

PSZCZYNA POWIAT IN THE PERSPECTIVE OF A GREEN ECONOMY. CASE STUDY IN WELL-BEING AND LIVING RESEARCH

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Purpose: light of the research results presented in this article, the research results respond to the need to create the best conditions for the development of green economy in the Pszczyna powiat in the new perspectives of economic transformation based on one's own potential.

Design/methodology: the research results presented in the article were obtained on the basis of a random-quota sample of 100 small, medium, large and large enterprises running his business activity in the area of the Pszczyna powiat. The respondents to the research were only people who own the enterprise or are responsible for its key directions of development.

Findings: in the perspective of the conducted research, it seems that the decisive factors contributing to the vision of a green economy in the Pszczyna powiat – in a dynamically changing environment – is the strengthening of sustainable environmental development, in which the needs of the present generation can be satisfied without reducing the chances of future generations to meet them.

Originality: the conclusions and recommendations of the study may be of importance to practitioners and researchers dealing with climate change mitigation, strategy implementation, public partnerships for sustainable development conducive to the well-being and quality of life of local communities.

Keywords: green economy, transition, prosperity, standard of living.

1. Introduction

In the literature there are two key definitions related to green economy green growth and green economy. Green growth in Polish means green growth. This term refers to economic growth that is environmentally sustainable. It is based on the assumption that as long as economic growth remains the main goal, it is necessary to separate growth from resource use and adverse environmental impacts (Kasztelan, 2015, pp. 185-208). Green economy is defined

differently in the perspective of the term green economy. The indicated term was defined within the framework of the United Nations Environment Programme (UNEP) (Program Środowiskowy...) during the preparations for the Rio de Janeiro Summit in 2012 as follows: the green economy increases human well-being and social equity while reducing environmental risks and natural resource consumption.

In this perspective, it seems that the decisive factors favoring the vision of green economy in Pszczyna powiat – in a dynamically changing environment – is the strengthening of environmental sustainability, in which the needs of the present generation can be met without diminishing the chances of future generations to meet them (*Nasza wspólna przyszłość...*, 1991). Another equally important factor is the impact of the green economy on increasing human welfare and social equity. The pursuit of the goals indicated above is of great importance due to such significant strategic documents as: Horizon Europe (Horyzont Europa...), the "European Green Deal" plan (Europejski Zielony Ład..., 2021) and the "Just Transition" instrument. In the content of the cited documents we find, among others, four strategic directions for investment in research and innovation (Horizon Europe), which are:

- Promoting open strategic autonomy by guiding the development of key digital, enabling and emerging technologies, sectors and value chains,
- restoring Europe's ecosystems and biodiversity and sustainably managing natural resources,
- making Europe the first digital, climate-neutral and sustainable closed loop economy,
- building a more resilient, inclusive and democratic European society.

The European Green Deal Plan makes clear that climate change and environmental degradation are a threat to Europe and the rest of the world. To meet these challenges the plan will help transform the European Union into a modern, resource efficient and competitive economy, achieving zero net greenhouse gas emissions by 2050, decoupling economic growth from resource use and leaving no individual or region behind.

These goals are underpinned by the Just Transition Mechanism, a key tool to ensure that the transition to a climate-neutral economy is fair and leaves no one behind. The Just Transition Mechanism helps to mitigate the social and economic impacts of the transition and focuses on the regions, industries and workers most affected. The mechanism consists of three pillars. Pillar one creates the New Fund for Just Transition (Komunikat Komisji...) with a budget of €17.5 billion (2018 prices, €19.3 billion at current prices), which will be used to generate €30 billion in investments. The InvestEU Fair Transition Scheme (the EU's programme for boosting investment) ([https://www.europarl.europa.eu/...](https://www.europarl.europa.eu/)) is the second pillar that will provide the InvestEU budget guarantee across all four policy segments. The InvestEU advice center will be a central point of contact to which advice can be sought. The scheme is expected to generate €10-15 billion mainly in the form of private sector investment. The third pillar includes €1.5 billion in grants financed from the EU budget and €10 billion in loans from the European Investment Bank. These funds will generate public investment of 25-30 billion euros

(Mechanizm sprawiedliwej transformacji...). In this light, the research results presented in this article respond to the need to create the best possible conditions for the development of the green economy in the Pszczyna powiat in the new prospects of economic transformation on the basis of its own potential¹.

2. Materials and Methods

In order to diagnose the directions of economic development of the Pszczyna powiat in the perspective of green economy – in the opinion of Pszczyna entrepreneurs – a survey was conducted in the fourth quarter of 2021 on a random-quota sample (Sztumski, 2010) of 100 small, medium, large and large enterprises conducting their business in the powiat.

The survey respondents were only those who owned the business or were responsible for their key developments. The choice of enterprises was dictated primarily by the purpose and scope of the questionnaire developed for the study – and the complexity of the questions contained in it. In this light, only the companies employing more than 9 people – as shown by the pilot study of the research tool – could fully refer to the issues and problems raised in the study, such as identification of factors determining the development of the company in the field of green economy, determination of the percentage of people in the company classified as green employees or identification of professions, which in the company can be classified as key from the point of view of manufacturing products, offering environmentally friendly (green) services, using environmentally friendly (green) process management, etc. In case of micro companies, among which the employment in the range of 0-1 employee is dominant, it would be impossible to obtain an answer to questions formulated this way.

As previously indicated, the research used a questionnaire survey, which was the main tool used to diagnose the directions of economic development of Pszczyna powiat in the perspective of green economy – in the opinion of Pszczyna entrepreneurs. It was formed in accordance with the set cognitive cross-section, which consists of four main parts. In the first part of the survey there are metric questions, in the second part there are questions corresponding to the functional cross-section, which are the directions of development of the surveyed companies. The third part of the questionnaire covers issues related to personnel policy, and the fourth part covers issues related to development prospects. The survey concludes with a section containing electronic control information and an accompanying pre-survey cover letter.

¹ The article is the result of a research work entitled The Pszczyna Powiat in the perspective of green economy carried out by the Central Mining Institute on behalf of the Powiat Employment Office in Pszczyna. More: R. Marszowski, Pszczyna Powiat in the perspective of green economy 2021.

The questionnaire of the survey included questions focused on specific problem areas including:

- occurrence of environmentally friendly products, services or process management in the business activities of the surveyed enterprises,
- HR policy bringing the studied enterprise closer to green jobs,
- the most important directions of economic activity for the development of green economy in Pszczyna powiat,
- barriers limiting the development of green economy in the Pszczyna powiat.

In this research, the survey method was applied, using the CATI interview technique (Babbie, 2005, pp. 297-298).

After piloting, which was conducted on a sample of three companies, the survey consisted of eight questions relating to the characteristics of the respondent and 22 essential, closed and open questions. The questions relating to respondent characteristics were:

- the respondent's professional position in the enterprise (owner or person responsible for enterprise development),
- the number of people working in the enterprise on the day of the survey (Dz.U. 2010...),
- the type of business activity carried out by the enterprise,
- control questions included the following aspects:
 - the territorial scope of the enterprise's activity (Ministerstwo Gospodarki...),
 - the year of establishment of the enterprise,
 - the economic sector in which the company operates (Rozporządzenie Rady Ministrów...),
 - the legal form of the company (Kodeks spółek handlowych...),
- essential questions – which was indicated earlier – included issues concerning:
 - directions of development of the surveyed enterprises,
 - HR policy,
 - development perspectives.

In the pilot study the following elements of the questionnaire were verified:

- technical correctness: analysis in terms of transition rules, logic and order of questions asked, instructions for interviewers, etc. (technical notes),
- linguistic correctness: analysis for complexity and logic of sentences, comprehensibility of vocabulary used and abbreviations (linguistic-editorial comments),
- substantive correctness: analysis of the selection (relevance, validity, completeness) of questions (e.g. control questions) and indicators (cafeteria) for closed questions (substantive notes).

Testing the questionnaire also made it possible to observe in practice the respondents' reactions to the survey, individual questions and alternative answers. Based on this, the comments given to the interviewers were formulated. The average duration of the interview with respondents was 26 minutes.

On the basis of comments and opinions received during the pilot study, the structure of the questionnaire, questions and cafeteria were refined and questions were standardized in terms of language and response categories used. As a result, a technically, linguistically and methodically correct research tool was obtained. This tool was used for the research proper, as a source of research material for analysis.

The results of the questionnaire survey have been processed with the division into previously adopted problem groups, according to thematic blocks, closed and open questions, with the use of statistical inference technique. Cross tabulations and descriptive statistics were used in statistical inference techniques. The main measures and parameters used in descriptive statistics are: arithmetic mean, standard deviation, median and modal.

The surveyed entrepreneurs expressed their opinions by selecting answers: "Yes" or "No" and "Difficult to answer" based on an elaborate rating scale according to the level of importance: very high, high, medium, low and no importance and the reasoning behind the answers given. This rating scale provided an opportunity to use point averaging in categorizing factor importance. Since there was a possibility of falsifying the importance of the final scoring due to the fact that for entrepreneurs the operator asked could be a barrier or determinant to the growth of the factor asked in the question, this approach was abandoned. In order to obtain an appropriate categorization, an approach was used in which responses indicating very high and high importance were summed, and responses indicating medium, low, and no importance were summed. Likert scale is the leading scale in the research – nominal and dichotomous scales are supplementary.

The statistics of the REGON database (Dz.U. z 2012 r...) (data for 2021 from the Local Data Bank of the Central Statistical Office) were used to construct the research sample. The sampling operator is a list of companies operating in the Pszczyna powiat, taken from commercial databases.

On the basis of the sampling frame and statistical data from REGON system by the random route method (Dz.U. z 1999 r...), the assumed quota-random sample of 100 companies was selected according to the following criteria: company size, number of employees and company location. Out of the sample of 100 companies, 100 companies accepted the invitation to participate in the study, i.e. a percentage of 100% (Table 1).

Table 1.

Random sample of companies from Pszczyna powiat by size, number of employees and location

Lokation	Total number	Size of enterprise/number of persons employed in %			
		small (10-49)	medium (50-149)	large (150-249)	large > 250
powiat pszczyński	100	75,0	20,0	3,0	2,0

Source: own study.

The statistical correctness of the calculations made in the study was verified by calculating the error margin of the study, which amounts to 8% with the probability of the studied sample of 100 enterprises – reflecting the general sample of 2069 business entities with legal personality – and conducting economic activity in the area of the Pszczyna powiat – at the level of 95% on the day of the study (Babbie, 2009).

Below is the distribution of the sample according to the following criteria:

- the territorial extent of the company's operations,
- ownership sector in which the company operates,
- sector of economic activity in which the company operates according to the Polish Classification of Activities (hereinafter – PKD) (Calculate your margin...),
- legal form of the company,
- type of business activity that the company conducts (Tables 2-7).

Table 2.

Random sample of enterprises from the Pszczyna powiat according to the territorial range of their activity

Range	%
local market commune or powiat	31,0
regional market province	19,0
national market	33,0
international market	17,0

Source: own study.

Table 3.

Random sample of enterprises from Pszczyna powiat according to organizational dependence

Organisational dependence	%
autonomous entity	77
head office	7
branch or subsidiary	16

Source: own study.

Table 4.

Random sample of enterprises from Pszczyna powiat by ownership sector

Ownership sector	%
private	51,0
public	44,0
mixed with private	1,0
mixed with public	4,0

Source: own study.

Table 5.

The quantitative and random sample of enterprises from the Pszczyna poviát according to the sector of economic activity

Sector of ownership	%
agriculture, hunting, forestry	8,0
industry	26,0
construction	15,0
trade and services	18,0
hotels and restaurants	2,0
transport, warehouse management and communication	2,0
banking, finance, financial intermediation	1,0
real estate and business services	0,0
public administration and defence	17,0
education	2,0
Health care and social welfare	3,0
Other community, social and personal service activities	0,0
other	5,0

Source: own study.

Table 6.

Random sample of companies from Pszczyna poviát according to legal form

Ownership sector	%
joint stock company	5,0
limited liability company	36,0
limited joint-stock partnership	1,0
limited partnership	1,0
partnership	0,0
general partnership	5,0
entry in the business activity register	52,0
other	0,0

Source: own study.

Table 7.

Random sample of enterprises from the Pszczyna poviát by type of activity

Sector of ownership	%
manufacturing	15,0
trading	2,8
services	45,0
mixed	38,0

Source: own study.

In absolute numbers, the distribution of the sample by number of employees was as follows. In the research the largest percentage were small and large enterprises employing from 10 to 49 and 50 to 149 persons, respectively 75% and 20%. The smallest share was held by large enterprises – with 150 or more employees – whose share in the sample was 5% (Table 1).

The analysis of the territorial range of the surveyed enterprises – measured by the number of answers provided in the survey – showed the following results. Most of the companies in Pszczyna operated in the domestic market (33.0%) and the local market (31%). Further, in the regional market (19.0%) and international (17.0%). Summing up, the enterprises operating on supralocal markets on the day of the survey constituted 34.2% of the total number of the surveyed enterprises (Table 2).

The above analysis significantly extends the factor of organizational dependence of the surveyed enterprises, among which 77% were independent enterprises. Branches or subsidiaries of enterprises accounted for 16.0%. This testifies to the favorable environment in which the companies of Pszczyna conduct their business activities and proves their stability and security in meeting personnel needs (Table 3).

Considering the ownership sector, the distribution of the sample clearly confirmed the predominance of the private and public sector, in which 95.0% of the surveyed enterprises were operating on the day of the survey (Table 4).

Activities, the distribution of the survey sample was: industry 26.0%, construction 1.5%, trade and services 18.0%, hotels and restaurants 2.0%, transport, storage and communications 2.0%, banking, finance, financial intermediation 1.0%, real estate and business services 1.0% and education 29.2%. The analysis of this cognitive area indicates the dominance of four economic activities in the research sample i.e. industry, trade and services, education and construction. In these sections of economic activity were concentrated 76.0% of the surveyed enterprises (Table 5).

Another criterion characterizing the enterprises entering the research sample is their legal form. The structure of these enterprises is presented in Table 6.

According to this criterion, the sample was dominated by enterprises operating on the day of the survey on the basis of an entry in the business register (52.0%) and being limited liability companies 36.0%.

The last criterion characterizing the enterprises included in the research sample is their type of activity. The structure of these enterprises is presented in Table 7. According to this criterion, the sample was dominated by enterprises engaged in services (45.0%) and mixed economic activity (Rozporządzenie Rady Ministrów...) (38.0%) on the day of the survey, compared to 17.0% of enterprises operating in manufacturing and trade.

3. Discussion

In the first cognitive area respondents were asked a total of five questions. These were questions aimed at – as it has already been noted – diagnosing the directions of economic development of the Pszczyna powiat in the perspective of green economy. The first was the opening question, which was general in nature and referred strictly to the business conducted by the company from the perspective of the green economy. In the following questions, the respondents were asked to indicate the primary business activity, strategic objective, factors and activities determining the development of green economy in the Pszczyna powiat.

In light of the question regarding the business conducted by the company in the perspective of green economy, i.e. manufacturing environmentally friendly (green) products, offering environmentally friendly (green) services and using environmentally friendly (green) process management (Kalinowski, 2017, pp. 161-174), it should be noted that the answers confirmed the following regularity. The largest share in the surveyed business entities have the offering of environmentally friendly services (green) and using environmentally friendly process management. The percentage of indications in these two areas of business activity was 61.0% and 57.0% respectively. The lowest share was characterized by manufacturing environmentally friendly (green) products with 49% of indications.

The next question referred to the indication of the primary economic activity corresponding to the economic sectors defined as green (Kozar, 2016). For this question, the area of economic activity of the surveyed entrepreneurs in the percentage of 75.0% corresponds to the sectors closest to the green economy, which are manufacturing, construction and education.

The question of the strategic goal of the enterprises operating in the Pszczyna powiat is another cognitive area included in the survey question. In this question a progressive tendency was outlined and confirmed at the same time. The development of their company is predicted by more than 54% of the entrepreneurs in the powiat of Pszczyna – at the same time the need to maintain the current economic condition by the percentage of 43.0% of business entities from the area of the powiat of Pszczyna.

In the context of the development of Pszczyna's enterprises in the area of green economy, the question of factors determining this development is interesting. In order to organize the obtained results, the following steps were made. The first was to order the factors by summing up the answers according to the importance: high and very high. In the second phase, the evaluated factors were categorized according to the level of their importance for the development of the studied company in the area of green economy, in the district of Pszczyna. For this purpose, the factors were arranged in order from the highest to the lowest level of importance (Table 18).

According to the analytical approach adopted, the factors having the highest importance for the development of the company in the area of green economy in the district of Pszczyna can be separated. These factors are as follows:

- labour costs,
- availability of financial services,
- qualifications of the staff,
- government fiscal policy.

Table 8.

Factors of importance for the development of an enterprise in the field of green economy in the Pszczyna powiat

Lp.	Factor	Level of importance in %						
		1	2	3	4	5	6	7
1	labour costs	6,0	0,0	1,0	14,0	17,0	16,0	33,0
2	availability of financial services	8,0	0,0	0,0	15,0	23,0	8,0	31,0
3	qualifications of the staff	6,0	0,0	0,0	18,8	14,4	16,6	30,0
4	government fiscal policy	8,8	0,0	0,0	18,0	22,0	6,0	28,0
5	employee turnover	10,0	0,0	0,0	22,0	17,0	5,0	22,0
6	procedures for starting and running a business	10,0	0,0	2,0	20,0	15,0	7,0	22,0
7	price of bank loans	8,0	0,0	2,0	23,0	16,0	5,0	18,0
8	access to economic information	10,0	0,0	3,0	20,0	19,0	2,0	21,0

Legend: 1. Hard to say, 2. None, 3. Low, 4. Medium, 5. High, 6. Very high, 7. Level of significance.

Source: own study, GIG.

It should be emphasized – as it has already been noted in the description of the research method – that the results of all the remaining answers, which were evaluated using the Likert scale, were ordered identically to the areas of activities that are important for the development of the company in the area of green economy in Pszczyna powiat.

When assessing the importance of the statements related to the development of green economy in Pszczyna powiat, the respondents' answers clearly indicated that they were the most conducive to the development of green economy in Pszczyna powiat (Table 9):

- economic activity of companies related to the creation of a green economy, as this is important in improving their image in the market,
- if our company prepares itself properly for challenges resulting from if our company prepares itself properly for the challenges resulting from the development of green economy in the Pszczyna powiat, it will increase competitiveness and advantage over companies that are not prepared for this challenge.

Table 9.

Theorems having significance for the development of the enterprise in the area of green economy in the Pszczyna district

Lp.	Factor	Level of importance in %						
		1	2	3	4	5	6	7
1	The economic activity of our company related to the creation of green economy improves its image	12,0	5,0	4,0	11,0	15,0	7,0	23,0
2	If our company is properly prepared for the challenges resulting from the development of green economy in the Pszczyna district, it will increase its competitiveness and advantage over companies that are not prepared for this challenge	12,0	5,0	4,0	11	15,0	7,0	23,0
3	Expenses borne by our company for training in the field of green economy should be privileged in relation to other training, due to tax relief for their participants	14,0	6,0	5,0	10	14,0	5,0	19,0
4	Our company should get support from EU and national funds to improve skills and competencies of its employees in the area of green economy	14,0	6,0	5,0	10	14,0	5,0	19,0
5	The impact of green economy on our company will not determine the need to develop new, specific qualifications and competencies of employees	11,0	5,0	7,0	13	12,0	6,0	18,0

Cont. table 9

6	If our company is not prepared for the challenges of green economy development, it will face negative consequences in the coming years	13,0	5,0	4,0	14	14,0	4,0	18,0
7	Green economy has no prospects for rapid development in the coming years in the County of Pszczyna	12,0	7,0	6,0	12	12,0	5,0	17,0
8	Creating green jobs in our company is associated with higher costs than creating new jobs not related to the green economy	12,0	5,0	5,0	17	9,0	6,0	15,0

Legend: 1. Hard to say, 2. None, 3. Low, 4. Medium, 5. High, 6. Very high, 7. Level of significance.

Source: own study, GIG.

The issue of increase or decrease in the number of employees in Pszczyna enterprises corresponding to the green sectors is another cognitive area among the questions of personnel policy in the perspective of green economy. Based on the results obtained, it should be stated that, to a dominant extent, Pszczyna entrepreneurs in 2021 kept the number of employees unchanged and in few cases made staff reductions. Such an assessment was expressed by 54.0% and 7.0% of respondents, with more than twice the percentage of employers who reported an increase in employment (15.0%). It should be noted that nearly 24% of respondents did not give or refused to answer the question. An important regularity is the lack of influence of COVID 19 pandemic on changes in the level of employment in enterprises in Pszczyna – more than 64% of responses.

The demonstrated trends in employment of 2021 in the opinion of respondents will not significantly change in 2023, in which the surveyed entrepreneurs unequivocally declare – over 43% - no change in the size of employment. In this perspective, an increase in employment was declared by only 5% of the surveyed entrepreneurs, who represented five times the percentage of respondents anticipating a decrease in employment (1%).

In the next question, the attention of the respondents was focused on the issue of job vacancies in Pszczyna enterprises. When asked if there were any job vacancies in the surveyed company on the day of the interview, a percentage of 5% of the entrepreneurs in Pszczyna said yes. The vast majority of the surveyed companies stated that there were no vacancies on the day of the survey (95%).

In the cognitive area "Human Resources" the next questions are connected with the issues.

The next questions in the cognitive area "Human Resources" are related to the problems of finding by the entrepreneurs in Pszczyna employees with the expected and appropriate qualifications in the area of green economy and the sources of this state.

In response to the first question, 95% of the respondents answered that they do not meet the problem of finding employees with the expected and appropriate qualifications. If this phenomenon occurs at all, it is related to the lack of candidates with specific professional qualifications and the lack among candidates of basic skills related to the new workplace.

The percentage of people classified as green employees and occupations considered by the entrepreneurs in Pszczyna as key from the point of view of manufacturing products, offering environmentally friendly (green) services, using environmentally friendly (green) process management are the cognitive areas resulting from the next two questions.

The entrepreneurs surveyed on the day of the interview included in the population of green employees the percentage of people employed in their companies in the range of 40% to close to 100%. The size of the indicated percentage of employees increases in direct proportion to the size of the surveyed company due to the number of employees.

On the other hand, the analysis of key professions in the area of green economy indicated the analysis of the key professions in the area of green economy has shown that in the poviata of Pszczyna they are connected with the following economic sectors: construction, water supply; sewage and waste management and activities related to restoration, education, communication and information, health care and social assistance, industrial processing, agriculture, forestry and production and supply of electricity, gas, steam, hot water and air for air conditioning systems.

Possession of specific licenses, certificates or trainings by the employees of the surveyed companies included in the area of green economy is the scope of the next survey question. The Pszczyna entrepreneurs, while expressing their opinions, decided in the percentage of 13% that their employees must meet this need. The rest of the surveyed entrepreneurs, in the percentage of 83.59%, stated that they do not require from their employees belonging to the area of green economy specific authorizations, certificates or trainings, or it is difficult for them to give such an answer to the question.

In the next question, the entrepreneurs from Pszczyna were presented with 17 professions that are considered most important for the development of green economy (Fazlagić, 2019). Each research participant was asked to evaluate on a five-point scale the importance of the indicated professions for the development of the green economy in the Pszczyna district. The results of the evaluation are presented in Table 10.

Table 10.

Professions of the greatest significance for the development of the green economy in the Pszczyna poviata

Lp.	Occupations	Importance level in %						
		1	2	3	4	5	6	7
1	Farmer/grower	1,0	3,0	5,0	27,0	57,0	7,0	84,0
2	Waste recovery workers	1,0	3,0	7,0	26,0	53,00	10,0	79,0
3	Environmental scientists	1,0	3,0	8,0	19,0	58,0	11,0	77,0
4	Water quality technologists	1,0	4,0	9,0	21,0	53,0	12,0	74,0
5	Conservation biologists	1,0	3,0	12,0	20,0	51,0	13,0	71,0
6	Green technology construction workers	1,0	6,0	9,0	24,0	47,0	13,0	71,0
7	Wind power plant workers	2,0	3,0	11,0	21,0	44,0	19,0	65,0
8	Workers involved in the production and distribution of biofuels	1,0	4,0	12,0	24,0	42,0	17,0	66,0
9	Solar cell technicians	2,0	3,0	15,0	20,0	42,0	18,0	62,0

Cont. table 10

10	Designers of environmentally-friendly clean cars	1,0	4,0	19,0	21,0	41,0	14,0	62,0
11	Architects, engineers and designers who can take the LEED* exam and become LEED certified	1,0	5,0	12,0	20,0	40,0	22,0	60,0
12	Hydrologists	1,0	4,0	11,0	26,0	40,0	18,0	66,0
13	Synthetic meat producers*	1,0	5,0	15,0	18,0	39,0	22,0	57,0
14	Green technology educators	1,0	4,0	16,0	32,0	35,0	12,0	67,0
15	Green design professionals	1,0	4,0	20,0	25,0	32,0	18,0	57,0
16	Sustainability professionals	1,0	5,0	16,0	25,0	32,0	21,0	57,0
17	Green jobs in the local government sector	2,0	7,0	16,0	32,0	22,0	21,0	54,0

Legend: 1. Hard to say, 2. None, 3. Low, 4. Medium, 5. High, 6. Very high, 7. Level of significance.

* meat production, especially beef, is a very heavy burden on the environment. As a result, advanced research is being conducted around the world to develop industrial technology to produce animal protein synthetically using laboratory methods.

* LEED (Leadership in Energy and Environmental Design) is an international building standard.

Source: own study, GIG.

The obtained results show unequivocally that the professions in the area of green economy, which are of strategic importance for the economy, which are of strategic importance for the Pszczyna district, are:

- farmer/breeders,
- waste recovery workers,
- environmental scientists,
- water quality technologists,
- biologists involved in the preservation of the environment,
- construction workers specializing in green technologies.

The remaining professions should be considered less important for shaping the green economy economy in the Pszczyna poviát.

The type of activities with the most significant importance for the development of the Pszczyna poviát in the perspective of the current decade – in the area of green economy is a key cognitive issue, which is the focus of another expert assessment (Płatkowska-Prokopczyk, 2012, pp. 195-206). In order to perform the assessment – as in the previous question – each research participant was asked to rate the importance of the nine activities presented – on a five-point scale (Table 11).

Table 11.

The most important activities for the development of green economy in Pszczyna County in the perspective of the current decade

Lp.	Activity	Importance level in %						
		1	2	3	4	5	6	7
1	Small-scale processing of agricultural or edible forestry products	2,0	7,0	21,0	38,0	29,0	3,0	67,0
2	Services to agriculture and forestry	1,0	7,00	23,0	31,0	36,0	2,0	67,0
3	Direct sale of products mostly from own holding	2,0	8,0	24,0	32,0	32,0	2,0	64,0
4	Agritourism	2,0	7,0	31,0	37,0	23,0	0,00	60,0
5	Crafts and handicrafts	3,0	11,0	23,0	33,0	24,0	6,0	57,0

Cont. table 11

6	Small services for the rural population	2,0	7,0	30,0	34,0	21,0	6,0	55,0
7	Production of energy materials from biomass and establishment of plantations of perennial crops for energy purposes	2,0	8,0	28,0	27,0	30,0	5,0	57,0
8	E-commerce (electronic commerce)	2,0	10,0	31,0	27,0	23,0	7,0	50,0
9	Selling or promoting agricultural products via the Internet	2,0	11,0	31,0	23,0	26,0	7,0	49,0

Legend: 1. Hard to say, 2. None, 3. Low, 4. Medium, 5. High, 6. Very high, 7. Level of significance.

Source: own study, GIG.

Based on the results obtained from the research, it should be stated that in the opinion of the surveyed entrepreneurs, the most important for the development in the perspective of the current decade – in the area of green economy in the Pszczyna powiat are the following three economic activities:

- processing of agricultural products or edible forest products conducted on a small scale,
- services to agriculture and forestry,
- direct sale of products mostly from own farm.

Another expert assessment focused on seven directions of activities that could be important for green economy – in the perspective of this decade – in the Pszczyna powiat. The expert assessment of the directions for action is presented in Table 12.

Table 12.

Kierunki działań o najistotniejszym znaczeniu dla rozwoju zielonej gospodarki w powiecie pszczyńskim, w perspektywie obecnej dekady

Lp.	Action lines	Level of significance in %						
		1	2	3	4	5	6	7
1	Financial and administrative support for entrepreneurs in the green economy area	0,0	5,0	18,0	40,0	21,0	16,0	61,0
2	Identification of key competences for "green economy" in the Pszczyna district	2,0	3,0	21,0	35,0	23,0	16	58,0
3	Maintaining the diversity of rural areas as a European asset	2,0	6,0	22,0	29,0	26,0	15,0	55,0
4	Supporting rural economy and communities in building meaningful connections and exchanges with the outside world	1,0	5,0	27,0	32,0	22,0	13,0	54,0
5	Scientific and research support for projects in the field of green economy	2,0	5,0	25,0	26,0	27,0	15,0	53,0
6	Promoting the development of human and social capital in the green economy	0,0	5,0	29,0	24,0	26,0	16,0	50,0
7	Identification of potential projects in the area of green economy, particularly useful in rural areas (e.g. biomass processing, organic farming)	2,0	5,0	30,0	29,0	19,0	15,0	48,0

Legend: 1. Hard to say, 2. None, 3. Low, 4. Medium, 5. High, 6. Very high, 7. Level of significance.

Source: own study, GIG.

The results obtained from the analysis make it possible to formulate the following conclusions. The directions of actions that the surveyed Pszczyna entrepreneurs considered most important for the development of the green economy in the Pszczyna powiat in the perspective of the current decade are:

- financial and administrative support for entrepreneurs in the area of green economy,
- identification of key competencies for the green economy in the poviát of Pszczyna,
- maintaining the diversity of rural areas as a European asset.

Another problem area undertaken in the research is the directions of development of the Pszczyna poviát in the perspective of green economy in the current decade. Diagnosing this area, the experts decided that the Pszczyna poviát in the perspective of this decade building the strategic direction of development should strive to achieve the status of the district whose key features are (Table 13):

- science,
- tourism
- culture and art,
- new technologies.

Table 13.

Directions of development of the most significant meaning for the Pszczyna district in the perspective of the present decade and green economy

Lp.	Directions of development	Level of significance in %						
		1	2	3	4	5	6	7
1	learning	3,0	8,0	18,0	25,0	41,0	5,0	66,0
2	tourism	1,0	3,0	26,0	29,0	36,0	5,0	65,0
3	culture and arts	4,0	8,0	19,0	33,0	28,0	8,0	61,0
4	new technologies	3,0	8,0	20,0	25,0	36,0	7,0	61,0
5	business	3,0	8,0	23,0	25,0	33,0	8,0	58,0
6	conference center	5,0	12,0	27,0	15,0	26,0	15,0	41,0
7	religious center	10,0	15,0	21,0	13,0	18,0	23,0	31,0

Legend: 1. Hard to say, 2. None, 3. Low, 4. Medium, 5. High, 6. Very high, 7. Level of significance.

Source: own study, GIG.

The final question of the survey addressed the issue related to the 15 terms that most accurately describe Pszczyna poviát in the perspective of the current decade and the green economy. The experts participating in the survey were asked to evaluate them while identifying the desired profile of the county (Table 14).

On the basis of the experts' evaluations and their analyses we can assume that in the perspective of the green economy and the current decade the desired profile of the Pszczyna poviát should focus on activities that create its image as a well-kept, hospitable, developing, safe and family Poviát.

Table 14.

Features identifying the desired profile of the county of Pszczyna in the perspective of the current decade and green economy

Lp.	Directions of development	Level of significance in %						
		1	2	3	4	5	6	7
1	hospitable	0,0	0,0	21,0	53,0	25,0	1,0	78,0
2	thriving	0,0	0,0	34,0	44,0	21,0	1,0	65,0
3	neat	0,0	3,0	30,0	49,0	15,0	3,0	64,0
4	everywhere is close	0,0	3,0	36,0	42,0	17,0	2,0	59,0
5	safe	0,0	4,0	34,0	45,0	13,0	4,0	58,0
6	family	0,0	1,0	36,0	42,0	15,0	6,0	57,0
7	attractive	0,0	2,0	41,0	32,0	22,0	3,0	54,0
8	connects people	1,0	6,0	37,0	39,0	13,0	4,0	52,0
9	educated people	0,0	3,0	41,0	34,0	17,0	5,0	51,0
10	sporty	0,0	4,0	42,0	34,0	17,0	3,0	51,0
11	social	0,0	3,0	44,0	38,0	12,0	3,0	50,0
12	elderly	0,0	5,0	41,0	30,0	19,0	5,0	49,0
13	entertaining	0,0	9,0	40,0	34,0	14,0	3,0	48,0
14	historical	0,0	2,0	46,0	29,0	15,0	8,0	44,0
15	modern	0,0	7,0	49,0	25,0	13,0	6,0	38,0

Legend: 1. Hard to say, 2. None, 3. Low, 4. Medium, 5. High, 6. Very high, 7. Level of significance.

Source: own study, GIG.

4. Conclusions

The green economy vision is linked to several key strategic objectives. Their content and importance can be found in the European Union's policy document – Horizon Europe (Rozporządzenie Rady Europy...) – in the mission section of which, entitled "Adapting to climate change including social transformation", we read that addressing the rapid warming of the Earth's climate is one of the most pressing challenges for humanity. The climate is changing faster than ever, causing heat waves, droughts and floods to become more frequent and severe. We can turn this growing threat into an opportunity to improve our resilience and change our lives for the better and healthier. Climate change adaptation is the process of adjusting to the current or expected climate and its impacts. The mission area will support this process by connecting citizens with science and public policy. The mission area will help maximise the impact of EU support to research and innovation and demonstrate its relevance to society and citizens. The initiative will focus on solutions and preparedness to the impacts of climate change in order to protect lives and property. It will cover behavioral changes and social aspects by reaching out to new communities beyond the usual stakeholders to help bring about social transformation.

It clearly exposes the importance of human beings and their future with the overarching goal of changing lives for the better and healthier. Fully in line with this goal the results of the research presented in this chapter fully correspond with this goal, where the needs related to the perspective of green economy – i.e. better and healthier life for the citizens of Pszczyna – are unambiguously revealed.

To conclude, it is worth quoting Saint John Paul II, who in 1990 said that the greenhouse effect has reached critical proportions as a result of continuous industrial development, large urban agglomerations and increased energy consumption. He later made it clear that this phenomenon was caused by human activity. Industrial waste, gases produced by burning minerals, uncontrolled cutting down of forests – all this, as we know, has a harmful effect on the atmosphere and the whole environment. The ecological crisis, I repeat, is a moral problem", the Pope stressed.

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