How does Kraków become Smart as a Heritage City and what does that mean for its residents?

Robert Piaskowski

Plenipotentiary of the Mayor of Krakow for cultural affairs
<table>
<thead>
<tr>
<th><strong>Krakow – 800 000 population</strong></th>
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<tbody>
<tr>
<td><strong>100 000</strong></td>
</tr>
<tr>
<td>employees of BPO, SSC/GBS, IT, and R&amp;D centers</td>
</tr>
<tr>
<td><strong>160 000</strong></td>
</tr>
<tr>
<td>registered entities</td>
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<tr>
<td><strong>257</strong></td>
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<tr>
<td>BPO, SSC/GBS, IT, centers</td>
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<tr>
<td><strong>130</strong></td>
</tr>
<tr>
<td>nationalities</td>
</tr>
<tr>
<td><strong>2,0%</strong></td>
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<tr>
<td>Unemployment rate</td>
</tr>
<tr>
<td><strong>15 %</strong></td>
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<tr>
<td>of inhabitants living in Krakow are foreigners</td>
</tr>
<tr>
<td><strong>10 000 zł</strong></td>
</tr>
<tr>
<td>Average gross monthly salary</td>
</tr>
<tr>
<td><strong>36</strong></td>
</tr>
<tr>
<td>Languages in business</td>
</tr>
</tbody>
</table>
Academic city

23
Universities & high schools

129 200
Students

37 000
Graduates yearly

7 600
Foreign students

Jagiellonian University
(1364)
Oldest University in Poland
The oldest and most prestigious art schools in Poland

- **Jan Matejko Academy of Fine Arts in Kraków**
  - 1818

- **Krzysztof Penderecki Academy of Music in Kraków**
  - 1888

- **Stanisław Wyspiański National Academy of Theatre Arts in Kraków**
  - 1946
Polish Academy of Science
Solaris National Synchrotron
Radiation Center

Krakow Technology
Park LTD

Narodowe
Centrum Nauki
Prometheus

super komputer
AGH

Alvernia
Studios
Polish city of the future

*Krakow is one of the largest outsourcing centers in the world.*
2017/18, The Financial Times

The best place for the modern business services sector in continental Europe.

*(8 position in the world, Tholons Services Globalisation Index 2017)*

Friendly atmosphere for business and economic potential.
In 1978, the historic centre of Krakow was inscribed in the UNESCO World Heritage List.

Criterion IV, as an outstanding example of an architectural ensemble which illustrates a significant stage in history.

A multitude of cultural influences and invaluable historical value of the city.

In 2016, the UNESCO World Heritage Committee adopted a retrospective Statement of Outstanding Universal Value for the historic centre of Krakow.
Tourist city

14,05 million
Visitors in 2019

5,5 mld zł
Revenue generated by tourism in 2020
8% of the local GDP
Heritage: the most valuable resource for tourism

14.5 million visitors in 2019

29% of tourists in Kraków declare they come for monuments and history

19% prioritize the unique atmosphere of the city

monuments + landscape + people = an extremely fragile equation
“The best European urban destination”

90% of visitors would recommend the city to their friends (a 2021 study)

"Which? Travel magazine" (93% of points from readers)
- 1st place
Tauron Arena Kraków

- 20,000 participants
- Sting, Robbie Williams, Justin Bieber, Bruno Mars, Roger Waters Metallica, Deep Purple, Aerosmith and Elton John, Depeche Mode, Bjork
Sport events

Kraków’s hosting sporting events of the world’s first national championships.

The Arena’s impact:

• Nearly 52% of visitors are tourists, the remaining 48% are residents.

• Total economic impact (est.): PLN 580 milion from its beginning ($ 140 milion)
The City of Congresses and Conferences

- ICE Kraków Congress Centre, Expo Kraków and the Tauron Arena at the heart of this process.

- Congresses, exhibitions and event venues, together with a wide variety of hotel conference centres available.

Meetings Star Award
2015 & 2016 I POSITION
2017 II POSITION
2018 II POSITION
ICE Kraków - 1.8 million participants!

During the 10-year history of ICE Kraków, a total of almost 2,000 events took place here.
The City of MICE Industry and Great International Festivals

A city of great events, high culture and renowned artists
“Once attracted, twice valued” in the world of concerts, conferences and festivals
GREENERY & LIVEABILITY
93% OF RESIDENTS
have at least 1 park less than
a 15-minute walk away from home
Wesoła District – Creative district?
Fortress Krakówm-disonant heritage
Museum of Photography
Lem’s Planet – creative center of literature and language
Kraków Music Center
creative music village
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