

BUILDING BACK BETTER WITH WOOD

The world returns to a natural material that combines tradition with modern technology. The ecological awareness of Poles is also growing. Timber modules - faster, more effective and, most importantly, fully ecological, like giant Lego bricks - can be assembled into various buildings.

p. 8



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POLAND Weekly

POLISH FIRMS SPEARHEADING BRAVE NEW WORLDS

From space technologies to the creation of a regenerative settlement - these Polish initiatives have had a positive impact on the world. Agata Rzędowska takes a closer look at the companies worth remembering. Read about the Earth's digital twin, Foodsi application, Listyny Cud verticl firms, Plan Be Eco, Forest Forever.

p. 4



CHRISTMAS SHOPPING IN RZESZÓW

Experience the flavours of Subcarpathia with our selection of unique gifts. In times of overproduction and overconsumption, conscious shopping choices are of particular importance.

p. 20



De Cru
CONCEPT STORE



MERRY CHRISTMAS

Christmas is truly a special time. Most often causing panic at the beginning - what to do, cook, what to buy? But after a while this turns into calmer, controlled actions. Christmas Eve allow us to meet, talk, reminisce, cry.

p.14



FOREIGNER IN POLAND

Jake Warga is an American radio journalist and producer, podcast editor and storytelling consultant with over 20 years of experience. He has reported from over 50 countries and taught storytelling and podcasting at Stanford University.

p.23

ABSL DIAMONDS AWARDS 2022 WINNERS

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With over 400,000 employees, the modern business services sector remains one of the fastest-growing sectors of the Polish economy. Creating attractive jobs, long term value for society, adapting to new work models, and job integra-

tion programs for people from Ukraine are just some of the categories of initiatives undertaken by business services companies recognized at the ABSL Diamonds Awards gala, organized by the Association of Business Service Leaders.

p. 6





 Katarzyna Braiter
Editor in Chief

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At such an important time of the year, the period of preparation for Christmas and Christmas itself, we need to stop for a moment and think. Think about our loved ones, think about co-workers and also think about those less privileged who need help. Think about all those for whom our attention is very important. Christmas time is very special. Its atmosphere brings us all together, brings out only good emotions in us. Everywhere there are people next to us, sometimes imperceptible, who care about our well-being. Let's pay attention to all of them, let's share the wafer with them and wish them a peaceful Christmas. But also around us there are many people who will not have a beautiful Christmas without our help. We often say

that we cannot help everyone. Let's try though. The joy of giving, especially at Christmas, is even greater. Please believe me. In this issue, we present to you several foundations that take care of people in need throughout the year, but would like to give them even more during this special time. Let's join them. Let's make Christmas beautiful for them too. Let this Christmas time, full of carols, concerts and fairs, be a special time, no matter how difficult it is for us or those in need of support. I wish you a healthy, peaceful and family Christmas. And those whose families are far away, I wish you the opportunity to contact them and experience these beautiful, shared moments at a distance.



data point



EUR 700 million going to Polish universities

“EUR 700 million will go to universities in the EU's new financial perspective, 2021-2027. In a few months, the first competitions will be announced and new financial projects will be launched. The biggest change in spending EU money will be a departure from financing current needs in favor of implementing long-term, sustainable projects. For the benefit of the university, the labor market and the economy,” according to the Lewiatan Confederation.

The European Funds for Social Development (FERS) program is still waiting for approval by the European Commission, but will certainly happen before the end of December 2022. The European Social Fund supports Polish universities, their staff and students. The support is aimed at creating new opportunities for education at universities, development of key competences, cooperation between universities and business, strengthening the pro-employment role of higher education, accessibility and internationalization of Polish universities.

“Universities must open up to new challenges and areas of education - the digital transformation, education for the needs of the green economy, inclusion in curricula of issues related to e.g. climate change, environmental aspects, renewable energy and sustainable development,” says Małgorzata Lelińska, director of the EU funds and digital education department of the Lewiatan Confederation.

The readiness of universities to educate adults as non-standard recipients of higher education, to launch shorter forms of education tailored to the needs of the labor market will also be important.

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Ongoing low unemployment pushes Poland up OECD ranking

Demand for labor is also set to remain high in Poland while unemployment rises will be limited.



Jo Harper

of the Czech Republic, Estonia, Hungary and Slovakia in the OECD's ranking, but behind Lithuania and Slovenia.

Demand for labor is also set to remain high in Poland while unemployment rises will be limited, a report by the bank ING found.

ING noted that enterprise-sector employment rose much quicker in October than a month earlier.

"Demand for labour will remain strong despite symptoms of a slowdown in some sectors, e.g. construction," ING wrote in a report.

"A large number of refugees from Ukraine (about 400,000), who have found work in Poland since the start of the war, contributes to this, and they are probably largely unaccounted for in the GUS employment data.

"In connection with the demographic situation, this suggests a maintenance of the tight labor market and little room for growth in unemployment despite a significant economic slowdown, which probably awaits Poland in 2023," ING added.

A slowdown could be seen in many areas of the economy. "This is most visible in industrial processing, where 7,000 jobs have been lost since January," ING wrote.

"Information and communication continue to perform very well (+14,000 jobs), which may be connected with the move to Poland of some companies from the east since the start of Russian aggression. Employment is also growing in retail trade among other sectors, which is probably related to the inflow of refugees to the country."

The lowest unemployment rate, 2.8%, was seen in the Greater

Poland province in the west and highest in the northern city of Olsztyn, at 7.9%.

Wage growth sluggish

ING noted that wage growth was weaker than expected, slowing from 14% to 13%. "Taking into account how strong the demand is for labor, it can be assumed that a lower inclination of companies to raise wages results from preparations for an economic downturn, but they are also preparing company budgets for a large hike in the minimum wage in 2023," ING commented. Pay has fallen in real terms since April and will probably not change in 2023, the bank said.



Ukrainians made up 11% of construction workers, for example, and 13% in transport before the war, according to estimates by BNP Paribas bank.

Ukrainians filling gaps

Many industries in Poland are desperately in need of labour. The rapid recovery of the economy from the impact of Covid increased staff shortages in industries from construction and catering to healthcare. Many firms are looking for workers and the domestic population is aging, deepening the deficit on the labor market.

According to the 2022 edition of the Occupational Barometer, there are 30 occupations in Poland where employers will struggle to find qualified professionals.

Since the start of the war, over one million Ukrainians have obtained Polish ID numbers.

Ukrainians made up 11% of construction workers, for example, and 13% in transport before the war, according to estimates by BNP Paribas bank.

"If we count the money they spend and the taxes they pay, I would venture to say that not only does Poland not lose out, but the Ukrainians are working for Poland," said Prime Minister Mateusz Morawiecki at the World Economic Forum in Davos this year.

However, the war in Ukraine has also resulted in an outflow of some Ukrainian workers who were previously in Poland, especially men who have returned to defend their homeland.

The effect of the outflow is primarily seen in manufacturing, construction, logistics and shipping, which accounted for 66% of all work permits for foreigners issued in 2021.

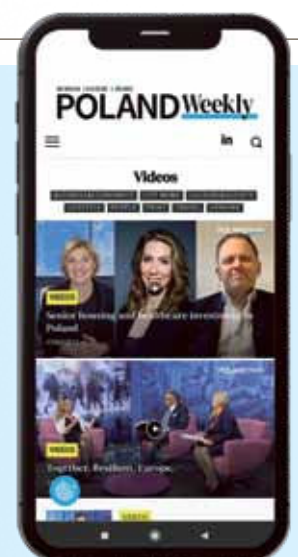
Inflation lurks

Meanwhile, inflation is running at 18%. The National Bank of Poland raised its reference interest rate nine consecutive times between October and June from 0.1% to 6% to contain it. This will dampen economic growth and could lead to a higher unemployment rate at the end of 2022.

Business, people, culture in Poland

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Poland Weekly newspaper – distributed and sold inside and outside Poland, the portal and original video programmes are aimed at keeping an international community up to date with the economic and business situation in Poland, but also introducing information about culture, society and lifestyle.



POLISH FIRMS SPEARHEADING BRAVE NEW WORLDS

From space technologies to the creation of a regenerative settlement - these Polish initiatives have had a positive impact on the world



Agata Rzędowska
journalist

In top spot, without hesitation, I would put companies operating in the space sector. Satellite data and technologies sent into space allow us to better understand climate change, increase the resilience of cities, protect human life and the environment. Thanks to them, it is possible to rebuild agriculture destroyed by the war in Ukraine, for example.

There are more and more services offered by companies from this sector to cities. In 2022, we celebrated the 10th anniversary of Poland's accession to the European Space Agency (ESA). The Association of Space Sector Employers already has over 70 members and the sector employs over 5,000 and generates approximately PLN 1 billion in revenues annually. Polish space companies produce satellite platforms, software for large space missions, develop computing clouds, provide electronic components, measuring equipment, and provide various services based on satellite data.

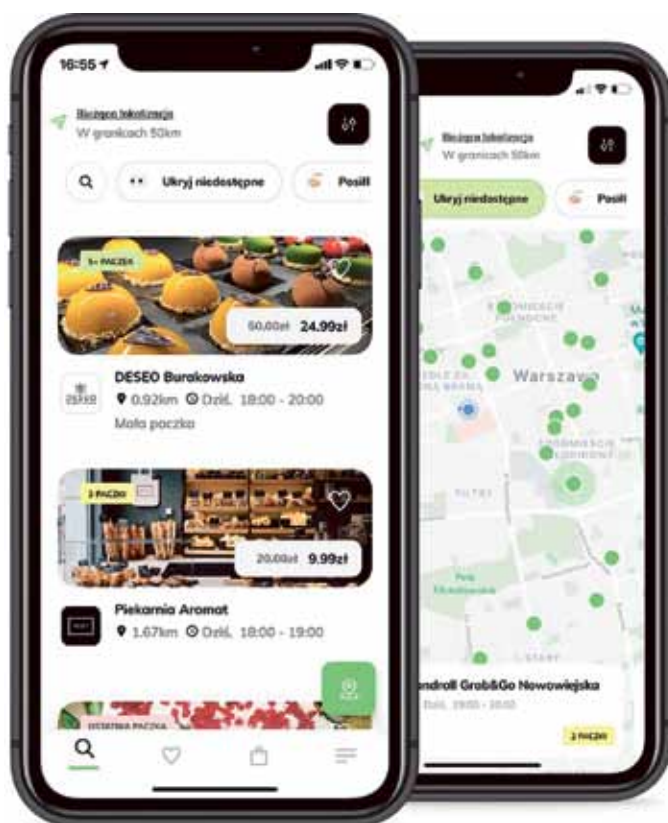
Solutions developed by the space sector are often also used on Earth, e.g. in the service of climate protection. Such an example is the use of data to measure and assess forest areas, estimate the effects of extreme weather events, monitor crops in terms of drought, soil hydration and fire risk. Polish companies in the space sector are usually small and medium-sized entrepreneurs who work in international consortia. They create the Earth's digital twin, a tool that will help address climate issues and predict the consequences of climate change.

Over the past decade, the Polish space industry has implemented ESA projects worth nearly EUR 105 million (approx. PLN 500 million).

The leading companies here are Creotech Instruments SA, headed by dr hab. Grzegorz Brona. The scientist and businessman believes that the Polish space sector stands on its own two feet. He says that thanks to activities in space, the degradation of the environment on Earth is more visible, and at the same time, space helps in crisis management, coordinating corrective actions or monitoring threats.



The Polish application Foodsi created by Mateusz Kowalczyk is the answer to the critical problem of food waste in restaurants. As he admits, he experienced it himself while working in this industry.



Foodsi



Listny Cud

The second area is food, both sustainable production and conscious consumption and technologies that enable significant change in these areas. The Polish Foodsi application deserves attention here. This is the Polish equivalent of the Danish Too Good To Go platform.

The Polish application created by Mateusz Kowalczyk is the answer to the critical problem of food waste in restaurants. As he admits, he experienced it himself while working in this industry.

The Foodsi project started in Warsaw and now covers Poland's largest cities. It allows you to buy dishes served in bars and restaurants for up to 1/3 of the basic price. In 2022, the startup raised PLN 6 million for development. They invested in private investors - founders of the delicious.pl portal and application.

Why are such applications still worth attention? In Poland, about 100 kg of food ends up in the trash every second. More than half of the 5 million tons of food wasted annually in Poland is thrown away by consumers. Saving food should therefore take place primarily at home - here we are still waiting for effective applications that teach rational planning of shopping and meals, immunization to promotions and offers from newspapers.

It is best that we buy sustainable, local food. Listny Cud

guarantees environmentally friendly production and shortens the supply chain. The idea is simple - cultivation in cities, carried out vertically. Nutritious micro-leaves are finding more and more fans. Their popularity prompted the Carrefour chain to add edible plants in pots to its permanent offer. Production in the densely built-up part of Warsaw's Mokotów district breaks patterns and shows that food can be produced better, healthier and closer to people. In 2022, the startup raised further funds for research and development and is still developing production.

The passing year is definitely a time to talk about the carbon footprint and the need for companies to achieve climate neutrality. Many of them are shifting from words to deeds. To make this achievable, comprehensive tools are needed to count and report in this area. It is not only companies that are covered by this obligation that have decided to do so. Agnieszka Maciejowska from Plan Be Eco, together with a team of scientists from the Groningen Digital Business Center (GDBC) at the University of Groningen, is working on



Plan Be Eco

a methodology for calculating the True Cost of a product and its digital footprint. Thanks to the use of algorithms based on machine learning, the startup creates intelligent reduction strategies for companies. What cannot be reduced, the company advises on alternative forms of compensation.

It is in this area that the Forest Forever operates. A foundation that, as it says about itself, "makes room for nature." It is about building resilience, reducing CO₂, regulating the greenhouse effect and creating stable ecosystems. The Foundation has already planted almost 1 million sq m of forests and protected over 100,000 sq m of mature forests. These are to become real enclaves, without the possibility of starting a business in them, says Dominik Taraska, an ex-

pert on education of the Forest Forever Foundation. The blog organization educates about nature, the environment and the importance of forests. NGOs support Polfarma, Orange, Wirtualna Polska, among others.

For those people for whom the good of the planet and the idea of regenerative life are closely linked, a special settlement is being created. It is made up of people who have quit their jobs and studies to set up an ecovillage. They say they are looking for a way to live a better life, in which the process, not the effect, counts. In the village of Prosinko, the Osada Group - Center for Regenerative Life already has its own area where it has started its activity - preparations for erecting buildings, soil for planting plants. They focus on a balanced combination of

cultivation and breeding, naturally fertilizing and working in the rhythm of nature - in accordance with the principles of regenerative agriculture. Emilia Ślimko, an environmental activist associated with the Otworthy Plan foundation, says there are great challenges ahead for a small community. A project for life that no one in Poland has decided on before.

Another area worth noting is services for seniors. Poland's population is shrinking and aging. In 10 years, it has decreased by almost half a million. The only demographic group that is growing are people in post-working age - seniors. Today they make up more than a quarter of the population. In order to provide them with appropriate living conditions, audits, expert opinions, reports as well as activities in the area of housing,

transport and also telemedicine are needed.

The LAB 60+ Foundation looks at how to help Polish men and women enter the autumn of



The Osada Group - Center for Regenerative Life already has its own area where it has started its activity - preparations for erecting buildings, soil for planting plants. They focus on a balanced combination of cultivation and breeding, naturally fertilizing and working in the rhythm of nature.

life. They offer solutions for local governments, public utility facilities, and support architectural studios. They educate about what it means to be a senior citizen in the 21st century in Poland. They are involved in the development of multi-generational housing projects, accessible housing, and create guidelines for the implementation of rehabilitation and care building projects. Of course, it also does not ignore environmental issues. The responsibility for a comprehensive look at the phenomenon of aging in Poland is the responsibility of Dr. Eng. arch. Agnieszka Labus and Dr. Edyta Sadowska - an urban planner and futurologist. They are creating the first such foundation in Poland and at the same time a studio dealing with an innovative approach to planning and design focused on the needs of an aging society.



Osada Group

Transport projects that every continent need

Development of a sustainable, integrated HSR network in CEE.

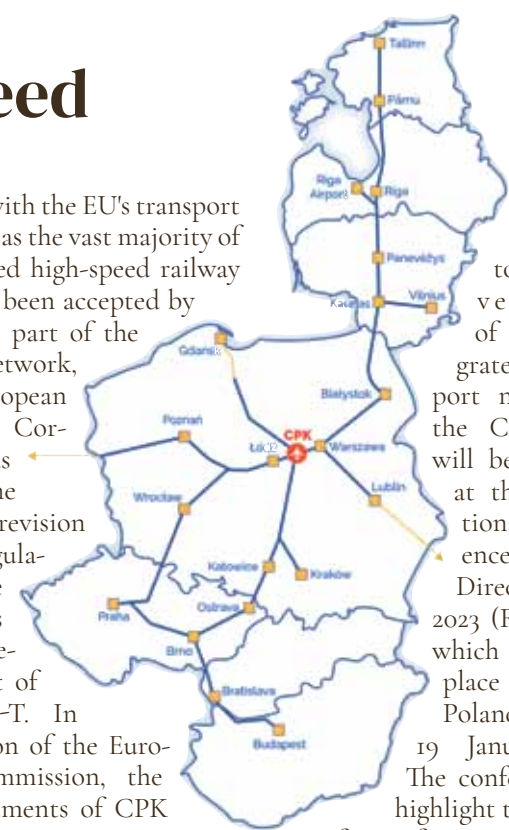
All over the world, governments and local authorities are investing in public transport to increase people's mobility and reduce the negative impact of road transport on the environment and create a greener world. Therefore, significant infrastructure investments are currently underway in Central and Eastern Europe - ground-breaking projects that will not only strengthen the region in the EU arena but also ensure its sustainable and fast economic growth, while significantly improving the safety of Europe as a whole. A crucial role in the transformation of existing infrastructure into a sustainable transport network is played by railway transport, in particular high-speed railways.

The development of high-speed railways has been put by the European Commission at the centre of EU transport policy. Tapping into this momentum EU countries of the Three Seas Initiative are developing their respective HSR networks. Projects such as Centralny Port Komunikacyjny (CPK) in Poland together with Rail Baltica and V4 HSR will bring a vital contribution to fulfilling EU TEN-T policy and Smart and Sustainable Mobility Strategy goals. Reconstruction and modernization of railway lines, including the introduction of the HSR system, is also an important part of Ukrainian plans for post-war recovery. These infrastructure mega-projects

can together build a dense and interoperable HSR network in the region, filling missing cross-border connections in Central and Eastern Europe and building the future of European mobility. Thanks to the Centralny Port Komunikacyjny (CPK), the largest infrastructure project currently underway in Europe, Baltic countries will be connected with V4 countries through the Polish high-speed railway network.

While the Rail Baltica project consists of 870 km of new railway connection between the capitals of Lithuania, Latvia, and Estonia the CPK is building almost 2,000 km of new railway lines majority of which are in HSR standard, enabling the integration of air, road and rail transport. The plans for the construction of HSR in the Three Seas countries

coincide with the EU's transport priorities, as the vast majority of the planned high-speed railway lines have been accepted by the EC as part of the TEN-T network, and European Transport Corridors as part of the ongoing revision of the regulation of the guidelines for the development of the TEN-T. In the opinion of the European Commission, the key investments of CPK should constitute priorities of the EU investment policy and their implementation should become Poland's contribution to the European transport system.



Key topics related to the development of an integrated transport network in the CEE region will be discussed at the international conference Railway Direction Days 2023 (RDD 2023), which will take place in Warsaw, Poland on 18 and 19 January 2023. The conference will highlight the benefits of transforming the transport infrastructure in the Three Seas region into a modern, sustainable, resilient and fully integrated system through the development of HSR.

ABSL DIAMONDS AWARDS 2022 WINNERS

ABSL awarded key projects in the business services sector.

Creating attractive jobs, long-term value for society, adapting to new work models, and job integration programs for people from Ukraine are just some of the categories of initiatives undertaken by business services companies recognized at the ABSL Diamonds Awards gala, organized by the Association of Business Service Leaders. With over 400,000 employees, the modern business services sector remains one of the fastest-growing sectors of the Polish economy. The sector's share of total employment among businesses has risen to 6.2%. ABSL has been pointing out for years that attracting and retaining the best talent requires creating an inclusive organizational culture and workplaces created with respect for diversity in many dimensions, as well as companies taking strong action on social and environmental issues. The idea of the ABSL Diamonds Awards is to honor companies that inspire, strive for business excellence and innovation, create attractive jobs and thus contribute most to the development of the business services sector and thus the economy as a whole.

"Recent years, and especially the last few months, have shown us how fragile and challenging our reality is. We have experienced new situations and learned a lot about ourselves, society, and business. Empathy has become our compass, and the words diversity and inclusiveness have gained a power from which concrete actions have emerged. At this year's ABSL Diamonds Awards gala, we recognized projects that focused not only on innovation and business efficiency models, but also on responsibility and inclusion, including the professional integration of people from Ukraine. We congratulate the winners and nominees on their ventures that set new paths in the development of the industry," says Janusz Dziurzynski, ABSL President.

Eight projects in four areas were awarded at the fifth ABSL Diamonds Awards: Business Excellence, Vibrant Workplace, Talent Development & Education and Sustainable Business and ESG Strategy. A total of eight ABSL Diamonds were awarded to companies: Alcon Polska, Genpact Poland, GlobalLogic Poland,

Hewlett Packard Enterprise Global Business Center, JP Morgan Poland Services, JTI GBS Poland, PPG Global Business Services Poland, MMC Group Services and PPG Global Business Services Poland.

The nominations and awards given to individual projects were decided by a jury consisting of: Olaf Babinet, Director Deloitte Consulting Global Location Strategy; Tom Bange-mann, Managing Director ABSLDACH; Traci Freeman Managing Member, Believe Consulting oraz Debi Hamill CEO, IAOP.

ABSL DIAMONDS AWARDS 2022 WINNERS

BUSINESS EXCELLENCE "Lions"

Genpact Poland Sp. z o.o.

"Digital lead partnership for supply chain transformation." The strategic project to create a central efficient supply chain network in order to eliminate European market distortions and improve transport efficiency. 900 roles were centralized in the Katowice Hub, enabling new ways of working in the supply chain network. The project led to a 15% cost reduction within the first year of development, whilst projects say that the next phase of implementation will bring around 50% of savings in yearly running costs. The biggest benefit for the organization is undoubt-

edly improved customer service levels, which positively impact turnover.

Tiger PPG Global Business Services Poland Sp. z o.o. "Systems for safety"

"Systems for safety" is an answer to PPG's potential health and safety risks. The implementation of the project was to help ensure an adequate level of safety and efficient work organization. As a result, PPG reduced workloads and workloads by 10%. The initiative has contributed to increased safety on sites to a higher level thanks to stronger adherence to regulations and internal policies.

VIBRANT WORKPLACE Lions

Hewlett Packard Enterprise Global Business Center Sp. z o.o.

"HPE Wrocław's Culture Catalyst Network"

HPE Wrocław's Culture Catalyst Network provides an opportunity for dedicated teams



Empathy has become our compass, and the words diversity and inclusiveness have gained a power from which concrete actions have emerged.

to engage with local groups. Promoting companies' culture and values is vital to creating a vibrant workplace. The project leads to employees incorporating a company's cultural beliefs into the way they work. As a result HPE Wrocław's employees are more engaged in their jobs, report higher satisfaction, work performance and sense of internal community.

Tiger JTI GBS Poland Sp. z o.o. "An office that hugs you"

The project to create the most eco-friendly office in Poland, addressing transport and facilities accessibility as well as meet the needs of Y and Z generations. JTI's Norblin Factory based office achieved the top certification status of BREEAM, coming second in Europe in the entire competition. It's also got the highest score of all accessed premises in Poland.

TALENT DEVELOPMENT & EDUCATION

Lions JP Morgan Poland Services Sp. z o.o.

"Work and training program (UA)"

A one-year work placement and training program supporting refugees migrating to Poland, thanks to which displaced people have the opportunity to continue their careers in fields in which they had previous experience without the necessity to meet Polish language requirements. The program provides support for candidates in learning English, in the settlement process, such as assistance in finding housing, preschool care, and the opportunity to enroll children in a school that follows the Ukrainian curriculum. 50 participants joined the program on 1 September 2022. Another group of 50 is planned to join in 2023.

Tiger MMC Group Services Sp. z o.o.

"2022 All Stars Marsh EBSC Recognition Program"

The "2022 All Stars Marsh EBSC Recognition Program" is a long-term program of employee recognition, with on-site fun, socializing activities and a mix of monetary and non-monetary incentives.

The initiative makes employees more valued for their input, increases employee satisfaction and is crucial for team building.

SUSTAINABLE BUSINESS AND ESG STRATEGY

Lions GlobalLogic Poland Sp. z o.o. "GlobalLogic EcoHike App"

An environmental project that uses GlobalLogic's free EcoHike mobile application, which allows anyone to take care of the cleanliness of their immediate neighborhood. At the same time, the program opens up more opportunities for urban and rural residents to collaborate with activists and environmental organizations. It allows smartphone users to mark places where they find trash and label it accordingly. EkoHike's introduction has so far resulted in 1,700 engaged activists using the app, with 2,100 locations cleaned.

Tiger Alcon Polska Sp. z o.o. "Alcon in Action"

A company-wide project of engaging employees in community volunteering. During Alcon in Action, employees volunteer their time and talent to non-profit organizations to help strengthen and uplift communities, address their current needs and reconnect Alcon associates over a common goal.

11 different activities were conducted in three consecutive years with over 100 Alcon employees engaged.



ACROSS EUROPE WITH A SINGLE E-CAR CHARGER APP

The Norwegian EV Association is providing charging solutions for more than 120,000 members - Norwegian EV drivers. I was the first foreign journalist to test it, not only in the Nordics but also in Poland. I was also the first Polish automotive journalist to drive an electric car to Oslo and back all alone.



Agata Rzędowska
journalist

Ladeklubben had to be created for the EV driver.

"It becomes far too difficult to keep track of all the apps, is the feedback we get from EV drivers. They will not spend time registering with many different charging companies but using a RFID-card to activate and pay for charging they find practical. That is why we have established the Ladeklubben.

The association is strongly involved in promoting ad hoc payments - using bank cards. They also want to give some extra benefits for members. The EV Association's large "EV driver survey 2022" shows that 93% want easier payment for fast charging and solutions that work across the charging operators - This is exactly what we are trying to offer with the Ladeklubben," says Bu.

In Norway, there are around 100,000 Poles. Some of them



already have electric cars and want to easily travel to Poland or family to Norway. They need charging infrastructure also outside Norway. I was able to check some of the routes. I decided to travel from Warsaw to Oslo through Świnoujście and ferry to and from Trelleborg in Sweden. I was driving a Nissan Ariya with 87 kWh battery capacity. That gave me a 320 km range on Polish highways and around a 350 km range in Sweden and Norway. Driving only in urban areas the range is longer - up to 500 km. In a few



In Norway, there are around 100,000 Poles. Some of them already have electric cars and want to easily travel to Poland or family to Norway. They need charging infrastructure also outside Norway.

Ladeklubben tag work in most of them. Chargers from AC - low power to rapid ones - charge up to 150 kW power each. They are situated in parking areas close to gas stations, bars, restaurants and malls. You don't need to waste your time waiting in a car to charge - you can drink coffee or just walk around - good for your health.

The average stop for charging took me 30 minutes to an hour. If the chargers had been faster it might have been challenging for me to freshen up, buy some food or drink a warm coffee.

The Norwegian Ladeklubben (Charging Club) is an app provided by the Norwegian EV Association (Norsk Elbilforening). It gives access to more than 300,000 charging points across Europe and is dedicated to its members - EV drivers from Norway. Major charging networks are included - IONITY, E.ON, Kople, FastNed and most notably Recharge, which is Norway's largest public charging network. You can charge using the app or blue RFID card. The Ladeklubben is part of the biggest EV association in Europe and is working on the most mature EV market. Each month more and more electric cars are driven in Norway. The country has ambitious targets - it wants to end the sale of internal combustion engine cars in 2025. That needs support - there are still VAT exceptions and growing charging infrastructure.

Christina Bu, Secretary General in the Norwegian EV Association, says that using electric car should be even easier than ICE and explains why the



Each month more and more electric cars are driven in Norway. The country has ambitious targets - it wants to end the sale of internal combustion engine cars in 2025. That needs support - there are still VAT exceptions and growing charging infrastructure.



days I drove more than 3,200 km, all alone.

The journey wasn't very stressful and I do not feel any range anxiety, but that is because I was equipped with a back up RFID - from Poland's biggest charging operator, GreenWay. Without that, driving would have been a nightmare with many long stops for charging. There are still gaps on the charging map in Poland, but there are some charging points and DC stations included in the Norwegian Ladeklubben app. This should grow in the next few months.

After crossing the border into Sweden I felt confident and secure. Charging infrastructure is in fact a huge network of charging hubs located close to the highways and biggest routes. Norway looks even better. Traveling alone I was able to plan charging stops easily, even though the number of electric cars in Norway is huge - more than 500,000 - there were no lines to the chargers.

Different companies operate in the hubs, but the app and

The Ladeklubben also offers strong support for users and members - it is an old fashioned call center and website full of information. If you want to buy your first electric car, you need support before buying a wallbox - what kind of measurements should be considered, what kind of sockets and other devices do you need as an electric car driver - you can just call the help desk with real people answering calls (not chatbots). The association says it is not a shame to ask, drivers often don't know how to plan routes or don't feel confident with charging. That is why The Norwegian EV Association decided to start this project. Dozens of calls each day show that this was a very good idea.

It is hard to compare the charging networks in Norway and Polish as the markets are very different and the grids also. But because the Nordics started electrifying transportation so long ago they can help us to avoid the same mistakes and spending money on processes that will not end successfully.

BUILDING BACK BETTER WITH WOOD

The world returns to a natural material that combines tradition with modern technology. The ecological awareness of Poles is also growing.



Adam Białas

Timber modules - faster, more effective and, most importantly, fully ecological, like giant Lego bricks - can be assembled into various buildings. Their production has just started at the MOD21 factory, which will eventually employ 300 people, and all its products are to be exported. The national construction giant, ERBUD, is behind the project.

The overwhelming majority, as many as 87% of Poles surveyed, admit that man is mainly responsible for climate change, while only 7% are of the opposite opinion.

This results from an IBRiS study commissioned by the Polish Electricity Association. Currently, the construction sector accounts for almost 40% of global carbon dioxide emissions into the atmosphere and the decarbonization of this industry is an absolute necessity. An effective method to reduce its CO₂ is a widespread return to the use of wood.

Therefore, a comprehensive modification of the approach to the production of materials, design, construction process and energy sources is necessary. The MOD21 factory is a specific reaction to the challenges of the future.

Construction of a factory with an area of 21,000 sq m in Ostaszewo near Toruń cost PLN 120 million (25.6 million euros). The plant

intends to reach full production capacity in 2026, when it will produce approx. 100,000. sqm of the total area of modules per year, generating approximately PLN 650 million in revenues.

Wooden modules are a ready-made block and can be used to build durable multi-storey buildings with various functions, including storage, apartment buildings, office buildings, clinics, multi-family houses, dormitories, hotels, schools and hospitals. If the investor needs it, it is also possible to build a small shop, showroom or gym, which can be moved to a new location after a few months.

Because the resulting cube is ideal as a hospital room, classroom or dormitory. The multiplied small rooms, together with the equipment, are transported and assembled at the construction site on previously prepared foundations, and the finished building is handed over to the investor. In terms of usability, insulation or safety standards, it does not differ from the structure erected using traditional methods. On the



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other hand, lighter wood gives us a field for wider use in places where we will not build heavily reinforced concrete structures. Therefore, it is not surprising that for many years new wooden buildings have been sprouting up all over the world and many of them are architectural works.

The most important points of the opening program of MOD21 were visiting the factory part of the production line and a discussion panel with the participation of an ecology expert, the most outstanding German atmospheric physicist and climatologist prof. Joachim Schellnhuber, and the German ambassador to Poland, Dr. Thomas Bagger, and other guests.

The famous professor and environmental expert explained that first we burn lime in extreme temperatures, releasing tons of CO₂ into the atmosphere to make cement. Then we smoke again, because we transform it into reinforced concrete, and transport it in diesel trucks to the other end of the country. Finally, with the help of more climate-polluting machines, we create buildings from it. This



concrete layer stands for years, and after the demolition of such a building - because we want to build more and higher, it goes to the landfill, because these tons of rubble will be of no use to us.

The voice of Prof. Schellnhuber is widely listened to in Europe - he advised Ursula von der Leyen on creating the Green Deal and established the concept of the New European Bauhaus, i.e. a school of ecological and functional building. It was he who also outlined subsidy systems for those building low-emission buildings. "If we start to afforest large areas and build from wood instead of concrete, then the biggest climate polluter, construction, will suddenly become the climate's greatest friend," says prof. Schellnhuber.

One cubic meter of wood brings 88 kg of CO₂ - this is the negative carbon footprint accumulated in it over the years when it was growing. On the other hand, a cubic meter of concrete has as much as 82 kg of carbon dioxide. Germany wants to be climate-neutral by 2045, but already today, investors are required to increase the energy efficiency of buildings by 30% in construction. Some achieve this by installing photovoltaics, others by building with wood. This is not some passing fad, but a real tool to adapt

to the regulations and pay less tax at the same time.

Modules under the name MOD21 will be sold in the first stage only on the German market. This country has long been a European leader in terms of ecology - the value of its wooden construction market is currently over EUR 3 billion and is expected to triple over the next decade.

According to the data of the German Council of the Wood Industry - in 2050, modular construction made of wood will already account for half of the local construction market. MOD21 wants to grab a big piece of the pie there.

"The start of the MOD21 factory is a unique event and a milestone in the history of the ERBUD Group. It is also the culmination of many months of titanic work by a team of people who, despite the extremely unfavorable conditions and market environment - the coronavirus pandemic, the collapse of global supply chains, the outbreak of war in Ukraine and rampant inflation - completed the project on time. It is a show of strength of our organization. Today we are starting with the most modern factory of modular facilities in Europe with a fully automated production line," said Dariusz Grzeszczak, president of the ERBUD Group.





The Marynarska Business Park complex will be seamlessly connected to the surrounding path network thanks to an internal bicycle path running through the patio. Cyclists will have access to a full infrastructure.

development, the entrance lobbies of each of the four buildings in the complex will also undergo a metamorphosis. New design, furnishings, materials and lighting will make the lobbies modern and functional places for meetings and work.

The Marynarska Business Park complex will be seamlessly connected to the surrounding path network thanks to an internal bicycle path running through the patio. Cyclists will have access to a full infrastructure: bicycle parking with 120 spaces on the underground level with a changing room and showers and four chargers for e-bikes, as well as ground-level racks and a station for self-repair of bicycles. Car parking is available on three underground levels including 1,300 parking spaces for tenants and visitors to the office buildings. Charging stations for electric vehicles will be added soon.

The building holds a BREEAM In Use 2015 Excellent certificate. After the completed refurbishment, the complex will apply for further certifications: BREEAM In-Use in the new v6 system, WELL certification, WELL Health & Safety, and WIREDScore assessing the operational quality and digital connectivity system of the property, as well as white energy efficiency certificates. A team of JW+A experts is responsible for consulting the project's certification process. The investor is also working with the Integration Foundation to make the investment as accessible as possible to people with disabilities.

The Marynarska Business Park is a complex of 4 office buildings with a total usable area of 46,000 m². Since 2020, Syrena Real Estate has acted as the asset and property manager. Tenants based at Marynarska Business Park include: Accord, Colgate, Daikin Europe, Eurocash, Ford, JDE, Oceanic, S.C. Johnson, Sitel, and WDX. The complex also houses a Luxmed clinic, a Gorąco Polecam café, and an Inmedio kiosk.

PARK INSTEAD OF PARKING

Marynarska Business Park Modernisation.

One of the largest office complexes in Warsaw's Mokotów district, Marynarska Business Park, is currently undergoing extensive modernisation. The project is being carried out with particular attention to sustainability. The redevelopment will give a new appearance to the common areas of the office buildings and the outdoor area, where the 6,000 m² concrete car park is being transformed into a publicly accessible green park. The planned completion date is Q2 2023.

The refurbishment of the Marynarska Business Park complex is a continuation of Syrena Real Estate and PineBridge Benson Elliot's strategy of giving new life to older office buildings.

"We started the modernisation of the complex by conduct-

ing an energy efficiency audit, which showed that the most significant improvements we could implement in the buildings concern the HVAC system. We will introduce an air-conditioning solution that have a real impact on both the comfort of users of the office buildings and energy efficiency, thus lowering the buildings' operating costs. The energy model shows that the solutions we will implement will reduce energy consumption and CO₂ emissions in the complex" said Witold Zatoński, Managing Partner at Syrena Real Estate.

The biggest change is taking place in the patio, where a concrete car park will be replaced by a park filled with ecosystem-friendly native greenery. Twelve species of trees with an initial height of around three metres and 96 types of shrubs will be

planted here. The new courtyard will feature green hills among relaxation zones, a water installation in the form of a fountain and a stream flowing through the area. An open pavilion made partly of recycled elements with a green roof for meetings and



The biggest change is taking place in the patio, where a concrete car park will be replaced by a park filled with ecosystem-friendly native greenery. Twelve species of trees with an initial height of around three metres and 96 types of shrubs will be planted here.

events will add a unique character to the space. The pavilion will also have an educational function related to ecology and proper water management. The pavilion will be equipped with a rainwater retention system and infrastructure elements to engage tenants and the local community in activities protecting water ecosystems, for instance by using the collected water to water plants.

The atmosphere of the patio will be complemented by designer lighting in the form of rings. In addition, a water retention system will be installed in the park to help maintain a consistent microclimate, and there will be birdhouses and insect hotels. The new patio will be open to the city and friendly to pedestrian traffic, people with disabilities, and cyclists. The courtyard will be free of car traffic, only taxi access and short-term parking will be allowed here, ensuring that visitors can easily access the office buildings. With the comfort of tenants in mind, screens have been erected in the outdoor area to fence the development along the busy Marynarska Street. The screens will be lined with climbing greenery, which will also have an additional anti-smog function.

The main designer of the new look of Marynarska Business Park is Pracownia Architektoniczna MJZ, the greenery was designed by iGreen Architektura Krajobrazu, the interior design is the work of Łoskiewicz Studio, and the Reesco Group is responsible for the redevelopment. As part of the revitalisation of the Marynarska Business Park



LET'S ADVERTISE ETHICALLY

On December 8th, the inaugural Advertise Ethically conference was held, organized by the Advertising Council, devoted to the most important current topics shaping the market of ethical advertising in Poland.

Topics such as environmental advertising and greenwashing, influencer marketing, new technologies in advertising and communication in the world of fake news were discussed.

The boundaries of ethics in marketing communication have always been strictly dependent on the context, social sensitivity and challenges of the times. What is considered unethical today could be regarded as accurately reflecting social norms just a few years ago.

The development of new technologies and climate challenges are of key importance for defining the boundaries of ethics in advertising. Social media is changing the roles of entities in the market and consumers

are becoming influencers with new responsibilities for the way they communicate with their community.

In turn, climate change and the growing sensitivity of con-



Social media is changing the roles of entities in the market and consumers are becoming influencers with new responsibilities for the way they communicate with their community.



Rada Reklamy

sumers to the responsibility of brands in terms of their real environmental impact set new standards of communication. Advertising has always func-

tioned between the orbit of fact and creation, often using mental shortcuts, metaphor, fiction and symbolism. Today, however, the very concept of truth and

falsehood is evolving, especially in the light of the wave of fake news flooding us, significantly changing the context for advertising activities.

Ethical advertising is a must



Dr. Lucyna Pruska
complaints and
administration specialist at
the Advertising Council

Ethical advertising is not misleading. However, 100% of the advertisements that received complaints sent to the Advertising Ethics Commission (KER) were judged to have misled consumers. And how many advertisements not reported to the KER violate this obvious rule? What implications does this have in today's economic situation? We have more and more questions and at the same time fewer and fewer answers. In my opinion, advertisers and advertising creators need to open a debate about the essence of advertising and its new economic, social and culture-creating role. The neoliberal economy, in which continuous economic growth is a remedy for all economic and social problems, is collapsing before our eyes. GDP growth requires increasing demand; its lever in the neoliberal economy was and is advertising. We know

that this order cannot be maintained. We need to redefine the economic principles, definitions and boundaries of development. This will require a redefinition of advertising itself, and thus also its ethical principles.

So let's ask: What will be the role of advertising in an economy of degrowth? What values will it represent? The answers will be a good start to the debate on the ethical principles of the new advertising. The most important so far, the persuasive aspect of advertising, affecting the consumer's emotions and decisions accompanying shopping, cannot be defended in the new approach to economics. How can we consider advertising that drives consumption as ethical when the most important economic principle is to minimize



The most important so far, the persuasive aspect of advertising, affecting the consumer's emotions and decisions accompanying shopping, cannot be defended in the new approach to economics.

this consumption and its destructive effects? It is likely that in the new economy advertising will assume greater responsibility than before for reliable and comprehensive information and education.

If this happens, we will be able to ask further questions: What products will we allow to advertise?; What content can and what should an ad contain?; Who can it be addressed to?; What language and image can/should it use?; Where can it appear?; Under what conditions can it be issued?; How to maintain and develop the culture-forming role of advertising?

Perhaps, just as we have excluded tobacco products from advertising, we will use scientific evidence to exclude other products containing disease-causing ingredients such as sugar, alcohol, artificial additives and preservatives. Perhaps we will choose that the main content of the advertisement should be information about the origin, composition and impact of the product on the environment and humans, and not a fairy tale with a metaphor or hyperbole based on a single minded proposition. Maybe we decide that children, due to limited cognitive abilities, should not be recipients of certain advertisements. Maybe we will decide that, for example, the word "ecological"

cannot be used to advertise certain products - for example, even electric cars, which are seemingly harmless to the planet, because the automotive industry itself is harmful to the environment, including the production of electric cars?

Maybe we will designate spaces absolutely free of advertising? Why don't we adopt the principle that advertising is primarily to reduce consumption? The questions are more and more relevant and disturbing. The answers we know are outdated.



Comment by
**Prof. KU dr hab.
Bolesław Rok**

For twenty-five years I have been co-creating the community of business ethicists. Sometimes we have joked that the easiest way to write a book on ethics in advertising and marketing would contain only one sentence: "Advertising and marketing have nothing to do with ethics." At least in Poland. And here it is with great hope that we have noticed something that is just starting to change. In the business environment, the level of moral sensitivity is slowly rising, which in turn affects business behavior - both towards customers and towards the natural environment, climate and,

more broadly, towards society. Broadcasters and creators of advertisements are beginning to fear more and more frequent accusations of greenwashing, and the media and social networks are full of discussions about the lies and hypocrisy of business. I don't know if the process has really started in the advertising community in Poland, that of a moral awakening, with some elements of enlightenment in some areas. Maybe just a few have noticed that doing good in advertising and doing good, i.e. honest advertising, can also be done well. Because the world is no longer the same, civilizational challenges are multiplying, climate depression is destroying the enthusiasm of the young, and in times when it is increasingly difficult to find moral authorities, business is just starting to assume the role of a messenger of good hope. And who if not advertising - of course ethical - accompanies business in fulfilling this role?

BRAND NEW, BRAND OLD ON THE MOVE

Sylwia Ziemacka talked to Tomasz Pawlikowski, CEO of Sustainable Brands in Poland about collective, massive action toward building a better future.

What is Sustainable Brands? Who are you working with?

Sustainable Brands is the preeminent global learning, collaboration and communication platform for brand innovators who want to and can change the future of commerce worldwide. We were established in 2006 with a single vision – to have an impact on the way we live and consume.

Underpinned by the belief that this must start with the biggest global brands, with scale and the greatest reach, this led us to become the think tank for brands like P&G, Nestle, Unilever, PepsiCo, Toyota, Ford, Amway, and 300 others with 80 of the largest top 100 Forbes brands in the world.

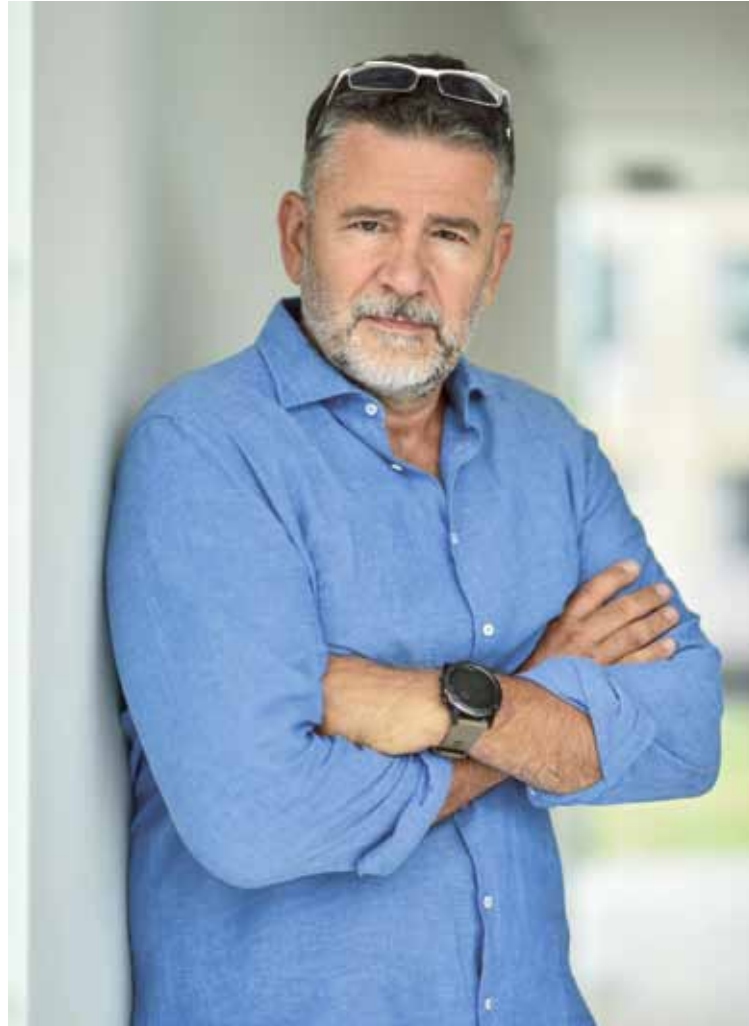
Our activity is divided into three areas: Events, conferences and webinars; membership space, with several benefits including global sustainable transformation cases, members' panels etc, and, last but not least, our tailor-made advisory services with a number of tools and workshops guiding the sustainable transformation journey, but also offering assistance to our partners and solution providers.

All that we do is to change the pace of 'business as usual' model on the old model 'take, make, waste' and move gradually toward a regenerative space of brands with an impact. We know it is a rocky road and it requires a lot of long-term commitment and true leadership engagement.

It means a vast paradigm shift and a substantial mental model adjustment from the way that we have traditionally thought about the world and the role of business in it.

How does your organization fit into the ecosystem of organizations working for sustainable development?

Sustainability and sustainable transformation are like a huge ocean. The ecosystem needs all the species that are in it to keep it alive. This is probably one of the very few areas where there should be no competition, not only because there is so much to do but also because, as UN Secretary General Antonio Guterres said, we have only one alternative: collective action or collective suicide. The real challenge is to stay true to this voca-



tion and relentlessly pursue the mission of inspiring, supporting and driving sustainable transformation. And the more truly engaged organizations become, the better. And it is not only about the ESG taxonomy but the true and consistent value chain evolution.

Let's talk about greenwashing and other washings. Do you verify that what the brand communicates is consistent with its way of operating?

The idea of Sustainable Brands is to gather member-brands that are sincerely and truly willing to start the transformation journey. And, of course, we are conscious that this is a long and rocky road with a lot of constraints and extreme challenges. Especially given that the goal is to become a regenerative brand which in fact leads to a dramatic business model transformation. That's why we do not certify brands for membership alone but have them start implementing their ambitions using one of our tools – the Brand Transformation Roadmap to facilitate and support the journey and all consecutive actions. That is clearly related to their engagement with people who are their consumers. Brand transformation is impossible without the transfor-



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mation of those who buy products and services. The change of their lifestyle provokes, and forces changes in the core of the businesses, simultaneously shaping consumer behavior and attitudes. That relationship between brands and people is at the core of our philosophy – and the center of the change that the world needs. The risk of 'greenwashing' stems from a commercial objective at its core. And that is immediately identified by consumers, in turn undermining trust in brands and harming not only its reputation but also business results.

Together with Ipsos, you conducted the Socio-Cul-

tural Trend Tracker 2022 study. What are the most important conclusions from this study?

The Socio-Cultural Trend Tracker is based on our selected nine behaviors that have the greatest impact on the climate, sources of life and social engagement and can be jointly undertaken by both brands and people. Our recent survey in Poland had several takeaways. We are still struggling with a 'say-do' gap, but women are the leaders of sustainable development – they most often take actions related to sustainable and responsible development, and they more often declare that they intend to take and implement such actions in the next 12 months.

"I don't know where to start," but also "not my priority," are the most common barriers to being sustainable. Interestingly, the majority of consumers (68%) believe that they have an influence on the actions of brands – that they can encourage companies to change for the better by buying their products once they have improved their actions.

Most often, we say we will reduce our waste of water and food (61%) – here the aspect of financial benefit, i.e., savings, is extremely important. 54% of us plan to eat more fruit, vegetables and plant foods for our health benefits. Half of us plan to buy more durable products at the expense of disposable ones and buy recycled products.

Unlike other countries we are the least active in areas related to social activity and care for social equality. Only one in three (32%) regularly back brands that support women and girls, 39% of us support brands that offer products and practices that foster an equal and open society, and only 32% of us vote, work in organizations and buy products from companies that support a sustainable lifestyle. People who are not active here say that it is not their priority at all.

For business and brands there is still a way to go in the sustainable transformation. Only a few say and then actually prove that they are active and these are usually at an early stage of their journey.

The survey findings were vast and very interesting, and I re-

ally encourage companies to reach out to us for further information.

Analyzing various social studies, we see a gap between declarations and actions. What can we do about it, what can brands do about it?

Something we call the 'say-do' gap has always been a key element shaping human and later society and business relations. What we need is to identify the pull factors that are helping close that gap. Again, this has everything to do with the correlation between what business and its brands are saying and doing and how people are perceiving it and reacting to true or false signals. This as a consequence influences everything people do and how they translate it into their personal life and re-model their consumption patterns.

Obviously, it has much broader outcomes and it should lead to a permanent change in the way they live. Here, again, brands have a critical role in driving responsible consumption and related habits. That's where their sustainable marketing strategies and execution matter. The gap between intentions and actions can be closed only by educating consumers and offering them innovations in both product and services that could help the shift toward a more circular lifestyle.

When working with brands, are you optimistic about a positive change in terms of meeting the Sustainable Development Goals? If so, what makes you optimistic?

Well, that is a great question. Again, the only way we can change our fate is by collective and large scale action. I have a perspective which goes far beyond Poland – and then I can say I am optimistic. Poland has a lot to do in this respect and needs not only collective action but a collective mindset transformation from 'here and now' to tomorrow, which is not in 50 years but in the next 5-8 years. Polish leading brands need to release their potential to be the transformative drivers modifying some of our short-term thinking and turning themselves into a real game changing power.

We are hoping to be a humble guide for some of them to save the habitat we leave in and at the same time saving us as a species.

SUBCARPATHIAN PHILHARMONIC FOR THE INTERNATIONAL MUSIC LOVERS

The Artur Malawski Subcarpathian Philharmonic in Rzeszów in southeastern Poland - a Self-Government Cultural Institution of the Podkarpackie Voivodeship, co-run by the Ministry of Culture and National Heritage since 2017 - has plenty to shout about.

The orchestra was founded in 1955 and today consists of 77 musicians, a major orchestral ensemble both nationally and internationally. In addition to the cyclical performance of symphonic and chamber concerts - including so-called 'Family concerts' - the Philharmonic undertakes various, extraordinary artistic projects at its headquarters and beyond.

In 2009-2022, the orchestra gave concerts in Austria, Belgium, China, the Czech Republic, Georgia, Spain, Germany, Slovakia, Ukraine, Hungary, the Vatican and Italy. The golden hall of Vienna's Musikverein hosted the Philharmonic nine times and the next concert there, this time conducted by Michał Maciaszyk, takes place on January 2, 2023, with an evening of Strauss.

In 2009-2022, its concerts were performed, in among other places Warsaw, at the National Philharmonic and at Pilsudski Square during the ceremony of unveiling the Monument to the Victims of the Smolensk Tragedy, as well as in the Concert Hall of the Fryderyk Chopin



José Cura, Martina Zadro, David Gimenez and the Subcarpathian Philharmonic Symphony Orchestra, concert as part of the 61st Music Festival in Łańcut



"In love with operetta" - Concert as part of the BOOM project

University of Music. On the occasion of the Centenary of Regaining Independence, it played in Kraków, in Krynica Zdrój, and many times in Busko-Zdrój.

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THE MUSIC FESTIVAL IN ŁAŃCUT has been organized by the Podkarpackie Philharmonic for over 60 years, at the turn of May and June.

For ten years, the Podkarpacka Philharmonic has been implementing a project called "SPACE OPEN FOR MUSIC" - which includes organization of an average of seven concerts a year in the Podkarpackie Voivodeship, including in Przemyśl, Jarosław, Krasiczyn, Leżajsk, Stalowa Wola, Mielec, Sanok, Jasło, Tarnobrzeg, Kolbuszowa and Nowa Dęba. Usually, these are outdoor concerts or organized in churches.

THE MUSIC FESTIVAL IN ŁAŃCUT has been organized by the Podkarpackie Philharmonic for over 60 years, at the turn of May and June. Each edition consists of an average of 10 festival evenings and about eight promenade concerts. Artists from Poland and abroad of international fame participate in the festival. Jose Carreras,



Berliner Barock Solisten - concert as part of the 61st Music Festival in Łańcut



Petro Radeyko and the Lviv Opera Orchestra under the direction of Myron Yusypovych - a concert as part of the "Open-air Philharmonic" series

Krzysztof Penderecki, Roberto Alagna, Piotr Beczala, Cameron Carpenter, Barbara Hendricks, Tomasz Konieczny, Xavier de Maistre, Mischa Maisky, Josef Malovany, Leszek Możdżer and Julian Rachlin have performed here. The festival is a series of extraordinary music events on a world-class level. Since 2017, the Philharmonic has been organizing concerts under the name "BOOM" (BALET, OPERA, OPERETKA, MUSICALS). On average, six projects from this cycle are organized every year. The projects are carried out thanks to the cooperation of, among others, the Polish Royal Opera, the Fryderyk Cho-

pin University of Music in Warsaw, the Kraków Opera, the Opera in Lviv, the Opera Theaters in Košice, Brno, Prague, and with artists from Switzerland and Italy. In 2017-2022, the following operas, operettas and musical performances were held: Die Fledermaus, Don Pasquale, Nabucco, The Haunted Manor, Widma, Rusalka, Love Potion, Fiddler on the Roof and the Masquerade Ball.

MUSICAL EDUCATION OF CHILDREN AND YOUNG PEOPLE is one of the most important threads of the activities of the Podkarpackie Philharmonic and includes production

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The Philharmonic is open to musical debuts, creating the opportunity to give concerts to young, talented musicians, sometimes still students of music schools.

of musical programs in schools and kindergartens in the Podkarpackie Voivodeship (about 880 events per year) and concerts for the youngest audiences.

RECORDINGS concern the broadcast, recording of some concerts by TVP and PR, the presence of the Philharmonic Orchestra "online," as well as recordings of CDs, of which the Philharmonic from Rzeszów already has several, including the "Golden Orpheus" performance of Missa Solemnis IR von Seyfried (Dux), a CD with works by Józef Wieniawski (Acte Prealable), works by J. Bruzdowicz (Acte Prealable), or Nieszpory Ludźmierz JK Pawluśkiewicz (Polish Radio).

THE CURRENT ACTIVITY OF THE PODKARPACKIE PHILHARMONIC is also undertaking many extraordinary artistic events, such as a series of concerts under the name "PLENERZE PHILHARMONIC," which take place in the summer months. This is aimed at families; parents with children, grandparents with grandchildren, as well as young people who will be able to spend a Sunday summer afternoon with music. The concert programs consist of a very wide repertoire; both classics and popular music - including dance music. The time of the coronavirus pandemic and the related restrictions on organizing concerts with an audience pushed the Podkarpackie Philharmonic Orchestra online. The record-

ings posted on the websites of the Philharmonic, the Ministry of Culture and National Heritage, as well as the Grand Theater - National Opera in Warsaw, have met with a very good reception. The Philharmonic uses these experiences to promote and advertise its current activities. A project called "PODKARPACKI MUSIC TRAIL" will be launched soon. This program will be linked to the tourist offer and will invite the recipients to a musical journey around Podkarpacie, which will also be a symbiosis of visiting attractive places in the region and listening to music. There are many places in Podkarpacie that are associated with a "musical trace"; composers, performers, a unique tradition, unique songs, a historic instrument. Following the example of the "Night at Museums," the Philharmonic plans to organize in 2023, on one night a year, a "NIGHT WITH MUSIC", i.e. a series of performances (in concert halls) of symphonic, chamber, solo well-known artists who will present a repertoire of diverse character; from classical, through jazz - to entertainment. Also once a year, the stage of the Podkarpackie Philharmonic becomes a place accessible to the amateur artistic movement, constituting the center of promotion and advertising of this type of activity. Choirs, dance and ballet groups, etc. from all over the Podkarpackie region are invited to perform, this project is called "MUSICAL REGIONALIA."

Also among the artists-musicians who make up the Symphony Orchestra there is no shortage of great performers who perform as soloists and chamber musicians. The Philharmonic is also open to musical debuts, creating the opportunity to give concerts to young, talented musicians, sometimes still students of music schools.

All this makes the Podkarpackie Philharmonic one of the most important, significant institutions of this type, not only on a national but also international scale, as evidenced by numerous invitations sent by organizers of various festivals and concerts from Poland and abroad. The institution already has an established position, but it is still following the path of intensive development, which guarantees the appropriate quality and attractiveness of the proposed concert offer, and everything - in accordance with the maxim that "MUSIC BRINGS JOY." The director of the Podkarpackie Philharmonic since 2008 is prof. Marta Wierzbieniec, and currently the function of the first conductor of the orchestra is performed by maestro David Gimenez.

www.filharmonia.rzeszow.pl



Andrzej Polan

Chef, owner of Polana Smaków

MERRY CHRISTMAS, DEAR TO ALL OF US

Christmas is truly a special time. Most often causing panic at the beginning - what to do, cook, what to buy? But after a while this turns into calmer, controlled actions.



Potato dumplings with peas fried in butter

When we sit down, with memories from years gone by, we realize that the proverbial bowl is not the most important thing, nor a star from the sky (perhaps ready purchased in a store), but the time itself. Time to be together, but also to consider without whom we will sit at the table because he or she has left us or is seriously ill. Christmas and Christmas Eve allow us to meet, talk, reminisce, cry. And that should be the most important thing, being together, making wishes according to tradition by breaking the wafer. The wafer is often a durable buckle that allows us to connect with the people closest to us. And when this happens, there is a moment that envelops us from the inside, according to the saying 'through the stomach to the heart,' the hearts of our loved ones. I mean food, and the festive tradition, because it tastes best when prepared by ourselves and - if there was no time - then bought in a good delicatessen. However, I urge you, put less on the table but make sure it's been made by those sitting at the table. To help the dinner organizer, I suggest that everyone bring something

they prepared at home. So, what do most Poles associate with Christmas Eve dinner?

Oh, a lot of these culinary wonders are from herring prepared in 100 different ways, carp with a shiny scale with a delicate taste



I recently served our home-made mushroom dumplings with minced, golden-baked potatoes, fried golden onions, and freshly ground pepper personally in a grinder. Parsley and dill are herbs that give great freshness to these simple stuffed dumplings.

and aroma, and not - as it used to be - associated with the smell of silt. I don't know how it could have been, but it was. I remember. Now this fish tastes exceptional, fried in butter, sprinkled with flour mixed with bread-crumbs prepared by us personally from stale bread. And what else? Of course, ruby red borscht soups with espresso cup-sized dumplings or for those who like small stories, as tiny as a hazelnut. Borscht is one thing, but let's not forget about the smell of the forest, and in fact the smell of what we collected in the forest, I mean mushrooms, which were plentiful this year. Boletus mushrooms, boletes, dried brown in color after cooking, give the vegetable decoction an outstanding taste, an aroma that enchants us and attracts us to the pot where

potatoes, fried golden onions, and freshly ground pepper personally in a grinder. Parsley and dill are herbs that give great freshness to these simple stuffed dumplings. And compote? Of course, smelling of smoke, sweet with dried fruit and honey, was, is, will be the best for digestion during the celebration. There is one ingredient among them all that we use during the kitchen and pre-Christmas struggles is poppy seeds. Poppy seeds are seeds of happiness. Hence, it must be included in our menu, but in what form?

The first thing that comes to my mind is poppy seed cake, a yeast-butter strudel, rolled several times so that there are as many squiggles as possible. But let's not forget about kutia, with wheat grains and raisins, poppy seed cakes with challah soaked in milk, or Krakow-style poppy seed noodles, also prepared with poppy seeds, honey and raisins. For me, a bowl of such noodles should be large in size because we all like to eat these noodles throughout the holidays. You know, fortunately. I wish you all happiness, from the heart, happiness is everything because when you are happy you are healthy. Let your meetings at the Christmas table be as numerous as possible and if someone is looking down on us from above, let a photo of this person be with us. Let him or her see how nice, familial and tasty we are. Here's to a Family Christmas!



Gingerbread cake, plum jam, roasted apple and honey cream



Duck, smoked plums and slivovitz



Marta Kalinowska
Hartwig

FOR CHRISTMAS DINNER AND THE DANCEFLOOR

Gold, green, red and white - a classic, Christmas palette. For contrast, let the clothes be a little different than usual. Of course, elegant, but with a modern, fashion twist. The stylings appeal to the senses. They're cozy, they're sexy, and they're chic. And all at once!

HE /
HIM

A typical suit can be replaced with a combined set. Woolen creased trousers have short legs this season. The cut refers to the 1960s - higher in the waist, with darts at the pockets. Plus a jacket. Velour and the high quality of the fabric is its basic feature. Fastened with one button, with strongly flared halves, worn over a white turtleneck. The latter color refers to the white of the Christmas shirt, but in this form it is more extravagant. Just like shoes - the fashion basis of the whole outfit. Hand-sewn, from high-quality leather, from the iconic Kielman workshop in Warsaw. Jewelry? Since there is a men's line in ZoZo Design, the topic of noble accessories is over.



Jacket "Luciano" /
Poszetka



White merino
wool turtleneck /
Zack Roman



Jewelry /
Zozo Design



Made-to-measure
boots / Kielman



Trousers /
Zack Roman

Gold ring with diamonds /
Zozo Design



Boots /
Vanda Nova



Bag /
Orska



Sweater Merino /
Elementy



Skirt /
Łukasz Jemiot

SHE /
HER

Women's christmas look this season starts from ... the bottom up. Boots this winter say: "the higher, the better". The same with the heels. The nude colour, referring to the skin tone, optically lengthens the legs. The hit of the season is also asymmetry. The skirt, tied with an artistic knot, is draped only on one side. This is possible thanks to the high quality, fleecy fabric embossed with organic patterns. Nature was also an inspiration for the design of the handbag. Small and handy, the evening handbag is more of an object and a piece of jewelry. Therefore, we can treat typical jewelry much more minimal, like an icing on the cake. And finally, a sweater - simple in form, but made of the highest quality knitwear. In a shade of red - like lips, like wine, like a heart!



Katarzyna Braiter
Editor in Chief

CHARITY CORNER

It is my great pleasure to present to you the 14 foundations that are supported by the Spouses of Heads of Mission (SHOM) and which participated in this year's International Charity Fair that took place in December in Warsaw. The funds obtained from this event will be transferred to those foundations but you can also help by giving a donation to one of those organizations. I encourage you to think about those in need, especially at Christmas time. Everyone deserves love, care and respect.

Foundation of the Sisters of St. Dominik - helping those with intellectual and physical disabilities

The Foundation of the Sisters of St. Dominik supports activities undertaken by the sisters in various parts of Poland and the world. It involves people of good will who, together with the sisters, want to help those in need. By focusing on a person who needs help and support, it takes care of both spirit and body. As part of the foundation, it also helps the works run by the sisters. These include the Nursing Home for people with intellectual disabilities in Mielżyno.

In addition to intellectual disabilities, many residents have physical disabilities and various somatic diseases. The foundation serves both children and adults. Currently, there are 80 people in the house. The organization provides 24/7 social and nursing care, rehabilitation and occupational therapy. It cares about the religious and cultural life of its charges.

The Gaius Foundation

The Gaius Foundation is a team that provides children with love and professional care. More than 1,200 small charges receive support every year. The foundation is there for every pain, fear, tear - 24 hours a day, seven days a week, including holidays.

Love is stronger than fear. And thanks to it, the foundation was created. When seven-month-old Gajuszek was fighting for his life, his mother promised the Supreme Power that if her baby survived, she would help sick and lonely children. She's been doing so now ever since 1997.

Adults are responsible for children. That is why the foundation employs over 160 professionals with a heart, supported by over 330 vol-

unteers. These people make the little charges joyful, safe and regain faith in the goodness of the world. The Gaius Foundation provides help at the highest level thanks to donors. Only 50% of its activities are financed from public funds. The rest is obtained from individuals, companies and institutions each year. They run three children's hospices, the Center for Therapy and Help for Children and Their Family Zucchini, the Tula Lula Intervention Pre-Adoption Center, a support program for oncologically ill children, a support program for siblings of sick children, the OKNO program - support for children who have overcome cancer, the We Treat Children with Family campaign.



Better Start Foundation for children with autism spectrum disorders

The "Przylądek" Elementary School for children with autism spectrum disorders has been active in the Pruszków powiat since 2011. It offers everything required for the development of children diagnosed with autism all in one location: experienced and skilled specialists, individual care with therapeutic support, and educational programmes that take into account the individual needs and abilities of the children. The school provides a relaxing atmosphere, with just 2-4 students and two teachers in every class. At Przylądek, the child is important and special. Since April 2021, Przylądek School has had a new location in Parzniew. The entire investment for this move was financed by the parents of autistic children, whose lives are essentially defined through their children's therapies and future. Some of these families have even taken out long-term loans to ensure that their child will be able to live and learn in the appropriate conditions.

The MUKOHELP Foundation

The MUKOHELP Foundation for Help for People with Cystic Fibrosis provides help to people suffering from cystic fibrosis and their families. The Foundation's activity is building a comprehensive system of supporting patients and their struggle with everyday problems through the purchase of drugs and equipment for daily rehabilitation, education, social and psychological assistance.

The Foundation organizes and finances courses and training for families and caregivers in the field of treatment, physiotherapy, dietetics and psychotherapy. Charitable work also includes purchasing accessories, equipment, medicines and resources necessary for the functioning of departments and other medical facilities for the treatment of their patients.

Currently, 142 people are under the care of the foundation.

The MUKOHELP Foundation was established by Monika Bartnik in December 2017. Its main goal was to help families from Podkarpacie struggling with cystic fibrosis. Monika saw that there was no



appropriate treatment center, no physiotherapist who could work with patients as part of home physiotherapy, no dietitian and psychologist to support families in their daily struggle. She understood the parents' constant fear for the child and the questions that arose every day: are we inhaling and draining well? Do we give the right dose of creone? As a parent of a child suffering from cystic fibrosis, she wanted to help herself and others.

The Tęcza Association

The Tęcza Association was established 32 years ago, on the initiative of parents of children with visual impairments. A small group of parents, led by the late and unforgettable president Małgorzata Siekierzyńska-Stefanek, took matters into its own hands. Thanks to the enthusiasm, energy and passion, as well as the joint action of the parents, in 1992 the first complex of centers for blind and visually impaired children with multiple disabilities was established in Poland. Particular care and assistance are provided to those people who, apart from visual impairment, have other complex developmental problems (in the mental, intellectual, motor and sensory spheres). A system of support for blind and visually impaired people with complex disabilities

was created, which is unique in the country. Families receive specialist help and support here for many years, starting from the Early Development Support Center for infants and toddlers, through educational institutions (the kindergarten and revalidation and educational center) to a support center for adults who have already completed the stage of education financed from the state budget.

The Association's development plans include, among other things: establishing a Rehabilitation and Housing Center (new investment), starting assisted/target housing for adults with multiple disabilities, building a safe future for this group of dependent charges whose parents are getting old and will soon require support themselves.



Development, Integration and the Sports Foundation

The foundation is focused on activating people with disabilities, who are socially excluded or at risk of such exclusion. As outstanding athletes who have been successful in Olympic fencing and paralympics, rowing and wheelchair basketball, they know that sport is a great opportunity for integration. That's why the foundation's main idea is to use physical activity as an opportunity for self-realization and a chance to find one's place in society.

When on February 24, Russia attacked Ukraine, the foundation got involved in providing direct assistance to those fleeing from war to the people of Ukraine and created a project whose goal is help in acclimatization of children who had to live in Poland.

The project "Integration through friendship and sport" has the form of workshops intended for both Polish and Ukrainian children. The main aim here is to stimulate motivation for integration and mutual interaction acceptance, as well as to acquire knowledge and new skills, thanks to which these children will be able to develop their passions and open up to the world. The workshops are conducted by Paralympic Olympics medalists from Poland and Ukraine.



Entraide Foundation for the most vulnerable

Entraide is a small Franco-Polish registered charity which was founded in 1995 by French expats in Warsaw and has been committed ever since to providing help to people in Poland suffering deprivation, mostly children, the elderly and the homeless.

The foundation is entirely run by volunteers; therefore, its running costs are minimal and 97% of what it receives is distributed to those in need. In 2010, two members of the Foundation, who are still active within the charity, were awarded the French National Order of Merit in recognition for their work.

The foundation finances well defined projects that it has carefully appraised. Being a small charity makes it flexible and able to act fast if needed.

Every year it sponsors underprivileged young people through their education, financing school meals, outings and workshops, summer and winter holidays, as well as approx. 500 Christmas and Easter meals for the elderly and homeless. It also distributes around 400 Christmas presents to vulnerable children and to the homeless.

On guard for children's rights

The Committee for the Protection of Children's Rights has been creating a child-friendly world for 40 years, focusing on education and prevention. We have trained several thousand specialists throughout Poland on the rights and needs of children in crisis. This has led to the strengthening of the family mediation system in Poland as one of the most important instruments to help children in the crisis of separation. It has prepared KOPD employees and volunteers, specialists from other institutions and non-governmental organizations to conduct mediation.

"We had a concrete share in the creation of the Convention on the Rights of the Child. Then we actively participated in reporting to the UN on the state of compliance with the Convention on the Rights of the Child in Poland," a representative says.

"Open doors to children's hospitals," "Educate without beating," "To kindergarten without tears," "Educate with respect for rights," "Keeping a child



out of divorce conflict," "For orphans to stop being orphans," "My mother, my father, their divorce," "Standards for helping children in the event of their parents' separation" - these are just a few of the campaigns of the Committee for the Protection of Children's Rights, which from the very beginning has been aimed at opposing harm and mistreatment of children.

The Old Abbey Foundation in Rudy

The Old Abbey Foundation in Rudy was established with the arrival of European culture in Silesia in the 13th century by the Cistercians. The beginning of the Foundation was the immense and unique work of rebuilding the old Cistercian abbey in Rudy 50 years after it lay in ruins at the end of World War II.

Currently, within the rebuilt walls of the Old Abbey, the Foundation directs its activities to the local community, as well as guests from all over Poland and abroad. It mainly cares for the religious and cultural heritage of the region, conservation of the monuments in the museum part and museum education classes for all age groups.

Cultural activities are carried out extensively, with the organization of events of international im-

portance for over 25 years, including organ music concerts - "Music in the Old Abbey." The Art Gallery of the Rudy Abbey hosts a wide exhibition activity of artists, painters, sculptors, visual artists and photographers from Poland and abroad.

Above all, it is involved in education and youth development, as well as currently needed care and charity activities addressed to war refugees from Ukraine. From the first days of these dramatic events, over 100 people, mainly mothers with children, have been taken care of. Under the Foundation's care, they have found accommodation, care, the opportunity to get a job, learn the language, and educate their children.

The KRAINA Foundation

The KRAINA Foundation is a new organization established by and based on the experiences of people who created the Mokotów Aid Center (Centrum Pomocy Mokotów), a grassroots humanitarian aid point in Warsaw.

The main activity of the Center was a free shop run by the neighborhood community (without any participation of state or local authorities), where refugees could get food, clothing, hygiene and cleaning products and other necessary items free of charge. The Mokotów Aid Center helped over 20,000 refugees from Ukraine, and the value of the assistance provided is estimated at over PLN 8 million.

The Mokotów Aid Center has become a benchmark for the quality of humanitarian aid. This was possible thanks to the commitment and competence of individuals and organizations. Over 400 people, mainly residents of the Mokotów district, volunteered their time, knowledge and skills to the Aid Center. They acquired several hundred



private donors, local companies, international corporations and organizations, which supplied the Center with material and financial resources. They created a globally recognizable brand, mentioned in international media (CNN, BBC, Fox News, Arte, etc.). They know how to work for the common good, talk about it and engage community members in our activities.

The Chance Association in Zambrów

The Chance Association in Zambrów has been in existence for 24 years. "For noble hearts the greatest delight is when they bring joy to others in adversity." These words of Adam Asnyk are the motto of the activities of the "Szansa" Association from Zambrów and they motivate its members to achieve the main statutory goals: basic and social rehabilitation, social assistance, publishing activity and public education.

The Association cooperates with organizations: the SHOM Foundation - participation in the charity fair; the HUMANEO Foundation - co-organization of training courses. It also cooperates with other organizations from Zambrów powiat. In addition, the Association has hosted integration meetings at Easter and Christmas. Members and charges of the "Szansa" Association take part in events organized by the Municipal Cultural Center in Zambrów.



Adam Larson
Writer and traveller

KRAKÓW'S ROYAL ROUTE

Poland's modern capital is Warsaw, but for centuries Kraków was the home of Polish kings and queens. Thanks to the city's well preserved old town, visitors can regale themselves by visiting several royal attractions fit for a król (king).



The Kraków Barbican

Kraków's exceptional level of preservation allows visitors to walk the path Polish monarchs took on the way to their coronations and see many of the same sights. In fact, most visitors to Kraków find themselves walking the 'Royal Route' at some point, many without even realizing it.

Horses would have brought medieval kings and their retinues into Kraków, but today it's a bit more common to arrive by train. Kraków Główny is the city's modern main station, with trains and buses connecting it to cities throughout Poland and Europe. It's connected to the Galeria Krakowska mall, but unless you're really interested in malls, follow the signs to the old town. If you keep your eyes peeled along the way, you'll see a side hallway that bypasses the station hall and directly takes you from the mall to the train platforms. This hallway has a convenient automated ticket machine, so it's perfect if you are rushing to catch a train about to depart.

Following the signs to the old town, you'll head out of the mall and walk through an underpass that leads to the Planty, a wooded park. The Planty surrounds the old town like a moat because it is where the city's

defensive walls and moat once stood. You may be inclined to take the first road (ul. Szpitalna) into the old town, but follow the Planty over to the large brick fort to get on the Royal Route.

The fort is the Barbican, which was once an integral part of the city's defenses. North of the Barbican is a monument commemorating the Battle of Grunwald, where Polish and Lithuanian forces defeated the Teutonic Knights, and west of the Barbican is a statue of painter Jan Matejko, who painted an enormous rendition of the Battle of Grunwald (currently on display at the National Museum in Warsaw).

Just south of the Barbican, Florian's Gate passes through the only surviving section of the defensive wall, and head through that gate to enter the city on ul. Floriańska and the Royal Route. Floriańska may have a McDonald's, a wax museum, and touts, but you can still soak in the Old World charm and gaze down the street at St. Mary's Basilica. Fans of painter Jan Matejko can visit the Jan Matejko House, a branch of the National Museum that preserves the historic Matejko family home on Floriańska, where he was born, lived, and died.

Matejko painted scenes of Polish royals, but to see some of their treasures in person head one block west of the Royal Route to the Czartoryski Museum, near the city walls. The collection was established by Princess Izabela Czartoryska in the waning days of the Polish-Lithuanian Commonwealth and was enlarged in the 19th century. Over more than two centuries, its collection has moved from Puławy to Paris to Kraków. It's been in Kraków since the 1870s

with the exception of World War II, when the Nazis split up and stole the collection before much of it was recovered by American forces (a self-portrait of Raphael is one of 843 items still missing). The collection still has Leonardo da Vinci's "Lady with an Ermine" and Rembrandt's "Landscape with the Good Samaritan," along with Polish and Ottoman arms and armor from the 17th century and all sorts of miscellaneous treasures.

Back on ul. Floriańska and the Royal Route, you'll head south towards the rynek (town square). For maximum effect, I recommend keeping your eyes on St. Mary's Basilica until you've entered the rynek, and then turning your head to the right to see the rynek in full all at once. Enjoy the rynek (see Poland Weekly's November 3rd issue for travel tips), and bear left onto ul. Grodzka to continue on the Royal Route. You'll pass more beautiful facades, tourist shops, and my favorite place to

eat in Kraków (look for a blue sign that reads "bar mleczny") until you reach the most royal place in Kraków: Wawel Hill.

A prehistoric limestone outcrop overlooking a bend in the Wisła (Vistula) River, Wawel Hill has been inhabited by humans for thousands of years. The first king of Poland resided atop Wawel part-time in the 10th century, and generations of Polish monarchs after him would construct and modify the buildings on the hill as it served as the seat of Polish kings. Its modern appearance can be attributed to Renaissance redesigns made before the capital was moved from Kraków to Warsaw.

Historians also note the legend of Smok the dragon, which is said to have once menaced the area. By some accounts, it was finally stopped by a young man named Krak, who fought it not with a sword and shield but a sheep filled with sulphur. Smok ate the sheep and became so thirsty that it drank too much water and died. Today, uneven stones on Wawel's ramparts (watch your step) are a greater hazard than any dragons, but visitors can see a metal statue of Smok below the hill on the bank of the Wisła.

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Smok was finally stopped by a young man named Krak, who fought it not with a sword and shield but a sheep filled with sulphur. Smok ate the sheep and became so thirsty that it drank too much water and died.

Legends aside, Wawel has beautiful buildings with nicely kept grounds and river views. The outdoor parts are free to visit, but its many different indoor attractions are ticketed a la carte, so it can be good to glance at your options before you arrive so you know what you want to see.

The most notable paid attraction on the hill is Wawel Cathe-



Sculpture of the Wawel Dragon



Rock salt chandeliers

dral, where kings were crowned after travelling the Royal Route. It has retained its exquisite interiors throughout the nave and its eighteen side chapels, and visitors can walk up many stairs to see the enormous 12.6 tonne Sigismund Bell. Located in the cathedral and below it in the Royal Crypts are the remains of Polish kings, many of them in elaborate stone sarcophagi, as well as the remains of esteemed Poles like Tadeusz Kościuszko, Adam Mickiewicz, and Władysław Sikorski.

Humongous bells and detailed architecture aren't cheap, but Polish monarchs had a source of wealth in the nearby suburb of Wieliczka that funded much of their development. Locals there didn't strike gold, but they struck salt while digging wells in the 13th century and began



Salt relief of da Vinci's Last Supper

to mine salt instead of boiling brine. This might not sound like a big deal, but at a time when salt was an essential preserva-

tive, the Wieliczka Salt Mine generated a third of Poland's government revenue and is easily visited from Kraków.

Over the centuries, the mine evolved from a seasonal, single level operation to a gigantic year-round enterprise with 245

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The highlight of the mine is St. Kinga's Chapel, which has a salt version of da Vinci's Last Supper, a salt statue of Pope John Paul II, and beautiful chandeliers hanging from its 11 meter high ceiling.

kilometers of corridors. Industrial salt mining ended in 1996, but miners still work in the mine to stabilize it and preserve its unusual features. Wooden stairways climb above eerie subterranean pools, and chapels and statues are carved out of the salt. The highlight of the mine is St. Kinga's Chapel, which has a salt version of da Vinci's Last Supper, a salt statue of Pope John Paul II, and beautiful chandeliers hanging from its 11 meter high ceiling.

Tourism in Wieliczka is as historic as the mine itself, with none other than Mikołaj Kopernik (Nicholas Copernicus) as the first recorded tourist, visiting sometime around 1493. When Austria ruled the mine and Poland didn't exist on maps, Poles would visit in remembrance of Poland's former glory. Modern tourists can visit on guided tours, although visitors may feel a bit rushed in the most interesting sections.

It would be a challenge to try and visit all of these destinations in one day, but one of the perks of the Royal Route is its central location. Spend a few days in Kraków, and you're sure to find yourself strolling up and down it more than once.

From Kraków to Zakopane

If you are a winter sports lover, you can take advantage of being in Kraków and visit Zakopane. The distance is around 110 km and takes 2-2.5 hours by bus or car to reach Poland's main winter resort.

Located in the High Tatra mountains, the area is excellent for hiking, skiing and a range of other activities, including extensive spa retreats, snowmobiles, dog sleds and horse sleigh rides. If you want to try skiing or snowboarding, depending on your skills, you can choose Kasprowy Wierch - if you are advanced - or Szymoszkowa Meadow if you are a beginner. Kasprowy Wierch is one of the highest places for skiing in Poland and also probably the only one where

you can feel like you are in Austria or Switzerland. That's because of the cablecar up to Kasprowy Wierch, which takes ski-lovers up to an impressive height of 1,959 meters above sea level. Szymoszkowa Meadow is a ski resort located at the southern slope of Gubałowska. The bottom station is located by the Powstanców Śląskich Road, which leads from Zakopane do Kościelisko. It began functioning in 1994, and has a 4-person cablecar, which opened in 1997.



CHRISTMAS SHOPPING IN RZESZÓW - EXPERIENCE THE FLAVOURS OF SUBCARPATHIA**De Cru Concept Store**

decru@milleniumhall.pl / prices: bra - 269 pln, thongs - 129 pln, bodysuit - 340 pln, heels - 1090 pln

Are you looking for a unique shopping experience? Look no further than De Cru located in Millenium Hall in Rzeszów, the biggest cultural and commercial center in Subcarpathia. The concept store offers a curated selection of clothing, accessories and home goods from independent designers and artisans. At De Cru, you'll find a wide range of styles and designs, from contemporary and avant-garde to classic and timeless. Their carefully selected merchandise is handcrafted and of the highest quality, so you can be confident that you're buying something special and unique. In addition to their beautiful collection of clothing, accessories and home goods, De Cru also offers a range of services to help you discover your personal style and make informed purchasing decisions. Their knowledgeable and friendly staff are always on hand to help you find the perfect outfit or gift, and we offer personal styling sessions and private shopping experiences to ensure that you leave the store feeling confident and happy with your purchases.

**Pearls in gold**

De Cru Concept Store / prices: Pearl Necklace - 299 pln, Gold Singapore chain - 259 pln, Gold Ankier Chain - 319 pln

Classic necklaces made of the highest 925 silver plated quality, with two microns of 24 card gold and a handmade necklace made of natural pearls are the perfect set and incredibly versatile. You can match it to any styling, both evening and everyday. Find these pieces and many more at De Cru Concept Store.

**The art of "Area"**

De Cru Concept Store / price: 5000 pln



If you are looking for something special and unique originating from Subcarpathia in south-eastern Poland this painting may catch your attention. Piotr Woroniec Jr. in a series of works painted on linen canvas in the form of a multi-layered creation of shapes, disappearing lines, stains, scratches and spots of complementary shades. By curating works we believe in, our collectors can find and own reputable artwork, please contact us for further information decru@milleniumhall.pl "Area," Piotr Woroniec jr, 2022, 100 x 100 cm, linen canvas

**Unique travel gifts with MayWay**

facebook.com/MayWay.Concept.Store / prices: Pajamas Hugo - 495 pln, Bag Kurt Geiger - 1089 pln, Baby accessories Guess - 275 pln

The MayWay Concept Store is the only place in the Subcarpathia region with global premium brands, a wide range of products from Hugo Boss, Patrizia Pepe, Twin-Set, Pinko, Aeronautica Militare, Kurt Geiger, Antony Morato, Joop, Armani, CK, Tommy Jeans, Guess. May Way Concept Store has an assortment for every taste and occasion for everyone. From a charming set by Guess for a baby, through a chic Kurt Geiger handbag for an elegant woman, ending with stylish pajamas from Hugo Boss for a real gentleman. In this showroom you will find many more unique travel gift ideas.

**Piwnice Półtorak Wine&Spirits**

piwnicepoltorak.pl / price of the 6-element gift set - 656 pln

Carefully selected products from Piwnice Półtorak closed in stylish, hand-made boxes made of natural wood from the Podkarpacie forests. The vineyard area is rich in various grape varieties. These are both hybrid varieties such as So

- laris, Johanniter, Seyval Blanc, Palava, Regent, Rondo, and also vitis vinifera - Chardonnay, Pinot Noir and Riesling. The wine is maturing in barrels from oaks harvested in French forests. It's a truly unique gift for loved ones.

THE BEST SHOPPING MALL IN SOUTH-EASTERN POLAND




The best shopping mall in Subcarpathia in south-eastern Poland. The largest selection of world brands and original collections of Polish designers. Professional beauty hairdressing and cosmetic offer. A wide range offer of many cafes and restaurants with cuisines from around the world as well as those typical of Rzeszów and Podkarpacie. It is also a cultural and entertainment center. A place to spend time for whole families, young people and art connoisseurs. Part of the facility is the Hilton Garden Inn hotel with the Congress and Conference Center as well as the unique Garden Inn restaurant.



Rzeszów, Poland
mileniumhall.pl

MILLENIUM HALL

Hilton Garden Inn Rzeszów

Original culinary performances at the Hilton Garden Inn Rzeszów Hotel restaurant. Dishes are created with great care to experience something special in an unusual setting. There is no permanent card, and guests are offered a tasting menu in various configurations. Culinary Performances at the Hilton Garden Inn Rzeszów is a culinary adventure consisting of 7 acts, whose main actors are the Chefs.

hilton.com

Piwnice Półtorak Wine & Spirits – in the opinion of many, one of the most beautifully located vineyards in Europe. On an area of several hectares, various special cultivars are grown such as Pinot Noir, Palava, Riesling or, Chardonnay. Annually, the Piwnice Półtorak vineyard produces only 50,000 bottles, which makes wines a desirable commodity among restaurateurs and connoisseurs. Piwnice Półtorak wines can be found in the cards of many distinguished restaurants in Poland and Europe - including those awarded with Michelin stars. In Rzeszów, you can try them at the Milenium Hall in the Hilton Garden Inn Hotel.

piwnicepoltorak.pl

PIWNICE PÓŁTORAK
Wine & Spirits



 Katarzyna Braiter
Editor in Chief

Iwona, you have probably always been involved in sport. Why such a choice?

Thank you for this observation. I have been working in the Polish Olympic Committee for many years, from the very beginning it was work related to the preparation of the participation of the Polish Olympic Team for the Olympic Games and therefore work in subsequent Olympic missions. In this way, I became associated with the players, training staff and people cooperating for the participation of our great Olympians. The Polish Olympic Committee also means extensive international cooperation, which was close to my interests and previous professional experience.

Tell us what you really do.

As Deputy Secretary-General, I coordinate the work of the departments reporting to me, which include, among other things, international cooperation and sports projects or culture and Olympic education. In practice, I coordinate preparations for submitting our national team to the Games, which involves securing flights, equipment, accreditation, and



Q&A WITH A FRIEND

Iwona Łotysz is a Deputy Secretary General of the Polish Olympic Committee, Guardian of the Council of the Polish Olympic Committee and the International Commission.

For many years she cooperated with the European Union Office of the Association of European Olympic Committees. Organizer of Polish Days during the Olympic Games.

sports applications. One of the project I handle is "Polish Days" organized by the Polish Olympic Committee and the Association of Ludwig van Beethoven in the form of piano concerts for the international Olympic family and the Polish community during the Olympic Games, starting in London in 2012.

We organized one of the most beautiful editions of "Polish Days" together, in the wonderful Municipal Theater in Rio de Janeiro on the occasion of the 2016 Games, for which I am extremely grateful to you, Kasia, because it was a very difficult project, which, however, ended with a great success and the recital of a wonderful pianist from Poland filled practically the entire theater.

The last few months have also been a time of intensive work on the "III European Games Krakow - Malopolska 2023" project, which will take place at the turn of June and July next year. As the POC, we were very involved in the process of launching the project, especially in the area of foreign partners, and now our task is to prepare the application of the Polish team to start in this competition.

The POC also means numerous exhibitions, meetings with authors, commemorations of Olympians, lessons with Olympians for schools, a wide educational offer and workshops for teachers, meetings with Polish sports associations, Sponsors and Partners of the POC, meetings of problem committees, events at the Olympic Center.

You are very high up in the Olympic hierarchy in Poland. What were the stages of your career?

Thank you. This is the result of many years of hard and dedicated work, starting from

a specialist in the international department, through the manager and then the director of development projects, director of international cooperation, to my current function. I was the secretary of several PKOl problem committees, e.g. medical, statutory, sports law, science and innovation, international, as well as a supervisor on behalf of the office of the Court of Arbitration for Sport at the Polish Olympic Committee, I organized many thematic events, conferences and meetings. These experiences allowed me to get to know the specifics of our organization, which has been in existence for 103 years, and to work effectively for it.



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How many Olympic Games have you participated in?

11, including as a member of the mission or a person coordinating activities for the Polish Olympic Committee.

Which Games do you remember best?

In fact, I remember each Olympic Games best, because each one is different, wonderful and cannot be compared to any-

thing else. It is a unique experience to be able to experience the joy of winning an Olympic medal together with the players and coaches. It is impossible to describe these emotions and each time it is a unique celebration, which is why the Games are so special.

Where was it especially difficult? Was it during the pandemic?

It is the most difficult on distant continents, because it is associated with very complicated logistics of arrival and stay. There may be difficulties, e.g. in language, although fortunately today, in the era of globalization and the universality of the Internet, many old obstacles disappear. However, you need to have determination and creativity to be able to react quickly to unexpected situations, and the hosts of the Olympic Games make a huge operational effort to meet the requirements of all teams taking part in the competition.

The time of the pandemic was obviously difficult, because we faced a completely unknown situation, especially in the area of health safety of the teams, but the hosts in both Tokyo and Beijing solved these issues in the right way to ensure safety.

How did the Games differ during the pandemic?

First of all, the host countries of the Games were restricted traffic areas, you couldn't travel or move around freely and this complicated the issues of transport, or logistics in general. A certain difficulty, but basically only at the beginning, were daily tests and possible isolation, but in turn this guaranteed the reduction of potential diseases and gave a sense of greater security. In addition, it was necessary to follow the organizers' guidelines regarding anti-covid procedures, avoid gatherings, use only dedicated transport, and stay briefly in the canteen or in the gym. Of course, you had to wear a mask all the time, except for the start or training. During the medal ceremony, the Olympic medals were collected and put on by the athletes themselves.

What Games are on the schedule now?

In 2023, the 3rd European Games in Poland is of high sporting importance, as selected competitions will be held in the rank of the European Championships or give Olympic qualifications for the Olympic Games in Paris in 2024. In January 2024, the Winter Youth Olympic Games in Gangwon, South Korea, will also take place (Winter Youth Olympic Games Gangwon 2024), so the next two years are fully developed for preparatory activities.

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Poland through the eyes of foreigners

What brought you here in the first place?

I was living and working in Morocco and they started the low fare flights out of my neighboring city. I started coming here mainly to get sushi, movies and pork products, all of which were a little hard to get in Morocco.

And you enjoyed it?

I was inspired by Poland. In the meantime, I went back to California and started teaching at Stanford but I kept coming back to Poland every summer break because I was so curious. I finally moved here in 2019, just in time for COVID.

You got stuck in Poland or you chose to stay here in this difficult time?

It was far safer than America. Actually, I was visiting Spain at the time and then they started shutting down the flights. I had to get back to Warsaw so I was kind of doing World War II in reverse.

What was it that fascinated you so much about our country?

I like looking at the politics of nostalgia and history, which Poland has plenty of. What I really liked was that there's one foot in the past and one foot in the future, so the present is this very dynamic space. I see the battles between the past and the future creating this dynamic rhetorical space in Warsaw that I enjoy observing.

You do not miss California then?

I love the public transport here. After California I just never wanted to drive again. Now people live in their cars out there because of the economic situation. It's so precarious that even in Stanford on the major street people live in their camper vans because there's just no affordable housing. The inequality of wealth is really manifested in California to a perverse level and it's been going on technically since 1978. They passed legislation then, that protected single family houses, so now there are few apartments or responsible density housing. Then you come to Poland and you see these communist 'Lego blocks', right?

And we Poles do not like them very much...

Aesthetically they are seen as bad. There's this perception that they're hideous, horrible, socialist, modernist constructions. But I'm seeing them as extremely functional and even

BETWEEN THE PAST AND THE FUTURE

Jake Warga is an American radio journalist and producer, podcast editor and storytelling consultant with over 20 years of experience. He has traveled and reported from over 50 countries and taught storytelling and podcasting at Stanford University. He's been living in Warsaw for the past 3 years now, however his connection to Poland started back in 2014.



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sustainable as far as the heating and the utilities go, and the fact that on the ground level there are shops, where people can go and buy things. You don't have to drive or go anywhere. I'm looking at it (the past), and I can see the future.

It feels like Poland is stuck in the constant fight between the past and the future and it's hard to imagine us ever getting over it. Would you agree with that?

I'm looking at the battles over history which are happening constantly and I often see digging up or shoplifting of history to use for present political advantage and argue for something



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in the present. There is a lot of violent rhetoric taking place between the past and the future and Poland does seem to be in a peculiar place, but I think it has more to do with the immaturity of capitalism here.

How so?

It became too much too quickly. It's just that I know what's coming and it worries me. Shopping malls in Poland are new and clean and people inside are happy – they shop for identity here. In the U.S., they're just abandoned places now. Shopping malls are based on the suburban automobile life and seeing this is like traveling to the 1980s America for me. And



I love that there are so many cinemas in Poland. And not just the movie theaters but the whole cinema industry is fantastic. I really enjoy going to the cinema here, especially to see Polish movies.

even though Warsaw is not depended on automobile culture like California, it is already devastated by the private car, whether parked or driving. To me, that's the fight between individualism, which is capitalism, and the many, which is socialism. I call it the neat-o phase of capitalism, where the consumption is conspicuous, the wealth displayed and there's this pride in car ownership. Of course, as an outsider, there are so many things I'll never understand.

Such as?

The phenomenon of Żabka for instance. I think there were 8000 of them the last time I googled it. And those hot dog things, where you stick in the sausage?! What kind of a Freudian nightmare is this? /laugh/ But then of course there's the Żabka app they keep asking for and all the other loyalty programs and cards here, which I know very well from our current studies of surveillance capitalism.

How about things that don't feel like retrospection for you here?

My Warsaw district – Praga. I stayed here when I first started coming to Poland and now, I actually live near the Koneser center, which few years ago was just an abandoned vodka factory. I watched the entire area develop and change but what's important is that today it's one of the few places in Warsaw with no cars, which is fantastic. The downside of Praga would be the fact, that people don't always clean after their dogs, but otherwise it's perfect for me. Just have to watch where you step. I also love that there are so many cinemas in Poland. And not just the movie theaters but the whole cinema industry is fantastic. I really enjoy going to the cinema here, especially to see Polish movies. Sometimes I have to stream for subtitles, but in general the film culture is really great. Maybe it's because I'm from Hollywood? /laugh/

GIORGIO ARMANI

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