



CALL FROM THE CITY



professor Jacek Majchrowski
Mayor of the City of Krakow







Dear All,

Our city is developing due to the contribution of its residents. This is not a trivial statement, as it is precisely the creativity, ambition and energy of Krakow's inhabitants that make Krakow not only a well-known place for meetings, congresses and modern business, but also a city where you can implement your plans on a slightly smaller scale. While the follow-up edition of the "Open Eyes Economy Summit" congress was focused on global processes and phenomena, projects such as the "Entrepreneurial Women of Krakow" and the "Krakow Innovation Games" hackathon are already concerned with specific, local issues and the search for solutions that we can implement ourselves.

The Socio-Economic Innovation Cluster "Zabłocie 20.22" is a place that fosters meetings and collaborative design of innovations in many dimensions of city life. Its open and flexible operating formula enables the inclusion of people and communities with different interests and ideas, influencing both their own development and that of their neighbourhood, district or city. The cluster has already launched its activities and you can read about what has happened so far in the newsletter.

Enjoy your reading!



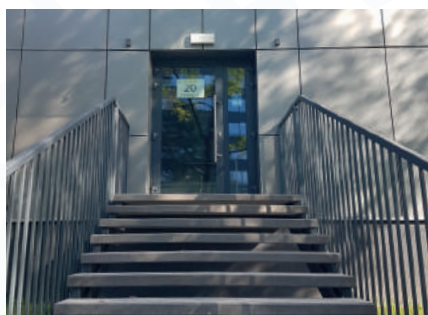
- 02** | Call for the **Innovations** 
- 03** | Call for the **Cooperations** 
- 04** | Call for the **Cooperations** 
- 05** | Call from the **Past** 
- 06** | Call from the **Past** 
- 07** | Call for the **Future** 



CALL FOR THE **INNOVATIONS**

Socio-Economic Innovation Cluster “Zabłocie 20.22”

The initiative to create such a place started with the inhabitants of Krakow themselves, who, when participating in consultations for the Urban Revitalization Programme for Krakow in 2016, identified Zabłocie as the best location for the cluster. This post-industrial district on the right bank of the Vistula is undergoing a rapid metamorphosis, becoming a good place to live and a business centre at the same time. Therefore, in response to a perceived lack of adequate socio-economic infrastructure, the Socio-Economic Innovation Cluster “Zabłocie 20.22”, which opened in 2022, came into being.



The two modern cluster buildings **A and B**, located at **20 and 22 Zabłocie Street**, offer space that provides technical and organisational conditions for working, learning and leisure activities for a variety of communities, from start-ups and micro-enterprises, to community organisations and creative groups, to residents and informal groups interested in developing activities.

The entire project is based on the concept of ‘shared space,’ multifunctional and changing according to the needs of its users. Within the cluster there are dedicated zones: entrepreneurship, social innovation, urban and creative zones for art and design activities. Currently, the cluster hosts the city’s Entrepreneur Service Point, the Krakow branch of the Food Bank, and many events, meetings and workshops organised by cluster partners, such as “Entrepreneurial Women of Krakow,” “Krakow Innovation Games” and the “Innovation in Practice” exhibition. Also located here are the city’s institutions responsible for supporting entrepreneurship, serving investors and urban revitalisation, as well as organising dialogue with residents and working with NGOs.

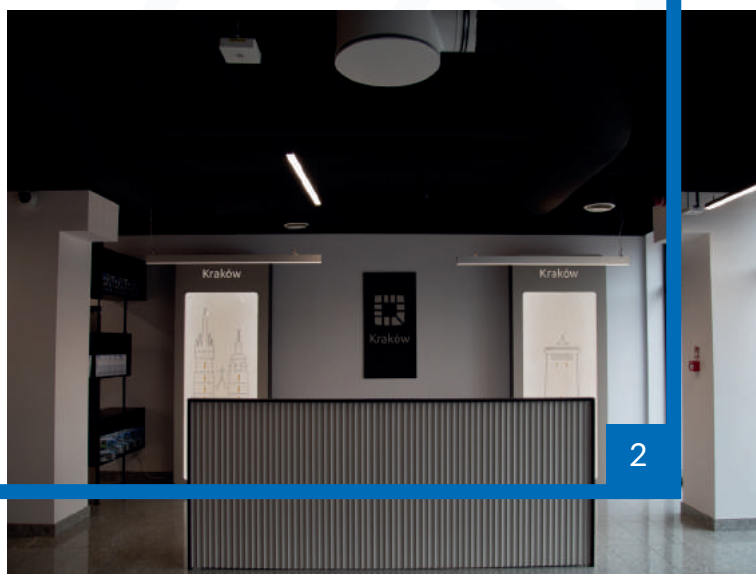
The Cluster’s operating formula is flexible and takes into account all worthwhile initiatives.

We encourage interested parties to get in touch:

 **12 616 1548**

 **zablocie.space@um.krakow.pl**

 **www.zablociespace.pl**



CALL FOR THE COOPERATIONS

Entrepreneurial Women of Krakow

Behind us is the second instalment of **“Entrepreneurial Women of Krakow,”** a programme dedicated to raising professional competence and inspiring support for any woman wishing to expand her horizons. The summary of this year’s edition was held at the Zabłocie Cluster. **The programme was implemented by the “Mamo Pracuj” [“Mum, Work”] Foundation in two training cycles:**

- **“Biznes w rękach kobiet [Business owned by women]”**
for women of Krakow who are interested in running their own businesses;
- **“Women’s careers”**
for women working full-time, returning to the labour market after motherhood, or wishing to change their career path.



The programme culminated in a **Cluster meeting on 27 November 2023**, providing an excellent opportunity to make valuable contacts, share experiences and be inspired by the stories of other strong women. During the meeting, a guidebook for women **“Entrepreneurial Women of Krakow Start Their Own Businesses”** had its première. It was developed and published as part of the programme’s implementation.



Krakow Innovation Games



The second edition of **the Krakow Innovation Games 2023**, which took place on 28-29 November 2023 at the Zabłocie Cluster, was organised by the Proidea Agency together with the City of Krakow. This event consisted of two intense days of work, full of excitement and inspiration for action.

The main goal of the hackathon was to create new and innovative ideas for the development of the city. Participants were given the task of identifying the challenges that Krakow’s seniors face on a daily basis and creating a project idea that solves these problems. **Eight teams of students and teachers from Krakow’s secondary schools and technical schools** participated in the competition. The winners were representatives of **the Communications Technical School No. 14** in Krakow, who created a design for smart stickers using NFC technology to make it easier to read barely visible information in urban spaces. **The winners received prizes for the school and individual prizes totalling PLN 8,000.** This was an important event that promoted the creativity of young people, something that is irreplaceable.

CALL FOR THE COOPERATIONS

Innovation in Practice

The Zabłocie Cluster is also a great place to showcase innovation, so **from 13 November to 13 December 2023**, those who visited the Cluster could see the “**Innovation in Practice**” exhibition. The exhibition was organised by the Krakow Chamber of Commerce and Industry under the auspices of **the University of Business and Management, the AGH University of Science and Technology and the University of Economics and Computer Science**. This exhibition is an excellent example of cooperation between different sectors: business, science and local government. Such cooperation is indispensable to develop an innovative and modern economy, build a resident-friendly city and successfully compete with other academic centres. On display were a Youmi **robot from ABB Global Business Services GBS**, a **Kawasaki robot from Astor**, an **Amino Ultra product from Intermag**, **therapeutic tools for children with disabilities from CAWI sp. z o.o.**, a **solar bench from Seedia** and even a **Kalman Mars rover created by students affiliated with the AGH Space System scientific society or Solar Plane (a solar-powered unmanned aircraft)**.



ESG Strategy – New Perspectives

The Cluster is also a place to gain knowledge and exchange experiences. A large dose of important information was presented at the “**ESG Strategy – New Perspectives**” conference held in the Cluster space on 6 December 2023. This is an important topic that concerns reports and statements on areas related to environmental protection (**Environment**), the social aspects of business (**Social**) and corporate governance (**Governance**).

The event provided participants with a unique opportunity to expand their knowledge of sustainability and prepare for upcoming changes in legal and organisational requirements for building an ESG strategy and its reporting.



CALL FROM THE PAST

Job and Entrepreneurship Fair in Krakow “Świadomie do celu!” [“Consciously reaching your goal!”]

On 25 October 2023, the autumn edition of the Job and Entrepreneurship Fair organised by the Grodzki Labour Office in Krakow, the Department of Entrepreneurship and Innovation of the City of Krakow and the Krakow City of Start-ups foundation took place in Tauron Arena Krakow. About 4,000 participants took part in this edition, which featured three thematic zones:



Exhibition Zone, where it was possible to obtain information on the current staffing needs of Krakow employers, as well as to talk directly with representatives of companies looking for people to work,



Entrepreneurship Zone, where employees of the Social Insurance Institution, the Tax Office, the Office of the City of Krakow, as well as other business environment institutions shared their knowledge and experience,



Workshop Zone, where workshops were held related to, among other things, team and project management concepts, as well as effective social media campaigning.

The Fair also featured a hackathon, in which **10 teams under the guidance of five mentors prepared their innovative business ideas. The winners of the hackathon were students of the XXXI LO in Krakow**, who presented an app for parents to track the time their children spend using particular apps on their phone.

Promoting entrepreneurial attitudes among Krakow residents

The Entrepreneur Service Point (POP) has been supporting people interested in starting their own business for many years, as well as entrepreneurs doing business in Krakow. The POP is not just a **“one-stop shop”** for information or errands. One of the important elements of the POP’s activities is the extensive information and promotional campaign that has been conducted since 2007 on the possibilities of setting up companies in Krakow, aimed at students and pupils of Krakow’s schools. The presentation **“Pierwsza Firma. Krok po Kroku”** [“**First Company. Step by step**”] is carried out at Krakow’s universities, in secondary schools as part of the subjects **“Fundamentals of Entrepreneurship”** and **“Business and Management”**, as well as at other events related to entrepreneurship or the labour market, such as the **“Job and Entrepreneurship Fair”**, **“World Entrepreneurship Week”**, as well as hackathons, scientific conferences and economic forums. In **2023** alone, we made **240 presentations**, attended by **more than 4,000 people!** The total since the beginning of the campaign is already **906 presentations** with more than **20,000 recipients**.

Feel free to book a presentation date by calling: 12 616 56 11 or emailing bartosz.dasios@um.krakow.pl



CALL FROM THE PAST

Open Eyes Economy Summit

On **21-22 November 2023**, the **Open Eyes Economy Summit** was held in Krakow, for the eighth time. The OEES is a movement that focuses on values, with economic values just one of many relevant to shaping the modern world. Intangibles (e.g., design, social commitment, environmental responsibility), which have previously been of secondary importance, are becoming increasingly important to brands. There were more than 150 speakers including: **Anna Dymna**, **Ewa Ewart** and **Maciej Makselon**. The debates and discussions reflected on the value of social energy, seeking answers to the question **“is there a world for rent ahead?”** There was also talk about the future of Europe and International Order.



The OEES also discussed the **“Climate Pact”** in detail, including the following provisions:



- Partners who join the initiative agree with the goal of carbon neutrality.
- Adoption of a commitment to report annually to the Department for Municipal Services and Climate of the City of Krakow on the status of implementation of the climate strategy.
- Partners who join the initiative declare that they will act within the framework of the adopted climate strategy.

Remember, the next edition of **OEES** will be held on **19 and 20 November 2024**.
 Book your date today!

CALL FOR THE FUTURE
ABSL Summit 2024

The ABSL Summit 2024 will be held in Krakow!

A letter of intent to co-organise the ABSL Summit 2024 just in Krakow, was signed on **6 December 2023** by representatives of the City of Krakow and the Association of Business Service Leaders (ABSL).



The ABSL Summit is an annual event on a European scale with the participation of companies in the modern business services sector, representatives of government organisations and local governments, academia, global experts and the best-known media.



The event discusses key trends and challenges for the modern business services sector and the economy. We are delighted that **the ABSL Summit** will once again be held in Krakow, which is a thriving centre for companies in the modern services sector.



Join us at the ICE
Krakow Congress Centre



ABSL Summit 2024
on 3-5 June 2024

Business



Krakow



POP



Biznes i Nauka w Krakowie

Editors:

 Investors and Innovative Economy Support
Centre Team

Contact:

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