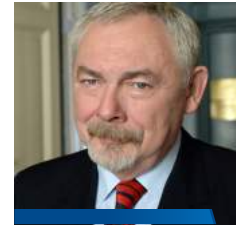




Call from the CITY

Professor Jacek Majchrowski
Mayor of the City of Krakow



Solidarity, support, commitment – such are the values that people living in our small homeland profess, which makes me very proud. Krakow residents actively joined in helping to combat threats related to coronavirus, including its participation in fundraising campaigns (#CoronaNinjas), counteracting digital exclusion (#DajżeKompa [#GimmeAComputer] or providing personal protective equipment for people exposed to the virus („Przybica dla Medyka AGH”) [AGH Visor for Medics]. The enormity of activities was also influenced by the Krakow City Office which launched the PAUSE Program for local entrepreneurs, established Crisis Advisory Points and created a modern tool in the form of an interactive map called „JestemAKTYWNY” [IamACTIVE].

It is at such moments that the cooperation of business, science and local government brings measurable effects, and strengthening it is for the good of the city and its inhabitants. I want to thank you for your involvement this far. I would like to encourage you to continue and gradually implement this year's activities.

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Call for **EDUCATION**

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Call for the **FUTURE**





Call for EDUCATION

#DajzeKompa in Krakow



Due to the coronavirus pandemic, students and teachers faced the challenge of distance learning. Krakow schools have than 137 thousand students, unfortunately not all of them had access to a computer or tablet. In response to this problem, Krakow companies initiated the #DajzeKompa campaign, aiming at fighting digital exclusion.

The initiative was commenced with the support of the City of Krakow and the Poland Business Run Foundation, thanks to which everyone could give their unused computer equipment to needy children.

The project was initiated by Talent Alpha, cooperating with Krakow business, including: BCode, Fixit or SSW Solutions. InPost – originating from the capital of Malopolska is responsible for the logistics. The campaign is also a great example of corporate social responsibility in practice.

525 computers collected

1366 children are still waiting for their computers

(as of: June 15, 2020)

What can you donate?



Prepared and disinfected equipment will go to the most needy students and teachers appointed by the directors of Krakow public schools, and the organizers will take care of all legal and tax issues.



Call from the PAST

Impact re:action 2020
connected by Krakow

Thanks to the progressing digitization, key decision makers and business leaders were able to participate in the first virtual „Impact re:action 2020 connected by Krakow” event which took place fully remotely on June 3, 2020. Dozens of discussions, premieres of reports and the voice of people having a real influence on the economy and business knowledge during the pandemic – this is what made this year’s edition of Impact stand out. It was Krakow’s fifth time hosting the event.

The event was attended by more than 221 thousand participants. The speakers included, representatives of the Polish government, local governments of the largest Polish cities and global companies. The coronavirus situation has clearly shown that the world needs innovation to exploit the potential of people, even in times of social distancing.



QUALITY

COURAGE

REFLEX

According to experts, these three features will be rewarded on global markets



During the congress, the issue of setting ambitious goals by Polish companies and local governments that allowed them to get out of mediocrity and stand out in global markets was raised. Tools for business sector cooperation with scientific and research centers and the public sector were also presented. During this year’s Impact, the Polish Development Fund (PFR) announced the launch of a program supporting technologies used to combat the crisis, including digitization in the banking sector or on sales platforms.

impact



Call for SOLIDARITY

Science, business, local government

Support for hospitals and entrepreneurs during the pandemic

Many representatives of the Krakow scientific and business community in the country have actively participated in aid activities for the benefit of Krakow's health service since the beginning of the introduction of the epidemic emergency status.

As part of the „Przyłbica dla Medyka AGH” (AGH Visor for Medics) campaign, the AGH University of Science and Technology in Kraków joined the fight. Students and university employees produced and assembled protective equipment for health, guard, police and municipal services for almost two months. Despite the end of the campaign, you can still support it **by donating** including for the purchase of materials for 3D printers and safety measures necessary for work.

Many entities from the R&D sector have also shown commitment, including the Klaster LifeScience Krakow Foundation, organized the **#CoronaNinjas** campaign. The aim of the campaign was to purchase personal protective equipment for doctors, also from the University Hospital in Krakow. In connection with COVID-19, the Klaster also created an exchange of needs and offers. They are to help entrepreneurs, scientific institutions and other organizations use resources, competences and production capacity to meet market needs,

those related to medical care and inhibiting the spread of coronavirus. Practical tips are also published on this website so that you could make **a disposable protective visor** and **antibacterial fluid** yourself.

In addition to financial support for Krakow hospitals, our city extended a helping hand above all to entrepreneurs operating within its area. Speaking of municipal assistance activities, it is impossible not to mention the **PAUSE Program**, introduced in April 2020 which enables, among others, the deferment or cancellation of tax payments, de minimis assistance (e.g. for tenants of municipal markets) or assistance for horse-carriage drivers. Krakow also provided the opportunity to contact city consultants operating under **Crisis Advisory Points**, whose aim was to direct the entrepreneur seeking help to the appropriate institution (Town Labor Office, Malopolska Voivodship Office, Polish Development Fund etc.). A „**JestemAKTYWNY**” interactive map has been created for local Krakow entrepreneurs, thanks to which residents and people working in Krakow can find suppliers and service providers in a specific district of city and support local producers and craftsmen.

#CoronaNinjas

25,850 masks

545 liters of disinfectant gel and disinfectant concentrate

19,000 protective gloves



CORONA NINJAS



Visor for Medics

20,000 medical visors assembled by volunteers

200 different institutions receivers of the action

72 southern Poland cities received medical visors

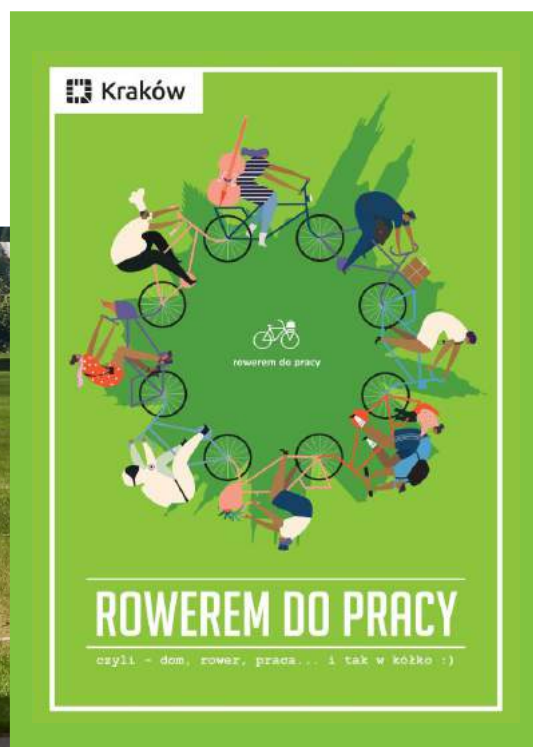


Call for the FUTURE

City campaigns

Cycling to work, or home, bicycle, work ... over and over again

We are inviting Krakow companies, institutions and entities to participate in the next, fourth edition of the campaign that care about the health and fitness of their employees, develop cycling and improve the quality of life in the city.



If you are interested in action, please contact:

Municipal Economy Department
Krakow City Office

telephone number 12 616 87 70 or 12 616 78 24

roweremdopracy@um.krakow.pl



KRAKÓW



BIZNES