



GRANULAR

LIVING LAB POLAND

**Better knowledge for better
rural policies**



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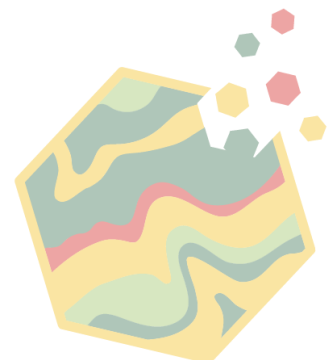
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www.ruralgranular.eu





West Pomeranian (Poland)

ABOUT THE TERRITORY



Characteristics and trends

This Living Lab covers the area of the West Pomeranian Voivodeship, which lies in the northwestern part of Poland along the Baltic Sea coast and borders Germany to the west. It is the fifth-largest region in Poland in terms of size and eleventh in terms of population. The share of rural residents in the region's total population is lower than in other parts of the country. The economy of the area is spatially and functionally significantly differentiated. The predominant area of the region is occupied by zones: agricultural economy, agroforestry economy, and intensive agricultural economy.

This region has the lowest percentage of people working in agriculture in Poland. Agriculture is characterised by large farms, a high degree of mechanization, and the best conditions for high-commodity production. A crucial environmental objective of these areas is the protection of nature. This is not only an environmental challenge but also a socio-economic one, as it needs to go hand-in-hand with regulatory restrictions.

THEMATIC FOCUS

“Our Living West Pomeranian will create an excellent condition for residents and local entrepreneurs to produce, test, and sell locally produced foodstuffs.”

This Living Lab focuses on identifying the actions necessary to increase the competitiveness of farms and food producers. This entails promoting small-scale food production and its sale directly from the farm and the requirements for adapting food production and distribution channels to the expectations and trends in consumer attitudes and behavior.



 West Pomeranian (Poland)



Living Lab

Priorities



Agri-food value chains



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<https://study.gov.pl/university/koszalin-university-technology>



Challenges

Agricultural and agri-related investments are essential factors for the development of rural areas in the West Pomeranian Voivodeship. Land resources, agricultural productivity, and agrarian structure allow for obtaining large quantities of agricultural products, which require management and possible processing. These problems are mainly due to the different degrees of accessibility of the rural regions, small-sized communities in these areas, their low population density, their social and economic structure, and the nature of the links between entities both within and outside these areas.

An additional obstacle for rural entrepreneurs includes the small size of local markets and limited access to necessary services, such as financial services. Production and sale of organic food by a farmer or a small processing plant require appropriate institutional support. It is crucial to boost the creation of innovative solutions that will increase the importance of local markets, the number of participating producers and consumers, the diversity of the offered assortment, the volume of sales and the dynamisation of the local economy by creating, among others, jobs and new services.

ABOUT THE LIVING LAB



Objectives

- To strengthen and consolidate short supply chains in the region;
- To define a proposal for changes in national and EU regulations enhancing short supply chains;
- To identify actions requiring urgent support to mitigate and adapt farmers to climate change, defining a long-term perspective for land use management, considering biodiversity, food supply, green energy, and resource security.



Composition

The core group of Living Lab consists of several stakeholders, including representatives of agricultural organisations, farmers, representatives of non-governmental organizations, representatives from the local community, and scientists.





GRANULAR

GRANULAR is a four-year multi-disciplinary and transnational project. It aims at generating new datasets, tools and methods to better understand rural diversity and to promote place-based rural policies.



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