



Call from the **City**



Professor **Jacek Majchrowski**
Mayor of the City of Krakow



In Krakow, we know perfectly well that it is people who determine the directions of development, influence its pace and shape local business.



Our needs and ideas are the stimulus that makes the city test and use innovative solutions to improve our surroundings and our common everyday life. Therefore, for the sake of the future of young generations, we conduct special training in Krakow for pupils of Krakow schools and students of local universities, thanks to which they can learn how to start their own adventure with business. In the current issue, we also present you, among others, the first online service launched as part of the cooperation of the City of Krakow with the ASPIRE association called BusinessPoint City Clinic.



Call from page 2 
Education

Call for page 3-5 
Cooperation

City page 6 
Clinic



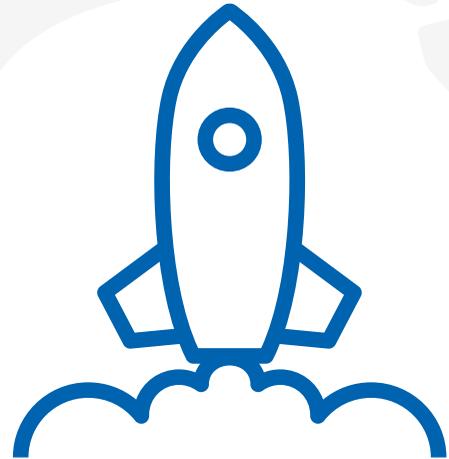
On the occasion of Easter,

I wish you that these coming days will be filled with joy and will bring many pleasant moments spent with your loved ones. May this time also be healthy and full of spring energy, thanks to which we will face challenges and enjoy our successes. Happy Easter in Krakow!



Call from **Education**

How to set up a company in Krakow? Training for pupils and students.



The Entrepreneur Service Point of the Krakow City Office (POP) since 2007, together with Krakow universities, has been conducting an information and promotion campaign for young people regarding **the possibility of setting up companies in Krakow**. This is a unique opportunity to combine academic education with the practical use of acquired knowledge within your own business.

Students and graduates of Krakow universities and graduates of post-primary schools are well-educated people who know foreign languages, are active and willing to act, often with a firm determination to start their own business. Young people have great ideas for their own business. On the other hand, they are less familiar with the bureaucratic complexities associated with starting and running a business, as well as with the available support tools.



As part of the **Global Entrepreneurship Week**, an instructional video on setting up and running a business was prepared.

The material is published on **YouTube** on the channel of the Provincial Public Library in Krakow. We invite all Krakow schools and universities to cooperate.

In order to stimulate entrepreneurship of young people, POP successfully implements a series of presentations entitled:

„6 reasons why you should start a business in Krakow”.

Due to the pandemic, meetings are organized using the MS Teams application. This form of contact is also very popular among recipients.

POP and Krakow universities together over the years:

14 years of cooperation 496 presentations

11 717 participants

More information and the option of booking a training / presentation date can be obtained by calling **12 616 56 11**, by e-mail at pop@um.krakow.pl and on **Facebook** →



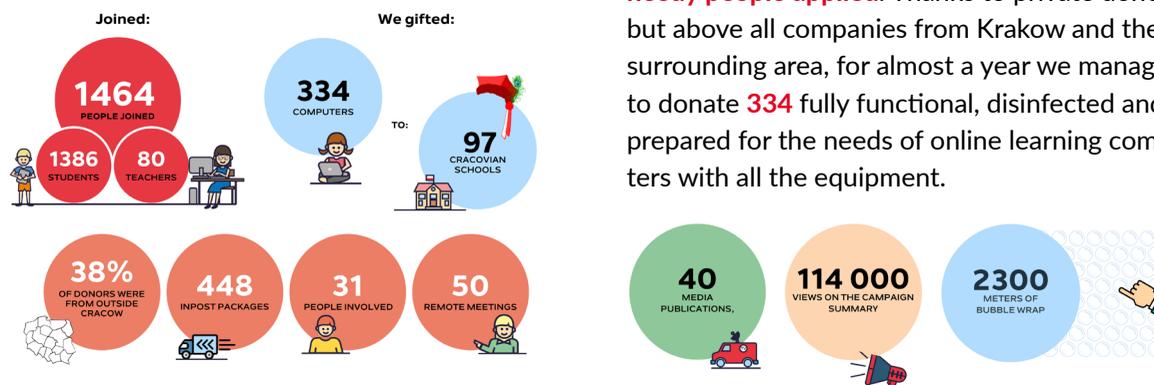
Call for Cooperation

The "Dajże Kompa" initiative was launched in March 2020 in Krakow,

when the coronavirus pandemic began and students started to learn remotely by necessity. Krakow entrepreneurs, led by the Poland Business Run Foundation and with the support of the Krakow City Office, within a few weeks launched a charity campaign in response to the digital exclusion among children and teachers.

The project was initiated by Talent Alpha in cooperation with BKode, Fixit, SSW Solutions and Zooplus. Logistics was handled by a well-known company from Małopolska - InPost.

The needs related to distance learning and the lack of computer hardware turned out to be enormous - in the first few months, nearly **1,400 needy people applied**. Thanks to private donors, but above all companies from Krakow and the surrounding area, for almost a year we managed to donate **334** fully functional, disinfected and prepared for the needs of online learning computers with all the equipment.



ORGANISERS:



And ONE big thank you to our donors:



The action is slowly coming to an end, but it is known that several dozen computers will be delivered to students in the near future. Importantly, the donated equipment stays with those in need forever to help them learn. The organizers would like to thank all the private individuals and companies involved, thanks to which "Dajże Kompa" gained momentum and enabled many students to remotely educate at home.



Support of the Municipal Labour Office for Krakow entrepreneurs.

Microloan in numbers

5 000 PLN one-time
aid amount

57 thous. entrepreneurs
- beneficiaries

285 m. the amount
of aid granted
from April 1, 2020

**June 10
2021** support
end date

People owning a business in Krakow can count on help in running it from the City (e.g. [PAUZA program, map tools](#)), as well as under the Anti-Crisis Shields. Therefore, entrepreneurs from Krakow can apply to the Municipal Labour Office from April 1, 2020, among others for non-returnable financial aid in the form of the so-called **microloans**. This form of support is available to all self-employed, business owners and entrepreneurs employing up to 9 employees. The funds obtained under the microloan do not have to be returned as long as the business is continued for 3 months.

The Municipal Labour Office in Krakow accepts applications for a microloan until **June 10, 2021**. Support is available only to those who have not used it yet.



“

Looking globally - the amount of 285 PLN million we paid out last year for the microloan alone is impressive. Adding to this amount the subsidies paid by GUP to wages (126.5 PLN million) and co-financing for the self-employed (over 53 PLN million), it can be seen that our entrepreneurs needed this help. Such an injection of cash undoubtedly had a positive impact on the Krakow labour market - the more so as it is one of the few non-returnable forms of aid under the Anti-Crisis Shield.

”

Waldemar Jakubas

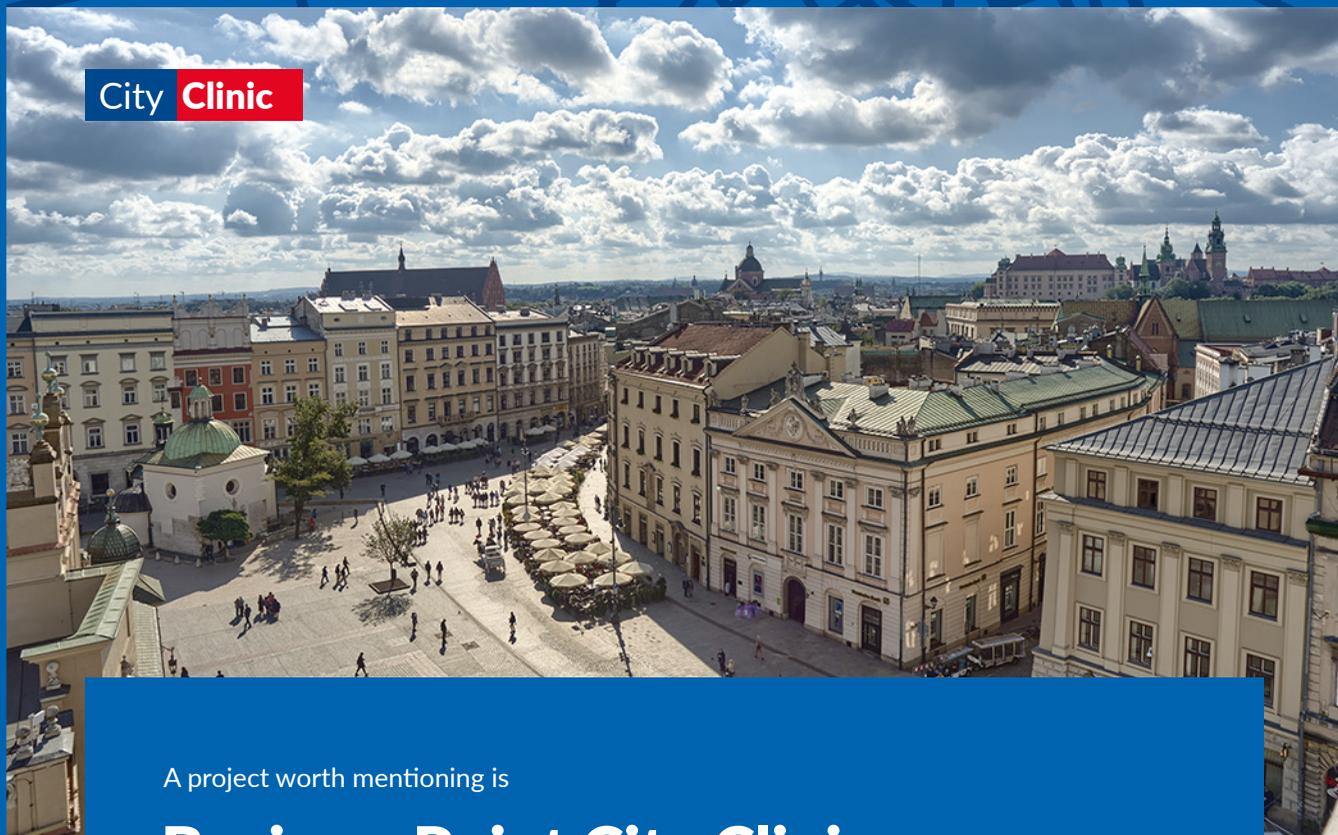
Deputy Director of the Municipal Labour Office in Krakow for Labour Market

There are also other instruments of the "shield" available, such as: co-financing part of the costs of running a business for the self-employed and co-financing part of the costs of remuneration. This support is available for entrepreneurs who have not used the maximum 3-month period of funding. Until May 31, 2021, the call for applications for a subsidy in the amount of 5,000 PLN to cover the running costs of operating a business is also ongoing..

Details on the forms of support can be found at www.gupkrakow.pl



City **Clinic**



A project worth mentioning is

BusinessPoint City Clinic.

It is a new online service that connects business with local government. The service, developed by ASPIRE and the City of Krakow, aims to facilitate and improve communication between companies from the BSS sector located in Krakow and the City on matters that may affect the company's operations.

Using the online form available here: <https://www.aspire.org.pl/city-clinic/>, companies can submit questions to the Krakow City Office. An answer will be prepared within a maximum of 28 days.

The terms of service are available here: <https://www.aspire.org.pl/city-clinic/>



Business



Kraków



POP



Editors:

Investors Support and Innovative
Economy Centre Team

Contact:

Entrepreneurship and Innovation Department

✉ pi.umk@um.krakow.pl