

Call from the CITY

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



Dear All,

Early autumn is a time for returning from holidays and planning activities for the next school and academic year, but it is also an opportunity to look back at what happened in our city in the summer.

It is worth noting the activities of the City Helpers, who assisted tourists and refugees as well as looked after the comfort of permanent residents.

The cooperation of the local government with the business community striving for the climate neutrality of Kraków has also proved to be an important initiative, while the support offered by the city to 'entrepreneurial female Cracovians' is particularly valuable in terms of making it easier for women to run their own business.

Finally, let us mention the help we offer Ukrainian and Polish pupils, teachers and parents in cooperation with UNICEF and another successful edition of Business Run – these are topics which make it worth looking into in this edition of Call for Business.

I warmly invite you to read it!

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Call for BUSINESS

„Entrepreneurial Female Cracovians”

Entrepreneurial Female Cracovians is a city initiative dedicated to women living or working in Krakow, with the aim of strengthening their position on the labour market and building their competence in setting up and running their own business.

According to the statistics, there are half as many women entrepreneurs as men in Poland, and the same is true for the presence of women on company management boards. In Poland, the position of CEO is held by women in only 35% of companies. Statistically, women are more apprehensive about the decision to start their own business.

In order to change these disadvantageous trends and to motivate women to take challenges on their career paths, the City of Kraków, in cooperation with the *Mamo Pracuj Foundation*, has launched a joint project named **Entrepreneurial Female Cracovians**.

As a first step, in order to find out the needs of Cracovian women in relation to their career development, taking up a job or starting their own business, the *Mamo Pracuj Foundation* prepared and carried out an anonymous questionnaire survey among 876 female Cracovians. The results of the survey will provide insight into which barriers most often prevent them from being active in the labour market and how these barriers can be overcome.

The survey report will soon be published on <http://krakowianki.krakow.pl>



The next stage of the project includes webinars on the situation of women in the labour market, which will help to strengthen women's competences, increase knowledge of entrepreneurship and help to answer questions on how to combine work and family life!

There will also be meetings with inspirational women, CEOs, directors, and bosses, who will talk about their career path, the adversities they have encountered and their successes.

Moreover, women in Krakow who decide to open their own business can count on support and advice on legal, tax and procedural matters offered by Krakow's **ENTREPRENEUR SERVICE POINT**.

- Where do these differences come from and how can they be addressed?
- What barriers do women face on their career path?
- Why does the earnings gap persist?
- How to combine motherhood and entrepreneurship?
- How to start your own business and gain independence?

These questions and challenges are answered by the Entrepreneurial Female Cracovians project!

132 LATA

TYLE KOBIETY POCZEKAJĄ NA
RÓWNOUPRAWIENIE WG RAPORTU
GLOBAL GENDER GAP 2022

Global Gender Gap Report 2022 „World Economic Forum”

Call for HELP

Completion of the City Helpers 2022 programme

On September 11, City Helpers (CH) made their last appearance on the Kraków's streets and squares this year. Since May 23, they have been providing information, helping visitors to find their way to tourist attractions and recommending current cultural events while keeping an eye on our city's rules and monitoring compliance with them in the Old Town Cultural Park.

PROGRAMME IN FIGURES

City Helpers undertook **more than 31,000 actions**:



A total of **9,026 people** approached CH for information. As many as **15,349 people** were provided with information and another **1,958 with various types of assistance**.



City Helpers carried out **1,827 successful interventions** in public order disturbances, (197 in cooperation with the Municipal Police).



They identified **2,950 cases of violations** in the Old Town Cultural Park area.

/The data below comes from the app that CH used to report activities on a weekly basis. /

PROVISION OF INFORMATION AND ASSISTANCE

City Helpers were most likely to provide information about tourist attractions and cultural events currently taking place in the city. At the beginning of the programme, Ukrainians had a lot of questions, mostly about where to submit the application for PESEL numbers and how to find assistance points.

CH often provided first aid for injuries and, thanks to the Ratuj Życie Foundation, they were also able to give vital assistance by using a defibrillator.

DRAWING ATTENTION TO INAPPROPRIATE BEHAVIOUR

City Helpers were also tasked with drawing attention to inappropriate behaviour, such as being disruptively noisy or drinking alcohol in a public place. They made almost **2,000 interventions** in this respect. City Helpers also ensured that the rules of the Cultural Park were followed: they controlled the number and placement of advertisement stands in the Old Town area as well as kept an eye out for prohibited activities such as street trading without a permit.

#RESPECTKRAKOW

The City Helpers 2022 programme was implemented in Kraków for the second time. The project is part of the recommendations of the Sustainable Tourism Policy of Krakow for 2021–2028 and is part of the wider #RespectKrakow campaign undertaken by the city in 2019, and which aims to draw tourists' attention to the fact that Kraków is also home to hundreds of thousands of people.

The activities of City Helpers were supported by leaflets and posters specially prepared for the project to inform people about the city's rules



Call for BUSINESS

Business and local authorities as climate allies

Kraków has been consistently working towards climate neutrality for years, implementing sectoral programmes in various areas, such as energy efficiency, transport accessibility, and increasing the use of renewable energy. The city invites representatives from all environments – NGOs, businesses and residents – to participate in climate and environmental initiatives.

A special role in the Kraków's climate transformation process is played by entrepreneurs, whose activities are particularly valued and supported by the city to encourage long-term cooperation in this area. A first step could be the creation of a platform for the exchange of experience between companies as well as the promotion of pro-climate solutions and, ultimately, the reduction of emissions.



If you are interested, please contact the project coordinator, Małgorzata Malina, directly at: tel. 12-616-65-25; malgorzata.malina@um.krakow.pl

This new initiative was officially inaugurated on September 8 during a meeting between representatives of Kraków City Hall, including the Deputy Mayor of Kraków Andrzej Kulig and Kraków entrepreneurs and representatives of nine companies from, among others, the energy, fuel and new technology sectors: **Aptiv Services Poland S.A., ASTOR Robotics Center, BP Polska, Cisco, Columbus Energy, Konfederacja Lewiatan, Krakowski Park Technologiczny, PGE Energia Ciepła** oraz **Shell Business Operation Krakow**.



The meeting included sharing information on current and planned climate and environmental initiatives. Representatives of companies had the opportunity to speak about their good practices as well as the pro-climate and pro-environmental initiatives they are undertaking, which clearly confirmed that companies have a great understanding of the urgent need to intensify their efforts in striving to improve the quality of the environment.

We would like to thank all the participating entrepreneurs for accepting our invitation and we would also like to encourage other companies operating in Kraków who care about the well-being of our city and its inhabitants to join us in this initiative!

Call for EDUCATION

Kraków and UNICEF together for education

The City of Kraków and UNICEF are cooperating to foster a number of activities to help refugees from Ukraine.

An extensive number of projects is dedicated to the education of children and young people, which is why they provide Kraków's schools with additional funds to buy modern computers, books in Ukrainian, and teaching aids. The Słoneczne Przestrzenie Wsparcia – SŁOŃCE (Sunshine Support Spaces – SUN) have also launched their initiatives.

In eight locations in Kraków, children from Ukraine and their Polish peers can benefit from the help of psychologists and educators. These facilities also provide support to parents, teachers and multicultural assistants.

The offer of free recreational and integration activities available to Polish and Ukrainian children and young people is also extremely rich.

The total amount of support awarded, in addition to educational tasks that also cover health and social policy activities, amounts to more than PLN 67 million.

These are just a selection of the activities carried out this year by the Department of Education of the Kraków City Hall in cooperation with UNICEF. Information on all the activities is published on an ongoing basis at www.portaledukacyjny.krakow.pl



Call from the PAST

Poland Business Run

On September 4, Kraków's Błonia Park hosted the 11th charity relay race Poland Business Run. In Kraków alone, more than 9,000 people took part in the run, including a representation from our Department for Entrepreneurship and Innovation. The aim of the Poland Business Run was, as always, to help people with musculoskeletal disabilities and people after mastectomy.

This year's Poland Business Run in numbers:

32,005 Number of registered runners.

PLN 3,133,917 Total gross amount collected from entry fees.

PLN 1,546,78 Total gross amount raised within the Helping More campaign:



Below are the results of funding for the beneficiaries of the Poland Business Run:

- 22** prostheses and orthopaedic appliances
- 18** active and sports wheelchairs
- 27** post-amputation rehabilitation holidays
- 29** post-mastectomy rehabilitation holidays
- 2** additional psychological support

More information available on the website:
<https://polandbusinessrun.pl>

Business



Krakow



POP



 Biznes i Nauka w Krakowie

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