

STATE AID IN ENVIROMENT PROTECTION

1. State aid is a European Commission term which refers to forms of support from a public body given to entrepreneurs on a selective basis, with the potential to distort competition and affect trade between member states of the European Union. We have three main types of state aid: horizontal, regional and sectoral. In horizontal we have aid which can be granted to: research, development and innovation, small and medium sized enterprises, training and environment.

2. State aid for the purposes of environmental protection can be spent on: early adaptation to future Community standards, environmental studies, energy saving, renewable energy sources, cogeneration and aid for district heating, waste management, remediation of contaminated sites, relocation of undertakings, involved in tradable permit schemes, in the form of reductions of or exemptions from environmental taxes[Community guidelines].

3. State aid can be sometimes very effective tools for achieving objectives of common interest. Because state aid can correct market failures, thereby improving the functioning of markets and enhancing competitiveness. It can also help to promote sustainable development, irrespective of the correction of market failures. Environmental protection can provide opportunities for innovation, create new markets and increase competitiveness through resource efficiency and new investment opportunities. State aid can be conducive to these objectives, thus contributing to the core Lisbon strategy objectives of more sustainable growth and jobs.

4. The primary objective of State aid control in the field of environmental protection is to ensure that state aid measures will result in a higher level of environmental protection than would occur without the aid and to ensure that the

positive effects of the aid outweigh its negative effects in terms of distortions of competition, taking account of the polluter pays principle (PPP) established by Article 191 of the EC Treaty [Treaty].

5. According to the PPP, these negative externalities can be tackled by ensuring that the polluter pays for its pollution, which implies full internalisation of environmental costs by the polluter. This is intended to ensure that the private costs (borne by the undertaking) reflect the true social costs of the economic activity. Full implementation of the PPP would thus lead to correction of the market failure. The PPP can be implemented either by setting mandatory environmental standards or by market-based instruments. Some of the market-based instruments may involve the granting of State aid to all or some of the undertakings which are subject to them.

6. Every member states of European Union must submit annual reports to the Commission about granted state aid in environmental protection.

Literature:

1. *Community guidelines on state aid for environment protection, OJ C82/2008.*
2. *Consolidated Version of the Treaty on the Functioning of the European Union, OJ C 115/2008.*

Jiří KRAFT
Technical University of Liberec,
Czech Republic

THE CHOSEN DETERMINANTS OF INVESTMENT ATTRACTIVENESS OF REGIONS

Developing a universal list of regional attractiveness determinants represents, beyond any doubt, a difficult task. It becomes even more complicated due to the fact that for different investors the same factors can be of larger or smaller importance in terms of particular economic activities. In case of an entrepreneur selling all his/her production outside regional markets the regional sales market absorption capacity does not have to be of the utmost importance. These entities which carry out manufacturing processes based on operational staff do not consider important the

supply of university graduates speaking foreign languages. A company rendering consulting services will probably focus on more important investment determinants than the local climate, natural resources and the surrounding landforms. Additionally, the universal approach issue is complicated owing to the specific and unique advantages available only in selected areas (e.g. access to the sea, numerous relics of the past, location along the country border, attractive natural resources, strong and rich in their traditions academic centres, congenial entrepreneurship of residents). The table below presents an attempt to offer the list of investment attractiveness determinants referring to regions. The particular factors were divided into six thematic groups (economic, socio-cultural, political and administration quality, technological and innovative, natural and image specific).

The majority of presented determinants are of traditional nature and appear in studies referring to the investment attractiveness or the competitiveness of regions in different configurations and arrangements. The relatively new area to be considered is the group distinguished within the framework of image-specific determinants.

Having assumed that international investment competitiveness and attractiveness of a region constitute the most desirable condition, these regions which offer brand products should be most successful in competing on international markets. On the other hand, these regions which are competitive at an international market present better capacity for the brand products creation. Such a relation results from the experience gained in the course of rivalry in an international environment. Attention should also be paid to opinions and experiences of the existing investors. Potential investors, especially the foreign ones, can pay attention to information received from other entrepreneurs. Positive information can facilitate investment choices and shorten the process of searching for an optimal region to initiate business activities.

References

1. *Attractiveness for Innovation Location Factors for International Investment. Location Factors for International Investment. OECD Publishing, Paris, 2010.*
2. *Ballotta M.: Factors, Actions and Policies to Determinate the Investment*

Attractiveness of a Territorial System. World Bank, WBI/PSD Investment Climate, Seminar Series, Washington, 29th January 2004.

3. *Ernst & Young's 2012 European attractiveness survey. Growth, actually. Ernst & Young Global Limited, London, 2012.*
4. *Florida R.: The rise of the creative class: and how it's transforming work, leisure, community and everyday life. Basic Books, New York, 2002.*
5. *Impact of Transport Infrastructure Investment on Regional Development. OECD Publishing, Paris, 2002.*
6. *Kotler P., Asplund C., Rein I., Heider D.: Marketing Places Europe. How to Attract Investment, Industries, Residents and Visitors to Cities, Communities, Regions and Nations in Europe. Prentice Hall, London, 1999.*
7. *Kotler P., Haider D., Rein I.: Marketing Places. Attracting Investment, Industry, and Tourism to Cities, States, and Nations. The Free Press, New York, 1993.*
8. *Martin R.: A Study on the Factors of Regional Competitiveness. A draft final report for The European Commission Directorate – General Regional Policy. University of Cambridge, Ecorys – Nei, Rotterdam, 2003.*
9. *Rainisto S.: Success Factors of Place Marketing: A Study of Place Marketing Practices in Northern Europe and the United States. Helsinki University of Technology, Institute of Strategy and International Business, Espoo, Finland, 2003.*
10. *Stimson R., Stough R., Roberts B.: Regional economic development: analysis and planning strategy. Springer, Berlin, Heidelberg, New York, 2006.*

Kamil Zieliński
Uniwersytet Ekonomiczny we Wrocławiu
Wydział Ekonomii, Zarządzania i Turystyki

PRODUKT LOKALNY W KRÓTKIM ŁAŃCUCHU DOSTAW (LOCAL PRODUCT IN SHORT SUPPLY CHAIN)

Wstęp

Wydaje się, iż obecnie jednym z najistotniejszych elementów pozycji rynkowej podmiotów gospodarczych jest siła przetargowa. Autor w niniejszej pracy odbiega od aspektów przewagi na rynku i przedstawia współfunkcjonowanie lokalnych podmiotów gospodarczych oraz społecznych, głównie z sektora rolno-spożywczego, na zasadach współdziałania w tzw. łańcuchu dostaw.