

**CREATIVITY AND ENTREPRENEURSHIP IN THE DEVELOPMENT
STRATEGIES OF LOCAL ADMINISTRATIVE DISTRICTS
IN LUBUSKIE VOIVODSHIP**

Summary

The strategies of regional development proposed on the European ground, put main emphasis and attribute significance to the development of entrepreneurship and creativity as the basis of social, economic, academic and research growth. Entrepreneurship and creativity constitute leading principles, aimed at the knowledge-based economy, with reference to guidelines included in the Lisbon strategy.

The aim of this article is to show local development strategies of economic growth as the factors which determine the formation of favourable conditions for the expansion of entrepreneurship and the creativity of enterprises. The creation of the development of entrepreneurship and creativity is based on the utilization of the endogenous region's potential. Its skilful application is the essential condition in the formation of the possibilities for local development in long-term perspective.

The principal aims included in regional development strategies head for the accomplishment of balanced, high-pitched economic development of local administrative districts through the implementation of ventures concerning creation of the conditions for expansion of small and medium enterprises, improvement of their competitiveness along with the financial support of the European Union.