

# STRUCTURE OF THE OPEN EYES ECONOMY SUMMIT 2023 AGENDA

## BLOCK: COMPANY-IDEA

### TRACKS:

1. ESG – COST OR COMPETITIVE ADVANTAGE?
2. HEALTH AS A VALUE FOR BUSINESS



### TRACK: ESG – COST OR COMPETITIVE ADVANTAGE?

**Substantive patronage: Employers of Poland**

ESG - environment, corporate governance, social responsibility - 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. ESG Compass is a strategic project aimed at disseminating knowledge about ESG factors among Polish companies. The invited experts will explain the importance of effective implementation of sustainability strategy and ESG reporting for companies and their environment. We want to present the benefits of such reports, but also show entrepreneurs how to prepare for the production of such documents. Most importantly, in three years' time, the number of companies that will have to report on their ESG policies will increase significantly. In our view, companies - especially small ones - do not have much time to prepare their entire administration for the correct and effective implementation of the EU CSRD. As Employers of Poland, in consultation with our partners and members, we try to do our best to ensure that when EU changes are introduced into Polish law, there are no "bureaucratic innovations" that make the whole process too complicated to implement.

### TRACK: HEALTH AS A VALUE FOR BUSINESS

**Substantive patronage: Employers of Poland**

The health security of citizens means the security of companies. In our debates and verbal duels, we aim to demonstrate the significance of prioritising the health and well-being of employees in business. Early investment in healthcare leads to a healthy society and an active workforce. It is therefore extremely necessary to invest in public health and prevention in all sectors of the economy. The health of society and the workforce is an investment, not a cost. The health of each and every one of us is paramount and serves as one of the most essential foundations of a state. Promoting health and preventing illness or accidents pave the way for a more efficient and effective healthcare system. Therefore, when managing a company, a business, we cannot separate the health security of citizens and the economy. The longer the pillar of the company - the employee - remains healthy, the better it is for our public finances, our companies and our economy. Companies play an incredibly important role in the whole economic chain, from economic development to the economy, public finances and the social well-being of society.

## **BLOCK: CITY-IDEA**

### **TRACKS:**

- 1. ENERGY REGENERATION OF CITIES**
- 2. TAILOR-MADE LOCAL GOVERNMENT**



### **TRACK: ENERGY REGENERATION OF CITIES**

It is through appropriate regenerative and adaptive processes in cities that the greatest potential for change lies. Cities are also the greatest source of innovation and good practice. The track will focus on the exchange of experiences and best practices related to urban regeneration processes. Invited experts will discuss how appropriate public policies can help accelerate regeneration processes in cities, and what concrete steps should be taken to achieve the energy efficiency goals associated with adapting cities to energy shocks. We will address the issue of new technologies that can assist cities in this necessary transformation. We will not overlook the impact of the energy transition on urban structures and changes in all functional-spatial areas. We will discuss what can contribute to a better understanding of urban regeneration processes and help develop more effective adaptation strategies to ensure the best possible quality of life for people living in today's cities. We will answer the question of how to obtain efficient energy sources and how to use them.

### **TRACK: TAILOR-MADE LOCAL GOVERNMENT**

One of the key factors that will affect the fate of Polish cities in the coming years is 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 aspects, it will be important to adapt the structure of local government to the ongoing changes. A 'tailor-made' system for the current network of settlements primarily involves the introduction of metropolitan associations and similar solutions for cities with county rights that do not belong to major metropolises. It also entails translating the universal right to the city into institutional realities where participation is not seen as a substitute for self-governance, and the idea of territorial cohesion is not treated as patronising support for peripheral areas. These challenges were addressed ten years ago in a report on the state of territorial self-government in Poland. It is necessary to revisit it in order to build a new and improved local and urban policy.

## BLOCK: BRAND – CULTURE

### TRACKS:

1. SOCIAL ENERGY GENERATORS
2. CIVILISATION OF ARTIFICIAL INTELLIGENCE



### TRACK: SOCIAL ENERGY GENERATORS

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 how individual actors function, but also how socio-economic and cultural systems change. As a result, it influences the degree of transformation of people's environment and their own self-perception. In this context, the question arises as to whether they understand their situation correctly, make efforts to strengthen their own social energy and use it to make the world a better place to live in.

But there is also another point of view that emphasises the problem of not only producing and accumulating energy, but also dissipating and wasting it. This is important because the ways in which energy is used and the purposes for which it is used are of great social significance, as they can have both positive and destructive effects. This, in turn, raises the question of responsibility (who? to what extent?) for the functioning of social energy and its impact.

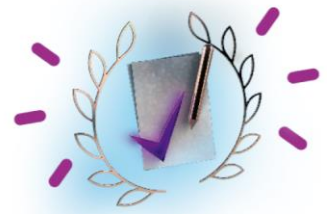
### TRACK: CIVILISATION OF ARTIFICIAL INTELLIGENCE

#### Substantive patronage: AGH University

In 1997, chess grandmaster Garry Kasparov was defeated by IBM's Deep Blue computer. The machine used its computing power to overwhelm the chess player by predicting between 100 and 200 million game scenarios within a second. More than 25 years later, interest in artificial intelligence is growing exponentially. News from the world of technology often overwhelms people today.

Progress means fear, and artificial intelligence raises fears of losing not only the title of chess champion, but also jobs, social relationships or even humanity. On the other hand, by overcoming human weaknesses, the development of AI can lead to the creation of new industries, forms of employment and technological solutions that were previously beyond the reach of human imagination. To this end, the co-creation of a value-based digital world must take place in tandem with technology and ethics, the lack of which should be of the greatest concern.

In this track, we will address questions about the risks and benefits associated with the development of artificial intelligence systems, as well as the challenges posed by this evolving technology. Should its improvement be based on the certainty that its impact will be positive and its risks manageable? The exchange of different perspectives will provide a deeper understanding of the challenges posed by the development of artificial intelligence and the directions we should take to minimise the risk of losing control of our civilisation.



## INTERNATIONAL GOVERNANCE

Values, ideologies, moral and ethical principles are of great importance in international relations. People's views and beliefs are as important as their behaviour and actions. People's emotions, not just their worldviews, are not without influence on the decisions of politicians.

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 are governed.

One of the causes of the dysfunctional global order is the weakness of leadership in today's world. The values of human dignity and freedom are central to the policies of democratic states. This requires a reappraisal of the way we think about foreign policy and a change in the way we formulate objectives, choose appropriate means to achieve them and set limits on their implementation.

Russia's aggression of Ukraine forced changes of policies of the European Union and its member states. Together with the invited experts we will debate, how the EU adapted to new, dramatic challenges and how various actors define their own and the EU's priorities for the future. We will also discuss war's impact on the global food economy and the dissemination of the narrative on the causes of the outbreak of the war

