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# Partnership agreement across the administrative borders of the city of Kraków

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- **Total area of collaboration: almost 405 km<sup>2</sup>, city of Kraków area: 327 km<sup>2</sup>**
  - **Number of inhabitants of Kraków Metropolitan area: 1,14 milion, of which the LAG „Northern Kraków Crown” counts 93 307 persons.**
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- **Number of municipalities around Kraków city: 14, of which 6 in the LAG**



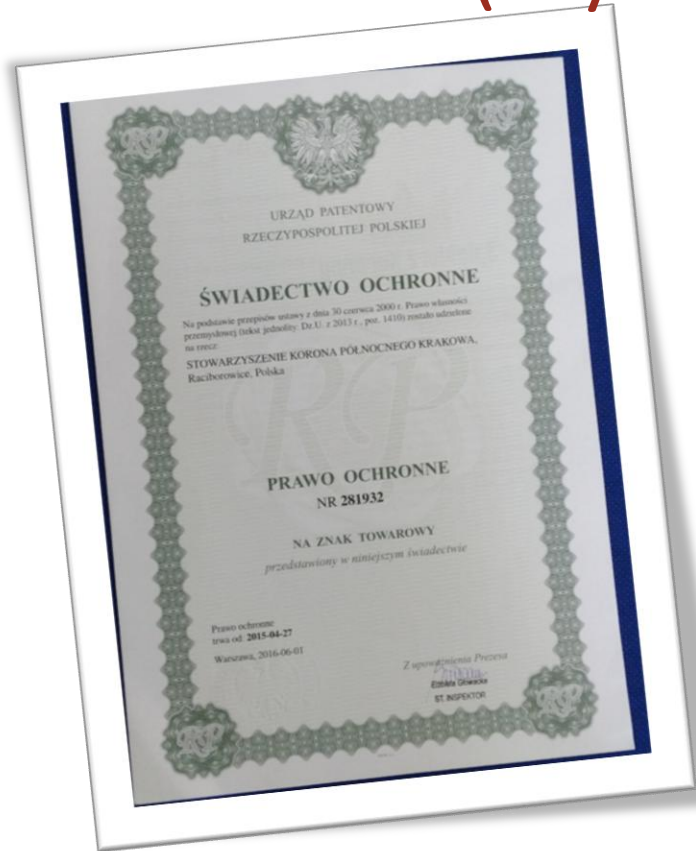
# Local identity as starting point of collaboration

Each of the 6 municipalities that make up the Northern Kraków Crown Association (LAG) today cultivates the tradition of **local produce fairs**. These fairs began in the municipality of **Wielka Wieś**, which is considered a model initiative.

Our mission remains unchanged: **to preserve heritage, promote local products, support the community, and develop the region in the spirit of tradition, quality, and authenticity**. The Northern Kraków Crown Association has become a symbol of local identity and a leader in promoting the Local Brand.

The result of our cooperation so far is the **Multilateral Partnership Agreement "Smart Villages, Suburbs in the City" with the Kraków Metropolitan Area**, which brings together municipalities directly bordering Kraków.

# Local Brand Spichlerz Koronny (Royal Pantry)



## Spichlerz Koronny in numbers

**57** products were distinguished under the Spichlerz Koronny brand:

- 2019 – **20** products (11 producers)
- 2020 – **7** products (5 producers)
- 2021 – **16** products (8 producers)
- 2022 – **8** products (5 producers)
- 2023 – **6** products (4 producers)



# Celebrating success ...



THE FAIR – A DISTINCTIVE  
FEATURE OF THE NORTHERN  
CROWN OF KRAKÓW LAG  
AND THE LOCAL BRAND  
SPICHLERZ KORONNY



# Sales of local products already awarded the Spichlerz Koronny brand and those potentially interested in it

23 local producers of local products participated in the project

**8 fairs in 5 municipalities!**



LOCALITY FAIRS – in all 5 LAG municipalities





# Local store with Local Brand products



# Study visits on the topic of Local Brand



# Local Entrepreneurship Fair



## Benefits from rural-urban cooperation

Historical background – close cooperation between the city of Kraków and surrounding municipalities going on for more than 20 years, involving:

- Extension of shared transportation networks to access cultural, educational and commercial exchanges
- Providing farmers with direct access to places to sell their produce in city markets
- Opening the possibility for farmers and entrepreneurs to exhibit their products in events
- Ca. 40% of the agglomeration's inhabitants live in suburban areas of the LAG

# Cooperation results...

## Signature on 25 March 2026 of the Multilateral Partnership Agreement



### Signatories of the Agreement:

- State Treasury
- City of Kraków
- Municipality of Wielka Wieś
- Magazine Istota.info
- Association of the Metropolitan Area of Kraków
- Association Korona Północnego Krakowa (LAG)
- National Support Centre for Agriculture
- Regional Agricultural Extension Centre of Małopolska
- Kuźnica Association

## Working together for

- Support of local entrepreneurship and short supply chains
- Strengthening local self-reliance and food security
- Protecting cultural and environmental heritage
- Promoting health, education and innovation across the whole territory
- Animation of the community through open fairs, meetings and events
- Building relationships between inhabitants of the city, suburbs and rural areas
- Sharing knowledge, experience and resources
- Cross-sectoral cooperation for the common good

**Thank you for your attention!**

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