



Call from the **City**



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



**Ladies and Gentlemen,  
in a rapidly changing world,  
Krakow remains a significant  
centre of innovation and business.  
Our greatest asset is our creative,  
open and ambitious residents.**

These qualities foster business development and social commitment of our inhabitants. Thanks to our participation in the pilot programme 'I learn, experience, choose – A journey through the world of professions', even the youngest residents can learn about different occupations. Another example of an initiative to help those most in need is the 'Krakow Food Drive', which has recently been held in the offices of many companies. As a city office, we also actively supported this noble action. In the current issue, you can also find out who the City Helpers are and what they do.

I warmly encourage you to read it!



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Call for **Solidarity**

## Summary of the Krakow Food Drive



The Krakow Food Drive, dedicated to people in need who live in our municipality, has ended. The campaign was supported by 21 entities, including companies, offices, institutions and universities from Krakow. They collected food in 47 locations in the city. A total of 5,231 kg of long-expired food was gathered during this year's campaign. Krakow Food Drive

Over 500 cardboard boxes, which the Food Bank delivered to the collection points, were filled during the campaign. The boxes were transported to the Food Bank and weighed, yielding a total of 5,231 kg. Moreover, thanks to the funds collected via the Internet, the Food Bank purchased 213.5 kg of food for the needy.

The gathered food (mainly tinned meat, fish and vegetables, jams, UHT milk, oil, chocolate and nuts, juices and food products for children) has already been distributed to the needy in Krakow through local charity organisations that cooperate with the Krakow Food Bank on an ongoing basis.

### The largest amounts of food were collected by:

Heineken Kraków

**2,419 kg**

Krakow City Office

**266 kg**

Waterworks Krakow

**810,5 kg**

City Transport Company (MPK)

**795 kg**

Municipal Labour Office in Krakow

**108 kg**

The Krakow Food Drive, a campaign dedicated to companies, institutions, universities and entities in Krakow, was held in June and July this year. For the first time, the City of Krakow became a partner of the Food Bank in Krakow. The project aims to collect as much food with an extended expiry date as possible. Then, it is distributed to the poorest residents of the municipality.



## Call for **Education**

**I learn,  
I experience,  
I choose:**

## **Pre-schoolers and teachers learn about different professions!**



Pupils and teachers from ten kindergartens in Krakow took part in the pilot programme, 'I learn, I experience, I choose – A journey through the world of professions'. Within this programme, they were able to participate in workshops and tutorials, which shows that pre-schoolers can discover the diverse world of professions from an early age. It is the first step towards choosing the profession that best suits one's passions in the future!

**Where does electricity come from? How are cars tested? How do we set the table and make candies from dates?**

These are just some of the questions that children from kindergartens tried to find answers to during classes conducted by teachers together with students from Krakow's technical and vocational schools. The classes were held in the form of games, which helped the participants to get to know each other and their own interests and start thinking about the future.

The workshops were organised at schools and included courses in catering, mechanics, electrical engineering, chemistry and environmental protection. The children also learnt the secrets of working in the advertising industry; they created their own designs and used other, more modern techniques of work. The project ended with a competition of artwork prepared by the youngest participants, which was displayed at the Podgórze Cultural Centre.

In addition, teachers from Krakow's kindergartens benefited from a series of training sessions, in which they learnt how to introduce young children to subjects related to different professions, as well as those related to science and technology. The project also included specially prepared lesson scenarios that teachers can use in their work with children. They are available on the [Education Portal of the City of Krakow](#) of the Krakow City Office.



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City Helpers: A summary of the campaign. With the end of the summer holidays, the City Helpers, who were supposed to assist tourists and visitors under Wawel Hill, finished their work in Krakow. The campaign was very well received, and there are plans to continue the project next year.

For two months, the City Helpers provided information, promoted local events, and took action to manage inappropriate behaviour in the Old Town Cultural Park and Kazimierz. They were supportive in building an appropriate image of Krakow as hospitable and open, but also communicated the rules of sharing the most valuable space of the city.

The City Helpers were most often asked about museum exhibitions, concerts and events and the logistics of travelling around the city. There were also approached with questions about restaurants and shopping.

The majority of the City Helpers' interventions were related to disturbing the peace at night and drinking alcohol in public places. These incidents occurred mainly on Saturday nights. Most of them ended with the immediate cessation of the violations, and in the remaining cases the City Helpers received support from the uniformed services.



Thanks to the 'SaveLIFE' Foundation, the City Helpers were equipped with a defibrillator. Thus, the Krakow residents and visitors have an additional mobile life-saving device at their disposal.

In the last week of the pilot stage of the programme, the City Helpers focussed part of their activities on catching and inventorying the most frequent violations of the Cultural Park regulations and on warnings being disregarded, particularly the stumbling blocks faced by entrepreneurs operating in the vicinity of Cultural Park. A list of such activities has been compiled, which includes 43 addresses.

## The City Helpers' statistics:

- 2418** people were provided with tourist information
- 2411** people were provided with general information
- 710** interventions were made in cases of disorder (e.g. disturbing the peace or drinking alcohol in public)
- 441** people were provided with assistance
- 1075** violations of the rules of Cultural Park were recorded
- 80** interventions required the assistance of a Municipal Guard

The City Helpers is a pilot project and is part of the activities planned to be carried out under the 'Sustainable Tourism Policy of Krakow for 2021–2028' adopted by the Resolution of the Krakow City Council on 24 March this year. The action is an element of the #RespectKrakow initiative, undertaken by the Tourism Department in cooperation with the Plenipotentiary of the Mayor of Krakow for Culture and the Department of Culture and National Heritage of the City of Krakow. The City Helpers project is supervised by the Krakow Cultural Forum.

Be quiet after 10p  
Be nice!  
Stay low-key!



Keep Krakow tidy!  
Toilets are at hand  
when You are in need!



No drinking in public! There are risks of high fines!



Be careful – avoid city scams! Bad exchange rate offices, unlicensed TAXI'S, dodgy strip clubs and fake cabarets!



Watch out for pick pockets in tourist hotspots, shops and churches!



Wear clothes in public!





## Call from the **Past**



This year's ABSL Summit was held on 14–15 September 2021 under the theme Beyond tomorrow: Building a sustainable future. It was the twelfth edition of the conference, one of the most significant business events in Central Europe that gathers business leaders, representatives of national and European administration, experts, scientists and the most opinion-forming media each year.

**The conference is organised by the Association of Business Service Leaders (ABSL).** The organisation brings together over 200 of the largest companies in Poland's modern business services sector, which employs over 355,000 people.

During this year's meetings within the ABSL Summit, the participants tried to find answers to contemporary challenges, especially in the context of two global crises: the climate crisis and the pandemic.

The ABSL Summit has been a platform to discuss current business trends, share their experiences, challenges and possibilities for building sustainable future. Apart from exchanging views and ideas, for many years, the event organised by ABSL has also been an opportunity for networking.

The ABSL Summit gathered almost

**700** participants

**90** inspiring speakers, including more than

**40** women

The participants also attempted to answer the following questions:

Why is sustainable development so crucial for reviving the economy in a post-pandemic world?

What actions should be taken to ensure a sustainable business environment?



**The lectures, debates and discussions during the ABSL Summit** focused on three subject areas: business, technology and people.

Within the theme of business, the participants discussed how to ensure business continuity, shape relations and partnerships with public entities and build a work environment resistant to changes.

The technology theme included issues related to Big Data, artificial intelligence and using analytics and automation.

The debates also covered the ethical side of using technology and the ways it can be used to achieve sustainable development goals.

However, most of the focus was on people. This thematic block addressed the issues of remote work, work–life balance and employees’ well-being as part of a friendly workplace and its impact on business development. The ABSL Summit 2021 was held in a hybrid formula.



Business



Kraków



POP

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