

PROJECT “REGIONAL VALUE CHAINS IN THE CONTEXT OF ECOSYSTEM SERVICES AND BIODIVERSITY – BASED ON THE EXAMPLE OF CZECH-POLISH-SAXON PROJECT COLLABORATION”

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Abstract

The article presents an international project “Regional Value Chains in the Context of Ecosystem Services and Biodiversity – Based on the Example of the Czech-Polish-Saxon Project Collaboration”. The project involves partners from Czech Republic, Germany and Poland, among others: NETSCI Prof. Dr. Kramer GmbH, Faculty of Economics, Management and Tourism in Jelenia Góra of Wroclaw University of Economics, Jan Evangelista Purkyně University in Ústí nad Labem, LANU (Saxon Foundation for Nature and Nature). The project is supported by DBU (German Federal Foundation for Environment). The main objective of the project is to support economic development in the border areas of the three countries: Czech Republic, Poland and Germany, by the empowerment of the value chains, including ecosystem services. This form of cooperation brings many economic benefits not only for the individual companies participating in the project, but also for the whole border region.

Keywords

Czech-Polish-Saxon project collaboration; Regional value chains; Ecosystem services; Biodiversity.

Introduction

Since 1 December 2015, The Department of Quality and Environment Management (Wroclaw University of Economics, Faculty of Economics, Management and Tourism in Jelenia Góra) has been implementing the second phase of the international project entitled. “Regional Value Chains in the Context of Ecosystem Services and Biodiversity – on the Example of Polish-Czech-Saxon Project Cooperation”. Implementation of the second phase of the project is planned for two years until 30th November 2017. The first phase lasted from 1st June 2015 to 30th November 2015 and was ended with the conference “The Potentials of Regional Value Creating through the Ecosystems Services”, which took place in the International Meeting Centre in the monastery of St. Marienthal in Ostritz (near Zgorzelec), on 24th November 2015.

The project involves partners from the Czech Republic, Germany and Poland: NETSCI Prof. Dr. Kramer GmbH, Faculty of Economics, Management and Tourism of Wroclaw University of Economics, Jan Evangelista Purkyně University in Ústí nad Labem, LANU (Saxon Foundation for Nature and Nature), UFZ (Helmholtz-Zentrum für Umweltforschung), Leibniz University in Hannover, International Meeting Centre in St. Marienthal in Ostritz. The project is co-financed by DBU (German Federal Foundation for Environment). The aim of the article is to present the objectives of the project and the description of the conference, which was organized in the framework of the project.

1 Characteristic of the Project

The main objective of the project is to support economic development in the border areas of the three countries: Poland, Czech Republic and Germany, by the empowerment of the value chains, including ecosystem services. This form of cooperation gives many economic benefits not only for the individual companies, participating in the project, but also for the whole region – the local economy and regional identity will be reinforced, there will be positive effects on the labor market created and the purchasing power and the financial ability will remain in the region. The project can also help to reduce pressure on the natural environment. A catalog of indicators developed during the project will provide enterprises knowledge about their interactions with ecosystems, and it will help them to specify steps towards their development and to inform customers about an appropriate way about the values of biodiversity. This all will increase competitiveness and contribute to sustainable development of the region.

Dozens of companies from the border region have accessed the project activities to take advantage of the potential offered by regional value chains and ecosystem services. It is still possible to access the project for further enterprises.¹

2 Conference “The Potentials of Regional Value Creating Through the Ecosystems Services”

Over 100 guests from Poland, Czech Republic and Germany took part in the conference – enterprises, regional government, scientist, students and other regional entities. The aim of the conference was not only to present the results of first phase of the project and objectives of the second phase, but also to present the possibilities and examples of sustainable management and exchange of experience between the companies which are interested in participating in the project. The conference was also an excellent opportunity to establish international business contacts between companies, which are forming regional value chains.

Among the speakers were representatives of famous sustainable companies such as for example Hipp or Neumarkter Lammsbräu. They presented the benefits of regional ecological value chain for their firms and for their regions and pointed out the importance of ecosystem services in management. Also, small and medium-sized enterprises of the border region presented their policies for sustainable development and their contribution to the strengthening of the regional economy.

In a very friendly atmosphere, new contacts were established, national and international regional products were tested and the guests discussed the potential of the “triangle” region development. The conference was an informative and motivating meeting, which showed new possibilities and directions of the development of the border region.

Conclusion

The results of the project “Regional Value Chains in the Context of Ecosystem Services and Biodiversity – on the Example of Polish-Czech-Saxon Project Cooperation” could be used for sustainable development of Polish-Czech-Saxon border region. The end-results of the project will be presented at the conference in autumn 2017.

¹ More information about the project: www.netsci.de

Literature

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PROJEKT „REGIONÁLNÍ HODNOTOVÉ ŘETĚZCE V KONTEXTU EKOSYSTÉMOVÝCH SLUŽEB A BIODIVERZITY – NA PŘÍKLADU ČESKO-POLSKO-SASKÉHO PROJEKTU SPOLUPRÁCE“

Tento článek představuje mezinárodní projekt „Regionální hodnotové řetězce v kontextu ekosystémových služeb a biodiverzity – na příkladu česko-polsko-saského projektu spolupráce“. Projektu se zúčastní partneři z České republiky, Německa a Polska, mezi jinými to jsou: NETSCI prof. dr. Kramer GmbH, Fakulta ekonomiky, managementu a cestovního ruchu v Jelení Hoře, Wroclavská ekonomická univerzita, Universita Jana Evangelisty Purkyně v Ústí nad Labem, LANU (Saská nadace pro Přírodu). Projekt je podporován DBU (Německou federální nadací pro životní prostředí). Hlavním cílem tohoto projektu je podpora ekonomického rozvoje v příhraničních oblastech těchto tří zemí: České republiky, Polska a Německa, a prosazování hodnotových řetězců včetně ekosystémových služeb. Tato spolupráce přinese řadu ekonomických výhod, a to nejen pro jednotlivé firmy, které se projektu zúčastní, ale pro celou příhraniční oblast.

REGIONALE WERTSCHÖPFUNGSKETTEN IM KONTEXT VON ÖKOSYSTEMLEISTUNGEN UND BIODIVERSITÄT

Der Artikel charakterisiert das internationale Projekt „Regionale Wertschöpfungsketten im Kontext von Ökosystemleistungen und Biodiversität – am Beispiel einer tschechisch-polnisch-sächsischen Projektkooperation“. Das Projekt engagiert Partner aus Tschechien, Deutschland und Polen, u.a.: NETSCI Prof. Dr. Kramer GmbH, Fakultät für Wirtschaft, Management und Tourismus in Jelenia Góra der Wirtschaftsuniversität in Wrocław, Universität J. E. Purkyně in Ústí nad Labem, LANU (Sächsische Landesstiftung Natur und Umwelt). Das Projekt ist durch die DBU (Deutsche Bundesstiftung Umwelt gefördert). Das Hauptprojektziel ist die Förderung der wirtschaftlichen Entwicklungsfähigkeit im Grenzraum von drei Ländern d.h. Tschechien, Polen und Deutschland, durch die verstärkte Realisierung von regionalen Wertschöpfungsketten unter Beachtung von Ökosystemleistungen. Diese Kooperationsform eröffnet zahlreiche wirtschaftliche Vorteile, nicht nur für die einzelnen beteiligten Unternehmen, sondern auch für die Region insgesamt.

REGIONALNE ŁAŃCUCHY TWORZENIA WARTOŚCI W KONTEKŚCIE USŁUG EKOSYSTEMÓW I BIORÓŻNORODNOŚCI

W artykule scharakteryzowano międzynarodowy projekt „Regionalne łańcuchy tworzenia wartości w kontekście usług ekosystemów i bioróżnorodności – na przykładzie czesko-polsko-saksońskiej współpracy projektowej”. W projekcie uczestniczą partnerzy z Czech, Niemiec i Polski, m.in.: NETSCI Prof. Dr. Kramer GmbH, Wydział Ekonomii, Zarządzania i Turystyki w Jeleniej Górze Uniwersytetu Ekonomicznego we Wrocławiu, Uniwersytet Jana Ewangelisty Purkyniego w Ustie nad Łabą, LANU (Saksońska Fundacja Natura i Przyroda). Projekt jest dofinansowany przez DBU (Niemiecka Fundacja Federalna ds. Ochrony Środowiska). Głównym celem projektu jest wsparcie rozwoju gospodarczego na obszarze pogranicza trzech krajów Czech, Polski i Niemiec dzięki wzmocnieniu łańcuchów tworzenia wartości, z uwzględnieniem usług ekosystemów. Taka forma współpracy daje wiele korzyści gospodarczych, nie tylko poszczególnym, uczestniczącym w projekcie przedsiębiorstwom, ale także całemu regionowi.