

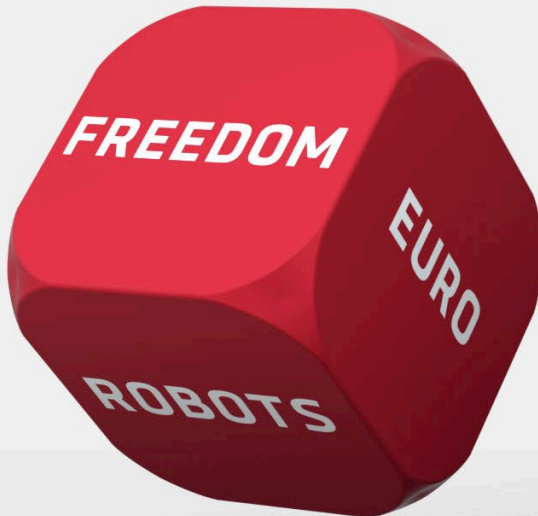


EFNI

EUROPEAN FORUM
FOR NEW IDEAS



POLISH CONFEDERATION
LEWIATAN



#WhatTomorrowBrings

9th EDITION | September 25th-27th, 2019, Sopot

what kind of **democracy**?

what kind of **market**?

what kind of **Europe**?

REPORT



ORGANIZER



CO-ORGANIZERS



HONORARY PARTNERS



STRATEGIC PARTNER



The European Forum for New Ideas was initiated at a very successful time for Poland. This year's 9th edition was held in a more difficult period, although the economy is still strong. However, we are facing challenges related to climate, digital transformation, or paradigm shift. We are concerned by trade wars and Brexit, which is still pending finalization.



However, the number of challenges led to an inspiring discussion with nearly 1,200 participants, which was not limited to the business perspective. It is the ambition of EFNI to encourage entrepreneurs to broaden their horizons, and this year we have certainly succeeded. Moreover, through the media, new ideas from Sopot reached over 5 million recipients, who could follow a total of 12 hours of live radio coverage and over 550 press releases.

EFNI's past and future editions are guided by the principle that entrepreneurs are still just people - consumers, technology users, administrative clients, residents of their cities, and citizens of their countries. The Forum organized in Sopot by Polish Confederation Lewiatan and its partners presents the multiplicity of those perspectives - and such will also be the 2020 edition of EFNI.

Maciej Witucki

President of Polish Confederation Lewiatan

The 9th European Forum for New Ideas was unique in many respects. It took place exactly in the middle of the election marathon that started in the fall of 2018 to end in the spring of 2020. For a total of 70 hours of panels and events, covered by 130 accredited journalists, we held discussions not only among entrepreneurs and decision-makers, but also with the participation of young people advocating the fight against climate change.



I was very happy with the fact that during this year's edition, nearly 40% of panelists were women, which was reflected in the ranking on the 300gospodarka website, where EFNI ranked first in terms of gender equality among economic conferences. An unprecedented event at EFNI was the Oxford-style debate on environmental protection organized by students of Tri-City schools and the inclusion in the Sopot Declaration of provisions on combating climate change, which were proposed by young activists.

Dr Henryka Bochniarz

**President of the General Board of Polish Confederation Lewiatan
Vice-President of BUSINESSEUROPE**

**The next, 10th edition of EFNI:
September 30th – October 2nd, 2020**



EFNI
EUROPEAN FORUM
FOR NEW IDEAS

CONTENTS

INTRODUCTION	3
EFNI 2019 OPENING CEREMONY	6
ETHICAL ASPECTS OF ARTIFICIAL INTELLIGENCE DEVELOPMENT	10
CYBER-SECURITY OF KEY SECTORS OF THE ECONOMY IN THE ERA OF DIGITAL TRANSFORMATION.	11
BREXIT: THE FINAL MONTH?	12
EUROPE AFTER THE ELECTIONS: MULTIPLE SPEEDS AND DIFFERENT DIRECTIONS?	14
A NEW GREEN DEAL - WILL THE CLIMATE UNITE US?	16
ESPORTS: THE FUTURE OF GLOBAL ENTERTAINMENT	17
A FRIENDLY WORKPLACE - THE EMPLOYER'S TALENTS AND BRAND	20
INDUSTRY 4.0 OR 5.0?	21
DOES MORE TECHNOLOGY MEAN MORE DEMOCRACY?	22
#WHAT TOMORROW BRINGS IN MOBILITY, OR MOBILITY IN THE CITY OF THE FUTURE	24
THE END OF CORPORATIONS. WHAT HAPPENS NEXT?	25
THE ENTREPRENEUR HEARD	26
POLAND IN THE CONTEXT OF SUPERPOWERS: CHINA-US RIVALRY FROM A NATIONAL AND EU PERSPECTIVE	28
EMERGING MARKET CHAMPIONS	29
BUSINESS IN TIMES OF VUCA - VOLATILITY, UNCERTAINTY, COMPLEXITY, AMBIGUITY	30
WE ARE GETTING OLDER: THE CHALLENGES OF AGEING SOCIETIES	31
SMART INDUSTRY W POLSCE – PRESENTATION OF THE REPORT.	32
CAPITAL FOR DEVELOPMENT: HOW TO STIMULATE INVESTMENTS?	33
OXFORD-STYLE DEBATE: IS ENVIRONMENTAL PROTECTION OVERRATED?.	34
NETWORKING EVENING.	35
WHO BENEFITS FROM DISINFORMATION? IS THIS THE END OF JOURNALISM?	36
PLASTIC – ECONOMY – ECOLOGY. A CONFLICT OR A SYMBIOSIS?	38
FINANCE 4.0: FINANCIAL SERVICES IN THE FINTECH ERA	40
RE-GENERATION. BEHOLD THE SMART GENERATION.	41
HOW TO FEED THE WORLD OF TOMORROW? AGRICULTURE OF THE FUTURE	42

COMPETENCIES OF THE FUTURE	43
HOW WILL 5G TECHNOLOGY CHANGE RETAIL?	46
A SELF-GOVERNING POLAND	47
POPULISM, ANTI-POPULISM AND DEMOCRACY IN EUROPE	48
EUROPE TOWARDS ASIA, AFRICA AND THE AMERICAS	49
R&D SUMMIT. POLISH E-MOBILITY ECOSYSTEM. WHAT IS THE CONNECTION BETWEEN RENEWABLE ENERGY SOURCES, BLOCKCHAIN AND TELEMETRY?	50
HOW WILL EMPLOYERS BENEFIT FROM EMPLOYEE CAPITAL PLANS?	53
THE LEGACY OF #METOO AND #PAYMETOO: TOWARDS DIVERSITY	54
WHY SHOULD WE LEARN? SOFT SKILLS DEVELOPMENT AS THE PURPOSE OF EDUCATION IN THE 21ST CENTURY	55
WILL THE BIG DATA REVOLUTION HELP SAVE THE WORLD?	56
POPULISM, ANTI-POPULISM AND DEMOCRACY IN EUROPE. LESSONS FROM CENTRAL AND EASTERN EUROPE FOR EUROPE.	57
THE TECHNOLOGY TRAP: CAPITAL, LABOR, AND POWER IN THE AGE OF AUTOMATION	58
MASTERING THE POWER OF CHALLENGING THE STATUS QUO	59
DEMOCRACY IN A DIGITAL SOCIETY	60
EFNI 2019 CLOSING CEREMONY	61
THE SOPOT DECLARATION 2019	63
CLOSED MEETINGS FOR EFNI PARTNERS.	64
EQUESTRIAN SHOW JUMPING / MORNING JOGGING	66
EFNI PARTNERS' AREA	67
NIGHT OWL MEETINGS.	68
BAYS OF DIALOGUE	70
MEETINGS WITH AUTHORS AND PANELISTS	72
MEETINGS WITH AUTHORS AND PANELISTS	74
FILMS	76
EFNI 2019 ACCOMPANYING EVENT	77



DAY1, WEDNESDAY, SEPTEMBER 25TH

EFNI 2019 OPENING CEREMONY

Entrepreneurs, economists, politicians, people of science and culture from Poland and abroad met in Sopot to discuss the future of Europe. The main theme of EFNI 2019 was #WhatTomorrowBrings. What kind of democracy, what kind of market, what kind of Europe?

The guests were welcomed by Henryka Bochniarz and Jerzy Buzek. "I wish that, in six years' time, during the next Polish Presidency, we would no longer need to talk about an attack on the rule of law or about new social schemes for which entrepreneurs have to pay," said Jerzy Buzek.

Markus Beyrer said that Europe was at a crossroads. "Nevertheless, I believe that the new European Commission, led by a strong woman, will tackle those challenges. **We must strive for good relations with the US, but also show firmness towards our ally.** We must make every possible effort to avoid a no-deal Brexit, as it will harm the European economy. In relations with China, we should closely cooperate with the United States, while firmly defending free trade and respect for the law," he said.

Maciej Witucki stressed that entrepreneurs are aware of climate protection issues and they want their businesses to be included in the green economy. Another challenge they are facing is digitization, and not only in economic terms. He added, "Today we live in the world of chaos, Brexit, and trade wars."

Jean-François Fallacher said that new technologies are changing the way we do business. It is particularly visible in the telecommunications sector, with the advent of 5G. "The Internet of Things is developing, innovative solutions are emerging in the service economy. My company

has created Max, a voice assistant based on artificial intelligence. It is an innovative project that uses the potential of new technologies," he noted.

Shada Islam, a special guest of EFNI, devoted her speech to the future of Europe.

"We live in a world where nothing can be predicted. The US only cares about itself. We do not know what the effects of Brexit will be. We do not know how China will grow. It will certainly continue to develop dynamically, which is why we must be ready for more and more competition," she said.

In her opinion, democracy is under threat, also in Europe. "We are seeing attacks on many democratic institutions. The media, the judiciary, the rights of women and minorities are under pressure. Europe must not allow the phantoms of the past to return. Europe needs immigrants. Without diversity, it will not be able to go on, it will be losing its talents. Businesses are well aware of this."

"America is turning its back on Europe. However, our continent is based on the common values that must be defended. **Europe should not be treated as a product for sale or as an object of trade.** All of us can see the threats. We should not rely on politicians, leaders, or the European Parliament. **Let us take matters into our own hands. Business should play a more important role and have a stronger impact on reality,**" appealed the special guest of EFNI.



Speeches by the hosts

Host

Henryka Bochniarz

Vice-President of BusinessEurope,
President of the General Board of Polish
Confederation Lewiatan

Grażyna Torbicka

journalist, television presenter, MC

Jerzy Buzek

President of the EFNI Programme Council

Partner

Jacek Karnowski

Mayor of Sopot



Maciej Witucki

President of Polish Confederation Lewiatan

Markus Beyrer

CEO of BusinessEurope

Jean-François Fallacher

President of the Management Board of
Orange Polska

Mieczysław Struk

Marshal of Pomorskie Voivodeship

**Speech by EFNI
special guest**

Shada Islam

Director of Europe and Geopolitics, Friends
of Europe



Corporations and large companies got on the path of digital transformation with Orange

orange™



CEOs and heads of IT departments of large companies and corporations in Poland choose Orange as the provider of ICT solutions **most often**.

96% of them regard Orange as a trusted partner in providing digital solutions

(according to research from August 2019)



www.orange.pl

Orange. Digital transformation partner.

Research carried out on sample of 304 respondents from the segment of companies employing over 250 employees in August 2019 by ICAN Institute, the publisher of Harvard Business Review Poland. The results were outweighed according to the structure of the PKD industries, to get the representativeness of the data. The research carried out using the CATI / CAWI method.

A conference in Sopot with a view of the sea



Surprise your guests!

Come to Sopot, where you can combine business with top-notch recreation.



- 3500 beds in prestigious Sopot hotels
- A wide range of SPA services
- Cycling, horse riding, yachting, tennis, forest trails can all provide your Sopot meeting with an active dimension
- Jazz in clubs, theatre, a concert at the ERGO ARENA: ideas for a splendid night out for your guests
- Forest Opera, ERGO ARENA, historic Hippodrome, a tent on the Sopot beach – conferences in unusual places are our speciality



PANEL DISCUSSION / DAY2, THURSDAY, SEPTEMBER 26TH

ETHICAL ASPECTS OF ARTIFICIAL INTELLIGENCE DEVELOPMENT

The discussion started with a pre-recorded speech by Jamie Bartlett, who stressed that **it is difficult to talk about building an ethical artificial intelligence if there is no agreement on common ethical principles in the real world.**

“Can artificial intelligence have a soul?” Jarosław Kuźniar wondered. In response, Aleksandra Przegalińska referred to the popular concept of peculiarity, according to which smart technology will soon be combined with human biology.

The speakers also sought an answer to the question: where does the need to create an ethical AI come from? In the opinion of Wanda Buk, we are unable to keep up with technological progress. As a result, culture adapts to technology and not vice versa. The participants agreed that the question about the effects of smart technologies should therefore be asked at the beginning of their creation, already at the design stage, instead of at the end. In particular because the development of technology will not slow down. „The best proof of it,” argued Witold Drożdż, „are the budgets of technology companies, often larger than the budgets of rich and developed countries.”

“What we need is a consensus on the ethical principles inscribed in AI. And such consensus should be global, supranational, otherwise we will end up killing each other,” said Michał Boni, raising the issue of legal standards.. What kind of regulations do we need: hard regulations imposed by the state, or soft codes of conduct, taking the right to debate into account? Wanda Buk advocated the former, while Michał Boni supported the latter. Everyone admitted, however, that a common code of ethics for AI should be based on human rights.

Panelists

Jamie Bartlett

journalist, writer, former Director of the Centre for the Analysis of Social Media at Demos

Michał Boni

consultant, lecturer at SWPS University of Social Sciences and Humanities

Wanda Buk

Undersecretary of State in the Ministry of Digital Affairs of the Republic of Poland

Witold Drożdż

Board Member for Strategy and Corporate Affairs at Orange

Aleksandra Przegalińska

assistant professor in Department of International Management, Kozminski University

Moderator

Jarosław Kuźniar

television and radio presenter, Onet.pl

Partner



Knowledge partner





PANEL DISCUSSION / DAY2, THURSDAY, SEPTEMBER 26TH

CYBER-SECURITY OF KEY SECTORS OF THE ECONOMY IN THE ERA OF DIGITAL TRANSFORMATION

According to the available data, even 95% of Polish companies have been under cyber attacks of various intensity. This percentage is still growing. **“Therefore, companies should consider it their priority to educate their employees about Internet security in order to make them immune to online manipulation,”** emphasized Jolanta Malak at the beginning of the debate.

“The banking and finance sector is the most successful in terms of online security. Therefore, we should not regard all industry sectors as a single entity,” said Robert Siudak. Experts agreed, however, that intersectoral cooperation should become a priority in seeking effective solutions. “The best practice is to develop common standards of cyber-security. Such a model has existed in the US for years. We also want to apply it in Poland,” claimed Robert Kośła. **“We must not forget that artificial intelligence, about which we talk so much now, can become a tool that would threaten our online security** if it falls into the wrong hands,” added Marco Ghisi at the end of the debate.

Panelists

Marco Ghisi

VP Key Account eBusiness Development,
Cyber Security Division, Leonardo S.p.A.

Robert Kośła

Director of Cyber Security Department in the
Ministry of Digital Affairs of the Republic
of Poland

Jolanta Malak

Regional Sales Director (Poland, Belarus,
Ukraine), Fortinet

Robert Siudak

Advocacy and Strategic Projects Director at
the Kosciuszko Institute

Moderator

Zbigniew Gajewski

THINKTANK partner

Partners



Knowledge partner





PANEL DISCUSSION / DAY 2, THURSDAY, SEPTEMBER 26TH

BREXIT: THE FINAL MONTH?

"I believe that Brexit should happen," began Karolina Borońska-Hryniewiecka. "This is supported above all by the argument about saving the country's credibility, as the British political class should assume responsibility for the democratic decision of the citizens, and moreover, Europeans deserve to see in practice what it means to leave the European Union."

"We are trying to avoid the disintegration of the common market and problems for 500 million European citizens," argued prof. Danuta Hübner, claiming that Brexit is devoid of any political or economic logic.

Jonathan Knott pointed out that **the decision to hold the referendum was a democratic right, and respecting its results was a fundamental obligation.** "If the parliament decides to vote in favor of this document, it will be able to do so. The so-called Irish backstop will determine the UK's guarantees for Ireland," said the ambassador.

John Walker and Heiko Willems discussed the prospects for European businesses in the context of the Brexit. "I think that **the forecasted 20% outflow of companies from the British market is exaggerated,**" said John Walker. Heiko Willems agreed that Brexit would not lead to an exodus of businesses from the United Kingdom, but it would cause chaos and delays, mostly affecting small and medium-sized enterprises.

Panelists

Karolina Borońska-Hryniewiecka
political scientist, Centre for European Studies and Comparative Politics, Sciences Po

Danuta Hübner
professor, Member of the European Parliament, former European Commissioner for Regional Policy

Jonathan Knott
Ambassador of the United Kingdom to Poland

Heiko Willems
Director of BDI/BDA, the German Business Representation in Brussels

John Walker
Employers' Group, European Economic and Social Committee, United Kingdom

Emer O'Connell
Ambassador of Ireland to Poland

Moderator

Karolina Zbytniewska
Chief Editor of EURACTIV.pl

Knowledge partner

 EURACTIV.pl

EU policy media

— & —

**Solutions to engage
with policymakers**

EURACTIV

KEYNOTE ADDRESS
RADOŚLAW MARKOWSKI

HOST
DOROTA WARAKOMSKA

MODERATOR
JERZY BUZEK

SPEAKERS
MIKULÁŠ DZURINDA
PETRO POROSZENKO
KONRAD SZYMAŃSKI
ALOJZ PETERLE



PLENARY SESSION / DAY 2, THURSDAY, SEPTEMBER 26TH

EUROPE AFTER THE ELECTIONS: MULTIPLE SPEEDS AND DIFFERENT DIRECTIONS?

In his keynote address, Radosław Markowski presented an analysis of the results of the elections to the European Parliament.

Professor Markowski pointed out that the turnout in the last European elections increased by 8% mainly because of the votes of people who were young, well educated and optimistic about the future of the EU. "This is why **one of the key challenges the decision-makers are facing is the visible activation of young Europeans. Their activity cannot be ignored,**" he stressed.

In the opinion of Mikuláš Dzurinda, the high level of interest in the elections among citizens is the success of the European Commission. However, we should remember that, on the one hand, two thirds of citizens support the EU while, on the other hand, over 50% of Poles believe that the EU can cease to exist within 30 years. "We need reforms. We need to have a clear vision of what we want to achieve while competing with the US, China or Russia. At the same time, we should strengthen EU institutions, but also not forget about the states and their role in the EU," he said.

Petro Poroshenko pointed out the progress of Ukraine in getting closer to the European Union. Over 70% of citizens are already in favor of European integration, and until recently only 33% supported it.

"Poland feels good in the European Union," argued Konrad Szymański. In his opinion, the EU supports Polish economic growth and security. The discussion about the future of the European Union is ongoing in all Member States today. **The political shift we are observing does not solely consist in the fact that those who negate the European project are becoming stronger. We also see an increase in the importance of pro-EU parties, such as the liberals and the Greens.**

According to Alojz Peterle, the European Union has enlarged, but this does not mean that it is already united. "I am satisfied with the results of the last European elections. I am glad that young people have become so active. What worries me is the weakening of the centrist party. We should also remember that populism was born not in the new Member States of the EU, but in the West," he argued.



Panelists _____

Mikuláš Dzurinda
former Prime Minister of Slovakia
(1998–2006)

Petro Poroshenko
fifth President of Ukraine (2014–2019)

Konrad Szymański
Secretary of State for European Affairs
at the Ministry of Foreign Affairs of the
Republic of Poland

Alojz Peterle
former Prime Minister of Slovenia
(1990–1992)

Moderator _____

Jerzy Buzek
former Prime Minister of Poland

Host _____

Dorota Warakomska
journalist, publicist

Keynote address _____

Radosław Markowski
Director of Center for the Study of
Democracy, SWPS University of Social
Sciences and Humanities



A NEW GREEN DEAL - WILL THE CLIMATE UNITE US?

Local governments should initiate discussion and take an active part in debates and events. That is why education is so important. "An example of this can be organization of meetings with experts in this field. **It is very important to educate the society. This is the area where local governments can take action. What matters is that people should want to change their habits to the more environmentally friendly ones,**" said Agnieszka Kapała-Sokalska during the debate.

According to the panelists, this shift has already taken place, but everyone should start developing new habits on their own. "At IKEA, we are currently undergoing the greatest transformation in recent years, at all levels. However, we need to understand how important baby steps are, such as using less water or natural materials. It is the role of the leaders to set the trajectory," emphasized Carolina Garcia Gomez.

According to Michał Kiwerski, we cannot change the system without education. "The question should not be „if”, but „how”. Young people all over the world are proving that they are fighting for those changes to happen. We must hope for a better future and fight for it. We need hard changes," said the representative of the Youth Strike for Climate.

"If someone does not believe in climate change, they are ignorant and need to be educated," concluded Kamil Wyszowski. And this, among others, is the role of local governments.

Panelists

Carolina Garcia Gomez
CEO of Ikea Retail Poland

Agnieszka Kapała-Sokalska
member of Pomorskie Voivodeship executive board

Michał Kiwerski
Youth Strike for Climate

Kamil Wyszowski
Representative and General Director of UN Global Compact in Poland

Moderator

Paweł Wiejski
European Affairs Analyst, Polityka Insight

Partners



Supporting partner



Knowledge partner





PANEL DISCUSSION / DAY 2, THURSDAY, SEPTEMBER 26TH

ESPORTS: THE FUTURE OF GLOBAL ENTERTAINMENT

Esports, defined as a video gaming competition, is at a turning point in terms of development: from a niche for the selected few it is becoming mainstream. **The numbers are steadily growing: as of 2019, the industry is worth billions of dollars, prize pools reach one million dollars, and tournaments attract 45 million viewers.**

"Only a few years ago, 80% of the industry's earnings were provided by sponsors, but as we enter the mainstream, broadcasting rights are becoming more and more important from a business perspective. Just like in sports. As a result, the value of the market, reaching hundreds of billions of dollars, has exceeded the value of the film market," said Krzysztof Stypułkowski.

"It is also worth mentioning the donations made to respective players by fans, which drives the development of both parties," added Jakub Szumielewicz.

According to Paweł Kowalczyk, the popularity of esports in Poland is growing fast: IEM Katowice is the flagship of Polish esports. **The successes of Polish players contributed to the increase in popularity of this industry.** However, the funding is still insufficient, in particular in comparison with Western countries.

"Esports fans are valuable for the investing brands, as they feel that thanks to their involvement the niche hobby is developing," added Maciej Kuc.

Krzysztof Kuik's statement was also an important voice in the debate, as he assured that EU bodies did not intend to interfere in the development of esports. "We are not at the centralization stage, e.g. like football, which is influenced by a very small group of people," said the representative of the EU administration.

Panelists

Paweł Kowalczyk

Head of Esports, Ringier Axel Springer
Polska

Maciej Kuc

Head of PR, G2A.com

Krzysztof Kuik

Head of Unit - Antitrust Media & State Aid at
the Directorate-General for Competition (DG
COMP), European Commission

Krzysztof Stypułkowski

Member of the Management Board, Fantasy
Expo

Jakub Szumielewicz

CEO, co-owner X-kom AGO esports team,
co-founder Esports Lab

Moderator

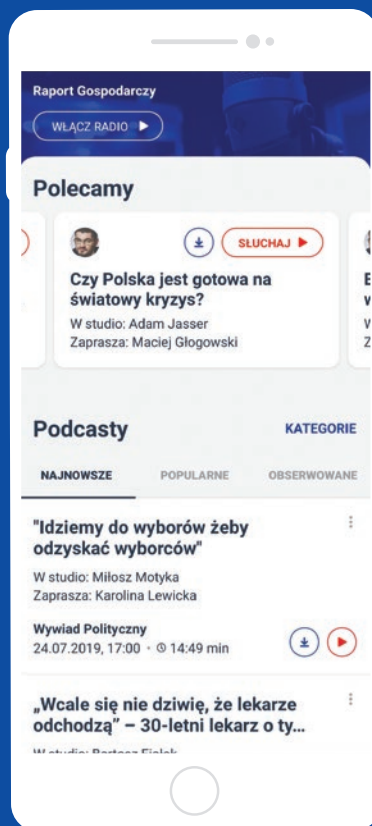
Aleksandra Musielak

expert in new technologies, Polish
Confederation Lewiatan



APLIKACJA TOK FM

WSZYSTKO, CO WAŻNE,
GDZIEKOLWIEK
JESTEŚ



Pobierz teraz



Dostępne w
App Store



POBIERZ W

Google Play



WARSAW
BUSINESS JOURNAL
GROUP

Where the world goes for **POLISH BUSINESS NEWS**

 **Poland A.M.**
Executive News Daily

WARSAW
BUSINESS JOURNAL

BOOK OF LISTS

Publisher: Morten Lindholm mlindholm@valkea.com +48 783 065 722

PANEL DISCUSSION

DAY 2, THURSDAY, SEPTEMBER 26TH

A FRIENDLY WORKPLACE - THE EMPLOYER'S TALENTS AND BRAND

The discussion was opened by Morten King-Grubert, who presented the results of research on the employee market. „**In the past, after graduation we used to seek jobs mainly in our region. Today, we first seek a region where we want to live, and this is where we seek a job,**” according to the presented data.

Anna Wicha identified three areas of challenges for employees.

“**The challenges are demographics and skills mismatch,**” she said, explaining that “**people work not where they should, doing not what they could.**” Thirdly, there is a problem of innovative development of relations between people remains in the company and does not transfer to the society of which those people form part outside of the workplace.”

“So how should we approach people?” asked Grzegorz Baczewski, who moderated the panel.

“We should set a clear and reasonable career path for a person who is already employed,” Przemysław Gdański suggested the perfect approach for employers. During recruitment, we should think out of the box, instead of matching one's education to the company's profile.”

On the other hand, Ewa Łabno-Falęcka emphasized that **the greatest challenge for employers is to believe in their employees, as the source of innovation is the human being.**

The panel ended with the announcement of a declaration on talent management and creation of friendly workplaces in conditions of sustainable socio-economic development. The signatories recommended e.g. „creating an environment conducive to business creation and development by using appropriate legal instruments, removal of administrative barriers, introduction of tax and financial incentives that would attract talent and counteract emigration.”

Panelists

Przemysław Gdański

President of the Management Board, BNP Paribas

Ewa Łabno-Falęcka

Head of Corporate Communication and External Affairs, Mercedes-Benz Polska

Morten King-Grubert

Director Talent Attraction & Business Development, Future Place Leadership

Anna Wicha

General Manager, Adecco

Moderator

Grzegorz Baczewski

Director General, Polish Confederation Lewiatan

Partner

Adecco

Supporting partner



BNP PARIBAS





PANEL DISCUSSION / DAY 2, THURSDAY, SEPTEMBER 26TH INDUSTRY 4.0 OR 5.0?

In the era of the increasing automation and robotization of many sectors, IT is becoming the driving force of the economy. But are we ready for this revolution? Panel moderator, Joanna Bruździak-Maleszewska, also tried to find an answer to the question whether Industry 5.0 was already a fact or whether artificial intelligence and automation, which are considered the components of that revolution, would only be a factor supporting the progressing digitalization of industry under Economy 4.0.

According to the panelists, **AI solutions or robotization in industry cannot be avoided, although this development will not be identical in every sector. Therefore, we are still far from Industry 5.0.** "We cannot talk about Industry 5.0 when Industry 4.0 is still under way and only affects a part of our society," Michał Gołas pointed out. Social readiness of citizens to apply such solutions is also important. However, **according to the panelists, the key challenge faced by the actual technological progress with regard to Industry 5.0 is education.**

"If there are no adequate human resources, we will not move on. Poland already lacks qualified workers," indicated Tomasz Lisiecki. The panelists agreed that the most important skills of employees were agile, i.e. prompt decision-making, in particular when machines would not be able to solve a problem. Jacek Męcina summed up the debate, noting that global progress in the area of innovation in industry was inevitable. "When it comes to Poland, we have nothing to be ashamed of in this respect," he concluded.

Panelists

Michał Gołas
Sales Director, Sevenet S.A.

Magdalena Jackowska-Rejman
Managing Partner, Techbrainers

Tomasz Lisiecki
Chairman of the Board, Centrum Nowych Kompetencji

Jacek Męcina
Board Advisor, Polish Confederation Lewiatan

Moderator

Joanna Bruździak-Maleszewska
Manager of B2B Marketing R&D Center, Incubation and Development of New Services Agency, Orange Polska

Partners





EFNI

EUROPEJSKIE FORUM
NOWYCH IDEI

MODERATOR
ŁUKASZ MĘŻYK

PANELIŚCI
WANDA BUK
KATARZYNA PEŁCZYŃSKA-NAŁĘCZ
MARTA POŚLAD
RADOSŁAW MARKOWSKI
ERIKA WIDEGREN

PANEL DISCUSSION / DAY2, THURSDAY, SEPTEMBER 26TH

DOES MORE TECHNOLOGY MEAN MORE DEMOCRACY?

The digital revolution is becoming a fact. It is no longer possible to separate the real world from the virtual world, as they are intertwined. This has opened up a broad spectrum of opportunities, but it has also created a number of challenges. Can digital technologies strengthen democracy, or will they weaken it on an unprecedented scale?

“Modern technologies have brought more risks and harm than benefits to mature democracies. The most important and at the same time an extremely difficult **challenge faced by the EU is to create technological regulations that, on the one hand, address the current challenges and, on the other hand, do not violate the rule of law and freedom of speech.**” said Katarzyna Pełczyńska-Nałęcz.

Marta Poślad argued, however, that regulations, albeit necessary, are not always aimed at supporting the development of technology. “We do not focus enough on digital opportunities. Regardless of which approach to technology we choose, we can rest assured that it will remain with us for decades to come. Therefore, we need to find a way to prepare societies to use the current digital opportunities. **Today, more than ever, technology fosters broader participation, it is also extremely inclusive - it integrates groups and individuals who until now, due to various limitations or disabilities, could not actively participate in social life,**” commented the panelist.

The experts agreed that the pace of changes is unprecedented and requires immediate responses and reactions. “Democracy, on the other hand, is in itself a system that slows down the decision-making process,” added Radosław Markowski.

Panelists

Wanda Buk
Undersecretary of State in the Ministry of Digital Affairs of the Republic of Poland

Katarzyna Pełczyńska-Nałęcz
Forum of Ideas Director at the Stefan Batory Foundation, former Ambassador of Poland to Russia and Undersecretary of State at the Ministry of Foreign Affairs of the Republic of Poland

Marta Poślad
Head of CEE Public Policy, Google

Radosław Markowski
Director of Center for the Study of Democracy, SWPS University of Social Sciences and Humanities

Erika Widegren
CEO Re-Imagine Europa

Moderator

Łukasz Mężyk
journalist, manager at 300poltika

Partner





#WHATMORROWBRINGS IN MOBILITY, OR MOBILITY IN THE CITY OF THE FUTURE

According to Jens Ocksen, the trends in mobility will be set by the residents of big cities. 60% of people declare that they want to live in such cities, but at the same time express the desire to live in smaller communities. Therefore we have to consider whether large malls would disappear in the coming years. "Perhaps we will be shopping mainly online and at smaller stores closer to our homes," suggested the representative of Volkswagen.

This begs the question how we will be moving around the city in 2050. According to Rafał Rudziński, **the car of the future should be electric, autonomous, connected and shared.** Mobility is determined by the number of big city dwellers. The Chinese market is the one most open to changes. Is the vision of one million cars on Polish roads realistic then? None of the panelists answered that question unequivocally, but it was pointed out that what mattered more was how we would get there.

According to forecasts, by 2030 about 30% of cars in Poland will be electric. "And 70% is still a huge market," Katarzyna Byczkowska pointed out. "That is why we keep monitoring the trends and what is happening in other countries. In India, diesel engine is and will remain very strong due to costs. We have to take all of this into account."

The debate was followed by a Q&A session, where participants discussed matters concerning the future of mobility, from the technical aspects of the cars of tomorrow to the issues of infrastructure necessary for future transport, in particular in the context of the need for co-operation of many parties to create it - residents, municipal authorities and technology companies. They also discussed the related challenges, including the need to eliminate cars from the city centers.

Panelists

Katarzyna Byczkowska

President of the Management Board, BASF

Jens Ocksen

President of the Management Board,
Volkswagen Poznań

Tomasz Klekowski

Digital Transformation Expert, Member of
the IT Sector Competence Council

Rafał Rudziński

President of the Management Board, Robert
Bosch in Poland

Moderator

Paweł Wideł

President of the Management Board
of Automotive Industry Employers'
Association

Partner





PANEL DISCUSSION / DAY 2, THURSDAY, SEPTEMBER 26TH

THE END OF CORPORATIONS. WHAT HAPPENS NEXT?

HOW COMPANIES CHANGE IN RESPONSE TO THE TECHNOLOGICAL REVOLUTION AND SOCIAL AND ENVIRONMENTAL CHALLENGES

"Modern corporations are hierarchical, control-based and closed systems," explained Dominika Bettman, opening the discussion. "This itself is already inadequate in the context of modern challenges. For instance, **the growing corporate social responsibility is nothing more than a negation of the profit paradigm,**" she added.

Magdalena Rogalska also discussed the anachronism of classical definitions of corporations.

"Internationalization is the last functioning aspect of corporation that was known until recently," she said, pointing out to what distinguished modern enterprises from consolidating megacorporations. **"The answer to the question „Why do we do something?“ allows not only to build identity, but also to simplify the decision-making process, because for employees the objective of the company is clear."**

"The responsibility for passing on confidence lies with the management who must initiate the process," agreed Carolina Garcia Gomez. **"We should highlight the positive change that our products bring to people's lives. This will convince the employees that they are part of the process of improving social relations.** In addition, we support ecological trends, because we want to show that the corporation also learns from the society."

"But the concern for our planet expressed by a corporation funding jet flights to board members is an extreme example of a pessimistic future - both for the planet and the corporation itself, which will be exposed as two-faced," concluded Ralf Knegtman.

Panelists

Dominika Bettman
President of the Management Board,
Siemens Poland

Carolina Garcia Gomez
CEO of Ikea Retail Poland

Ralf Knegtman
author of Agile Talent

Magdalena Rogalska
Vice-President of the Management Board,
Deutsche Bank

Moderator

Andrzej Bobiński
Managing Director, Polityka Insight

Partner

SIEMENS
Ingenuity for life

Supporting partners


Deutsche Bank


IKEA

Knowledge partner

POLITYKA
INSIGHT
KNOWLEDGE PLATFORM

PANEL DISCUSSION

DAY 2, THURSDAY, SEPTEMBER 26TH

THE ENTREPRENEUR HEARD PRESENTATION OF THE REPORT

The report focused on the expectations of entrepreneurs regarding the reduction of social security costs, which would enable them to offer better conditions to their employees, as well as the need for a state that is efficient and predictable in terms of legislation, and financial and technological support.

“The entire **financing system in Poland is focused on consumption instead of investments**,” said Janusz Jankowiak. “At present, **the majority of investments stimulating the economy are public investments from EU funds**. It is unlikely that they will be replaced by private investments,” he added.

Katarzyna Dubno also agreed with the authors of the report. Entrepreneurs mostly need financial support and tax reduction. However, businesses need legislative stability even more than money. Pharmaceutical companies participate in a double race. **“We compete with the Chinese and Indian companies in terms of prices, and with the whole world in terms of innovations**. Legal stability is crucial for research and drug safety,” she said.

“If we fail to increase the productivity of employees, the labor force must increase by 9 million people in order to maintain a 3% GDP growth by 2030,” emphasized Jacek Olechowski.

“We should encourage mature businesses to migrate to the level of commercial companies, while eliminating individual responsibility of respective entrepreneurs,” said Wojciech Kostrzewa, President of the Board of the Polish Business Roundtable, at the end of the debate.

Panelists

Katarzyna Dubno

Public Affairs & Health Economics Director, Adamed Group

Janusz Jankowiak

Chief Economist, Polish Business Roundtable

Jacek Olechowski

Board member, Polish Business Roundtable

Moderator

Adam Czerniak

Chief Economist, Polityka Insight

Partner



Polska
Rada
Biznesu

Knowledge partner

POLITYKA
INSIGHT
KNOWLEDGE PLATFORM



coherent online & offline communication
 top-quality marketing content
 building professional community
 lead activities & performance marketing
 comprehensive reach – conferences, workshops, events
 tools for business, finance & b2c
 programmatic
 social media

100%
 PRECISION
 FOR
 PREMIUM
 CLASS



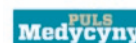
MARKETING 360° | **BONNIER**
 Business Polska



Bankier.pl



SPOTDATA



mambiznes
 TU ZACZYNA SIĘ BIZNES

SMART Bankier.pl

PIT.pl



prnews.pl



PANEL DISCUSSION / DAY 2, THURSDAY, SEPTEMBER 26TH

POLAND IN THE CONTEXT OF SUPERPOWERS: CHINA-US RIVALRY FROM A NATIONAL AND EU PERSPECTIVE

We are on the threshold of the Second Cold War – trade tensions between China and the US. This state of affairs does not benefit anyone. **It is in the interest of Poland and the EU to have the best possible relations with both China and the United States.** We will have the strongest bargaining chip with the superpowers if we act jointly by creating multilateral partnerships.

“There will be no military conflict in the strict sense between the US and China, but there will be tensions in many areas,” said Grzegorz W. Kołodko. “The US will interfere in such issues as Hong Kong,” added the professor. Shada Islam agreed, pointing out that **although China is a rival for the US and the EU in many respects, we must treat it as a partner.** We have no other choice. However, she emphasized that multilateral agreements required creativity and innovation, which is still lacking in EU structures. Arnaud Marès agreed with her, adding that we should play fair and show that multilateral agreements work by creating a stable organism such as the EU.

Marek Niedużak drew attention to yet another issue. He agreed with the previous speakers that Poland had better chances when it was represented by the EU, but added that the EU perspective does not always take into account national interests, such as those of Poland. It is important to play smart on both fronts – the European one and, for example, the American one.

Summing up the debate, Andrzej Olechowski stressed that there was a need for work within the EU, but also for non-standard thinking. **Business community should stand above the politics and unite on particularly important issues.**

Panelists

Shada Islam

Director of Europe and Geopolitics, Friends of Europe

Marek Niedużak

Undersecretary of State, Ministry of Entrepreneurship and Technology of the Republic of Poland

Arnaud Marès

Managing Director and Chief Economist (Europe), Citi Handlowy

Grzegorz W. Kołodko

professor, Director of Transformation, Integration and Globalization Economic Research Center (TIGER) at Kozminski Uniwersytet Akademii Leona Koźmińskiego

Moderator

Andrzej Olechowski

President of the Supervisory Board, Citi Handlowy

Partner

citi handlowy



EMERGING MARKET CHAMPIONS CITI HANDLOWY AWARD CEREMONY FOR BUSINESS LEADERS

For the sixth time, Citi Handlowy awarded the Emerging Market Championship Award.

The winner in the „Polish foreign investments” category was Polpharma S.A.

In the „Foreign investments in Poland” category, Adampol S.A. won for developing a strategic position as a liaison between the Asian automotive market and European consumers.

ZnanyLekarz Sp.z o.o. won in the „E-commerce” category for successful implementation of digital approach in doctor-patient relationship.



PANEL DISCUSSION / DAY 2, THURSDAY, SEPTEMBER 26TH

BUSINESS IN TIMES OF VUCA - VOLATILITY, UNCERTAINTY, COMPLEXITY, AMBIGUITY

VUCA is a phenomenon that is very difficult to explain. In the literal sense, it means Volatility, Uncertainty, Complexity, Ambiguity, but as a phenomenon, it means that nothing is permanent. **"The fact that you are great today does not mean anything. Tomorrow, someone else may be in your place,"** argued Zuzanna Skalska, who gave an example of Nokia's CEO who boasted in Forbes a few years ago how many customers he had and that his company was the undisputed market leader. "And where is Nokia now?" - she asked rhetorically.

The speaker also quoted the results of a study by the University of Oxford, according to which **within five years 47% of the professions that exist today will disappear, and as many as 65% of the children who are beginning their education today will be working in professions that do not yet exist.**

"Anticipating the future does not make any sense. There is no single future, there are many. We are looking for them on the horizon," added Rafał Kołodziej.

VUCA coincides with the paradigm shift covering the entire current system. This is why today it is crucial to understand the various signals of change in order to reduce their complexity. **Future thinking is a well-established approach to innovation and the design of new products or services that transform the potential into tangible results.** These new opportunities contradict each other today. The polarization of opportunities and values is the current landscape in which every entrepreneur operates.

Panelists

Zuzanna Skalska

Analyst of Design, Innovation and Business Trends, 360Inspiration

Rafał Kołodziej

Founder and Leader of Greenhat consulting and design company

Partner

BLUE
MEDIA





PANEL DISCUSSION / DAY2, THURSDAY, SEPTEMBER 26TH

WE ARE GETTING OLDER: THE CHALLENGES OF AGEING SOCIETIES

According to Piotr Szukalski, **we are less often talking about threats and challenges related to the aging population, as we begin to notice the advantages and opportunities related to the specific nature of elderly persons.** Therefore, we need to change our way of thinking and rely on facts rather than our beliefs or stereotypes.

In response to that statement, Elżbieta Wojtczak, referring to the report Money, Power and Sex, emphasized that the generation of people aged 50 to 70 is a powers generation - heterogeneous and with great potential. They take care of themselves, want to live their dreams, travel, are open and are willing to improve. **On average, Polish seniors feel 11 years younger than their actual age.** New technologies are important for them, since they help to strengthen and maintain bonds, as well as eliminate barriers. However, we need a good social campaign that would present that generation in a new light and change the stereotypical thinking about pensioners.

Helfried Carl pointed out that the main problems for seniors included loneliness, emigration of young people from the community, or the quality of intergenerational communication. Therefore any initiative that brings people together is valuable and deserves support. Małgorzata Jarosińska-Jedynak agreed with that statement, highlighting the importance of projects integrating different generations and presenting the schemes implemented in Poland.

Panelists

Helfried Carl
Senior Director, Innovation in Politics
Institute

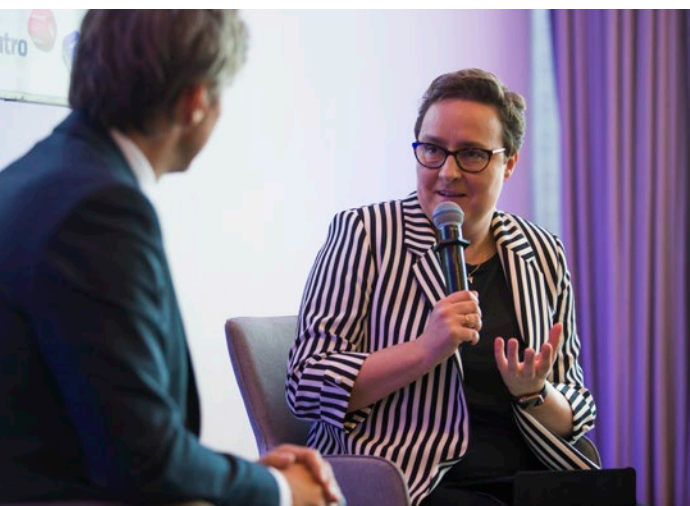
Małgorzata Jarosińska-Jedynak
Undersecretary of State, Ministry of
Investment and Economic Development of
the Republic of Poland

Piotr Szukalski
professor, Faculty of Economics and
Sociology, University of Lodz

Elżbieta Wojtczak
CU Communication Unlimited

Moderator

Michał Boni
consultant, lecturer at SWPS University of
Social Sciences and Humanities



PANEL DISCUSSION / DAY2, THURSDAY, SEPTEMBER 26TH

SMART INDUSTRY W POLSCE – PRESENTATION OF THE REPORT

Siemens presented the report Smart Industry Poland 2019 to the managers and owners of industrial companies. According to the report, the knowledge of the concept of Industry 4.0 is growing in Polish companies, as well as the number of implementations of its components and the degree of transformation of manufacturing companies. **The vast majority of engineers are of the opinion that the technical staff should take over the responsibility related to the change leadership in manufacturing companies.** The perspective of transformation of the engineering profession and assuming the role of a manager is more obvious for the representatives of this profession with shorter work experience. Among the youngest respondents, the percentage of those expecting the evolution of the engineering profession was as high as 84%. However, also for engineers with longer work experience, the change in competences related to the engineering profession seems inevitable (65% of indications.)

“There is an overwhelming expectation that engineers should acquire the so-called soft skills. Unfortunately, it is difficult, because until recently the companies expected only technical knowledge from engineers,” Dominika Bettman commented during the presentation of the report.

Panelist

Dominika Bettman
President of the Management Board,
Siemens Poland

Moderator

Paweł Oksanowicz
Editor and Moderator, THINKTANK

Partner

SIEMENS
Ingenuity for life

CAPITAL FOR DEVELOPMENT: HOW TO STIMULATE INVESTMENTS?

Financial institutions operate in conditions that are challenging. So how can we stimulate investment and the economy? "There are two issues. **Investments are important today, because they generate jobs, and in the future, because they generate innovations,**" claimed Sławomir S. Sikora. "There is no doubt, however, that over the last five years they have also been disappointing. In my opinion, enterprises should start investing. They should not be afraid of it. Today, banks are no longer as eager to invest capital in companies as they used to be a few years ago. It is more viable to offer loans to individuals. The risk is lower," added Sikora.

18% - not great, not terrible - this is the level of investment in Poland. "Moreover, there is the current downward trend, which should not take place," claimed Sonia Buchholtz. "Polish Confederation Lewiatan has prepared reports on this situation. One example can be agriculture, where investments are relatively few. The role of the state is also very large compared to other European countries. According to the analyses, we should focus more on new technologies.

"We must keep in mind that not all investments involve capital," stressed Paweł Borys. "At present, it is difficult to find employees. Labor shortage may encourage or even force automation in enterprises."

Panelists

Markus Beyrer
CEO, BusinessEurope

Paweł Borys
CEO, Polish Development Fund

Sonia Buchholtz
Economic Expert, Polish Confederation Lewiatan

Sławomir S. Sikora
President of the Management Board, Citi Handlowy

Moderator

Marek Tejchman
Deputy Chief Editor, Dziennik Gazeta Prawna

Keynote address

Paweł Borys
CEO, Polish Development Fund



OXFORD-STYLE DEBATE: IS ENVIRONMENTAL PROTECTION OVERRATED? DEBATE WITH YOUNG LEADERS

Nowadays, the matter of environmental protection is discussed everywhere. Young EFNI participants reflected on the approaches to climate change and presented their arguments to the audience.

Natalia Dzięgielewska was the first one to take the floor. **"In our opinion, the subject of environmental protection has become a bargaining chip in the hands of marketers, and the pro-ecological initiatives are used as a tool for promotion,"** she said.

Patryk Pawlik opined against it: "One cannot say that environmental protection is being discussed more than it deserves."

Martyna Kozdra, on the other hand, argued that "The subject of climate change has to be addressed, because it is a serious threat, but ecology is overrated - promoting is not taking action."

"We must not forget that the amount of carbon dioxide emitted in the last 70 years has disrupted Milankovitch cycles. **If it weren't for the pro-ecological media hype, we wouldn't see any environmentally-friendly initiatives,**" reminded Bartosz Douglas Milne.

Referring to corporate social responsibility, Aleksander Dębski pointed out that "We are talking about motivating enterprises, and they are motivated by profit. The problem is that ecology has become a means to generate profit," he stressed. "Our planet is dying. We should debate on how to change this and develop a clear single message," he concluded.

A different perspective was presented by Agnieszka Mańke: "We should use the public accessibility of the sources of information we have to raise awareness. Environmental protection deserves to be discussed as often as possible. It is the popularity of this subject that unites people in the fight against climate change."

Keynote address

Marcin Bruszewski
Co-founder and Co-CEO, Zwolnieni z Teorii

Knowledge partner

zwolnieni ^z
teorii

Panelists

Natalia Dzięgielewska

Bartosz Douglas Milne

Martyna Kozdra

Agnieszka Mańke

Aleksander Dębski

Patryk Pawlik

Moderator

Barbara Stepnowska
MBA Director, Faculty of Management and Economics, Gdańsk University of Technology



NETWORKING EVENING





EFNI

EUROPEJSKIE FORUM
NOWYCH IDEI

PREZES
KRZYSZTOF ŁAPIŃSKI
AURA SALLA
WAWRZYNIEC SMOCZYŃSKI
JAKUB TUROWSKI



DISCUSSION PANEL / DAY 3, FRIDAY, SEPTEMBER 27TH

WHO BENEFITS FROM DISINFORMATION? IS THIS THE END OF JOURNALISM?

“We have been observing the crisis of traditional media for many years, and their quality is significantly declining. Information is now free of charge, there is no need to buy newspapers, and the number of quality journalists has dropped. Objective knowledge is no longer democratically accessible,” said Wawrzyniec Smoczyński, pointing out that the model of public media operating in Western Europe, under which they are paid for presenting a reliable picture of reality, has collapsed in Poland.

Aura Salla stressed, however, that the Internet is only a medium, offering both objective and thoroughly analyzed content and fake news. **The European Commission is combating disinformation, seeking to promote social resilience to fake news and support critical thinking.** This, however, should be done primarily by the Member States.

Speaking of Internet users, Jakub Turowski pointed out the observed tendency to stay in the „information bubbles” despite the availability of the whole spectrum of various media and multiple sources of information. He emphasized the need for transparency of online information and for labeling the content commissioned by political parties.

In the summary of the discussion, the panelists agreed that **in a democratic system, access to objective information is not a product, but a right of citizens,** who must have a basis for making rational electoral decisions. Even if there is no demand for objective content, such demand should be created.

Panelists

Krzysztof Łapiński
former Secretary of State in the Chancellery of the President of the Republic of Poland (2017–2018), Spokesperson of the President of the Republic of Poland

Aura Salla
European Political Strategy Centre (EPSC), European Commission

Wawrzyniec Smoczyński
Founder, Polityka Insight

Jakub Turowski
Head of Public Policy for Poland & Baltics at Facebook

Moderator

Małgorzata Bonikowska
CEO of THINKTANK, Centre for International Relations

Partner

facebook

Knowledge partner





NEWSOWA REWOLUCJA!

Pierwsza w Europie platforma z newsami na żądanie.

TVN24 GO dostępna jest zarówno jako aplikacja na urządzenia mobilne (tablety i smartfony), aplikacja na smart TV, jak i poprzez stronę internetową.

TVN 24 GO oferuje dostęp:

- live do dwóch kanałów newsowych – TVN24 i TVN24 BiS
- do pełnej biblioteki programów i magazynów emitowanych na tych dwóch stacjach
- do czterech dodatkowych kanałów transmisji live, na których znaleźć można pełne relacje live z bieżących wydarzeń (np. obrad sejmku, konferencji prasowych, przylotu piłkarzy)
- do audycji i podcastów

Platforma daje możliwość oglądania na 3 urządzeniach jednocześnie, pełny dostęp do kanałów nawet do 7 dni wstecz oraz możliwość przewijania programu na żywo nawet 12h wstecz.

PLASTIC – ECONOMY – ECOLOGY. A CONFLICT OR A SYMBIOSIS?

Julia Patarska started the panel by pointing out a certain paradox: **cars, commonly associated with environmental pollution, emit less exhaust fumes due to the reduction of their mass as a result of using plastic.** This material is therefore not harmful by definition.

““Plastic is bad” is a false approach to the matter,” responded Katarzyna Byczkowska.

“Since packaging accounts for 60% of plastics production, we have a problem with its proper management.

The attacks on plastic are irrational,” agreed Tadeusz Nowicki. **“The use of plastic reduces the greenhouse effect in terms of greenhouse gas emissions from the production of similar materials.”**

Małgorzata Dobies-Turulska talked about the social responsibility of manufacturers.

“By the end of 2019, we will have withdrawn disposable plastic products from our offer. In addition, IKEA kitchen furniture components are made from wood waste and recycled PET bottles.”

“The Ministry of the Environment is working on the regulation of the so-called extended producer responsibility for the product. Manufacturers will pay the recycling fee at the moment of placing the products on the market, and the funds will be allocated to the processing entities,” announced Bogusława Brzdąkiewicz.

Henryk Orfinger admitted that the activity of community groups forces the search for directions of ecological activity. “My industry, if it cannot fully eliminate plastic, is working e.g. on assigning a „gene”, a marker, to plastics which will facilitate the selection process during processing,” declared the speaker.

Panelists

Katarzyna Byczkowska
Managing Director, BASF Polska

Małgorzata Dobies-Turulska
Gdańsk IKEA Store Manager

Bogusława Brzdąkiewicz
Deputy Director, Department of Waste Management, Ministry of the Environment of the Republic of Poland

Tadeusz Nowicki
President of the Management Board, Ergis Group

Henryk Orfinger
President of the Management Board, Dr Irena Eris

Moderator

Julia Patarska
Leader of Economic Analysis Team, Deloitte Poland

Partner



Supporting partners



4 8 13 14 24 44 64 | 664

Imieniny
Cezarego, Marii, Zygryda

20:33
22.08.2018



ams



DARMOWE ŁADOWANIE



EXPRESS YOURSELF

modern solutions
useful functionalities
helpful content

ams.com.pl

DIGITAL CITYLIGHT

ams SMART OOH



DISCUSSION PANEL / DAY 3, FRIDAY, SEPTEMBER 27TH

FINANCE 4.0: FINANCIAL SERVICES IN THE FINTECH ERA

Technological companies are taking over certain roles and tasks which until recently belonged exclusively to banking institutions. The last stand seems to be deposits whose acceptance is dependent on licenses and legal regulations. Will this fortress also be captured and the banks will disappear from the market? This was one of the issues discussed during the panel.

Bankers do not see any threats posed by fintechs. According to Jacek Iljin, the essence of banking has always been risk management, or acceptance of deposits. This implied responsibility and security of the entrusted money. "Today, outsiders do not see 80% of the bank's activities. Fintechs or other companies that want to enter the market and operate like a bank do not see it either. I do not agree that banks will disappear, and certainly not in the near future," said the speaker.

However, according to experts we should not perceive a bank as an entity offering specific products. What matters is the functions it actually performs. "In the past, banks had other tasks; today, these gaps and the customer demand are filled by technology. **The biggest threat for banks is posed by large tech companies: Facebook, Amazon, Google,**" said Monika Marcinkowska. **There is no doubt that in some time bankers will be driven out of the market by robots and artificial intelligence.** People will be replaced by computers wherever speed and processing of large amounts of data is important. However, as Magdalena Borowik assures, **banks will disappear, but banking and regulations will remain.**

Panelists

Wojciech Bolanowski
Managing Director, Executive VP and
Advisor to CEO, FORUM, Bahrain

Magdalena Borowik
Director of the Financial Innovation
(FinTech) Department, Polish Financial
Supervision Authority

Jacek Iljin
Managing Director, Retail Sales and
Processes, mBank

Monika Marcinkowska
European Banking Authority, University
of Lodz

Moderator

Robert Stanilewicz
Head of Media Development, Analityz Online

Partners



DISCUSSION PANEL

DAY 3, FRIDAY, SEPTEMBER 27TH

RE-GENERATION. BEHOLD THE SMART GENERATION

"Thanks to the Internet and the development of new smart technologies, the young generation has unlimited access to knowledge and people around the world, which involves exposure to information and sensory overload. By running away from that overload, young people create alternative realities for themselves," Anna Struzik explained during the panel Re-Generation. Behold the Smart Generation.

The moderators of the panel combined with a workshop invited the participants to work in groups. Their task was to identify the behavior of young people in various situations, from consumption to relationships.

"New generations are emerging faster and faster, which makes the period of their coexistence longer. The older generation knows nothing about the new generations that are being formed. The managers representing the older generation do not understand the needs of their young employees at all," explained Anna Struzik. **The most important thing for young people at work is satisfaction with their tasks and the possible career development, not their earnings.** They appreciate having time for their hobbies and private life, which in the case of the older generation came after career, prestige and material goods. It is therefore not surprising that **older managers do not know how to motivate their younger colleagues.**

"Mutual understanding and communication are crucial in this relationship. Members of various generations need to be willing to understand each other and develop cognitive curiosity," summarized the moderator.

Moderators

Anna Struzik

Coordinator of Re-laboratorium project, THINKTANK

Katarzyna Młynek

Program Director, THINKTANK

Knowledge partner

THINKTANK[®]



HOW TO FEED THE WORLD OF TOMORROW? AGRICULTURE OF THE FUTURE

The panel began with a presentation by Adam Czerniak, who introduced the concept of the Malthusian trap, according to which **the birth rate is too fast to provide food for all people in the world.**

In turn, Jerzy Plewa pointed out that by 2050 we should be producing 50% more food, while reducing the environmental impact of agriculture.

“We should focus on local agriculture using global solutions and innovations without falling into the trap of monoculture. We should also take advantage of the benefits of technological progress,” suggested Cezary Urban.

“Local agriculture must be effective. **Solving the problem of hunger requires the use of local conditions and optimization of production,**” agreed Bartosz Urbaniak. “Food production will never be emission-free. It is therefore necessary to increase the profitability of environmentally friendly solutions in order to encourage farmers and consumers to apply them,” he stressed.

Marja-Liisa Meurice pointed out one more challenge: **Solutions must be customized. What is good for our neighbors may not necessarily work for us.** We do not lack innovation, but the current work culture and social norms prevent us from introducing them effectively. In order to find effective solutions, we must resort to other branches of science: psychology and sociology.

Panelists

Marja-Liisa Meurice
Director, EIT Food CLC North-East

Jerzy Plewa
Director-General of Directorate-General for Agriculture and Rural Development (DG AGR), European Commission

Cezary Urban
Head of Agricultural Solutions BASF Polska at BASF Polska Sp.z o.o.

Bartosz Urbaniak
Head of AgroHub BNP Paribas

Moderator

Adam Czerniak
Chief Economist, Polityka Insight

Partners



BNP PARIBAS



BASF
We create chemistry

Knowledge partner

**POLITYKA
INSIGHT**
KNOWLEDGE PLATFORM





DISCUSSION PANEL / DAY3, FRIDAY, SEPTEMBER 27TH COMPETENCIES OF THE FUTURE

The discussion focused on the problems with finding flexible employees. **“Competencies of the future are already sought today and yet we are still facing lack of basic skills,”** observed Dominika Bettman. Both employees and employers are on the path of digital transformation. Today, building competencies is not only about training - **it is expected to shift the paradigm of thinking about oneself in the context of a given function and company.**

“The role of the leader assisting their subordinates in that transformation process is of particular importance,” commented Jacek Siwiński.

“40% of employees have low digital skills. We can improve them through second-chance education, digital education programs relating to IT, AI and cyber-security. We also need changes in the university curricula,” suggested Kasia Jurczak.

The panel also covered the impact of the digital revolution and automation on the labor market. “There is no industry that would not be subject to digitalization. It starts with the application of tools, automation of certain processes, but the work can be supported by AI in various industries, for example by assisting lawyers,” said Dominika Bettman. “While automation of manufacturing is already a standard, automation of office processes is a new thing,” emphasized Jacek Siwiński. “This does not mean that the legal profession is at risk of being replaced by automation and digitization,” added Carl Frey. “However, low-paid professions requiring lower skills are exposed to that risk.”

Panelists

Carl Frey

Head of Technology and Employment programme, Oxford University

Dominika Bettman

President of the Management Board, Siemens Polska

Kasia Jurczak

Member of the Cabinet of the European Commissioner for Employment, Social Affairs, Skills and Labour Mobility, European Commission

Jacek Krawczyk

Employers' Group President, European Economic and Social Committee

Jarosław Obszarski

CFO, Velux Polska

Moderator

Andrzej Kubisiak

expert on the labor market, Polish Economic Institute

Partners



ASSOCIATION OF EMPLOYERS OF PRODUCTION COMPANIES



Knowledge partner





91 %

TYTU MAKLERÓW I DORADCÓW
CZYTA REGULARNIE „PARKIET”

DYNAMICZNIE ROZWIJAJĄCA SIĘ
TELEWIZJA INTERNETOWA,
NASZE FILMY NA YOUTUBE
WYŚWIETLONO **PONAD MILION RAZY**

15 II 1994r.

NA RYNKU POJAWIŁO SIĘ PIERWSZE PAPIEROWE
WYDANIE „PARKIETU”

34,7 %

TYTU INWESTORÓW
INDYWIDUALNYCH
SZUKA INFORMACJI
W „PARKIECIE”



GALA BYKI
I NIEDŹWIEDZIE
LICZY JUŻ
24 EDYCJE

**TYTUŁ DLA
PROFESJONALISTÓW**



11 600

LICZBA OBSERWUJĄCYCH „PARKIET”
NA TWITTERZE



38 500

LICZBA OSÓB, KTÓRE LUBIĄ STRONĘ
„PARKIETU” NA FACEBOOKU



8 000

LICZBA SUBSKRYBENTÓW
NA KANALE YOUTUBE

Wideo WP



prawie
6 mld
odtworzeń
rocznie! *



średnio
80 mln
wideo intencjonalnego
miesięcznie! *



ponad
120 mln
wideo widzianego
miesięcznie! **

* Dane WPM sierpień 2019
** Standard viewability wideo IAB



70%

Widzialność spotów
wideo (desktop + mobile)

64% VTR

Źródło: Swiv, Olap Stream, dane dla reklamy wideo desktop + mobile, sierpień 2019. *średnia nie uwzględnia o2, dobreprogramy



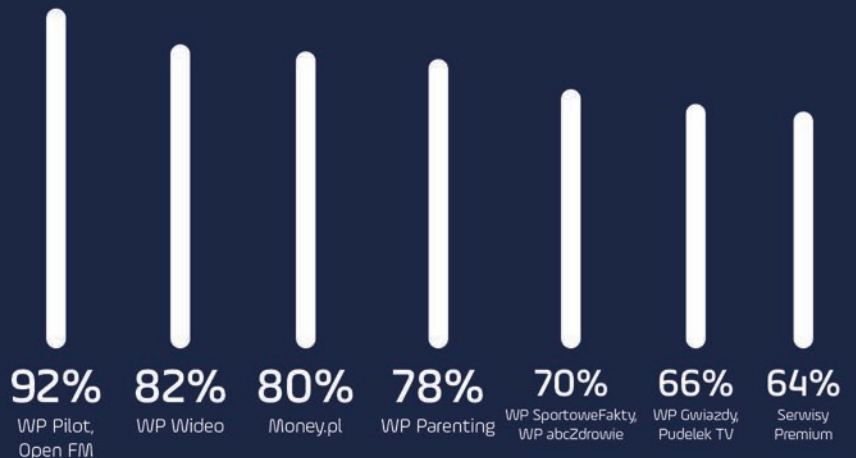
75%

Widzialność spotów
wideo (desktop)

65% VTR

Źródło: Swiv, Olap Stream, dane dla reklamy wideo desktop, sierpień 2019. *średnia nie uwzględnia o2, dobreprogramy

Najlepsze serwisy wg widzialności (desktop+mobile)





DISCUSSION PANEL / DAY 3, FRIDAY, SEPTEMBER 27TH

HOW WILL 5G TECHNOLOGY CHANGE RETAIL?

The experts began their discussion by answering the question of when the 4G technology would be replaced by 5G. According to Witold Drożdż, it should be a gradual process under which we would slowly get used to the new standard. "We are already in the pilot phase for 5G in different parts of the country. **From the second half of 2020, at least one Polish city will be using 5G.**"

"Which industries and branches could benefit the most?," - asked the moderator. The panelists listed retail, automotive and medicine. Renata Juszkievicz pointed to the customization of the offer for customers and greater knowledge of what to buy and how to buy it: "Until now, loyalty programs have been effective in this respect; today, it is not enough." The panelist also mentioned the optimization of store inventory and better organization of warehouses. Finally, she emphasized the legislative aspect, which also affects the speed of implementation of the 5G technology.

Karol Tokarczyk also raised the issue of how to finance new technologies and solutions. Izabela Żmudka responded that innovations are democratic and thus everything that originates in the R&D area and has the appropriate potential will always be subsidized, and the offer of the National Centre for Research and Development can be used both by microenterprises and by small and medium-sized enterprises.

What are the possible consequences of retail automation? Renata Juszkievicz mentioned customer service optimization, while Izabela Żmudka talked about the social aspect: automation would provide relief with regard to difficult, time-consuming tasks.

Panelists

Witold Drożdż
Board Member for Strategy and Corporate Affairs, Orange

Renata Juszkievicz
President of the Management Board, Polish Trade and Distribution Organization (POHiD)

Izabela Żmudka
Deputy Director, the National Centre for Research and Development

Moderator

Karol Tokarczyk
Chief Economist, Polityka Insight

Partner



Knowledge partner





DISCUSSION PANEL / DAY 3, FRIDAY, SEPTEMBER 27TH

A SELF-GOVERNING POLAND

Is higher turnout in the 2018 local government elections, locally reaching 20 percentage points, a sign that „mayors will rule the world,” as the American political scientist Benjamin Barber proclaimed?

“I don’t like the word power,” said Beata Moskal-Słaniewska. “By contrast, I rather like the phrase social management system, i.e. a situation in which citizens can meet me in a store and share their problems with me.”

“In the 1990s, voivods massively communalized state property,” recalled Jacek Karnowski. “It was understood that local governments built the power of the state by running effective economic and civic mechanisms. The 21 local government theses, which we started to discuss during the Freedom and Solidarity Festival in Gdańsk, are not an attempt to re-federalize the state, but rather an appeal to believe in us, local politicians.”

“Is it about believing that the multiple terms of office do not lead to the creation of cliques?” asked Edwin Bendyk.

“Central government itself fosters cliques by implementing investments where its members are - and they visit locations where they have „their” presidents and mayors,” answered Jacek Karnowski. **“It takes years of work to achieve success, and investments are effective not when they are officially launched, but after years of operation for the benefit of the local community.”**

“The 21 theses also focus on legal improvements and financial security measures needed by local governments to implement government programs,” explained Beata Moskal-Słaniewska.

Panelists

Jacek Karnowski
Mayor of Sopot

Beata Moskal-Słaniewska
Mayor of Świdnica

Moderator

Edwin Bendyk
journalist, publicist

DISCUSSION PANEL / DAY3, FRIDAY, SEPTEMBER 27TH

POPULISM, ANTI-POPULISM AND DEMOCRACY IN EUROPE

Populism is a threat that can be shifted in the right direction: such a paradoxical conclusion can be drawn from the debate among experts, researchers and politicians during the European Forum for New Ideas.

"Populism occurs when there is no dialogue and complex issues are being simplified by emotions," said Helmut K. Anheier, „and also when decisions having universal effects are made by unelected bodies, such as the European Central Bank," added Karolina Borońska-Hryniewiecka.

"This is why in 2018 the turnout in the US parliamentary elections was the highest in years: people knew what they were voting for and against," emphasized Salvatore Babones. "Thanks to Donald Trump, the issues of immigration, industry, and international relations were clearly formulated."

The moderator Tomasz Sawczuk pointed to the Progressive Slovakia party as an example of populism understood in an unorthodox way.

"We were against the establishment, because the Slovak political scene had been stuck around the same persons and dependencies for 10 years," explained Michal Šimečka. "On the basis of that opposition we attracted liberal, pro-European and pro-environmental voters. Our opposition was a constructive negation. Zuzana Čaputová, our candidate who won the presidential election, was different from Slovak politicians in that she openly expressed her views. People were attracted not only by their content, but also by their firm expression."

Panelists

Helmut K. Anheier

Professor of Sociology, Hertie School of Governance

Salvatore Babones

Sociologist and economist, professor at the University of Sydney, author of *The New Authoritarianism: Trump, Populism, and the Tyranny of Experts*

Jan Zielonka

political scientist, professor at University of Oxford

Michal Šimečka

Vice-President of the political party Progressive Slovakia, Member of the European Parliament (9th term)

Karolina

Borońska-Hryniewiecka

political scientist, Centre for European Studies and Comparative Politics, Sciences Po

Moderator

Tomasz Sawczuk

publicist, member of Kultura Liberalna editorial board

Knowledge partner



DISCUSSION PANEL

DAY 3, FRIDAY, SEPTEMBER 27TH

EUROPE TOWARDS ASIA, AFRICA AND THE AMERICAS

"Will Africa become a Chinese sphere of influence?" asked the moderator Piotr Arak.

"As a European I am pleased with the Chinese expansion in Africa, because it accelerates the development of that continent and reduces migration to Europe, which is often a life-threatening experience," answered Grzegorz W. Kołodko.

Grzegorz Lindenberg stressed that **people are more willing to emigrate from poorly managed and corrupt countries**, so any initiative to improve this situation and to respect human rights is always welcome. He also spoke of population explosion: by 2030, there would be 100 million of young unemployed persons in Africa. If the EU does not consider this problem a priority, we will be facing another immigration crisis similar to the one of 2015-2017, but 10 times larger.

In response, Ewa Synowiec emphasized that in the coming years Africa will be at the top of the European Commission's political agenda. According to the panelist, the existing agreements and financial instruments stimulating job creation in Africa and improving the skills of young people have reduced the trade deficit in this area from EUR 21 billion in 2015 to EUR 1 billion today.

The moderator asked about the investment climate and whether Africa could eventually become a place of production. Eleonora Catella suggested considering Africa's problems in terms of opportunities: it is a continent of 1.5 billion people, a fast growing economy and a lot of potential - this is how European businesses perceive it. Speaking of differences in investments in Africa, she highlighted the long-term option of training local workers and knowledge transfer.

Panelists

Eleonora Catella

Senior Adviser, International Relations Department, BusinessEurope

Grzegorz W. Kołodko

professor, Director of Transformation, Integration and Globalization Economic Research Center (TIGER) at Kozminski University

Grzegorz Lindenberg

journalist and sociologist, member of the Management Board of European Issues Institute

Ewa Synowiec

Director of Sustainable Development; Economic Partnership Agreements - African, Caribbean and Pacific; Directorate-General for Trade (DG Trade), European Commission

Moderator

Piotr Arak

Head of Polish Economic Institute

Knowledge partner





DISCUSSION PANEL / DAY 3, FRIDAY, SEPTEMBER 27TH

R&D SUMMIT. POLISH E-MOBILITY ECOSYSTEM. WHAT IS THE CONNECTION BETWEEN RENEWABLE ENERGY SOURCES, BLOCKCHAIN AND TELEMETRY?

According to the participants of the debate, Poland may become a specialist in the export of electromobility innovations.

"The potential for innovations in electric transport is very high in Poland," claimed Magdalena Jackowska-Rejman. "Start-ups look at electromobility from the perspective of many stakeholders: drivers, energy and telecommunications companies, gas station owners, public areas managers, traffic engineers, and even insurers or financial institutions. Thanks to them, a model e-mobility ecosystem is being developed in Poland."

Debate participants also admitted that **blockchain technology had an important role to play in the development of electromobility**. "By using it, we will prove to our customers that the energy supplied to the charging point comes from renewable energy sources. We will also be able to conduct real-time settlements both with electricity users and with producers," said Jarosław Broda.

"In the automotive industry, we will see automation, cloud computing and artificial intelligence. Our aim is autonomous cars," said Ewa Łabno-Fałęcka. **"At the same time, we are closely monitoring the changing attitude, including the redefinition of the role of cars in our lives.** At present, there are 800 cars per 1,000 inhabitants in Warsaw, while in Berlin there are just slightly over 200," she said.

Panelists

Jarosław Broda
Vice-President of the Management Board
for Asset Management and Development,
TAURON Group

**Magdalena
Jackowska-Rejman**
Managing Partner, Techbrainers

Ewa Łabno-Fałęcka
Head of Corporate Communication and
External Affairs, Mercedes-Benz Polska

**Sonia
Wędrychowicz-Horbatowska**
Digital Transformation Practitioner,
innovator

Moderator

Grzegorz Nawacki
Chief Editor, Puls Biznesu

Partner

pilotmaker 

 **PARP**
Grupa PFR

 **Elektro
ScaleUp**

pilotmaker 

 **Fundusze
Europejskie**
Inteligentny Rozwój

 **Rzeczpospolita
Polska**

Unia Europejska
Europejski Fundusz
Rozwoju Regionalnego 



Sⁱ sztuczna inteligencja

www.sztucznainteligencja.org.pl

Niekomercyjny portal o sztucznej inteligencji,
uczeniu maszynowym i robotyce



**OŚRODEK
PRZETWARZANIA
INFORMACJI**
PAŃSTWOWY INSTYTUT BADAWCZY

www.opi.org.pl

OPI PIB wydawca portalu SI, tworzy inteligentne systemy informatyczne
głównie dla nauki i szkolnictwa wyższego

PATRZYMY OBIEKTYWNI PISZEMY ODPOWIEDZIALNIE



gazetaprawna.pl/prenumerata



sklep.infor.pl



22 761 30 30, 801 626 666



bok@infor.pl

DISCUSSION PANEL / DAY3, FRIDAY, SEPTEMBER 27TH

HOW WILL EMPLOYERS BENEFIT FROM EMPLOYEE CAPITAL PLANS?

The speakers discussed the viability of Employee Capital Plans (PPK), wondering whether their implementation can be beneficial to both entrepreneurs and employees, and whether the benefits can outweigh the costs.

The panel also attempted to identify methods for employers to use PPK as a tool for the company's image building and as an opportunity for business development. Similarities and differences with the existing Employee Pension Schemes were also pointed out.

"Part of employers fail to see the benefits of PPK. We hope that the work of the company running the mojePPK.pl website and dealing with education and information of institutions participating in the Social Dialogue Council will change this," said Robert Zapotoczny. "Supplementary savings schemes exist in the majority of Western countries, to which we aspire in terms of wages and work culture," he added.

"PPK has opened a debate in Poland on saving for the future of employees," said Robert Lisicki.

"We want to participate in the change of approach on the labor market. It is an opportunity for us to distinguish ourselves from other employers in terms of our proposals," answered Wiesława Czarnecka-Sańczak.

"The assistance of insurance brokers at every step of accession to PPK is invaluable. Employee training is also important, as they have a lot of questions about this issue, so that they do not have to look for such information on their own," Karolina Parkitna advised the employers.

Panelist

Robert Zapotoczny
CEO, PFR Portal PPK

Wiesława Czarnecka-Sańczak
Human Resources Director, Siemens Sp. z o.o.

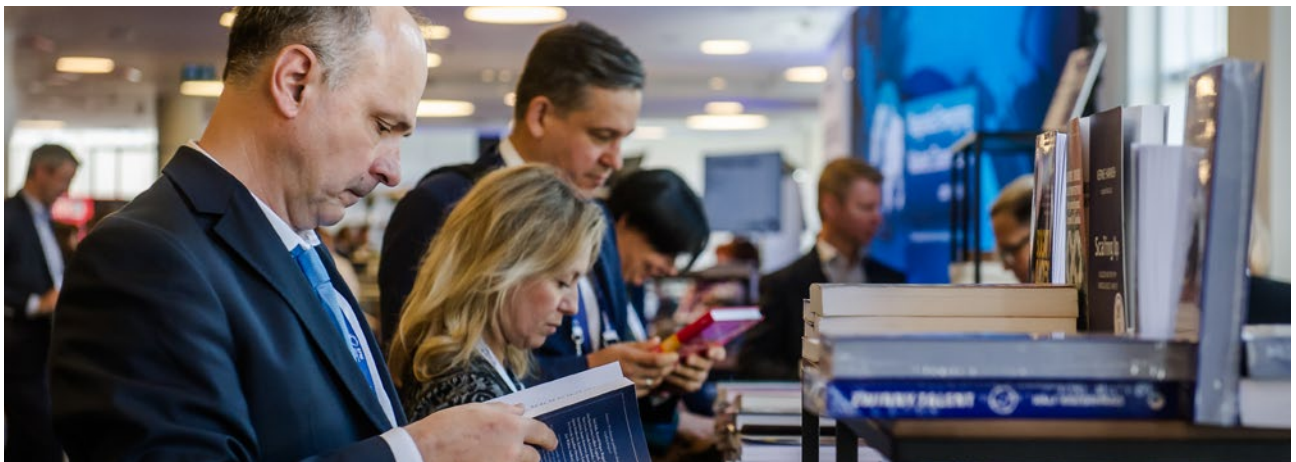
Karolina Parkitna
Head of Administration Department, CRIST S.A

Moderator

Robert Lisicki
Department of Labor Director, Polish Confederation Lewiatan

Knowledge partner

 PFR Portal PPK



DISCUSSION PANEL / DAY3, FRIDAY, SEPTEMBER 27TH

THE LEGACY OF #METOO AND #PAYMETOO: TOWARDS DIVERSITY

"#metoo and #paymetoo have only been discussed in public for two years. We need more time for their postulates to come into effect, but there is a big difference between where women want to be, and reality. The topic is being discussed a lot, but I am under the impression that it is a smoke screen of sorts; if we look at the real data, nothing has changed," said Henryka Bochniarz.

"We may boast that women earn as much as men on similar positions, but the percentage of women in high, best paid positions is still low," noted Sławomir S. Sikora, who emphasized that in order to balance this proportion we should develop tools that would help women and encourage them to reach higher, including through mentoring.

"We must be bold. We women like to be conciliatory, but sometimes we just have to say „no!"; stressed Mai Chen.

During the discussion it was pointed out that although ideological reasons for equal opportunities for women are important, **in practice companies with diverse management structures are more effective.** And when a decision is made by diverse groups, there is a greater chance that it will be the right one.

What should be done then to help women break through the glass ceiling and facilitate their career development? Speaking in terms of benefits: **diversity pays off and should not be treated exclusively as the interest of women.**

"This is not a problem of women, but a problem of our society," Beata Stelmach concluded, adding that the world needs to learn that if we continue to operate according to the current rules, we can only lose.

Panelists

Henryka Bochniarz

Vice-President of BusinessEurope, President of the General Board of Polish Confederation Lewiatan

Mai Chen

Chair of Superdiversity Institute, Board member, Bank of New Zealand, University of Auckland

Sławomir S. Sikora

CEO, Citi Handlowy

Beata Stelmach

President of the Management Board, PZL-Świdnik / Leonardo Helicopters

Moderator

Dorota Warakomska

journalist, publicist

Partner

citi handlowy®





DISCUSSION PANEL / DAY 3, FRIDAY, SEPTEMBER 27TH

WHY SHOULD WE LEARN? SOFT SKILLS DEVELOPMENT AS THE PURPOSE OF EDUCATION IN THE 21ST CENTURY

Soft skills, such as communication skills, creativity, mobility or adaptability, guarantee the success of employees - such are the observations of the European Tech & Industry Employers organization. Polish system of education is still trying to incorporate those values. According to Barbara Nowacka, Polish universities are entering the areas abandoned by high schools and primary schools.

"The ministerial curriculum fails to respond to the needs of young people who identify with the smart technology," agreed Ewa Korulska. "This is why not only have we introduced the subject of „Entrepreneurship”, but we also provide basic psychological training. We promote process-oriented thinking instead of task-oriented thinking."

Paweł Poszytek spoke about the digital challenges of the future, stating that **we do not yet know 90% of the professions that will emerge, but we already know that they will require high technical skills.**

Reinhold Weiss, on the other hand, appealed for vocational education to be „perceived in a modern way - as a development of the personality of people performing technical tasks."

The panel was moderated by Joanna Bochniarz, who at the end of the discussion presented an example of successful health education in Finland, which is focused on from an early age.

Panelists _____

Uwe Combüchen

Director General, European Tech & Industry Employers (CEEMET)

Barbara Nowacka

Chancellor, Polish-Japanese Academy of Information Technology

Paweł Poszytek

Director General, Foundation for the Development of the Education System (FRSE)

Ewa Korulska

Principal, Startowa 4K Charter High School

Reinhold Weiss

former President of the Federal Institute for Vocational Education and Training (BiBB)

Moderator _____

Joanna Bochniarz

President, Center for Innovative Education

Knowledge partner _____





DISCUSSION PANEL / DAY 3, FRIDAY, SEPTEMBER 27TH

WILL THE BIG DATA REVOLUTION HELP SAVE THE WORLD?

The amount of data at our disposal is growing at a terrifying rate. The question of whether we are capable of analyzing and using them is still open.

"In the United States alone, there is a shortage of 160,000 data analysts. We also see that in Poland, in particular in public administration," said Olaf Gajl, adding that **"it was always easier to collect data than to analyze it, which does not change the fact that today we are facing a challenge on an incomparably larger scale."**

At present, the greatest amount of data about us belongs to technological giants, such as Google or Facebook. The Cambridge Analytica scandal has clearly proven the powerful impact they have on politics.

"Such situations are naturally concerning," said Dagmara Krzesińska. **"We should use data in an informed and responsible way. We must require this not only from public administration, but also from businesses."**

Krzysztof Kuik admitted that to date regulations in this area had been minimal, and the European Union did not have too many tools to intervene. The experiences from the last few years show that it is no longer possible to leave this issue unregulated.

"I am, however, optimistic," said Dominik Rozkrut. "Big Data offers great opportunities, although so far it is most visible in the context of large technology companies. However, soon it will also be used by state institutions and non-profit organizations."

Panelists

Olaf Gajl
Director, National Information Processing Institute (OPI-BIP)

Dominik Rozkrut
President, Central Statistical Office of Poland

Krzysztof Kuik
Head of Unit - Antitrust Media & State Aid at the Directorate-General for Competition (DG COMP), European Commission

Dagmara Krzesińska
President of the Management Board, Coalition for Polish Innovations

Moderator

Robert Siewiorek
Chief Editor, sztucznaInteligencja.org.pl

Knowledge partner



DISCUSSION PANEL / DAY3, FRIDAY, SEPTEMBER 27TH

POPULISM, ANTI-POPULISM AND DEMOCRACY IN EUROPE. LESSONS FROM CENTRAL AND EASTERN EUROPE FOR EUROPE

Is it possible to win against populism? “Yes, it is” claimed Michal Šimečka. “This year, Slovakia proved that it is possible to achieve success based on positive energy, authenticity and a clear pro-European program. It is possible to win without fear-mongering, spreading hatred or populist slogans,” stressed the Slovak MEP.

Jan Zielonka observed, however, that populism has become the favorite topic in liberal circles. “Nobody exposes the illusions and dangers of populism better than liberal publicists,” he said. According to the speaker, however, **liberals are still better at pointing out other people’s shortcomings than at self-reflection. They spend more time explaining the rise of populism than the fall of liberalism.**

Are there possibly any good aspects of populism? **“Populism snapped democracy out of lethargy,”** said Katarzyna Zbytniewska. **“If we experience only a temporary phenomenon, a moment of populism and not an era of populism, we must admit that it has its good sides.** New parties have emerged including, as we saw in the May elections to the European Parliament, not only the far right and right-wing populists, but also the green parties. Liberals and social democrats also caught a tailwind. The successes of the Greens and the Youth Strikes for Climate are proof of the changes in the society,” she added.

Panelists

Michal Šimečka

Vice-President of the political party Progressive Slovakia, Member of the European Parliament (9th term)

Karolina Zbytniewska

Chief Editor of EURACTIV.pl

Jan Zielonka

political scientist, professor at University of Oxford

Moderator

Tomasz Sawczuk

publicist, member of Kultura Liberalna editorial board

Knowledge partner



THE TECHNOLOGY TRAP: CAPITAL, LABOR, AND POWER IN THE AGE OF AUTOMATION

Carl Frey is the author of the famous study *The Future of Employment: How Susceptible Are Jobs to Computerisation?*, in which he argues that **47% of jobs in the United States are at risk due to automation.**

In his presentation, the economist warned against underestimating the unnatural impact of technological progress on social and political sentiments.

The keynote address was delivered by Andrzej Kubisiak, who mentioned the topic of automation and its impact on the labor market. He said, "We will be talking about the future - not only about what will happen tomorrow, but also the day after tomorrow, about how technologies will change our reality."

Carl Frey pointed out that **it is worth identifying similarities between the current period of rapid technological development and similar events that have already occurred in the history of mankind**, such as the industrial revolution. One of the most significant aspects is the public aversion to new technologies. Historically, such aversion has been the norm, not the exception.

"Only 250 years ago, poorer people could only envy the rich, who employed them as servants. Nowadays, most of their tasks in an average home have been electrified in the form of washing machines, dishwashers, refrigerators and vacuum cleaners. In addition, obtaining the funds necessary to purchase those items has become easier and safer," he said.

Carl Frey

Head of Technology and Employment programme, Oxford University

Host

Andrzej Kubisiak

expert on the labor market, Polish Economic Institute





SPEECHES BY EFNI SPECIAL GUESTS / DAY 3, FRIDAY, SEPTEMBER 27TH

MASTERING THE POWER OF CHALLENGING THE STATUS QUO

Mai Chen began her speech with a digression about the Nobel Prize winners, the obstacles most of them encountered in their lives, and what made them stand out from others. According to her, it was their ability to question the status quo. People are accustomed to it and therefore **questioning the established methods is a critical ability that we should master in the 21st century**. According to the speaker, we will not be able to adapt to the changing reality if we cannot turn our way of thinking upside down.

Chen also talked about other important aspects of undermining the status quo: choosing the right moment to effect the change, having to work with other like-minded people, and finding stakeholders who can support our idea. "It is difficult to change anything on our own, but only one person we convince will suffice," said Mai Chen. She also pointed out the need to inspire other people with our vision of change and to appeal to their higher values. She reminded that it is not enough to theorize, it is necessary to put ideas into practice. In this context, she advised to surround ourselves with people who will actually help in the implementation of our ideas, and not just talk or constantly criticize them.

"If we fail to change the status quo, we will not survive. If we fail to make the world a better place, we will not leave any legacy when we die. The world can be changed by a single person - that's all we need," said Mai Chen at the end of her speech.

Mai Chen

Chair of Superdiversity Institute, Board member, Bank of New Zealand, University of Auckland

Host _____

Katarzyna Mlynek

Program Director, THINKTANK



SPEECHES BY EFNI SPECIAL GUESTS / DAY3, FRIDAY, SEPTEMBER 27TH

DEMOCRACY IN A DIGITAL SOCIETY

Erika Widegren presented the results of a report prepared by the Re-Imagine Europa think tank together with the Spanish sociologist, Professor Manuel Castells. The paper focused on Democracy in a Digital Society.

“We are observing disintegration of current political solutions,” she identified the problem at the beginning of the presentation. She noted, however, that **the development of digital technology allowed them to be quickly replaced by new forms of political involvement, creation of ideas and social movements.**

“The digital revolution is, in our opinion, the third great revolution in terms of communications. The first one was writing, which took us 2,500 years to master. The second one was print, which completely changed the methods of organizing societies,” said the speaker.

Erika Widegren emphasized the impact of digital technologies on the human mind and its proven tendency to be formed by tales, stories and narratives.

“When every recipient forms their opinion in fractions of a second, we must change the way democracy functions, the way we make decisions and the way we seek consensus,” she concluded.

Erika Widegren
CEO Re-Imagine Europa

Host

Anna Biernacka-Rygiel
Key Account Manager, Polish Confederation
Lewiatan

SPEECHES BY EFNI SPECIAL GUESTS

DAY 3, FRIDAY, SEPTEMBER 27TH

EFNI 2019 CLOSING CEREMONY

“The common market is no longer sufficient to improve the competitiveness of the European economy. The weakness of the EU is the dispersion of capital, human resources and knowledge,” argued Elżbieta Bieńkowska during the closing ceremony of EFNI 2019. “It is not as if there were no innovations, new technologies or educated people in Europe. All of that is there. However, we are unable to coordinate our actions in these areas. We are losing to China. **However, an effective Europe is one that does not get dispersed** or fragmented. The competitiveness of our continent depends on the common market, but also on choosing the right priorities and climate policy,” said the speaker.

According to Bieńkowska, technological developments are progressing so fast that we are unable to adjust the regulations to every single innovation. It is very important to concentrate our efforts on a few selected matters, such as battery production. European companies expect, on the one hand, a sound industrial policy in respective countries and, on the other hand, agreement on different packages between Member States.

“The European Union should also focus on social issues, as this is what societies demand. We should also always **keep in mind that we want to be a Europe of values. We do not want to be the China of Europe,**” she added.

Helmut K. Anheier stressed that nowadays it is not easy to reconcile democracy, globalization and sovereignty. “We must protect our markets from globalization, but also learn how to manage it. The countries that can better prepare their citizens for new challenges will be successful,” he said.

Speeches by EFNI special guests

Helmut K. Anheier

Professor of Sociology, Hertie School of Governance

Elżbieta Bieńkowska

EU Commissioner for Internal Market, Industry, Entrepreneurship and SMEs

Speeches by the hosts

Maciej Witucki

President of Polish Confederation Lewiatan

Markus Beyrer

CEO of BusinessEurope

Jerzy Buzek

former Prime Minister of Poland

Henryka Bochniarz

Vice-President of BusinessEurope, President of the General Board of Polish Confederation Lewiatan

Jacek Karnowski

Mayor of Sopot

Mieczysław Struk

Marshal of Pomorskie Voivodeship

Host

Dorota Warakomska

journalist, publicist

LOSING CEREMONY
SPEECHES BY EFNI SPECIAL GUESTS



EFNI

EUROPEJSKIE FORUM
NOWYCH IDEI

DEKLARACJA SOPOCKA 2019 THE SOPOT DECLARATION 2019

1. Unia Europejska to druga gospodarka świata. O war-
ści świadczy jednak to, że w Unii zachowujemy pokój, szanujemy
człowieka, podnosimy standardy życia i pracy, rozwijamy
perspektywę zatrudnienia.

1. The European Union is the second economy in the world.
The value of the European project stems from the fact that with
it we respect the principles of democracy and human rights, we
develop working standards, we develop the economy and create
employment.



THE SOPOT DECLARATION 2019

1. The European Union is the second economy in the world. The intrinsic value of the European project stems from the fact that within the EU we maintain the peace, we respect the principles of democracy and human rights, we raise the living and working standards, we develop the economy and create better prospects for employment.
2. Today, it is crucial to maintain common European objectives and values and to convince the rest of the world to follow a similar path. The global position of Europe is currently being challenged by globalization and changes in the balance of power. That is why we must strengthen it and oppose the wave of nationalism, protectionism and particularism.
3. We no longer have time to waste to effectively protect the Earth - its resources, climate and environment. We must strive to achieve climate neutrality and energy security by mid-21st century at the latest. However, the task of using renewable energy and shifting to a circular economy should be an investment in global competitiveness rather than a burden. Therefore, we must ensure fair transition and prevent the export of pollution and production to other continents.
4. The results of the election to the European Parliament in May have proved that populism need not prevail in Europe. We expect the new Parliament, the Commission and the Council:

 - To set far-reaching objectives and bold solutions, including further enlargement of the European Union;
 - To conduct an open and substantive dialogue with all stakeholders;
 - To develop the single market and to improve Europe's competitiveness and investment attractiveness;
 - To propose an EU budget that would address the growing challenges and support a sustainable and inclusive Europe;
 - To provide more effective support for innovation, research and development, to ensure cyber-security, to build the digital economy, and to develop artificial intelligence and 5G networks.
5. We need greater equality and diversity both in politics and in business. The variety of experiences and points of view favors the creation of non-standard and innovative solutions. We should reconsider the proposal to introduce quotas for the under-represented gender in public institutions and in governing bodies of enterprises.
6. Europe is struggling with a demographic crisis and losing the global war for talent. The answer should be a sound and fair immigration policy, which would give us the opportunity to utilize the human potential while ensuring the security of our borders. Attracting talent and building effective labor markets requires greater decentralization and cooperation between businesses and regional and local self-governments.

Businesses are aware of these challenges and they can and are willing to provide effective solutions to European and global problems. However, businesses should redefine:

 - The manner of operation of enterprises and their decision-making criteria;
 - The model of capitalist economy.
7. Instead of solely seeking short-term profits, we should start focusing on long-term development. Businesses should act not only to the benefit of their shareholders but also to the benefit of the entire societies.

Sopot, September 27th, 2019

**Instead of asking what tomorrow will bring,
let us take the future into our own hands!**

CLOSED MEETINGS FOR EFNI PARTNERS

During EFNI 2019, more than 20 closed meetings were with such **special guests** as:

Markus J. Beyrer

Elżbieta Bieńkowska

Paweł Borys

Jerzy Buzek

Danuta Hübner

Małgorzata Kidawa-Błońska

Jonathan Knott

Katarzyna Lubnauer

Arnaud Mares

Marek Niedużak

Barbara Nowacka

Petro Poroszenko

Konrad Szymański





chillizet
JEST DOBRZE



#BiznesPrzezSito

sobota | niedziela | 15:00-18:00



EQUESTRIAN SHOW JUMPING / MORNING JOGGING



EFNI PARTNERS' AREA



NIGHT OWL MEETINGS



MONEY, SEX AND POWER - WHAT DRIVES PEOPLE AGED 50+? Discussion between Michał Boni and Elżbieta Wojtczak



IN A DOUBLE CLINCH, LET'S TALK ABOUT DEPRESSION AND MENTAL HEALTH. Discussion with Jacek Masłowski and Katarzyna Miller. Host: Grażyna Torbicka



ON THE FUTURE OF THE WORLD. Discussion between Maciej Witucki, Andrzej Lubowski, Mai Chen and Andrzej K. Koźmiński



WOMEN ON POLITICS THREE WEEKS BEFORE THE ELECTIONS. Meeting with Katarzyna Lubnauer, Małgorzata Kidawa-Błońska and Barbara Nowacka. Host: Dorota Warakomska



THE POWER OF FOOLS. Discussion between Marek Kamiński and Kuba Sito

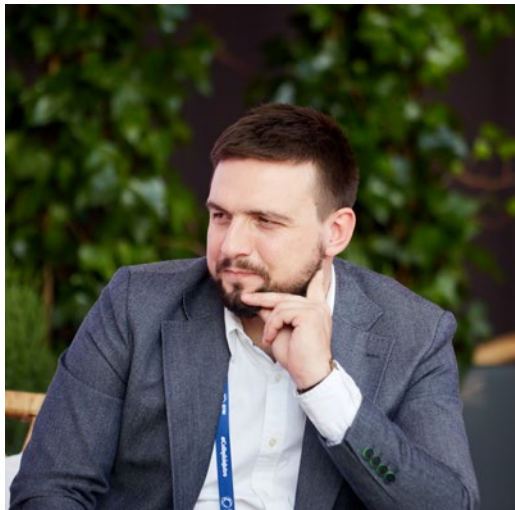
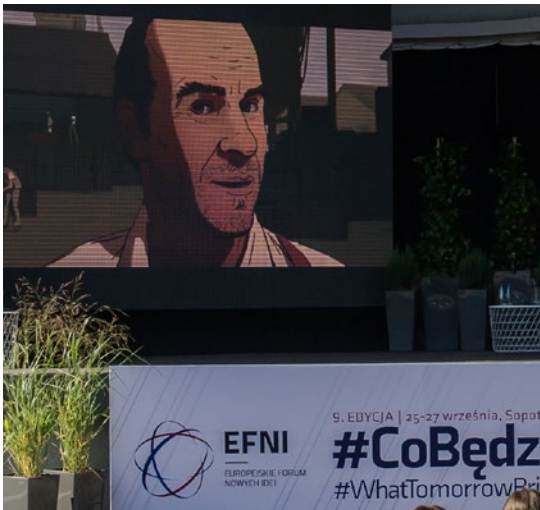


JAZZ, JAZZMAN, JAZZY – MUSIC AND LIFE OF A MUSICIAN. Meeting with Mikołaj Trzaska. Host: Dagmara Kowalska

BAYS OF DIALOGUE



OPPORTUNITIES AND THREATS RELATED TO THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE. Meeting with Marek Kamiński. Host: Kuba Sito



ANOTHER DAY OF LIFE. Meeting with creators of the film about Ryszard Kapuściński



WOMEN ON POLITICS THREE WEEKS BEFORE THE ELECTIONS. Meeting with Barbara Nowacka, Małgorzata Kidawa-Błońska and Katarzyna Lubnauer. Host: Dorota Warakomska



MEETINGS WITH AUTHORS AND PANELISTS



BREIVIK, CHRISTCHURCH, EL PASO – “WHITE TERRORISM” AGAINST THE WORLD? Meeting with the author and expert on terrorism, Kacper Rękawek. Host: Agata Kasprolewicz



IN A DOUBLE CLINCH. Meeting with the psychologist Katarzyna Miller. Moderator: Jadwiga Winiarska



AGILE TALENT. Discussion between Ralf Knechtmans, author of Agile Talent, and Andrzej Bobiński, Managing Director of Polityka Insight



CONSUMER PSYCHOLOGY. Discussion between prof. Dominika Maison and Katarzyna Młynek



ON RESPONSIBILITY IN GENETICS with Krystian Jażdżewski and Paweł Oksanowicz



GENERATION '89. YOUTH ON POLISH TRANSFORMATION. Meeting with the author Jakub Sawulski. Host: Bartłomiej Godusławski

MEETINGS WITH AUTHORS AND PANELISTS



WORLD OF THE FUTURE. Discussion between Grzegorz Lindenberg and Zbigniew Gajewski



STRATEGY FOR POLAND 25 YEARS LATER. Meeting with prof. Grzegorz W. Kołodko. Host: Sebastian Stodolak



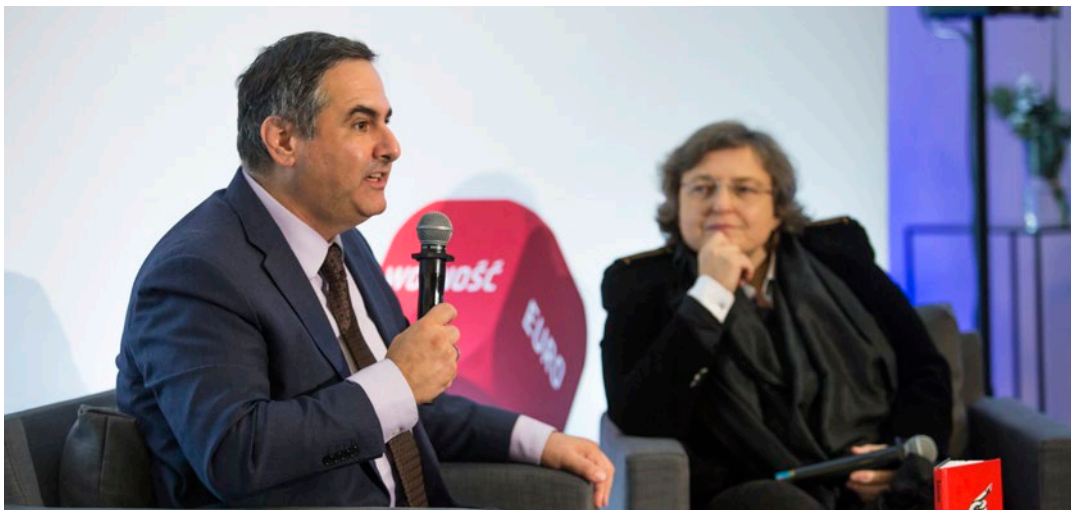
THE TECHNOLOGY TRAP. Interview with Carl Frey. Host: Andrzej Rudka



THE RISING TIDE. EUROPE IN THE FACE OF POPULATION EXPLOSION IN AFRICA. Discussion between Grzegorz Lindenberg and Katarzyna Nocuń



COUNTER-REVOLUTION. LIBERAL EUROPE IN RETREAT. Discussion with prof. Jan Zielonka and Anna Radwan, founder of in.europa Institute



THE NEW AUTHORITARIANISM: TRUMP, POPULISM, AND THE TYRANNY OF EXPERTS. Discussion with prof. Salvatore Babones hosted by Małgorzata Bonikowska, CEO of THINKTANK and Centre for International Relations

FILMS



ANOTHER DAY OF LIFE

GENERATION WEALTH

ANTHROPOCENE: THE HUMAN EPOCH

WHAT IS DEMOCRACY?

BELLINGCAT. TRUTH IN A POST-TRUTH WORLD

MORE HUMAN THAN HUMAN

Partner

Millennium
DOCS
AGAINST
GRAVITY



EFNI 2019 ACCOMPANYING EVENT

SEPTEMBER 26TH, 2019



3 X U. SOPOT DISCUSSION ON THE THIRD MISSION OF UNIVERSITIES AND COMPETENCIES OF THE FUTURE

Universities should first of all teach how to learn and stimulate the need for lifelong education. Regardless of the expectations of the labor market or employers, it is the ability and willingness to acquire new knowledge and learn new things that guarantees the greatest success for graduates, and in times of intensive transformation towards Economy 4.0, this ability becomes even more important. Universities should be centers of knowledge, integrating various entities in their operating environment (companies, NGOs, educational institutions), as well as acting for the benefit of local communities. Their role is not limited to educating students and releasing graduates onto the labor market, or supporting scientists in their research. Their tasks may be much broader and addressed also to non-standard recipients of higher education, i.e. children, working adults, or elderly persons. It is the third mission of universities, focusing on those groups, that may have the greatest impact on increasing the percentage of lifelong learners which – in Poland in particular – is still too low and unsatisfactory, which is not without significance for the ability to adapt to new conditions, innovativeness or creativity. Knowledge creates civilization, and soft skills, which are so often discussed today in the context of future challenges, ensure the effective use of such knowledge. These are the main conclusions from the conference The Role of Universities in Developing Competencies of the Future, held on September 26th, 2019 in Sopot.

With the support from the European Social Fund, universities have been strengthening their activities relating to their third mission for several years. Some of them are expanding their offer; others decide for the first time to launch programs primarily addressed to children and elderly persons. It is certainly worth supporting this area of activity of universities with ESF+ funds also under the next financial perspective 2021-2027.

The conference was held under the auspices of the Ministry of Investment and Economic Development. It was a part of the social campaign Adult Learners' Week 2019 and an event accompanying the 9th edition of the European Forum for New Ideas. It was attended by representatives of public and non-public universities, entrepreneurs, representatives of training companies and educational entities, as well as public administration: the Ministry of Investment and Economic Development and the National Centre for Research and Development.



Fundusze Europejskie
Wiedza Edukacja Rozwój



**Rzeczpospolita
Polska**

Unia Europejska
Europejski Fundusz Społeczny



Conference financed by the European Union under the European Social Fund

ORGANIZER: _____

CO-ORGANIZERS: _____



HONORARY PARTNERS: _____

STRATEGIC PARTNER: _____



KEY PARTNERS: _____



SUPPORTING PARTNERS: _____



STRATEGIC MEDIA PARTNERS: _____

MEDIA PARTNERS: _____



KNOWLEDGE PARTNERS: _____



TECHNOLOGICAL PARTNER _____

LOGISTIC PARTNER _____

EXECUTIVE PRODUCER _____



The next, 10th edition of EFNI:
September 30th – October 2nd, 2020

