



Call from the **City**



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



**Sustainable urban development is an enormous challenge, all while being a great responsibility. Its key elements include supporting entrepreneurship, as well as cooperation with companies.**

We focus on these activities, doing our best to improve their quality. One of the best examples of our efforts is the establishment of a special entrepreneurship consultant dedicated to our international community at the Entrepreneur Service Point, which can offer support to entrepreneurs in English, Ukrainian and Russian.

I am also glad that in October, Krakow – the largest academic and scientific hub – will launch the first course in Poland created jointly by the Cracow University of Economics, as well as companies from the modern business services sector. Its graduates will not only gain expert knowledge, but right from the get-go, they will have an opportunity to gather valuable experience under the guidance of specialists, which will boost their chances on the job market. Our development plans also cover Nowa Huta, where we are going to establish a new Economic Activity Zone – you can find out more in this issue of the bulletin.

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## Call for **Education**

## Krakow schools win the Model schools in the Microsoft cloud title



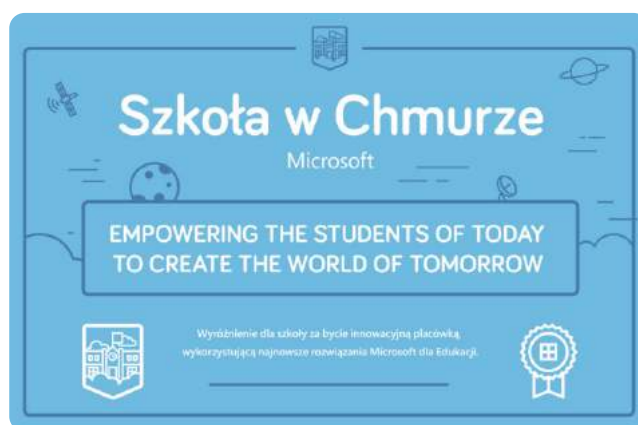
Six local schools received the title of Model schools in the Microsoft cloud, awarded by Microsoft to the most innovative educational institutions in Poland which employ state-of-the-art educational tools and aids in their daily activities. This is just one from the long list of changes enabling Krakow's schools to use the latest and greatest technologies in all areas of their operations, as well as... to encourage others to do the same!

These schools take advantage of state-of-the-art technological solutions in almost every area of their operation, including school management, as well as in communication between staff and parents or in their ongoing work with students.

## The project brought together the heads and staff of six educational institutions in Krakow,

including:

- Primary School No. 4
- School and Kindergarten Complex No. 12,
- General Secondary School no. 1 in Krakow
- School Complex No. 1
- Electrical School Complex No. 1
- Primary School No. 56



source: Microsoft



The implementation of changes was supported by advanced training conducted by Microsoft experts who shared their knowledge and practical solutions with representatives of the participating schools.



## New Course at the Cracow University of Economics – Global Business Services

The Cracow University of Economics launched its first 3-year, full-time bachelor's **course**, developed jointly by **representatives of business and academia**. Its aim? To educate employees ready to take up employment in a variety of positions within international companies. The main objective of the course is to develop future competencies related to finance, data analysis, modern technologies and universal soft skills. Students taking part in the course will be able to choose the subjects that best suit their interests starting from the first semester.

### The course offers a choice of three educational tracks:

**International project management** - dedicated to the implementation of projects in an international environment, with consideration to multiculturalism and the selection of appropriate approaches and supporting methods (design thinking, agile, etc.).

**Business Intelligence** - teaching smart data analysis technology, enabling students to gain practical skills to transform raw data into actionable business insights.

**Brand management** - focused on branding in an international environment, using a systematic approach to the brand, including personal branding, employer branding and user-centric research.

The process of the selection of the educational content for the Global Business Services course involved the representatives of international corporations, including ABB, Abbvie, Amway, Brown Brothers Harriman, Cisco, EY, Genpact, Hitachi Vantara, Hitachi, HSBC, Jacobs, State Street Bank, as well as UBS, who also take part as lecturers, making the course even more attractive for the students.



[www.gbs.uek.krakow.pl](http://www.gbs.uek.krakow.pl)



Call for **Cooperation**



## Economic Activity Zone – Nowa Huta of the Future

### The construction of the Economic Activity Zone in Kraków's Nowa Huta has started!

The main objective of this project is to develop an area of over 30 hectares to support the needs of entrepreneurs. The new zone covers post-industrial areas located on the eastern side of the steelworks, along Igołomska Street. The space, developed as part of the Kraków – Nowa Huta of the Future project is set to be ready next year, with 40 new and ready investment plots of various acreage.

In 2015, the City of Kraków and the Malopolska Voivodeship established Kraków Nowa Huta Przyszłości S.A. to implement the main objectives of the project: Branice Science and Technology Park, Ruszcza Logistics Centre – economic activity zone, “The Błonia 2.0” Open Area for Large-scale Events, as well as “Przylasek Rusiecki” – rest-and-recreation area with auxiliary services.

The first of these goals envisaged the establishment of the aforementioned Economic Activity Zone.

Thanks to the investment, which was partially funded by the EU under the Malopolska Voivodeship Regional Operational Programme for 2014-2020 in the amount of 60 million PLN, with the total value of the project exceeding 92 million, unused and neglected areas will return to the city and will be put to good use. They will be connected to Igołomska Street by a network of internal roads and connected to necessary utilities, such as water, electricity and the sewage system. The Economic Activity Zone will also be peppered with green relaxation zones with walking paths, greenery and small architectural forms. The implementation of this project, as well as future investments, may lead to up to 8,000 new jobs being created there.



[knhp.com.pl](http://knhp.com.pl)



## The Entrepreneur Service Point at Wielicka 28a in Krakow offers the services of an international consultant!

## The main objective of the project is to develop local action plans and a transnational plan to support migrants and social entrepreneurship as a channel for social innovation.

The idea to offer this new method of support is a result of the initiative of the Department of Social Policy and Health (#Open Krakow) in cooperation with the Department of Entrepreneurship and Innovation (#POP).

The newly created advisory position aims at both creating better conditions for business development and creating opportunities for innovation and socio-economic growth in the regions of Central Europe.

The activities undertaken by the City of Krakow constitute a part of the [Taskforcome](#) project led by the Cracow University of Economics, involving 12 partners from 5 countries – Poland, Austria, Croatia, Italy and Germany.

In the first two months of the Centre's operation, 27 international members of our community – citizens of Ukraine, Belarus, India, Georgia, Russia, Slovakia and Italy – took advantage of the consultations. Cooperation was also established with the University of Lviv to promote entrepreneurship among students through a series of presentations on setting up businesses by foreigners in Poland.



The entrepreneurship consultant provides information in Russian, Ukrainian and English, directly at the service desk and by phone: **+48 (12) 616 5607**. The consultant works from **Monday to Friday, from 8:00 a.m. to 3:00 p.m.**

The key idea behind this new service is to help and support migrants from Central Europe in their efforts to set up businesses in Poland.



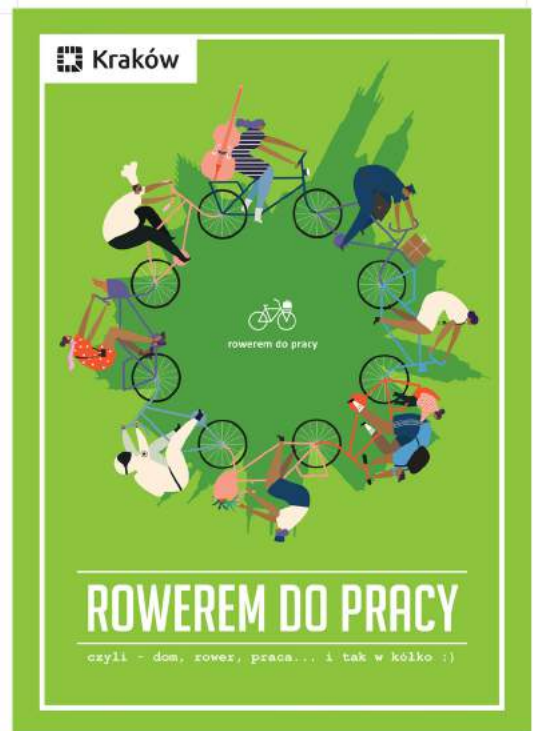
## Call for **Activity**



### rowerem do pracy

Upon the initiative of the Municipal Economy Department Krakow City Office, the 5th edition of the municipal campaign “Bike to work – home, bike, work... and around!” spanning several months was launched on 19 April. The organisers of the campaign keep urging residents working in Krakow and within the city’s vicinity to ride their bikes to work and back, especially if it means that they will resign from using polluting cars in favour of a greener option. Taking the ongoing pandemic into consideration, it is no exaggeration to say that promoting cycling, a healthy lifestyle and physical fitness has never been so important.

Every year, the campaign encourages one in five people to leave their car at home and take a bike instead. What is more, it receives a great deal of positive feedback from satisfied cyclists. This year, the organisers are getting lots of gifts ready for active participants, including bicycle accessories and, gift cards to sports and cycling stores, drugstore chains and grocery store chains.



What is more, the campaign is garnering more and more interest among employers. In 2021, it was joined by 120 companies and organisations – and that is despite remote work being the dominant form of working in many institutions. All employers from Krakow and the surrounding areas who would like to join the campaign should contact the team responsible for its implementation

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Business



Kraków



POP

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