

Call from the CITY

Aleksander Miszański
Mayor of the City of Krakow



Dear Readers,

As we approach the summer holidays, we would like to wish you good weather and a pleasant break, the perfect reward for months of hard work. A notable achievement is the high level of satisfaction of participants of this year's **"ABSL Summit"** congress, which took place at ICE Krakow in June.

Summer in the city, especially its heat and intense precipitation, clearly shows the impact of climate change and the challenges it brings, which brings particular relevance to the **"Climate City Contract"**. Equally important, albeit for other reasons, is the sharing of data and the extensive opportunities provided by the city's **"Open Data"** portal.

I would also like to invite you to join the recurring initiative of the Food Bank, which is planning an autumn food collection, and which, alongside many other organisations, also contributes to the diverse programme of the **"Socio-Economic Innovation Cluster Zabłocie 20.22."**

Wishing you wonderful summer holidays, I encourage you to visit the cluster and read the latest issue of our newsletter.

I invite you to read!

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Call for the **INNOVATION**

Climate City Contract for Krakow

To accelerate its aim to achieve climate neutrality through a fair, efficient and socially acceptable transition, Krakow is part of European initiatives that provide access to the technical, legal and financial expertise of the international community.

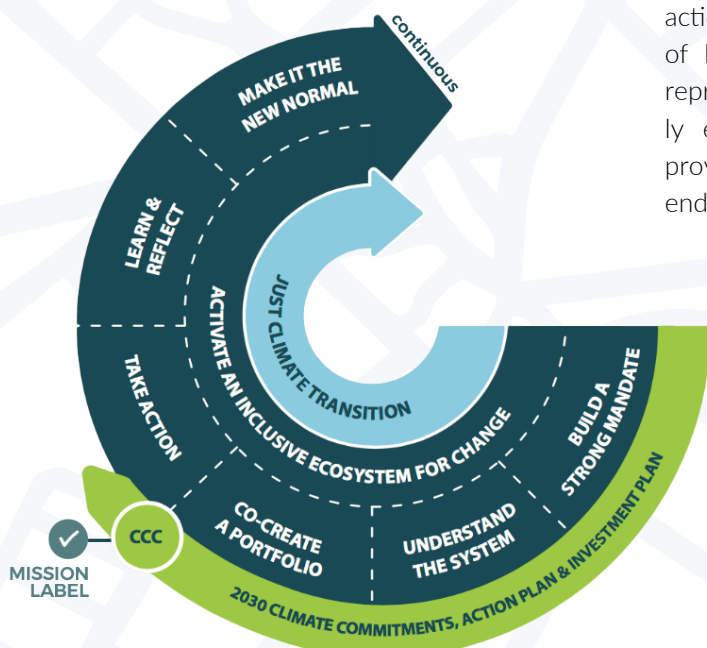
As of 2022, Krakow has been among the cities selected for the „**European Mission of 100 Climate-Neutral and Smart Cities by 2030**”, which is a great honour, placing Krakow alongside such metropolises as Paris, Lisbon, Munich, Dublin or Milan. In addition to Krakow, the Mission, which goal is to support and promote 100 European cities in a systemic transition towards climate neutrality and transform them into centres of experimentation and innovation, is also carried out across Poland by Łódź, Rzeszów, Warsaw and Wrocław.

The cities participating in the Mission were invited to develop **Climate City Contracts** documents outlining comprehensive plans for achieving climate neutrality across all sectors, such as energy, buildings, waste management

and transportation, with corresponding investment plans. The preparation of these contracts involves citizens, research organisations and the business sector, with the latter participating in the preparation of the Krakow Climate Contract in two ways:

- representatives of companies associated in the Krakow-based **Pact for Climate** are working on the contract provisions (we wrote about the Pact in "Call for Business" no. [3/2022](#) and [4/2023](#));
- members of the newly formed (March 2024) **Zero Emission Krakow Project Portfolio Advisory Team**, a group of 18 experts representing businesses, Krakow universities and non-governmental organisations, are developing their contributions to the Krakow Climate Contract.

The contract serves as a de facto climate strategy of the city, meaning its assumptions and actions will significantly impact the functioning of Krakow. Hence, it is very important that representatives of all parties involved, especially entrepreneurs, participate in devising its provisions. The contract is to be finalised by the end of this year.



Call from the **PAST**

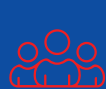
Krakow continues to ride the wave of growth in the business services sector

Krakow once again hosted the "ABSL Summit 2024", which theme, "Transform to Thrive," resonates perfectly with the spirit of the city. The ABSL Congress stands as one of Europe's most important events in the business services sector, and this year's edition drew record-breaking attendance of 1 500 participants, including business leaders, government representatives, experts and economists from across the globe.

„**ABSL Summit 2024**” provided an opportunity to present the latest report titled "ABSL Modern Business Services Sector in Poland 2024", which reaffirmed Krakow's continued leadership by surpassing **100 000 employees** in the sector. For yet another year in a row, the city maintained its top position in the ABSL ranking for highly skilled personnel resources, crucial for advancing the sector through specialised services.

„For years, Krakow's universities have been a crucial factor in attracting investors, offering high-quality education in increasingly modern and innovative ways. Both Kraków's skilled workforce

and the collaboration between universities and businesses, vital for sectoral transformation, are highly valued. The growing demand for IT specialists, as well as the emphasis on innovation, make investors want to secure access to employees with the desired competencies” - says Stanisław Mazur, Deputy Mayor of the City of Krakow. He adds: „Krakow has also been rated highly over the years for its excellent, well-connected location and extensive business infrastructure conducive to the development of international investment.”


101 000

the number of employees in business service centres in 2024.


288

the number of business service centres (Q1 2024)


45

the number of centres employing at least 500 people (Q1 2024)


9

the number of new centres established in 2023 and 2024


7,1%

cumulative growth in employment in the sector (CAGR) from 2019 to 2024


29 331

the number of jobs created as of Q1 2019


3,4%

the location coefficient


104 000

the projected number of jobs in the sector in Q1 2025

Data source: report "ABSL Modern Business Services Sector in Poland 2024"



Call for the **INNOVATION**

Urban cluster ZABŁOCIE 20.22

The concept of the "Socio-Economic Innovation Cluster Zabłocie 20.22" originated during the public consultation of Krakow's Urban Revitalisation Programme in 2016, and was established within the former warehouse buildings of the post-industrial Zabłocie district. Following refurbishment, it became a shared space for startups, entrepreneurs, NGOs, creative communities and local residents to engage in various activities and work.

Currently, Building A houses the Multicultural Centre, the Krakow Food Bank, as well as several foundations: Przestrzeń Rozwoju [Space for Development], Signs of Equality, Warsztat Innowacji Społecznych [Social Innovation Workshop] or Kraków Miastem Startupów [Krakow the City of Startups].


The purpose of the Cluster is to foster conditions for the growth of social entrepreneurship, integration of local economic activities, and to support initiatives that positively impact the community, with meetings, workshops and conferences organised to enable the exchange of experiences and promote cooperation among representatives from various sectors and backgrounds.

One of the projects implemented in the Cluster is **the Business Incubator**, which was launched on 14 June 2024. Its aim is to provide mentor-

ing support for companies at an early stage of their activity and for individuals who want to start a business. The project provides for continuous mentoring support, a full package of training courses responding to users' needs, networking events and support from the Entrepreneur Service Point. The Incubator is supervised by the Wytwórnia Association, and the project coordinator is the Entrepreneurship Support Center at the Department of Entrepreneurship and Innovation.

For more information on current activities, please go to www.zablociespace.pl and social media at:

 [KlasterZablocie2022](https://www.facebook.com/KlasterZablocie2022)

 [klaster_zablocie_20.22](https://www.instagram.com/klaster_zablocie_20.22)



Call for the **DEVELOPMENT**

"Open Data" in Krakow

Managing a complex urban structure like Krakow, which encompasses virtually every aspect of life including transport, culture, education, social welfare, health, municipal management and environmental protection, necessitates two key elements. Firstly, it requires constant access to information and the capability to reliably collect and analyse it. Secondly, it relies on effective information exchange between the administration and various stakeholder groups such as residents, businesses and academia.

In „[Krakow Development Strategy. This is where I want to live. Krakow 2030](#)”, the city's most important document outlining its development, the identified strategic projects include establishing a research centre focused on the city and its metropolitan area, as well as enhancing open systems for accessing public information by all stakeholders. „**Open Data**” has thereby been given the status of a key activity, while also aligning closely with the idea of a smart city.

In April 2024, the Krakow City Hall launched "The City of Krakow" portal, which can be accessed at otwartedane.um.krakow.pl, and is designed to provide access to municipal data on

the development of Krakow, which can be used freely and at no cost by any interested user.

The initial data package comprises 27 sets containing 42 tables of data, covering demographics, the operations of Krakow's cultural institutions, sports, education and childcare. Alongside tabular formats, data is also presented visually where possible, including maps and charts.

Additional resources will be added on an ongoing basis, and technological aspects of the portal will evolve as required.



Call for the **FUTURE**

Krakow Food Collection

Let's look after Krakow's vulnerable residents together – the next "Krakow Food Collection" will take place from 7 to 11 October 2024.

In Poland, nearly 2 million people live in poverty, defined as having less than PLN 700 per month to cover all their expenses (which amounts to less than PLN 23 per day).

In Krakow alone, a minimum estimated 176,000 residents live in deprivation, facing the risk of social exclusion, with income below the minimum subsistence level, which amounts to around 22.5% of Krakow's total population.

Therefore, for the fourth consecutive time, the City of Krakow and the Food Bank are organising the Krakow Food Collection to assist impoverished residents.

The campaign targets companies, public offices, universities, schools and other institutions across the city. It is heartening to note that more entities are participating each year, resulting in an increase in the amount of food collected, enabling the provision of aid to more people in need!

Collection date:
7-11 October 2024 r.

Products needed:
canned meat, fish, vegetables, jam, UHT milk, oil, rice, sugar, flour, pasta, groats, chocolate, juices and baby food.

Participation rules:

- apply by 20 September 2024, 12:00 pm (through the [Formularz Zgłoszenia Udziału w Krakowskiej Zbiórce Żywności](#)), [Application Form for Participation in the Krakow Food Collection],
- prepare a collection site (the Food Bank will provide all necessary promotional materials and labelled food cardboard boxes),
- organise a campaign at your workplace or school, and fill the boxes with the recommended, shelf stable food,
- after the campaign is over, inform the coordinator of the number of boxes to be collected (the Food Bank will collect the food and deliver it to the persons in need),
- the company/institution participating in the collection will also receive promotional materials in electronic form for use in internal communication channels.

We encourage you to join the Krakow Food Collection. Together let's support Krakow's residents in need!

www.krakow.bankizywnosci.pl

Call from the **PAST**

Digital Dragons 2024

Krakow once again hosted the Digital Dragons conference (19-21 May 2024), one of the largest B2B events for the video game industry in Europe.

With over **2600 participants** joining specialised lectures delivered by nearly **200 speakers**. The conference was attended by leading foreign game developers and technology companies, such as Activision (the main sponsor of the conference), Larian Studios, Intel and Dell, as well as some of the biggest players in the domestic market, including Techland and 11 bit studios.

This year's conference also showcased a record-breaking agenda, with **195 panellists** presenting a total of **132 agenda items**. For the first time in

its history, the event spanned three days, welcoming participants not only at the ICE Kraków Congress Centre, generously provided by the City of Krakow, but also at the nearby Park Inn by Radisson hotel, which hosted special work-shop programme tracks.

During the Digital Dragons gala, Stanisław Mazur, the Deputy Mayor of Krakow, presented the award for Best Foreign Game to representatives of Larian Studios, the creators of Baldur's Gate 3.

<https://digitaldragons.pl/>



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