



CALL FROM THE CITY



Professor Jacek Majchrowski
Mayor of the City of Krakow

December in Krakow is always an extraordinary time. When Christmas decorations appear on the Main Market Square, the unique atmosphere of the Old Town makes you reflect on the next passing year. And the year 2019 was particularly abundant in various initiatives of which I, as a resident of Krakow and its mayor, am very much proud of.

Every year, we take on a number of campaigns to improve the quality of the air we all breathe. One of them was the introduction in Krakow – as the first city on a national scale – of a total ban on burning coal and wood. I hope that this initiative, implemented as of September 1, will allow us to continue to limit and ultimately end the “burning” problem faced not only by Krakow, but also many large cities around the world. In the past year, we also created the “Symbiosis” Ecological Center in the Wolski Forest where residents of Krakow learn about the value of nature, its impact on our daily lives and ways to properly care for the natural environment. Shaping pro-ecological attitudes is currently the best investment in the future of Krakow – that’s why our goal is to strive to achieve climate neutrality in the near future, in which we try to use the latest technologies. We want to continue to jointly and actively build a better and friendly Krakow, in which we work, learn and make our dreams come true.

As Christmas is upon us, I hope you are able to spend your holidays in a joyful atmosphere, full of warmth and mutual kindness, and that the New Year will prove successful in your plans and goals!

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Zarząd
Zieleni Miejskiej
w Krakowie

MUNICIPAL GREENERY AUTHORITY IN KRAKOW – SUMMARY OF GREEN ACTIVITIES IN 2019

Engaging companies for the sake of Krakow's greenery – this year we were able to raise PLN 128, 482.50 as part of sponsorship packages. The above amount is the implementation of such green tasks as: planting trees, shrubs, care for apiaries. Planting actions always engage employees of companies who, with their own work, join the work on greening Krakow.

Greenery in Krakow in 2019:

- 3,114 trees
- 112,136 bushes
- 13,114 perennials
- 119,480 forest seedlings, which give 22.64 ha of forest
- 2.6 ha of flower meadows, of which there is over 21 ha in total in Krakow



This year, the Municipal Greenery Authority in Krakow implemented 5 green local initiatives. This is a tool that activates residents who, having a specific idea, submit an application to the Social Policy and Health Department. Each action is also the social work of people who want to get involved in such a task. Joint actions with residents show that there is great potential in grassroots initiative, it translates into a change in the local space. The completed tasks, involving the social work of residents and contributions of the Municipality of Krakow amount to PLN 84,151.20.

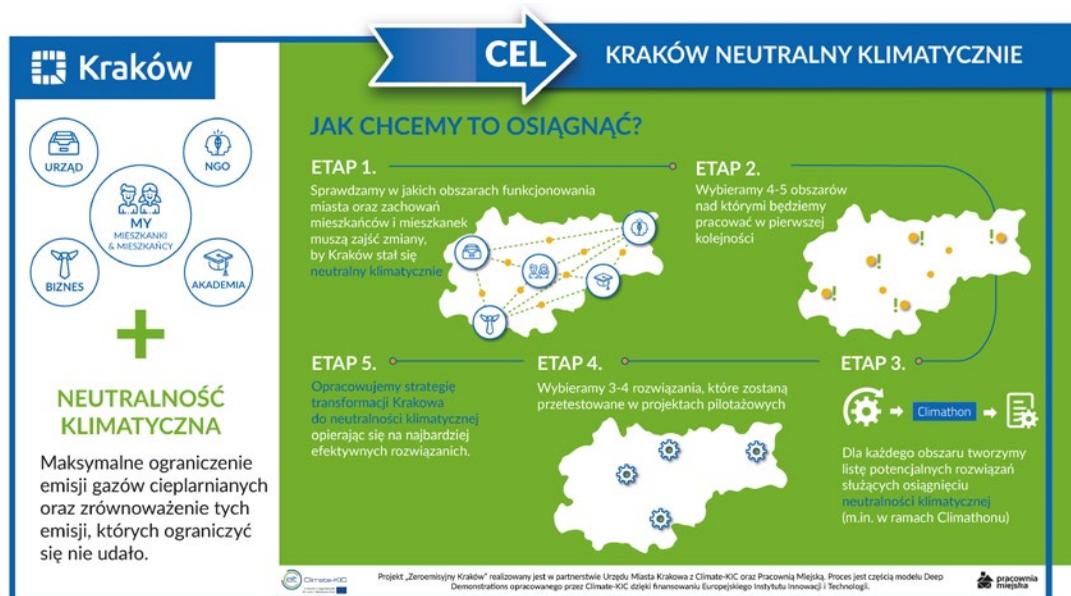
In 2019, the 'Symbiosis' Ecology Education Center of the Municipal Greenery Authority in Krakow, located in the Wolski Forest in the former Okocimski Pavilion, began its operations. The center's educators conducted numerous walks and workshops on nature and ecology, primarily aimed at sensitizing children to the natural world around us according to the principle that there is no such thing as children who do not like nature, there are only those who simply have not discovered it yet. As of 2020, a permanent exhibition will operate at the Education Center, it will engage all the senses and talk about the secrets of the forest and the life of trees. In addition to the permanent exhibition, we also have a workshop room, a cooking room and a ceramic workshop that will allow you to conduct artistic and educational classes.

Information on the activities carried out by ZZM is available on the home page: <https://zzm.krakow.pl/>



ZERO EMISSION

In the summer of 2019, the City of Krakow and City Workshop joined the “Deep Demonstration” process created by Climate-KIC and financed by the European Institute of Innovation and Technology. The goal of “Deep Demonstration” is to create and test solutions that will effectively lead to achieving climate neutrality of cities, involving local governments, entrepreneurs, NGOs, educational institutions, and, above all, residents.



In addition to Krakow, 14 European cities participate in the “Deep Demonstration of Healthy & Clean Cities” program: Amsterdam, Edinburgh, Copenhagen, Križevci, Leuven, Madrid, Malmo, Maribor, Milan, Niš, Orleans, Sarajevo, Skopje and Vienna.



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ZZM A CLASSY GARDEN

The CLASSY GARDEN program is an initiative of the Municipal Greenery Authority in Krakow, directed to schools in the city of Krakow in order to create school gardens for active learning, improve the health and sustainable development of young people.

As part of their CSR activities, companies can get involved in the project as sponsors.

A sponsor can contribute to the financing of the tools that schools will need for gardening, but also engage in educational activities carried out in schools as part of volunteering for their employees. It is very important to combine school education with acquiring the soft competences that future employees need both in life and on the future labor market.

In the 2019/20 school year, the CLASSY GARDEN program is conducted in a pilot form in which 18 selected schools will participate in the recruitment process.

A CLASSY GARDEN:

- *supports the sustainable development of children*
- *helps children acquire knowledge*
- *makes the school environment more attractive*
- *helps bring up generations of environmentally conscious young people*



OGRÓD
Z KLASA



<https://zsm.krakow.pl/dla-mieszkanow/edukacja/ogrod-z-klasa.html>

ABSL SUPPORTING TALENTS AND CREATIVITY

Entrepreneurship, own initiative, focus on seeking solutions and commitment to what you do are important qualities and values that employers are looking for today. Educating the market in terms of adapting employees' skills to the needs of a modern economy, companies in the sector cooperate with universities and schools, but also increasingly contact young people directly by organizing contests and competitions. One of the last initiatives in the area of talent development is the "My first business" competition. Its organizer is the Chamber of Commerce and Industry in Krakow in cooperation with the Municipality of Krakow and ABSL, an association of the modern business services sector.



The aim of the competition is to popularize knowledge about entrepreneurship, stimulate economic activities and shape business attitudes. The competition was addressed to secondary school students from the city of Krakow and involved the development of a business plan presenting an economic undertaking. Importantly, business plans prepared in teams could be submitted in this competition, because that's how you work in business today.

The winners of the "My First Business" 2019 competition are:

AWARD OF the MAYOR OF THE CITY OF KRAKOW

1st place

Team: **Bartosz Sajecki, Michał Biernacki, Bartłomiej Hada** – Schools of Communications in Krakow for the "TAST" business plan



IPH AWARD in the category "Young Socially Responsible Entrepreneur"

Team: **Filip Konopka, Szymon Konopka** – XI High School in Krakow for the "Fluids in liters" business plan

ABSL AWARD

ABSL Award for the most innovative business plan – **Mateusz Sajdak** – the School of Communications Complex in Krakow for the "BitCloud" business plan

<https://absl.pl/pl/>

<https://www.iph.krakow.pl/>



OEES

THE FOURTH, RECORD EDITION OF THE OPEN EYES ECONOMY SUMMIT IN KRAKOW

The International Congress of the Economy of Values – Open Eyes Economy Summit 2019 came to an end, leaving behind not only important answers to puzzling questions, but above all idealists who wish to change the world for the better.

Two days filled with constructive discussions, exchange of thoughts, experiences and inspiring meetings with people open to dialogue and to one another. In the ICE Krakow Congress Center, outstanding specialists in various fields discussed

topics texting modern societies, such as: climate change, overtourism, technology, responsibility in the textile industry, the labor market and social values. Talks were held in four thematic blocks: COMPANY-IDEA, BRAND – CULTURE, CITY-IDEA and INTERNATIONAL GOVERNANCE.

The City of Krakow was the host of the fourth edition of OEES.



- 3000 participants
- 200 speakers
- 1150 publications
- 55 speeches and sessions
- 20 countries

We invite you already for the 2020 editions:

oes.pl



business.krakow.pl



otwarty.krakow.pl



zzm.krakow.pl/pakiety-sponsorskie

Editors:

Investor Support
and Innovation Economy Center Team

Contact:

Entrepreneurship and Innovation Department
✉ pi.umk@um.krakow.pl