



## CALL FROM THE CITY



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

If I were to say what I value the most in Krakow, I would say people. People who constantly contribute to the development of our city, who increase its competitiveness and innovation, through their commitment and skills. Many people come to Krakow to study, because it is the capital of the Malopolska Region and the largest academic centre in Poland with 23 schools and universities. What is more, Krakow specialists – graduates of our universities – have an established position not only in Poland but also internationally. It is not surprising then that an increasing percentage of all students are foreign students. That is why I am happy about launching the “Open Krakow” program, which helps foreigners acclimatize in our city and learn about Polish traditions, while at the same time inhabitants of Krakow can make direct contact with representatives of various cultures, thus learning tolerance and respect for other people. You are invited to read about it.

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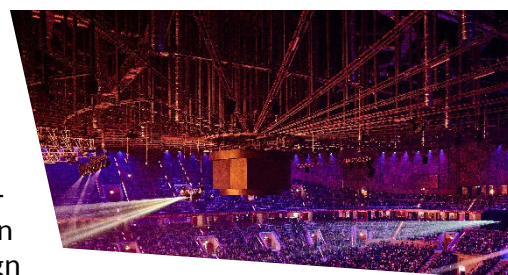
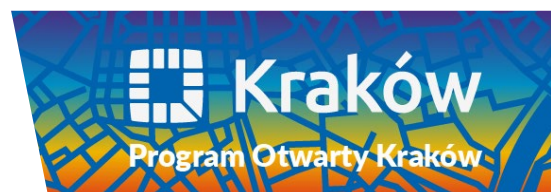
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## “OPEN KRAKOW” PROGRAM

The main goal of the “Open Krakow” Program, which has been active since 2016, is the initiation and implementation of an urban policy of openness towards foreigners as well as national and ethnic minorities living in Krakow. Krakow is the second largest Polish city, and next to the capital city it has the most diverse population. It is an important academic centre and a location for economic investment, invariably attracting foreign financial and human capital. The city is also one of the most attractive tourist destinations in Europe. Thanks to the coherent and consistent local government policy related to diversity management and thanks to the “Open Krakow” program, it has been possible to create space and tools for the integration of foreigners coming to Krakow for various purposes. The issue of xenophobia began to become a marginal phenomenon, while due to the increase in the population of foreigners, everyday problems arose due to cultural differences and the lack of adaptation of this group of inhabitants to Polish conditions and culture. At the same time, there were typical fears associated with the mass influx of new people. In order to counteract this phenomena, we mainly focus on activities promoting other cultures and activities that will ensure that foreigners have access to all necessary information and are able to implement social activities.

If you want to learn more about the city’s activities aimed at foreigners, please visit the website [www.otwarty.krakow.pl](http://www.otwarty.krakow.pl) ([www.open.krakow.pl](http://www.open.krakow.pl)) or: OtwartyKrakow







## KRAKOW AMBASSADOR OF MULTICULTURALISM

In December 2018, the City Council of Krakow, guided by the intention to support activities and initiatives aimed at promoting cultural, ethnic, religious diversity and the integration of Krakow residents and foreigners, established the title of “KRAKOW AMBASSADOR OF MULTICULTURALISM”, awarded to persons or entities working for intercultural dialogue in Krakow.



On June 25, 2019, the people and organizations particularly distinguished for promoting cultural, ethnic and religious diversity as well as the integration of Krakow residents and foreigners' environments were honoured the title of Krakow Ambassador of Multiculturalism. They became the first Krakow Ambassadors of Multiculturalism in 2018:

### ENTITIES:

- *INTERKULTURALNI PL Association*
- *Diversity Hub Foundation*

### PHYSICAL PERSONS:

- *Olha Menko*
- *Urszula Majcher – Legawiec*

You are invited to submit your applications next year.  
Those chosen will be announced in April 2020.





## EDUCATION IN THE CITY

Despite their young age, they not only have knowledge and experience, but are also ready to start work almost immediately. Who are we talking about? Of course, about students and graduates of Krakow technical colleges and industry schools, among whom entrepreneurs from Krakow and the surrounding area can find well-qualified employees.

– For many years, we have been investing in Krakow in the development of vocational education, thanks to which students not only acquire skills during classes in modern workshops, but also learn under the supervision of specialists in given fields. Increasingly, they also take part in foreign apprenticeships and internships, learning know-how from various European countries. All this means that graduates of Krakow technical colleges and industry schools can start work and become a great support for Krakow companies and the business sector, right after completing their education – says Anna Korfel-Jasińska, Deputy Mayor of the City of Krakow.



In total, more than 13,000 persons studied last year in **technical schools and industry schools in Krakow**. It is not surprising that young people who want to quickly start their professional careers are increasingly more willing to use their offers. And **they have a huge selection in Krakow** – they can study **more than 90 different professions**, including such interesting ones as landscape architecture, geodesy, electronics, computer science, tele-informatics, telecommunications, freight forwarding or chemical technology. But that's not all – the offer of Krakow schools also includes more and more popular specialties related to renewable energy and environmental protection.

**We encourage entrepreneurs to cooperate with Krakow branch schools and technical schools.** More information, including exact offers and contact details for individual schools can be found at [www.naszszkolny.krakow.pl](http://www.naszszkolny.krakow.pl)





## ABSL – WORKING TOGETHER



#WorkingTogether

Large Polish cities are increasingly reminiscent of the largest European metropolises that characterize multicultural communities and offer specialists from around the world. It is no different with Krakow. The dynamically developing sector of modern business services has been an important factor influencing the changes on the Krakow labour market in recent years.

The city of Krakow invariably remains the leader in terms of employment in the business services sector with more than 70,000 people working in the Krakow service centres alone, of which nearly 10 thousand are foreigners who speak as many as 30 foreign languages in their work. Multi-nationality can therefore be described as one of the most characteristic features of this sector. The most numerous are citizens of Ukraine, the second nationality is Italian and third is Spanish.

Therefore, activities aimed at increasing awareness about the new phenomenon, which is the internationality of teams, is initiated by ABSL, i.e. the **Association of Business Service Leaders, a leading organization representing modern business services in Poland**. Last year, ABSL started the #WorkingTogether campaign to demonstrate support for diversity and multiculturalism. Some 20,000 people, including 15 Krakow companies, participated in the campaign which covered the seven largest Polish cities. At the same time, employees gathered in front of their offices to show the internationality of the teams they work in and show support for diversity.

This year, as part of the campaign, companies throughout Poland will organize activities for employees and people outside companies during the week between October 14 and October 18<sup>th</sup>, with a flash mob in Krakow taking place on October 17<sup>th</sup> at noon. The above-mentioned happening includes events in companies, social media and debates with representatives of city authorities, business and media. As in the previous year, the action is carried out in cooperation with the International Organization for Migration.

Details of the campaign can be followed on the website <https://absl.pl/pl/o-absl/aktualnosci/>



## SPONSOR PACKAGES OF THE MUNICIPAL GREENERY AUTHORITY



For animal breeding

150 zł



Green screen

200 zł



Tree

700–1000 zł



50 bushes

1000 zł



Flower meadow

1500 zł / 100 m<sup>2</sup>



Hammock

2500 zł



Bee hive

10 000 zł – 5 hives



“Tailor-made”

offer

The **Municipal Greenery Authority in Krakow** was the first in Poland to introduce sponsorship packages among its activities. The beginnings of cooperation with companies and institutions stem from the CSR (corporate social responsibility) strategy, which is being increasingly eagerly implemented by large companies. Packages offer the opportunity to actively join in caring for the green space of the city. The creation of them was initiated by a company that volunteered to allocate some funds for the greening of Krakow.



## SPONSOR PACKAGES OF THE MUNICIPAL GREENERY AUTHORITY

The Municipal Greenery Authority has created unique packages with different prices, the purchase of which is, on the one hand, caring for Kraków's greenery and on the other, a valuable example of pro-social activity. The packages are so diverse in terms of prices that they give the opportunity for both smaller and larger companies to take action and through their activities for greenery set a trend for other companies in terms of thinking about social responsibility and ecological side of business.

The most popular option is the "tailor-made" package, i.e. the option of individual price selection and what will be done for it. Such cooperation with sponsors cannot be overestimated. If employees are also involved in planting trees or shrubs, then overall it gains a very important social dimension – we activate society by showing how important it is to act together and build society in small steps. We also believe that a lot depends on the inhabitants and that they can have a real impact on improvement of quality and expansion of urban green areas. For companies, this is undoubtedly an opportunity to integrate employees.

The modern world of business is increasingly perceiving economic activities not only through the prism of financial aspects, but also through business ethics, which has a positive impact on the sustainable development of urban spaces. For some reasons, among others, a large group of Krakow companies has permanently entered cooperation with the Municipal Greenery Authority in their action plan.



[business.krakow.pl](http://business.krakow.pl)



[otwarty.krakow.pl](http://otwarty.krakow.pl)



[zsm.krakow.pl/  
pakiety-sponsorskie](http://zsm.krakow.pl/pakiety-sponsorskie)

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## CALL FOR HELP

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tel. 12 20 10 260

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