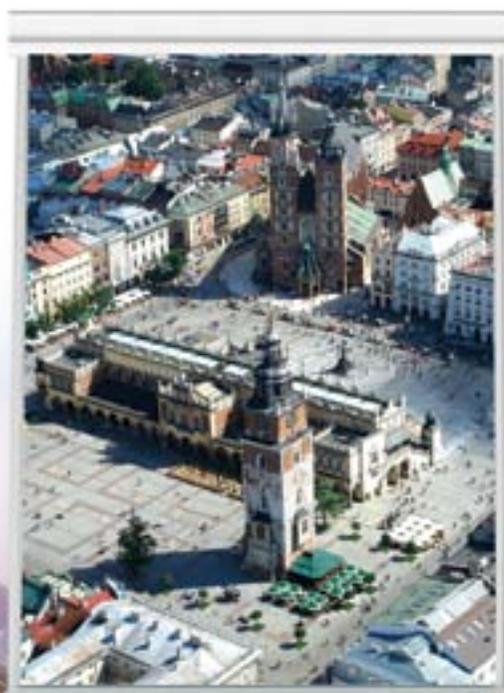


KRAKÓW. MAŁOPOLSKA SUSTAINABLE MEETINGS





INTRODUCTION

One of the most important recent trends in the conference industry is organising socially-sustainable events. When it comes to selecting a meeting venue, clients are increasingly driven not just by economic or geographical factors, but also social considerations. To create a sustainable event, it is important that every stage of its organisation is carefully planned to be environmentally-friendly and socially-sustainable, in particular by striving to reduce its negative impact. This trend is increasingly noticeable in events being organised in Poland; as such, local authorities in the Małopolska region and the City of Kraków are following the standards set during Poland's "Green Presidency" as part of the country's Presidency of the Council of the EU to actively promote environmentally-friendly events and education on the subject.

In Małopolska, managers of hotel and conference venues and professional events organisers are increasingly striving to limit the negative impact on the environment by protecting natural resources: saving energy, water and paper, recycling, reducing the numbers of conference giveaways and gadgets, as well as working with local business partners with a good record in following ecological standards. Hotel, restaurants and catering companies are keen to use traditional seasonal produce, work closely with local artists, and support local communities.

This brochure presents reasons why you should consider holding your green event in Małopolska, and gives examples of sustainable meetings and ideas for minimising any negative impact on the environment.

Event in Małopolska? Naturally!



Photo: T. Gebus

ACCESS AND COMMUNICATION

TRANSPORT WITHIN THE REGION

- John Paul II International Airport Kraków-Balice (train journey to Kraków: 15 mins) and good transport links from Katowice Airport (car: 2 hours, train and car: 2h30min) and Warsaw Airport (car: 5 hours, train and car: 3h30min)
- Railway links with all major cities in Poland and capitals of neighbouring countries
- Motorway links with Germany
- Option to organise group transport for any number of people
- Modernised network of major roads providing transport to important centres throughout the region

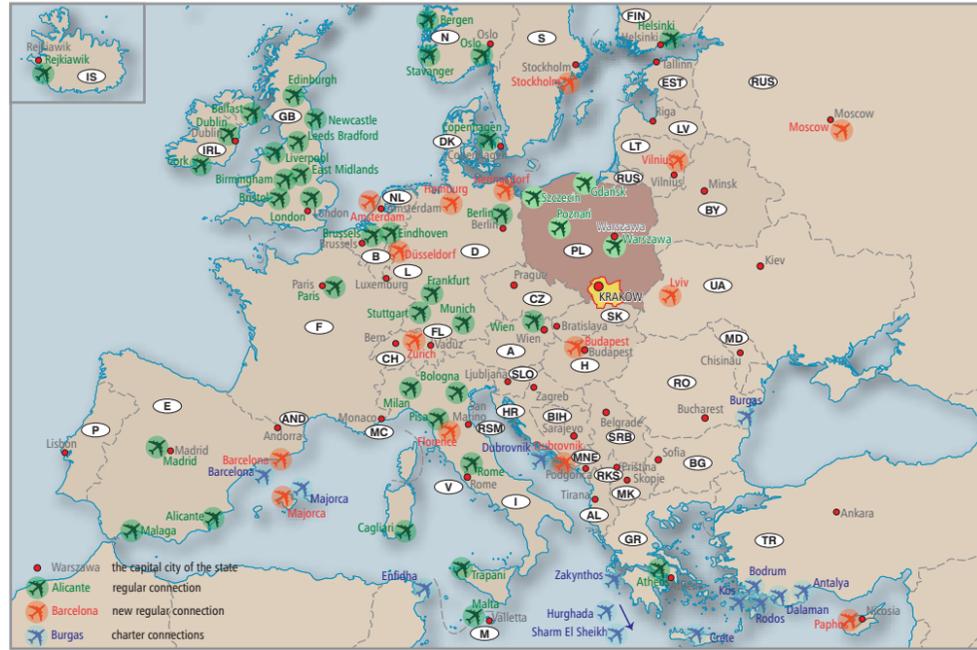
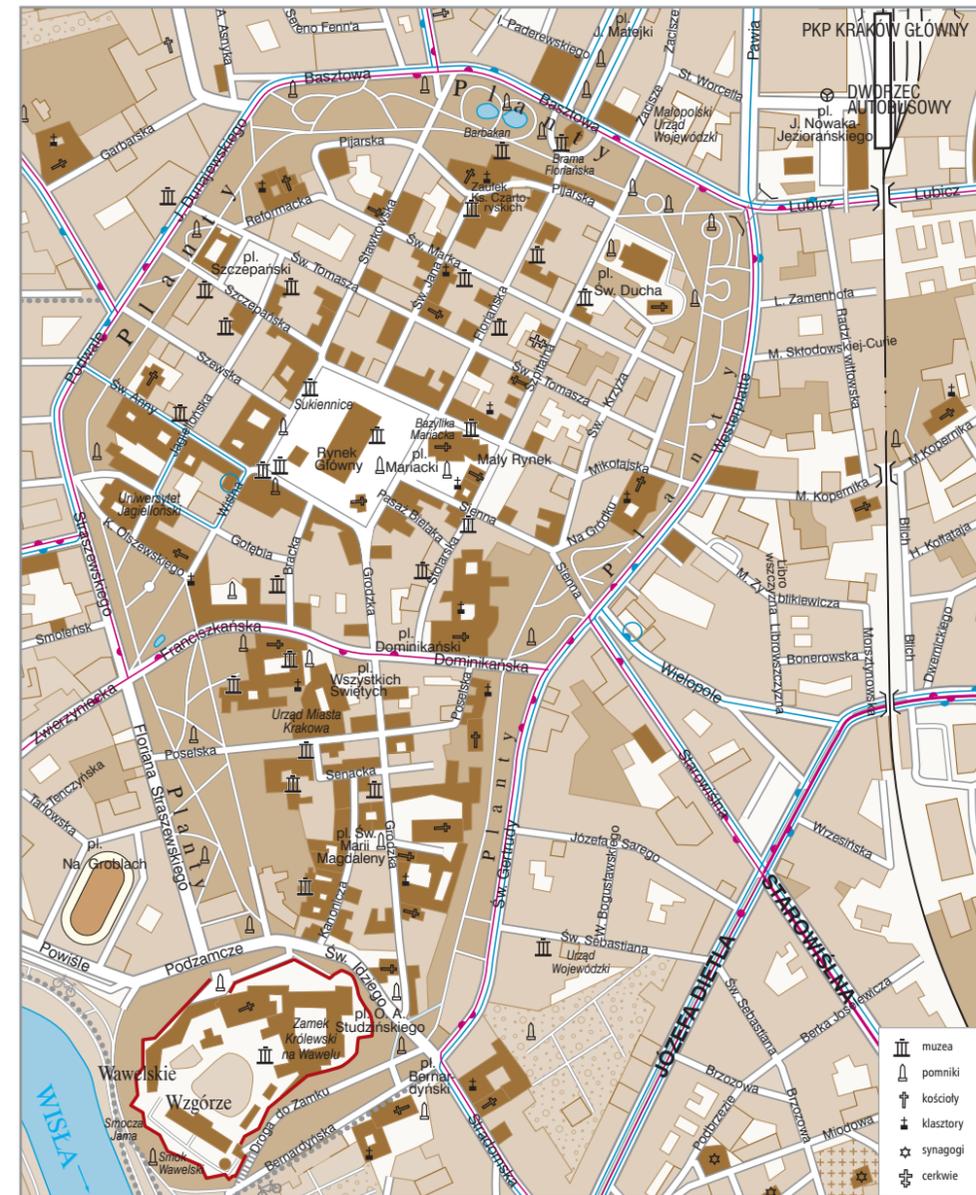


Photo: Daunpol Sp. z o.o.



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TRANSPORT IN KRAKÓW

- Fast railway link with the John Paul II International Airport Kraków-Balice
- Modern city buses and trams, and a well-developed and constantly upgraded public transport network
- Excellent walking routes
- Municipal rental cycle scheme with 150 bikes available for hire (the number is due to rise to 300 in 2013, and increase tenfold to 1500 by 2015) and private bike hire
- Horse-drawn carriages, rickshaws
- Eco-taxi: modern rickshaws driven by electricity and the driver's muscle power
- Electric carts



Photo: Daunpol Sp. z o.o.



Photo: W. Majka

WHY SUSTAINABLE MEETINGS IN KRAKÓW AND MAŁOPOLSKA?

This brochure presents reasons why you should consider holding your green event in Małopolska, and gives examples of sustainable meetings and ideas for minimising any negative impact on the environment.

One of Małopolska's strengths in terms of organising sustainable events is the **region's convenient location and developed communication infrastructure**. **Kraków** is in the very **heart of Europe**, on the intersection of the most important national and European transport routes. The **John Paul II International Airport Kraków-Balice**, just 11 km from the city centre, provides links to over 50 European cities. **Kraków and Małopolska's cultural and historical features**, and their unique, magical atmosphere, provide a perfect backdrop for business meetings. **Local restaurateurs** enjoy taking their guests on a culinary journey through traditional flavours of Cracovian, Galician and Highlander cuisines. The **busy cultural calendar** also provides a feast for the soul. The combination of an excellent hotel and conference base with the region's tourist attractions and the support from experienced meeting organisers guarantee the perfect balance during your stay in Małopolska.

The Małopolska Voivodeship is home to **8 locations included on the UNESCO World Heritage list, 6 national parks, 3000 marked mountain trails, 2600 km of bike routes, over 300 ski lifts, numerous curative, mineral and geothermal springs, and salt mines with a unique microclimate**. Visitors can enjoy relaxing in the beautiful natural environment and immerse themselves in Poland's culture and history.

- Convenient location in the heart of Europe
- John Paul II International Airport Kraków-Balice, with links to over 50 cities throughout Europe
- 8 locations on the UNESCO World Heritage List
- 6 national parks
- Busy calendar of cultural events
- Diverse tourist attractions
- 33 universities in Małopolska, including the oldest university in Poland: the Jagiellonian University

DIVERSE CONFERENCE BASE

Małopolska and Kraków's conference base, with nearly **300 venues**, is appreciated by many professional conference and congress organisers from across Poland and abroad. The region's unique charm, natural environment, cultural and historical heritage, and excellent conference venues provide a perfect backdrop for **sustainable business**

events in Kraków and Małopolska. Managers of hotels and conference venues are steadily introducing standards of sustainable development through energy-conserving solutions, working with local suppliers, participating in CSR projects, and monitoring their activities in terms of their impact on the environment.

- Almost 300 conference venues in the Małopolska region, including 131 in Kraków
- 69 historical conference venues
- 24 venues with a hall over 500 m²
- More major conference and congress centres under construction: ICE Congress Centre, Gromada Conference Centre, Exhibition and Sports Hall, International Congress and Fair Centre EXPO Kraków
- In 2011, almost 600 international MICE events in Kraków

HOTEL BASE

In the face of climate change, and in order to **minimise the emission of greenhouse gases**, major business events should be held in venues meeting certain environmental standards and fitted with essential conference equipment also meeting those standards, as well as using a tried-and-tested network of local suppliers. Additionally, environmental integration involves holding events in hotels that also meet environmental standards, of which there is no shortage in Małopolska and Kraków. They provide **catering using healthy, natural and regional produce**, and allow visitors to **enjoy the natural environment and local communities, traditions and cultures**. Kraków is home to numerous boutique hotels, mainly located in the Old Town in the heart of the city. Participants can **explore the city's main attractions on foot or using eco-taxis, horse-drawn carriages or bicycles**. Many international hotel networks, such as **Radisson Blu** and **Sheraton Kraków**, are offering additional services. The **Heritage Hotel Polski Pod Białym Orłem in Kraków** was one of the first in Poland to obtain the "**Clean Tourism**" certificate. Corporate social responsibility for event venues mainly concerns environmental policies, promotion of Polish culture, and activities supporting the protection of national heritage. **Radisson Blu Kraków** deserves a special mention as the first hotel in the world to be awarded the **prestigious BS8901 certificate**, introduced in 2007 by the **International Organization for Standardization (ISO)**. The process leading to the hotel obtaining the certificate lasted almost eighteen months, with over 50 guidelines for the hotel's everyday operation including business events. The introduction of the BS8901 standard, Radisson Blu in Kraków received an award as part of the Leaders of Sustainable Development competition in 2011.

- Over 400 venues in the region, including 14 ***** hotels, 47 **** hotels, and 177 *** hotels
- International hotel networks
- Boutique hotels with a unique regional charm
- Hotels in heritage buildings



Photo: W. Gorgolewski



Photo: J. Podlecki



Photo: Archiwum Radisson Blu Hotel Kraków



Photo: P. Barszczowski



Photo: P. Barszczowski

EXAMPLES OF SUSTAINABLE EVENTS

Holding responsible and environmentally-friendly meetings in Poland is significantly easier now than it was a few years ago. The events market includes companies offering environmentally-friendly products and services. There are numerous conference venues that regard sustainable development as part of their mission. Małopolska is home to professional meeting organisers offering support in preparing and holding environmentally-friendly events. They can help with selecting a venue, suggest the best logistics for the event, provide catering based around natural local produce, and keep the use of resources such as paper, plastics and so on to a minimum. It will be rounded off with a fascinating accompanying programme promoting the region, and an information system improving the participants' awareness of sustainable development and caring for the environment in their everyday lives and work.

Małopolska's hotels are increasingly participating in projects promoting environmentally-friendly trends and the region's achievements in this sphere. During Poland's Presidency of the Council of the EU, the Hotel Pod Kazimierzem in the heart of the Ojców National Park hosted the **Conference "Polish Presidency's Green Priorities in Practice"**. The meeting served as an exchange of experiences and presentation of good practice in terms of cooperation between non-governmental organisations with public administration, science and business in terms of European and environmental education. The next green event held in Małopolska was the **European Chapter Leaders Forum (ECLF)**, held in October 2009 at **Hotel Radisson Blu; the world's first hotel to be awarded the BS8901 ISO certificate**. It provided an opportunity to promote Poland's tourist attractions among European and American leaders of the events industry, as well as an invitation for the attendees to hold their future events meeting high environmental standards in Małopolska.

The region's calendar of meetings and festivals also includes events shaping environmentally-friendly attitudes. One of the key events promoting sustainable management of natural resources is the **Recycling Festival**, held for over ten years. In the summer, the **Małopolska Festival of Flavours** promotes local organic produce, stressing that local, seasonal foods are one of the region's treasures and one of the ways of limiting the negative effect on the environment.

As part of the **ETNomania Festival**, there are workshops during which the participants make wicker bowers, use traditional methods to make paper, and design jewellery using recycled materials.



Photo: P. Fabijański



Photo: J. Gorlach



Photo: P. Fabijański

- Raising awareness about protecting the environment through conferences such as "Polish Presidency's Green Priorities in Practice" and the European Chapter Leaders Forum (ECLF)
- Events shaping environmentally-friendly attitudes, such as the Małopolska Festival of Flavours, Recycling Festival, and ETNomania Festival
- 10 regional products registered by the EU (of a total of 36 in Poland)

CONCEPTS FOR GREEN INTEGRATION

Małopolska and its capital city, Kraków, are the perfect location for integration events. Kraków's dynamic development, combined with the wealth of tourist attractions and the region's beautiful natural landscapes mean guaranteed success for many different types of motivational and integration events, including those promoting concepts of sustainable development.

Organisers are increasingly reaching for inspiration in **the natural world, folk arts and crafts, traditions handed down over generations, and regional cuisines**. Meeting participants may be subconsciously seeking harmony, taking joy in simple activities and discovering the world around them in a slow, gentle way.

Educational trails in Małopolska's national parks provide a perfect setting for environmentally-friendly meetings aiming to raise awareness of the global problem of excessive exploitation of natural resources. **Planting trees or setting up vegetable gardens at children's homes**, as well as spending time with children and young people, are all valuable experiences for participants of events. Another way of offsetting environmental damage by neutralising the carbon footprint arising from conferences and events is re-forestation.

Photosafari or a bloodless hunt for bison in the Niepołomice Forest, rafting down the Dunajec River, music-themed recycling workshops, Kraków city planning using recycled materials, pottery classes at the Galician Village outdoor museum in Nowy Sącz, ethnic design workshops in Lanckorona, and pierogi-making using local organic produce are just some ideas for integration meetings for business tourists.

More information available on www.conventionkrakow.pl

- Almost 40 award-winning ideas for interesting integration and motivational events in Kraków and Małopolska, revealed as part of a competition held by the local authorities of the city and the region
- 4250km of thematic trails, including the Wooden Architecture Route
- 2600km of bike trails and 3360km of mountain trails
- 300 ski lifts, 250km of skiing routes
- 2 golf courses
- 4 geothermal pools
- 9 health resorts with mineral water springs
- Outdoor activities such as snowshoeing, rafting, hiking and mountain climbing, etc.



Photo: Daunpol Sp. z o.o.



Photo: R. Strojnowski



Photo: P. Gębus

SUSTAINABLE MAŁOPOLSKA

The online service **Sustainable Małopolska** is the response from the regional authorities to the growing interest in corporate social responsibility in the region. Its main aim is to promote CSR concepts among local companies, and to encourage them to introduce socially-responsible activities. Every year the service is becoming a more valuable treasury of CSR understanding and good practice, being co-created by local enterprises. One important initiative in the region is the annual **EKOBIURO competition**, providing an excellent opportunity to create and promote a positive image of companies, institutions and organisations involved in activities promoting environmental protection in the workplace. Introducing green solutions to workplaces is beneficial for the environment, with the organisation gaining additional advantages and savings.

Yet another initiative is the **Sustainable Business Leaders competition**, aimed at companies meeting the highest standards of sustainable business. Every year results in the selection of local companies whose ethical activities contribute to the building of a positive image of Małopolska's business and the region itself. There are also **cyclical meetings for enterprises and local authorities** promoting the introduction of CSR principles into their everyday functioning.

Małopolska also has a number of foundations supporting and promoting environmental initiatives. Some of their programmes involve awarding certificates. Companies who have chosen the certification route include several hotel and conference venues in Małopolska, including **Hotel Polski Pod Białym Orłem**, **Hotel Sheraton** and **Hotel Unicus** in Kraków, **Hotel Grand Nosalowy Dwór** in Zakopane, the **Tomaszowice Manor**, **Hotel Pieniny in Niedzica**, and **Symposium Cracoviense**, a professional conference and congress organiser in Kraków.



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Photo: D. Leśniak



Photo: D. Leśniak

- Online service Sustainable Małopolska promoting CSR concepts among Małopolska's companies
- Competitions for companies involved in activities promoting environmental issues: EKOBIURO, Sustainable Business Leaders
- Certificates awarded to companies applying environmental policies, such as "Clean Tourism" and "Green Office"

EDITOR

MAŁOPOLSKA REGION
THE MARSHAL OFFICE OF THE MAŁOPOLSKA REGION
31-156 Kraków
ul. Basztowa 22
phone no. + 48 12 379 60 00
fax + 48 12 379 60 01
turystyka@malopolska.mw.gov.pl
www.visitmalopolska.pl

PARTNERS

KRAKOW CONVENTION BUREAU
MUNICIPALITY OF KRAKOW
DEPARTMENT OF INFORMATION, TOURISM AND CITY PROMOTION
31-004 Kraków
pl. Wszystkich Świętych 3-4
phone no. + 48 12 616 60 69/53/77/51
fax + 48 12 616 11 22
convention@um.krakow.pl
www.conventionkrakow.pl

KRAKOW FESTIVAL OFFICE (ICE KRAKÓW CONGRESS CENTRE OPERATOR)
31-513 Kraków
ul. Olszańska 7
phone no. + 48 12 424 96 50
fax + 48 12 424 96 52
poczta@biurofestiwalowe.pl
www.biurofestiwalowe.pl
www.icekrakow.pl

Text: Joanna Buchwald

Content consultation:
Piotr Wilczek, Anna Jędrocha, Elżbieta Kantor,
Agnieszka Faracik

Project coordinators:
Bogna Stonawska, Dorota Kłos, Anna Nawrot
Graphic design: Ewa Natkaniec

Publishing:

Daunpol Sp. z o.o.
ul. Konarskiego 3, 03-310 Warsaw
phone no. 22 664 37 20
biuro@daunpol-pilot.com.pl
www.daunpol-pilot.com.pl

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