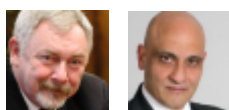


STARTING POINT



by prof. **Jacek Majchrowski**
and **Andrew Hallam**

Kraków's ranking as a leader in technology and business services is again confirmed by new employment forecasts from ASPIRE and the latest Services Globalisation Index from Tholons.

ASPIRE's annual Headcount Tracker shows the services sector will create over 10,000 new jobs in 2017. By the end of this year, over 70,000 people will be working in the sector. Moreover, in Tholons' annual index Kraków has risen from 9th to 8th globally.

This continuing dynamic growth of technology and business services in Kraków demands ever greater levels of cooperation between the industry and local authorities.

Quality of life challenges are a major point of interest for industry and residents alike. Kraków is a great place to live and work, but it is vital that we address environmental issues that come with such dynamic growth.



ACTION POINT

pg 3 >>

- Krakow vs Smog



MEETING POINT

pg 4 >>

- 7th ASPIRE Annual Conference
- 41st UNESCO Session of the World Heritage Committee
- 3rd European Congress of Local Governments



INFO POINT

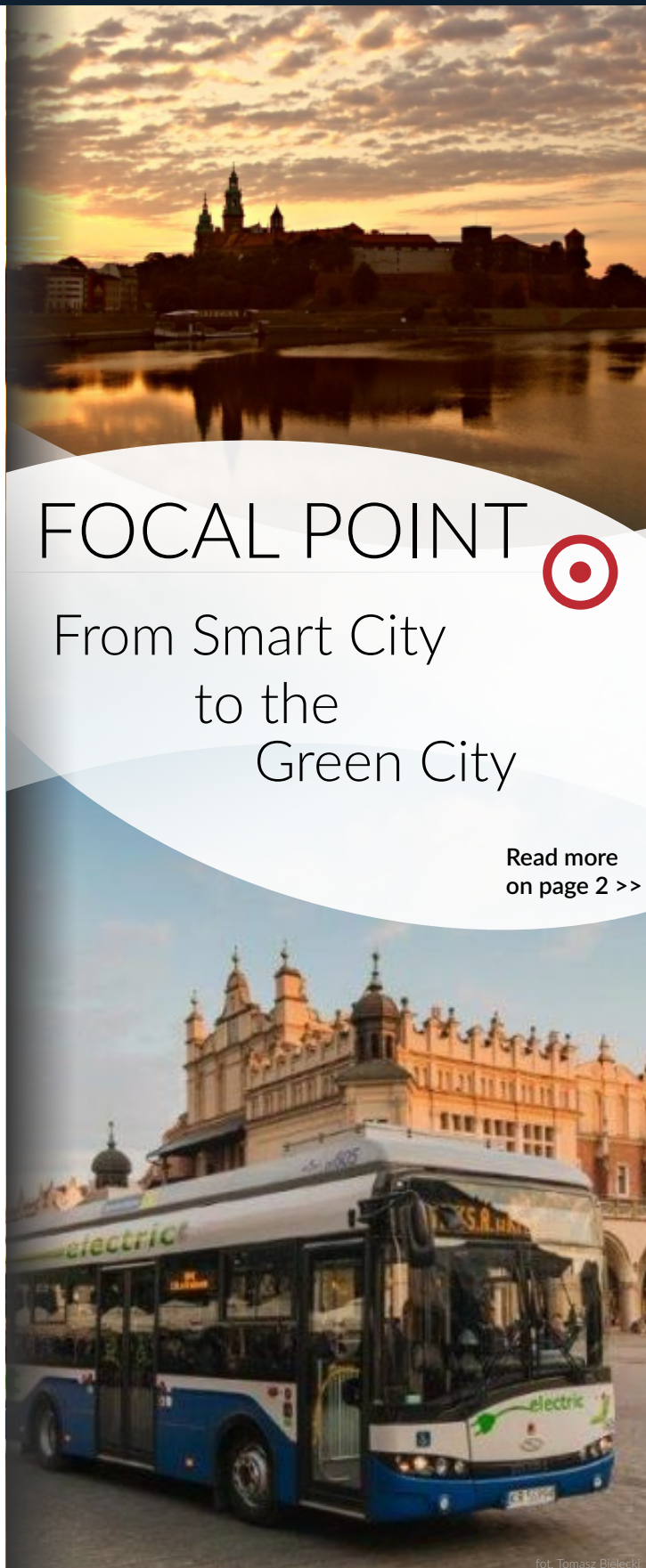
pg 5 >>

- Tholons Services Globalization Index - 2017
- Contact information to key city institutions

FOCAL POINT

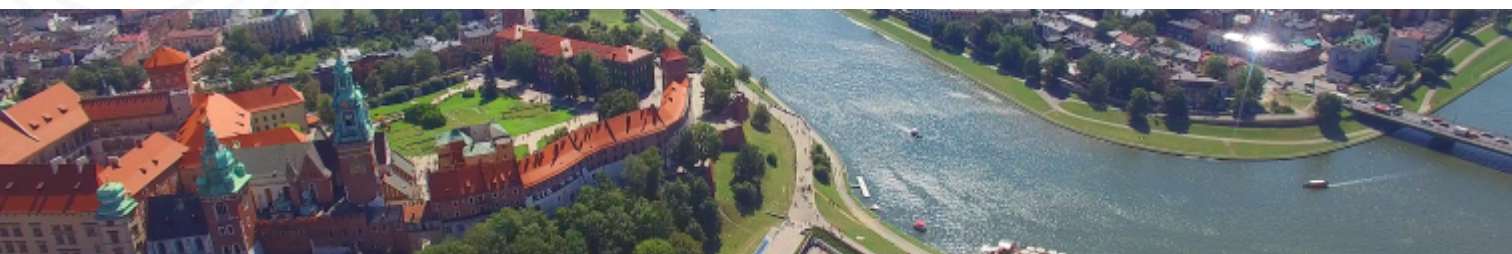
From Smart City
to the
Green City

Read more
on page 2 >>



fot. Tomasz Bielecki

FOCAL POINT



From Smart City to the Green City

The GREEN STRATEGY framework & the positive impact of Kraków's No. 1 Industry

Kraków has embarked on an ambitious journey to address some of its key environmental issues. In doing so, the city is increasingly enthusiastic about engaging multiple stakeholders into the process.

The city's technology and business services sector is a key stakeholder for the City. Both the City and ASPIRE believe the development of the city and the industry go hand in hand.

As the major employer in Kraków, the sector delivers over 2 billion USD annually into the local economy and is a key driver in infrastructure development, driving the development of modern office space (now exceeding 1 million m²) and a major consumer of the municipal transport system, the airport, hotels and leisure facilities.

The demographic working in the industry, young professionals with an average age of 28, are demanding of a rich quality of life and pro-environment offering, e.g. clean air, bike paths, and so on.

As the industry expands so Kraków's ability to retain talent and attract talent to the city becomes ever more important.

The city is currently working on a dedicated environmental strategy with a strong clean-air focus. The process will include promoting healthy lifestyle, sustainable mobility and increased environmental awareness.

All agree that continued cooperation with the technology and business services sector will prove vital in delivering on the strategy.



! ACTION POINT

Kraków VS SMOG



INFRASTRUCTURE MODERNISATION

- A dedicated **air-quality app**
- Sharing air-quality updates with the local media on a daily basis (daily reports twice a day)
- Systematic planning activities aimed at reducing the volume of car traffic in the city centre
- **100 million PLN** spent on green spaces

■ **167,4 million PLN** invested in hybrid and electric buses and other eco-friendly solutions

■ **35 additional** modern, environmentally-friendly trams coming soon



■ **Free public transport** when norms are significantly exceeded

■ Nearly **1 000** cars inspected annually by the police to test emission levels

107 NEW GENERATION ECO BUSES

Low Emission - air pollution coming from low altitude sources (max 40 m.)

- **2015:** Full survey of low-emission sources completed (nearly 24 000 stoves and coal-fired boiler rooms)
- **2015-2016:** Elimination of 8 000 stoves and coal-fired boiler rooms
- **2017:** **2 000 grants approved** for the replacement of 3 000 stoves and coal-fired boiler rooms
- **September 2019:** The last 8 000 solid fuel stoves and coal-fired boiler rooms scheduled to be eliminated

LOW EMISSION REDUCTION PROGRAMME

- The 'Yes for Clean Air' Campaign: in 2016, pollsters visited over 22 000 households in Kraków
- **ZZM:** Dedicated city department established for management of green spaces





MEETING POINT

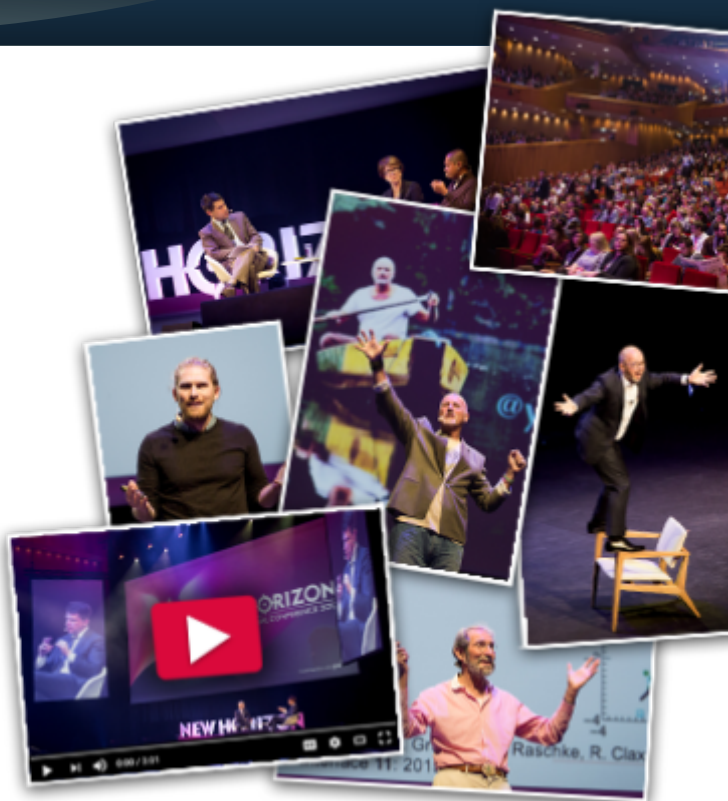
NEW HORIZON

THE **ASPIRE** ANNUAL CONFERENCE 2017

In May, the 7th ASPIRE Annual Conference was staged at ICE Krakow Congress Centre, bringing together over 2,000 delegates.

Titled "New Horizon", the conference explored the the shifting political and technological landscape in which business operates and what this means for the technology and business services sector.

The 8th ASPIRE Annual Conference will take place on 15th May 2018.



Click to watch a 75 second recap of the 7th Annual Conference



**41st Session of the World Heritage Committee
Poland 2017**
**41e session du Comité du patrimoine mondial
Pologne 2017**

For 10 days in July, Kraków hosted the 41st UNESCO Session of the World Heritage Committee.

During the 10-day session, 2,000+ delegates representing governments from across the world reviewed the status of global heritage.

ASPIRE was invited to participate in a session on the role played by business in developing a sustainable cultural heritage, taking Kraków as a case study.

In 1978, Kraków was was one of the first cities included in the list of world heritage sites.

Click to read more:

[Kraków - a partnering resource for World Heritage](#)

[Open Eyes Economy Summit, November 2017 - Mission Statement](#)

3rd EUROPEAN CONGRESS of LOCAL GOVERNMENTS

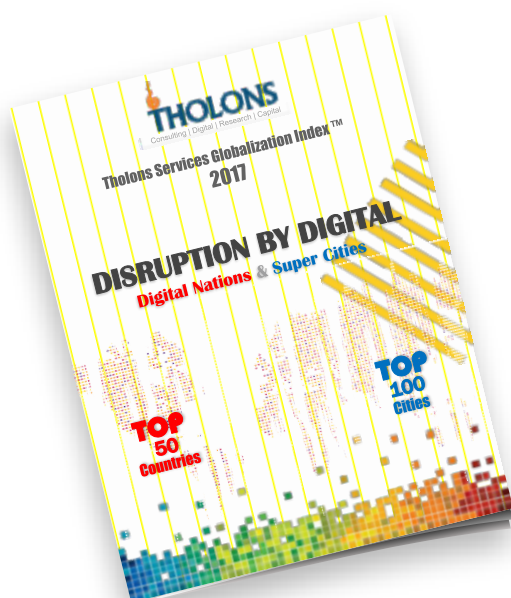


In March Kraków hosted the 3rd European Congress of Local Governments, bringing together leaders in local government policy from across the European Union.

In a session jointly organised by the City of Kraków and ASPIRE, businesses, NGOs and academia discussed the key role played by business in growing local and regional economies, from job creation, up-skilling and infrastructure development to setting new environmental standards and promoting sustainable mobility.

The session also stressed the role that can be played by a city's universities in working alongside business to forge the future economy and the requirement for a cooperation framework embracing local authorities, business and academia, such as that envisaged by the Open Eyes Economy think tank led by former Polish Deputy Prime Minister, Professor Jerzy Hausner of the Kraków University of Economics.

i INFO POINT

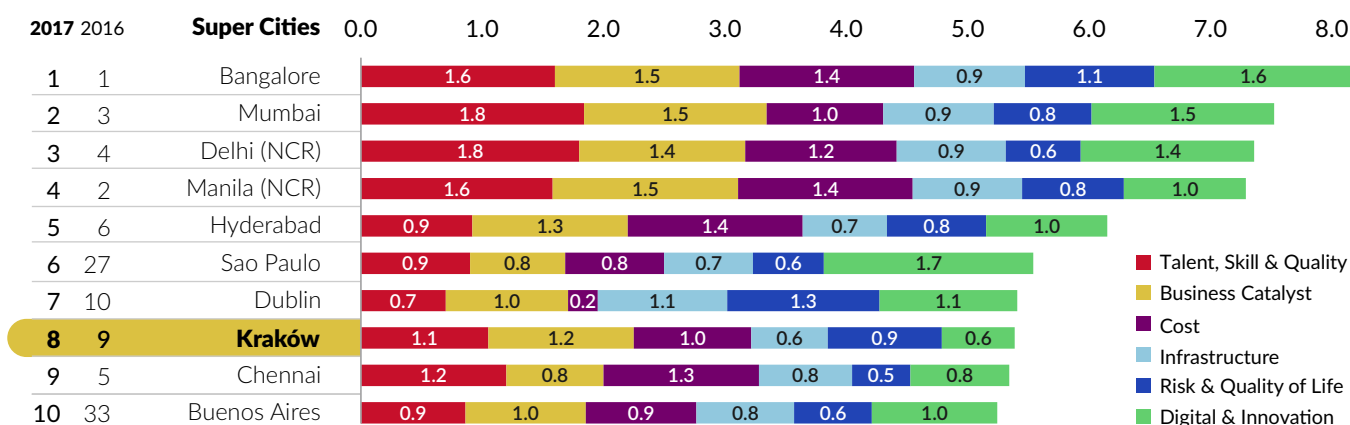
THOLONS SERVICES
GLOBALIZATION INDEX 2017[Click here to download the full report](#)

For several years now, Kraków's emergence as a leading location for technology and business services has been confirmed by the city's ranking in the Tholons Services Globalisation Index, an annual ranking of the top 100 cities for delivery of global services.

This year's ranking see Kraków climb to 8th place globally. For the first time, the city has moved ahead of several established players in India and the Philippines. At the same time, Kraków along with Dublin continues to pull away from other cities in Europe.

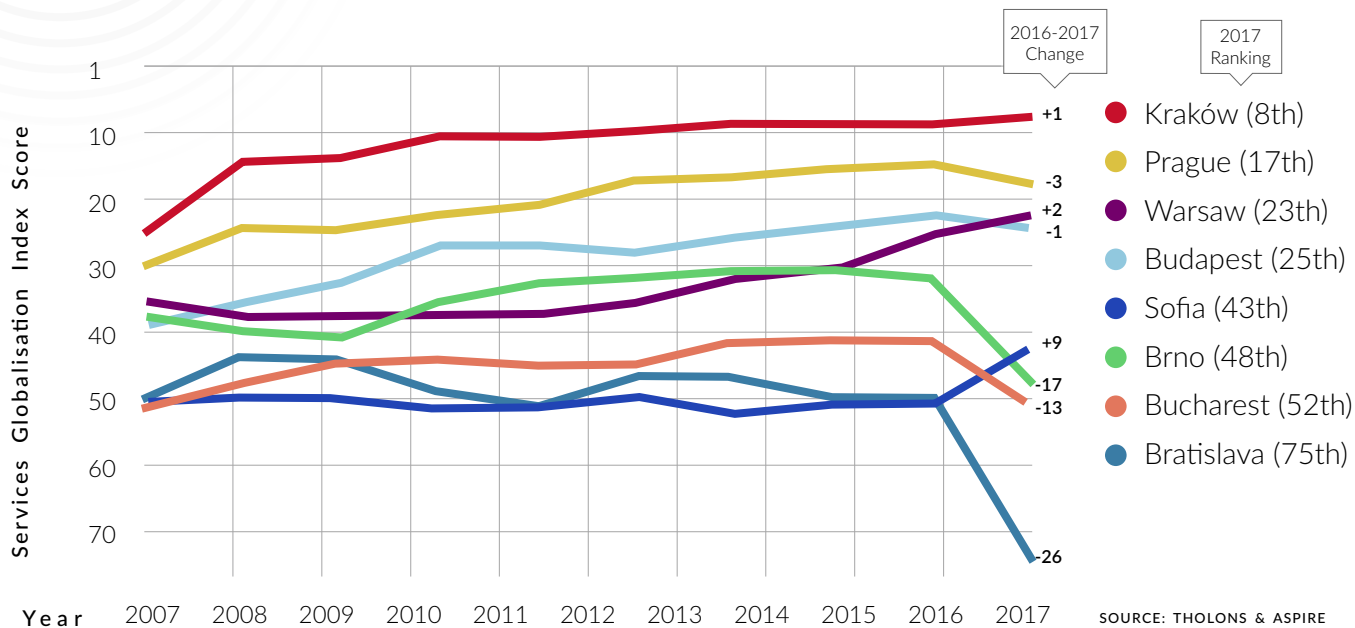
Kraków's continuing growth is also confirmed by the ASPIRE Headcount Tracker, which tracks job growth across technology and business services companies. In 2017, the industry will create another 10,000 jobs, bringing the total to over 70,000 people employed in the industry, a near 100% growth in employee numbers in the last 3 years.

Tholons Services Globalization City Index (Top 10)





INFO POINT



As Kraków grows in number of people employed in the industry, it is also evolving in terms of its strategic value to companies located in the city. Currently, more than 20 companies located in the city employ 1,000+ people in their centres; equally, several technology and financial services companies now have more than 10% of their global workforce located in Kraków.

Today new investors come to Kraków not only to establish help desk solutions based on multilingual

language skills, but rather to establish Global Business Solution Centres and Software Development Hubs. As one investor recently said during an ASPIRE meeting, Kraków provides "significant scale in expertise."

This evolution in investor strategy is also mirrored by Kraków's emergence as a start-up location, visible in the rising number of companies covered by the Headcount Tracker, which now stands at over 250.

ASPIRE REPORTS



**ASPIRE
Headcount Tracker 2017**
<http://www.aspire.org.pl/headcount/>



**ASPIRE & AG TEST
Salary Tracker Q4 2016**
<http://www.aspire.org.pl/salary/>



INFO POINT



GET THE OFFICIAL CITY AIR POLLUTION MONITORING APP

- Live Air Pollution Coverage
- Knowledge Base
- Harmful Emission Reporting Tool



KEY LINKS



[Low Emission Reduction Programme in a Nutshell \(pl\)](#)



[Kraków-leader in Ecological Public Transportation \(pl\)](#)



MUNICIPAL INSTITUTIONS



Zarząd Infrastruktury Komunalnej i Transportu w Krakowie

Zarząd Infrastruktury Komunalnej i Transportu
Municipal Infrastructure and Transportation Board
Dyrektor/Director: Andrzej Mikołajewski
Tel. 0048 12 616 7416
sekretariat@zikit.krakow.pl
<http://zikit.krakow.pl/>



Zarząd Zieleni Miejskiej w Krakowie

Zarząd Zieleni Miejskiej w Krakowie
Board of Communal Greenery in Krakow
Dyrektor/Director: Piotr Kempf
Tel. 0048 12 20 10 240
sekretariat@zsm.krakow.pl
<http://zsm.krakow.pl/>



Miejskie Przedsiębiorstwo Oczyszczania
Municipal Waste Disposal Krakow
Prezes Zarządu/CEO: Henryk Kultys
Tel. 0048 12 64 62 202
mpo@mpo.krakow.pl
www.mpo.krakow.pl

BUSINESSPOINT

EDITORIAL TEAM

ASPIRE - Andrew Hallam, Łukasz Cioch
CITY HALL - Katarzyna Wysocka

CONTACT US

Wydział Rozwoju Miasta
City Development Department
wr.umk@um.krakow.pl

ASPIRE - Association of Technology
and Business Services Companies
businesspoint@aspire.org.pl