskie Voivodeship. The input from other food sector stakeholders is expected.

5.6 Funding

The costs will in general be covered by budget of Marshal's Office of Kujawsko-Pomorskie Voivodeship and budget of the stakeholder involved in the action.

5.7 Expected impact on SMEs

The action is expected to have notable impact on the local SMEs.

The development of the "Kuyavian-Pomeranian Culinary Heritage" brand is aimed at creating an informational competitive advantage, with a particular emphasis on identifying with the region and

building loyalty of buyers towards "local" products, services or entrepreneurs. It aims at strengthening the competitive position of the members of the regional network in regional and national markets, with a view to entering EU markets. Building a regional brand is one of the tools for gaining advantage in competition and singularising the region. A strong brand does not only guarantee an increased interest, more tourists or investors.

5.8 Expected impact on innovation level

Branding the region in the pilot action will also have a positive impact on innovation level.

The self-government authorities are responsible for formulating the voivodeship's development strategy whose objectives include, among others, "stimulation of economic activity" and "increasing the level of competitiveness and innovativeness of the voivodeship's economy", as well as for the implementation of the voivodeship's development policy, which includes, among others, "creating conditions for economic development, including creating a labour market". The voivodeship's development policy also covers other activities which indirectly contribute to creating a good economic climate. Brand building constitutes a very strong support for the development of innovative processes and increasing the competitiveness of local enterprises.

5.9 Action monitoring

The main tool for monitoring the action will be an increase in the number of members of the Kuyavian and Pomeranian Culinary Heritage regional network. Both the increase in the brand recognition on the market and the interest in the brand through potential customers will have a measurable impact on the number of enterprises (SMEs) participating in the project - a greater number of potential members will be interested in membership in the Network. Moreover, a very valuable tool for monitoring the implementation of the action will be the number of people visiting the website www.culinary-heritage.com, which will also indicate an increased brand recognition on the domestic and international market.

6. Action 2a: Development of the regional market of quality food producers through competitions.

6.1 Background

All promotional activities carried out by the Marshal's Office are the implementation of the provisions of the Voivodeship Development Strategy, under the strategic objective of "Modern agri-food sector": *"The creation of the voivodeship's brand as the leading food producer in Poland is seen as an important opportunity for the region's development. Creating a nationally recognisable regional brand requires an effective promotion of regional food products. Promotional activities will also be addressed to the inhabitants of the voivodeship, which will indirectly serve to build a regional identity. An opportunity for development is also seen in the production of branded regional food products, which, due to their uniqueness and the highest quality, will be certified. On account of the narrower group of recipients to*

whom organic and branded food is addressed, the voivodeship's activities in this respect will be focused primarily on promotional effects, and to a lesser extent on measurable economic results".

Examples of good practice:

The Food Coast – Donegal's Good Food Initiative.

Agronutritional Cooperation of the Region of Crete.

6.2 Action description

Various regional and national competitions are an excellent form of promoting products that are manufactured by companies from the region. The Marshal's Office is involved in numerous activities that encourage participation, such as sending invitations and initiating participation. The purpose of the competitions is to distinguish and promote the best food producers and to draw consumers' attention to their products, which are characterized by high quality of products, traditional production methods, and the lack of synthetic additives.

The most important competitions include:

1. Polish Food Manufacturer.
2. Taste of Regions Fair Medal.
3. The Best Food Product of the Pomeranian and Kuyavian Region.
4. Our Culinary Heritage.

6.3 Stakeholders involved

Kujawsko-Pomorskie Voivodeship

6.4 Time frame

June 2018 – December 2019

6.5 Costs

Budget of this action will consist: approximately 2 000,00 € from the budget of the Marshal's Office of Kujawsko-Pomorskie Voivodeship. Costs will be the salaries of the work in Marshal's Office of Kujawsko-Pomorskie Voivodeship.

6.6 Funding

The costs will in general be covered by budget of Marshal's Office of Kujawsko-Pomorskie Voivodeship.

6.7 Expected impact on SMEs

Participation of entrepreneurs from the region in competitions gives them a chance to strengthen market position of their enterprises, enhance their brand on the market, intensify economic cooperation between

enterprises, and thus create a positive image of the region on the economic map of the country and Europe, which may intensify economic cooperation between companies.

6.8 Expected impact on innovation level

Branding the region in the pilot action will also have a positive impact on innovation level. The self-government authorities are responsible for formulating the voivodeship's development strategy whose objectives include, among others, "stimulation of economic activity" and "increasing the level of competitiveness and innovativeness of the voivodeship's economy", as well as for the implementation of the voivodeship's development policy, which includes, among others, "creating conditions for economic development, including creating a labour market". The voivodeship's development policy also covers other activities which indirectly contribute to creating a good economic climate. Brand building constitutes a very strong support for the development of innovative processes and increasing the competitiveness of local enterprises.

6.9 Action monitoring

Indicators:

1. number of entities that participated in the said competitions,
2. number of awards and distinctions won by the companies from Kujawsko-Pomorskie Voivodeship in the said competitions.

7. Action 2b: Development of the regional market of quality food producers through the participation in fairs and exhibitions.

7.1 Background

All promotional activities carried out by the Marshal's Office are the implementation of the provisions of the Voivodeship Development Strategy, under the strategic objective "Modern agri-food sector": *"The creation of the voivodeship's brand as the leading food producer in Poland is seen as an important opportunity for the region's development. Creating a nationally recognisable regional brand requires an effective promotion of regional food products. Promotional activities will also be addressed to the inhabitants of the voivodeship, which will indirectly serve to build a regional identity. "An opportunity for development is also seen in the production of top quality regional food products, which, due to their uniqueness and the highest quality, will be certified. On account of the narrower group of recipients to whom organic and branded food is addressed, the voivodeship's activities in this respect will be focused primarily on promotional effects, and to a lesser extent on measurable economic results".*

High level of agriculture and high potential of agri-food processing in Kujawsko-Pomorskie Voivodeship are the basis for the voivodeship's participation in important trade fairs of agricultural and agri-food sector. A large number of different events taking place throughout the year testify to the popularity of traditional food, consumers' demand for such food and the readiness of companies to compete on the domestic market. Repeated participation in events, culinary festivals, fairs or exhibitions allows us to observe the benefits

brought by various promotional activities, which affects the development of agri-food processing in Kujawsko-Pomorskie Voivodeship.

Examples of good practice:

The Food Coast – Donegal’s Good Food Initiative.

”LegenDerry” Food Brand and Foodie Destination.

7.2 Action description

The main purpose of the exhibition at shows, festivals and fairs is to present innovations and the potential of agriculture and agri-food processing in Kujawsko-Pomorskie Voivodeship, in connection with the promotion of tourist values of our region. The leading companies of the region display their products and activities at the Voivodeship exhibition stands. The companies present agri-food products, including traditional and regional products and the traditional methods of their preparation, as well as organic farming products. It is an excellent tool for creating a positive image of rural tradition and entrepreneurship at a local, regional and international level. Guests arriving at the fairs and exhibitions appreciate the special taste and quality of food products from Kujawsko-Pomorskie Voivodeship.

The main events include:

1. International agri-food fairs ‘Grüne Woche’ in Berlin.
2. Toruń Festival of Tastes.
3. Tastes of Regions Fair in Poznań.

7.3 Stakeholders involved

Kujawsko-Pomorskie Voivodeship, Kuyavian-Pomeranian Pantry, Torun Agency for Regional Development

7.4 Timeframe

June 2018 – December 2019

7.5 Costs

Budget of this action will consist: approximately 250 000,00 € from budget of Marshal’s Office of Kujawsko-Pomorskie Voivodeship, Regional Operational Programme, own resources and resources obtained by stakeholders. Costs will be the salaries of the work in Marshal’s Office of Kujawsko-Pomorskie Voivodeship.

7.6 Funding

The costs will in general be covered by budget of Marshal’s Office of Kujawsko-Pomorskie Voivodeship, Regional Operational Programme, own resources and resources obtained by stakeholders.

7.7 Expected impact on SMEs

Participation of entrepreneurs from the region in fair events provides them with an opportunity to establish trade contacts, acquire new distribution channels and markets for local food production. This allows the strengthening of the enterprises' market position, enhancing their brand on regional, national and European markets, intensification of economic cooperation between enterprises, and thus creating a positive image of the region on the economic map of Europe, which may intensify international economic cooperation between enterprises.

All activities such as encouraging manufacturers to register products on the Traditional Products List, organisation of workshops and culinary competitions, organisation of study visits in Poland and abroad, participation in fairs and exhibitions, exchange of know-how, cooperation with other voivodeships, educational and advisory projects, contribute to the region's presence on a uniform European market, enabling broad and direct economic contacts between companies, but also impose improvement of product quality. The activity of their manufacturers helps to create an attractive image of the Voivodeship which offers unique and high quality products.

7.8 Expected impact on innovation level

The same as action no. 1. culinary heritage.

7.9 Action monitoring

Indicators:

1. number of visitors to the fair.
2. number of producers present at the fair stands.

8. Action 3: 'It's good because it's ours' project

8.1 Background

All promotional activities carried out by the Marshal's Office are the implementation of the provisions of the Voivodeship Development Strategy, under the strategic objective "Modern agri-food sector": *"The creation of the voivodeship's brand as the leading food producer in Poland is seen as an important opportunity for the region's development. Creating a nationally recognisable regional brand requires an effective promotion of regional food products. Promotional activities will also be addressed to the inhabitants of the voivodeship, which will indirectly serve to build a regional identity. An opportunity for development is also seen in the production of top quality regional food products, which, due to their uniqueness and the highest quality, will be certified. On account of the narrower group of recipients to whom organic and branded food is addressed, the voivodeship's activities in this respect will be focused primarily on promotional effects, and to a lesser extent on measurable economic results"*.

High level of agriculture and high potential of agri-food processing in Kujawsko-Pomorskie Voivodeship are the basis for all promotional activities in the agri-food industry, which influences the development of agri-food processing in Kujawsko-Pomorskie Voivodeship. The interest of the mass-media is an excellent form of promotion, which favours the recommendation of high quality food.

Examples of good practice:

Ruokaverstas (Food Workshop).

8.2 Action description

The Marshal's Office of Kujawsko-Pomorskie Voivodeship plans to promote companies from the agri-food sector from our region in a new presentation form. The planned activity under the title "It's good because it's ours" aims to publish information about a selected company every two weeks on the website www.kujawsko-pomorskie.pl in the form of an interview with a person representing the company together with photographs, prepared by the press office of the local Office. The aim of the project is to promote the best regional food producers and their products, characterized by the highest quality, and the information about them will reach the readers of our website and in the form of a newsletter. The information contained in the project will provide a demonstration of the company, what it does, how long it operates, its position on the market, the most important products and services.

8.3 Stakeholders involved

Kujawsko-Pomorskie Voivodeship

8.4 Time frame

June 2018 – December 2019

8.5 Costs

Costs will be the salaries of the work in Marshal's Office of Kujawsko-Pomorskie Voivodeship.

8.6 Funding

The costs will in general be covered by budget of Marshal's Office of Kujawsko-Pomorskie Voivodeship.

8.7 Expected impact on SMEs

The participation of regional entrepreneurs in the project provides them with an opportunity to strengthen the market position of their enterprises, enhance their brand on the market, intensify economic cooperation between enterprises, and thus create a favourable image of the region on the economic map of the country.

8.8 Expected impact on innovation level

The same as action no. 1. culinary heritage.

8.9 Action monitoring

Indicators:

1. number of visits at www.kujawsko-pomorskie.pl
2. number of newsletter recipients.
3. number of submitted/presented companies in the project

9. Action 4: Innovations in the agri-food sector

9.1 Background

Kujawsko-Pomorskie Voivodeship comprises a large number of higher education facilities, organizations and research units, which are characterised by a large scientific base in terms of innovativeness in the agri-food sector. In the Kujawsko-Pomorskie Voivodeship more and more advanced innovations are observed to be introduced to the market, which in turn gain recognition on the domestic and foreign markets. Year by year, the level of innovative implementations in the region is becoming higher, and the number of enterprises aware of the positive impact of using innovations is systematically increasing.

The area of innovation covers the entire system from the production of agricultural products, through processing, to distribution and delivery to customers, together with all related production and service aspects. The specialization is based on highly advanced agriculture, a strongly developed sector of enterprises from the food industry, fertilizer production, packaging and a strong scientific background including:

- Faculty of Animal Breeding and Biology, Faculty of Agriculture and Biotechnology, Faculty of Chemical Technology, University of Technology and Life Sciences, Bydgoszcz,
- Faculty of Natural Sciences, Kazimierz Wielki University in Bydgoszcz, Faculty of Biology and Environmental Protection,
- Faculty of Chemistry, Nicolaus Copernicus University in Toruń, Bydgoszcz Branch
- of the National Plant Breeding and Acclimatisation Institute, Research Centre in Bydgoszcz, Institute of Technology and Life Sciences,
- The University of Economy in Bydgoszcz,
- Centre for Modern Interdisciplinary Technologies and Microtoxin Research Centre.

Transferring knowledge about innovations is also noticed as the kind of Good Practice from other project partners that we can import to our region and learn from these Good Practices: South Ostrobothnia, Finland: Rukoverstas (Food Workshop). These good practices contribute directly to the action.

9.2 Action description

The aim of the action is to develop cooperation between universities and scientific units and industry. New strategic objectives, operational objectives and activities have been developed with numerous participation of key communities of our voivodeship, representing, among others, schools of higher education, scientific and research institutions, representatives of entrepreneurs, business environment organisations, employers' organisations, the non-governmental sector, including also self-government authorities at all levels. The new strategy widely takes into account the issues of the information society by providing for computerisation. This action will consist in the dissemination of knowledge generated in institutions of higher education and in scientific units through:

- The organisation of conferences and meetings;
- The exchange of knowledge and experience;

- Providing information via local media and social networks;

9.3 Stakeholders involved

The action is led by Marshal's Office of Kujawsko-Pomorskie Voivodeship, which is a regional authority. There are several potential organizations. The project will involve universities and research centres specialising in research on innovation in the agri-food sector.

9.4 Time frame

June 2018 – December 2019

9.5 Costs

Budget of this action will consist budget of Marshal's Office of Kujawsko-Pomorskie Voivodeship and costs from ERDF (Regional Operational Programme for Kujawsko-Pomorskie Voivodeship). Costs will be the salaries of the work in Marshal's Office of Kujawsko-Pomorskie Voivodeship.

9.6 Funding

The costs will in general be covered by budget of Marshal's Office of Kujawsko-Pomorskie Voivodeship and Regional Operational Programme for Kujawsko-Pomorskie Voivodeship.

9.7 Expected impact on SMEs

The action is expected to have notable impact on the local SMEs. The actions will contribute to the improvement of the company's situation through the introduction of innovations, creating a new innovative company, or introducing new innovative products or services. The action aims at building a competitive advantage based on innovation in the sector of micro and small enterprises.

9.8 Expected impact on innovation level

The effect of the action will be an economic growth of the region, due to a dynamic development of the agri-food industry, through the implementation of innovations. Economic growth will be possible thanks to an increase in exports, as a result of the introduction of innovative products and services to the offer. This action will also result in strengthening the competitiveness of Kujawsko-Pomorskie Voivodeship in the country by bringing it closer to the results achieved by the most innovative Polish regions, which will allow it to join the group of European regions referred to as moderate innovators.

9.9 Action monitoring

The main monitoring tool will be the number of people attending conferences and meetings implemented in reference to the action.

10. Monitoring and Impact of the action plan

All activities will be monitored by the NICHE project coordinator. Before the end of the second phase of the NICHE project, a final report will be prepared presenting the results of the implementation of the individual actions contained in the action plan. The report will contain data obtained as a result of using the tools for monitoring individual measures included in the sections of the action plan.

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11. Signature

Kujawsko-Pomorskie Voivodeship agrees to support and promote the implementation (and where appropriate implement) the plan detailed above. I confirm that I have the required authority of my organisation to do so and that the required authorisation process of my organisation has been duly carried out.

Date: 20.06.2018

Signature:

Name and position: DARIUSZ KURZAWA, WICE-MARSHAL of the VOIVODESHIP

Stamp of the organisation (if available):



Wicemarszałek Województwa

Dariusz Kurzawa (1)

Dyrektor Departamentu
Współpracy Międzynarodowej
Sylvia Tubielewicz-Olejnik

Dyrektor Departamentu
Rolnictwa i Geodezji
(3)
Wiesław Czarnecki

Naczelnik Wydziału
Europejskiej Współpracy Terytorialnej
Rafał Modrzewski (1)



