

Student competition

# My voivodeship. Podlaskie 2030

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# Voivodeship Podlaskie



**1 165 300**  
Population



**58**  
People per km<sup>2</sup>



**20.20**  
Thousand km<sup>2</sup> area



**10 thou euro**  
GDP per capita



# COMPETITION DEDICATED TO STUDENTS OF HIGHER EDUCATION INSTITUTIONS IN PODLASKIE

## Task

Write an essay on vision of Podlaskie Voivodeship development in 2030

## When?

May - July 2019

## Aims

Generate fresh and inspiring ideas

Learn about visions for socio-economic development of our region

Get to know key problems and challenges as seen by students

Initiate discussion on the development of the region

Promote creativity among students



# PRIZES

## Financial rewards

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1st, 2nd, 3rd places were awarded

## Gadgets

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For all the contest participants

## Special prize for the winner

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Participation in the discussion panel on regional development strategies, during the 6th edition of the Eastern Economic Congress in Białystok

## Awarded essays published

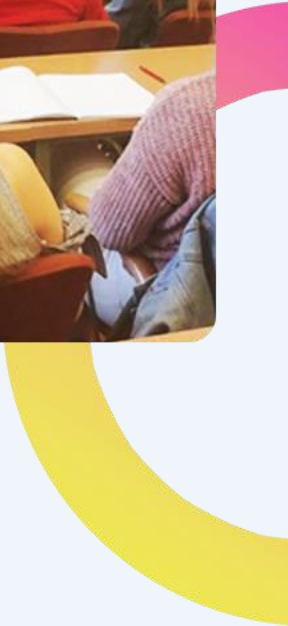
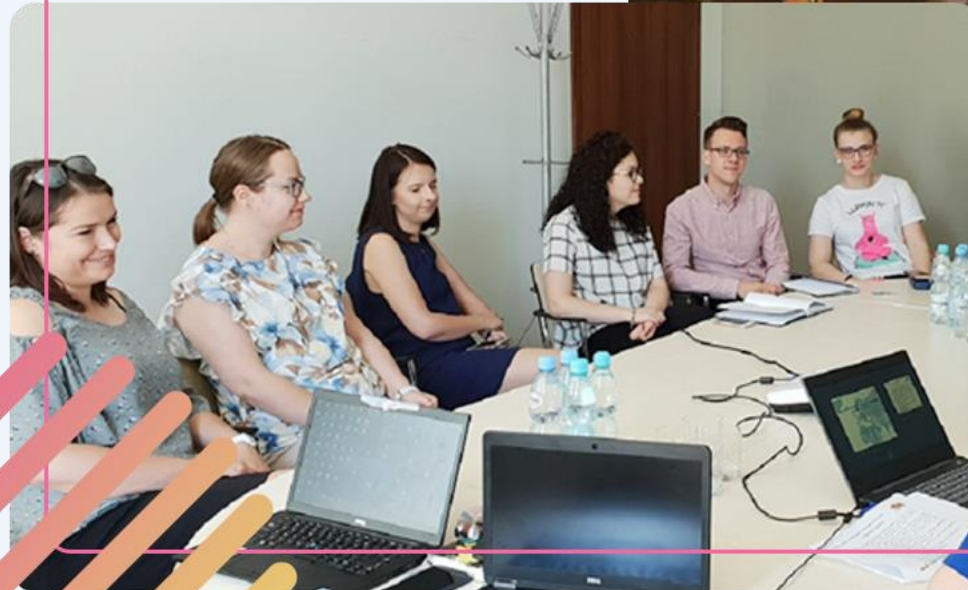
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Published in the Bulletin of the Regional Operational Programme and on the Website of the Managing Authority

# PROMOTION OF COMPETITION

## Meeting with students at universities

- **Official letters to all universities,**  
explaining the idea of the competition
- **Promoting posters** in all universities
- **Press conference**
- **Interviews in the radio**



Poster and Internet banner  
promoting the student  
competition

# My voivodeship. Podlaskie 2030



# THE AWARD CEREMONY OF THE COMPETITION

27 AUGUST 2019

Students chose various, innovative topics and essays: **entrepreneurship, leadership, ecology, higher education etc.**

Total cost of competition: **1.500 euro**

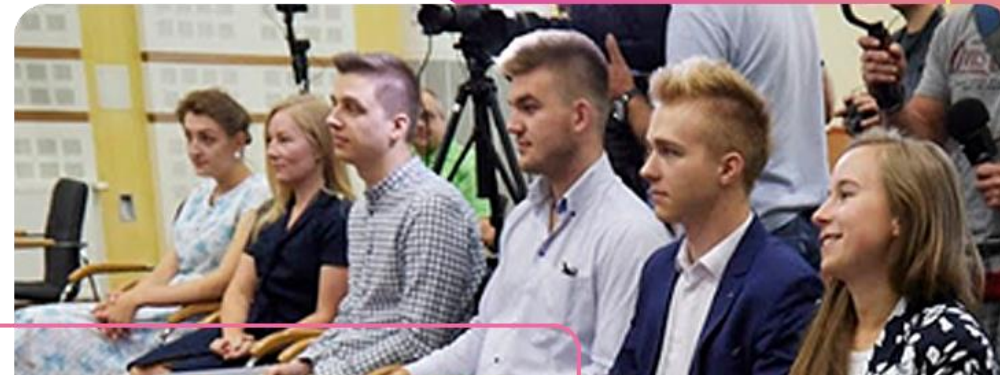


fot. Mateusz Duchnowski / UMWP

Podlaskie

# THE AWARD CEREMONY OF THE COMPETITION

27 AUGUST 2019





Discussion panel on  
strategies in Regional  
Development at the

## Eastern Economic Congress in Białystok

2019



# EFFECTS IN MEDIA

## Regional television



2 broadcasts in the main evening news

17 079 the daily average of the evening news coverage

## Regional Radio

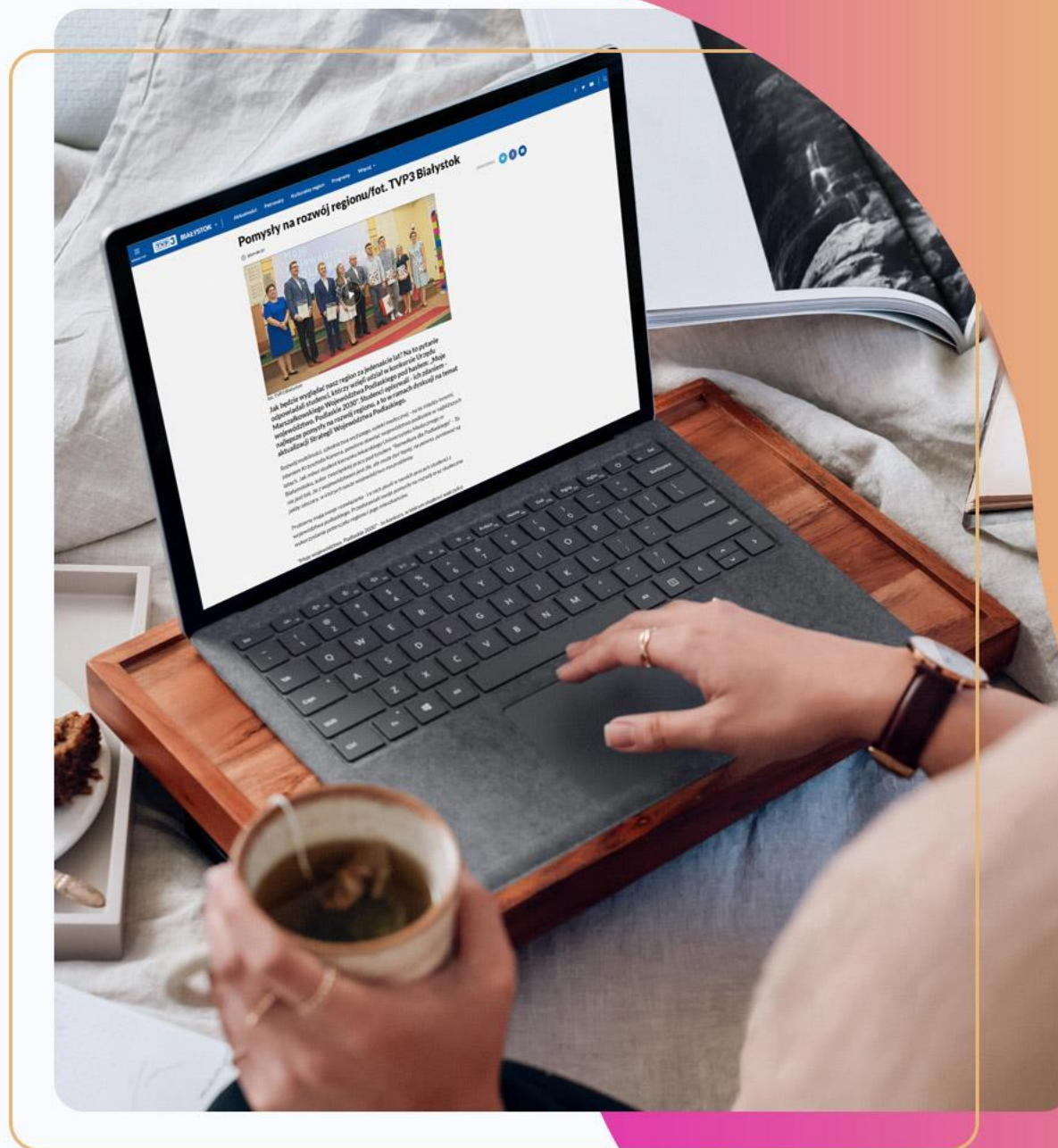
Information about **the competition** and **the event** was broadcasted in local radio news



Daily range **6,42%**



Daily range **6,8%**



## Internet

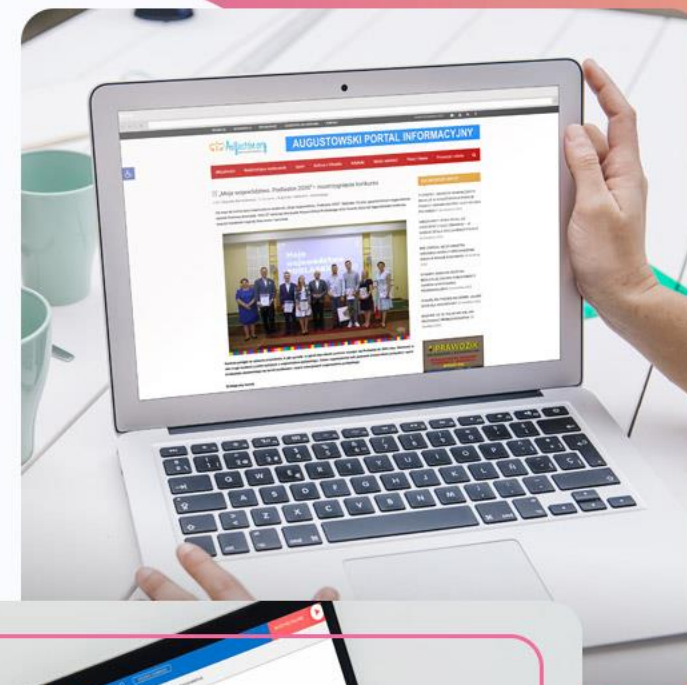
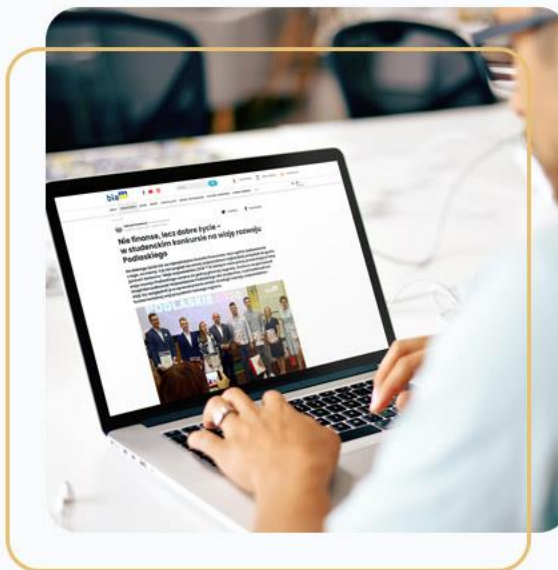
Publication of the article about competition on the main page of the portals

**Białystok ONLINE**  
www.BiałystokOnline.pl

**108 384 views**  
per day

**bia24**

**2 873 views**  
per day



**Augustów.org**  
aktualności

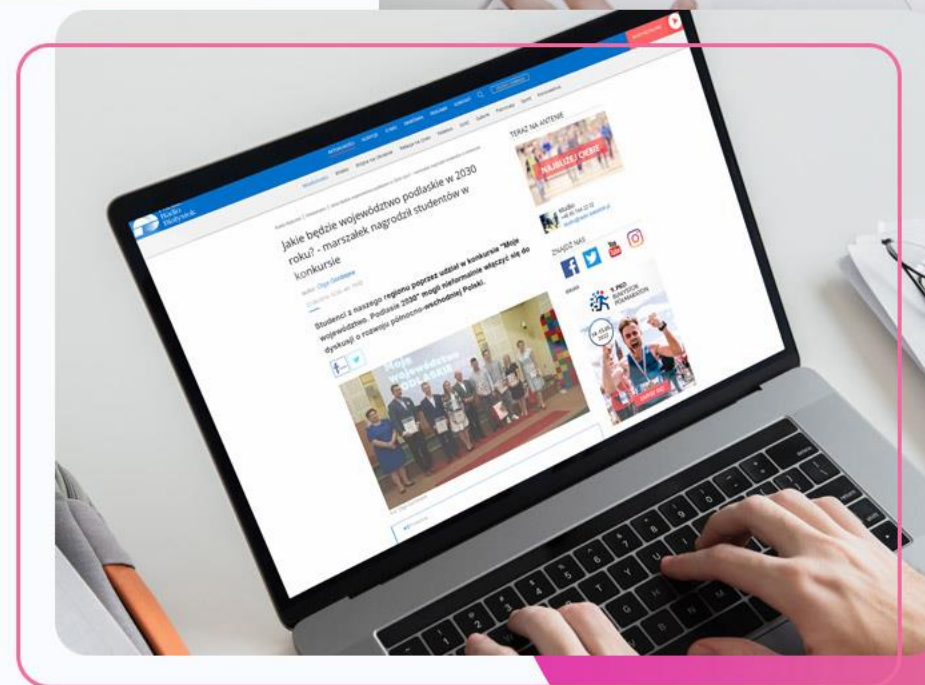
**543 views**  
per day

**RADIO  
AKADERA**  
87.7 FM

**1 199 views**  
per day

**Polskie  
Radio  
Białystok**

**61 073 views**  
per day



# Thank you for your attention.

Regional Operational Programme for **Podlaskie Voivodeship 2014-2020**

Podlaskie Vivodeship Poland

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Rzeczpospolita  
Polska



Unia Europejska  
Europejski Fundusz Społeczny

