Open Eyes Economy Summit
Guide

What is OEES?

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We want to invite you to the most creative congress in Poland, where we create space to seek solutions that will make safer and more stable future for society. We are analysts of reality and creators of tomorrow's ideas, which we put into practice today.

OEES is a unique economic congress where we prove that business and the economy not only can but should be based on social values. We demonstrate the real benefits to people and the environment that result from embracing sustainability and change, listening to societal needs, and innovating. We do it every year in the ICE Congress Centre in Kraków with the help of inspiring people from the world of science, economy, culture or public administration.

We often confront different points of view because we believe that nothing fosters creative thinking and the formulation of non-obvious conclusions more than discussion and the fusion of horizons. This ‚thinking' is an essential part of our meetings, our debates. We connect and attract people who, to paraphrase Horace, have the courage to be clever, are not afraid to deny the status quo, name the current state of affairs or define challenges. The Congress is attended by entrepreneurs, challengers, activists and representatives of major institutions. This is an excellent opportunity to listen to extraordinary personalities live, talk and make new contacts. OEES inspires – the majority of our visitors confirms this. Our strength lies in staying ahead of events and trends.
In previous editions, we had already addressed the topic of fake news and talked about green transport before the subject became widely discussed.

This year, the central theme of the Congress programme will be CREDIBILITY. We will talk about it and its impact on the economy, not only in terms of the state but also businesses and institutions. Apart from that, we will address the issue of human rights in business by taking a closer look at employees' needs, as highlighted by the COVID-19, and how to build and enhance a positive employee experience in the work environment. Furthermore, we will continue to discuss the social and institutional dimensions of urban regeneration in the face of climate challenges and what youth- and senior-friendly cities should look like. Finally, we will also deal with the concepts of design-thinking and „co-creation" in creating public services and empathetic organisations.

Of course, there will be the extremely important subject of our neighbours from across the eastern border. In the special track Open Eyes to Ukraine, together with Ukrainian authorities, we will discuss the challenges facing Ukraine and Central and Eastern Europe in restoring international order. We will consider how to effectively address current problems in the social, economic, and cultural dimensions.

When defining OEES, one cannot only talk about the November meeting at ICE. It is the culmination of a whole year of intellectual and organisational work. Between OEES editions, we organise meetings, lectures and discussions, to which you are warmly invited.

We look forward to seeing you at the next OEES!

open eyes economy summit '22

The International Congress
of the Economy of Values
ICE Krakow 22-23 XI 2022

Who is OEES for?

OEES is an initiative for every socially sensitive person, for all those who care about change and are open to dialogue. Who are you most likely to meet during the Congress?

INNOVATORS – THOSE WHO CHANGE OUR POINT OF VIEW

People who are committed to new solutions and can initiate change. Those who like original answers to old questions. Perhaps you are one of these people? Be with us! We are looking for those who want to shape a better future and not necessarily just wait for it.

LEADERS – THOSE WHO HAVE INFLUENCE

They have a visible impact on their community, company, university, institution. So if you have something of the leader in you - join us! Only conscious and responsible leaders like you can make all the necessary decisions to care for our collective future.

COMMITTED – THOSE WHO SHOW THAT LIFE CAN BE BETTER

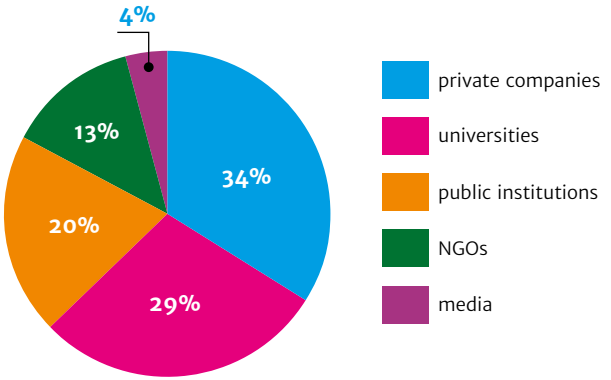
Aware of the challenges faced by the modern world, sensitive observers, vigilant analysts of everyday life, who strive to live responsibly every day. Is this description close to you? OEES is for you!

SEEKERS – THOSE WHO ARE LOOKING FOR NEW PERSPECTIVES

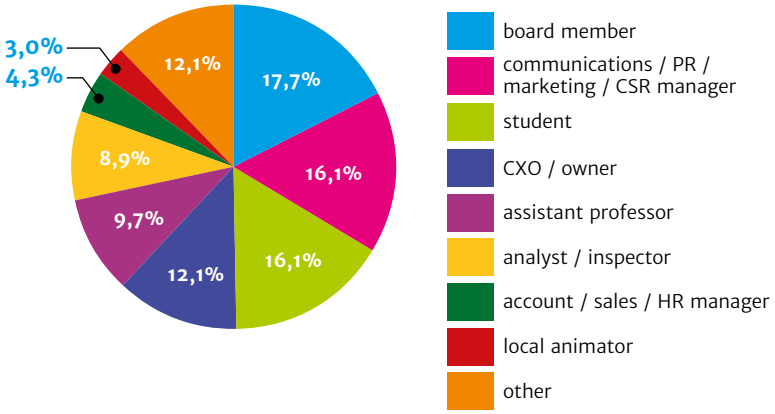
Or maybe, like many people, you don't know what to think yet? Would you like to change something but you do not quite know how to do it? Are you looking for good practice and answers to your questions? Then, you are the person we are waiting for!

Who will we meet at OEES?

institutions



Participants' positions



Explore OEES 2022 topics

We assume that there are no boundaries for conversation and discussion at OEES. We have space for every relevant, current social topic. However, to organise our course of action, we move around four blocks of interest.

FIRM-IDEA

- HUMAN RIGHTS IN BUSINESS
  The pandemic times have revealed how many issues related to the Labour Code need to be improved. This is why we want to thoroughly analyse and discuss the employee's needs and sense of security. We will also look at the exploitation issues in developing countries, the effects of consumerism, work ethos and many other aspects of human rights in business.
- ECONOMIC CREDIBILITY
  Economic credibility affects the economy through variables such as trust, information or knowledge. We will focus on the concept of credibility of both companies and institutions as well as the state itself, analysing the role of this value in shaping society's development potential. In this topic, we will draw on the findings of the expert report *Economic Credibility of the State Index*, which will be premiered at the 7th Open Eyes Economy Summit Congress on 22–23 November 2022.

CITY-IDEA

- CLIMATIC URBAN REGENERATION
  We will analyse cities as sources of threats and opportunities in containing climate change. We will address the social and institutional dimensions of urban regeneration in the face of climate challenges. The global climate strategy imposes the need to protect biodiversity, restore environmental values and take adaptive actions by socio-economic systems. However, it is the cities and the urbanised world that face the main challenges. The adaptation of cities to climate risks and the inherent regeneration of natural systems are becoming overarching objectives for any urban system.
- YOUNG PEOPLE IN THE CITY
  We will talk about young people in the city: about what young people face in agglomerations, their needs in the urban fabric, creators of space and inevitable changes in the name of connecting generations.

BRAND – CULTURE

- DESIGN THINKING IN TRANSFORMATION TOWARDS THE UNKNOWN
  Discover with us the best way to design services. We will address the idea of "co-creation" in the empathic creation of public services. We will also discuss building a positive *employee experience* through different ways of involving employees in shaping the work environment and the trend of "not buying" in favour of long-term renting.
- GREEN DEAL – ENERGY, FOOD, HEALTH
  We will also deal with the subject of the Green Deal. We will present a report created by BNP Paribas, discuss the financing aspects of the Green Deal, analyse the growing conflicts around it, and confront the threats posed by its introduction and its absence. Biofood will also come into our area of interest.

Previous editions

Photos from OEES 2021

OEES prologue:
Kraków Day

Organising the 6th Open Eyes Economy Summit Congress, we concluded that two days were not enough to provide all the comprehensive information on the topics of interest. We want to offer participants even more knowledge and unite the community at local meetings. That is why the day before the Congress started, the Małopolska Garden of Arts in Kraków hosted the OEES Prologue: Kraków Day! We dedicated this event entirely to urban sustainability so that every #GeneRation would live well.

Cities should be cultural centres, and harnessing their residents' potential is an opportunity to build a strong community together. We discussed modern urban management, the tools necessary to plan good urban space, the driving factors determining city development, spaces open to meetings between inhabitants of different generations and backgrounds, ecology, urban greenery and climate resilience, new technologies and their impact on city development, and the everyday life of its inhabitants.

OEES continues to grow – the figures speak for themselves

	Participants		Speakers	Companies and institutions
	onsite	online		
2016	1400	–	100	100
2017	2000	–	180	120
2018	2500	–	200	150
2019	3000	–	200	180
2020	–	3000	160	90
2021	1500	3700	250	100

Media (Internet, press, radio, television) 2021

reaching **29,456,036** people

1,900 publications

social media 2021

FACEBOOK

number of profile view: **5,438,659**

number of recipients (coverage): **1,140,518**

user involvement: **28,736**

YOUTUBE

number of video views: **94,169**

Open Café

Open Café is an accompanying initiative to the Open Eyes Economy Summit, where we serve a platter and discussion of responsibly and environmentally produced products. It is an open space – for gourmets, producers and those who just want to know more. In 2018, when coffee was the theme, we filmed a documentary in Rwanda called *The Second Sunrise*. And in 2021, the theme of the Open Café was honey, the miraculous result of cooperation between people and nature. It was a vital topic from the Polish point of view, as our country is among the top five honey producers in Europe! Thanks to the cooperation during the 6th OEES Congress with Sądecki Bartnik, Apis Apiculture Cooperative in Lublin and Ul'lala Natural Honeys, we got to know (and tasted) various varieties of the "sweet gold" and talked about the role of bees in the ecosystem.

Speakers

At the Open Eyes Economy Summit, we invite practitioners, theoreticians, reformers and visionaries who show us what they struggle with, what they have achieved and what they aspire to. We repeatedly confront opposing opinions and points of view because our ambition is to create a real contemporary agora – the event where a free and inspiring clash of various views dominates the lecture.

During the six editions of OEES, more than 1,000 speakers have appeared on our stage, including:

PROF. TAKAHARU TEZUKA
Tezuka Architects

SNEŠKA QUAEDVLIEG-MIHAILOVIĆ
Secretary General, Europa Nostra

JANINA OCHOJSKA
President of the Board, Polish Humanitarian Action

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

PROF. MUHAMMAD YUNUS, PHD
Nobel Peace Prize Laureate 2006, founder of Grameen Bank

PROF. DAVID THROSBY
cultural economist, Macquarie University, Sydney

STELLA NAKAWUKI LUKWAGO
Social Innovation Academy

JENNIFER MORGAN
Executive Director, Greenpeace International

JUREK OWSIAK
Chairman of the Board, The Great Orchestra of Christmas Charity

HAJNALKA SCHMIDT
Chief Operating Officer Central and Eastern Europe, Greenpeace International

CHARLES LANDRY
writer, urban planner

GONÇALO LOBO XAVIER
General Director, APED Portuguese Association of Distribution Companies

TOMÁŠ SEDLÁČEK
philosopher of economics

DARIO SOTO ABRIL
President, Fairtrade International

MARTIN RAISER
Regional Director for China, Mongolia and Korea, World Bank

ANNA GIZA-POLESZCZUK
Prorector, University of Warsaw

MAURICIO VOIVODIC
CEO, WWF Brazil

ARETA SZPURA
activist, author of the book *How to Save the World?*

PROF. JERZY BRALCZYK
University of Warsaw

REV. ADAM BONIECKI
Senior Editor, Tygodnik Powszechny

GUDRUN SCHWEPPE
Head of Music, YouTube

ALBERTO ACOSTA
former Minister of Energy and Mining of Ecuador

NANCY GITHAIGA
Director of Policy, Research and Innovation, WWF Kenya

MARK BRZEZINSKI
United States Ambassador to Poland

ALEKSANDRA DULKIEWICZ
Mayor of Gdańsk

BRUNON BARTKIEWICZ
President of the Management Board, ING Bank Śląski

IRINA BOKOVA
former General Director UNESCO

GILLIAN WILKINSON MCDANIELS
Ministry of Culture, Gender, Entertainment and Sport, Jamaica

PROF. ALEKSANDRA PRZEGALIŃSKA-SKIERKOWSKA, PHD
Kozminski University

Recommendations

MIROSŁAW PROPPE
President, WWF Poland

The Open Eyes Economy Summit is a place for real discussions about how we are to continue to develop in our finite world so that we do not make our civilisation come to an end. Here you can find inspiration and examples for further work. I am pleased with the strong participation of young people and companies – without future decision-makers, 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
cultural economist, Macquarie University, Sydney

EWA SOWIŃSKA
ESO Audit

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.

The Open Eyes Economy Summit conference is a place for inspiration, intellectual debate and discussion of the latest trends and essential economic developments. It is worth being there!

ANNA MIOTK
Polskie Badania Internetu

MARIA DEL PILAR ORDOÑEZ
Secretariat for Culture, Recreation and Sport, Bogota

Open Eyes Economy Summit is a complete experience where you find several alternatives of universal economic knowledge in a city that is a real testimony of the importance of caring about the world heritage – material and non material – and an example of the infinite resilience of human beings. Being at Cracow with OEES makes you grow as a person and as a cultural worker in plenty directions.

I have experienced the Open Eyes Economy Summit as a place of experts, exchanges and inspirations. Culture, business and politics meet together – it is not just about Europe, it's truly a global summit to open the eyes beyond the temporal and geographical boundaries. OEES has already started to shape future today!

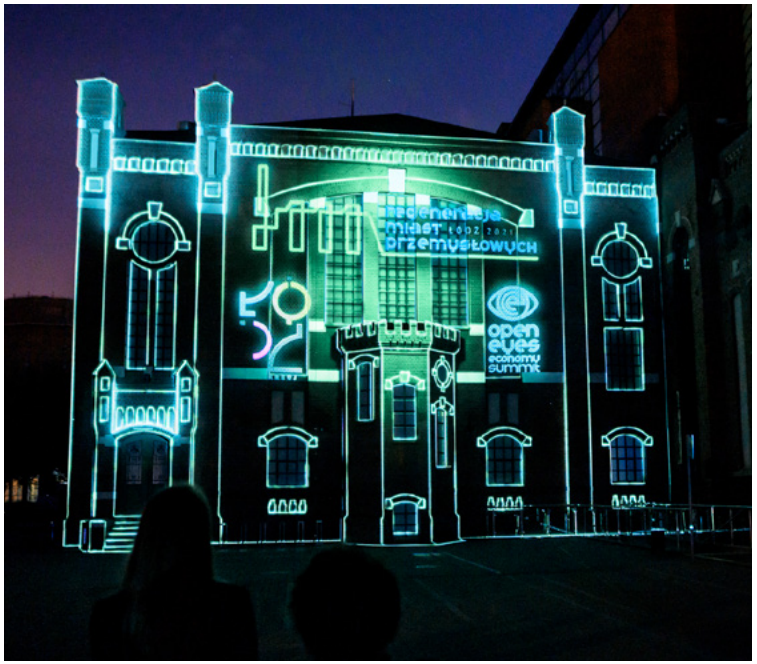
PROF. WEI MANSKE-WANG
Head of China Center, Management Center Innsbruck

They trusted us

A year with Open Eyes Economy

Events

Open Eyes Economy does not stand still. It presents its values not only at the international summit in Kraków. We believe that there are no limits to ideas. We operate everywhere: in Poland and abroad. In small and large cities, in a hybrid way. We are on the road all year round. The topics of these meetings are varied but always in line with the Open Eyes Economy. The majority of our events now take place in a hybrid format.



ŁÓDŹ: Regeneration of Industrial Cities Congress

In June 2021, we organised in Łódź the Regeneration of Industrial Cities International Congress for the first time. The event generated a lot of interest from experts in various fields, as, among other reasons, its profile and programme demonstrated the need for and possibility of a new approach to urban development, that is 'regeneration'.

This year's 2nd Regeneration of Industrial Cities Congress, entitled "Climatic Regeneration of Cities", will be held on 7–8 June 2022 in Łódź at EC1 – City of Culture. It will be devoted to urban regeneration policies and processes in climate change adaptation from spatial, demographic, economic and environmental perspectives. The congress will be an excellent opportunity to exchange domestic and international experiences of cities that have undertaken such activities and an attempt to formulate recommendations in terms of Polish spatial policy and multi-stakeholders urban policy to support local adaptation strategies.

This year, the Congress themes will focus on three main blocks:

1. Cities as sources of threats and opportunities in halting climate change;
2. Regeneration of functional and spatial structures;
3. Social and institutional dimensions of urban regeneration in the face of climate challenges.

www.regeneracjamiast.pl

GDAŃSK: Series of events United in Development

United in Development is a project that attempts to critically discuss the thesis that the world of business can coexist with the world of social and ethical values. It consists of a series of events: debates, meetings, conferences and workshops. Four events were held in 2021. The key one was the October United in Development: Gdańsk-Poland-Europe-World Congress, which took place at the European Solidarity Centre in Gdańsk and online.

The first edition of the United in Development Congress in numbers
2,500 online participants
100 onsite participants
32 speakers
18 partners

In 2022, other events are planned to occur in Gdańsk and Pomerania region – the dates will be soon published on **www.solidarniwrozwoju.pl**.

WROCŁAW: Economy of a Water City Congress

Wrocław is a place strongly associated with the subject of city water management. Therefore, for several years now, we have been organising events that are a comprehensive debate on ecological problems, spatial planning in the context of water environment, and how water management affects cities and their inhabitants.

The second Water Roundtable will be held in mid-June this year, again bringing together experts specialising in water management. They will focus on three themes:
1. Effective water retention;
2. Reduction of surface water pollution;
3. Urban water policy.

The first Water Roundtable (September 2021) outcome was a policy document – which constitutes a set of recommendations in combating the threat of droughts and floods. The paper outlines support programmes and policies for Polish local governments.
In the second half of October, we will again invite you to Wrocław for the 4th edition of the Economy of a Water City Congress.

Kongres „Miasto – Woda – Jakość Życia”

This year, the Congress themes will focus on five main blocks:
1. Resilient and climate-friendly cities;
2. Water in architecture;
3. Efficient urban water management;
4. Urban water policy in practice;
5. Climate education.

During the Congress, we will get familiar with the Water City Index 2022 results – a specialised ranking of cities, which will assess the development of metropolises, large and medium-sized cities in Poland, in terms of efficiency of water resources management.

The three editions of the Economy of a Water City Congress in numbers:
1500 participants
230 speakers
26 partners
18 thematic blocks

www.watercity.com.pl

OEES HUB

OEES HUB think tank is a new form of expert symbiosis and cooperation between the science, business, and cultural sector. OEES HUB activities deepen and disseminate knowledge about various aspects of the economy of values.

The OEES HUB includes:
- three expert collaboration platforms focusing on a broader view at a selected aspect of the economy of values:
  - OEES EduLab education development platform **www.oees.pl/edu-lab/**,
  - OEES CityLab **www.oees.pl/city-lab/** – a platform for cooperation between experts interested in urban development,
  - OEES WaterLab **www.oees.pl/water-lab/** – a space to explore water management issues;
- Good to Know knowledge base portal on the economy of values **www.oees.pl/dobrzewiedziec**;
- a programme to support companies seeking development in the spirit of the FIRM-IDEA Małopolska Open Eyes Economy Hub concept **www.oees.pl/moeeh/**;
- publishing activities carried out under the GAP Foundation Publishing House.

OEES HUB think tank – 2021 in numbers:

10 publications

3 platforms for expert cooperation

30 discipline experts

16 online seminars

more than **900** participants of events

www.oees.pl/hub

GAP Foundation Publishing House

FUNDACJA GOSPODARKI I ADMINISTRACJI PUBLICZNEJ

Our publications are a valuable source of knowledge for both practitioners seeking up-to-date analyses, experts wishing to broaden their knowledge, and those interested in the issues raised by the Open Eyes Economy movement.

This year we particularly recommend:
***Generations – United in Development* report**
Open Eyes Magazine 6
Beyond Horizon Schools
Water City Index
Strange cases of a Polish manager, Paweł Olechnowicz

Publishing announcements for 2022:

Economic Credibility of the State Index
Economic Credibility of the State Index is an original study by a group of experts measuring how credible the Polish state is for the economy. Authors will examine categories such as stability of the financial and monetary system, protection and safety at work, freedom of economic activity, or public services and infrastructure quality.
The presentation of the assumptions and conclusions of the *Economic Credibility of the State Index* is planned at two events: European Financial Congress 6–8 June and the 7th Open Eyes Economy Summit 22–23 November 2022.

Business with class, Mirosław Wolski
A business guide to management practices at Schattdecor.

Open Eyes Economy Discussion Papers 6: ***Economy and entropy***
Continuation of the series of publications with the transcript of speeches from the 4th Świeradów Seminar.

Beyond Horizon Schools
The second part of the publication describing good practices of implementing relational education in Polish secondary schools.

OEES EduLab: ***What is happening with the university?***
Created in collaboration with the Academy of Fine Arts, a multimedia publication with materials from 13 meetings that were part of the seminar *What is happening with the university?*

www.oees.pl/hub

Małopolska Open Eyes Economy Hub

Open Eyes Economy is not limited to organising events and research. We put the COMPANY–IDEA concept into practice by supporting small and medium-sized companies from the Małopolska region, operating in the following sectors: creative and leisure industries, information and communications technologies, life sciences and sustainable energy. The project aims to develop their export activities through participation in workshops and domestic and international conferences. We obtain funds for this promotion from the European Union.

MOEEH 2021 statistics:

- **5** online conferences, of which **2** international (more than **500** participants),
- **18** small and medium-sized enterprises (SMEs) from Małopolska region have received support to develop their business activities outside Poland, **8** of which presented their offer at the Smart City Expo World Congress in Barcelona and **10** participated in an online business mission. As a result of the support provided, **37** online networking meetings were held with potential business partners from Germany and Romania.

www.oees.pl/moeeh/

Live OEES

We also have our *virtual universe of knowledge*. We invite you to the OEES live streaming platform, established in 2020, the space where we publish the recordings from all the events of the Open Eyes Economy movement. It gives you access to archived, ongoing and upcoming Open Eyes Economy events anytime, anywhere! Once you have created a user profile, you can access all the content by simply logging in with the email provided on your first registration. One profile, many possibilities #whereveryouwant!

www.live.oees.pl

Open Eyes Art Festival

The Open Eyes Art Festival (OEAF) is a series of artistic events focusing on the themes explored by the Open Eyes Economy movement. The festival was established in 2021 as a consequence and a natural evolution of the former Open Eyes Festival. The organisers and initiators of all events are four Kraków institutions: Foundation of Public Economy and Administration (GAP Foundation), Jan Matejko Academy of Fine Arts in Kraków, Nowa Huta Cultural Centre and GAP Artistic Agency Community Enterprise Ltd.

During OEAF, we present outstanding concerts, exciting exhibitions, exceptional performances and substantive meetings with the participation of Kraków artists.

One of the primary objectives of the Open Eyes Art Festival is interdisciplinarity and addressing all areas of art: painting, dance, sculpture, theatre, film, photography, graphics and music, both classical and popular. During last year's edition, alongside such big names as Lupa, Orłowski or Hammano, the programme also featured young artists just beginning their artistic journey. Their presence in the world of art and culture portends a fascinating future for various branches of culture.

www.oeaf.pl

Play Kraków

Play Kraków is a VOD platform full of events broadcast live and materials shared by Kraków's cultural institutions. From 2020, recordings of all discussions, lectures, skirmishes on economics, the economy, urban development, new technologies, intergenerational dialogue, and many other OEES issues are also available. Access to the recordings is free of charge for our participants, while those who have not participated in OEES can easily purchase access to all or selected recordings.

PLAY KRAKOW

PLATFORMA VOD MIASTA KRAKOWA

www.playkrakow.com/pokaz/oees-start

Open Shop

Open yourself up to valuable things! Discover our Open Shop, a responsible online shop open to all. We work hard to ensure that everyone can find ethical and environmentally friendly products. We want to support small local producers, creators, publishers, artists who create according to the economy of value thought and spirit. Our shop offers a wide range of books, such as *Strange Cases of a Polish Manager* by Paweł Olechnowicz, publications by some OEES speakers, as well as CDs by Hirundo Maris *Poesie et musique* and Lech Dyblik *W miasteczku Tarusa*, catalogues of artists' works, warm hats or Fairtrade certified cocoa, chocolate and coffee from Rwandan plantations.

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