Local Government: A Strategy for the Future

Local government should be a guarantor of open dialogue and equality, by creating appropriate conditions for active participation of the society in the public debate. The closeness with an ordinary citizen makes the authorities aware of the social problems that they can remedy within the instruments and mechanisms that they have. The local government, which undertakes cooperation by creating the space for the local communities is the strategy for the future.

Moderator:
Boguslaw Chrabota - Editor-in-Chief, Rzeczpospolita, Poland

Speakers:
Magnus Berntsson - President, Assembly of European Regions, Sweden
Bela Kakas - President, Government of Csongrad County, Hungary
Jacek Majchrowski - Mayor, Krakow City Hall, Poland
Pawel Szefernaker - Secretary of State, Ministry of the Interior and Administration, Poland

26 APRIL
14:00–15:30 Plenary Sessions
26 APRIL
20:15–21:15 Accompanying Event

Award Ceremony

27 APRIL
18:15–19:45 Plenary Session

Is Europe Ready to Embrace the Revival of Regionalisms?

Some say that the growing regional sentiment comes as a reaction to burdensome regulations descending from Brussels. In fact, many regions build their identities using deeply rooted patterns of cultural interactions. But it is also – if not chiefly – about wealth creation: instead of working through national capitals, European regions are linking themselves directly to the global economy. One thing is certain: regionalisms, whether within or across national borders, will largely shape Europe’s future, just as globalisation shaped its past.

Moderator:
Jan Rokita - Writer, Commentator, Poland

Speakers:
Emanuela Claudia Del Re - Member of Chamber of Deputies, Honorary Chair, EPOS - International Mediating and Negotiating Operational Agency, Italy
Jacek Krupa - Marshal, Malopolska Region Marshal’s Office, Poland
Dezso Torok - President, Borsod-Abaúj-Zemplén County Government, Hungary
Accident Insurance - an Obligation or a Problem for Local Governments?

In Poland, a discussion about accident insurance for children and young people has been regularly discussed for many years. The goal of this discussion is to try to find an answer about the state of these insurance and include in the discussion Polish self-governments about the joint product, legal and social responsibility for this type of insurance.

*Moderator:*

**Jacek Bilski** - Sales Director, Supra Brokers, Poland

*Speakers:*

**Krzysztof Kleczar** - Mayor, Kety Commune Council, Poland

**Krzysztof Koman** - Chairman of the Board, Center for Social and Local Government Innovation CentroPolis, Poland

**Andrzej Maciazek** - Vicepresident of the Board, Polish Insurance Association, Poland

**Katarzyna Rudzka** - Director of the Personal and Health Insurance Department, TU InterRisk SA Vienna Insurance Group, Poland

New Anti-corruption Regulations for Local Government Units. How to Avoid the Risk and Responsibility?

- New rules - new obligations for local government units?
- Personal liability of local government units managers
- How to build an effective anti-corruption system in local government units?

*Moderator:*

**Anna Partyka-Opiela** - Attorney-at-Law, Senior Associate, Domański Zakrzewski Palinka, Poland

*Speakers:*

**Dawid Chrobak** - Mayor, City Hall in Zakliczyn, Poland

**Roman Kolek** - Deputy Marshall, Opolskie Region’s Marshal’s Office, Poland

**Wadim Tyszkiewicz** - Mayor, Nowa Sol City Council, Poland

**Jacek Wojciechowicz** - Expert, United Nations Global Compact Poland, Poland
26 APRIL
12:50–13:50 Discussion Panel
Partner: Polish Mutual Insurance Company

Mutual insurance as a solution for public property protection against natural disasters consequences

Why the mutual insurance has been forgotten for local self-goverments for many years? (the mutual insurance total marketshare in Poland didn’t increased 5% in 2015)
What are the main reasons a fear of mutuality among local self-governments Masters. The fear of additional premiums. Member of Mutual Insurance Company participates in claim or negative technical result?
Membership Associations creation as a risks homogeneity guaranty.
Mutual insurance implementation to local self-government property advantages.

Moderator:
Ryszard Zabinski - Editor-in-Chief, Kapital Polski, Poland

Speakers:
Mieczysław Bieniek - General, The Andrzej Frycz Modrzewski Krakow University College, Poland
Wojciech Grela - Deputy Mayor, Raciechowice Municipality Office, Poland
Rafał Kilinski - CEO, Polish Mutual Insurance Company, Poland
Tadeusz Kowalski - Mayor, Tuchola City Hall, Poland
Andrzej Maciázek - Vicepresident of the Board, Polish Insurance Association, Poland

26 APRIL
16:00–17:10 Thematic Block
Partner: Warbud SA

Private-Public Partnership (PPP) – a Way for Successful Investments in a Region

The public-private partnership (PPP) assumes cooperation between the local government and the private sector. It is the implementation of a joint venture, during which a municipality and a private entrepreneur share both the return on investment and the responsibility for the undertaken activity. Their subject may be the construction of roads, schools, hospitals or other public facilities. Why is it worth developing this form of project implementation? What benefits can such a cooperation bring to both parties?

Presentation
PPP Investments in Poland - Good Practices
Host:
Pawel Szacillo - Director of PPP Department, Ministry of Investment and Economic Development, Poland

Discussion Panel
Private-Public Partnership (PPP) – a Way for Successful Investments in a Region

Moderator:
Bartosz Mysiorski - Advisor to the Board, PPP Centre, Poland

Speakers:
Ondrej Brendza - Mayor, City of Stropkov, Slovakia
Jan Ferencák - Member of Parliament, Presov Self-Governing Region, Slovakia
Mirosław Jozefczuk - Member of the Management Board, Warbud SA, Poland
Mariusz Piatkowski - President of the Board, Trasa Łagiewnicka S.A., Poland
Artur Piełech - CEO, FBSerwis S.A., Poland
Antonina Yezhova - Head of Administration, FEZ Gomel-Raton, Belarus
26 APRIL
17:20–18:30 Discussion Panel

Film as an Instrument of Promotion for Towns and Cities

Various festivals and movie screenings, which draw sizeable audiences (often larger than the number of local residents), are an excellent way to promote municipalities and regions. Potential audiovisual presentations serve as impulses for economic development of respective municipalities, while locations seen in the movies or TV series quickly become tourist attractions. Modern, small cinemas become important culture institutions and respond to the viewers' needs. As a consequence, they integrate local communities. Discussions between the local governments and the movie industry can provide solutions for film activities in local communities.

Stories of Success

The Guido Mine

Special guest:
Malgorzata Manka-Szulik - Mayor, Zabrze City Council, Poland
Host:
Jacek Pochłopięń - Editor-in-Chief, Wprost Magazine, Poland

26 APRIL
18:40–20:00 Thematic Block

Local Governments for Sport - Why Does Sport Pay Off?

Sport is a great tool for promoting cities and regions. Sport marketing builds the position and recognition of the city. Local governments also play an important role in promoting physical activity among children, young people and adults. Can local governments really enrich themselves on sport?

Presentation

Start up: Real Support by 1000 realities
Host:
Piotr Wojcik - CEO, 1000 Realities sp. z o. o., Poland

Discussion Panel

Local Governments for Sport - Why Does Sport Pay Off?

Moderator:
Dariusz Resko - Mayor, Municipality of Krynica–Zdroj, Poland
Speakers:
Marcin Animucki - President of the Board, EKSTRAKLASA S.A., Poland
Ireneusz Ras - Member, Parliament, Poland
Soufiane Sankhon - Deputy Mayor for Youth and Sport, Orléans, France
Rafal Sonik - Chairman of the Board, Gemini Holding Limited Liability Company, Poland
Francesco Tufarelli - Secretary General, Automobile Club d’Italia, Italy
Local Government Health Policies - Current Trends and New Possibilities of Financing

Health policy programs implemented by local governments are an important aspect of public health, the ability to meet local health needs and at the same time a field for the application of innovative solutions and prevention. Their implementation requires agreement and cooperation at the budget, political and health levels. The goal of the panel is to answer the following questions:
- How to develop and implement health policies at a local level?
- What are the current trends and new possibilities of financing?
- How are the good practices in terms of local government involvement in implementing public health priorities in Poland?

Presentation
Population-Based Surveys in School Children as the Basis for Universal Preventive Care

Host:
Henryk Skarżyński - Director, The Institute of Physiology and Pathology of Hearing, Poland

Discussion Panel
Local Government Health Policies - Current Trends and New Possibilities of Financing

Moderator:
Mariusz Gujski - Chairman of the Board of Directors, Healthcare Institute, Poland

Speakers:
Michał Czarnuch - Advocate, Partner, Domański Zakrzewski Palinka, Poland
Andrzej Kosiniak-Kamysz - Director, Specialized Hospital Józefa Dietla, Poland
Wojciech Kozak - Vice Marshal, Malopolska Region Marshal's Office, Poland
Henryk Skarżyński - Director, The Institute of Physiology and Pathology of Hearing, Poland
Józefa Szczurek-Zelazko - Secretary of State, Ministry of Health, Poland
27 APRIL

10:20–11:30 Thematic Block

How Can Local Governments Support Small and Medium-Sized Enterprises?

Small and medium enterprises drive economic growth, determining the national market’s condition. What kind of benefits can development of small and medium enterprises bring to the regional economies? In what way do self-governments support enterprises? Where can small and medium companies look for the public services?

One on One

Liberalism in a Nationalised Economy

Special guest:
Janusz Korwin-Mikke - President, Liberty Party, Poland

Host:
Boguslaw Chrabota - Editor-in-Chief, Rzeczpospolita, Poland

Discussion Panel

How Can Local Governments Support Small and Medium-Sized Enterprises?

Moderator:
Jerzy Meysztowicz - Member, Chairman of the Economic and Development Parliamentary Commission, Parliament, Poland

Speakers:
Sergio Arzeni - President, The International Network for SMEs (INSME), Italy
Stanislaw Biszyga - Vice-President of the Board, Malopolska Regional Development Agency, Poland
Mikhail Chesalin - Deputy Chairman of the Standing Committee on Legislation, State Construction, Local Self-Government, Administration of the Kaliningrad Region, Russia
Jan Golonka - President of the Management Board, Owoc Łącki Sp. z o. o., Poland
Boguslaw Kosmider - Chairman, Krakow City Council, Poland
Bartlomiej Pawlak - Member of the Board for Finances and Development, Polish Development Fund, PFR, Poland
27 APRIL
11:40–13:00 Thematic Block

Local Government Finances - in Search of Efficiency

The efficient functioning of communes, counties and voivodeships is an efficient and effective financial policy. And effective finances of local governments depend on the degree of their financial independence. The logic of the division of powers into government and self-government is that more financial autonomy of self-government means more effective self-government. In addition, a separate and difficult problem is the algorithm for calculating amounts owed to local governments to cover the costs of performing tasks ordered by the central administration. So, what are the ways to improve the financial systems of local governments, to be more effective and bring more benefits to residents? And with what changes is it needed to be careful not to destroy the achievements of self-governance?

Presentation
Possibilities of Support for Cross-Border Cooperation Programmes: Poland-Russia and Poland-Belarus-Ukraine

Host:
Katarzyna Maria Bartnik - Head of Joint Technical Secretariat of the Poland-Russia Cross-border Cooperation Programme 2014-2020, Center of European Projects, Poland
27 APRIL
14:00–15:10 Thematic Block

Decentralisation or Centralisation - What Will Be the Future of Local Government?

For more than 25 years, local administration in Poland has been a model example of decentralisation understood as the transfer of some powers and responsibilities from state authorities to the local government bodies which are closest to the citizen. Recent and planned legislative changes in the near future may suggest that the division of tasks, which has been introduced more than a quarter of a century ago, will change. Increasing the prerogatives of curators of education, limiting the operation of the healthcare system, depriving local governments of control over labour, sanitary and construction offices are only some of the areas where the growing influence of central government is already observed. Is a return to centralisation really possible?

Presentation

How Can NGOs Successfully Promote Transparency and Effectiveness of Local Government?

Partner: Center of European Projects

Host:
Kateryna Tsybenko - Project Manager, Transparency International
Ukraine, Ukraine

Discussion Panel

Decentralisation or Centralisation - What Future for Local Government?

Moderator:
Kazimierz Barczyk - Deputy Chairman, Regional Assembly of Lesser Poland Voivodeship, Poland

Speakers:
Olgierd Geblewicz - Marshal, The Marshal’s Office of the Westpomeranian Region, Poland
Jacek Protasiewicz - Member, Parliament, Poland
Ludwik Wegrzyn - President of the Board, Association of Polish Counties, Poland
27 APRIL
15:20–16:30  Thematic Block

Heritage Tourism - Back in Time, Present Profits, Ideas for the Future

A modern tourist is an exacting customer – traditional destinations have become passé, travelers seek unusual places, extraordinary experience, interesting people, unique impressions. Can heritage tourism provide all of it? How to successfully promote the cultural and historic heritage of a region, a country or a social group? How to use anniversaries such as 100 years of independence to promote a country as a tourist destination? Last but not least, how to make heritage tourism and profitable business?

One on One
Talking Economy

Speakers:
Piotr Glowski - Mayor, Pila City Council, Poland

Host:
Marcin Swiecicki - Member, Parliament, Poland

Presentation
Sekowa Commune: Heritage Tourism

Host:
Malgorzata Maluch - Mayor, Sekowa Commune Council, Poland

Discussion Panel
Heritage Tourism - Back in Time, Present Profits, Ideas for the Future?

Moderator:
Sandra Uzule-Fons - Producer, Journalist, Fons Projects, Latvia

Speakers:
Malgorzata Bednarczyk - Director of the Entrepreneurship Institute, Jagiellonian University, Poland
Inga Goldberga - Executive Director, Daugavpils City Council, Latvia
Helen Kalberg - Director for Tourism and Marketing, Tartu City Government, Estonia
Johannes Moisio - Manager International Affairs, Regional Council of South Carelia, Finland
Laurynas Vaičiūnas - Director of the Publishing House, College of Eastern Europe, Lithuania
27 APRIL
17:00–18:00  
**Accompanying Event**  
*Partner: Association of Polish Counties*

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**Poland-wide Ranking of Communes and Counties**

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26 APRIL
10:30–11:00  
**Thematic Block**  
*Partner: TAURON Polska Energia S.A.*

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**The Development of Cooperation between Business and Local Governments for Energy Efficiency and Smog Reduction**

Presentation of cooperation opportunities in the implementation of projects to improve the quality of air within the Programme to Combat Smog. The programme includes activities from education to delivering ready-made solutions – modern heating systems. Cooperation in the field of electromobility will be discussed, too.

**Presentation**

**TAURON – Local Governments – Residents**

*Speaker:*

**Grzegorz Lot** - Vice-President of the Management Board for Mass Market Sales, TAURON Sprzedaż Sp. z o.o., Poland
Discussion Panel
The Development of Cooperation between Business and Local Governments for Energy Efficiency and Smog Reduction

Moderator:
Patryk Salamon - Editor-in-Chief, LoveKraków.pl, Poland

Speakers:
Piotr Bak - District Governor, District Council in Zakopane, Poland
Artur Kalicki - Business Development Manager, Magenta Grupa Tauron Ltd., Poland
Grzegorz Lot - Vice-President of the Management Board for Mass Market Sales, TAURON Sprzedaż Sp. z o.o., Poland
Grzegorz Rakoczy - Member of the Management Board, Rakoczy Stal Sp. z o.o., Poland
Krystian Szymała - President of the Management Board, Energia w Kogeneracji EWK S.A., Poland

Innovative Infrastructure Solutions as a Chance for Faster Growth of Regions

Innovative technologies are within the grasp of all the local governments and they can translate fast into the improvement of a region’s image. No one needs to be persuaded that investing in infrastructure, including the modernization of street lighting, increases citizens’ quality of life. Intelligent lighting, the system of measuring air quality – what is worth investing in order to improve the image of a city, save on energy costs and attract investors? Is there a recipe for success in implementing innovations in infrastructure? How was it done in the cities which already completed their projects of infrastructure modernization?

Presentation
Start up: Hyper Poland

Discussion Panel
Innovative Infrastructure Solutions as a Chance for Faster Growth of Regions

Moderator:
Marcin Piasecki - Managing Editor, Rzeczpospolita, Poland

Speakers:
Cezary Orlowski - Professor, WSB University in Gdańsk, Poland
Artur Pielech - CEO, FBSerwis S.A., Poland
Marek Wojtkowski - Mayor, Wloclawek City Council, Poland
Wojciech Zablocki - Mayor, Praga Północ District Office of the Capital City of Warsaw, Poland
Challenges and Development Strategies for Towns and Cities

What are the key problems and challenges? What will be the competitive advantage of cities? What to do to minimize the outflow of young people, solve the problem of lack of cross-sectoral cooperation and increase the social involvement of entrepreneurs and larger business in these cities? One of the solutions is the School of City Leaders program, which is run locally by the School for Leaders Foundation. Through the program we strengthen the competences of leaders present in the public, social and business sectors, and increase their commitment to joint action for cities.

Presentation

Ways for Sustainable Urban Development

One of the solutions is the School of City Leaders program, which is run locally by the School for Leaders Foundation. Through the program we strengthen the competences of leaders present in the public, social and business sectors, and increase their commitment to joint action for cities.

Host:
Piotr Arak – Manager, Deloitte, Poland

Discussion Panel

Challenges and Development Strategies for Towns and Cities

Moderator:
Michał Olszewski - Editor-in-Chief, Gazeta Wyborcza Kraków, Poland

Speakers:
Alexandre Farion - Commercial Director, Veolia Energia Polska, Poland
Magdalena Kubecka - Journalist, Magazyn Miasta, Poland
Przemysław Radwan-Rohrensche - Vice President, School for Leaders Association, Poland
Roman Smogorzewski - Mayor, City Hall of Legionowo, Poland
Andrzej Wnuk - Mayor, City Hall of Zamosc, Poland
Polish Metropolises in Europe - Strategic Cooperation Challenges

Polish cities, including metropolises, become more and more actively involved in processes and relationships that take on the characteristics of “urban diplomacy”. International cooperation with other centers, international organizations, also within the framework of the EU Urban Agenda, concerns not only an exchange of experience, but also includes the implementation of joint projects financed directly from grant competitions of the European Commission. Polish metropolises gain influence on shaping the regulatory environment of urban policy created in the EU. What are the challenges, barriers, deficits of this strategic cooperation and what can we expect from European, national and urban level, to make the involvement of our metropolises become even more effective?

Moderator:
Jacek Wozniak - Deputy Director of City Development Department, Krakow City Hall, Poland

Speakers:
Grzegorz Gorzelak - Professor, Warsaw University, Poland
Wojciech Jarcezewski - Director, National Institute for Spatial Policy and Housing, Poland
Jan Olbrycht - Member, European Parliament, Poland
Arkady Rzegocki - Ambassador, Polish Embassy in the United Kingdom, Poland

Migration - a Cure for the Problem of Depopulation of Cities and Regions?

The issue of migration is one of the most referenced topics of the public debate in the European Union. At the same time, many territories are facing the problem of depopulation caused by the relocation, especially of young people, from rural to urban areas. More and more areas in the south of Europe affected by depopulation are trying to keep migrants home for longer. Can migration be a solution to the problem of depopulation? How to create favourable living and working conditions to keep migrants for longer?

Discussion Panel
Migration - a Cure for the Problem of Depopulation of Cities and Regions?

Moderator:
Emanuela Claudia Del Re - Member of Chamber of Deputies, Honorary Chair, EPOS - International Mediating and Negotiating Operational Agency, Italy

Speakers:
Viorel Chivriga - Director of Functional Market Economy Department, Institute for Development and Social Initiatives “Viitorul”, Republic of Moldova
Alessandro Ingaria - Mayor, Commune of Priero, Italy
Pawel Kulaga - CEO, Greygoose Outsourcing Ltd., Poland
Tomas Matraia - Executive Director, The Node, Italy
Oleg Slobotchikov - Rector, Institute of World’s Civilizations, Russia
26 APRIL
18:40–20:00 Thematic Block

Reducing EU Funding to Support Development in the Regions - an Inevitable Future? What Strategy for the Coming Years?

The current model of the European Union, in which wealthy countries generously share their resources with less wealthy countries, will slowly expire. At the same time, it is almost certain that the inflow of EU funds after 2020 will be smaller than it has been so far. In this situation, it is particularly important to prepare for such a disadvantage. Has a strategy for the years to come begun to be developed? Will the economic benefits obtained so far allow for the maintenance and modernisation of assets created thanks to EU co-financing?

Presentation

How does Cantabria Regional Government support SME?

Host:
Inmaculada Valencia - Director of the Regional Office in Brussels, Regional Government of Cantabria, Spain

Discussion Panel

Reducing EU Funding to Support Development in the Regions - an Inevitable Future? What Strategy for the Coming Years?

Moderator:
Jacek Pochlopien - Editor-in-Chief, Wprost Magazine, Poland

Speakers:
Andrea Benassi - Head of Public Affairs, Iccrea Banca, Italy
Leszek Buller - Director, Center of European Projects, Poland
Adam Hamryszczak - Undersecretary of State, Ministry of Investment and Economic Development, Poland
Reiner Kneifel-Haverkamp - Head of Division EU Economic and Financial Policies, EU-Funds Coordination, Internationalisation, Brandenburg Ministry of Justice, European Affairs and Consumer Protection, Germany
Jan Olbrycht - Member, European Parliament, Poland
Dariusz Stefaniuk - Mayor, Biala Podlaska City Council, Poland
27 APRIL
9:00–10:10 Thematic Block

From a Local to a Global Company – How to Build the Competitiveness Potential?

After conquering the local and national markets, the next step for a local company is to develop into foreign markets, but the process of acquiring them brings also some serious challenges. How can entrepreneurs extend the scale of their business without compromising the quality of the products or service? How can local governments support local companies in achieving this goal?

Presentation

JOINTISZA Project – Strengthening Cooperation between River Basin Management Planning and Flood Risk Prevention to Enhance the Status of Waters of the Tisza River Basin

Host:
Gyorgy Ratafai - International Relations Officer, Middle Tisza District Water Directorate, Hungary

Discussion Panel

From a Local to a Global Company – How to Build the Competitiveness Potential?

Moderator:
Dominik Wagner - Partner, TIGGES Rechtsanwaelte, Germany

Speakers:
Andrew Black - Managing Director, Digit Ltd., United Kingdom
Oleg Dubish - First Vice-President, Polish-Ukrainian Chamber of Commerce, Ukraine
Alain Galliano - Vice-President for International Relations and Attractivity, Urban Community of Lyon, France
Dusan Kulka - Managing Partner, Berman Group, Czech Republic
Mateusz Rykala - Vice-President, Katowice Special Economic Zone Co., Poland
Peter Wolfmeyer - Deputy President, Institute of Behavioural Economics Research, Germany

Participation in discussion:
John Shutt - Professor, Leeds Business School, United Kingdom
27 APRIL

10:20–11:30 Thematic Block

Can History Be a Tourism Product?

Can the historical heritage, of which the local people are proud, be an attraction for tourists? How can historical heritage be used for the development of tourism in a region? How to effectively promote historical places and landmark buildings to increase the interest of tourists?

Presentation

Does History Have a Future in Tourism?
How New Museums Enable Interactive Narrative Involving Tourists

Host:
Hubert Gonera - Owner, Landbrand, Nowe Muzeum, Poland

Discussion Panel

Can History Be a Tourism Product?

Moderator:
Maryana Oleskiv - Director, Center for Tourism Development of Lviv, Ukraine

Speakers:
Massimo Andreoli - President, Wavents Srl, Italy
Jozef Brynkus - Member, Parliament, Poland
Robert Choma - Mayor, City Hall in Przemysl, Poland
Marese Hoffmann - Spokesperson for the Partnership of the District Dachau with the District Oświęcimski, Dachau District Councillor, Germany
Elena Kucheryavaya - Vice-Director on International Cooperation, NGO Support Centre for Public Initiatives, Russia

27 APRIL

11:40–13:00 Thematic Block

Partner: Orange Polska

Improving the Energy Efficiency of Cities and Regions

Due to the constantly increasing cost of energy carriers, the question of energy efficiency in residential and public buildings grows important. The Energy Efficiency Directive (2010/31/EU), whereby from 2019 all public buildings in the EU should implement a reducing usage of thermal energy, challenges public authorities. What do European cities and regions undertake to improve energy efficiency and reduce energy poverty?

Presentation

Street Lighting - Where to Look and Find Savings

Host:
Maciej Kociecki - IoT, M2M, API Marketing Director, Orange Polska, Poland
Discussion Panel
Improving the Energy Efficiency of Cities and Regions

Moderator:
Jacek Szymczak - President of The Board, Economic Chamber of Polish Heat Engineering, Poland

Speakers:
Rébécca Aron - VP Energy & Smart City, Arteyys, Belgium
Mirosław Bielinski - CEO, Stilo Energy SA, Poland
Melville Kendal - Executive Member For Economic Development, Hampshire County Council, United Kingdom
Maciej Kociecki - IoT, M2M, API Marketing Director, Orange Polska, Poland
Waldemar Misko - Mayor, City Hall of Karlino, Poland
Dave Pearson - Director, Star Renewable Energy, United Kingdom

Participation in discussion:
Piotr Dragan - Mayor, Wisznice Commune Council, Poland

27 APRIL
14:00–15:10 Thematic Block

Local Magnetism - How to Promote Cities and Regions?

A coherent city’s or region’s promotion strategy makes for a strong and stable image. Territorial marketing, combined with the development of local competitive advantages and specific niche products, may attract tourists and investors like a magnet. How can this be achieved? What is a brand’s condition? What is the power of a city or a region’s brand?

One on One
Usual-Unusual: Paweł Skrzywanek

Special guest:
Paweł Skrzywanek - President of the Board, Spa Resort Szczawnino-Jedlina S.A., Poland

Host:
Krzysztof Gawkowski - Vice President, Democratic Left Alliance, Poland
Discussion Panel
Local Magnetism - How to Promote Cities and Regions?

Moderator:
Robert Stepowski - Editor-in-Chief, MarketingMiejsca.com.pl, Poland

Speakers:
Emmanuel Broccard - Professor, Institute of Tourism, University of Applied Sciences HES-SO, Switzerland
Leszek Dec - President of the Board, Suwalki Special Economic Zone, Poland
Marina Filonova - General Director, Belorussian Chamber of Commerce and Industry, Belarus
Mike Fitzpatrick - Head of School, Limerick School of Art and Design, Ireland
Nazar lavorskyi - Head of Center for Tourism Development, Ternopol Regional State Administration, Ukraine
Rafal Kulczycki - Director of the City Development Department, Krakow City Hall, Poland

27 April
15:20–16:30 Thematic Block

Punctually, Cheaply and Comfortably. The Development of Public Transport in the Region

Public transport is an important factor in the sustainable development of the region. Well-prepared land-use planning and integrated transport are measures aimed at improving public transport in both urban and medium-sized cities. Will the designation of zones with expensive parking places in the city centre and the use of financial incentives in the form of low-cost tickets and optimal urban transport route planning contribute to a steady increase in the use of public transport?

Stories of Success:
Tram Communication System in Olsztyn

Special guest:
Piotr Grzymowicz - Mayor, City Hall of Olsztyn, Poland

Host:
Jacek Pochlopien - Editor-in-Chief, Wprost Magazine, Poland
Discussion Panel
Punctually, Cheaply and Comfortably. The Development of Public Transport in the Region.

Moderator:
Adrian Furgalski - Vice-President of the Board / President, Transport Consultants Group TOR / Railway Business Forum, Poland

Speakers:
Jakub Farys - President, Polish Automotive Industry Association, Poland
Cezary Grabarczyk - Member, Parliament, Poland
Kazimierz Karolczak - President of the Board, The Upper Silesia and Zagłębie Metropolis, Poland
Janusz Kubicki - Mayor, Zielona Gora City Council, Poland
Shalva Ogbaidze - Member, Tbilisi City Municipal Assembly, Georgia
Radoslaw Wloszek - President, Krakow Airport, Poland

Participation in discussion:
Janusz Kucmin - President, SIRTS, Poland

27 APRIL
16:40 18:00 Thematic Block
Regional Development Agency Zasavje

Revolution or Evolution? Modern Industrial Cities

The phenomenon of industrial (r)evolution has changed the economic and social image of the world, but a bloom of modern technology led to the decline of an ‘old industry’. States have to find solutions for huge unemployment and abandoned (ex)industrial areas. Which are the measures that should be implemented? What kind of role can local/regional/national authorities play? What is the potential of modern industrial cities?

Presentation
Revitalization of industrial and degraded areas

Host:
Hamdija Efendic - Director, Department for Planning the Development of the Sarajevo Canton, Bosnia and Herzegovina
Damir Lukic - Assistant Director, Department for Planning the Development of the Sarajevo Canton, Bosnia and Herzegovina
Discussion Panel

Revolution or Evolution?
Modern Industrial Cities

Moderator:
Timo Hämäläinen - Author, Urban Finland Blog, Finland

Speakers:
Damian Bartyla - Mayor, City Hall of Bytom, Poland
Anna Hetman - Mayor, City Hall in Jastrzebie-Zdroj, Poland
Jernej Pangersic - CEO, Katapult, Slovenia
Anna Hetman - Mayor, City Hall in Jastrzebie-Zdroj, Poland
Alexandra Pivkova - Mayor, City of Lucenec, Slovakia
Viacheslav Seliverstov - Deputy Director, Institute of Economics, Siberian Branch of the RAS, Russia

Local Government as an Investor

Investing is one of the most important tasks of every business entity. Public expenditures on investments also constitute increasingly larger positions in the budgets of districts, counties and voivodeships. Roads, schools, healthcare units or more innovative investments? On which of them do Polish local authorities spend the most? What has changed in the policy of the Polish local authorities since the introduction of the local government reform? What does it look like in other European countries?

Stories of Success

The Guido Mine

Special guest:
Malgorzata Manka-Szulik - Mayor, Zabrze City Council, Poland

Host:
Jacek Pochlopien - Editor-in-Chief, Wprost Magazine, Poland

Discussion Panel

Local Government as an Investor

Moderator:
Beata Superson-Polowiec - Partner/Legal Counsel, Polowiec i Wspólnicy Law Firm, Poland

Speakers:
Grzegorz Nowaczewski - CEO, Virtual Power Plant Sp. z o.o., Poland
Paweł Poncyljusz - Advisor of the Board, WB Electronics, Poland
Bogdan Rzonca - Member of Parliament, Chairman of the Infrastructure Committee, Poland
Roman Szelemej - Mayor, Wałbrzych City Council, Poland
Urban users - What knowledge do they need to have city managers to effectively meet the needs of their residents?

What are the information needs of cities and municipalities? How can new technologies respond to them? What can and how effective can they reduce the cost of urban infrastructure? The panel will present a solution based on the use of mobile telephony. We will also learn about preliminary results of the residents’ mobility analysis for the Capital City.

Presentation

Analysis of residents’ mobility based on statistical data from the mobile operator’s network

Host:
Maciej Kociecki - IoT, M2M, API Marketing Director, Orange Polska, Poland

Discussion Panel

Urban users - What knowledge do they need to have city managers to effectively meet the needs of their residents?

Moderator:
Wojciech Wroblewski - CEO, Focus Consulting Group, Poland

Speakers:
Tomasz Fijołek - Deputy Director of the Office, The Union of Polish Metropolises, Poland
Maciej Kociecki - IoT, M2M, API Marketing Director, Orange Polska, Poland
Marcin Wojdat - Secretary of the Capital City of Warsaw, City of Warsaw, Poland
26 APRIL
12:50–13:50 Discussion Panel
Partner: Institute for Culture and Arts of Seville

The Influence of Culture on Local Development

Culture is an important factor that have an impact on both social and economic development. Cultural events stimulate the development of tourism, attract investors and at the same time make the region more attractive. What can self-governments do to promote the regional events? In what other ways can local authorities support the local cultural sector?

Moderator:
Kieran McCarthy - Councillor, Cork City Council, Ireland

Speakers:
Tarja Hautamaki - Cultural Director, Regional Council of Ostrobothnia, Finland
Maksym Cherkashyn - Organizer, Faine Misto, Ukraine
Igor Kulin - Expert, The Foundation for Socio-Economic and Political Studies "Regional Strategy", Russia
Jaroslav Narkevic - Member, Committee on Education and Science, Seimas, Lithuania
Juan Villafruela Zuniga - Officer for Cultural Cooperation, Institute for Culture and Arts of Seville, Spain

Participation in discussion:
Tomasz Kuklołowicz - Head of the Research and Analysis Department, National Centre for Culture, Poland
Krzysztof Markiel - Director, Culture and National Heritage Department, Malopolska Region Marshal’s Office, Poland

26 APRIL
16:00–17:10 Thematic Block

Water Management Anew

Rational use of water resources by both inhabitants and industry is necessary to meet the needs of the economy, especially as urban populations are set to increase in the coming years. In order to meet these challenges, the legislature has introduced a number of new solutions, which are often a matter of concern for local governments. Are these concerns justified?

Presentation
Green Infrastructure for Sustainable Water Management

Host:
Jasna Matulic - Director for Integrated Development Programs, 3E Projekt, Croatia

Discussion Panel
Water Management Anew

Moderator:
Tadeusz Arkit - President of the Board, Regional Water Supply and Sewrage Company in Chrzanów, Poland

Speakers:
Marcin Jamrozik - Legal Counsel, Partner, Polowiec i Wspólnicy Law Firm, Poland
Jan Krejcik - Regional Director, DHI a.s., Czech Republic
Aleksandra Malarz - Deputy Director, Regional Board for Water Management in Krakow, Poland
Rafał Mathiak - Mayor, Klembów Commune Council, Poland
Marek Sowa - Member, Parliament, Poland
Tomasz Szczerba - Mayor, Wojkowice City Council, Poland
Modern IT Systems in Healthcare. What Role of Local Governments in Supporting Technological Transformation in Health?

The implementation of a comprehensive project of computerization in healthcare may face barriers: financial, technical, organizational, social, psychological, as well as legal in nature. Therefore, it is important to properly cooperate with the Ministry of Health with local government units and service providers in the coordination of the process of computerization of healthcare units. At the same time is very important what is the system and equipment? Is it reliable? Does it allow you to implement processes at the appropriate level in accordance with patients’ expectations and high treatment standards set in general regulations?

Presentation

Start up: RemmedVR

Host:
Maciej Szurek - CMO, RemmedVR, Poland
The Role of Intelligent Specialisations in a Region’s Economic Development

In the current EU financial perspective, one of the promoted principles of regional development is smart specialisation. It means conducting a regional development policy that uses the results of research and development that are selectively supported (not only financially, but also organisationally and institutionally) in order to increase the innovation potential of the regional economy. Does this approach work well? Do smart specialisations have a real impact on the economic development of the region?

Stories of Success: Ciechanow

Guest: Krzysztof Kosinski - Mayor, Ciechanow City Council, Poland

Host: Krzysztof Gawkowski - Vice President, Democratic Left Alliance, Poland

Discussion Panel
The Role of Intelligent Specialisations in a Region’s Economic Development

Moderator:
Ewa Draus - Chairman of the Committee on Regional Development, Podkarpackie Voivodeship Council, Poland

Speakers:
Gustaw Marek Brzezin - Marshal, Warminsko-Mazurskie Region’s Marshal’s Office, Poland
Katarina Hazuchova - Independent Environmental Analyst, GPoT, SIOV, Slovakia
Jan Kazior - Rector, Cracow University of Technology, Poland
Gunther Maier - Professor, Vienna University of Economics and Business Administration, Austria
Wojciech Piech - Deputy Mayor, Municipality of Nowy Sacz, Poland
Grzegorz Smoliński - President of the Board, Warmia and Mazury Special Economic Zone, Poland

Participation in discussion:
Irina Degtiareva - Vice-Rector for International Work, Institute of World’s Civilizations, Russia

21:50–22:30 Accompanying Event
Reading by Boguslaw Chrabota
- Editor-in-Chief of “Rzeczpospolita”

‘Pig with the face of Stalin’ by Boguslaw Chrabota is a report, an essay and a short story in one. Nevertheless, it’s still the same story and the same heroes. And in the background the iron wheels of history crushing human life and fate. Stalinist purge, escape from burning Belarus, forced labour in Nazi Prussia, finally the death of a great city, which was Königsberg, and the birth of a new life. Hard and merciless prose.
27 APRIL

9:00–10:10  Thematic Block
Partner: European Institute of Romania

Creative Industry in Regions: How to Inspire Development?

The creative industries are innovation led, knowledge intensive and highly exportable. They already make a larger contribution to GDP than a number of traditional industry groups. Creative industries need supportive legal frameworks that protect the rights and interests of creators. How to support creative industry on local and regional levels? Can local governments become nurseries of creative industry?

Presentation

Malaga - the Creative City

Host:
Julio Andrade - Technical Director for Relations with International Organizations, City Hall of Malaga, Spain

Presentation

World Experience Festival: the creative, unconventional soft power of cultural diplomacy

Host:
Andreea Danescu - President, ESCU Association, Romania

Discussion Panel

Creative Industry in Regions: How to Inspire Development?

Moderator:
Gabriela Dragan - General Director, European Institute of Romania, Romania

Speakers:
Niclas Fjellstrom - European Coordinator, Regional Culinary Heritage Europe Countries, Sweden
Martha Mary Friel - Assistant Professor, International University of Languages and Media IULM, Italy
Cezar Grozavu - Executive Director, Regional Office for Cross Border Cooperation Romania-Ukraine, Romania
Katja Hermes - Global Head of Projects, Sound Diplomacy, Germany
Paulo Longo dos Santos - Head of Culture Service, Municipality of Idanha-a-Nova, Portugal
Iryna Prokofyeva - Director, Culture&Creativity EU-Eastern Partnership Programme, Ukraine
27 APRIL
10:20–11:30
Thematic Block

The Role of Startups in Building Innovative Regions?

What role do startups play in creating and implementing innovative services for local governments and do they find interest in city and regional authorities for their offer? Can local governments and startups be a harmonious duo given that startups are characterised by flexibility, their services are relatively cheap, less limited by public procurement law, and cities are very good partners when it comes to reliability and timeliness of payments?

Presentation

Digital Citizen Engagement for Local Governments, Especially Through the Lens of Special Development Processes.

Host:
Timo Hämäläinen - Author, Urban Finland Blog, Finland

Discussion Panel

The Role of Startups in Building Innovative Regions?

Special guest:
Adam Hamryszczak - Undersecretary of State, Ministry of Investment and Economic Development, Poland

Moderator:
Rafal Solecki - Managing Director, Malopolskie Centre of Entrepreneurship, Poland

Speakers:
Uriel Bertran - Professor, University of Barcelona, Spain
Wojciech Przybylski - President of the Board, Krakow Technology Park, Poland
Pawel Pudlowski - Member, Chairman of the Digitalisation, Innovation and New Technologies Committee, Parliament, Poland
Wiktor Warchalowski - CEO, Airly Sp. z o.o., Poland
27 APRIL
11:40–13:00  Thematic Block

Future Metropolises – How to Create Smart Agglomerations?

Improving life quality in large urban centres at the same time as reducing its costs is a challenge that many leaders will soon have to face. A skillful use of smart economy is one of the key elements of building smart urban agglomerations. What to invest in and what is particularly important when building an ideal agglomeration of the future?

Talking Economy

Speakers:

Olgierd Geblewicz - Marshal, The Marshal’s Office of the Westpomeranian, Region, Poland

Host:

Marcin Swiecicki - Member, Parliament, Poland

Stories of Success:

Iasi

Special guest:

Mihai Chirica - Mayor, Iasi Town Hall, Romania

Discussion Panel
Future Metropolises – How to Create Smart Agglomerations?

Moderator:

Sebastian Grabowski - Director IoT and Advanced Technologies, Orange Polska, Poland

Speakers:

Maciej Bluj - Deputy Mayor, Wroclaw City Council, Poland
Piotr Holubowicz - CEO, SEEDIA sp. z o.o., Poland
Tadeusz Krzakowski - Mayor, Legnica City Council, Poland
Pavel Vokac - Partner, Strategy, CITYTHINKING SL Sevilla, Spain/Czech Republic

Participation in discussion:

Małgorzata Bonikowska - President, THINKTANK, Poland
27 APRIL

A challenge for the local government. How to improve management of local sport facilities through new technologies and innovations?

Facilities for recreational sports are among the most welcome local investments by residents. Their possession help local governments to promote active and healthy lifestyle and create the positive image of the city. However, they are a serious organizational and financial challenge at the same time. Is it possible to improve their management and reduce costs through new technologies and innovations? Experts and practitioners will look for answers, focusing on indoor swimming pools and multifunctional halls.

Moderator:
Krzysztof Gawkowski - Vice President, Democratic Left Alliance, Poland

Speakers:
Magdalena Dabrowska - Vice-Chairman, PSPN, Poland
Piotr Gąszcz - Manager, ICSiR/Virtual Power Plant, Poland
Tomasz Matuszewski - Manager, MOSiR Sanok, Poland
Grzegorz Nowaczewski - CEO, Virtual Power Plant Sp. z o.o., Poland
Marcin Piaskowski - Chairman of the Board, Fitnet Sp. z o. o., Poland
Tomasz Trela - First Deputy Mayor of the City of Łódź, Łódź City Council, Poland

27 APRIL

How Will the Changes to the Electoral Law Affect the Results of Local Elections?

The amendment of the act on electoral code and the act on municipal self-government adopted by the Sejm of the Republic of Poland is a huge revolution in the electoral process. Elimination of single-member constituencies in municipalities, two-sided tenure of mayors, extension of local government for up to 5 years, cameras and type of ballot box in polling stations, broad interpretation of the validity of ballots and personal changes of electoral commissioners are some of the most important solutions, which will enter into force as of the next local government elections in 2018. Will these changes affect the results of local elections? The leaders of leading political parties and local government officials are looking for answers to these questions.

Stories of Success:
Władysław Ortyl

Special guest:
Władysław Ortyl - Marshal, Podkarpackie Region's Marshal's Office, Poland

Host:
Boguslaw Chrabota - Editor-in-Chief, Rzeczpospolita, Poland
Discussion Panel

How Will the Changes to the Electoral Law Affect the Results of Local Elections?

Moderator:
Marcin Podałek - Advisor Deputy Speaker of the Sejm, Chancellery of the Sejm of the Republic of Poland, Poland

Speakers:
Marta Bejnar-Bejnarowicz - Vice President, Union of Associations “Congress of Urban Movements”, Poland
Mateusz Klinowski - Mayor, Municipal Office in Wadowice, Poland
Marek Sowa - Member, Parliament, Poland
Jakub Stefaniak - Spokesman, Polish People’s Party, Poland

27 APRIL
16:40–18:00 Thematic Block

Partner: Regional Development Agency Vest

The Electromobility Revolution in Cities. Experience Gained, Good Practices and Plans for the Future

A rapidly growing number of cities are planning to join in the current electromobility revolution by building their own fleets of electric vehicles: both buses and public utility multi-purpose vehicles. Many local governments already use electric buses and can share their own insights in this area. Will electromobility significantly change the architecture of public transportation at the level of urban agglomerations? The environmental benefits associated with the reduction of air and noise pollution in the case of electric vehicles are well known. And what about reliability, costs, maintenance? Is investing in electric vehicles a good deal for the local government today?

Presentation

Startup: Skriware

Host:
Karol Gornowicz - CEO, Skriware, Poland

Stories of Success

Special guest:
Ioan Popa - Mayor, Municipality of Resita, Romania
Discussion Panel
The Electromobility Revolution in Cities. Experience Gained, Good Practices and Plans for the Future

Moderator:
Sorin Maxim - General Director, Regional Development Agency
Vest, Romania

Speakers:
Wojciech Arszewski - President, Polish Express Association, Poland
Alexander Korkin - Deputy Chairman of the Public Advisory Council, Parliament of Kaliningrad Region, Russia
Adam Rucinski - Mayor, Sroda Slaska City Council, Poland
Maciej Wojenski - Vice-President, Ekoenergetyka-Polska Ltd., Poland

26 APRIL
10:00–10:25 Special Event

Seven solutions for building better life quality in our cities

All over the world cities are trying to create the best living conditions for their residents. They change communication systems, they care much better about urban planning, education, health and high quality of services for residents. They open to dialogue, looking for the best technological solutions, reach for new social ideas. Rafał Trzaskowski (PO) and Paweł Rabiej (Nowoczesna) will show seven trends that change the face of cities in the world and in Poland: the larger ones, the smaller ones.

Special guests:
Pawel Rabiej - Chairman of Strategic Council, Nowoczesna Political Party, Poland
Rafal Trzaskowski - Member, Parliament, Poland
Polish People’s Party (PSL): Programme for Local Governments

The Local Government Republic is a proposal of an evolutionary system change in Poland. Its main assumption is to put as much power as possible into the hands of citizens. The inhabitants of small homelands know best on what public money should be spent in their towns. That is why we propose a number of solutions that will bring the authority closer to citizens, starting with the extension of the village leader authority, to transforming the Senate into a Local Government House.

Moderator:
Władysław Kosiniak-Kamysz - President, Polish People’s Party, Poland

Speakers:
Krzysztof Kosinski - Mayor, Ciechanow City Council, Poland
Adrian Zalesny - Mayor Poreby Spykowskiej, City of Brzesko, Poland
Jolanta Zieba-Gzik - Member of the Board, Marshal’s Office of the Lodzkie Region, Poland

A Leftist Idea for the Local Government

Moderator:
Krzysztof Gawkowski - Vice President, Democratic Left Alliance, Poland

Speakers:
Rafał Kukla - Mayor, Gorlice City Council, Poland
Beata Moskal-Slaniewska - Mayor, Swidnica City Council, Poland
Tomasz Trela - First Deputy Mayor of the City of Łódź, Łódź City Council, Poland
### 26 April

#### Discussion Panel

#### Kukiz’15: Local Governments Open to the Citizens

Social project “Local governments with Kukiz” – principles of recruitment and collaboration for active citizens, who want to implement effective social and economic projects.

**Moderator:**

Program proposals of the Kukiz’15 social movement for local governments:

- Referendum Day;
- Abolishment of counties;
- Single-member constituencies at every level of the local government;
- Decentralization of public financing for local governments;
- Local currency;
- Communal banks and public procurement law as a tool to stimulate local entrepreneurship.

**Moderator:**

**Andrzej Maciejewski** - Member, Chairman of the Commission for the Territorial Self Government and Regional Policy, Parliament, Poland

**Speakers:**

- **Tomasz Jaskola** - Member, Parliament, Poland
- **Jacek Klycinski** - Member, The Association for the New Constitution Kukiz’15, Poland
- **Lidia Piestrzynska** - Owner, Tax Advisor, Consulting Office PROFIT
- **Agnieszka Scigaj** - Member, Parliament, Poland

#### Civic Platform: ‘Poland Without Smog’ - Proposals for Systemic Solutions

Poland has the worst air quality in Europe. Smog has a negative impact on the quality of life and health of Poles. The systemic solution to this problem is a response to the expectations of many residents of our cities and towns. The Civic Platform, within the framework of the programme ‘Local Government Poland’, presents a comprehensive proposal of dealing with this harmful phenomenon in the coming years.

**Special guest:**

**Grzegorz Schetyna** - Chairman, Civic Platform, Poland

**Moderator:**

**Jacek Protas** - Member, Parliament, Poland

**Speakers:**

- **Arkadiusz Checinski** - Mayor, City Hall in Sosnowiec, Poland
- **Jacek Krupa** - Marshal, Malopolska Region Marshal’s Office, Poland
- **Gabriela Lenartowicz** - Member, Parliament, Poland
- **Monika Rosa** - Member, Parliament, Poland
26 APRIL

17:20–18:30 Discussion Panel

Modern Local Government

The reform of the Polish local government is undoubtedly one of the best ones after 1989. The local government forms the basis for the development of Poland. It’s been 20 years now since the completion of the local government reform that introduced the counties (poviats) and voivodships. It was a continuation of the local government reform of 1990 by which the idea of local government has found its fulfilment in Poland.

Special guest:
Katarzyna Lubnauer - Chairman, Nowoczesna Political Party, Poland

Moderator:
Marek Sowa - Member, Parliament, Poland

Speakers:
Agata Dambska - Expert, Od-Nowa Forum, Poland
Grzegorz Filipek - Chairman of the Małopolska Region Board, Nowoczesna Political Party, Poland
Michal Jaros - Member, Parliament, Poland
Ewa Lieder - Member, Parliament, Poland
Mirosław Pampuch - Member, Parliament, Poland
Jacek Protas - Member, Parliament, Poland

26 APRIL

18:40–19:10 Discussion Panel

How to Win Local Elections?

Each subsequent election shows a steady development of political marketing. Does the political marketing, conducted at regional level, differ from the promotion and advertising activities of candidates applying for national or local government elections at local level?

Moderator:
Grzegorz Napieralski - Senator, Senate, Poland

Speakers:
Jaroslaw Flis - Lecturer, Jagiellonian University, Poland
Kazimierz Kik - Professor, Jan Kochanowski University in Kielce, Poland
Energy Independence - Utilisation of Waste

Waste management is one of the elements that help build Poland’s energy independence. The use of waste in terms of energy is in Poland at the initial stage, the use of this potential is one of the civilization challenges for our country. The effective collection and effective waste segregation have fundamental importance for this area. Proper use of materials and raw materials recovered from waste would allow significant energy savings. Energy use of waste is primarily a task for local governments, but central government support is necessary.

Moderator:
Marcin Piasecki - Managing Editor, Rzeczpospolita, Poland

Speakers:
Szymon Piotr Dziak-Czekan - President, Polish Recycling Association, Poland
Slawomir Mazurek - Undersecretary of State, Ministry of Environment, Poland
Jaroslaw Rolinski - Director of the Department of Earth Protection, National Fund for Environmental Protection and Water Management, Poland
Andrzej Sobolak - President, Biorecycling Association, Poland
Karol Wojcik - Chairman of the Programme Council, The Union of the Employers of the Waste Management, Poland

Water Circulation in Cities

Tap water is used by all residents: children, adult seniors, in the morning, during the day and at night. Its quality and proper hydration of the body affect our well-being and health. Water quality is the quality of life. Why do not cities use the strength of such an argument? In recent years, the quality of tap water in most Polish cities has improved. Do the inhabitants know about it? How does this factor affect the perception of the quality of life in the city? Pro-health change in people habits is a fact. So why are people afraid to drink tap water?

Presentation

How to effectively and quickly change the perception of tap water quality and the quality of life in the city?

Host:
Jacek Sadowski - President, DomoVita, Poland

Discussion Panel

Moderator:
Tadeusz Arkit - President of the Board, Regional Water Supply and Sewrage Company in Chrzanów, Poland

Speakers:
Piotr Chruszczyk - Head of the Public Procurement and Customer Service Department, Otwockie Przedsiebiorstwo Wodociagow i Kanalizacji, Poland
Jacek Sadowski - President, DomoVita, Poland
Piotr Stefanski - Vice-President, Otwock City Council, Poland
Tomasz Szczerska - Mayor, Wojkowice City Council, Poland
27 APRIL
14:00–15:10  Discussion Panel

Digital Hospital of the Future

There are several problems in Polish healthcare. The most important are definitely: the access barrier which defines access to a range of healthcare services and appears at the level of hospital care and outpatient care, lack of uniform standards or the standards not being required in terms of diagnostic and therapeutic procedures, effects monitoring - unsuccessful monitoring of medical intervention leading to unreliable results or no results at all, broken evaluation system which includes pricing of services and procedures/solutions provided, in-hospital infections ,ineffective prevetion of financial outlays, mainly of remedial medicine. Insufficient financial outlays are consistently appearing as one of the main issues, as well as negative changes we can observe in the area of personnel security. We are talking about staff shortages among both doctors and nurses. What is also significant, the lack of an institution responsible for shaping long-term health policies and maintaining them.

Presentation

Coordinated Health Care.
Studies for Managers.

Host:
Anna Szczerbak - Vice-President, Polish Association of Managed Care, Poland

Discussion Panel

Digital Hospital of the Future

Moderator:
Mieczysław Pasowicz - Director, Innovative Medical Institute, Poland

Speakers:
Elzbieta Fryzlewicz-Chrapinska - Director, National Health Fund, Branch in Malopolskie Voivodeship, Poland
Mateusz Kierepka - Chief Executive Officer, MedApp S.A., Poland
dr Iwona Mazur - Director, Dzienny Osrodek Psychiatrii i Zaburzeń Mowy dla Dzieci i Młodzieży

27 APRIL
16:40–18:00  Thematic Block

Local Government Programmes of Parties

16:40–17:05  Discussion Panel

The Agreement Party - Agreement for Local Governments

The Senate representing the local government - candidates for senators must gather the support of the local authorities in the district, strengthen the supervisory role of the Voivode while increasing the competence of the Regional self-government, strengthen the structural cities and municipalities located around the cities by combining functional parts of the so-called “bagel communes” and other municipalities through high financial incentives to connect to larger units, combining municipalities with so-called “bagel county” to neighbouring county.

Moderator:
Adam Banaszak - Deputy Chairman of the Council, Kujawsko-Pomorskie Region’s Marshal’s Office, Poland

Speakers:
Mariusz Kekus - Councillor, Krakow City Council, Poland
Stanislaw Kruczek - Member of the Board, Podkarpackie Region’s Marshal’s Office, Poland
Grzegorz Sapinski - Mayor, Kalisz City Council, Poland
Union of European Democrats: Local Governments as an Antidote to Centralisation of Power

European Democrats Union position on power transfer from national to local government. EDU proposal on new role of regional governments in Poland. EDU position on local and regional governments financial framework. EDU position on actual number and size of counties and regions in Poland. EDU proposal on new legal and financial framework of metropolitan areas in Poland.

Moderator:
Janusz Onyszkiewicz - Political Council Chairman, Union of European Democrats, Poland

Speakers:
Elzbieta Binczycka - Chairwoman, Union of European Democrats, Poland
Jacek Protasiewicz - Member, Parliament, Poland
Leszek Trzaski - Deputy Director, Silesian Botanical Garden, Poland

Liberty Party: Local Government

1. Local government is nearer to the people; therefore for the councilmen it is more difficult to steal the money from the people, than for the MEPs
2. The greatest bulk of money should rest in the pockets of the people, less in the councils, in the Treasury only the money necessary for the army, police and small administration
3. The Government should take care not to let the councils rob the people or limit their freedoms
4. The taxes should be collected by the commons, only a part of it should go higher
5. In the local governments the provisions of the 18th century 3rd May Constitution should be implemented: only the proprietors should vote!

Moderator:
Janusz Korwin-Mikke - President, Liberty Party, Poland

Speakers:
Konrad Berkowicz - Vice-President, Liberty Party, Poland
Slawomir Mentzen - Vice-President, Liberty Party, Poland
The Agreement Party - Agreement for Local Governments
26 APRIL  
10:30–11:30  Thematic Block

Revitalisation of Degraded Areas

The revitalisation of cities and post-industrial areas is an important part of local development and thus of sustainable development. How are local governments taking action to bring the revitalisation area out of crisis and create conditions for sustainable development? Are they comprehensive and integrated, in line with current EU policies? Do they make a significant contribution to improving the living conditions of the inhabitants?

Presentation

Oświęcim Meeting Space

Host:
Janusz Chwierut - Mayor, City Council in Oswiecim, Poland

Discussion Panel

Revitalisation of Degraded Areas

Moderator:
Stanisław Sorys - Vice Marshal, Malopolska Region Marshal's Office, Poland

Speakers:
Tomasz Andrukiewicz - Mayor, Elk City Council, Poland
Bruno Barroca - Professor, Urban Engineering Department, Université Paris-Est Marne-la-Vallée, France
Arkadiusz Checinski - Mayor, City Hall in Sosnowiec, Poland
Oana Tiganea - Project Manager, Architect, Anina, Mina of Ideas, Romania

Commentator:
Janusz Chwierut - Mayor, City Council in Oswiecim, Poland

26 APRIL  
11:40–12:40  Thematic Block

Social Economy – Searching for the Best Solutions

The key principle of the social economy is acting for people and local societies, not maximising profits. The social mission is important, not just the economic goal. Is this a good way to combat social exclusion? Is it possible to improve professional activity, especially in regions at risk of poverty, if we invest in people? What kind of benefits, link to social economy programmes, people needing help and helpers need? What role do foundations and non-governmental organisations play in such programmes?

Speech

The Reform One Year On - What Next?

Special guest:
Anna Zalewska - Minister, Ministry of National Education, Poland
Discussion Panel
Social Economy
– Searching for the Best Solutions

Moderator:
Agnieszka Scigaj - Member, Parliament, Poland

Speakers:
Tadeusz Kudłacz - Professor, Cracow University of Economics, Poland
Krzysztof Michalkiewicz - Secretary of State, Ministry of Family, Labour and Social Policy, Poland
Giovanni Nicola Pes - Deputy Secretary-General, Italian National Public Agency for Microcredit, Italy
Irina Petelyaeva - Member of the Parliamentary Assembly, Administration of the Republic of Karelia, Russia
Wojciech Sadlon - Director, Institute for Catholic Church Statistics, Poland

Participation in discussion:
Magdalena Olejarz - Director of the European Union and International Cooperation Department, Public Procurement Office, Poland
Jacek Stryczek - President, WIOSNA Association, Poland
Wioletta Wilimska - Director, Regional Centre for Social Policy in Krakow, Poland

26 APRIL
12:50–13:50 Thematic Block
Partner: National Centre for Culture

How to Activate Personal and Social Potential at Local Level Through Culture?

As a result of decentralisation, a considerable part of the competences in the area of culture was handed over to local governments. This is confirmed by statistics concerning both the amount of public resources allocated to culture and the number of cultural institutions for which local government units are organisers. Culture may contribute to local development not only in large cities, but also smaller towns. The point of departure for discussion will be the presentation of the initial findings of the study on the influence of culture on personal and social potential conducted in the years 2016-2017 in eight communes located near large urban centres. Next, representatives of various environments (local authorities, cultural institutions, non-governmental organisations) will look for answers to the question of how best to use the potential of culture in the lives of local communities.

Presentation
How to Support the Cultural Development of the Peripheries?

Partner: Center of European Projects

Host:
Rafal Wisniewski - Director, National Centre for Culture, Poland
Discussion Panel
How to Activate Personal and Social Potential at Local Level Through Culture?

Moderator:
Rafal Wisniewski - Director, National Centre for Culture, Poland

Speakers:
Teresa Jankowska - Vice-President, CAL Association, Poland
Pawel Kaminski - Director, Center of Culture Sport and Recreation in Wisznia Mała, Poland
Agata Lisowicz-Wala - Director, Communal Centre of Culture in Suszec, Poland
Anna Milczanowska - Member, Parliament, Poland

26 APRIL
16:00–17:10 Thematic Block

Euroregions as a Method for the Improvement of Interregional Cooperation

Development of cross-border cooperation is one of the biggest priorities of regional policy in Europe. Joint ventures of interconnected regions are helping to achieve social, cultural and economic goals, promoting the development and exchange of information. But the lack of development strategy and insufficiently developed economic cooperation may become obstacles to the effective development of Euroregions. How can Euroregions become a more effective tool for interregional cooperation in Europe?

Interreg Programmes – Open Calls for Proposals

Presentation

Interreg Programmes – Open Calls for Proposals

Host:
Andrzej Slodki - Head of Department of Information on European Fund, Center of European Projects, Poland

Presentation

Cross-border Governance: The Role of the Municipalities in the European Region Tyrol-South Tyrol-Trentino

Host:
Ingrid Kofler - Senior Research Fellow, European Academy Bolzano, Italy
Discussion Panel

Euroregions as a Method for the Improvement of Interregional Cooperation

Moderator:
Serhii Tatusiak - Chairman, Euroregion “Dnister”, Ukraine

Speakers:
Ella Bohlin - Member of the Chamber of Regions, Congress of Local and Regional Authorities, Council of Europe, Sweden
Jose Maria Cunha Costa - President, Municipal Council Viana do Castelo, Portugal
Jens Gabbe - Chairman of the Advisory Committee, Association of European Border Regions (AEBR), Germany
Oleksandr Hanushchyn - Chairman, Lviv Regional Council, Ukraine
Jozef Jodlowski - District Governor, Rzeszow District Council, Poland
Bogusław Waksmundzki - Chairman of the Council, Związek Euroregion Tatry, Poland

26 APRIL
17:20–18:30 Thematic Block

Civil Society as a Pillar of Regional Development

Local government systems in Poland and many European countries are based on grassroots initiatives. Many of the most important decisions in the development of cities and villages are undertaken as a result of public consultations, or proposals long raised by inhabitants. How to protect this successful model? What instruments should be provided for members of local communities in order for them to communicate their needs more effectively to the authorities?

One on One

Family is Power. How Can we Effectively Support It?

The family, which develops the child’s ability and skills in terms of social functioning, plays an important role in the process of creating social capital. How can we effectively support it at a time of demographic decline in Europe? What role do the government’s social programmes play in family development?

Special guest:
Andrzej Augustynski - President, SIEMACHA Association, Poland

Host:
Zygmunt Berdychowski - Chairman of the Economic Forum Programme Council, Institute for Eastern Studies, Poland
Discussion Panel
Civil Society as a Pillar of Regional Development

Special guest:
Adam Bodnar - Ombudsman, Poland

Moderator:
Boguslaw Chrabota - Editor-in-Chief, Rzeczpospolita, Poland

Speakers:
Volodymyr Bryhilevych - Director, Centre for Local Government Studies, Ukraine
Simion Cretu - General Director, Regional Development Agency - Center, Romania
Nick Ellison - Professor of Social Policy, University of York, United Kingdom
Stanislaw Folwarczny - Deputy Governor, Moravian-Silesian Region, Czech Republic
Dominik Jaskowiec - Deputy Chairman, Krakow City Council, Poland

Participation in discussion:
Elena Orlova - Deputy Chairman, Kaliningrad Regional Association of Trade Unions, Russia

26 APRIL
18:40–20:00
Thematic Block
Local Government for Well-being of the Seniors. Best Practices

Population ageing is an issue in many developed countries. The growing number of people aged “50+” forces local governments to undertake new activities, focused on this age group. The panel will be an opportunity to present the initiative and good practices of creating regional and local politics for seniors. Representatives of local and central governments, as well as regional socio-political centres and representatives of senorial communities will take part in the discussion.

Silver Economy - Development of Services for Seniors

Moderator:
Tomasz Latocha - Vice-President of the Board, Malopolska Regional Development Agency, Poland

Speakers:
Marcin Zawadzki - Chairman of the Board, Senior Apartments Ltd., Poland
Sergey Kuleshov - Dean of the Faculty of Management and Economics, Institute of World Civilisation, Russia
Michael Lee - Consultant Urban Economist, United Kingdom
Grzegorz Lot - Vice-President of the Management Board for Mass Market Sales, Tauron Sprzedaż Sp. z o.o., Poland
Justyna Porzucek - Key and Corporate Accounts Specialized Sales Director, Orange Polska, Poland
Discussion Panel
Local Government for Well-being of the Seniors

Moderator:
Wiesława Borczyk - President of the Board, Polish Association of Universities of the Third Age, Poland

Speakers:
Renate Heinisch - Member of the Presidium, German National Association of Senior Citizens’ Organisations (BAGSO), Germany
Władysław Kosiniak-Kamysz - President, Polish People’s Party, Poland
Józef Lassota - Member, Parliament, Poland
Grzegorz Sapinski - Mayor, Kalisz City Council, Poland

Participation in discussion:

27 APRIL
9:00–10:10
Thematic Block

Women with Passion - a Recipe for Success

Recently in Poland, the percentage of women in the highest managerial positions has already reached around 40 percent. During the panel, we want to show that linking work and family life is possible, especially when passion is involved. Are women, due to their strongly developed soft skills, more predestined to be successful?

Stories of Success:
Elżbieta Polak

Special guest:
Elżbieta Anna Polak - Marshal, Lubuskie Voivodeship Council, Poland

Host:
Dorota Babiak-Kowalska - Deputy Editor-in-Chief, Municipium, Poland

Discussion Panel
Women with Passion - a Recipe for Success

Moderator:
Anna Czech - Director, St. Lucas Hospital in Tarnów, Poland

Speakers:
Kamila Gasiuk-Pihowicz - Member, Chairwoman of Nowoczesna Parliamentary Club, Parliament, Poland
Beata Klimek - Mayor, City Hall in Ostrow Wielkopolski, Poland
Tatiana Malakhova - General Director, Group of Companies Regional Development, Russia
Elżbieta Anna Polak - Marshal, Lubuskie Voivodeship Council, Poland
Urszula Nowogorska - President, Regional Assembly of Lesser Poland Voivodeship, Poland
Hanna Zdanowska - Mayor, Lodz City Council, Poland
27 APRIL

10:20–11:30 Thematic Block

Stories of Success: Kedzierzyn-Kozle

Special guest:
Sabina Nowosielska - Mayor, Kedzierzyn-Kozle City Council, Poland

Host:
Piotr Tokarski - Institute for Eastern Studies

Discussion Panel
Sport in Local Communities
- Development & Support Measures

Special guest:

Moderator:
Radoslaw Jecek - Mayor, Karpacz City Council, Poland

Speakers:
Wieslaw Krajewski - Member, Parliament, Poland
Katarzyna Krol - Deputy Mayor, Krakow City Hall, Poland
Sabina Nowosielska - Mayor, Kedzierzyn-Kozle City Council, Poland
Jakub Opara - Chief Executive Officer, PL.2012+ Sp. z o.o., Poland

27 APRIL

11:40–13:00 Thematic Block

Healthcare System in Local Governments - In Search of Effectiveness

A healthcare reform and a new organisation of public administration lead to the growth of responsibility, whilst limiting the local governments’ freedom of action. Additionally, the local governments face the challenges resulting from the three big social processes: ageing of the population, development of the human capital, as well as inversion of the trend and birth rate growth. How to effectively favour the improvement of the inhabitants wellbeing and how are the expectations towards the local government healthcare policy going to change in the coming years? – these are the crucial questions of the debate.

Presentation
Start up: FindAir

Host:
Tomasz Mikosz - Business Head, Co-Founder, FindAir, Poland

Discussion Panel
Healthcare System in Local Governments
- In Search of Effectiveness

Moderator:
Marcin Piatecki - Managing Editor, Rzeczpospolita, Poland

Speakers:
Bartlomiej Chmielowiecz - The Commissioner for Patients’ Rights, Bureau of the Commissioner for Patients’ Rights, Poland
Andrzej Jacyna - Acting President of the Board, Narodowy Fundusz Zdrowia, Poland
Grzegorz Juszczyk - Director, Narodowy Instytut Zdrowia Publicznego – Państwowy Zakład Higieny, Poland
Tomasz Niewiadomski - Vice-Chairman, Krajowa Izba Fizjoterapeutow, Poland
Anna Prokop-Staszeczka - General Director, The John Paul II Hospital in Krakow, Poland
**27 APRIL**

**14:00–15:10 Discussion Panel**

A Popular Monument in a Small Commune – a Problem or an Opportunity?

There are many towns and cities famous for their monuments. These objects are landmarks attracting lots of tourists but also imposing some burdens, for example restoration and financial expenses. Is a monument a chance, a promotion factor and a source of income, or a problem linked to unnecessary non-productive expenses? These issues will be discussed by experts and practitioners.

Moderator:
Juliusz Braun - Expert, BRAUN - Culture and Media, Poland

Speakers:
Robert Jaworski - Mayor, Checiny City Council, Poland
Jaroslaw Lasecki - Owner, Bobolice Castle, Poland
Roman Polikrovskyi - Mayor, Zbarazh City Council, Ukraine
Jaroslaw Samela - Mayor, Wachock City Council, Poland
Elisabeth von Kuster - President, Palac Lomnica Ltd., Poland

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**27 APRIL**

**15:20–16:30 Thematic Block**

Parter: Ministry of Foreign Affairs of the Republic of Poland
Nowy Sacz Foundation

Local Government and History

One of the pillars on which a local community is built, is its historical context. What is important, every community is associated with one specific national and religious reality. How to use the national heritage within the framework of European local government? How to avoid the conflict between promotional activities and local community’s traditional values?

Presentation

History as a way of promoting

Host:
Ludmyla Fesenko - Director of the City Promotion Agency, Sumy City Council, Ukraine

Discussion Panel

Local Government and History

Moderator:
Jan Malicki - Director, Centre for East European Studies, Warsaw University, Poland

Speakers:
Barbara Bartus - Member, Parliament, Poland
Jan Draus - Professor, University of Rzeszow, Poland
Wojciech Kolarski - Undersecretary of State, Chancellery of the President of the Republic of Poland, Poland
Boguslaw Sonik - Member, Parliament, Poland
Dominik Tarczynski - Member, Parliament, Poland
Oleg Zarubinskyi - Director, Ukrainian Institute of Research of Extremism, Ukraine

Participation in discussion:
Jacek Lelek - Mayor, Gmina Stary Sącz, Poland
Cohesion Policy post 2020: a Better Governance to Improve Spending

Cohesion Policy aims to build a stronger and united Europe but in the past years has encountered several problems on money spending. Simplification is requested in every country but how this goal can be achieved? Procedures are a consequence of governance, so what can be radically changed to obtain a faster and effective spending? Which proposals can help to avoid budget cuts in the next programming period?

One on One
Talking Economy

Special guest:
Jacek Krupa - Marshal, Malopolska Region Marshal’s Office, Poland

Host:
Marcin Swieciecki - Member, Parliament, Poland
26 APRIL
10:30–11:30 Discussion Panel
Partner: Reloop

Buy - Drink – Return to the Shop. Facts and Myths about Deposit System

Numerous international organizations (UN, EU, Helcom) recognise the deposit system as an efficient tool for collection of beverage packaging and recommend its use in order to reduce littering, protect biodiversity and guarantee high degree material recycling. What is the deposit system, what are the experiences of the countries where the system is in operation, finally - what is its impact on municipal waste management – these topics will be addressed by European experts representing deposit system operators, NGOs, politicians and local government officials.

Moderator:
Anna Larsson - Director for Circular Economy Project Development, Reloop, Sweden

Speakers:
Wladyslaw Kacki - Treasurer, National Chamber of Waste Management, Poland
Andrzej Maciejewski - Member, Chairman of the Commission for the Territorial Self Government and Regional Policy, Parliament, Poland
Dubravko Ponos - Director, Environmental Protection and Energy Efficiency Fund, Croatia
Miquel Roset - Director, Retorna, Spain
Gintaras Varnasa - Director, Uzstato Sistemos Administratorius, Lithuania

26 APRIL
11:40–12:40 Seminar for Invited Guests
Partner: Veolia Energia Polska

Alternative Fuels-based Heating Plants as Part of the Circular Economy

The aim of the workshop is to create a discussion and, together with the representatives of the cities, to work out an optimal model of using local energy resources in accordance with the idea of the circular economy. We will try to find the answers to the following questions: how does the use of alternative fuel affect municipal responsibilities in the field of waste? Do alternative fuel-based heating plants increase the energy efficiency of municipalities? Can an alternative fuel-based heating plant be a support in fighting low emissions?

Special guests:
Alexandre Farion - Commercial Director, Veolia Energia Polska, Poland
Malgorzata Mika-Brysko - Regulatory and Public Affairs Director, Veolia Energia Polska, Poland

Moderator:
Bartłomiej Pawluk - Director of Communication and Marketing, Veolia Energia Poznań, Poland

Host:
Sławomir Jurczynski - Development and Region Director, Member of the Management Board, Veolia Energia Poznań, Poland
Dariusz Musial - Member of the Board, Director for Strategy and Region, Veolia Południe, Poland
Norbert Skibinski - Industrial Projects Director, Veolia Energia Polska, Poland
Public “In House” Auctions for Municipal Waste – Key Legal and Practical Concepts

After the amendment to PPL act from 2016, the regulations regarding the so called “in house” auctions (especially in waste sector) have caused a series of doubts in interpretation and practice of its application. A part of the industry protested against the introduction of these changes. From today’s perspective, one of the most important issues seems to be to specify the already existing standards and ensure their application according to the initial intention of the legislature. The participants of the debate are going to discuss the said topics.

**Presentation**

**Transport Exclusion**

**Host:**
Jacquie Bridgman - Community Development Researcher, Societal Travel CIC, United Kingdom

**Discussion Panel**

Public “In House” Auctions for Municipal Waste – Key Legal and Practical Concepts

**Moderator:**
Marcin Zurek - Head of Legal Department, AVR S.A., Poland

**Speakers:**
Claudio Nardecchia - CEO, AVR S.A., Italy
Ryszard Nowak - Mayor, Municipality of Nowy Sacz, Poland
Malgorzata Streciwilk - President, Public Procurement Office, Poland
Wojciech Wandzel - Partner, KUBAS KOS GAŁKOWSKI, Poland
Karol Wojcik - Chairman of the Programme Council, The Union of the Employers of the Waste Management, Poland

The Role of Health Resorts in Regional Development

Until recently health resorts were associated only with a place where healing activity is conducted with means of natural resources. Nowadays a model health resort is based on varied touristic, sports and recreation infrastructure. Health resorts are multi-function health, tourism, recreation and culture centres, at the same time granting incentives of local and regional economic growth. The interest in spa tourism implies the necessity of supporting economic growth in spa communities. In what way should the potential of spa centres be used in order to contribute to the development of the whole region?

**Presentation**

**Presentation of the Soldanesti District**

**Host:**
Svetlana Rotundu - President of the Council, County Soldanesti, Republic of Moldova
Presentation
The „Beskids” International Tourism Cluster

Host:
Ivan Tsehenko - Chairman of the Board, International Center “European Integration of Ukraine”, Ukraine

Discussion Panel
The Role of Health Resorts in Regional Development

Moderator:
Jan Golba - Mayor, Town & Municipality of Muszyna, Poland

Speakers:
Oleksandr Yakovlev - Mayor, Skadovsk City Council, Ukraine
Andrii Kulchynskii - Mayor, Truskavets City Council, Ukraine
Ludmila Poplavskaja - Deputy Minister, Ministry of Natural Resources and Ecology, Kaliningrad Region, Russia

26 APRIL
17:20–18:30 Thematic Block
Partner: Institute for Public Private Partnership

Go Green – E-procurement as a Tool For Supporting Sustainable Development

Directive 2014/24/EU on public procurement introduced mandatory electronic public procurement. The Member States which were among the first to introduce electronic public procurement have already accumulated more than ten years’ worth of experience, while some other Member States are still struggling with implementation of eProcurement. What are the “proper” drivers for implementation of eProcurement? How can member states’ implement/use e-procurement as a tool for supporting sustainable development?

Stories of Success
Elżbieta Burtan

Special guest:
Elżbieta Burtan - Mayor, Municipality of Zabierzow, Poland

Host:
Krzysztof Gawkowski - Vice President, Democratic Left Alliance, Poland

Environment
Mariacka Room

Environment
Mariacka Room
Discussion Panel

Go Green – E-procurement as a Tool for Supporting Sustainable Development

Moderator:
Petra Ferk - Founder & Researcher, Institute for Public Private Partnership, Slovenia

Speakers:
Stanislav Bogdanov - Director of E-procurement Unit, Ministry of Regional Development, Czech Republic
Reida Kashta - General Director, Public Procurement Agency, Albania
Joao Pereira - VP Business Development & Alliances, VORTAL Connecting Business, Portugal
Balazs Szeneczey - Deputy Mayor, Municipality of the City of Budapest, Hungary

26 April
18:40–20:00 Thematic Block

Local Patriotism. Do Origins Matter?

The development of local entrepreneurship benefits not only companies, but above all cities and municipalities. The stable situation of companies makes it possible to make further investments, encouraging the creation of new jobs. Domestic companies are guarantors of stable development, both for a given region and for the whole country. But does consumer patriotism make sense in the globalising reality? How to improve cooperation between business and local government?

Presentation

Presentation of Gagauzia

Host:
Vadim Ceban - First Deputy President, Executive Committee of Gagauzia, Republic of Moldova

Discussion Panel

Local Patriotism. Do Origins Matter?

Moderator:
Jaroslaw Szlachetka - Member, Parliament, Poland

Speakers:
Valerie Carter - President, European Council for the Village and Small Towns (ECOVAST), United Kingdom
Kamila Cyganek - Deputy Mayor, Karpacz City Council, Poland
Leszek Miller - Former Prime Minister, Democratic Left Alliance, Poland
Volodymyr Mykolaienko - Mayor, Kherson City Council, Ukraine
Slawomir Neumann - Chairman, Parliamentary Club “Civic Platform”, Poland
Cezary Przybylski - Marshal, Lower Silesia Marshal’s Office, Poland
Marcin Witko - Mayor, Tomaszow Mazowiecki City Council, Poland

Participation in discussion:
Kamila Cyganek - Deputy Mayor, Karpacz City Council, Poland
Effective Management of Urban Space

According to statistics, more than half of the population already lives in cities, and this number will increase in the next few years. As a consequence, urban space must not only be friendly, but also useful, open, aesthetic and secure. How to design and manage an urban arena to ensure success on all these levels?

Presentation

Start up: Footsteps

Host:
Piotr Sedzik - CEO, Footsteps Smart Cities, Poland

Discussion Panel

Effective Management of Urban Space

Moderator:
Janusz Sepiol - Chef of Regional Development Plan, Malopolska Region Marshal’s Office, Poland

Speakers:
Hans Christian Christiansen - Senior Adviser at the Environmental Protection Agency, City of Copenhagen, Denmark
Emilio D’Alessio - Spokesperson, Italian Local Agenda 21 Association, Italy
Krzysztof Hildebrandt - Mayor, City Hall of Wejherowo, Poland
Ruslan Martsinkiv - Mayor, Ivano-Frankivsk City Council, Ukraine
Krzysztof Mroz - President, Park-M, Poland

Integration of Migrants on the Local Level - Challenges and Opportunities

Reception of migrants is a subject of debate at the national level, but in practice, it is a challenge first of all for local governments. Their actions may influence whether the phenomenon of migration becomes an opportunity for the development of regions and the revival of local economies, or be a source of conflicts in local communities. What are the tasks and possibilities of local authorities? How to support immigrants in their efforts to integrate into society and how to deal with problems?

Stories of Success:

Kamila Gasiuk-Pihowicz

Special guest:
Kamila Gasiuk-Pihowicz - Member, Chairwoman of Nowoczesna Parliamentary Club, Parliament, Poland

Host:
Jacek Pochlopien - Editor-in-Chief, Wprost Magazine, Poland
Discussion Panel

Integration of Migrants on the Local Level - Challenges and Opportunities

Moderator:
Nicolamaria Coppola - Secretary General, EPOS - International Mediating and Negotiating Operational Agency, Italy

Speakers:
Davide Donatiello - Researcher, International and European Forum on Migration Research (FIERI), Italy
Pedro Gois - Research Professor, University of Coimbra, Portugal
Jelena Govedarica - Independent Advisor, Commissariat for Refugees and Migration, Serbia
Irena Krasnicka - Advisor, International Visegrad Fund, Czech Republic
Valentina Vedeneeva - Research Fellow, Institute for World Economy and International Relations, RAS, Russia
Franz Wolf - Director, Austrian Integration Fund, Austria

27 APRIL
11:40–13:00 Thematic Block

Authenticity of the Carpathians: the Role of Self-Governing Bodies in Preserving and Promoting Cultural Heritage

The common wealth of the Carpathian region is an authentic and diverse cultural heritage of the mountain regions of Ukraine, Poland, Slovakia, Romania, Hungary and the Czech Republic. The discussion will focus on approaches to preserving and promoting the culture of the Carpathian region. During the discussion, regional policies on preservation and promotion of cultural heritage, sources of financing of joint projects in the sphere of conservation and popularisation of cultural heritage will be presented.

Presentation

The World of Carpathian Rosettes

Host:
Malgorzata Pociask - Specialist for EU Programs, Association for Development and Promotion of Podkarpacie “Pro Carpathia”, Poland
Discussion Panel

Authenticity of the Carpathians: the Role of Self-Governing Bodies in Preserving and Promoting Cultural Heritage

Moderator: 
Halyna Lytvyn - CEO, Euroregion Carpathians-Ukraine, Ukraine

Speakers: 
Igor Tsependa - Rector, Vasyl Stefanyk Ciscarpathian National University, Ukraine
Botond Rázi - Vice Mayor, City of Eger, Hungary
Mykhaylo Rivis - Head, Transcarpathian Regional Council, Ukraine
Laura-Iuliana Scantei - Senator, Senate, Romania
Krzysztof Staszewski - President of the Board, Podkarpacki Development Fund LLC, Poland
Pawel Slowikowski - Head, Joint Technical Secretariat Cross-border Cooperation Programme Poland-Belarus-Ukraine 2014-2020, Poland

Smog versus the Health of Citizens

The progressing urbanisation means that more and more people are exposed to contact with air pollution, whether at home at work or on the way to work. In many cities around the world there are no proper ways to control and enforce air quality which exposes residents of these cities to the risk of serious and often fatal diseases.

• What are the health consequences of ineffective fight against smog?
• How to protect yourself from the adverse effects of smog on our health?
• What can be done from the side of the City and what from the side of its Citizens?
• How can Cities promote effective solutions in fighting smog?

Presentation

Startup: Airly

Host: 
Wiktor Warchalowski - CEO, Airly Sp. z o.o., Poland
Discussion Panel
Smog versus the Health of Citizens

Moderator:
Tomasz Gron - Event & Marketing Specialist, Smogathon, Poland

Speakers:
Stefano Da Empoli - President, Institute for Competitiveness (I-Com), Italy
Andrzej Fal - Professor, Dept. of Allergy, Lung Diseases and Internal Medicine, CSK Ministry of Interior, Poland
Wojciech Feleszko - Associate Professor, Medical University of Warsaw, Poland
Adrian Furgalski - Vice-President of the Board / President, Transport Consultants Group TOR / Railway Business Forum, Poland
Andrzej Gula - Chairman of the Board, Krakow Smog Alert, Poland
Tomasz Wachnicki - Healthcare Business Line Director, Air Liquide Poland, Poland

27 APRIL
15:20–16:30 Thematic Block

Adventure on Two Wheels – Cycling Friendly Cities and Regions

Cycling tourism is currently one of the most dynamically developing areas of qualified tourism in Europe. Bicycle is the best way to get to know the city and region - you can see places too far away on foot and at the same time escaping while travelling by car or bus. At the same time, it represents a low burden on the environment and nature. Cycling transport should be promoted both by entrepreneurs and local authorities. This requires the preparation of a functional cycling path system and bicycle parking.

Stories of Success:
Stalowa Wola - The City of Bikes

Special guest:
Lucjusz Nadberezny - Mayor, Stalowa Wola City Council, Poland

Host:
Krzysztof Gawkowski - Vice President, Democratic Left Alliance, Poland
Discussion Panel

Adventure on Two Wheels – Cycling Friendly Cities and Regions

Moderator:
Marcin Hyla - President, Cities for Bicycles, Poland

Speakers:
Reindert Augustijn - Program Manager Traffic and Transport, The Province of Gelderland, The Netherlands
Jan Ferencak - Member of Parliament, Presov Self-Governing Region, Slovakia
Darinka Jug - ZG Cycle Unit at the Office for Economy, Labour and Entrepreneurship, Municipality of Zagreb, Croatia
Jitka Vrtalova - Marketing Coordinator, Cities for Cyclists Association, Czech Republic
Tomasz Wojtkiewicz - CEO, Nextbike Polska S.A., Poland

27 APRIL
16:40–18:00 Thematic Block

Protecting the Environment Protects the Region – Eco-Investments in the Future

One of the most important competencies of local governments lays in appropriate care for the regional environment protection. Natural heritage, but also utility green areas are key in enhancing touristic, recreational, business and health pull factors of a given area. In Europe they increasingly often determine the scale of prestige, as a vivid factor of local government management quality evaluation. How to wisely invest in ecology?

Presentation
Start up: AQUARES

Host:
Wojciech Szymborski - Owner, AQUARES, Poland
26 APRIL
10:30–13:50  Thematic Block
Partner: City of Krakow

Urban Thematic Path - Business Art, or How to Make Sure the Beginning Does not Become the End

This path is dedicated to the issues related to the development of creative industries related to both IT, art, fashion and design. During the event, participants will have the opportunity to obtain information on the support offered by start up environments, learn about different forms of financing, develop their knowledge of promotional and marketing tools, and take advantage of the experience of people for whom creation and design hold no secrets.

10:30–10:40  Discussion Panel

Opening of the “Art of Business” Path

The urban path will be preceded by the opening of an exhibition of innovative ideas and solutions. The opening, due to its early launch, is entitled Start-up Coffee. The exhibition will be opened at 9:30 a.m. by Mrs. Elżbieta Koterba, Deputy Mayor for the City Development.

Moderator:
Karolina Wojtas - Strategy Specialist for Innovative Business, Poland

Speaker:
Rafal Kulczycki - Director of the City Development Department, Krakow City Hall, Poland
10:45 – 11:45 Discussion Panel

**Business Community or Business in the Community**

A panel devoted to issues of the diversity of start up environments and opportunities offered by involvement in the activities of individual communities and organizations.

*Moderator:*

**Karolina Wojtas** - Strategy Specialist for Innovative Business, Poland

*Speakers:*

**Michał Adamczyk** - Chief Executive Officer, Kraków Miastem Startupów, Poland

**Sebastian Kolisz** - Managing Partner, Academic Business Incubators, Poland

**Paweł Kulon** - Head Of Operations, Foundation Supporting #OMGKRK, Poland

**Maciej Rys** - Founder, Leader, Smogathon, Poland

**Joanna Urbaniec** - Vice-President, B1 Association, Poland

11:50 – 12:40 Discussion Panel

**History as a Teacher of Life**

A meeting with three women for whom design has become the axis of their professional and personal development. This session will show that each of them has found their own, unique way to contact art, especially utility art.

*Moderator:*

**Rafał Stanowski** - Creative Director, Cracow Fashion Week, Poland

*Speakers:*

**Katarzyna Dulinska-Bochonko** - CEO, Wytwórnia Kraków, Poland

**Jadwiga Husarska-Sobina** - CEO, Husarska Sp. z o.o., Poland

**Dagmara Latala** - Adjunct Professor, Pedagogical University of Cracow, Poland

12:45 – 13:45 Discussion Panel

**Money Does Not Give Happiness, but ...**

The meeting will aim at presenting various forms of support that can be used by innovators. Issues related to venture capital funds or business angel activities will be discussed. Participants will try to provide a recipe for raising capital and enabling an idea to be put into practice and then to market it.

*Moderator:*

**Karolina Wojtas** - Strategy Specialist for Innovative Business, Poland

*Speakers:*

**Katarzyna Czarnik** - Sales Manager, Bank Zachodni WBK S.A., Poland

**Filip Jarmakowski** - Manager of the Entrepreneurs Growth Centre, Krakow City Hall, Poland

**Małgorzata Poplawska** - Vice President, Krakow Technology Park, Poland
26 APRIL

17:00–20:00 Thematic Block

Partner: City of Krakow

The Role of Local Economic Government in a Region’s Development

Welcome and the Opening of the Meeting

Moderator:
Sebastian Chwedeczko - President, The Cracow Chamber of Commerce and Industry, Poland

Speaker:
Elżbieta Koterba - Deputy Mayor for the City Development, Krakow City Hall, Poland

17:20–18:30 Discussion Panel

Areas of Partnership in the Region, from the Point of View of a Local Self-Government and Local Economic Government

The task of local economic governments is to support the development of entrepreneurship and the economy of the country and, in particular, the region in which they operate, as well as to represent the interests of their members - entrepreneurs. The partnership of local economic governments with local self-governments is the axis of establishing the right conditions for the economic development of regions. Europe, as the homeland of autonomy, both in territorial and economic dimensions, is the forge of examples and relationships of both organizational systems.

Moderator:
Andrzej Zdebski - President, The Cracow Chamber of Commerce and Industry, Poland

Speakers:
Dmytro Aftanas - President, Lviv Chamber of Commerce and Industry, Ukraine

18:40–19:30 Discussion Panel

The Local Economic Government as a Promoter of the New Economy in Europe. The Role of a Local Economic Government in the Face of the Existing and Forthcoming Challenges and Threats

In the age of the Internet and information technology, new challenges and risks are becoming increasingly common to entrepreneurs not only related to the implementation of the right technology in production, but also to the need for changing the organisational culture and acquiring new qualifications. These upcoming breakthroughs in the economy are brought by the fourth industrial revolution which will give the entrepreneurs using its solutions unattainable flexibility to adapt to the expectations of customers and thus also an advantage over the competition. In this situation, local economic governments must undertake a wide, comprehensive dissemination of information aimed at making entrepreneurs aware that the upcoming changes will be associated with deep modifications of the educational processes, changes in the labour market as well as an improvement in the training methods of employees in the industrial sector.

Andrzej Arendarski - President, National Chamber of Commerce, Poland
Elżbieta Koterba - Deputy Mayor for the City Development, Krakow City Council, Poland
Jacek Krupa - Marshal, Malopolska Region Marshal’s Office, Poland
Karl Schmidt - Head of Advantage Austria in Poland, Embassy of Austria, Austria
27 APRIL

9:00–13:00  Thematic Block
Partner: City of Krakow

The Impact of the Tourism Development on the Development of Services in the Sightseeing Centres

“Reflections from the Roof of the World” - a Special Guest

“Global” tourism in the 21st century in the light of the development of extreme sports, discovering new landscapes and travel opportunities.

Special guest: Piotr Pustelnik - Chairman, Polish Mountaineering Association, Poland

Moderator: Janusz Konieczniak - The Chairman of the Audit Committee, Center for Mountains Guides of Tatras

19:40 – 20:00 Discussion with the Audience

Moderator: Sebastian Chwedeczko - President, The Cracow Chamber of Commerce and Industry, Poland

Moderator: Leszek Rozdzenski - Vice-President, The Cracow Chamber of Commerce and Industry, Poland

Speakers:
Tadeusz Donocik - President, Chamber of Commerce and Industry in Katowice, Poland
Michael Kern - Director, Polish-German Chamber of Industry and Commerce, Poland
Lucjusz Nadberezny - Mayor, Stalowa Wola City Council, Poland
Dariusz Sliwowski - Vice-President of the Management Board, Industrial Development Agency JSC, Poland

Speakers:
Tadeusz Donocik - President, Chamber of Commerce and Industry in Katowice, Poland
Michael Kern - Director, Polish-German Chamber of Industry and Commerce, Poland
Lucjusz Nadberezny - Mayor, Stalowa Wola City Council, Poland
Dariusz Sliwowski - Vice-President of the Management Board, Industrial Development Agency JSC, Poland
10:00 – 11:00 Discussion Panel

The Impact of Tourism on the Local Economy

Evaluation of the quality of hotel and catering services in the light of the increase in tourist traffic and the new ranges of travel agencies, an aircraft - a modern and universal means of transport.

Moderator:
Krzysztof Borodako - Professor, Cracow University of Economics, Poland

Speakers:
Katarzyna Gadek - Deputy Director of the Promotion and Tourism Department, Krakow City Hall, Poland
Julien Hallier - CEO, Destination Poland, Poland
Wieslaw Jopek - President, Merchant Congregation in Krakow, Poland
Konrad Kronig - Mayor of the City, Skarzysko-Kamienna City Council, Poland
Jacek Legendziewicz - Owner, Director, JORDAN GROUP, Poland

11:20 – 12:00 Discussion Panel

Controversies Surrounding Contemporary Tourism

Tourists and their behaviour in cities, in national parks, in sightseeing centres and places of remembrance. Analysis of the relationship between national parks and their buffer zones. Are tourists allies or enemies of the idea of protecting nature and the landscape? And are tourist centres and national parks as a tourist destinations and tourism seen as a factor or a threat to the economy of these areas and their buffer zones?

Moderator:
Magdalena Banaszkiewicz - Adjunct, Jagiellonian University, Poland

Speakers:
Andrzej Kacperski - Member, The Association of the Cracovian

Residents of Kazimierz Przyjazny Kazimierz Association, Poland
Stanislaw Kucharzyk - Deputy Director, Bieszczady National Park, Poland
Alina Kulczy-Kynowska - Doctor, Wroclaw University of Economics, Poland
Bartlomiej Walas - Dean, University College of Tourism and Ecology, Poland
Leszek Zegzda - Member of the Board, Malopolska Region Marshal’s Office, Poland

12:10 – 12:50 Discussion Panel

Cyclic Events in Krakow
- How do They Build the Brand of Krakow?

MICE industry, Krakow – a city for meetings and the role of Krakow, congress infrastructure.

Moderator:
Filip Szatanik - Spokesman, Malopolska Region Marshal’s Office, Poland

Speakers:
Piotr Gajewski - Editor in Chief, Medycyna Praktyczna Publishers, Poland
Aleksander Miszalski - Councillor, Krakow City Council, Poland
Wojciech Przybylski - President of the Board, Krakow Technology Park, Poland
Mateusz Zmyslony - Creative Director, ESKADRA, Poland
Europe’s Silicon Valley – Myth Or Reality?

The session will focus on three key areas:
• People (demographics, skills, attracting and retaining talent, creative networks, quality of life)
• Infrastructure (transport infrastructure, office space and housing, sustainable mobility and living space initiatives)
• Technology (smart city and sustainable mobility initiatives, innovation and impact on global markets).

Introductory Remarks and Welcome Speeches

Moderator:
Andrew Hallam - General Secretary, Aspire, Poland

Speakers:
Elzbieta Koterba - Deputy Mayor for the City Development, Krakow City Hall, Poland

Special Session - The Most Important Challenges of the Branch

16:05 – 16:55 Discussion Panel
Business Leaders Insight - Part 1

The underlying theme is interdependence and interaction in economic and social development of areas which are often seen as being in opposition, for example: public and private; talent and technology; local and global. Taking the example of Kraków, the session will explore the dynamics of modern city development.

Moderator:
Lukasz Cioch - Owner, LCMedia.pl, Poland

Speakers:
Tomasz Brzostowski - Senior Director, Global Finance Shared Services, Hitachi Vantara (Poland) Sp. z o.o., Poland
Jolanta Gantkowska - Director of Operations, Alexander Mann Solutions, Poland
Przemyslaw Roth - Director of Operations, Management Board Member, IAG GBS, Poland

16:55 – 17:45 Discussion Panel
Business Leaders Insight - Part 2

• People (demographics, skills, attracting and retaining talent, creative networks, quality of life)
• Infrastructure (transport infrastructure, office space and housing, sustainable mobility and living space initiatives)
• Technology (smart city and sustainable mobility initiatives, innovation and impact on global markets).
• Presentation of data, trends and case studies. Discussion.

Moderator:
Lukasz Cioch - Owner, LCMedia.pl, Poland

Speakers:
Jacek Drabik - President of the Board, Motorola Solutions Polska Sp.zo.o., Poland
Jaroslaw Gorniak - Dean of the Faculty of Philosophy, Jagiellonian University, Poland
Wojciech Karpinski - Center Head, Amway Polska Sp. z o.o., Poland
Alexandra Schmidt - Centre Director, HSBC Service Delivery (Polska) Sp. z o.o., Poland
Anna Smykowska - Head of HR Shared Service Center, Pearson IOKI sp. z o.o., Poland
Filip Walkowicz - Site Director, Akamai Technologies Poland, Poland