

Let's imagine...

and let's
start to act

#positivists



open '20
eyes
economy
summit

International Congress
of the Economy of Values

17-18 Nov. 2020,
wherever you want!

HOST CITY

 Kraków



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Ladies and Gentlemen,

the 5th edition of the Open Eyes Economy Summit is held during the epicentre of a great storm. A pandemic is raging around us and the world is struggling with an increasing social and economic crisis. Paradoxically, such a situation may encourage introduction of huge changes that we have been discussing for years at our summit of the economy of values. Postulates that may seem bold from the 2019 perspective have suddenly become valid, urgent and necessary to be implemented. Even though this year we do not meet live at the ICE Congress Centre in Krakow – we will meet online: safe and focused on working out as many solutions as possible that our world, going through the great crisis, needs urgently. Let us take advantage of the comfort that is offered by the opportunity to participate in the summit from wherever we want – it is, undoubtedly, an advantage of this solution. The greater the problems our community is facing today, the more we need the Open Eyes Economy movement. This year we are throwing a “Let's imagine ...” leitmotiv and we are becoming POSITIVISTS as the time has come to design and rebuild Poland, Europe and the world AFTER the current crisis. All this to enjoy the emergence of a global, sustainable, and more mature governance from this chaos.

Professor Jerzy Hausner

Chairman of the Oees Programme Council

Mateusz Zmysłony

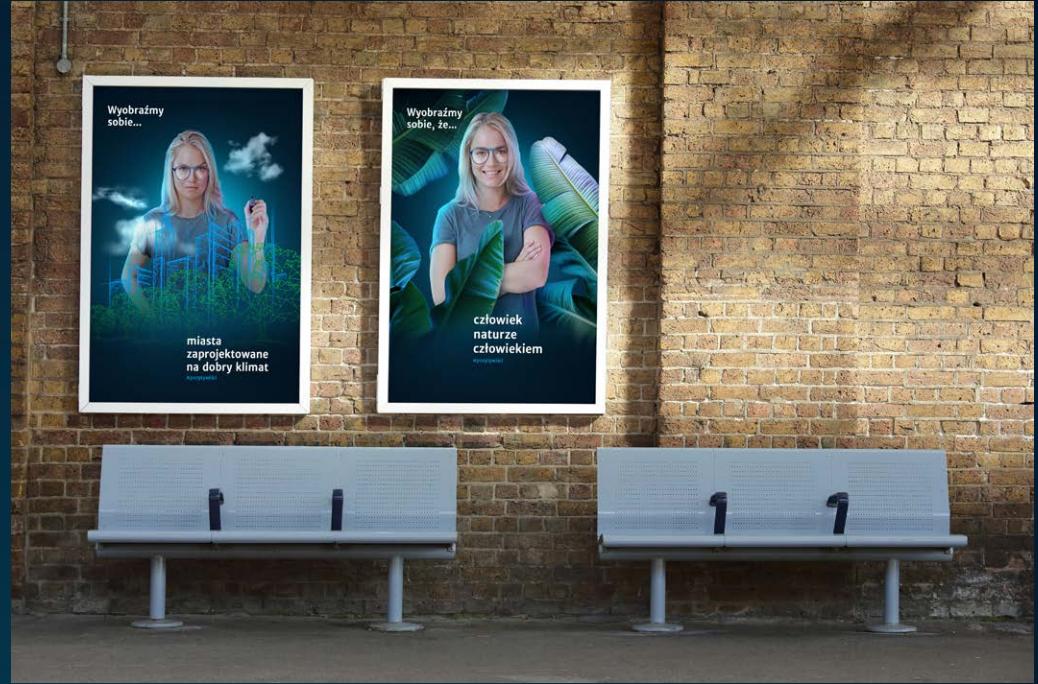
Creative Director of the Oees

along with the entire **Oees team**

#POSITIVISTS

Positivists in the Open Eyes Economy approach are people focused on developing practical solutions to actual problems. Actions based on scientific knowledge and hard data do not exclude creativity and do not involve neglecting the often intuitive and delicate foundations on which great social and economic structures are based. Therefore, Positivists, acting on behalf of the OEES in 2020, are those people who approach soft capitals, redefined traditions and customs with due respect and try to describe and direct the new

emerging know-how. None of us doubts that the world as we know it will never come back. Humanity has set sail into unknown waters, and now we have to use our imaginations together to redesign the world we will live in. Therefore, "Let us imagine..." is our leitmotiv for this year. Let us imagine the new world as much as we can. In this image, it is always worth having dreams, but also not forgetting the rational and pragmatic approach to planning that is so characteristic of positivists.



STREAMING platform guidelines

To meet the expectations of the participants of the fifth edition of the OEES, we have prepared a special platform for you where the entire summit will be available. Owing to the platform, you will gain access not only to all the live speeches and sessions, profiles of the speakers or agenda, but also to a number of functions that will allow you to feel the atmosphere of a real meeting.

You will get access to the www.kongres.oees.pl platform after having registered at www.rejestracja.oees.pl. Within this platform you will be led to the congress foyer, from where you will be able to get to a selected lecture, visit the partners' zone or take part in networking.

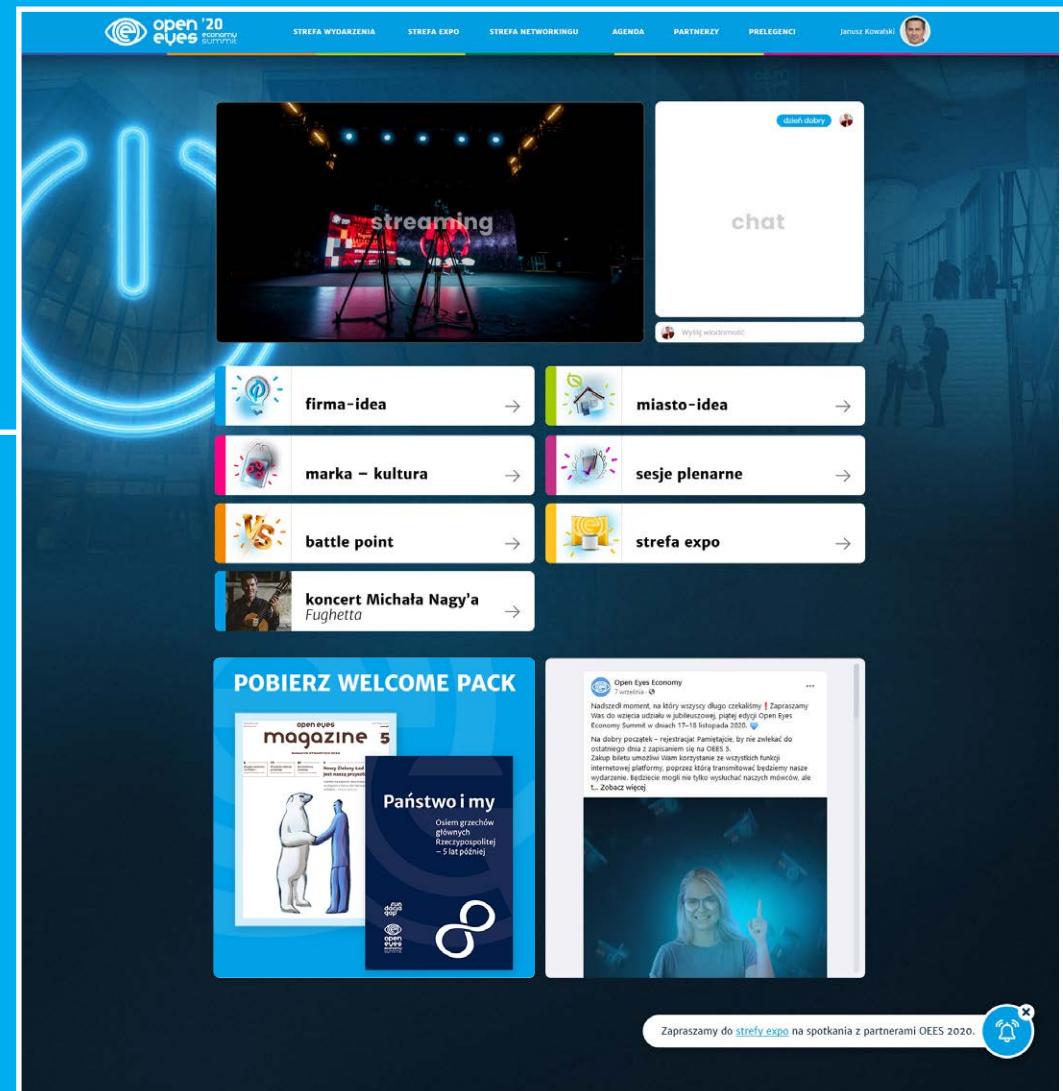
In the foyer, a congress live studio is also waiting for you – you will always be informed about everything that is happening at the OEES there. You will also find a chat where you can share your insights.

We have also moved the BOOKSHOP to the platform; you can buy valuable publications of our speakers and of the GAP Foundation or GAP Artistic Agency albums there.

Owing to the platform, you will be also able to add selected programme points to your calendar, talk directly to the speakers or make friends with other participants of the Congress.

Did you miss something?
Do not worry – all the sessions and presentations within the programme will be available after the Congress on the Play Krakow platform.

**PLAY
KRAKOW**



TUESDAY, 17 NOVEMBER 2020

	FIRM - IDEA	CITY - IDEA	BRAND - CULTURE	BATTLE POINT
10.00	OPENING	OPENING SESSION		
10.15	No Going Back. Post-Corona Reconstruction Program			
10.30	UNESCO Agenda 2030 for Sustainable Development Goals			
10.45	Voice: The value of values. The European way towards a digital and green future			
11.00	Voice: The principle of solidarity as a recipe for urban development: idea and practice			
11.15	Voice: The World's New Divisions			
11.30				COFFEE BREAK / LIVE STUDIO / EXPO ZONE
	MAN IN THE ARTIFICIAL INTELLIGENCE ENVIRONMENT	UNITED IN DEVELOPMENT	ANTHROPOCENE – WORLD MANAGEMENT	BATTLE POINT
12.00	Voice: Striking the balance between AI productivity and a human centered approach? Considering questions of ethics and bias	Voice: Social sciences need democracy. But why democracy should need social sciences?	Voice: Green welfare state. New economy in times of climate crisis	Slam battle: Will the Polish golden age continue?
12.10				
12.15	Voice: What after AI BOOM? Artificial intelligence naturalization	Voice: Small towns fighting long term decline. Challenges and opportunities to create inclusive and sustainable communities	Voice: What is the role of culture and institutions for a value-based economy?	
12.25				
12.30	Inspirational session: How will AI change us?	Inspirational session: Solidarity-based development at the times of challenge. Who has the right to good quality of life?	Inspirational session: Anthropocene or symbiocene?	Slam battle: What have we found out about Poland in 2020?
12.35				
12.50				
13.00				
13.30				
13.25				
13.30				
14.10				COFFEE BREAK / LIVE STUDIO / EXPO ZONE
14.15	Slam battle: Can AI be smarter than a human?	Slam battle: „Solidary democracy” or “tribal war”? How to design future where there is a conflict of values?	Slam battle: On the way to symbiocene? A pessimist and an optimist about the future of the humanity	Slam battle: How to strengthen common values in a state institution?
14.30				
14.40				
14.45	In-depth session: Everywhere and everyone? About the limits of the AI	In-depth session: The centre does not want to notice, peripheries don't want to keep quiet? About territorial solidarity	In-depth session: New menu for the new times. What will be the consequences of the global green revolution in the kitchen?	
15.40				
15.55				
16.00				
16.10				COFFEE BREAK / LIVE STUDIO / EXPO ZONE
16.15	Special session: The impact of the COVID crisis on the economy: business opportunities and the economy of values	Special session: Climatic solidarity	Special session: Energy transformation of Poland from the just transition perspective	CLOSING SESSION
17.10				
17.25				
17.40	Voice: Growth is Dead, Long Live the Economy!			
17.50				
17.55	Session: The future of capitalism. Man – environment – market			
18.55				

WEDNESDAY, 18 NOVEMBER 2020

	INTERNATIONAL GOVERNANCE FIRM - IDEA	CITY - IDEA	BRAND - CULTURE	BATTLE POINT		
10.00	Voice: World economy after the pandemic	INTERNATIONAL GOVERNANCE				
10.15	Voice: Multilateralism and international governance					
10.30	Voice: The Future of Welfare in a Global Europe					
10.45	Voice: Financing water investments for social productivity and economic resilience					
11.00	Voice: Can we survive without forests? #Together4Forests					
11.15	Voice: European solidarity as never seen before					
11.30				COFFEE BREAK / LIVE STUDIO / EXPO ZONE		
	COMMONING AND COMMONS IN THE CONTEMPORARY ECONOMY	ARCHITECTURE AND ADAPTATION OF CITIES TO CLIMATE CHANGE	EDUCATION – NEW GENERATION	SLAM BATTLES		
12.00	Introduction	Voice: The importance of multiplicity in architectural design	Voice: Finland. A country where education comes first	Slam battle: What kind of democracy?		
12.05						
12.15	Voice: Social cooperation and social innovation – a critical approach to commoning and the governance of the commons	Voice: 200 100 50 20 10	Voice: Rabbit vs. overwatch. The life itself, or edutainment in practice			
12.20	Voice: How commoning can change everything					
12.30		Inspirational session: Culture matters, but how? Debate of creators, intermediaries and users	Inspirational session: Architecture for the new times			
12.35						
13.25						
13.30						
14.10				COFFEE BREAK / LIVE STUDIO / EXPO ZONE		
14.15	Slam battle: Ownership or benefit?	Slam battle: Why do architects contribute to climate change?	Slam battle: OK, boomer, or old and new methods	Talk: The artist changes the world		
14.40						
14.45	In-depth session: The border between ownership and value	In-depth session: Green up! On the adaptation of cities to climate change	In-depth session: Women in education, in culture, in attack			
15.00						
15.40						
14.45				Slam battle: How to finance the green transformation in Poland from the EU Reconstruction Fund?		
16.15	Voice: Cognitive capitalism and commoning	Water City Index 2020 premiere	Special session: Business that cannot change			
16.25	Special session: Do we have a full instrumentation of commoning?					
17.25	Special session: Empathetic leadership – management by values					
17.40					The New Culture – New Europe Award Ceremony	
17.55	Voice: "The places of presence". About the civic spirit					
18.10	Voice: Future without democracy. Civic dilemmas from the Gdansk (and other) perspective					
18.25	SUMMARY					

Expo Zone

We have designed a special place on the congress platform for our partners! You can not only visit their virtual stands, but also meet some of them online! Visit the stands and take part in video meetings! Ask questions, discuss important topics with our partners:



17 November 2020

13.45–14.15 Returnable bottle versus Covid-19. Will the pandemic discourage Poles from buying beer in returnable bottles? Kamil Mirowski – Public Affairs & Sustainability Manager, Żywiec Group, Agnieszka Szyrk, PhD – CEO, Institute of Innovation and Responsible Development INNOWO
[Zoom]



17 November 2020

11.30–12.00 Why is it worth to get involved in the Fair-Trade Friendly Communities campaign? Zbigniew Szalbot
15.45–16.15 What is the certification and licensing process in the Fairtrade system like? Paulina Dziedzic

18 November 2020

11.30–12.00 Fairtrade market in Poland and in the world Tomasz Makowski
[Zoom]



17 November 2020

11.30–12.00 Immigrant Integration Model Maria Maślak – Social Development Department, Gdansk Municipality
13.30–14.15 Volunteering Dawid Jastrzębski – Regional Volunteer Centre in Gdansk
15.45–16.15 Plan of adaptation of the City of Gdańsk to climate change until 2030 Maciej Lorek, Tomasz Hoppe – Environment Department, Gdansk Municipality

18 November 2020

11.30–12.00 Electromobility Magdalena Szymańska – Municipal Services Management Department, Gdańsk Municipality
13.30–14.15 Gdańsk Contact Centre Jarosław Schroeder – Civil Affairs Department, Gdańsk Municipality
15.45–16.15 Amber Museum Waldemar Ossowski – Gdańsk City Museum
[Zoom]



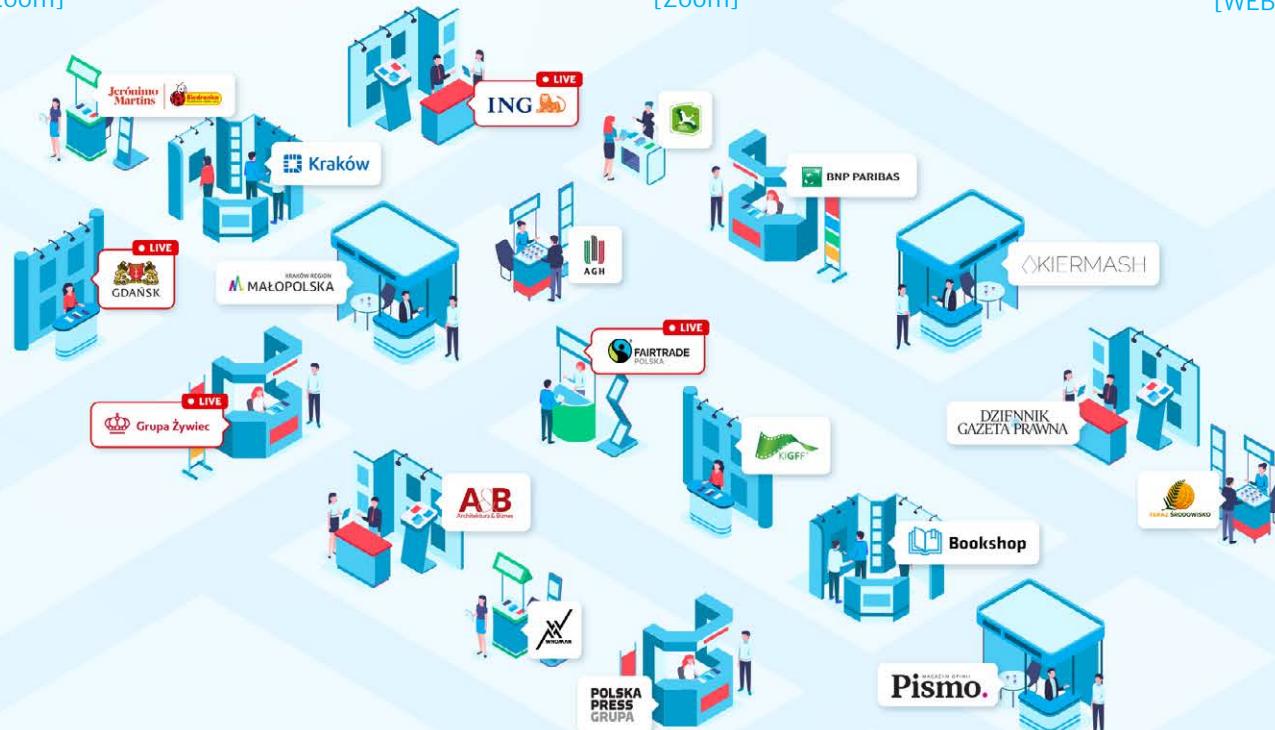
17 November 2020

11.30–12.00 Providing equal opportunities – who is responsible? Agata Tomaszewska, Prezes Fundacji ING Dzieciom
13.30–14.15 Why do we support young artist? Kamila Bondar, Prezes Fundacji Sztuki Polskiej ING

15.45–16.15 What we pay attention to in the recruitment process? Piotr Idziak, Ekspert HR, ING

18 November 2020

11.30–12.00 – Culture counts! Kamila Bondar, Prezes Fundacji Sztuki Polskiej ING
13.30–14.15 Do we support ourselves or others? Agata Tomaszewska, Prezes Fundacji ING Dzieciom
15.45–16.15 Talent Programmes and employee's development Edyta Pietarszewska, Expert HR, ING
[WEBEX]



Accompanying events

In the Expo Zone you will also find the Congress accompanying events.



The Green Film Festival, with an awaiting surprise – only for the OEES participants, thanks to the cooperation with the Green Foundation, we will show a unique documentary "Anthropocene: The Human Epoch" (directed by Jennifer Baichwal). We have entered an era in which human activity shapes our planet more than any natural force so far. The Anthropocene has become a fact since the 1950s and replaced the Holocene era. The use of the "human"

word is symbolic and has an important informative value – it makes people aware of the threats and inspires to reflection and further research. Are we able to make the nature dead? Is the Anthropocene the end of the human species? Or, maybe, it is the beginning of a new, not necessarily human, era?

The movie will be available from November 17, 2020, 8:00 a.m. to November 18, 2020, 10:00 a.m.

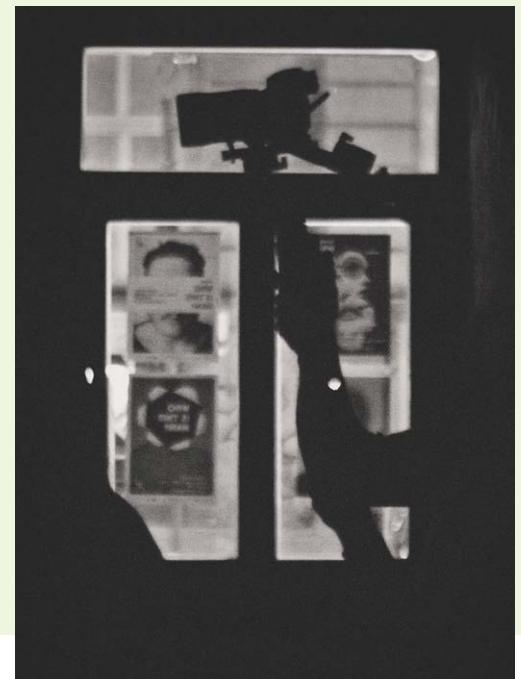


Kiermash

Virtual trade fairs of independent Polish fashion and design. The purpose of the event is to create a bridge between small local brands, artists and participants. Each fair is the power of high-quality fashion, inspiring meetings and good energy. Click on a stand and go to the world of responsible design.

PEOPLE Exhibition (WHOMAN x OEES)

Due to the pandemic reality, the fifth edition of the OEES will take place without the hustle and bustle of the crowds in the foyer of the ICE Congress Centre. Together with you, we want to fill the emptiness with photos of people, creating the background for the events taking place within the OEES and will constantly remind you that the point of reference in any discussion about the economy of values should be another person.



Networking Zone powered by ZETKI



We are aware of the fact that the OEES is not only a quality program, but also the ambiance and direct meetings. That is why we have prepared a place for you where you can discuss with and meet other participants of the Congress. We invite you to the Networking Zone, where you will find 5 thematic zones each day:

17 November 2020

- ZONE I – BUSINESS FUTURE
- ZONE II – ECOLOGICAL WORLD
- ZONE III – NGOs AND CULTURE
- ZONE IV – CONSCIOUS LEADERSHIP
- ZONE V – HEALTH AND WELLBEING

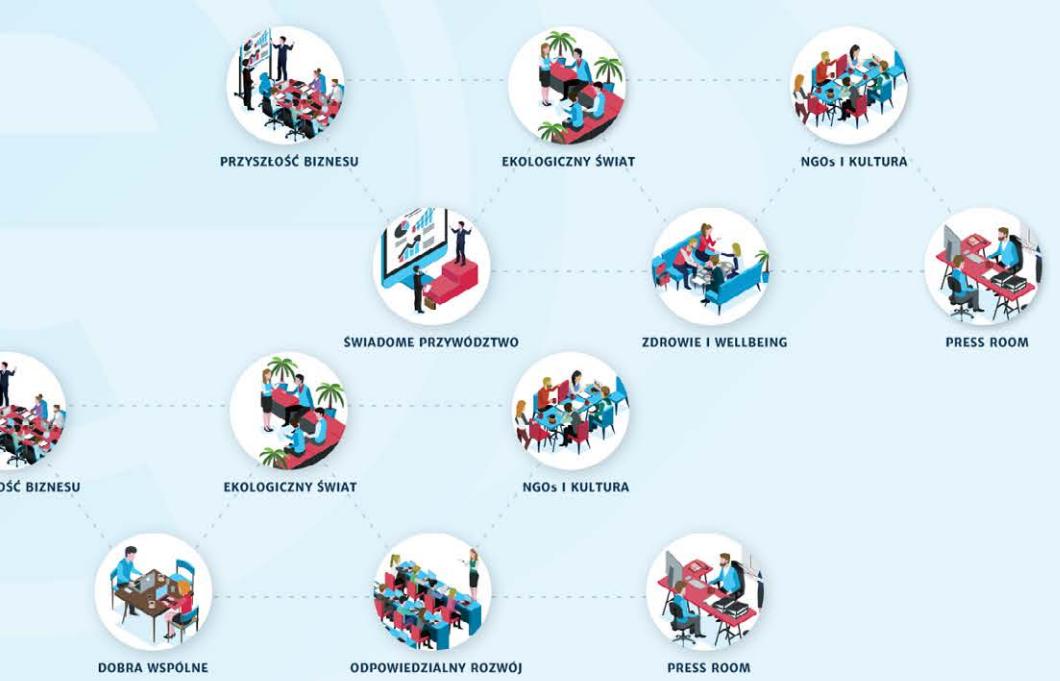
18 November 2020

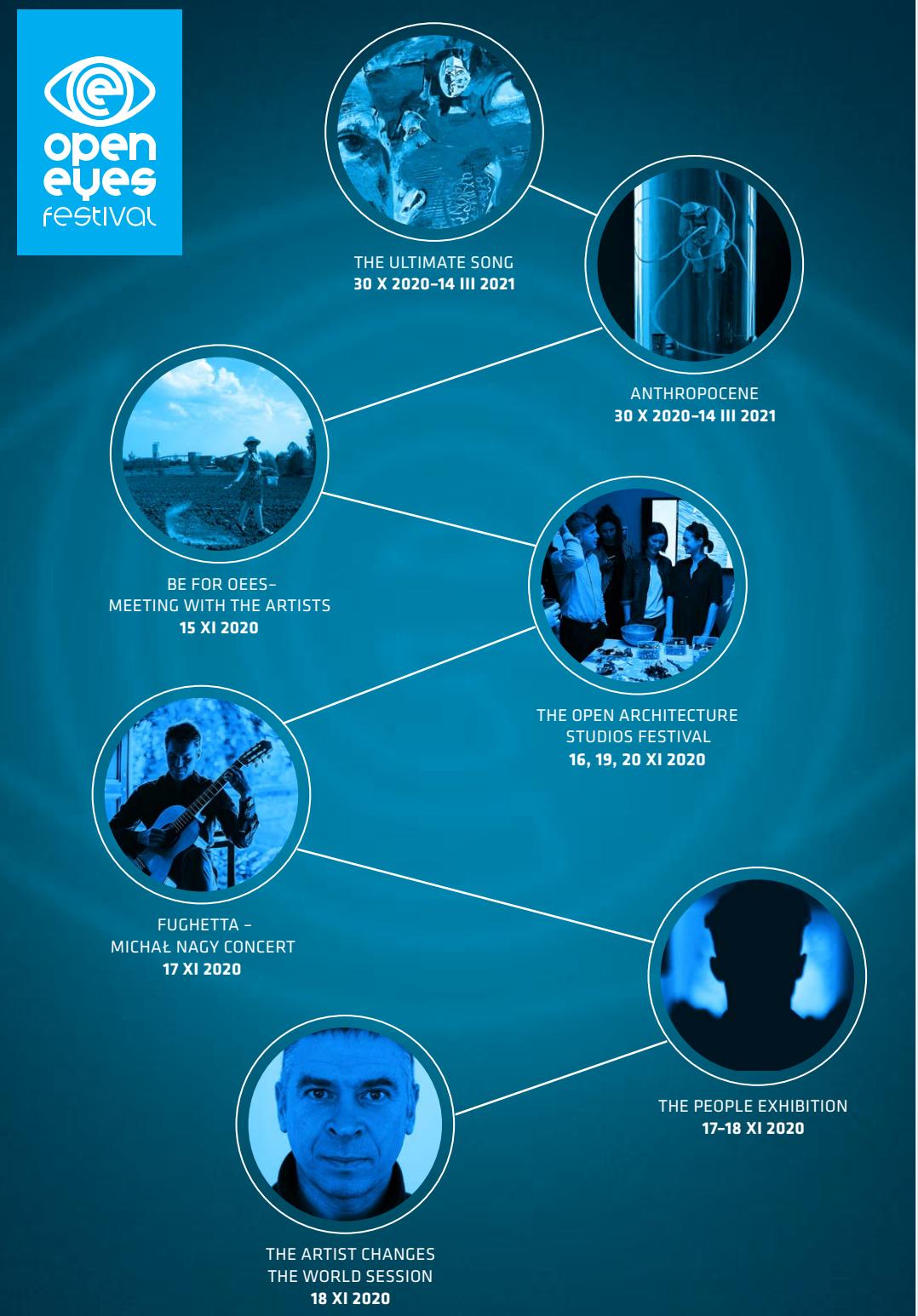
- ZONE I – BUSINESS FUTURE
- ZONE II – ECOLOGICAL WORLD
- ZONE III – NGOs AND EDUCATION
- ZONE IV – COMMON GOODS
- ZONE V – RESPONSIBLE DEVELOPMENT

We will discuss topics such as “Ethical business – does it pay off?”, “Generation Z vs the crisis – how to enter the labour market?”, „Decisive vs empathetic leader”, “Glass ceilings 2020 – women in business”, “Vegan businesses – when beliefs meet business”, “Greenwashing – how to actually support the environmental protection?”, “Marketing tools in an NGO, who needs NGOs?”, “Home office and health, the need to contact another person”, “Benefits and employee health, how to do it right?”, “Culture in crisis – experiencing art online”.

Discussions at thematic tables will be additionally made more attractive by the presence of OEES speakers. A visit to the networking zone is a rare occasion to ask questions and talk live with the Nobel Prize Laureate, Director General of UNESCO, CEOs of the largest companies, experts and authorities.

You can find a full list of topics for the debates at specific tables and visitors to the zones on the platform. If you are interested in any of them and want to join the discussion, which we strongly recommend, it is a piece of cake – just click and join the meeting on Zoom.





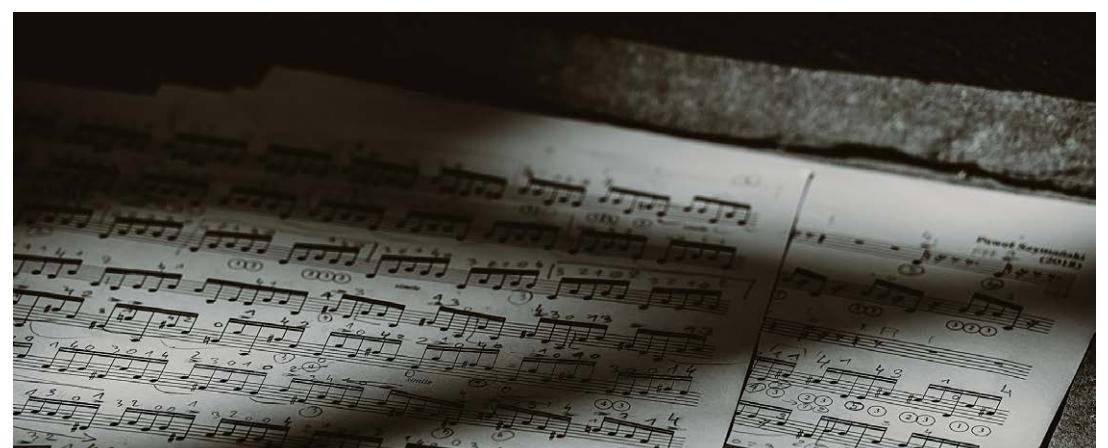
Open Eyes Festival

Along the Congress programme, there is also the Open Eyes Festival: a rich collection of cultural and artistic events inspired by the economy of values. The Open Eyes movement stands for diversity: the festival brings together all the forms of artistic expression, starting from painting and sculpture up to multimedia and entertainment. This year, such great personalities as Anna Dymna, Cecylia Malik, Wojciech Waglewski and Leszek Moźdżer who have co-created the Festival so far, will be joined, among others, by Paweł Althamer and Artur Żmijewski who will present an exhibition of 20 common collages from years 2017–2019 in MOCAK in Krakow. Paweł Althamer will also be the hero of this year's edition of the “Artist Changes the World” cycle. The leitmotif and inspiration for our cultural initiatives this year is the **Anthropocene** – and this is the title of the exhibition of works by students of the

Academy of Fine Arts in Krakow exhibited in the Re Gallery.

We also invite you, among others, to the **Be for OEEES** – a series of meetings preceding the summit and devoted to the artists co-creating the Festival as well as at **FOPA 2020**, i.e. the Festival of Open Art Studios, within which it will be possible to get acquainted, among others, with the famous Henning Larsen architectural office.

Traditionally, on the first day of the Congress, on November 17, we invite you to an artistic event. On the streaming platform you will be able to participate in the Fughetta concert – the latest music project of **Michał Nagy**, a classical guitarist – a soloist, a chamber musician and a member of international bands. The Fughetta is a piece composed by Paweł Szymański, one of the most important Polish composers, for Michał Nagy and dedicated to him.



Welcome Pack

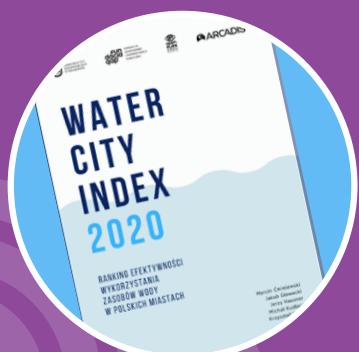
One of the goals of this hybrid edition is that, despite the difficult situation, the OEES will not lose its ambience and the participants will feel important and honoured. As every year, we have prepared a special welcome pack of a committed positivist for you. The content of the Congress is always the greatest value for us and, therefore, on the platform, in the downloads tab, you will find the premiere editions of:



the fifth issue of the **Open Eyes Magazine** – a magazine of people with open eyes,



State and Us report. Eight deadly sins of the Republic of Poland – 5 years later – a unique publication summarising the year of the OEE think tank work



Water City Index – the latest version of the ranking, in which the development was assessed metropolises, large and medium-sized cities in Poland in terms of management efficiency water resources.

However, it is not everything! As the only congress in Poland, we will send you a special conference package to your home! This welcome pack is a real world repair kit! We will send you responsible products, encouraging you to active promotion of the economy of values

We would like to thank the sponsors
for the souvenirs:

LPP: masks to take care of yourself and others with the "Look above. My eyes are open!" motto

LPP



Fairtrade: tea bags, chocolate, sugar and reusable food bag made in accordance with the idea of fair trade



miko: a coffee sachet for the moments of energy or concentration loss during the Congress



Jerónimo Martins: delicacies to taste while watching the OEES



BNP Paribas: a relaxing and pandemic stress-relieving yo-yo



The other gadgets in the package have been provided by the **GAP Foundation** and the **GAP Artistic Agency**

Welcomepacki trafiły do Ciebie poprzez paczkomaty **InPost**. Dzięki temu rozwiążaniu ślad węglowy został zredukowany do minimum.

Logistic partner



OEE HUB

The Open Eyes Economy HUB – a [think tank of the economy of values](#) – has been created in response to the needs of the moment: the epidemic crisis triggered a reaction in the OEEs-related community. A decision was taken to choose a multidisciplinary team of experts who would be able to quickly analyse the situation and jointly formulate conclusions to be published in alerts. Initially, only the Economic Alert was to be elaborated; however, the demand and the positive feedback to these studies were so encouraging that the specialists eventually dealt with as many as eight different areas. The project attracted over 140 experts and alerts were being elaborated on an ongoing basis, dynamically, going into public circulation al-

most overnight. Thanks to these activities, the Open Eyes Economy HUB turned out to be the most intersectional think tank in Poland in the pandemic era, providing solutions useful to both entrepreneurs and government, public institutions, local governments and individual recipients. All the elaborations are available at www.oees.pl/dobrzewiedziec, and their summary in the form of a report on the condition of the Polish state will be presented during the Open Eyes Economy Summit 2020.

On behalf of the readers of the alerts, we would like to thank to all the experts involved in the project who worked pro publico bono.



OEE online

The Open Eyes Economy is not only an annual summit that aims at being the most creative and interdisciplinary congress in this part of the world. Throughout the year, in various places, numerous other initiatives are carried out with the motto of the “open eyes”.

Media activity in the last year made the content of the Open Eyes Economy reach over 18 million recipients thanks to 1,150 publications. There were over 3 million interactions in social media, the number of 3,000 participants in live streaming was exceeded, over 200 speakers from all over the world, and the number of companies and institutions directly supporting the Open Eyes Economy initiatives exceeded 180 in 2019.

Every year, the Open Eyes Magazine is published, presenting key economic and social issues in an accessible way. We address people who are socially engaged, looking for new perspectives, to leaders and innovators.

PODCAST

Open Eyes Economy

Open Eyes Economy

Wszystkie odcinki

Przyszłość edukacji - rozmowy ekspertów o kompetencjach, systemie i nadchodzących wyzwaaniach. Odc.3

Zapraszamy do wysłuchania 3 odcinków nowej serii podcastu Open Eyes Economy, w którym podejmujemy tematykę edukacji. Jaka rolę w systemie edukacji odgrywają nauczyciele? Jakią są ich możliwości i ograniczenia? Czy czas epid... [więcej](#)

The Open Eyes Economy events online from March to October 2020 included:

The “Openly Speaking” cycle, with 16 episodes attracting 15 thousand viewers. It is a series of video calls carried by Doctor Barthomiej Biga. In subsequent podcasts, he discusses the economy of values in practice and with practitioners – partners and ambassadors of the Open Eyes Economy.



The IDEA Stop – in the series of 13 streams there participated 68 thousand viewers. Stops are debates on economic, health, administrative, educational and social issues. So far, over 40 experts have expressed their opinions in this form.



“It has never been a utopia” lectures – 15 meetings, 45 thousand viewers. The academic cycle of Professor Jerzy Hausner was also attended by special guests. They include, among others Marek Belka, Teresa Cebrowska and Rafał Dudkiewicz.

TO NIGDY NIE BYŁA UTOPIA



MOEHH (Małopolskie Open Eyes Hub) economic mission – 1,200 participants. The project supports the development of small and medium-sized enterprises in the Małopolskie Region; it is financed by the European Regional Development Fund. Within this project, there are trips abroad to trade fairs and industry meetings for entrepreneurs, being an opportunity to establish international business contacts and develop export opportunities for the companies from the region.



The Open Eyes Economy think tank has published 82 specialistic alerts so far. They have been read on the website over 40 thousand times; they have also been quoted in numerous media publications.

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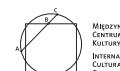
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TECHNOLOGY PARTNERS



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STUDENT PARTNER ORGANIZATIONS



AIESEC



PARTNER EVENTS

4. kraków
green
film
festival



nienieodpowiedzialni.pl



TARGI CSR
online



CARBON FOOTPRINT
SUMMIT



OPEN EYES ECONOMY
ON TOUR



OGÓLNOPOLSKI ZJAZD
FIRM RODZINNYCH
U-RODZINY 2020 | ONLINE

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Ministerstwo Nauki
i Szkolnictwa Wyższego



Open Eyes Economy
Summit 6!

16–17 November 2021

Let's imagine... the next edition of OEES.
We are starting to act.