



20-21 XI 2018

PROGRAM



TUESDAY, 20 NOVEMBER 2018

INAUGURATION SESSION

	09:00 – 10:00	Welcome coffee time
Room S1	10:00 – 10:15	Opening
Room S1	10:15 – 10:35	Luca Jahier – Chairman of the European Social and Economic Committee <i>rEUnaissance: Dare a Sustainable Europe</i>
Room S1	10:35 – 10:55	Professor Jacqueline Cramer – Utrecht University, former Minister of Construction, Spatial Planning and Environment in the Netherlands <i>Experiences in Moving Towards a Circular Economy in the Netherlands: Theory and Practice</i>
Room S1	10:55 – 11:15	Professor Shalini Randeria – Director of Hirschman Centre on Democracy, Graduate Institute of International and Development Studies <i>The Commons, Intellectual Property and Food Sovereignty</i>
Room S1	11:15 – 11:30	Professor Jacek Purchla, PhD – President of the Polish National Commission for UNESCO, Cracow University of Economics <i>Kraków – Retinger – Europa</i>
	11:30 – 12:00	<i>Coffee break</i>
Room S4a	12:00 – 12:50	<i>Q&A session</i> Moderator: Roman Młodkowski – Vice-chairman, New Story Participants: Professor Jacqueline Cramer, PhD, Luca Jahier, Professor Jacek Purchla, PhD, Professor Shalini Randeria
Room S1	17:00 – 18:00	Special plenary session: <i>The state and the citizen: theoretical or emergency exit?</i> Moderator: Jarosław Gugała – Polsat TV Adam Bodnar, PhD – Commissioner for Human Rights Rafał Matyja, PhD – University of Information, Technology and Management in Rzeszow Bartłomiej Sienkiewicz – Former Minister of the Interior and Administration 2013-2014

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FIRM-IDEA: PROFIT ACCOUNT, VALUE ACCOUNT

Room S3b	12:00 – 12:20	Voice: Helen Brand OBE – Chief Executive, ACCA <i>Will money eat everything in the near future?</i>
Room S3b	12:20 – 12:40	Voice: Konrad Grabiński, PhD - Cracow University of Economics <i>Firm-Idea: The concept of measuring asocial obligations</i>
Room S3b	12:40 – 14:10	Inspirational session: <i>Value accounting – can ethics be measured?</i> Moderator: Ewa Sowińska – Deputy Chairman of the Polish Chamber of Statutory Auditors Olga Grygier-Siddons – former Chief Executive Officer at PwC CEE Przemysław Powalacz – CEO of Geberit Polska Märtha Rehnberg – CO-Founder & Partner, DareDisrupt
	14:10 – 15:10	<i>Lunch</i>
Room S3b	15:10 – 15:40	Slam battle: <i>Profit and loss account or value account?</i> Karol Sachs – Honorary President of the European Federation of Ethical and Alternative Banks vs Helene Zaleski – President of the GIVT Supervisory Board
Sala S3b	15:40 – 15:50	Voice: Marek Bosak – Vivus Finance Presentation of the report: <i>"What have we not seen in finance in recent years?"</i>
Room S3b	15:40 – 17:10	In-depth session: <i>What does responsible management result in and what blocks it?</i> Moderator: Roman Młodkowski – Vice-chairman, New Story Dominika Bettmann – CEO, Siemens Paul Klein – CEO and Founder Impakt Piotr Laszczak – Global Assurance Manager, Shell Dominika Maison – CEO, Maison&Partners Jacek Siwiński – CEO, Velux Polska

TUESDAY, 20 NOVEMBER 2018

CITY-IDEA: CULTURE AS THE PRIMARY URBAN DEVELOPMENT MECHANISM

Room S2	12:00 – 12:20	Voice: Elisabeth Dau – CommonsPolis <i>Municipalism and culture: a cross-fertilization for and with the people and the city</i>
Room S2	12:20 – 12:40	Voice: Joanna Sanetra-Szeliga, PhD – Deputy Head of the Institute of European Heritage and the Scientific Library, International Cultural Centre in Krakow <i>Culture – strategic asset?</i>
Room S2	12:40 – 14:10	Inspirational session: <i>Care, cooperation, feminization. New culture of progressive cities</i> Moderator: Igor Stokfiszewski – Instytut Studiów Wschodnich, Krytyka Polityczna Magdalena M. Baran, PhD – Editorial member Liberté! Laura Fernandez-Pinar – Coordinator of the cultural program at Medialab Prado Bogna Świątkowska – CEO, Foundation of New Culture Bęc Zmiana
	14:10 – 15:10	<i>Lunch</i>
Room S4b	15:10 – 15:40	Slam battle: <i>Culture or infrastructure?</i> Robert Biedroń – the Mayor of Slupsk vs Wadim Tyszkiewicz – the Mayor of Nowa Sol
Room S4b	15:40 – 17:10	In-depth session: <i>Urban culture makes you free</i> Moderator: Edwin Bendyk – “POLITYKA” Weekly, Member of the OEES Program Council Izabela Helbin – Krakow Festival Office Director Professor Anna Karwinska, PhD – Head of Department of Sociology, Cracow University of Economics Mikołaj Lewicki, PhD – Institute of Sociology, University of Warsaw Paweł Potoroczyn – Former director of Adam Mickiewicz Institute, Member of the OEES Program Council

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BRAND – CULTURE: TRUTH, POST-TRUTH AND UNTRUTH

Room S1	12:00 – 12:20	Voice: Professor Jerzy Bralczyk, PhD – Warsaw University <i>Language in the post-truth times</i>
Room S1	12:20 – 12:40	Voice: Gonçalo Lobo Xavier – General Manager at APED – Association of Portuguese Distribution Companies <i>News and headlines: in which Europe do we want to live?</i>
Room S1	12:40 – 14:10	Inspirational session: <i>Yes, we can! Fight hate, hate news and post-truth</i> Moderator: Ewa Lis-Jeżak – Regional Board Member IDC CEE & CIS region Matt Ipcar – Executive Creative Director, Blue State Digital Jakub Turowski – Head of Public Policy, Poland & Baltics, Facebook Anna Wróblewska – Metaphor.pl, Concordia Design Consulting
	14:10 – 15:10	<i>Lunch</i>
Room S1	15:10 – 15:40	Slam battle: <i>Facebook, Google, Amazon, Netflix – four horsemen of the apocalypse?</i> Jan Zajac, PhD – Sotrender, University of Warsaw vs Jacek Kotarbiński – economist, marketing expert
Room S1	15:40 – 17:10	In-depth session: <i>Internet and politics: Who won the election campaign and what are the results for the next elections?</i> Moderator: Andrzej Bobiński – Director for new projects, Polityka Insight Dobromir Ciaś – Managing Director at Edge NPD Anna Miotk – Communication Director, Polskie Badania Internetu Miłosz Motyka – Polish People's Party Róża Rzeplińska – CEO, Art. 61 Association

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MAN – WORK: HIGH GROWTH, LOW IMPACT – SUBSTITUTIVE OR COMPLEMENTARY VALUES?

Room S3a	12:00 – 12:20	Voice: Michał Rzytki – Director of the Department of Food Quality and Promotion, Ministry of Agriculture and Rural Development <i>The value creation chain in food production – the myth? Lost paradise? A chance for the Polish economy?</i>
Room S3a	12:20 – 12:40	Voice: Frank Moulaert – KU Leuven <i>Bottom-linked governance and local socio-economic development</i>
Room S3a	12:40 – 14:10	Inspirational session: <i>How to produce more with less: less land, less water and less pollution?</i> Moderator: Tomasz Kasprowicz, PhD – editor and Vicepresident of Res Publika Ulla Engelmann – Head of Unit Clusters, Social Economy and Entrepreneurship at European Commission Hans Mayrhofer – Secretary General of the Ecosocial Forum Austria and Europe Valeria Ronzitti – General Secretary, European Centre of Employers and Enterprises providing Public Services and Services of general interest
	14:10 – 15:10	<i>Coffee break</i>
Room S3a	15:10 – 15:40	Slam battle: <i>Inclusive Growth: Empowering state or enabling state?</i> Professor Pasquale Tridico – Roma Tre University vs Aleksander Łaszek, PhD – Association of Polish Economists, Civil Development Forum
Room S3a	15:40 – 17:10	In-depth session: <i>Retirement without work? What kind of welfare state can be promised to young people?</i> Moderator: Paweł Wojciechowski, PhD – Former Minister of Finances in 2006, Chief Economist, The Polish Social Insurance Institution (ZUS) Paweł Jaroszek – Vicepresident, The Polish Social Insurance Institution (ZUS) Piotr Lewandowski – CEO, Institute for Structural Research Julia Patorska – Leader of the Economic Analysis team, Deloitte, Chairwoman of the Council of the Society of Polish Economists Emil Stigsgaard Fuglsang – Co-Founder and COO at Matter

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SPECIAL SESSIONS

Room S5	12:00 – 13:30	Special session: <i>The artist changes the world</i> Moderator: Joanna Gościej-Lewińska – Head of the Centrum Gallery, Nowa Huta Cultural Centre Kamil Kuzko, PhD – painter, Academy of Fine Arts in Krakow Iwona Lisiecka – designer, entrepreneur, owner of Anilove Cecylia Malik – artist, urban activist
Room S4b	12:00 – 13:30	Special session: <i>Is the “Employee Capital Plans” really multiplying Smith’s money?</i> Moderator: Grzegorz Osiecki – Gazeta Prawna Daily Paweł Borys – CEO, Polish Development Fund Piotr Kamiński – Vicepresident, Employers of Poland Grzegorz Prądkowski – CEO, Polish Chamber of Insurance Małgorzata Rusewicz – CEO, Chamber of Commerce of Pension Societies
Room S4a	12:50 – 14:20	Special session – Gazeta Prawna Daily: <i>Will vehicles communicating with each other improve road safety?</i> Moderator: Mirosław Mazanec – Gazeta Prawna Daily Wojciech Filemonowicz – Chairman of the Management Board of the National Social Democracy of Poland, expert on BRD Professor Stanisław Gaca, PhD – director of the Road, Railway and Transportation Engineering at the Faculty of Civil Engineering, Tadeusz Kosciuszko Cracow University of Technology, Road Traffic Safety Specialist Krzysztof Gorzkowski – Head of Communications, Kapsch Telematic Services Ewa Łabno-Falęcka, PhD – Head of Corporate Communication and External Affairs , Mercedes-Benz Poland
Sala S4a	15:10 – 16:40	In-depth session: <i>Irresponsible sales. How to restore confidence in the financial sector?</i> Moderator: Grzegorz Osiecki – Gazeta Prawna Daily Brunon Bartkiewicz – CEO of ING Bank Śląski SA Professor Jerzy Hausner, PhD – Cracow University of Economics Artur Nowak-Goćławski – CEO of ANG Spółdzielnia Jana Niedźwiedź-Gliniecka – Vicepresident EFPA Poland Professor Andrzej Sławiński, PhD – SGH Warsaw School of Economics, National Bank of Poland Grażyna Witkowska-Mrozek – Credit Suisse AG

		<p>Battle point Moderator: Michał Kudłacz, PhD – Cracow University of Economics, OEES Expert</p>
Foyer, level 0	12:00 – 12:40	<p><i>University: managerial or community</i> Professor Jerzy Woźnicki, PhD – Warsaw University of Technology vs Professor Tadeusz Gadacz, PhD – AGH University of Science and Technology in Krakow</p>
	13:00 – 13:40	<p><i>Progress and tradition, access and protection</i> Marek Kamiński – traveler and philosopher, creator of the Biegun method and founder of the Marek Kamiński Foundation vs Szymon Ziobrowski – Director of the Tatra National Park</p>
	15:10 – 15:50	<p><i>The state controlling or state control?</i> Krzysztof Kwiatkowski – President of the Supreme Audit Office in Poland vs Professor Waldemar Paruch, PhD – Maria Curie Skłodowska University in Lublin, Director of the Strategic Analysis Center at the Council of Ministers</p>

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INTERNATIONAL GOVERNANCE

Room S1	9:00 – 10:10	Inspirational session: <i>Zbigniew Brzeziński – a strategist or a visionary?</i> Moderator: Michał Kobosko – Senior Advisor in Poland Atlantic Council Ian Brzezinski – Senior fellow at the Atlantic Council's Brent Scowcroft Centre on International Security Mark Brzezinski – Makena Capital Management Jerzy Koźmiński – CEO, Polish-American Freedom Foundation Professor Roman Kuźniar, PhD – Polish Institute of International Affairs Ryszard Schnepf – former Ambassador Extraordinary and Plenipotentiary of the Republic of Poland in the United States
Room S1	10:10 – 10:30	Voice: Katarzyna Pełczyńska-Nałęcz* – Director of IDEAFORUM, Batorego Foundation, former Ambassador of the Republic of Poland in Russia
Room S1	10:30 – 10:50	Voice: Professor Jan Zielonka, PhD – St Antony's College, University of Oxford <i>Politics in the era of international chaos</i>
Room S1	10:50 – 11:10	Voice: David Briggs – CEO, Velux Group <i>The role of responsible business in an uncertain world: What can we learn from the Scandinavian business model?</i>
Room S1	11:10 – 11:30	Voice: Jennifer Morgan – Director General, Greenpeace <i>Just transition– from black to greener economy</i>
	11:30 – 12:00	<i>Coffee Break</i>
Room S4b	12:00 – 12:40	<i>Q&A session</i> Moderator: Michał Kobosko – Senior Advisor in Poland Atlantic Council Participants: David Briggs, Ian Brzezinski, Mark Brzezinski, Professor Roman Kuźniar, PhD, Jennifer Morgan, Katarzyna Pełczyńska-Nałęcz*, Ryszard Schnepf, Professor Jan Zielonka, PhD

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FIRM-IDEA: FROM CAPITAL-DRIVEN TO HUMAN-ORIENTED COMPANY

Room S3b	12:00 – 12:20	Voice: Professor Krzysztof Obłój, PhD – Kozminski University and University of Warsaw <i>Firm in the heat of contradictory expectations</i>
Room S3b	12:20 – 12:40	Voice: Jacek Krawczyk – President of the Employers' Group at European Economic and Social Committee <i>Could European SMEs well become the foundation of creation "high quality jobs"?</i>
Room S3b	12:40 – 14:10	Inspirational session: <i>Generation X, Y, Z ... and what next? - about how to set goals and manage variable expectations of employees</i> Moderator: Adam Czerniak – Polityka Insight Joanna Cesarz – Wielton Group Katarzyna Kozłowska-Błoch – Volkswagen Polska and Sylwia Hull-Wosiek – Director of Development, Concordia Design Markus Tornberg – Country General Manager at Crossover Rafał Hrynyk – Regulatory & Governmental Specialist, Safety & Graphics Business Group, 3M Poland
	14:10 – 15:00	<i>Lunch</i>
Room S3b	15:00 – 15:30	Slam battle: <i>Who will pay for our pensions? - state? employer? no one?</i> Paweł Wojciechowski, PhD – Former Minister of Finances in 2006, Chief Economist, The Polish Social Insurance Institution (ZUS) vs Władysław Kosiniak-Kamysz – Minister of Labour and Social Policy in 2011-2015, chairman of the Polish People's Party
Room S3b	15:30 – 17:00	In-depth session: <i>The labor law-freedom or equality?</i> Moderator: Łukasz Guza – Gazeta Prawna Daily Marcin Cetnarowicz Att. – attorney, Counsel, SSW Pragmatic Solutions Maja Chabińska-Rossakowska – Dyrektor HR, ING Bank Śląski Professor Monika Gładoch, Att. – Advisor to the President of Employers of Poland Rafał Olesiński – Managing Partner, Olesiński & Wspólnicy Jacek Sztolcman – Head of the Incubator of the University of Warsaw

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CITY-IDEA: CITY - WATER - QUALITY OF LIFE

Room S2	12:00 – 12:20	Voice: Professor Zhu Wenyi – Professor of Architecture and Urban Design, Tsinghua University, P. R. China <i>Urban Design with Water</i>
Room S2	12:20 – 12:40	Voice: Professor Anna Januchta-Szostak, architect eng. – Faculty of Architecture at the Poznan University of Technology <i>A water-friendly city</i>
Room S2	12:40 – 14:10	Inspirational session: <i>Wroclaw as a blue-green city</i> Moderator: Edyta Wiśniewska – Netherland Water Partnership Professor Zbigniew Kundzewicz, PhD – correspondent member of the Polish Academy of Sciences, Vice-President of the The Economy of a Water City Congress Programme Council Professor Janusz Zaleski, PhD – Wroclaw Regional Development Agency, Vice-President of the The Economy of a Water City Congress Programme Council
	14:10 – 15:00	<i>Lunch</i>
Room S2	15:00 – 15:30	Slam battle: <i>Quality of a city life in 2030 – what can go wrong?</i> Ladeja Godina-Kosir – Founder & Executive Director, Circular Change vs Mari Pantsar – Director of Carbon-Neutral Circular Economy at Sitra
Room S2	15:30 – 17:00	In-depth session: <i>Urban circular economy</i> <i>Session under the patronage of the city of Cracow</i> Moderator: Krzysztof Głuc, PhD - Cracow University of Economics, OEE Expert Mariola Apanel – Director of the Office for the Protection of Nature, City Office of Wroclaw, Department of Sustainable Development Igor Kos – WCYCLE Institute Maribor Mikael Lemstrom – VP, Heating and Cooling, City Solutions, Fortum Piotr Ziętara – CEO, Kraków Waterworks

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BRAND – CULTURE: CHAIN OF VALUES: FROM LINEAR TO CIRCULAR ECONOMY

Room S1	12:00 – 12:20	Voice: Mateusz Zmyślony – the Creative Director of the OEES, ESKADRA Group <i>Urban agriculture. Creating closed cycles as a part of ethical food production.</i>
Room S1	12:20 – 12:40	Voice: Michael Kotow – co-founder of Urbanika Farms <i>Indoor vertical farming – local is the new organic</i>
Room S1	12:40 – 14:10	Inspirational session: <i>Global closed circuits - utopia, ideal, process</i> Moderator: Aleksandra Dziadykiewicz – TOK FM Ewa Chodkiewicz – ekspert WWF Maciej Otrębski – Strategic Partnerships Manager, Roślinniejemy Bertus Servaas – CEO, VIVE Textile Recycling
	14:10 – 15:00	<i>Lunch</i>
Room S1	15:00 – 15:30	Slam battle: <i>Single-versus multi-use. Good or bad plastic?</i> Dariusz Szwed – Advisor to President of Słupsk Robert Biedroń on international affairs vs Ewa Adamiec, PhD – AGH University of Science and Technology in Krakow
Room S1	15:30 – 17:00	In-depth session: <i>Business and values: how big players use innovation and scale to empower people to live better lives</i> Moderator: Przemek Pohrybieniuk – Director of Marketing and Business Development, Dentons, Member of the OEES Program Council Alejandro Castro Pérez – Business Leader, Group Sustainability Innovation, IKEA Jarosław Grzesiak – Managing Partner, Greenberg Traurig Justyna Szymani, PhD – Director of the Quality Development and Own Brand Control Department, Jeronimo Martins

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MAN – WORK: UNIVERSITY-IDEA AS THE FOUNDATION OF THE ECONOMICS OF VALUES

Room S3a	12:00 – 12:20	Voice: Professor Przemysław Czapliński, PhD – Adam Mickiewicz University in Poznan <i>Open your eyes, you're dead. Humanities in the light of the economy of values</i>
Room S3a	12:20 – 12:40	Voice: Professor Jerzy Wilkin, PhD – Institute for Rural Development and Agriculture, Polish Academy of Sciences <i>The role of universities in the social innovation movement</i>
Room S3a	12:40 – 14:10	Inspirational session: <i>University-Idea as the foundation of the economics of values</i> Moderator: Professor Juliusz Gardawski, PhD – SGH Warsaw School of Economics Professor Barbara Gąciarz, PhD – Dean of the Faculty of Humanities, AGH University of Science and Technology in Krakow Professor Anna Giza-Poleszczuk, PhD – Vice-Rector of the University of Warsaw Professor Stanisław Mazur, PhD – Dean of the Public Economy and Administration Faculty, Cracow University of Economics
	14:10 – 15:00	<i>Lunch</i>
Room S3a	15:00 – 15:30	Slam battle: <i>Law 2.0 and Polish Universities in the 21st century</i> Professor Jarosław Górniak, PhD – Institute of Sociology, Jagiellonian University vs Professor Łukasz A. Turski – Centre for Theoretical Physics, Polish Academy of Science, Copernicus Science Centre
Room S3a	15:30 – 17:00	In-depth session: <i>University-Idea as the foundation of the innovative economy</i> Moderator: Professor Wojciech Paprocki, PhD – SGH Warsaw School of Economics Tomasz Brzostowski – Senior Director, Global Finance Shared Services, Hitachi Vantara Professor Ove Kaj Pedersen – Copenhagen Business School Barbara McCloskey – HR Director, Shell Business Operations Kraków Kees Slingerland – former Director of Amsterdam Institute for Advanced Metropolitan Solutions Barbara Stepnowska, PhD – Gdansk University of Technology

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SPECIAL SESSIONS

Room S5	12:00 – 14:10	<p>Special session: <i>Little black big deal</i></p> <p><i>The premiere of the film about the supply chain and coffee production in Rwanda „The Second Sunrise. Coffee and Rwanda.” (director: Karol Kowalski)</i></p> <p>Moderator: Jarostaw Chołodecki – CEO, Smolna Association Manal Al-Hammadi – Founder of Attar Coffee Glen Gregory – CEO and Partner in Java Coffee Company Sp. z o.o. Ivan Shema – 1000 Hills Products, Rwanda Audun Sjørbotten – Audun Coffee</p>
Room S4a	12:40 – 14:10	<p>Special session – smog: <i>SMOG. Wawel, polish or global?</i></p> <p><i>Session under the patronage of Małopolska Region</i></p> <p>Moderator: Jacek Bańka – Radio Kraków Joanna Erdman – ING Bank Śląski SA Andrzej Guła – CEO, Krakowski Alarm Smogowy Fredrik Karlsson – VP, Generation Communications, Fortum Katarzyna Stadnik – Inspector, Air Protection Team, Marshal's Office of the Małopolska Region Nigel Topping – CEO, We Mean Business</p>
Room S4b	12:40 – 14:10	<p>Special session: <i>Sustainable plastic</i></p> <p>Moderator: Professor Joanna Kulczycka, PhD – AGH University of Science and Technology Maria Andrzejewska – Director of UNEP/GRID-Warszawa Center Kazimierz Borkowski – Managing Director, PlasticsEurope Polska Agnieszka Cholewa-Wójcik, PhD – Cracow University of Economics Arkadiusz Haras – Director of Marketing, Synthos Andrzej Szejna, Att. – Public Policy Advisor, Squire Patton Boggs</p>

Battle point	12:00 – 12:40	<p>Battle point moderator: Michał Kudłacz, PhD – Cracow University of Economics, OEES Expert</p> <p><i>Urbanism: technocratic or civic?</i></p> <p>Krzysztof Nawrotek – School of Architecture, University of Plymouth vs Krzysztof Domaradzki – Warsaw University of Technology</p>
Room S4b	15:00-16:30	<p>Special session: <i>The future of automotive</i></p> <p>Moderator: Marek Zuber* –economist and financial market analyst</p> <p>Andrzej Korpak – Director of Opel Manufacturing Poland</p> <p>Janusz Michałek, PhD – CEO of The Katowice Special Economic Zone</p> <p>Henryk Michalik* – Operations director of Michael System</p>

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CLOSING SESSION

Room S1	17:00 – 17:40	<i>Values shaping society in the 21st century</i> Tomáš Sedláček – Author of “Economics of Good and Evil”, philosopher of economics and David Černý – artist sculptor
Room S1	17:40 – 18:00	<i>Humanitarianism as values shaping societies in the 21st century?</i> Voice: Janina Ochojska – CEO, Polska Akcja Humanitarna
Room S1	18:00 – 18:20	Summary: Professor Jerzy Hausner, PhD – Cracow University of Economics