

**26 APRIL****14:00–15:30****Plenary Sessions**

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**Local Government: A Strategy for the Future**

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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****20:15–21:15****Accompanying Event**

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**Award Ceremony**

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**27 APRIL****18:15–19:45****Plenary Session**

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**Is Europe Ready to Embrace the Revival of Regionalisms?**

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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

## 26 APRIL

**10:30–11:30**      **Discussion Panel**  
*Partner: Supra Brokers*

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### Accident Insurance - an Obligation or a Problem for Local Governments?

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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

## 26 APRIL

**11:40–11:50**      **Presentation**

### ITS in Urban Transport

*Host:*

**Ralph Gambetta** - General Secretary, Calypso Networks Association, Belgium

**11:50–12:40**      **Discussion Panel**

*Partner: Domański Zakrzewski Palinka*

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

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- 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-governments 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:*

**Mieczyslaw Bieniek** - General, The Andrzej Frycz Modrzewski Krakow University College, Poland

**Wojciech Grela** - Deputy Mayor, Raciechowice Municipality Office, Poland

**Rafal Kilinski** - CEO, Polish Mutual Insurance Company, Poland

**Tadeusz Kowalski** - Mayor, Tuchola City Hall, Poland

**Andrzej Maciazek** - 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 Ferencak** - 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 Pielech** - 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 Pochlopien** - Editor-in-Chief, Wprost Magazine, Poland

### Discussion Panel

## Film as an Instrument of Promotion for Towns and Cities

*Moderator:*

**Juliusz Braun** - Expert, BRAUN - Culture and Media, Poland

*Speakers:*

**Leonid Bytsyura** - Deputy Mayor, Ternopil City Council, Ukraine

**Olga Karach** - Director, International Centre for Civil Initiatives  
"Our House", Belarus

**Tomasz Kaluzny** - Mayor, Wrzesnia City Council, Poland

**Michal Kwiecinski** - Producer & President of the Board, Akson  
Studio, Poland

**Grzegorz Molewski** - President, Kino za Rogiem Sp. z o.o., Poland

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**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

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**27 APRIL****9:00–10:10****Thematic Block**


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

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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

**Jozefa Szczurek-Zelazko** - Secretary of State, Ministry of Health, Poland

27 APRIL

10:20–11:30

Thematic Block

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

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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 Bisztyga** - 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

**Bartłomiej Pawlak** - Member of the Board for Finances and Development, Polish Development Fund, PFR, Poland

**27 APRIL****11:40–13:00****Thematic Block***Partner: Prof. Wierzbowski & Partners*


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## Local Government Finances - in Search of Efficiency

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The efficient functioning of communes, counties and voivodships 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

## Discussion Panel Local Government Finances - in Search of Efficiency

*Moderator:*

**Jaroslaw Jozwiak** - Managing Associate, Prof. Wierzbowski & Partners, Poland

*Speakers:*

**Marian Banas** - Head of the National Tax Administration, Ministry of Finance, Poland

**Ryszard Bartosik** - Member, Parliament, Poland

**Mariusz Chojnacki** - Director Public Sector Team, Bank Zachodni WBK S.A., Poland

**Roman Ciepiela** - President, City of Tarnow, Poland

**Krzysztof Kwiatkowski** - President, Supreme Audit Office (NIK), Poland

**Giuseppe Pignatelli** - Commercial Director, Banca Farmafactoring, Italy

*Commentator:*

**Krzysztof Surowka** - Vice-Rector for Education and Student Affairs, Cracow University of Economics, Poland

*Participation in discussion:*

**Janusz Kot** - President, Regional Chamber of Audit in Krakow, Poland

**27 APRIL****14:00–15:10****Thematic Block**


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

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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**


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

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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:***Małgorzata 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:***Małgorzata 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 Moiso** - 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

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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

**Krzysztof Szymala** - President of the Management Board, Energia w Kogeneracji EWK S.A., Poland

**26 APRIL**

**11:40–12:40**

**Thematic Block**

*Partner: FBSerwis S.A.*

## 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 Orłowski** - Professor, WSB University in Gdańsk, Poland

**Artur Pielech** - CEO, FBSerwis S.A., Poland

**Marek Wojtkowski** - Mayor, Włocławek City Council, Poland

**Wojciech Zablocki** - Mayor, Praga Północ District Office of the Capital City of Warsaw, Poland

**26 APRIL****12:50–13:50**      **Thematic Block**  
*Partner: The Veolia Foundation Poland*  
*Partner: School for Leaders Foundation*

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## Challenges and Development Strategies for Towns and Cities

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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-Rohrenscheff** - Vice President, School for Leaders Association, Poland

**Roman Smogorzewski** - Mayor, City Hall of Legionowo, Poland  
**Andrzej Wnuk** - Mayor, City Hall of Zamosc, Poland

**26 APRIL****16:00–17:10**      **Discussion Panel**  
*Partner: City of Krakow*

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## Polish Metropolises in Europe - Strategic Cooperation Challenges

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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 Jarczewski** - 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

**26 APRIL****17:20–18:30**      **Thematic Block**  
*Partners: Commune of Priero*

*EPOS - International Mediating and Negotiating Operational Agency*  
*Greygoose Outsourcing Ltd.*

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

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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 Ingarria** - 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**

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

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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**


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

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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 Ratfai** - 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 Rechtsanwalte, 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**

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## Can History Be a Tourism Product?

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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*

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## Improving the Energy Efficiency of Cities and Regions

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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 Kociejcki** - 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:*

**Rébecca Aron** - VP Energy & Smart City, Artelys, 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

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## Local Magnetism - How to Promote Cities and Regions?

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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 Szczawno-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, MarketingMiejsc.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 Iavorskyi** - Head of Center for Tourism Development, Ternopil Regional State Administration, Ukraine

**Rafal Kulczycki** - Director of the City Development Department, Krakow City Hall, Poland

**27 APRIL****15:20-16:30****Thematic Block**

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

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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, SIRS, Poland

27 APRIL

16:40 18:00

Thematic Block

Regional Development Agency Zasavje

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## Revolution or Evolution? Modern Industrial Cities

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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 Pangercic** - CEO, Katapult, Slovenia

**Alexandra Pivkova** - Mayor, City of Lucenec, Slovakia

**Viacheslav Seliverstov** - Deputy Director, Institute of Economics,  
Siberian Branch of the RAS, Russia

## 26 APRIL

10:30–11:30

Thematic Block

*Partner: Polowiec i Wspólnicy Law Firm*

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### Local Government as an Investor

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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

**Pawel Poncyjusz** - Advisor of the Board, WB Electronics, Poland

**Bogdan Rzonca** - Member of Parliament, Chairman of the Infra-  
structure Committee, Poland

**Roman Szelemej** - Mayor, Wałbrzych City Council, Poland

**26 APRIL****11:40–12:40**      **Thematic Block**  
*Partner: Orange Polska*

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

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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 Fijolek** - 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*

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## The Influence of Culture on Local Development

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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 Narkevici** - 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 Kukolowicz** - 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**

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## Water Management Anew

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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 Projekti, 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 Krejčík** - Regional Director, DHI a.s., Czech Republic**Aleksandra Malarz** - Deputy Director, Regional Board for Water Management in Krakow, Poland**Rafal Mathiak** - Mayor, Klembów Commune Council, Poland**Marek Sowa** - Member, Parliament, Poland**Tomasz Szczerba** - Mayor, Wojkowice City Council, Poland

**26 APRIL****17:20–18:30****Thematic Block**

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## Modern IT Systems in Healthcare. What Role of Local Governments in Supporting Technological Transformation in Health?

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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

### **Discussion Panel**

## **Modern IT Systems in Healthcare. What Role of Local Governments in Supporting Technological Transformation in Health?**

*Moderator:*

**Piotr Najbuk** - Senior Associate, Domański Zakrzewski Palinka, Poland

*Speakers:*

**Janusz Cieszynski** - Undersecretary of State, Ministry of Health, Poland

**Elzbieta Fryzlewicz-Chrapisinska** - Director, National Health Fund, Branch in Malopolskie Voivodeship, Poland

**Michał Jaworski** - Microsoft, Poland

**Sergey Orlov** - General Director, Institute of Medical Informatics, Russia

**Piotr Przygodzki** - Health Economics & Reimbursement – Ekspert TechnoMed, Abbott Laboratories Poland Sp. z o.o., Poland

**26 APRIL**

**18:40–20:00**

**Thematic Block**

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## The Role of Intelligent Specialisations in a Region's Economic Development

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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

### 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 Brzezina** - 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**

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### Reading by Boguslaw Chrabota - Editor-in-Chief of "Rzeczpospolita"

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'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*

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## Creative Industry in Regions: How to Inspire Development?

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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**

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## The Role of Startups in Building Innovative Regions?

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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

**Wiktoria Warchalowski** - CEO, Airly Sp. z o.o., Poland

**27 APRIL****11:40–13:00****Thematic Block**


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## Future Metropolises – How to Create Smart Agglomerations?

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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****14:00–15:10**      **Discussion Panel**  
*Partner: Virtual Power Plant Sp. z o.o.*

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****15:20–16:30**      **Thematic Block**

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:***Bogusław Chrabota** - Editor-in-Chief, Rzeczpospolita, Poland

## Discussion Panel

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

*Moderator:*

**Marcin Podsedek** - 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*

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

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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**

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### Seven solutions for building better life quality in our cities

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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 Rąbiej (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:*

**Paweł Rąbiej** - Chairman of Strategic Council, Nowoczesna Political Party, Poland

**Rafał Trzaskowski** - Member, Parliament, Poland

**26 APRIL****10:30–11:30****Discussion Panel**

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## Polish People's Party (PSL): Programme for Local Governments

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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 Spytkowskiej, City of Brzesko, Poland

**Jolanta Zieba-Gzik** - Member of the Board, Marshal's Office of the Lodzkie Region, Poland

**26 APRIL****11:40–12:40****Discussion Panel**

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## A Leftist Idea for the Local Government

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*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****12:50–13:50****Discussion Panel**


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

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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 Lidia Piestrzynska, Poland

**Agnieszka Scigaj** - Member, Parliament, Poland

**26 APRIL****16:00–17:10****Discussion Panel**


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

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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 Chęcinski** - Mayor, City Hall in Sosnowiec, Poland

**Jacek Krupa** - Marshal, Małopolska Region Marshal's Office, Poland

**Gabriela Lenartowicz** - Member, Parliament, Poland

**Monika Rosa** - Member, Parliament, Poland



**26 APRIL****17:20–18:30****Discussion Panel**

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## Modern Local Government

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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 fulfillment in Poland.

*Special guest:*

**Katarzyna Lubnauer** - Chairman, Nowoczesna Political Party, Poland

*Moderator:*

**Marek Sowa** - Member, Parliament, Poland

*Speakers:*

**Agata Damska** - Expert, Od-Nowa Forum, Poland

**Grzegorz Filipek** - Chairman of the Małopolska Region Board, Nowoczesna Political Party, Poland

**Michał 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:*

**Jarosław Flis** - Lecturer, Jagiellonian University, Poland

**Kazimierz Kik** - Professor, Jan Kochanowski University in Kielce, Poland

**27 APRIL**

**10:20–11:30 Discussion Panel**  
*Partner: Rzeczpospolita*

## 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

**Sławomir Mazurek** - Undersecretary of State, Ministry of Environment, Poland

**Jarosław 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

**27 APRIL**

**11:40–13:00 Thematic Block**  
*Partner: DemoVita*

## 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**

### Water Circulation in Cities

*Moderator:*

**Tadeusz Arkit** - President of the Board, Regional Water Supply and Sewerage Company in Chrzanów, Poland

*Speakers:*

**Piotr Chruszczyk** - Head of the Public Procurement and Customer Service Department, Otwockie Przedsiębiorstwo Wodociągów i Kanalizacji, Poland

**Jacek Sadowski** - President, DomoVita, Poland

**Piotr Stefanski** - Vice-President, Otwock City Council, Poland

**Tomasz Szczerba** - Mayor, Wojkowice City Council, Poland

**27 APRIL****14:00– 15:10****Discussion Panel**

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**Digital Hospital of the Future**

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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 prevention 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-Chrapisinska** - 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**

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**Local Government Programmes of Parties**

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**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

**Stanisław Kruczek** - Member of the Board, Podkarpackie Region's Marshal's Office, Poland

**Grzegorz Sapinski** - Mayor, Kalisz City Council, Poland

17:05–17:30

Discussion Panel

## 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

17:30 –17:55

Discussion Panel

## 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**

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## Revitalisation of Degraded Areas

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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:***Stanislaw 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 Chęcinski** - 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**

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## Social Economy – Searching for the Best Solutions

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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*

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

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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:*

**Rafał Wisniewski** - Director, National Centre for Culture, Poland

*Speakers:*

**Teresa Jankowska** - Vice-President, CAL Association, Poland

**Paweł 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 Słodki** - 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**

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**Local Government for Well-being of the Seniors. Best Practices**

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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 senioral 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

**Jozef 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 Jeczek** - 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 Piasecki** - Managing Editor, Rzeczpospolita, Poland

*Speakers:*

**Bartłomiej Chmielowiec** - 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 Fizjoterapeutów, Poland

**Anna Prokop-Staszecka** - General Director, The John Paul II Hospital in Krakow, Poland

**27 APRIL****14:00–15:10****Discussion Panel**


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

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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

**Jaroslav Lasecki** - Owner, Bobolice Castle, Poland

**Roman Polikrovskiy** - Mayor, Zbarazh City Council, Ukraine

**Jaroslav Samela** - Mayor, Wachock City Council, Poland

**Elisabeth von Kuster** - President, Palac Lomnica Ltd., Poland

**27 APRIL****15:20–16:30****Thematic Block**

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

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## Local Government and History

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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 Drais** - 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 Sacz, Poland

**27 APRIL****16:40–18:00****Thematic Block***Partner: FASI.biz*


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## Cohesion Policy post 2020: a Better Governance to Improve Spending

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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 Swiecicki** - Member, Parliament, Poland

**Discussion Panel**

## **Cohesion Policy post 2020: a Better Governance to Improve Spending**

*Special guest:*

**Witold Slowik** - Undersecretary of State, Ministry of Investment and Economic Development, Poland

*Moderator:*

**Andrea Gallo** - Publisher, FASI.biz, Italy

*Speakers:*

**Oleg Slobotchikov** - Rector, Institute of World's Civilisations,  
Russia

**Jakub Szymanski** - Director of the Department of Operational Programmes Management, Malopolska Region Marshal's Office,  
Poland

**Vedran Dulabic** - Associate Professor, University of Zagreb,  
Croatia

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:*

**Władysław 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 Sistemose 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-Bryska** - Regulatory and Public Affairs Director, Veolia Energia Polska, Poland

*Moderator:*

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

*Host:*

**Ślawomir Jurczynski** - Development and Region Director, Member of the Management Board, Veolia Energia Poznań, Poland

**Dariusz Musiał** - Member of the Board, Director for Strategy and Region, Veolia Południe, Poland

**Norbert Skibinski** - Industrial Projects Director, Veolia Energia Polska, Poland

**26 APRIL**

**12:50–13:50**

**Thematic Block**

*Partner: AVR S.A.*

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

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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:*

**Jacque 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

**26 APRIL**

**16:00–17:10**

**Thematic Block**

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## The Role of Health Resorts in Regional Development

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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 Poplavskaia** - 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



Discussion Panel

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

*Moderator:*

**Petra Ferik** - 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

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### Local Patriotism. Do Origins Matter?

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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

27 APRIL

9:00–10:10

Thematic Block

## 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

27 APRIL

10:20–11:30

Thematic Block

## 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:*

**Daive 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 Razzi** - 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

**27 APRIL**

**14:00–15:10**

**Thematic Block**

*Partner: Philips Polska Sp. z o.o.*

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## Smog versus the Health of Citizens

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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**

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**Adventure on Two Wheels – Cycling Friendly Cities and Regions**

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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**

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

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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

## Discussion Panel

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

*Moderator:*

**Katarina Hazuchova** - Independent Environmental Analyst, GPoT, SIOV, Slovakia

*Speakers:*

**Boguslaw Bialowas** - President of the Management Board, Bank Ochrony Środowiska S.A., Poland

**Otar Grigolia** - Chairman of the Committee for the Economic Development, Investment Policy and International Relations, Tbilisi City Municipal Assembly, Georgia

**Marek Haliniak** - Chief Inspector of Environmental Protection, Chief Inspectorate of Environmental Protection, Poland

**Anatoly Kalina** - Director, FGBU "National Park" Curonian Spit, Russia

**Mirela Koci** - Executive Director, AULEDA Local Economic Development Agency, Albania

**Anniina Kontiokorpi** - Project Manager, North Karelia, Finland

*Participation in discussion:*

**Bernhard Skiba** - CEO, The Krzyzowa Foundation, 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 Dulińska-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

**Malgorzata Poplawska** - Vice President, Krakow Technology Park, Poland



**26 APRIL****17:00–20:00**      **Thematic Block**  
*Partner: City of Krakow*

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## The Role of Local Economic Government in a Region's Development

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### Welcome and the Opening of the Meeting

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

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**Andrzej Arendarski** - President, National Chamber of Commerce, Poland**Elzbieta 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**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.

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*Moderator:*

**Leszek Rozdzinski** - 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

**19:40 – 20:00**

### Discussion with the Audience

*Moderator:*

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

**27 APRIL**

**9:00–13:00**

**Thematic Block**

*Partner: City of Krakow*

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

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### “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

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

**Wiesław Jopek** - President, Merchant Congregation in Krakow, Poland

**Konrad Kronig** - Mayor of the City, Skarzynsko-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 Banaszekiewicz** - 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 Kulczyk-Dynowska** - Doctor, Wroclaw University of Economics, Poland

**Bartłomiej 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 Miszański** - Councillor, Krakow City Council, Poland

**Wojciech Przybylski** - President of the Board, Krakow Technology Park, Poland

**Mateusz Zmyslony** - Creative Director, ESKADRA, Poland

**27 APRIL****15:00–17:45**      **Thematic Block**  
*Partner: City of Krakow*

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## Europe's Silicon Valley – Myth Or Reality?

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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