



Open Eyes Economy Summit Guide

**The International Congress
of the Economy of Values**

**What is
OEES?**

What is OEES?

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 we will focus on SOCIAL ENERGY and its impact on society, city dwellers and economies. We will also address the growing importance of ESG reporting by looking at the challenges companies face in this area. We will also consider the impact of sustainable investment on our world. We will continue to discuss the social and institutional dimensions of urban regeneration in the face of energy challenges and what the future holds for cities..

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!



The International Congress
of the Economy of Values
ICE Kraków 21–22 XI 2023

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!

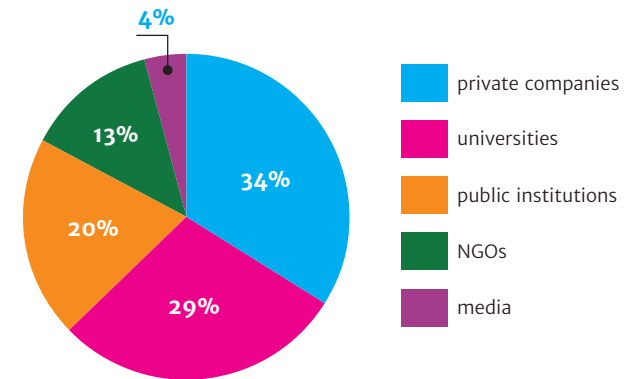


SEEKERS – THOSE WHO ARE LOOKING FOR NEW PERSPECTIVES

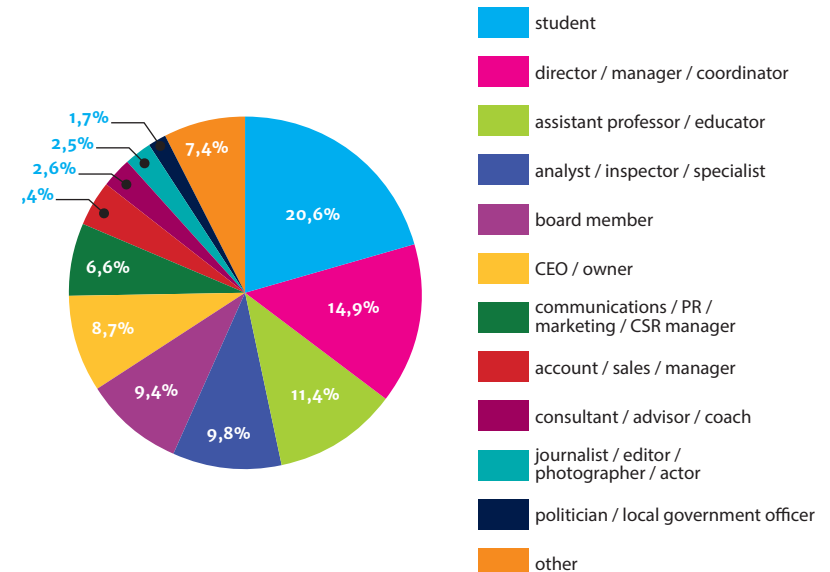
Or maybe, like many people, you don't know what to think yet? Would you like to change something but you do not quite know how to do it? Are you looking for good practice and answers to your questions? Then, you are the person we are waiting for!

Who will we meet at OEES?

institutions



Participants' positions



Explore OEES 2023 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

- **ESG – COST OR COMPETITIVE ADVANTAGE?**
Patronage over the path: Employers of the Republic of Poland

ESG – environment, social responsibility, corporate governance – is undoubtedly the most important issue of our time. These are the criteria, indicators and guidelines that will determine the future of every employer and entrepreneur. The ESG Compass is a strategic project aimed at disseminating knowledge about ESG factors among Polish companies. Invited experts will explain how important it is and will be for companies, the environment and the business community to effectively implement a sustainable development strategy and ESG reporting in their organisation.

- **HEALTH AS A VALUE FOR BUSINESS**
Patronage over the path: Employers of the Republic of Poland

Health security for citizens means security for businesses. In our debates and verbal duels, we want to demonstrate the importance of prioritising the health and well-being of employees in business. Early investment in healthcare means a healthy society and an active workforce. It is, therefore, extremely important to invest in public health and prevention in all sectors of the economy.



CITY-IDEA

- **ENERGY REGENERATION OF CITIES**

Cities have the most significant potential for change through appropriate regeneration and adaptation processes. Cities are also the greatest sources of innovation and good practice. The track will focus on the exchange of experiences and good practices related to urban regeneration processes.

- **TAILOR-MADE LOCAL GOVERNMENT**

One of the key factors influencing the fate of Polish cities in the coming years will be the fate of the local government. In particular, whether it will be built on a sound financial basis or whether it will depend on state support and be reduced to performing administrative functions. In addition to the financial basis, the adaptation of the local government structure to the ongoing changes will be of great importance.



BRAND – CULTURE

- **SOCIAL ENERGY GENERATORS**

The issue of social energy is currently one of the most frequently discussed topics in academic circles and, more generally, in public debate. As a result, it is understood and defined in different ways. For some, it means a kind of resource, power or agency. This refers primarily to the realm of politics (power), but also to business. Another understanding emphasises knowledge, as it determines not only how individual actors function, but also how socio-economic and cultural systems change.

- **CIVILISATION OF ARTIFICIAL INTELLIGENCE**

Patronage over the path: AGH University

Progress means fear, and artificial intelligence raises fears of losing jobs, social relationships or even humanity. On the other hand, the development of AI, by overcoming human weaknesses, can lead to the creation of new industries, forms of employment and technological solutions that were previously beyond the reach of human imagination.



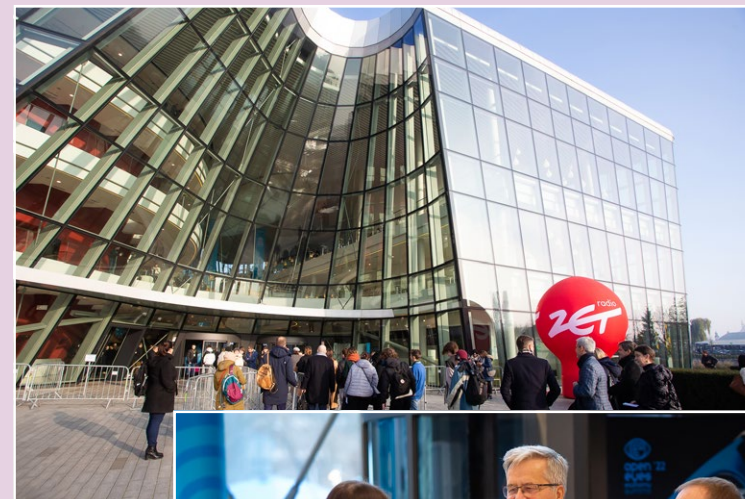
INTERNATIONAL GOVERNANCE

We live in a time when the line between domestic and foreign policy is becoming blurred. It is not only concepts and strategies that count, but also the way in which states govern themselves.



**Previous
editions**

Photos from OEES 2022



Bronisław Komorowski, Paweł Kowal



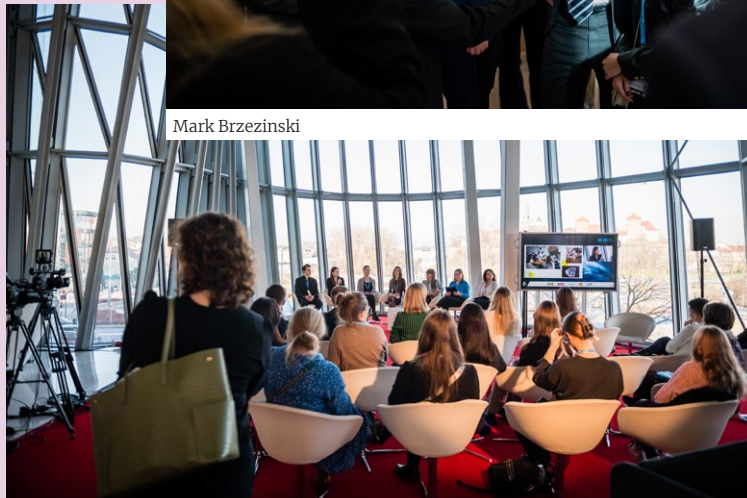
Anastase Shyaka, Eduardas Borisovas, Alana Hudson, Koviljka Špirić, Jacek Pałasiński



Anders Indset



Mark Brzezinski



OEES prologue: Kraków Day

In organising the 7th Open Eyes Economy Summit Congress, we came to the conclusion that two days are not enough to provide all the comprehensive information on the topics of interest. We want to give participants even more knowledge and unite the community in local meetings. Therefore, the OEES Prologue – the Krakow Day – was held at the KTO Theatre in Krakow on the day before the Congress. The event was entirely dedicated to sustainable urban development.

Cities should be cultural centres, and using the potential of their inhabitants 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 of urban development, spaces open to encounters between residents of different generations and backgrounds, ecology, urban greening and climate resilience, as well as new technologies and their impact on urban 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
2022	3200	2000	285	100

Media (Internet, press, radio, television) 2022



reaching **62 736 498** people
3561 publications

Social media 2022

FACEBOOK



number of profile view: **2 537 558**



average daily post reach: **5 498**



daily post reach during OEES: **9 836**

YOUTUBE



number of video views: **108 312**

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 2022, the theme of the Open Café was Bread. This was linked to the theme of grain loss raised at OEES due to global events such as the conflict in Ukraine and droughts in major food-exporting countries. You could hear about bread and taste bread at the stands of artisan bakeries – Rebread, Chleb & More and the Polish Chamber of Regional and Local Products. Congress participants were also treated to traditional Krakow bagels.



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.



CHRISTA SCHWENG
President of the European
Economic and Social
Committee



DENYS KUDIN
Deputy Minister of Economy
of Ukraine



ANDERS WIJGMAN
The Club of Rome



PROF. TAKAHARU TEZUKA
Tezuka Architects



**SNEŠKA QUAEDVLIJG-
MIHAILOVIĆ**
Secretary General, Europa
Nostra



JANINA OCHOJSKA
CEO, Polish Humanitarian
Action (PAH)



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



**PROF. DR HAB.
MUHAMMAD YUNUS**
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
Managing Director,
Greenpeace International



JUREK OWSIAK
CEO, Wielka Orkiestra
Świątecznej Pomocy



HAJNALKA SCHMIDT
Regional Operations Director
at Greenpeace Central and
Eastern Europe



CHARLES LANDRY
writer, urban planner



PROF. MARCIN WIĘCEK
Polish Ombudsman



TOMÁŠ SEDLÁČEK
philosopher of economics



DARIO SOTO ABRIL
CEO, Fairtrade International



MARTIN RAISER
Vice President for the South
Asia Region, World Bank



ANNA GIZA-POLESZCZUK
Warsaw University



MAURICIO VOIVODIC
CEO, WWF Brasil



ARETA SZPURA
activist



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



KS. ADAM BONIECKI
redaktor senior,
„Tygodnik Powszechny”



GUDRUN SCHWEPPE
Head of Music, YouTube



ALBERTO ACOSTA
former Minister of Energy
and Mining of Ecuador



NANCY GITHAIGA
Policy and Research Director
and Innovation, WWF Kenya



MARK BRZEZINSKI
Ambassador of the United
States of America to Poland



ALEKSANDRA DULKIEWICZ
President of Gdansk



BRUNON BARTKIEWICZ
CEO, ING Bank Śląski



IRINA BOKOVA
former Director General
of UNESCO



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



**PROF. ALK DR HAB.
ALEKSANDRA
PRZEGALINSKA-
SKIERKOWSKA**
Leon Kozminski University



JULIE VALLAT
Vice-President for Human
Rights, L'Oréal

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
ORDÓÑEZ**
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

Selected Partners OEES 2022





**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.



Energetic Regeneration of Cities Congress 2023

ŁÓDŹ: Regeneration of 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 3rd Regeneration of Industrial Cities Congress, entitled "Energy Urban Regeneration", will take place on 30–31 May 2023 at EC1 Łódź City of Culture. It will be dedicated to the policy and processes of urban regeneration in the context of energy transition. The energy transition is becoming a highly dynamic process with a number of complex considerations, including economic, geopolitical and social interests. The effects of this transformation will be felt most strongly in urbanised structures.

This year's congress themes will focus on 4 main blocks:

1. Dynamics and constraints of the energy transition;
2. The social dimension of energy urban regeneration;
3. The economic dimension of energy transition;
4. Spatial determinants of energy urban regeneration.

www.regeneracjamiast.pl

GDANSK AND POMERANIA: 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.

More events are planned for 2023 in the Gdansk and Pomerania region – their dates will be published on www.solidarniwozwoju.pl.

WROCŁAW: Expert Debate Water Roundtable



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 third Water Roundtable will be held in March this year, again bringing together experts specialising in water management. It will focus on three themes:

1. The Oder River environmental disaster – diagnosis of problems and needs in their context;
2. Improving the effectiveness of water management in emergency situations related to exceptional risks, especially ecological ones;
3. International cooperation on transboundary waters – obligations and opportunities to strengthen capacities to maintain security.

The Water Roundtables resulted in the policy document “Water Management – a Challenge for Poland”, which is a set of recommendations in the field of combating the threat of drought and floods. The document outlines support programmes and strategies for Polish local authorities.

WROCLAW: Economy of a Water City Congress



At the end of October, we would like to invite you to Wrocław for the 5th edition of the Economy of a Water City Congress. This year's congress will focus on 4 main topics:

1. The role of cities in tackling the climate crisis;
2. The role of cities in combating environmental degradation;
3. The water sector in the urban circular economy;
4. The role and use of groundwater in urban development.

During the Congress, we will get familiar with the Water City Index 2023 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. Previous editions of the indices are available at <https://oees.pl/water-city-index-2022/>

www.watercity.com.pl



United in Development Congress 2022



Water Roundtable 2022



Economy of a Water City Congress 2022

OEES HUB



Open Eyes Economy Think Tank is a research, education and publishing activity in the field of the economy of values. The activities of the OEES HUB serve to deepen and popularise knowledge of the various aspects of the economy of values and to disseminate solutions based on this knowledge in public action and debate.

The main activities of the OEES HUB:

- High Competence Society
- Water management as a challenge for development
- Regenerative city
- United in development
- Food economy and the Green Deal
- Economic credibility of the state
- Economy and health

OEES HUB think tank – 2022 in numbers:



7 publications



3 platforms for expert cooperation



30 discipline experts



16 online seminars



more than **1200** 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:

“Poland’s Economic Credibility Index”

“University-Business Cooperation. Poland compared with selected EU countries”

“Open Eyes Magazine 7”

“Schools beyond the horizon, part 2”

“Water City Index 2022”

“Healthy Cities Index”

Zapowiedzi wydawnicze na rok 2023:

“Generators of Social Energy” report

“Poland’s Economic Credibility Index II”

“The Economy of Values – New Trends”, Jerzy Hausner

“Business with class”, Mirosław Wolski

“Open Eyes Magazine 8”

“Water City Index 2023”



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.

MOEE HUB 2022 event statistics:

- **2** business missions abroad (Vienna and Amsterdam) with the participation of **19** companies,
- **3** conferences on innovation in the region's economy, cooperation between science and business and presentations of Małopolska SMEs operating in the region's smart specialisations.

www.oees.pl/moeeh

Live OEEs

Open Eyes Economy
streaming platform

ONE PROFILE, MANY OPTIONS!



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 of and natural development of the former Open Eyes Festival. The organisers and initiators of all the events are four Krakow institutions: Foundation of Economy and Public Administration, Jan Matejko Academy of Fine Arts in Krakow, Nowa Huta Cultural Centre and GAP Artistic Agency Community Enterprise Ltd.

During the OEAF, we present unique concerts, interesting exhibitions, exceptional performances and substantive meetings with the participation of Krakow artists.

One of the main goals of the Open Eyes Art Festival is interdisciplinarity and the inclusion of all fields of art: painting, dance, sculpture, theatre, film, photography, graphics and music, both classical and popular. OEAF 2022 was themed 'Masters, Usurpers and Refugees', and the festival programme presented artists side by side, offering opportunities not for confrontation but for mutual inspiration and dialogue. The premise of the festival was to present the widest possible range of artists, disciplines and artistic means. The festival events included three exhibitions presented at the Potulicki Palace in Kraków – the Open Art exhibition – presentations of over a dozen student projects, the Unquiet Souls exhibition (Through the Eyes of a Stranger series) – an exhibition of the work of the professors of the Academy of Fine Arts in Kraków, and the Decade exhibition – presenting the activities of the graduates of the Academy of Fine Arts in Kraków. The festival also showcased an exhibition of works by Jerzy Nowosielski, Krystyna, Leszek and Michał Misiak, among others. The OEAF concluded with artistic events organised during the OEES and centred on Tadeusz Różewicz, to whom an exhibition of prints and photographs, a documentary film and a concert entitled 'Be Silent and Sing' were dedicated. The concert on the ICE Krakow stage featured songs based on the poems of Tadeusz Różewicz, performed by, among others, the band Pablopavo i Ludziki, Kapela ze Wsi Warszawa and Karolina Cicha.

www.oeaf.pl



Notes



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HOST CITY



REGIONAL PARTNER

