



**The Open Eyes  
Economy Summit  
Guide**

**What is  
the OEES?**

# What is the OEES?

It is perhaps the most creative congress in Poland – a melting pot of ideas, an actual contemporary agora and space for... imagination. Can you imagine an economy based on social values? We can not only imagine it, but we are also working to introduce real changes for the better. We show that it is possible to act differently, that profit does not have to be the underlying value in the economy, business and public life.

We do this every year at ICE Congress Centre in Krakow with the help of inspiring people from the world of science, economics, culture or public administration. We confront points of views because we believe that nothing is more inspiring to thinking than discussion and the fusion of horizons. There are activists, entrepreneurs, challengers and representatives of large institutions. It is a great opportunity to listen live to extraordinary personalities and make new contacts. The OEES inspires, which is confirmed by most of our guests. This year we will take a closer look at the issues of diversity management, business ecosystems and the post-covid organization. We will think about what to do with historical cities and how to localise and naturalize economy. We will also consider the concepts of streaming and gaming and whether and how to start everything from anew.

The November congress is the culmination of a year-round intellectual and organisational work. Between the subsequent editions of the OEES we organise meetings, lectures and discussions, which we cordially invite you to. We also invite you to talk as we want to inspire but we also love to be inspired.

# Thematic blocks



## FIRM-IDEA

Admirable, trustworthy, responsible and socially committed businesses. Companies that have the ambition to change the world, honestly and consciously generating real VALUES.



## CITY-IDEA

Public spaces facing people, intelligently managed, developing sustainably in balance with the ENVIRONMENT, green, friendly and increasingly self-sufficient.



## BRAND – CULTURE

Brands consciously and together with their communities generating real CULTURE. Common values contribute to an aesthetic, thoughtful world where the society as a whole enjoys a better life.



## INTERNATIONAL GOVERNANCE

The awareness of global conditions contributing to the system of connected vessels, broadening horizons and thoughts about responsibility across borders. The knowledge of what brings us together internationally and what divides us is essential for understanding THE BROAD PERSPECTIVE.

# The best hybrid congress in Central Europe

Open Eyes Economy Summit 5 has proved to be a great success owing to the new, hybrid formula. Despite the pandemic, the Congress managed to gather 3,000 people from 27 countries, who viewed the transmission from the ICE Congress Centre for almost 3,500 hours.

The unique atmosphere of the International Congress of Economy of Values was moved to the Internet in 2020. Breakthrough ideas and inspiring speeches took place in Kraków as every year, although this time the Congress Centre space was replaced with a special platform to imitate the venue. Owing to this solution, participants could benefit from all the attractions that have become a permanent part of the Congress formula: speeches and speaker discussions, but also networking sessions and meetings with other Congress participants. Last year's edition has given us a lesson that the Congress can be participated from any place worldwide. Meetings in reality are of particular importance, and we all wish to have this nice buzz in the foyer during OEES 6, but we are also certain that the solutions worked out in 2020 will remain with us for good.

## The International Congress of the Economy of Values is:

- interdisciplinary programme,
- 4 thematic blocks,
- 5 scenes in ICE Krakow,
- 2 days,
- special sessions and inspirational sessions with case studies,
- Q&A and networking,
- cultural program.

OEES 5 was viewed by **3,000 participants** from **27 countries**

Live transmission: **36 hours**

Sessions: **92**

All participants spent **3,457 hours** at the platform

Downloads of congress publications: **976**



Conventa Best Event Award  
**WINNER 2020**

See more at  
**PLAY  
KRAKOW**



# The OEES is constantly evolving – the numbers speak for themselves!

## PR/media 2020\*



AVE **6 468 232** PLN



reach **25 701 585**



**1712** publications

## social media 2020

### FACEBOOK



**5 308 977** impressions



**12 887** average daily range



**46 023** recipients of posts

\* data according to the Institute for Media Monitoring

# Whom we will meet at the OEES

## institutions

private company	<b>34,8%</b>	NGO	<b>15,2%</b>
university	<b>26,1%</b>	media	<b>4,3%</b>
public institution	<b>19,6%</b>		

## job positions

Communications/PR/marketing/CSR manager	<b>16,1%</b>	student	<b>16,1%</b>
lecturer	<b>9,7%</b>	account/sales/HR manager	<b>4,3%</b>
CXO/owner	<b>12,1%</b>	local animator	<b>3,0%</b>
member of the board	<b>17,7%</b>	other	<b>12,1%</b>
analyst/inspector	<b>8,9%</b>		

	participants	speakers	companies and institutions
<b>2016</b>	1400	100	100
<b>2017</b>	2000	180	120
<b>2018</b>	2500	200	150
<b>2019</b>	3000	200	180
<b>2020</b>	3000	160	90

# The target group

The target group of the congress is very broad and diverse.  
Who are we talking to, or perhaps, who are we discussing with?



## INNOVATORS – THOSE WHO CHANGE OUR POINT OF VIEW

Do you develop new solutions, initiate trends, define new problems and give creative answers to old questions? Do you create, research or act? We are looking for those who want to shape a better future, and not necessarily just wait for it.



## LEADERS – THOSE WHO HAVE INFLUENCE

Do you have a real impact on your community, your business, your university or your institution? Let us talk. Only due to conscious and responsible leaders decisions can be made that are necessary to ensure our common future.



## ACTIVISTS – THOSE WHO SHOW THAT YOU CAN LIVE BETTER

Are you aware of the challenges facing the modern world and every day you try to live better – sorting garbage, operating in a local society, producing or buying responsibly? The OEES is something for you!



## SEEKERS – THOSE WHO ARE LOOKING FOR NEW PERSPECTIVES

Or maybe it is that you do not know what to think – are you hesitant? Would you like to make a difference, but you do not know how to do it? Do you need inspiration, do you want to know good practices from different industries or confront your views with those who think differently? You are a person we are looking for!

# Topics 2021

## FIRM-IDEA

- **MANAGING DIVERSITY: A MULTI-GENERATION AND MULTICULTURAL ORGANISATION**
  - perspectives of diversity in the organization
  - lack of subjectivity
  - the role of women in company authorities and their influence on the company value
  - family businesses
- **ORGANISATIONS AND BUSINESS ECOSYSTEMS DURING COVID**
  - changes in the processes of goods and services distribution, communication and work model
  - new axiology in organizations
  - corporate environmental responsibility (CER)

## CITY-IDEA

- **HISTORICAL CITIES – WHAT LIES AHEAD?**
  - historical city – tourist city. What's next for the tourism sector?
  - cultural heritage as a revitalization resource
- **FROM GLOBALISATION TO LOCALITY – LOCALISATION AND NATURALISATION OF ECONOMY**
  - placement of economy in the local ecosystem
  - bioeconomy, biotechnology
  - economy and entropy

## BRAND – CULTURE

- **STREAMING & GAMING**
  - streaming culture and streaming in culture
  - non-entertainment gaming functions
  - generational diversity– silver gaming
  - cybersecurity
- **SHOULD WE START EVERYTHING FROM ANEW AND HOW?**
  - a vaccine for everything?
  - anew designing
  - co-working, co-living, co-world

## INTERNATIONAL GOVERNANCE

- the foreign policy
- weakness of leadership in democratic countries
- new US Administration and facing global threats

## Special path: THE CARPATHIANS

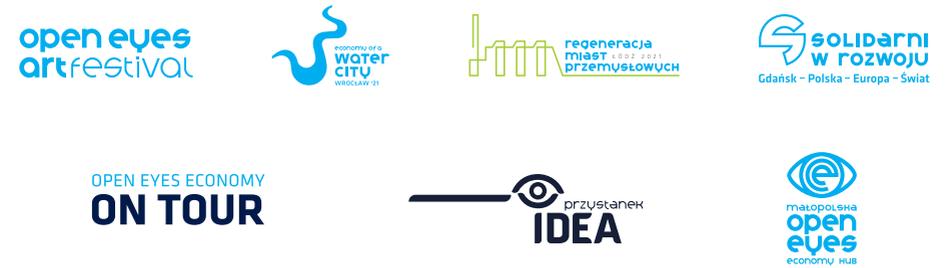
- wealth and diversity of the Central European countries
- capital of the Carpathian mountain chain region



TECHNOLOGICAL PARTNERS



PARTNER EVENTS



ORGANISERS OF THE OPEN EYES ART FESTIVAL



CONTENTS PARTNERS



POWERED BY





# **The OEE Projects**

# OEES Hub

At the invitation of Professor Hausner, several prominent scientists from various fields answered the question of how the pandemic affects the most important social and economic problems. Effects were published in the form of short, condensed diagnoses.

## THINK TANK OEES HUB

The publication of alerts and reports last year marked the beginning of our think tank's activities. Its merger with the Małopolska Open Eyes Economy Hub project and the knowledge base on our portal has resulted in OEES Hub. This is a network of connections among science, business, and cultural sector, which promotes best practices related to the economy of values.

## OEES LAB

Expert teams established on the initiative of Professor Jerzy Hausner continue their work in new theme areas: OEES EduLab, CityLab, and WaterLab. Education, urban studies, and water economy are areas where formulation of theoretical grounds is of special importance. What is even more important, however, is the implementation of solutions based on these assumptions. Owing to this and to the promotion of model bottom-up measures, we can bring a real change to schools and cities, and improve Poland's hydrological situation. This is the objective of OEES Lab.



Owing to the experience gathered in 2020, we already know how to effectively organise cooperation within such groups by remote. The think tank will continue its publishing activities, with the publications always available to everyone for free.

## EXPERT ALERTS

Several teams of experts commented upon the current situation in Poland for several months. They gave their opinions on regulations introduced in the area of education and business. In their alerts, they included ad hoc solutions related to e-education, as well as difficult situation of cultural institutions, or local governments. They also dealt with water economy, with the experts' objective to build the awareness of the threat posed by limited water resources in Poland.

## REPORTS

After terminated publication of the alerts, the OEE Hub think tank published a series of reports to summarize them. The reports not only contain a synthesis of the knowledge gathered during the pandemic, but also proposals for long-term repair measures for the economy, education, culture, or healthcare. We have also published a report entitled "Państwo i my" [The State and Us], namely a complex diagnosis of the condition of Polish democracy.

## OEES HUB ACTIVITIES IN 2020 INCLUDED:

**8 reports,**

**83 alerts** (on economy, education, social matters, local governments, business, culture, healthcare, water, special),

**25 expert studies, 8 expert teams, over 140 experts,**

**73 066 visits** to website: [www.oees.pl/dobrzewiedziec](http://www.oees.pl/dobrzewiedziec),

**31 811 visits** to website: [www.oees.pl/alerty-ekspertkie](http://www.oees.pl/alerty-ekspertkie),

**publications in the media**, including [wp.pl](http://wp.pl), [twoje-miasto.pl](http://twoje-miasto.pl), [dziennikpolski24.pl](http://dziennikpolski24.pl), [rp.pl](http://rp.pl), [krakow.wyborcza.pl](http://krakow.wyborcza.pl).

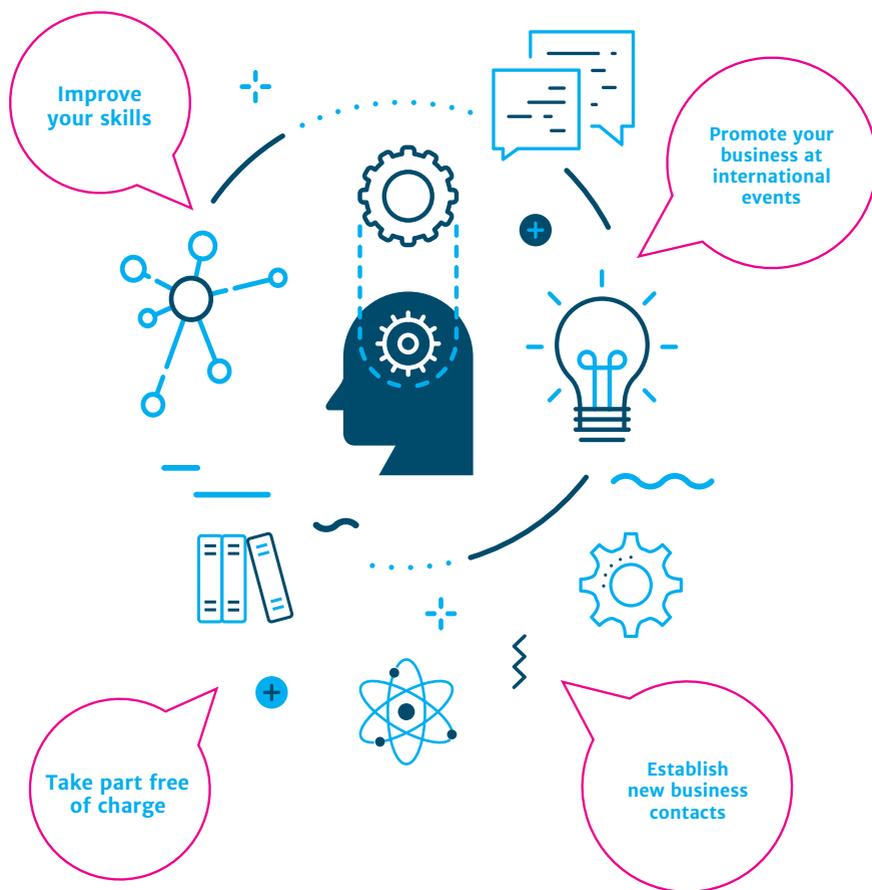
## MAŁOPOLSKA OPEN EYES ECONOMY HUB

Open Eyes Economy is not limited to organising events and scientific activities. We are practically developing the concept of BUSINESS-IDEA by supporting small and medium enterprises from Małopolska Region operating in the creative, leisure, and technological sectors. The project is aimed at developing their export through participation in foreign workshops and international conferences. We are obtaining funds for this promotion from the European Union.



## Foreign promotion of FIRM-IDEAS from The Malopolskie Region

[www.oees.pl/hub](http://www.oees.pl/hub)



# Online events' statistics

March 2020–March 2021

### THE IDEA STOP

14 IDEA Stops –  
78 thousand viewers

### SPEAKING OPENLY

19 conversations of Speaking openly –  
26,6 thousand viewers

### "IT HAS NEVER BEEN A UTOPIA" LECTURES

13 lectures "It has never been a utopia" –  
47 thousand viewers

### OEE ON TOUR

4 OEE on Tour online events –  
13 thousand viewers

### MOEEH BUSINESS MISSION

2 MOEEH business missions –  
2,4 thousand viewers



## It has never been a Utopia

Academic lectures of professor Jerzy Hausner – “The Economy of Values”

Let us imagine an economy whose main purpose is not profit – one that gives prevalence to intangible assets. Let us imagine an economy that does not run away from questions about good and evil but is based on the concept of a man who is not selfish. It is an economy that does not run away from responsibility but values solidarity, altruism and higher needs. Is such an economy possible? During the last series of professor Jerzy Hausner’s lectures, we found out that it was so. Professor Hausner has been promoting and scientifically developing the theoretical foundations of the economy of values for years. His guests included practitioners, activists and entrepreneurs. Their activity is the best proof that the professor’s idea has never been a utopia.

## Speaking openly

We question the business on the economy of values

Speaking openly... this time we have decided to talk about business. We cordially invite you to watch doctor Bartłomiej Biga’s discussions with partners and ambassadors of the open eyes economy. In the episodes, we asked about what is not obvious about the economy: how to understand the economy of values? What are the economic issues that too little attention is paid to? What is crucial for the economy and entrepreneurs in 2020? In podcasts, we can listen to experts in the areas, who are not afraid to speak openly about what can sometimes be difficult, but is always important and inspiring.

**You can watch all of the lectures as well as ‘Speaking openly’ and “The IDEA Stop” episodes on the Open Eyes Economy Youtube channel.**

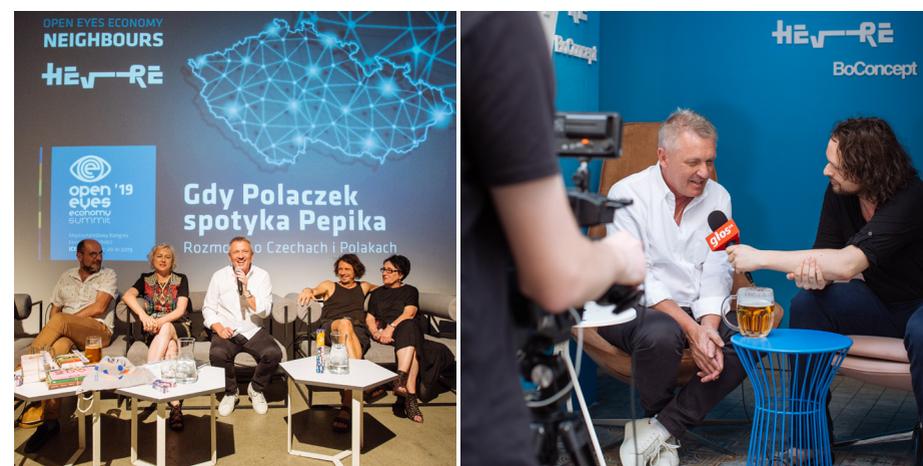
## The IDEA Stop

At the beginning, this space was created as a physical place, but since we spend more time at home, The IDEA Stop works perfectly in the network. As a part of regular streaming, we address economic, health and economic topics, we talk about administration, education and social issues. To date, more than 40 experts have participated in our discussions, and this number is constantly increasing.

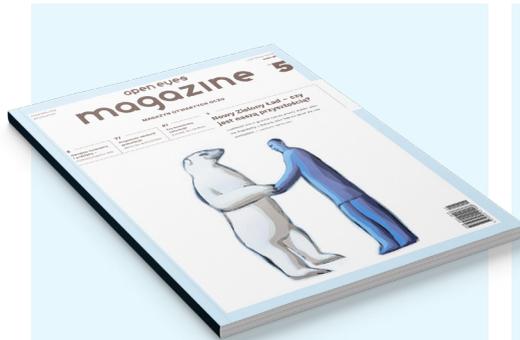


## Neighbours: between us

In 2019, we organised 2 meetings dedicated to Poland and its neighbours: the Czech Republic and Ukraine. The motivation was simple: we live side by side but we really know little about one another. Both meetings proved to be a turnout and substantive success. Artists, activists and social stakeholders from Poland and abroad discussed in a café-like atmosphere.



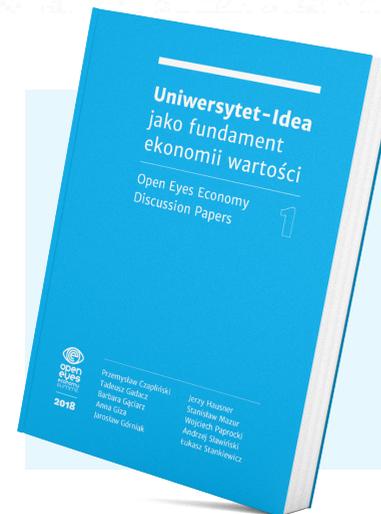
# The OEES Publications



“The Open Eyes Magazine” is about economics but it discusses it in a way that can interest and move anyone who appreciates the reflection on the surrounding world. It is a publication to read about new trends, pressing problems and visionary solutions.



The Open Eyes Book is published in two languages (in Polish and English). It is co-created by recognised scientists and practitioners. It presents the intellectual principles of the economy of values and forming relational market economy as well as examples worth following.



Around the OEES, we create a library that introduces problems associated with the open eyes economy, such as, among others, a series of Discussion Papers – the outcome of discussions and debates taking place during the events related to the congress. They include the thoughts of intellectuals and specialists representing various areas of science.

We shoot, record, publish and speak. That is why on our website ([www.oees.pl/en](http://www.oees.pl/en)) you will find the **GOOD TO KNOW** tab.

It is a kind of electronic library where we post materials related to the OEES (periodicals, books, publications, videos and podcasts) that you can see and... recommend them to others!

# The OEE on Tour

We are everywhere: both in Poland and abroad. In small and large cities. On the way all year round. The themes of these meetings are differentiated but they are always in line with the assumptions of the Open Eyes Economy.



# OEA Festival

The Open Eyes Art Festival are the accompanying events of the Open Eyes Economy Summit: unique concerts, interesting exhibitions and ambitious performances of Polish artists. The festival brings Polish culture closer to the international public and presents original events on the Krakow art scene to the inhabitants and tourists visiting Krakow and the Małopolska Region.





**Previous  
editions**

# The speakers

To the Open Eyes Economy Summit, we invite practitioners, theoreticians, reformers and visionaries who show us what they are struggling with, what they have already achieved and what they are striving for. We often confront opposite opinions and points of view

because our ambition is to create a true contemporary agora – an event in which the lecture is dominated by the free and inspiring clash of different views. During the five editions of the OEEs, almost 800 speakers performed on our stage, including, inter alia:



PROF. TAKAHARU TEZUKA  
Tezuka Architects



ZUZANNA SKALSKA  
360Inspirations



JANINA OCHOJSKA  
CEO, Polish Humanitarian  
Action (PAH)



HAJNALKA SCHMIDT  
Operational Director,  
Greenpeace Central and  
Eastern Europe



CHARLES LANDRY  
writer, town planner



GONÇALO LOBO XAVIER  
Managing Director  
of Portuguese Association  
of Retailing Companies (APED)



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



PROF. MUHAMMAD YUNUS  
Nobel Peace Prize Laureate  
2006; founder, Grameen Bank



IAN BRZEZINSKI  
Brent Scowcroft Center  
on International Security



TOMÁŠ SEDLÁČEK  
philosopher of economics



DARIO SOTO ABRIL  
CEO, Fairtrade International



MARTIN RAISER  
Country Director for China,  
Mongolia and Korea,  
World Bank



STELLA NAKAWUKI  
LUKWAGO  
Social Innovation Academy



JENNIFER MORGAN  
International Executive  
Director, Greenpeace  
International



JUREK OWSIAK  
CEO, Great Orchestra  
of Christmas Charity



PROF. ANNA  
GIZA-POLESZCZUK  
Vice-Rector, University  
of Warsaw



GIL PEÑALOSA  
Urban planner, 8 80 Cities  
Ambassador



MAURICIO VOIVODIC  
CEO, WWF Brazil



**ARETA SZPURA**  
activist, author of the book  
How to save the world?



**PROF. JERZY BRALCZYK**  
University of Warsaw



**KS. ADAM BONIECKI**  
senior editor,  
"Tygodnik Powszechny"



**SZYMON HOŁOWNIA**  
founder of the Kasisi  
Foundation and the Dobra  
Fabryka Foundation



**ALBERTO ACOSTA**  
former Minister of Energy  
and Mining in Ecuador



**NANCY GITHAIGA**  
Head of Policy Research  
and Innovation, WWF Kenya



**PROF. DAVID THROSBY**  
Macquarie University, Sydney



**ALEKSANDRA DULKIEWICZ**  
Mayor of Gdańsk



**BRUNON BARTKIEWICZ**  
CEO, ING Bank Śląski



**IRINA BOKOVA**  
former General Director,  
UNESCO



**ADAM WAJRAK**  
journalist



**PROF. ALEKSANDRA  
PRZEGALIŃSKA-SKIERKOWSKA**  
Kozminski University

# Recommendations



**MIROSLAW PROPPE**  
CEO, WWF Poland

*The Open Eyes Economy Summit is a place for real discussions about how we are to continue to develop in our world so that we do not make our civilisation disappear. Here you can find inspiration and examples for further work. I welcome the high participation of young people and companies – without future decision-makers and consumers and today's producers we will not be able to make any real change.*

*The Open Eyes Economic Summit is one of the most stimulating international meetings dealing with global economic, social and cultural issues to be found anywhere in the world at the present time. It brings together many high-level speakers, and its innovative format encourages the active participation of all who attend.*



**PROF. DAVID THROSBY**  
Macquarie University, Sydney



**ANNA MIOTK**  
University of Warsaw

*The Open Eyes Economy Summit is a place of inspiration, intellectual debate and discussion of the latest and most important economic trends and events. It is worth to be here!*

*The real business leadership is not a focus on the profit-driven company but an understanding of what its immediate surroundings and the world gain from its business. The annual Congress of the Economy of Values means for me that I can meet, in one place, almost exclusively, people who share this belief. It is still not a prevailing attitude and, therefore, by acting every day in our areas for positive change we can feel a bit lonely. These few days of the OEE in Krakow is an opportunity to recharge batteries and gain confidence that there are more people thinking likewise.*



**EWA SOWIŃSKA**  
ESO Audit



## Open Café

The Open Café is an accompanying initiative of the Open Eyes Economy Summit. As a part of this, we present the Congress guests with food produced responsibly and ecologically, and discuss and share experiences. Isn't that what cafes are created for? Ours is open – to the gourmets, producers and those who simply want to know more. The Open Café is also very international. In 2018, when the topic was coffee, we made a documentary film “The Second Sunrise” in Rwanda. It is one of many voices in the multilingual discussion about the broader responsibility.

## Battle Point

Creativity and change for the better are only possible if we go beyond our own perspective, confronting other possible points of view. That is what the Battle Point is created for. It is a formula unique to the OEEES – a specially designated point where people with different positions and views can meet. There are intellectual battles, exchanges of opinions and fusion of horizons. Such meetings are extremely inspiring not only for the discussing parties themselves but also for everyone who has an opportunity to observe them.



## Meeting Points

Meeting Points are places created for those who are particularly inquisitive. Do you want to talk to the speakers or just congratulate them on an interesting speech? Or, maybe, do you want to ask questions of one of the speakers, learn more about the topic you are interested in, or get to know the representatives of a particular company? That is why Meeting Points have been created.

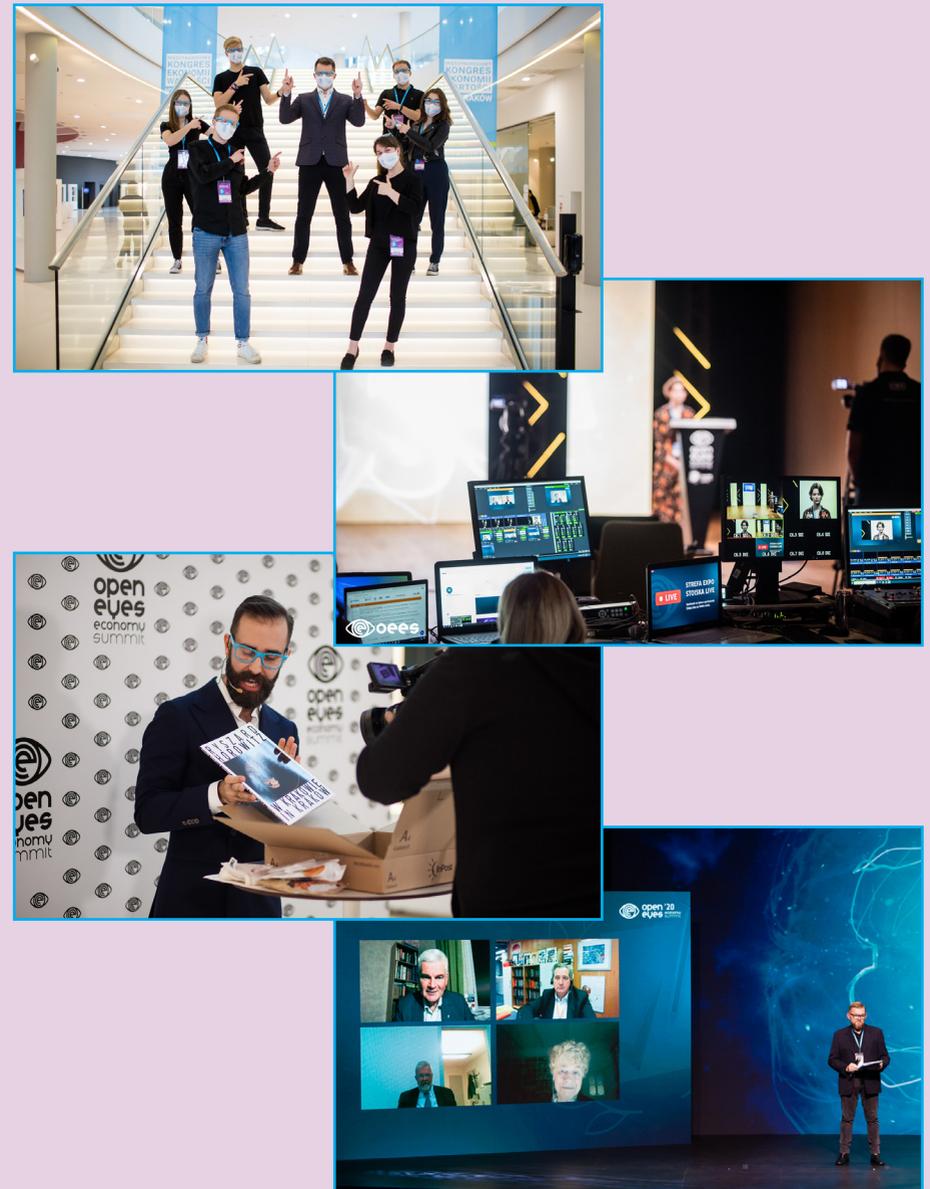
## Networking

At OEEES, not only the speakers can inspire but also each of the participants. The stage presentations are an excellent contribution to discussions and to developing the theses. We create favorable conditions for this as part of the networking sessions. Open Eyes Economy is already a big move, and all its' supporters meet at the Congress in November. In order not to waste such an opportunity to establish contacts with similar-minded and acting people or to exchange practical solutions in the field of the economy of values.

# They trusted us



# OEES 2020 hybrid edition





### **Organizer**

Foundation of Economy  
and Public Administration  
ks. I. J. Skorupki St. 22  
31-519 Kraków, Poland  
e-mail: [biuro@oees.pl](mailto:biuro@oees.pl)  
tel. +48 12 423 76 05

### **Contact**

Open Eyes Economy Summit Office  
e-mail: [biuro@oees.pl](mailto:biuro@oees.pl)  
mobile: +48 534 881 236  
  
[www.oees.pl/en](http://www.oees.pl/en)