



THE OPEN EYES ECONOMY SUMMIT STRUCTURE

The Open Eyes Economy Summit 2017 will be divided into five topic-related sections, each of them comprising two framework issues.

I. FIRM-IDEA

- ◊ Relational finances
- ◊ Intangible assets management

II. CITY-IDEA

- ◊ Rights to the city
- ◊ Urban circular economy

III. BRAND-CULTURE

- ◊ Islands and archipelagos
- ◊ Fair-trade, fair-game

IV. MAN-WORK

- ◊ Jobless growth – are we ready?
- ◊ Gig Economy Culture – farewell to the full-time employment?

V. VINTERNATIONAL GOVERNANCE

- ◊ In this section we assume a series of speeches by persons whose public activities have appreciable effect on the creation of the international governance.

The conversation between people is key value and, therefore, the programme assumes much more than a mere presentation of the content. We want to talk and we want to offer the participants the opportunities of interaction and lively discussions.

For each framework issue we assume a programme speech that will be published in the congress publication „*The Open Eyes Book*”. Moreover, in each section we will have an inspirational session, a „slam battle”, and a Q&A session. We will also address the need to discuss the issues in the lobby, i.e. we will offer especially designed *meeting-points*.

RELATIONAL FINANCES

In the last decades the banking operations have become focused on transactions. The assets have become the objects of trade, which required removing them from the bank balance statements. They are characterised by the diversification and liquidity and, therefore, ensure high convertibility; as a consequence, banks have become aggressive players in the opportunistic market game. They have transformed into universal financial corporations and gradually have been losing the character of public trust institutions. Traditional investment banking, based on the acquaintance and partnership in customer relationship has been replaced with transactional banking. In practice, their operations consist in providing services to anonymous masses





of customers to whom various types of products have to be sold even if it is obvious that the products are risky or even unfavourable to them.

One of the consequences of the transactional orientation of multifunctional banking corporations is a huge system risk they generate. As it turned out in 2008, it was a risk devoid of any substantial institutional collateral and totally unbalanced in the market.

Therefore, a question arises whether banks and market game animators will manage to maintain the necessary customer confidence. Will they survive or will they be replaced with other opportunities and forms of saving? They can be endangered by more aggressive transactional entities – financial supermarkets that act as virtual platforms. A positive solution can consist in the creation of a relational financing that would be based on a long-lasting partnership between the entities that search for the financial capital and those that provide it.

INTANGIBLE ASSETS MANAGEMENT

Intangible assets management has become one of the most important dimensions of the company operations. In highly-developed economies they constitute already 85% of the business goodwill. A fundamental challenge is to shift from traditional forms of intellectual property protection to active intangible assets management. Of the key significance here is the way – undoubtedly specific for any firm – the tangible and intangible assets are interrelated and, how the firm cooperates with its partners with respect to the use and creation of intangible assets.

RIGHTS TO THE CITY

The issue of the rights to the city is becoming more and more significant. The starting points are three basic questions: Whose rights? What is the content of the rights? And, finally, what is the character of the rights? It is not easy to provide the answers to the above questions. The answers can be reached only gradually, as a result of an open discourse by the representatives of various academic and professional disciplines. The debate preceding the Summit has enabled the formulation of several underlying theses that can guideline our considerations referring to the rights to the city: (i) the right to the city has to be understood as an active and not a passive one; (ii) the right to the city is the foundation of sustainable development; (iii) the right to the city means interdependence – both substantial (objective) and procedural (subjective); (iv) the right to the city cannot be exclusive; (v) it has to incorporate a balanced positive aspect: „the right to” and a negative one: „the right against”. An indispensable attribute of the right to the city will be to assign it to a defined territory and, therefore, its component will be the territory management issue, i.e. spatial planning. And, in this particular case the right to the city will have to be related to the property, in particular to private property. Moreover, the right cannot be constructed without accepting a „social property function” category, including the private property concept.

URBAN CIRCULAR ECONOMY

Increasingly, the circular economy is discussed in the context of a city as a generation of values; it is the economy that absolutely restricts the waste of materials and energy to the minimum.

The core of the approach, also to the urban economy, is not to formulate an entirely new, alternative economy but to transform gradually from the current linear economy into the circular one and to work on appropriate business models. Even though it is difficult, it is already happening. Circular economy is not a utopia.

It is a growing sector of modern market economy; as it is estimated, it generates as much as 7% of GDP in highly-developed countries such as, e.g. the Netherlands.

In this context, it is especially important to notice the difference between the *stocks* and the *flows*.





The streams generated by the exploitation of stocks are not merely to bring surplus but also, in the scale (objective) and character (subjective) aspects to enable the recycling of the stocks so as there is a constant and necessary reserve stock. If we look at the problem from this perspective, we have to distinguish the operational efficiency, or the capability to generate surplus, from structural efficiency, i.e. the ability to permanently transform the stocks into streams. The city is able to develop if the streams generated within its territory enable the recovery and generation of stocks that are used for the generation of those streams.

„ISLANDS AND ARCHIPELAGOS”

„Islands and Archipelagos” is a concept that will make us think over the models of networking and establishing natural cooperation (Archipelagos) among the independent initiatives (Islands). The new generation networking related to the technological change and changing social needs creates the world of solutions parallel to the traditional ones. There appear such phenomena as *blockchain*, energy independent enterprises, autonomous networks – it seems that they will become constant components of our future.

„FAIR PLAY, FAIR GAME”

The motto means a passionate discussion on the fair supply chains, the ethical production and responsibility, reliability, certification and social perception of activities undertaken by firms. We will talk, among others, about coffee, tea, clothing, and food industries. Let us focus on the difficulties that are faced by those who want to make fair business – fair both to people and environment. We will deal with such phenomena as on-line hate, cynicism and unfair competition.

INTERNATIONAL GOVERNANCE

Firstly, the values, ideologies, and moral and ethical principles are of crucial importance in the international relations. The attitudes and beliefs are as important as the behaviour and actions. Human emotions, and not only opinions, are not disregarded in the decisions taken by the politicians. We are living in the age when the boundaries between domestic and foreign policies are getting less clear-cut. Not only strategies and concepts matter but also the management methods within the countries. One of the reasons for the disturbed global order is the weakness of leadership in the world of today. In the politics of democratic countries the values related to human dignity and freedom are of key significance. It requires the reassessment of our ways of thinking about foreign policy and the change in the approach to formulating objectives and which means we can apply to reach the objectives – where to set the limits in their pursuance.

JOBLESS GROWTH – ARE WE READY?

The increasing automation in the production processes makes us ask a question of how much the human work will be used at the future labour market. Soon, a considerable part of tasks, now attributed to people, will be possible to make by „cyber-hands”. How and of which means will the considerable part of the labour force, pushed out of the labour market by automation, live? Where will find their places and roles those whose workplaces will be taken by robots? It seems that the key issue is the creation of possibilities of maintaining both the sustainable economic growth and the minimum social welfare in the conditions of inevitable decrease in the labour supply. All the above issues make us think whether jobless growth is a curse or blessing for us and for the future generations.





GIG ECONOMY CULTURE – FAREWELL TO THE FULL-TIME EMPLOYMENT?

Young generations at the labour market mean new priorities, new goals, and new values. These changes, additionally boosted by a dynamic technological development, result in abandoning the traditional full-time employment and turn towards flexible employment forms. A response to the expectations of generation Y employees is the application of modern technologies and the creation of modern applications that become the foundations of a *gig economy* development and functioning. Can we talk about the „tinderisation” of work as a response to the employee expectations related to short-term and non-committal work? What are the opportunities and threats implied by the transformation from the „employment” to „making a living”? The questions are justified at least in the context of social security and retirement pensions for those who have already been functioning for some time at the redefined labour market.

ACCOMPANYING EVENTS

The programme of the Open Eyes Economy Summit 2017 will be accompanied by numerous events, including cultural treats – concerts and exhibitions.

