

Call from the **CITY**

Aleksander Miszański
 Mayor of the City of Krakow



Dear All,

The spring edition of our newsletter is filled with positive energy. The upcoming Martian robot competition, **ERC 2025**, will provide an opportunity to meet young scientists, entrepreneurs, and space technology enthusiasts. Closer to Earth, in a literal sense, the **“Renovation Pact”** will ease the discomfort caused by street repairs.

In the Social and Economic Innovation Cluster Zabłocie 20.22, the **TASK4ISI** project promotes inclusive and innovative entrepreneurship, while active and ambitious women from Krakow have created the **Krakow Women’s Cluster**.

With joy, I would like to highlight the distinctions Krakow received during the **MIPIM** Fair and encourage you to read this issue.

I hope you enjoy the current issue of the newsletter!

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Call for the **COOPERATION**

International Cooperation for Inclusive Entrepreneurship and Social Innovation - TASK4ISI

The Entrepreneur Service Point of the City of Krakow, in collaboration with the Cracow University of Economics, supports entrepreneurship and disadvantaged individuals, promoting a more inclusive and innovative business environment.

Since mid-2024, the Entrepreneur Service Point has been participating in the EU project **Transnational Action to advance Skills and competences FOR Inclusive entrepreneurship and Social Innovation (TASK4ISI)**, co-financed by the European Regional Development Fund as part of the Interreg Central Europe 2021-2027 program. This international initiative supports disadvantaged groups such as youth entering the labor market, **people with disabilities**, women, seniors, and migrants through innovative solutions fostering their professional activation and entrepreneurship development.

As part of the project, **ISIHUB** (Inclusive and Sustainable Innovation HUB) operates, aiming to develop a support system for socially vulnerable groups and entrepreneurs facing difficulties in business development. Through training, consulting, mentoring, coaching, networking, and informational activities, the project supports inclusive entrepreneurship and creates a space for discussions on social challenges. Social innovations and sustainable business approaches play a key role.

Interreg
CENTRAL EUROPE



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TASK4ISI

The international cooperation within TASK4ISI enables knowledge exchange and mutual learning, increasing the effectiveness of actions and ensuring long-term outcomes. The project consortium includes the Cracow University of Economics (project leader) and 10 partners from Poland, Austria, Italy, Germany, Hungary, and Croatia. The project started on May 1, 2024, and will run until October 31, 2026, with the Municipality of Krakow joining on September 1, 2024.



On February 21, 2025, the second ISIHUB Poland meeting was held in the Social and Economic Innovation Cluster Zabłocie Space, attended by 35 participants from 18 institutions and organizations, including the Academy of Applied Sciences in Nowy Sącz, the Krakow Technology Park, the Mamo Pracuj Foundation, the Małopolska Voivodeship Office, the Krakow Startup City Foundation, and others. The meeting focused on the needs and potential of stakeholders, presented the assumptions of the training program, exchanged experiences on activating vulnerable groups, and discussed ongoing initiatives. It concluded with a discussion and workshops aimed at developing new solutions.



Call for the **PARTNERSHIP**

Krakow's New Approach to Street Repairs – “Renovation Pact”

Street renovations are always a challenge – not only for residents but especially for entrepreneurs whose businesses may be affected by temporary closures and changes in traffic organization. Krakow has decided to change its approach to this problem and implement a comprehensive support system for local businesses by introducing the Renovation Pact. Its first pilot implementation is taking place at the Piłsudskiego-Straszewskiego tram junction, preparing the city for a key investment – the reconstruction of Starowiślna Street.

Dialogue and Information First

The new solution relies on close cooperation between the City and entrepreneurs at the planning stage of renovation. Thanks to the Renovation Pact, organizations representing entrepreneurs, such as the **Krakow Merchant Congregation**, receive temporary traffic organization projects **at least two weeks before their approval**. This allows for feedback and a real influence on the planned changes. Additionally, the city conducts surveys on business activity on streets affected by investments and invites entrepreneurs to consultations.

Equally important is communication and transparency – entrepreneurs will be able to track progress on the krakow.pl website in a special Business Portal section, where they will find up-to-date information on renovation schedules, detours, and local business availability.

Modern Support Tools for Local Businesses

To reduce the negative impact on local businesses, the city plans to implement a range of innovative solutions:

- **Electronic information screens** – placed in key locations, they will not only display information about investments but also provide quick access to a list of operating businesses in the area.
- **Entrepreneur Map** – an interactive database allowing residents and tourists to easily find businesses operating on renovated streets.
- **Promotional campaign** – local businesses will be visible on municipal portals.

Pilot at the Piłsudskiego Junction – A Step Toward Major Changes

The Piłsudskiego-Straszewskiego tram junction has become the first location where Krakow is testing the **Renovation Pact's** assumptions. This is an important step before the planned reconstruction of Starowiślna Street, one of the city's main arteries. Thanks to the early implementation of the information system, the involvement of entrepreneurs, and the use of new technologies, the city aims to develop an operating model to be applied in subsequent major road investments.

A New Quality of Cooperation with Entrepreneurs

Krakow emphasizes **dialogue and flexibility**. The new approach to street repairs shows that the city not only cares about infrastructure but also actively supports local businesses, minimizing the negative effects for entrepreneurs. **The Renovation Pact is the first step toward better management of municipal investments that will be more business-friendly.**



Call for the **BUSINESS**

Krakow at MIPIM in Cannes

From March 11–14, 2025, the 34th edition of MIPIM, the world's most important real estate event, took place in Cannes, France. MIPIM attracts key players from all sectors of the real estate market.

As in previous years, Krakow presented its investment potential at its own booth in the prestigious Palais de Festivals Riviera Hall, next to the stands of other Polish cities and regions.

The Krakow booth was visited by representatives of dozens of companies and institutions, and our city's delegation held nearly 70 meetings. During MIPIM, promotional activities focused on presenting large strategic projects and the city's investment offerings. Among the strategic projects promoted were: Krakow New Huta of the Future, Krakow Airport, Music Center in Krakow, and areas in the creative district of Wesola. City properties for sale were offered for residential or service development.



Krakow was once again recognized for its efforts in attracting investors. **During MIPIM 2025, a city representative received several distinctions** in the **European Cities & Regions of the Future 2025** ranking, prepared by the prestigious fDi Magazine. Krakow was awarded in the following categories:

- 1st place – Business Friendliness
- 1st place – Human Capital and Lifestyle
- 6th place – Economic Potential
- 7th place – FDI Strategy
- 3rd place – Overall



We are already starting preparations for participation in the fair in 2026!

Call for the SCIENCE

Martian Robot Competition – ERC 2025

Space, technology, and business will meet from August 29–31, 2025, at AGH University in Krakow during the European Rover Challenge. An international Mars rover competition, inspiring lectures and innovative technologies will attract not only young engineers and scientists, but also industry experts and companies looking for talent and new business opportunities.



What is ERC?

The European Rover Challenge is an international space and robotics event organized by the European Space Foundation since 2014, with the core focus on shaping the competences of the future among the next generation of the space sector.

The ERC not only inspires young scientists and engineers, but also promotes innovation and collaboration between science and business. Participation in the robotics competition, the centerpiece of the event, gives young engineers the chance to showcase their skills and creativity not only in front of a large audience, but also representatives from global space agencies and industry experts on a geologically correct terrain imitating the surface of Mars.

The ERC also includes a STEM exhibit and an industry conference, which, thanks to its open-to-the-public formula, attracts thousands of visitors of all ages every year.

A destination for business

The ERC is not only an event for ambitious students and space invention enthusiasts, but also an opportunity for business representatives to forge partnerships and network with invited guests.

The ERC creates an open environment connecting science, innovation and business. Every year, the event is visited by renowned scientists, researchers and representatives from companies in the space industry to exchange knowledge, create new business initiatives and search for new talent.

For several years, the event has also provided an opportunity for business and investment meetings with start-ups. Space sector specialists invited to the event are keen to share their knowledge with future business owners. This is a chance to validate business plans and funding opportunities, and, on the other hand, an opportunity to invest in early-stage businesses.

Scientific Aspect of the Event

The challenges faced by participants in the robot competition follow R&D processes and are inspired by real NASA and ESA space missions. Passing the qualification in the competition is quite a challenge for the participants, as well as an opportunity to gain experience and industry skills certification thanks to the SpaceCerts project co-funded by the European Union.

The ERC rover competition is held on a special Martian track, built on the premises of the AGH University of Krakow. It is a unique outdoor installation designed by experts, inspired by a selected part of the Red Planet. Active volcanoes, impact craters, traces of water activity – these are just some of the possible elements of the track. Marsyard has attracted the attention of scientists from all over the world because of its faithful reproduction of Martian geological processes.

A regular feature of the event is the STEM exhibit. The zone is filled with attractions for visitors of all ages, prepared by space companies, academia and science (including science clubs, student associations, research institutions), STEM foundations and start-ups.

The ERC also features an industry conference during which leading space sector experts, astronauts and scientists discuss space and its impact on our past, present and future.

The event is organized by the European Space Foundation, and co-organized by the AGH University of Krakow. The event is under the permanent patronage of the European Space Agency and the International Astronautical Federation. The ERC is co-financed by the Ministry of Science and Higher Education in Poland.



Learn more about the event: roverchallenge.eu

Call for the **NEW INITIATIVE**

New Space for Entrepreneurial Krakow Women – Krakow Women’s Cluster

The Krakow Women’s Cluster is a new city initiative aimed at creating an inspiring space for entrepreneurial and active women leaders in our city. This is a place where business, science, and the social sector join forces to build the future of Krakow.

Inaugurated on November 15, 2024, the Cluster has become a platform for the exchange of experiences, knowledge, and inspiration for women pursuing their professional and private goals.

Meetings are held quarterly in the Social and Economic Innovation Cluster Zabłocie 20.22 and bring together leaders ready to take action, grow, and support each other.

The last meeting, held on March 7, was dedicated to the Krakow Women’s Month – a special event cycle celebrating the role of women in the city. Participants discussed key initiatives and planned further actions to strengthen women’s entrepreneurship.

The Krakow Women’s Cluster is more than just meetings - it is a network of support, inspiration and cooperation that allows women to spread their wings and actively influence the development of the city. The city focuses on strong, ambitious and creative women who shape its future every day. Krakow focuses on women!



**KRAKOWSKI
KLASTER KBIET**



Call for the **BUSINESS**

Conferences and Industry Meetings at TAURON Arena Krakow

Congresses and industry meetings in TAURON Arena Krakow, as the largest sports and entertainment hall in Poland, is known primarily for concerts by world and Polish stars and championship sports events

However, it is worth recalling that it is a multifunctional facility, which also hosts trade fairs, congresses, industry meetings and corporate events.

In TAURON Arena Krakow, you can organize a congress or meeting for a dozen, several dozen, several hundred, 1,500 or even 2,500 participants. Depending on the needs, such an event can be held on the Main Arena, in the Small Hall, in conference rooms, as well as in VIP boxes.

The diverse possibilities of the Krakow Arena are used not only by concert agencies cooperating with the hall, but also by organizers of city events, sports clubs and companies from various sectors. And many of these cooperations are cyclical, long-term. The space of the selected part of the Arena can be easily arranged and adapted to the needs and concepts of the clients.



It is worth remembering that attending a star's concert can be combined with a business meeting in one of the 29 VIP boxes. Tickets to the higher standard zone can also be purchased for individual events organized in the Arena.

More info at www.tauronarenakrakow.pl

Welcome to cooperation!



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