



CALL FROM THE CITY



prof. Jacek Majchrowski
Mayor of the City

The development of a knowledge-based economy is inextricably linked to the use of the intellectual potential of residents, the highest quality of staff and extensive scientific background. Positive business-science-local government cooperation is therefore necessary for the development of every city. The constant involvement of all stakeholders in the development of the city, including the use of its assets as scientific and academic center, should certainly be emphasized.

The joint establishment of a message about the development potential of the city is an important step towards coordinated cooperation. Other, proven methods include close cooperation with career and promotion offices, a common calendar of urban events, a system of competitions and grants for students, and ongoing exchange of ideas and experiences in the context of creating urban documents and programs.

I am convinced that both the scientific and business potential of our city, as well as the energy and creativity of its residents released in the framework of mutual, cross-sectoral cooperation, will guarantee dynamic development and high quality of life in Krakow.

CALL FROM THE PAST
Krakow hosts guests from the United Arab Emirates

[read more on page 2 »](#)

CALL FROM THE PAST
Open Eyes Economy

[read more on page 3 »](#)

CALL FOR THE FUTURE
Pasieka Krakow Project

[read more on page 4 »](#)

CALL FOR COOPERATION
CALL FOR HELP





CALL FROM THE PAST

Krakow hosts guests from the United Arab Emirates

A visit of the representatives of companies and business institutions from the United Arab Emirates took place at the Krakow City Hall on November 10, 2018 as part of the Polish-Emirate Days, organized by the Emirates & Europe Business Development Cluster.

Krakow was engaged in the co-organization of this event as one of the most important business centers in Europe, as well as a city open to new projects and innovations, proposing bilateral meetings with the representatives of Krakow and the Malopolska Region business support institutions, companies and start-ups. The meeting was attended by, among others, representatives of the Krakow Chamber of Commerce and Industry, the Krakow Technology Park, MZP Lewiatan, the company Krakow Nowa Huta Przyszlosci SA and two start-ups: Lonsley.com and 1000realities. The first part of the meeting was a discussion about the general conditions for starting business in Krakow or possible cooperation platforms. In the second part of the meeting, during bilateral talks, participants discussed, inter alia, the possibilities of direct foreign investments related to innovative solutions. The meeting in Krakow was above all an excellent opportunity to establish professional contacts, discover new business opportunities and exchange experiences.

The launch of a direct air connection with Dubai in April 2018 was the first step initiating cooperation between the UAE and Krakow and the Malopolska Region. This destination is very significant, both from the point of view of tourism and business. In April this year, representatives of the City of Krakow participated in the "Annual Investment Meeting" conference in Dubai and held a series of meetings with investors operating in the UAE, presenting the economic potential of the city, which resulted in numerous business contacts established. At the end of September, in turn, a seminar was held in our city with representatives of the Dubai Internet City and Krakow. Such activities certainly contribute to strengthening mutual economic relations.

We consider Krakow's cooperation with the United Arab Emirates open!





CALL FROM THE PAST

Krakow art of development – Open Eyes Economy

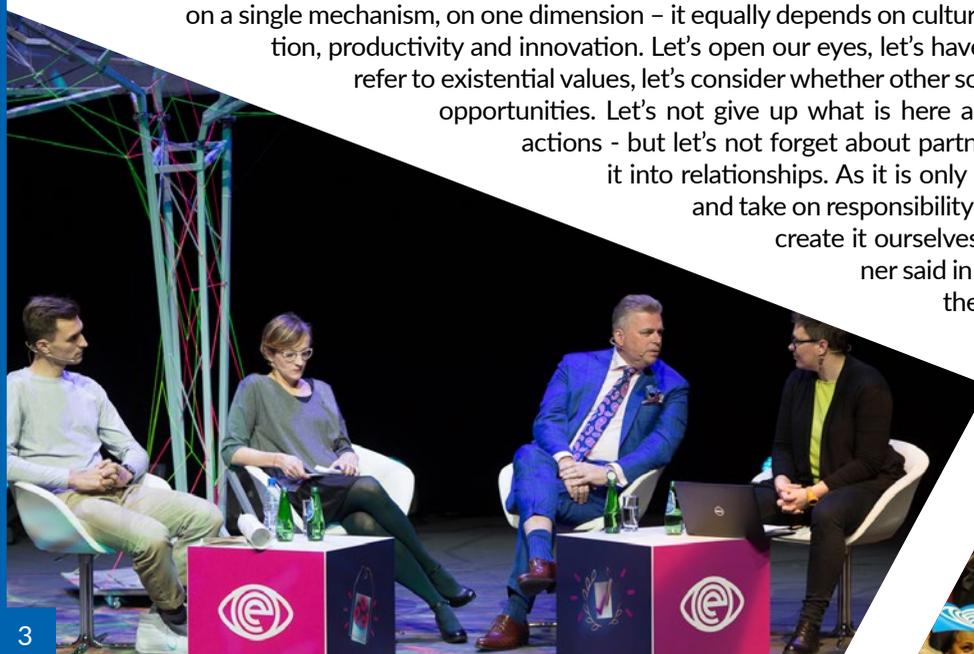


The third edition of the OEES - the international congress of value-based economy took place in the ICE Krakow Congress Center on November 20 and 21, 2018. 200 speakers attracted 2,500 participants coming to Krakow to talk about sustainable development, inspire and exchange knowledge and experiences.

The first day of the OEES was full of exciting discussions, inspiring speeches and new acquaintances. Luca Jahier - the chairman of the European Economic and Social Committee and professor Jacqueline Cramer – the former minister of construction, land and environmental management in the Netherlands, as well as professor Shalini Randeria – the rector of the Institute for Human Science in Vienna and professor Jacek Purchla – the chairman of the UNESCO World Heritage Committee, among others, took the floor during the opening session.

The beginning of the second day of the congress included, among others, a speech of the ombudsman - Adam Bodnar. David Briggs - the CEO of Velux Group, Jennifer Morgan - the general manager of Greenpeace International, professor Zhu Wenyi from Tsinghua University, Janina Ochojska - the founder of the Polish Humanitarian Action also took the floor. A film about the coffee supply chain and production in Rwanda directed by Karol Kowalski and produced by the GAP Foundation, was transmitted as part of the “Little Black Big Deal” special session. An interesting discussion was also conducted by Czech guests: David Černý – an artist, the creator of, among others “Entropy” and Tomáš Sedláček – an economist, the author of the Economics of Good and Evil.

The world mainly focuses on the central meaning of time that flies in a closed cycle; faster and faster is to mean more and more, but in fact - it means worse and worse. That is why we need a social space of economic activity in which we take on responsibility for the future. Development does not depend on a single mechanism, on one dimension – it equally depends on culture and on finance, education, productivity and innovation. Let’s open our eyes, let’s have courage to reflect, let’s refer to existential values, let’s consider whether other solutions will bring greater opportunities. Let’s not give up what is here and now - making transactions - but let’s not forget about partnership and transforming it into relationships. As it is only then profitable to invest and take on responsibility for the future - when we create it ourselves - professor Jerzy Hausner said in the speech summarizing the Open Eyes Economy Summit 2018.





CALL FOR THE FUTURE

Krakow is the first city in Poland that has built a system of small urban apiaries located on roofs and meadows.

Our urban bees are a gentle breed for humans. They live in nine apiaries, each of which has five beehives.

Approximately 45,000 bees live in one beehive in the summer. However, in order to collect nectar for 1 kg of honey, bees must visit approx. 4 million flowers and during one course an insect visits 50-100, where it collects both nectar and pollen. It is hard work for them, because they carry a weight equal to half of their body to the hive, therefore, in order to make it easier for them, we plant melliferous plants, both annuals, perennials, and shrubs and trees. Then they will have easier access to food, because such a bee looks for food even 2-3 kilometers away from its hive.

The **Paseka Krakow Project** is a multitasking and interdisciplinary project. Education, based on raising the awareness of the inhabitants of our city that people and insects can and should live side by side in harmony is the most important part of it. Bee breeding in the city is also a chance to improve the comfort of life, solely through the possibility of longer experiencing the presence of the unusual insects. People can hope that the development of urban beekeeping will bring not only an increase in the number of bees and beekeepers, but it will also initiate fashion for setting up and growing urban gardens, also on balconies and terraces that will facilitate the life of urban bees and embellish our city.

In the Call for help section you can find contact details of the Project organizers.





CALL FOR COOPERATION

The fight for clean air is our common goal, but Krakow, as the Supreme Audit Office's report shows, is on its way to solving this problem.

[Link to the Department](#)



CALL FOR HELP

Entities involved in the implementation of the Paseka Krakow Project:

- Municipal Greenery Authority in Krakow – offers sponsorship packages ✉ sekretariat@zsm.krakow.pl
- Promotion and Tourism Department of the City of Krakow – implements event and media activities in the field of project promotion ✉ pt.umk@um.krakow.pl

Editors:

The team of Investors and Innovative Economy Support Centre

Contact us:

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