



# **The Open Eyes Economy Summit Guide**



**OEES 2020**

# The OEES 5 in a unique hybrid formula

Once again, on November 17 and 18, the ICE Krakow Congress Centre will be full of the turquoise colour of the Open Eyes Economy Summit – the International Congress of the Economy of Values. Every year it brings together recognised figures from various areas of social and economic life.

Inspiring meetings and valuable acquaintances, constructive discussions and revolutionary ideas, brilliant speeches and a large dose of optimism – that is how the participants of previous editions remember the Open Eyes Economy Summit – the International Congress of the Economy of Values. The COVID-19 pandemic has put many festivals, conferences and industry events on hold. The organisation of this year's OEES has also been questionable. However, we can reassure you – this year's congress will definitely take place. The OEES 5 is an event organised in a unique hybrid formula. The stakeholders will have the opportunity to access the congress online through an online platform, owing to which they will be able to, among others, watch speeches, participate in discussions and go networking, receive special materials, and meet partner institutions in a specially organised expo zone. The speakers participating in the congress will perform on the stages of the ICE Krakow Congress Centre. After the summer holiday season, we will decide whether we can introduce a traditional form of entry to the two-day event in ICE Krakow.



The fifth edition will take place in a new hybrid formula.

## What does it mean?

- Innovative online platform for the participants
- Real-time streaming of the programme
- 2 days, 3 programme blocks, 6 theme paths
- Speakers on ICE Krakow stages
- Expo zone, live chat and online networking
- Dedicated Q&A sessions
- Online meeting rooms
- Audience in ICE Krakow in the number as allowed by law



# Topics for the OEES 2020



## FIRM-IDEA:

### MAN IN THE ARTIFICIAL INTELLIGENCE ENVIRONMENT

In the era of the development of so-called “narrow artificial intelligence” there is a growing fear of what is new, reactionism and defiance against the unknown but, on the other hand, a large part of society spots the opportunities offered by new technologies. A key challenge is to introduce regulations that will prevent abuse and help build public trust in the digital revolution.

### MUTUALISATION OF RESOURCES AND COMMON GOODS

In the classical economy, what was common (public) was basically opposed to what was private. The economy of values goes beyond this opposition, advocating a search for complementarity. The governing idea organising these processes is a belief that the use of property should serve the public good, and that each property is a kind of obligation.



## CITY-IDEA:

### SOLIDARITY IN DEVELOPMENT

A critical problem of modern capitalism is a gap between the relationship of the market and values. More than ever, we lack responsibility and empathy. A huge contemporary problem is the reconcili-

ation of the market economy, social solidarity, civic culture and digital revolution. We need a debate on solidarity and development in every possible territorial dimension – local, regional, national, international and global.

### ARCHITECTURE AND URBAN ADAPTATION TO CLIMATE CHANGE

The era of climate catastrophe requires a new architectural and urban planning – those that move away from the idea of economic growth towards energy efficiency and saving natural resources. There is a need for strategies to help mitigate and reverse processes affecting climate change. What will be and what should be the architecture of the future? What tools are needed to prepare our cities for the forthcoming changes?



## BRAND-CULTURE:

### EDUCATION – A NEW GENERATION

The contemporary education system needs a revolution. Teaching cannot be boring and oppressive, it should rather involve and actually respond to the needs of young people. Where can we get inspiration and new tools from? What can we learn from the Finns, Waldorf school and computer game designers?

### ANTHROPOCENE – WORLD MANAGEMENT

The Anthropocene is an era of human full responsibility for the planet and ecosystem. It started many years ago but today, more than ever, we have to act to prevent climate change. What is the desired shape of crisis social communication? It seems that a balanced way is needed – to run away from moral blackmail, instruction and black-eyedness towards activism and rationalism.



## INTERNATIONAL GOVERNANCE:

In 2020, the international governance has gained significance. The new reality has exposed the weaknesses of the international community at the same time dynamising the processes that are crucial for the Open Eyes Economy. The implementation of the Green

New Order has not only accelerated in Europe – the whole world today assigns more importance to environmental protection, the necessary energy transition and excessive consumption. During the OEES, we will discuss common water, well-being, global economy, supply chains and the world of connected vessels.

**What is  
the OEES?**

# What is the OEES?

It is perhaps the most creative congress in Poland – a melting pot of ideas, an actual contemporary agora and space for... imagination. Can you imagine an economy based on social values? We can not only imagine it, but we are also working to introduce real changes for the better. We show that it is possible to act differently, that profit does not have to be the underlying value in the economy, business and public life.

We do this every year at ICE in Krakow with the help of inspiring people from the world of science, economics, culture or public administration. We confront points of views because we believe that nothing is more inspiring to thinking than discussion and the fusion of horizons. There are activists, entrepreneurs, challengers and representatives of large institutions. It is a great opportunity to listen live to extraordinary personalities and make new contacts. The OEES inspires, which is confirmed by most of our guests. We discussed fake news or green transport before anyone started writing about it. This year we will take a closer look at artificial intelligence, solidarity in development and how architecture responds to the climate crisis. We will look for exciting new forms of education and recipes for climate crisis. We will also consider the concept of the Anthropocene and the relationship between private and public property. The November congress is the culmination of a year-round intellectual and organisational work. Between the subsequent editions of the OEES we organise meetings, lectures and discussions, which we cordially invite you to. We also invite you to talk as we want to inspire but we also love to be inspired.

## Thematic blocks



### FIRM-IDEA

Admirable, trustworthy, responsible and socially committed businesses. Companies that have the ambition to change the world, honestly and consciously generating real VALUES.



### CITY-IDEA

Public spaces facing people, intelligently managed, developing sustainably in balance with the ENVIRONMENT, green, friendly and increasingly self-sufficient.



### BRAND – CULTURE

Brands consciously and together with their communities generating real CULTURE. Common values contribute to an aesthetic, thoughtful world where the society as a whole enjoys a better life.



### INTERNATIONAL GOVERNANCE

The awareness of global conditions contributing to the system of connected vessels, broadening horizons and thoughts about responsibility across borders. The knowledge of what brings us together internationally and what divides us is essential for understanding THE BROAD PERSPECTIVE.

# The OEES is constantly evolving – the numbers speak for themselves!

## PR/media 2019\*



AVE **4 597 160 zł**



reach **18 136 608**



**1150** publications

## Social Media 2019

### FACEBOOK



**2 941 123** impressions



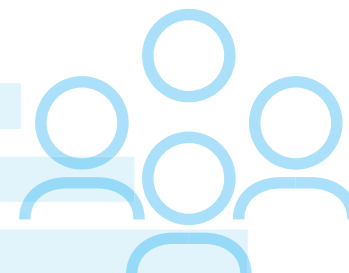
**93 590** interactions



**30 000** recipients of posts

## participants

2016	1400
2017	2000
2018	2500
2019	3000



## speakers

2016	100
2017	180
2018	200
2019	200



## companies and institutions

2016	100
2017	120
2018	150
2019	180



\* data according to the Institute for Media Monitoring



# The OEES Publications



“The Open Eyes Magazine” is about economics but it discusses it in a way that can interest and move anyone who appreciates the reflection on the surrounding world. It is a publication to read about new trends, pressing problems and visionary solutions.



The Open Eyes Book is published in two languages (in Polish and English). It is co-created by recognised scientists and practitioners. It presents the intellectual principles of the economy of values and forming relational market economy as well as examples worth following.



Around the OEES, we create a library that introduces problems associated with the open eyes economy, such as, among others, a series of Discussion Papers – the outcome of discussions and debates taking place during the events related to the congress. They include the thoughts of intellectuals and specialists representing various areas of science.

We shoot, record, publish and speak. That is why on our website ([WWW.OEES.PL](http://WWW.OEES.PL)) you will find the **GOOD TO KNOW** tab.

It is a kind of electronic library where we post materials related to the OEES (periodicals, books, publications, videos and podcasts) that you can see and... recommend them to others!



# The speakers

To the Open Eyes Economy Summit, we invite practitioners, theoreticians, reformers and visionaries who show us what they are struggling with, what they have already achieved and what they are striving for. We often confront opposite opinions and points of view

because our ambition is to create a true contemporary agora – an event in which the lecture is dominated by the free and inspiring clash of different views. During the three editions of the OEES, almost 500 speakers performed on our stage, including, inter alia:



PROF. TAKAHARU TEZUKA  
Tezuka Architects



ZUZANNA SKALSKA  
360Inspirations



JANINA OCHOJSKA  
CEO, Polish Humanitarian  
Action (PAH)



ROMAN MŁODKOWSKI  
CEO, Biznes24



CHARLES LANDRY  
writer, town planner



GONÇALO LOBO XAVIER  
Managing Director  
of Portuguese Association  
of Retailing Companies (APED)



ELŻBIETA BIENKOWSKA  
European Commissioner  
for Internal Market, Industry,  
Entrepreneurship and SMEs



MARK BRZEZINSKI  
Makena Capital Management



IAN BRZEZINSKI  
Brent Scowcroft Center  
on International Security



TOMÁŠ SEDLÁČEK  
philosopher of economics



DARIO SOTO ABRIL  
CEO, Fairtrade International



MICHAŁ KOBOSKO  
Senior Advisor,  
Poland Atlantic Council



STELLA NAKAWUKI  
LUKWAGO  
Social Innovation Academy



JENNIFER MORGAN  
International Executive  
Director, Greenpeace  
International



JUREK OWSIAK  
CEO, Great Orchestra  
of Christmas Charity



ANNA GIZA-POLESZCZUK  
Vice-Rector, University  
of Warsaw



GIL PEÑALOSA  
Urban planner, 8 80 Cities  
Ambassador



KRZYSZTOF OBŁÓJ  
Kozłowski University



**ARETA SZPURA**  
activist, author of the book  
*How to save the world?*



**PROF. DR HAB. JERZY  
BRALCZYK**  
University of Warsaw



**KS. ADAM BONIECKI**  
senior editor,  
"Tygodnik Powszechny"



**SZYMON HOŁOWNIA**  
founder of the Kasisi  
Foundation and the Dobra  
Fabryka Foundation



**ALBERTO ACOSTA**  
former Minister of Energy  
and Mining in Ecuador



**NANCY GITHAIGA**  
Head of Policy Research  
and Innovation, WWF Kenya



**PROF. DAVID THROSBY**  
Macquarie University, Sydney



**ALEKSANDRA DULKIEWICZ**  
Mayor of Gdańsk



**BRUNON BARTKIEWICZ**  
CEO, ING Bank Śląski



**MIROSŁAW PROPPÉ**  
CEO, WWF Polska



**ADAM WAJRAK**  
journalist



**DAVID BRIGGS**  
CEO VELUX

# The target group

The target group of the congress is very broad and diverse.  
Who are we talking to, or perhaps, who are we discussing with?



## INNOVATORS – THOSE WHO CHANGE OUR POINT OF VIEW

Do you develop new solutions, initiate trends, define new problems and give creative answers to old questions? Do you create, research or act? We are looking for those who want to shape a better future, and not necessarily just wait for it.



## LEADERS – THOSE WHO HAVE INFLUENCE

Do you have a real impact on your community, your business, your university or your institution? Let us talk. Only due to conscious and responsible leaders decisions can be made that are necessary to ensure our common future.



## ACTIVISTS – THOSE WHO SHOW THAT YOU CAN LIVE BETTER

Are you aware of the challenges facing the modern world and every day you try to live better – sorting garbage, operating in a local society, producing or buying responsibly? The OEES is something for you!



## SEEKERS – THOSE WHO ARE LOOKING FOR NEW PERSPECTIVES

Or maybe it is that you do not know what to think – are you hesitant? Would you like to make a difference, but you do not know how to do it? Do you need inspiration, do you want to know good practices from different industries or confront your views with those who think differently? You are a person we are looking for!

# Recommendations



MIROSŁAW PROPPÉ  
CEO, WWF Poland

The Open Eyes Economy Summit is a place for real discussions about how we are to continue to develop in our world so that we do not make our civilisation disappear. Here you can find inspiration and examples for further work. I welcome the high participation of young people and companies – without future decision-makers and consumers and today's producers we will not be able to make any real change.

The Open Eyes Economic Summit is one of the most stimulating international meetings dealing with global economic, social and cultural issues to be found anywhere in the world at the present time. It brings together many high-level speakers, and its innovative format encourages the active participation of all who attend.



PROF. DAVID THROSBY  
Macquarie University, Sydney



ANNA MIOTK  
University of Warsaw

The Open Eyes Economy Summit is a place of inspiration, intellectual debate and discussion of the latest and most important economic trends and events. It is worth to be here!

The real business leadership is not a focus on the profit-driven company but an understanding of what its immediate surroundings and the world gain from its business. The annual Congress of the Economy of Values means for me that I can meet, in one place, almost exclusively, people who share this belief. It is still not a prevailing attitude and, therefore, by acting every day in our areas for positive change we can feel a bit lonely. These few days of the OEES in Krakow is an opportunity to recharge batteries and gain confidence that there are more people thinking likewise.



EWA SOWIŃSKA  
ESO Audit

# They trusted us





# About the Congress





# The International Congress of the Economy of Values

- ❖ interdisciplinary programme
- ❖ 4 thematic blocks
- ❖ 5 scenes in ICE Krakow
- ❖ 2 days
- ❖ special sessions
- ❖ inspirational sessions with case studies
- ❖ Q&A
- ❖ networking
- ❖ cultural program



## The Open Café

The Open Café is an accompanying initiative of the Open Eyes Economy Summit. As a part of this, we present the Congress guests with food produced responsibly and ecologically, and discuss and share experiences. Isn't that what cafes are created for? Ours is open – to the gourmets, producers and those who simply want to know more. In recent years, the main themes of the Open Café were coffee, and then, apples. Together, we discovered how these products go to the market and how to make it in a way that is harmless to the environment and society. Therefore, only producers caring for both ecology and ethics are invited to cooperate in the Open Café. However, food tastings at the Open Café are just a pretext for serious discussions, business contacts, promoting business responsibility and mitigating excessive consumption.

The Open Café also brings together decision makers from many market key companies and institutions, which has a practical, positive impact on the quality and pace of change across the market.

The Open Café is also very international. In 2018, when the topic was coffee, we made a documentary film “The Second Sunrise” in Rwanda. It is one of many voices in the multilingual discussion about the broader responsibility that we try to moderate and sustain in our café.



## The Battle Point

Creativity and change for the better are only possible if we go beyond our own perspective, confronting other possible points of view. That is what the Battle Point is created for. It is a formula unique to the OEEs – a specially designated point where people with different positions and views can meet. There are intellectual battles, exchanges of opinions and fusion of horizons. Such meetings are extremely inspiring not only for the discussing parties themselves but also for everyone who has an opportunity to observe them.



## Meeting Points

Meeting Points are places created for those who are particularly inquisitive. Do you want to talk to the speakers or just congratulate them on an interesting speech? Or, maybe, do you want to ask questions of one of the speakers, learn more about the topic you are interested in, or get to know the representatives of a particular company? That is why Meeting Points have been created.



A large, stylized graphic of an eye in the upper left corner, composed of concentric, semi-transparent green rings that form the iris and pupil, set against a solid green background.

# **The OEE Projects**

# The OEE on Tour

We are everywhere: both in Poland and abroad. In small and large cities. On the way all year round. The themes of these meetings are differentiated but they are always in line with the assumptions of the Open Eyes Economy.



# The Open Eyes Festival

The Open Eyes Festival are the accompanying events of the Open Eyes Economy Summit: unique concerts, interesting exhibitions and ambitious performances of Polish artists. The festival brings Polish culture closer to the international public and presents original events on the Krakow art scene to the inhabitants and tourists visiting Krakow and the Malopolskie Region.

nowohuckie  
centrum  
kultury

aa  
qap  
AGENCJA  
ARTYSTYCZNA  
GAP



# Open Eyes Friendly

## 1 Restaurants, cafes, wine bars

**Raw Nest**  
ecological values | vegetable menu | healthy life style | unprocessed products

**Lipowa 6f | Krakow Slow Wines**  
organic wines | slow food | intercultural dialogue

**Hevre**  
equality values | cultural initiatives | local suppliers | ethical products

**Hummus Amamamusi**  
vegan and vegetarian cuisine | local suppliers | biodegradable dishes

**Ranny Ptasek**  
ethical suppliers | ecological values | pro-animal values | fair employment

**Youmiko Sushi**  
high quality products | vegan option | less waste idea | ethical employment

**Poco Loco**  
natural cuisine | pro-health values | less waste idea

**Bottiglieria 1881**  
healthy cuisine | local suppliers | own cultivation

**Molám Thai Canteen & Bar**  
equality values | environment-friendly actions | recycling | ethical employment

**Mercy Brown**  
less waste idea | ethical employment | pro-ecological values

## 2 Shopping

**Targ Pietruszkowy**  
less waste | regional products | slow food | organic breeders

**Pochlebstwo**  
culinary heritage | ethical employment | social commitment

**Zaczyn**  
organic products | vegan baked goods | use of flour from own milling

## 3 Manufacturers

**Pstrąg Ojcowski**  
organic trout breeding | product of high quality | regional traditions

**Winnica Wieliczka**  
biodynamic vineyard | ecological wine | respect for nature

## 4 Initiatives

**Eataway**  
intercultural dialogue | charity actions | openness to differences

**Jadłodzielnia – Foodsharing Kraków**  
less waste | openness to differences | social commitment

They are open, ecological and responsible. These are places where any fan of the economy of values can feel... at the right place. It is best to see them with your own eyes – to visit, to eat something delicious and to spend a nice evening out. With this map you will find them easily.



# It has never been a Utopia

## Academic lectures of professor Jerzy Hausner – “The Economy of Values”

Let us imagine an economy whose main purpose is not profit – one that gives prevalence to intangible assets. Let us imagine an economy that does not run away from questions about good and evil but is based on the concept of a man who is not selfish. It is an economy that does not run away from responsibility but values solidarity, altruism and higher needs. Is such an economy possible? During the last series of professor Jerzy Hausner's lectures, we found out that it was so. Professor Hausner has been promoting and scientifically developing the theoretical foundations of the economy of values for years. His guests included practitioners, activists and entrepreneurs. Their activity is the best proof that the professor's idea has never been a utopia.

The guests of the professor included, among others:

Professor Marek Belka, PhD, Professor Juliusz Gardawski, PhD, Rafał Dutkiewicz, Alek Tarkowski, PhD, Professor Krzysztof Obłój, PhD, Przemysław Powalacz, Professor Przemysław Czapliński, PhD, Professor Anna Giza-Poleszczuk, PhD, Janusz Czapiński, PhD, Teresa Cebrowska, PhD, Piotr Voelkel and Mateusz Zmysłony.

## Mówiąc otwarcie

### Nowy świat, nowe wartości

24 kwietnia 2020, godz. 10.00  
rozmowa na żywo

Gość: **Dominika Bettman** – Prezes Zarządu, Siemens Polska  
Prowadzenie: **dr Bartłomiej Biga**

# Speaking openly

We question the business on the economy of values

Speaking openly... this time we have decided to talk about business. We cordially invite you to follow doctor Bartholomew Biga's discussions with partners and ambassadors of the open eyes economy. In the following episodes, we ask about what is not obvious about the economy: how to understand the economy of values? What are the economic issues that too little attention is paid to? What is crucial for the economy and entrepreneurs in 2020? In podcasts, we can listen to experts in the areas, who are not afraid to speak openly about what can sometimes be difficult, but is always important and inspiring.



# The IDEA Stop



**Imagine a place where you can always hold conversations, workshops, exhibitions, performances or film screenings... It is also a place where values such as civic awareness, ecology, social responsibility, culture, art and cooperation in a broad perspective are appreciated.**

In the “regular” times it is a real space and then we meet, for example, in Krakow in the Lower Mills, near the ZetPeTe Club. During the pandemic era it has become a virtual space. However, it remains an open space for the exchange of thoughts and inspiration. The IDEA Stop has been founded as a moving point on the map of the city, where values such as civic consciousness, ecology, social responsibility, culture, art and cooperation count. Why a “moving point”? Because the Stop from the very beginning was supposed to be a ghost-café, a “pop-up” venue. We have been aware that, sooner or later, it would move somewhere, and we wanted to organise the Stop meetings not only in the Lower Mills but also in various institutions and untypical locations. Meanwhile, to our surprise, we have moved into the virtual space.

As we spend more time in our homes, the IDEA Stop works perfectly online. As a part of regular streaming, we address economic, health and economic topics, we talk about administration, education and social issues. To date, more than 40 experts have participated in our discussions, and this number is constantly increasing.



# Find the OEES in the Kazimierz District!

**The OEES takes place once a year but it is not the end of our activities. Every day you can meet us... in the Kazimierz District.**

## NEIGHBOURS: BETWEEN US

In 2019, we organised 2 meetings dedicated to Poland and its neighbours: the Czech Republic and Ukraine. The motivation was simple: we live side by side but we really know little about one another. Both meetings proved to be a turnout and substantive success. Artists, activists and social stakeholders from Poland and abroad discussed in a café-like atmosphere. We have plans for further meetings which – as before – will take place in the Hevre Club (at 18, Beera Meiselsa).

## THE OPEN EYES POINT: SPACE FOR IDEALISTS

Also in the Hevre Club you will find a special space dedicated to The Open Eyes Economy – The Open Eyes Point. It is a place for meetings, interviews and discussions but also for good coffee and inspiring reading. The point is provided with a library of books related to the topics and ideas of the Congress. If you want to experience more OEES, we invite you to the Kazimierz District!



# The MOEEH

The Malopolskie Open Eyes Economy Hub (MOEEH) is a project subsidised by the European Regional Development Fund whose aim is to support the development of small and medium-sized enterprises from the Malopolskie Region.

COMPETENCE WORKSHOPS



BRAND STRENGTHENING



PARTICIPATION IN TRADE FAIRS,  
BUSINESS MISSIONS AND CONFERENCES



NEW BUSINESS CONTACTS



EXPORTER'S HANDBOOK



The project aims at promoting of THE FIRM-IDEA concept and the economy of values as the foundation for business ethics, and that is why an important criterion in the selection of companies are values represented by them. A requirement is also carrying their activities in the province. The aim of the project is to expand the participants' competencies in the fields of international cooperation and export.

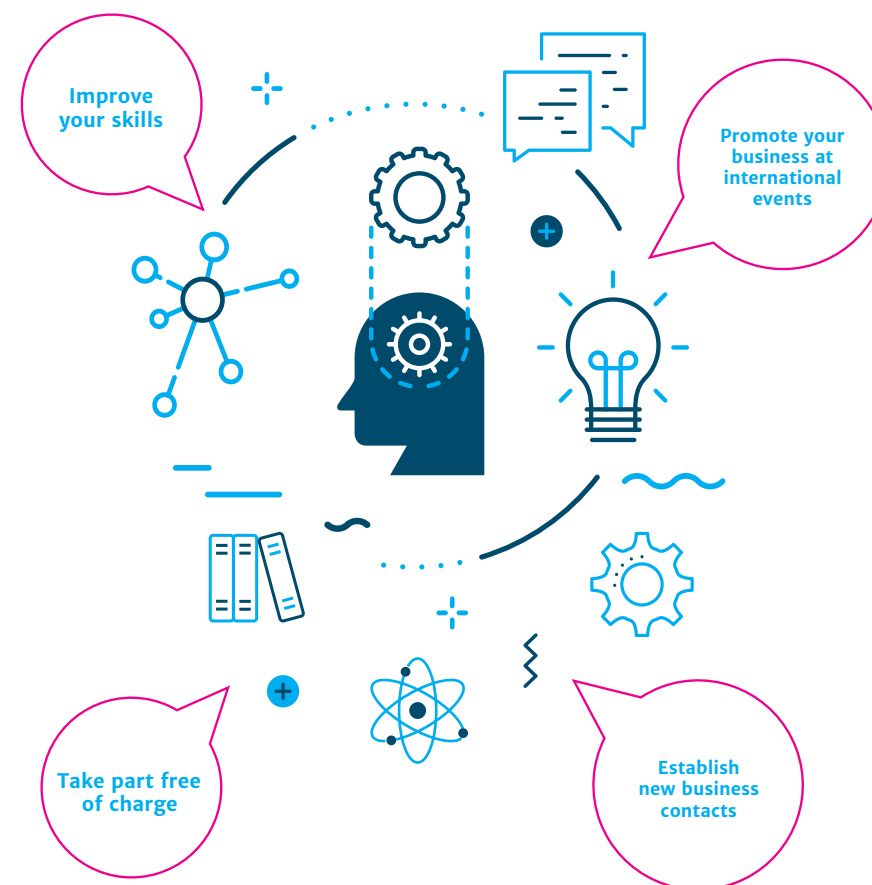
Entities from two priority sectors of the economy are invited to participate free of charge in the MOEEH: creative industries and free time sector as well as information and communication technologies.

The advantages of participating in the project include, among others: establishing international contacts and negotiating contracts, diversifying the offer and portfolio of clients, developing exports, increasing the business safety. The MOEEH is also useful from the point of view of the society and the environment – it strengthens the industries crucial for the development of The Malopolskie Region and creates its image as an innovative region. The common denominator for all the activities undertaken within the MOEEH framework and for the project participants is the open eyes economy concept.



## Foreign promotion of FIRM-IDEAS from The Malopolskie Region

[www.oees.pl/hub](http://www.oees.pl/hub)



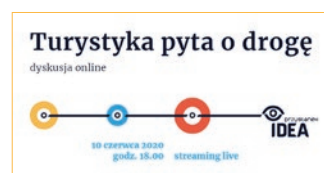


# Online events' statistics

March–June 2020

## IDEA STOP

13 IDEA Stops –  
68 thousand viewers



## SPEAKING OPENLY

9 conversations of Speaking openly –  
15 thousand viewers



## "IT HAS NEVER BEEN A UTOPIA" LECTURES

13 lectures "It has never been a utopia" –  
45 thousand viewers



## OEE ON TOUR

2 OEE on Tour online events –  
6.9 thousand viewers



## MOEEH BUSINESS MISSION

The first MOEEH business mission –  
1.2 thousand spectators



# The Open Eyes Economy Think Tank

At the invitation of professor Hausner, dozens of recognised scientists from different areas answered the question of how the pandemic affects the most important social and economic problems. We have published the effects in the form of compact diagnoses.

**76 alerts** (on economy, education, social issues, self-government, business, culture, health, water and special issues)

**21 expert reports**

**8 expert teams**

**94 experts**

**38,259 website views** of [www.oees.pl/dobrzewiedziec/](http://www.oees.pl/dobrzewiedziec/)

**20,509 website views** of [www.oees.pl/alerty-eksperckie/](http://www.oees.pl/alerty-eksperckie/)

**2702 unique views** of [www.oees.pl/alerty-eksperckie/](http://www.oees.pl/alerty-eksperckie/)

**media publications**, including, among others: [wp.pl](http://wp.pl), [twoje-miasto.pl](http://twoje-miasto.pl), [dziennikpolski24.pl](http://dziennikpolski24.pl), [rp.pl](http://rp.pl), [krakow.wyborcza.pl](http://krakow.wyborcza.pl)





### **Organizator**

Fundacja Gospodarki  
i Administracji Publicznej  
[www.fundacijagap.pl](http://www.fundacijagap.pl)  
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