



**open
eyes**
economy
summit

Guide

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

Open Eyes Economy Summit



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What is OEES?

We are entering the ninth year of the Open Eyes Economy Summit. It is an international socio-economic event that attracts new enthusiasts every year, opening their eyes and minds to the economy of values.



The International Congress
of the Economy of Values
ICE Kraków 19-20 XI 2024

The Open Eyes Economy Summit (OEES) is the culmination of a year of intellectual and organisational work by the Open Eyes Economy movement, which is guided by the premise that economic values must be complemented by intangible values in business activities.

The issues we address are reflected in the needs of society, and many of our predictions have become reality. As a result, we are trusted by major corporations, the media and public institutions.

OEES is an invaluable:

- meeting place for representatives from business, science, NGOs and public institutions,
- source of inspiration from national and international leaders,
- business incubator with ready-made, proven solutions.

OEES 2024 topics

MOTTO: THE SOUL OF EUROPE

SPECIAL TRACK

- VALUES IN THE TECHNOLOGICAL TRANSFORMATION OF INDUSTRY



COMPANY-IDEA

- SUSTAINABLE INVESTMENT IMPERATIVE – IS EUROPE PLAYING VA BANQUE?
- HOW TO COMPLETE THE GREEN TRANSFORMATION IDEAS VS. INTERESTS



CITY-IDEA

- CRIME ON THE LANDSCAPE
- DIGITAL TRANSFORMATION OF CITIES



BRAND – CULTURE

- MEGATRENDS – LEARNING ENVIRONMENT AND COMPETENCES FOR FUTURE GENERATIONS
- ETHICS AND VALUES IN PUBLIC LIFE

COMPANY-IDEA



SUSTAINABLE INVESTMENT IMPERATIVE – IS EUROPE PLAYING VA BANQUE?

ESG has become a reality. But where does concern for sustainability end and the battle for influence and profits begin? The importance of reporting on sustainability issues, as required by the EU institutions, is growing month by month. The next step is the review of the entire production chain and, consequently, the impossibility of financing those companies that do not meet the green requirements. But does sustainable investment mean the same thing everywhere? Who are the real beneficiaries? What are the requirements for financial institutions? For thousands of companies, it will mean a dramatic increase in operating costs. We could end up 'killing off' industries that guarantee Europe's security and self-sufficiency.

So how do we reconcile climate concerns with the competitiveness of the European economy? Are EU societies aware of this dilemma and willing to bear the costs that will fall on them? Or are we already in the position of the mythological Antigone, unable to make a choice that is not tragic in its consequences?

During the session we will look at sustainable investments from different perspectives. We will look at the factors that motivate entrepreneurs to do so, as well as their impact on companies, industries and economies. We will consider whether currency has now become part of the green puzzle and whether Poland 2024 would be stronger with the euro.

HOW TO COMPLETE THE GREEN TRANSFORMATION IDEAS VS. INTERESTS

What will the economy look like after the green transition? Will social and technological innovations link those in charge for production and distribution networks to consumers, creating a new (or rather modern) economic order? The track will seek to identify the point at which we can realistically speak of a green transition as a mature project for the whole of society, with the real participation of the whole of business.

Individual panels will include presentations and discussions on how to scale the latest advances in technology and organisation for effective, responsible, resource-efficient and innovative business. The focus will be on communication between business and the environment: consumers (dialogue) and public authorities (needs and opportunities for a strategic and long-term approach).

Special attention will be paid to food production systems, economically efficient and environmentally responsible innovations already in use for healthy soils. We will talk about the concept of the bio-economy and sources of biomass, bioproducts and biomaterials as substitutes for traditional raw material suppliers and intermediates for the economy. We will highlight areas where too much is currently produced, inefficiently and unhealthily for consumers, as well as unnecessarily and irresponsibly promoted. The track is addressed to us as consumers, citizens, entrepreneurs, and public policy makers.

CITY-IDEA

CRIME ON THE LANDSCAPE

At present, there are many conflicts, the resolution of which will determine the real protection of the landscape. Some of these conflicts no longer follow a simple pattern – public interest (linked to landscape values) versus private interest (of a particular investor). This is because there is a context linked to the need to carry out different activities relevant from the perspective of climate challenges (both adaptation and mitigation measures), the consequences of which may be assessed differently from a landscape conservation perspective.

It is therefore necessary to initiate an interdisciplinary discussion on the above-mentioned issues. In the context of the Polish system, the relatively limited effects of the so-called Landscape Act and the consequences of spatial chaos also need to be taken into account.

The aim of this track is to identify the most valuable (from both a European and Polish perspective) landscape elements in need of protection, to identify the main threats to the landscape, and to propose directions for organisational and legal solutions to limit the risk of landscape destruction.



DIGITAL TRANSFORMATION OF CITIES

A city is not just about buildings and roads, it is about people – residents, businesses, tourists. Their expectations of the city are growing with digital advances. Digital transformation is becoming a tool to meet these expectations and improve the quality of life in all aspects.

The concept of the smart (intelligent) city involves using digital processes to strengthen the relationship between city authorities, residents and entrepreneurs. Expert discussions will focus on the impact of technology on quality of life, business development and tourism. Important aspects will be providing security and easy access to services, as well as creating an environment conducive to business. A smart city must also be resilient to socio-economic and climate change. The debates will also focus on cooperation between the city and business, taking into account ESG (Environmental, Social, Governance) principles and the role of science in this transformation.

Discussions will also include issues related to the management of the city through the use of data-driven systems. Technology already allows us to create strategic plans for urban development, assess the effectiveness of policies or build cities that are resilient to climate change, for example. We will look for answers on how to take advantage of these technologies and how to build effective and strategic partnerships with business on this issue.

BRAND – CULTURE



MEGATRENDS – LEARNING ENVIRONMENT AND COMPETENCES FOR FUTURE GENERATIONS

Competence needs in the coming years will be shaped by so-called megatrends. Some of these are global, affecting the entire world's population, while others are local, shaping change in a country or, if you look more deeply, in a particular industry. We will focus on those factors that are of a global nature and which are likely to change the way we know the economy, the labour market, industrial relations and social relations in general. These factors are technological advances leading to the automation of work, ecological change, demographic change and, as important as the previous factors, geopolitical change. These trends will interact to increase the sense of insecurity and unpredictability in social and economic life.

These phenomena can be seen as a threat, but also as an opportunity and an impetus for the transformation of a system of competence formation capable of meeting the challenges of the modern age. In the course of this track, we will reflect on what such a system should look like, how it should function and who should take responsibility for it. Is it still the role of the state, which is increasingly ill-equipped to meet the challenges of the new era? What is the role of schools and universities in this system, and what is the role of other institutions outside the formal system, or of employers themselves? How do we bridge social inequalities and unlock the potential of each individual? As part of the track, we will talk about how to design the learning environments of the future, showing examples of micro-environments that already exist and can provide a positive impetus for wider change.

ETHICS AND VALUES IN PUBLIC LIFE

How to deal with the ethical breakdown in the face of negative phenomena in the political sphere, such as polarisation or lack of confidence in democratic rules, which may foster further technological revolutions? The opening question focuses on assessing the state of the „moral failures” of recent years and the state of our public ethics. Public ethics is becoming an area of constant negotiation of the boundaries of acceptability, particularly important in a complex social world where social relations are sometimes increasingly complex and unclear. In such a context, the importance of the ethics of communication increases, without which the functioning of a public debate that promotes the exchange of opinions and reflection on values is impossible.

A key element for the common good is respect for the facts. Truth thus becomes a particularly valuable common good, which includes language, gestures, symbols, emotions and imaginaries. The common good understood in this way should be the foundation of public ethics, but in recent years it has been destroyed, appropriated, discredited and manipulated.

It is not only necessary to assess the past, but also to prevent similar situations in the future. Public ethics must be rooted in the rules of the democratic order, the functioning of institutions and the rule of law. However, the civic practices and social energy that drive these actions are the key. This is not only a great challenge, but also an important opportunity that we must not miss.

SPECIAL TRACK

VALUES IN THE TECHNOLOGICAL TRANSFORMATION OF INDUSTRY



This special track will focus on the value of technological change in industry. Discussions will focus on the challenges and opportunities of digitalisation in different industries, taking into account legal and financial considerations. It will also be an opportunity to reflect on the future of the industry and create scenarios for the evolution of manufacturing in the digital age.

Inherent in the fourth revolution is the development of technological awareness and digital literacy, which shape not only the economic but also the social dimension of development. These two aspects should go hand in hand and be mutually supportive. During the Congress, we will consider what the priorities should be – whether to develop technologies in the hope that, as they spread, the competences and skills of their users will increase, or, on the contrary, to stimulate a society that generates and consciously manages new technologies.

The challenge for technological change is the growing polarisation. Digital inequalities can lead to exclusion, for example in education, and labour substitution can exacerbate income stratification and the disappearance of the middle class. We will also look at the concept of the mirror world. We will consider whether alternative realities and digital twins can serve to improve living conditions and the quality of social relations. Does technological development really bring balance and improved living conditions for all, or is there a growing risk of social exclusion and widening gaps between different social groups?

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.

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!

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.

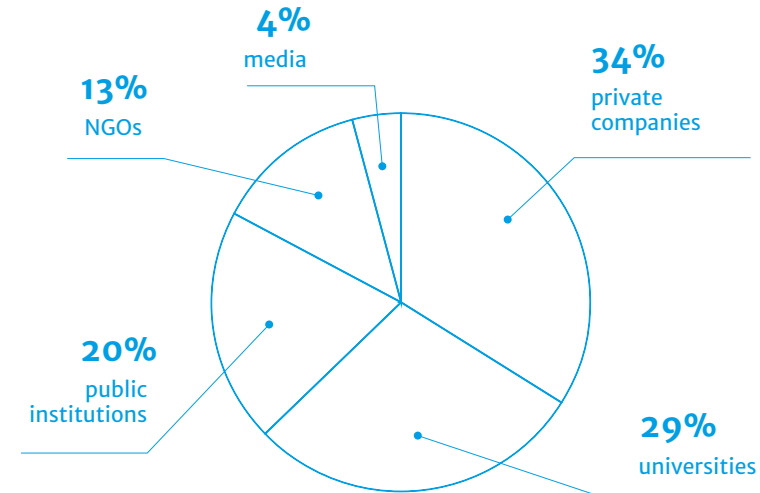
SEEKERS – THOSE WHO ARE LOOKING FOR NEW PERSPECTIVES

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!

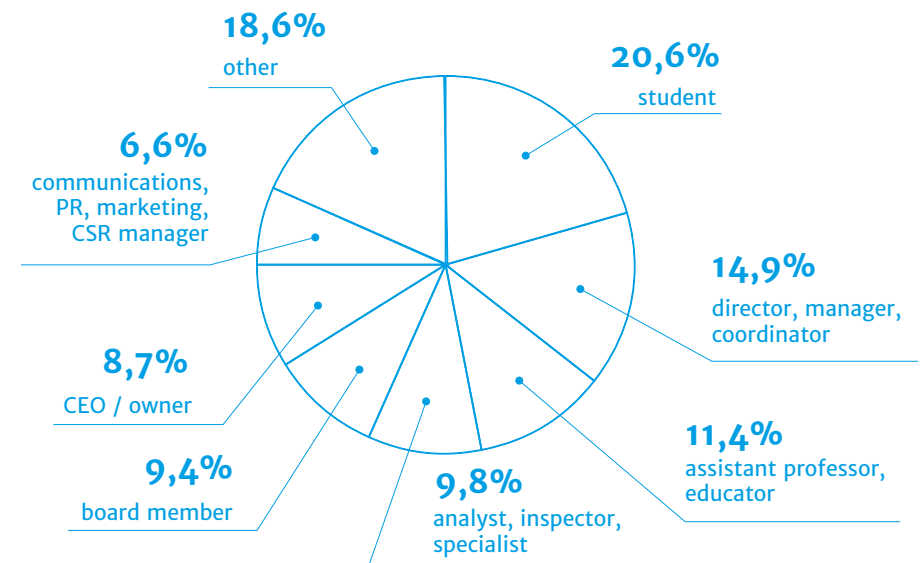


Who will you meet at OEES?

institutions



Participants' positions



Recommendations

Participants

For me, OEES is an opportunity to broaden my perspective on the world and present it in the work with my students. I appreciate the variety of themes. Participating in the congress also means inspiration, discussions behind the scenes and the atmosphere of openness.



JUSTYNA CHYLA
career counsellor,
PhD student at the Cracow
University of Economics

I have been attending OEES congresses since 2018. The economy of value is a source of great inspiration for me to act. The meetings and discussions during the two days in Krakow in November, and then reading the congress publications, give me a sense of agency in what I am doing in my micropolis in the Dylewskie Hills. The idea is taking shape.



WIESŁAW SKROBOT, PHD
phenomenologist of space

Speakers

I think the OEES is one of the better organised events. It's all about the atmosphere. Congratulations and I am impressed!



RENATA POREDA
ASTOR

This year was the first time I had the pleasure of participating as a speaker. The whole team, despite the short time left for my participation, made all the necessary preparations, which allowed me to easily and efficiently get to know the other side of taking part in such a complex event as the OEES. The congress itself and the way it is organised continue to be world class. The subject matter and topics covered make it unique, as the issue of the social economy is tackled in its broadest perspective. The selection of speakers and panellists, and the ambiguous perspective of the topics presented, literally opens our eyes to many issues at the intersection of economy, society, science and business. I would love to attend the next edition.



MICHAŁ SOKOŁOWSKI
ABB Business Services

Partners

Every year I look forward to the economy of values congress in November. It is a kind of knowledge-sharing platform for people from different backgrounds, industries and companies. It is important that the unifying element between these different perspectives is the values that underpin business.



JOANNA ERDMAN
Vice-President of the
Management Board,
ING Bank Śląski

OEES jest miejscem, w którym spotykają się ci, którzy są sprawczy, mają fantastyczne kompetencje, ale i otwarte oczy i głowy. Są przykładem żywej i możliwej zmiany, którą możemy obserwować i o której możemy wspólnie rozmawiać. To prawdziwa przyjemność być tego częścią!



KAMILA SOLON-SEREK
Head of ESG Communications
and Projects Team, InPost Group

The Open Eyes Economy Summit is one of the most important events in Krakow. As one of the major employers in the Malopolska region, we cannot miss this event and we always enjoy listening to what is going on in the city and among its residents, and how we, as an employer, can respond to their needs.



PATRYCJA OLEKSIK-ŚMIETANA
Director of Recruitment at Shell
Business Operations in Krakow

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.

Selected speakers of previous editions of OEEs:



JERZY BUZEK
former President
of the European Parliament



RADOSŁAW SIKORSKI
Minister of Foreign Affairs
in Poland



MARGRETHE VESTAGER
EU Commissioner
for Competition



DAVID THROSBY
cultural economist, Macquarie
University, Sydney



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



ANDERS WIJCKMAN
The Club of Rome



JERZY BRALCZYK
University of Warsaw



IRINA BOKOVA
former Director-General
of UNESCO



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



CHRISTA SCHWENG
President of the European
Economic and Social
Committee



MARK BRZEZIŃSKI
US Ambassador to Poland



JACEK SIWIŃSKI
CEO, VELUX



JULIE VALLAT
VP for Human Rights,
L'Oreal



ALBERTO ACOSTA
former Minister for Energy
and Mining of Ecuador



JUREK OWSIAK
founder of Grand Orchestra
of Christmas Charity



HAJNALKA SCHMIDT
Regional Operations Director
at Greenpeace Central and
Eastern Europe



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



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



DARIO SOTO ABRIL
CEO, Fairtrade International



PRZEMYSŁAW GDAŃSKI
CEO, BNP Paribas Bank Polska



BRUNON BARTKIEWICZ
CEO, ING Bank Śląski

They trusted us

Selected partners of previous editions of OEES:



OEES in figures



Our results in 2023:

PR/media 2023*



AVE: **13 414 215** PLN



reach: **56 289 13** people

* data according to Media Monitoring Institute

social media 2023 – FACEBOOK



number of views: **2 064 279**



average daily reach: **4075**



number of followers: **11 686**

Photos from OEES 2023



Meeting with Jerzy Hausner –
author of the book *Economics of Value. New trends*



Speech of Anna Dymna „Together
we change the world for a better
and more beautiful”



Katarzyna Chuchmacz –
OEES Programme Director,
Tomasz Wojtas –
OEES General Director,
Kinga Tańkiewicz –
OEES Executive Director



Opening session



Debate after the film *To the last drop*
with director Ewa Ewart

Tasting of regional specialities
of the Zembrzyce Housewives'
Association „Mioduszyna”



Ewa Drobek – teacher at Narcyza Żmichowska
High School No. XV in Warsaw
Monika Woźniak – coordinator of the think
tank OEES HUB

Performance Harmony of Humanoids
directed by Łukasz Błaziejewski



OEES participants

open eyes art festival

The Open Eyes Art Festival (OEF) is a series of arts events that complements the Open Eyes Economy Summit Congress. It is organised to create and make available to audiences a space of open eyes, shared imagination, mutual cultivation of difference and celebration of freedom. One of the festival's fundamental aims is diversity and interdisciplinarity – acting in all areas of the arts: painting, sculpture, dance, theatre, film, photography, graphics and music, both classical and popular. OEF 2023 began with the traditional opening of the Open Art Project exhibitions, showcasing the best student work selected through the Open Call competition. The projects were displayed in the post-hospital spaces at Kopernika Street 15 in Krakow.

An important figure in the last edition was Tadeusz Kantor. Exhibitions dedicated to him could be seen at the Museum of the Academy of Fine Arts (Kantor's drawings from the Italian collection of Stefania Piga) or at Cricoteka (the 'Cloakroom' project, based on the curatorial exploration and recognition of links and connections to Kantor's work and figure in contemporary visual arts).

Artists whose work was presented as part of the festival included also Stelarc, an Australian contemporary artist, Andrzej Bednarczyk, Katarzyna Wójcicka, Krystyna and Jerzy Nowakowski (as part of the exhibition project Space for Art), Mariola Wawrzusiak and Dariusz Vasina.

The highlight of last year's OEF was the performance art piece Harmony of Humanoids, prepared by Łukasz Błażejowski, which opened the Open Eyes Economy Summit and filled the rooms of the ICE Krakow Congress Centre.

Exhibition of Krystyna and Jerzy Nowakowski „Introversus – Extraversus – Hidden Dimension” as part of the „Space for Art” series, Academy of Fine Arts in Kraków

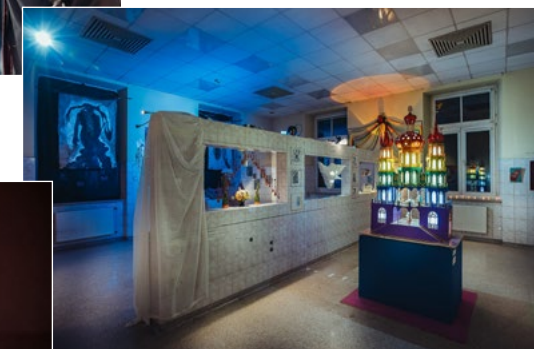
Opening of the Open Eyes Art Festival and vernissage of „Open Art” exhibition, 15 Kopernika St.



Tadeusz Kantor exhibition „Café Europe”, Museum of the Academy of Fine Arts



Tadeusz Kantor exhibition „Café Europe”, Museum of the Academy of Fine Arts



„Open Art” exhibition, 15 Kopernika St.



Performance Harmony of Humanoids by Łukasz Błażejowski, opening of the 8th Open Eyes Economy Summit, ICE Krakow

Other congresses of the **Open Eyes Economy** movement in 2024



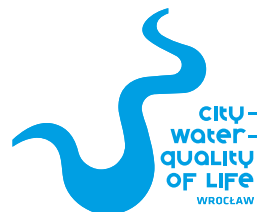
Warszawa
5–6 March
www.gospodarkaizdrowie.pl



Łódź
14–15 May
www.regeneracjamiast.pl



Gdańsk
May–December
www.solidarniwrozwaju.pl

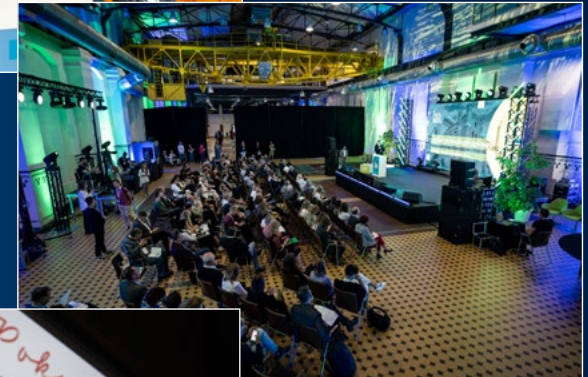


Wrocław
15–16 October
www.watercity.com.pl



1st Congress Economy and Health,
18.04.2023, Warsaw School of
Economics

3rd International Congress
Culture of the Regenerative City,
30–31.05.2023, EC1 Łódź



Forum of Ideas and Practice
„United in Development”, 2.06.2023,
The European Solidarity Centre

5th International Congress
City-Water-Quality of Life,
24–25.10.2023, Congress Centre of
the Wrocław University of Technology



Think tank OEES HUB



The OEES HUB think tank is a research, educational and publishing activity. Its aim is to deepen and popularise knowledge about different aspects of the economics of value and to spread solutions based on it in action and public debate.

We produce thematic reports, podcasts, articles, events (such as conferences, seminars, roundtables).

Areas of activity:



Regenerative
city



High
competence
society



Water
management as
a challenge for
development



Food
economy and
the Green
Deal



Economic
credibility of
the state



Economy and
health

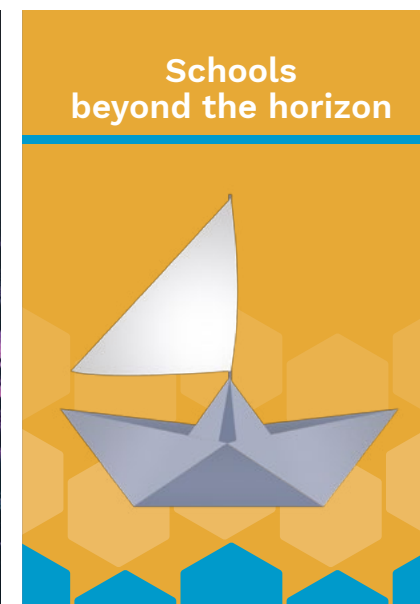
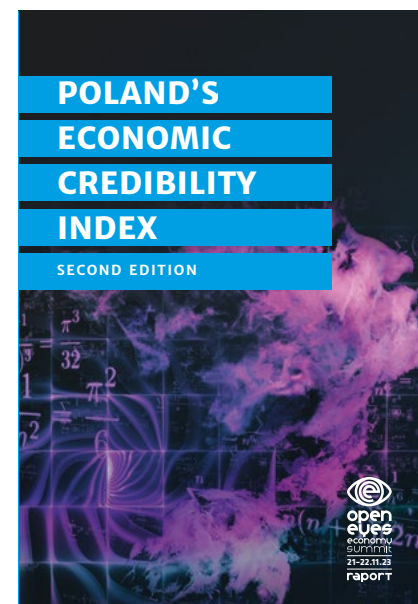


United in
development

GAP Foundation Publishing House

The think tank's activities are complemented by publications from the GAP Foundation Publishing House.

This year we especially recommend:



The publications are available **for free at:** www.hub.oees.pl/en



Publishing announcements for 2024:

- OEES 2024 Report: The Soul of Europe
- Poland's Economic Credibility Index. 3rd edition

Open Shop



**RESPONSIBLE
AND OPEN
FOR EVERYONE
ONLINE SHOP**

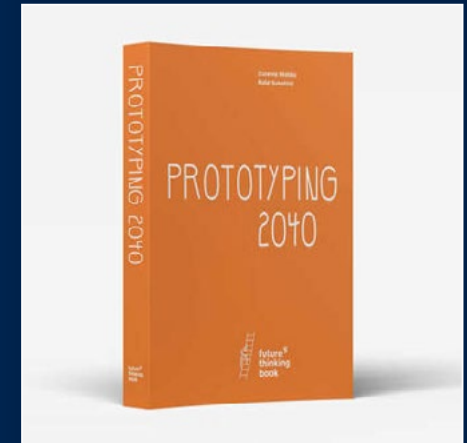
Open yourself to valuable things! Discover our Open Shop, which is a responsible and open for everyone online shop. We make every effort to ensure that everyone can find ethical and environmentally friendly products there. We want to support small local producers, creators, publishers, artists who create according to the thought and spirit of the value economy.

Our shop offers a wide range of publications related to the topics covered by the Open Eyes Economy movement, including those written by speakers at our events, as well as books and music by the GAP Artistic Agency – albums with music by Kuba Sienkiewicz, Michał Nagy, Lech Dyblik, Tomek Wachnowski or catalogues accompanying exhibitions organised, among others, as part of Open Eyes Art Festival and Open Eyes Economy Summit.

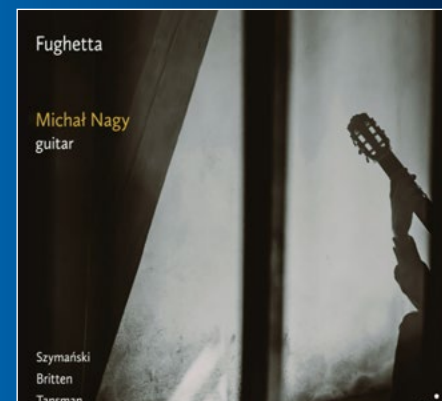
The shop's assortment also includes useful gadgets such as warm hats and ecological wax wraps.

www.sklep.oees.pl

Book publishing



Music publishing



Academy of Responsible Development



We are committed to ensuring that young leaders are better prepared for conscious and active participation in socio-economic life and democratic society, which is why we have created the OEES University for young people as part of the Open Eyes Economy movement.

The pilot project of the OEES University is the Academy of Responsible Development, based on the unique educational model developed in the Erasmus+ international partnership and included in the guide How to educate young people on sustainable development. This model consists of forms of education such as master lectures, master classes (meetings with the business community) and independent work by the teams on project implementation. At the Academy of Responsible Development, young people learn responsible attitudes, develop social skills and acquire competences such as critical thinking, entrepreneurship or creativity.

The Academy model will be tested in parallel by 100 young people aged 16–30 in 3 partner countries: Poland, Italy and Turkey. During the pilot project, a series of youth engagement activities will take place and educational materials on current climate and social issues will be produced and made available on the VOD platform. The guide How to educate young people on sustainable development and the VOD platform will be available for self-study by young people as well as by individuals or institutions working with youth in Poland and other European countries.

www.responsibleacademy.eu



International meeting of partners and alumnus of the Academy of Responsible Development at OEES 2023



Course participants „Competencies of the future”



Participants and speakers of the mini lectures „Zero waste in practice”



Mini lectures „Competencies of the future”. Rafał Sułkowski – Małopolska Social Economy Fund Foundation



Discussion during the mini lectures of the course „Competencies of the future”



GAP Foundation team at OEEES 2023

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