

SUSTAINABLE DEVELOPMENT POLICY

FOR THE ICE KRAKÓW CONGRESS CENTRE



Kraków
| 50 — 20



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In the 21st century, with the accelerating rate of climate change, continuous development of technology and engineering, and the need to make responsible decisions that affect us, future generations and the surrounding world, pursuing a policy of sustainable development by the City of Krakow and municipal entities is one of the most important responsibilities to the residents of Krakow and society as a whole.

The ICE Krakow Congress Centre is a business and cultural landmark of our city. It is here that citizens of almost all countries of the world meet, here they share knowledge, here decisions are made about the directions of development of many areas of our daily life. We want conference and congress attendees, as well as organisers and attendees of other events, to be confident that we are consciously managing one of New Europe's best convention centres.



Jacek Majchrowski

The Mayor of the
City of Krakow



Izabela Błaszczyk

President of Kraków5020

Implementing actions based on the policies of sustainable practices, whether on a large or small scale, has a real impact on our environment and ourselves in the long run. We know that by investing our resources in these activities, we are not only taking care of ourselves „here and now,” but most importantly – of future generations. Accountability for one's actions should therefore be the standard. This also applies to the meetings industry.

Representatives of the Krakow meetings industry affiliated with the KRAKÓW NETWORK group are aware of their responsibility to the environment and the community. Therefore, they have been striving for years to reduce the negative impact of organised events on the environment, while increasing the positive impact on other areas that these events may affect.



Paula Fanderowska

Vice-President of Kraków5020



Introduction

With concern for our planet and the quality of life of current and future generations in mind, we have drafted the “Sustainable Development Policy for the ICE Krakow Congress Centre.” Since opening the facility in 2014, being aware of the challenges humanity faces in the 21st century, we make decisions and implement solutions in the spirit of sustainability every day.

Employees of the ICE Krakow Congress Centre, which hosts hundreds of events and thousands of guests each year, are aware that the meetings industry should grow responsibly, and that this responsibility should be shared evenly between event organisers and hosts.

This document contains examples of actions taken so far – both in the context of the building’s operation and the technologies used in it, as well as the numerous actions and programs initiated by the ICE Krakow operator’s personnel to ensure accessibility for every visitor and to reduce the environmental impact.

The document also includes information on the functioning and activities undertaken by the operator of the ICE Krakow Congress Centre, which, as a municipal institution, strives to ensure equal access to culture and social events, taking care of the interdisciplinary and inclusive formula of organised events.

Kraków5020 is a municipal company established with the main objective to strengthen Kraków’s brand as a modern European metropolis that is attractive, open and tolerant. Its name refers to the city’s location, which is at the intersection of the 50°N parallel with the 20°E meridian.

Among its other tasks, the company operates the ICE Krakow Congress Centre and the hybrid studio located therein. Kraków5020 is also responsible for the Kraków Network project.

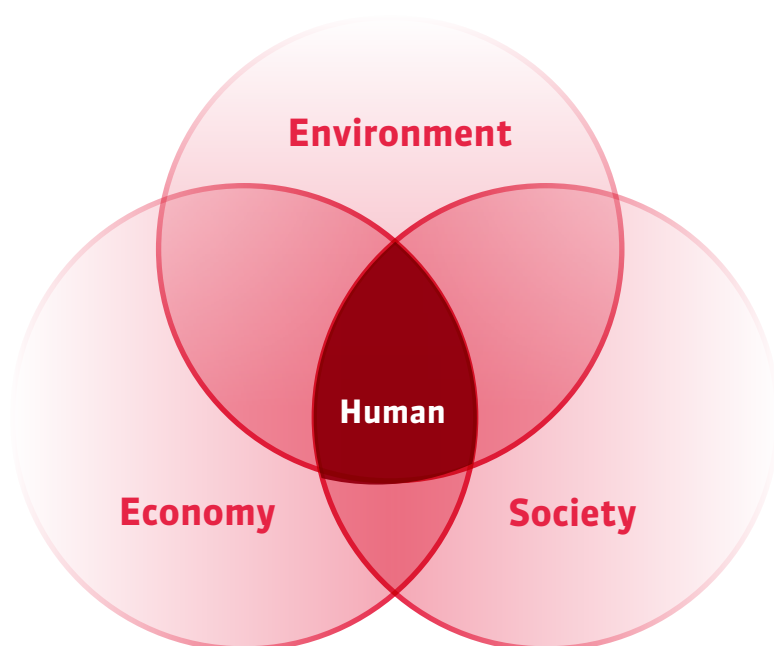
Sustainability is not just about environment protection

Formulated by the World Commission on Environment and Development (Brundtland Commission) in 1987, the definition of sustainable development means such socio-economic development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

The updated definition of sustainability that we and other representatives of the Krakow meetings industry affiliated with KRAKÓW NETWORK have adopted assumes that sustainability is concern for the environment, the immediate surroundings, social justice, openness and tolerance (cf. [KRAKÓW NETWORK PROTOCOL](#)).

Thus, we aim to reduce the negative impact of the organised event on the environment and increase the positive impact also on other areas that may be affected by the event.

Today, sustainability is not just statistics, reports, or data. It also means relationships, direct and indirect impact on quality of life, creating complementary and inclusive offerings.





Sustainable development and heritage

We believe that a well-planned event is one that, in addition to bringing substantive and networking value, leaves a positive impact, i.e. a lasting positive footprint on the environment in which it takes place. At the same time, we see the positive impact of an event more than just financial terms, but more broadly: as the effects of organising an event or meeting that make a difference in the world or in the place where the project is carried out.

We think of congresses in terms of legacy meetings, assuming that they do not have to be an episode in the life of the city, but have the potential to affect the local community. This awareness has also changed the understanding of the congress itself – from an event that is closed and intended for a group of experts, it potentially becomes „open to the city” and benefits a variety of attendees – above all, the residents. The new perspective helps us explain why events are or can be of such importance to the city and why they are worth striving for.

We know that we, along with the rest of the meetings industry, form a common ecosystem, constantly interacting with each other. Therefore, we strive to pay attention not only to our own actions, but also to those of our partners and clients. By educating them and convincing them of the value of sustainability, we influence the overall and final form of events.





Among the initiatives we have taken so far – as members of the **KRAKÓW NETWORK** group – to educate other industry representatives are presentations and lectures on zero waste MICE, promoting the idea of green meetings, as well as organising meetings focused on sustainable transportation and solutions to make events more accessible to persons with disabilities.



Legacy projects bank

In order to make it as easy as possible for congress and conference organisers – and, later, congress and conference attendees – to engage with the local community, representatives of the Krakow’s meetings industry operating within the KRAKÓW NETWORK business group have initiated the creation of a *legacy* projects bank in 2021.

The legacy projects bank, maintained by the Krakow Convention Bureau in cooperation with the relevant departments of the Krakow City Council and city units such as the Board of Urban Greenery in Krakow and the Municipal Social Welfare Centre in Krakow, collects ideas for CSR activities and projects catering to specific groups of our city’s residents.

Green meetings

Selecting a venue with an extensive accommodation base nearby and one that can be easily reached by public transportation. Avoiding the overproduction of waste and organising the event with local companies and suppliers. Introducing online registration for the event and abandoning printed materials in favour of digital resources distributed by e-mail. Using recyclable materials instead of choosing plastic when selecting promotional gadgets. Creating eco-friendly decorations and reusable branding. These are just some of the decisions that event organisers can make in an effort to reduce their negative impact on the environment.

The team responsible for the implementation of projects at ICE Krakow actively cooperates with event organisers, our clients, promoting and proposing such solutions. We are committed to jointly implementing standards that meet global trends. As representatives of the meetings industry, we too are responsible for creating and developing them.





Well-being of the attendees of green meetings

Congresses and conferences organised in the spirit of sustainability should not only be more environmentally friendly, but should also take care of the well-being of event attendees. Preparing the program of the event in such a way that the attendee has time for prayer, relaxation or sporting activities is the responsibility of the organisers of green meetings. Therefore, it is increasingly more common that the formal part of the conference is accompanied by, for instance, runs, dance workshops, group sporting activities, as well as areas for relaxation, prayer or meditation, as exemplified by the prayer rooms organised for attendees in the 41st session of the UNESCO World Heritage Committee and the 15th OWHC World Congress, as well as the beach prepared for the Devoxx Poland 2021 conference, where attendees could relax on deck chairs overlooking Wawel Castle.



Digitisation of events and sustainable development

The pandemic and the resulting restrictions have made live events partially or entirely impossible. So in late 2020 and early 2021, event organisers were faced with the decision of whether to postpone their event or hold it in the virtual space. To meet the expectations of our clients, in June 2020 we launched a hybrid event studio with our technology partner, Concept Music Art CMA. As a result, despite the pandemic, we were able to hold the events, reaching more attendees than ever before, organising them in a safe and, just as importantly, environmentally friendly manner. Digitising events not only increases the reach of conferences and congresses, and expands their accessibility, but also – indirectly – reduces their carbon footprint. Of course, nothing can replace live meetings, but holding events in a hybrid or virtual format is also an expression of concern for the planet and an action in the spirit of sustainability.





Sustainable development of the ICE Krakow Congress Centre – examples

The growing interest in Krakow as a tourist and business destination each year over the past several years led city officials to decide in 2007 to build the ICE Krakow Congress Centre, a venue that will host the most important and prestigious cultural, social and business events from Poland and abroad. Already at the stage of selecting the site for the investment and creating the design of the building, it was decided that the solutions and technologies used must align with the spirit of sustainable development, and the venue itself and its activities should have the lowest possible impact on the environment. That is why at ICE Krakow we can boast many solutions and measures:

BEST WALKING DISTANCE

The ICE Krakow Congress Centre is located in the very centre of the city, from where within 10-15 minutes you can reach on foot the most important attractions of Krakow located in the Old Town, Kazimierz or Podgórze, as well as numerous hotels and apartments available in the vicinity of our Centre.

LOCATION AT A PUBLIC TRANSPORT HUB

A public transport hub is located 50 metres from the venue, where tram and bus lines that run to every part of the city intersect.



MAXIMUM DAYLIGHT AND AN ENERGY-EFFICIENT LIGHTING SYSTEM

A large part of the facility is illuminated by sunlight, while 90% of the artificial lighting is provided by energy-efficient LED bulbs. In public areas, the lighting is controlled through the BMS, which allows turning it on and off manually or with time schedules. In addition, many rooms have been equipped with automatic light switches, thus reducing unnecessary electricity consumption.

HEATING OF THE BUILDING AND WATER THROUGH CONNECTION TO THE DISTRICT HEATING NETWORK MANAGED BY THE MUNICIPAL HEATING COMPANY MPEC – MIEJSKIE PRZEDSIĘBIORSTWO ENERGETYKI CIEPLNEJ S.A. IN KRAKOW

The heat production process at the CHP plant must meet stringent emission standards and is carried out using modern technologies responsible for desulphurisation and removal of particulate matter. Heat transmission and distribution uses pre-insulated networks and fully automated heating substations. These measures result in a low rate of energy loss in transmission and a reduction in atmospheric emissions of sulphur and nitrogen oxides, as well as particulate matter.

MANAGING WATER AND SAVING ENERGY USED FOR HEATING WATER BY AERATORS AND PHOTOCELLS IN WATER TAPS

Aerators visually increase the flow of water by aerating it, which reduces water consumption by 15-60%. Photocells installed in the water taps ensure that water is used only when the hands are under the tap, so water consumption is, on average, half of that of a single-lever tap. Such water taps also offer the possibility of automatically adjusting the maximum temperature of the water flowing out of the tap, thus saving the energy needed to heat it. The toilets are dual flush which reduces water consumption by about $\frac{1}{3}$.

HEATING AND AIR CONDITIONING OPERATION IN *STANDBY* MODE

Regardless of the season, a constant temperature is maintained at ICE Krakow. As a result, during hot weather or heavy frost, there is no need to use more energy to quickly cool or heat the space inside the venue.

WASTE SORTING

In accordance with the law in force and the resolution adopted in the Municipality of Krakow on maintaining cleanliness and order, the waste generated at ICE Krakow (municipal waste, including mixed waste, construction waste and non-hazardous waste) is collected in a selective manner. Colour-coded containers are used for waste sorting, as required by the integrated waste management system. Some of the non-hazardous waste generated is given away to entities that have permits to collect, transport and reuse it. Other waste that can be reused is recycled.

BUSINESS OFFER THAT INCLUDES THE TECHNICAL EQUIPMENT NECESSARY FOR THE EVENT IN THE PRICE

The built-in sound, lighting and multimedia systems offered as part of the rental price reduces the need to transport external equipment to ICE Krakow, which reduces the carbon footprint and the amount of pollution. Staffing the venue with local specialists and a team responsible for event production, as well as working closely with local suppliers, reduces the need for transportation and also strengthens the local market.

PARTICIPATION IN THE PROGRAM TO SUPPORT ELECTROMOBILITY IN PUBLIC INSTITUTIONS

Kraków5020 – the operator of ICE Krakow is a beneficiary of the electromobility support program, so electric cars are part of the fleet used by the venue and the operator. Their number is expected to gradually increase in the following years.





Masters Catering – responsible caterer

COOPERATION WITH THE FOOD BANK

Food that remains after events held at ICE Krakow and is suitable for further consumption is donated to the Food Bank, from where it is distributed to those in need. These are mostly soups, hot dishes, fruit and cakes.

PRODUCTS FROM LOCAL SUPPLIERS WITH ORGANIC CERTIFICATES

As much fresh and as little frozen produce as possible. Our caterer works with local suppliers offering regional specialties such as trout, fresh and cured meats, vegetables, fruit, juices, cheese and dairy, or honey.

ECO-FRIENDLY OR REUSABLE TABLEWARE

Masters Catering serves food mainly on ceramic, glass and stainless steel tableware, meaning – reusable, durable resources. The service also uses biodegradable dishes made from bio paper, bamboo, corn and oat or apple pomace.

ECO-FRIENDLY DECOR

Our caterer uses plants with roots that can be replanted, or locally grown flowers arranged in vases made of glass, ceramic or metal, to decorate banquets.



Our initiatives and activities

CONGRESS AVENUE

An initiative to plant trees along Monte Cassino Street during major conventions held at the venue. Congress Avenue currently has more than 30 trees, with the species selected to absorb as much pollution from the air as possible. Thus, the action is not only to honour important events for the city, but also to invest in a living, green heritage that will remain in Krakow for years to come. It is also a way to show the local community the positive impact of the meetings industry on the development of the city. The project is being implemented in cooperation with the Board of Urban Greenery in Krakow.

KRAKÓW NETWORK

A structured and regular platform for cooperation and discussion of representatives of the Krakow meetings industry, in which experience is shared not only by its members, but also by invited experts from all over Poland. It is a network of connections through which Krakow is building a single, unified meetings market and an attractive world-class offer.

All industry entities are involved in KRAKÓW NETWORK meetings and discussions: key venues, universities, the airport, service providers – from multimedia, lighting and AV, through event agencies, hotels, restaurants, to shippers and transportation service providers. The educational and networking value of the project is confirmed by the number of nearly 600 Krakow MICE professionals currently affiliated.



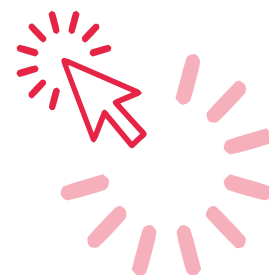


It includes several groups: KRAKÓW FUTURE LAB, PR, EVENT, ACADEMIC, HOTEL, CATERING, PCO, DMC, KRAKOW CLUB OF CONGRESS AMBASSADORS.

Topics discussed during the quarterly KRAKÓW NETWORK meetings include zero waste MICE, MICE for all – multiculturalism, accessibility, how to network, i.e. how to build business relationships, incredible impact, i.e. the legacy of congresses, or transportation of the future.

In 2020, KRAKÓW NETWORK members responded to the crisis caused by the pandemic and the resulting restrictions by preparing a nationwide webinar on the organisation of hybrid events titled “**Vademecum of Hybrid Events,**” as well as a document titled “**Security of Events after the Pandemic.**”

At the beginning of 2021, representatives of the local meetings industry, representatives of Krakow’s universities and the City of Krakow acting within the framework of the initiative prepared the **KRAKÓW NETWORK** Protocol, a document modelled after the Kaohsiung Protocol adopted by the ICCA, which included the most important recommendations for the joint reconstruction of the meetings industry sector and operation in the new market conditions.



GOOD MORNING ICE KRAKOW

Cyclical free intergenerational meetings with a variety of attractions prepared for residents of the region. For several hours, ICE Krakow turns into a huge playground, and children have the opportunity to take part in free classes in contemporary dance, ballet or historical and culinary workshops. Representatives of emergency services – police officers, paramedics and firefighters – conduct special demonstrations, and ICE Krakow employees give tours of spaces that are usually inaccessible. Additional attractions usually include a surprise movie screening, a used toy and clothing swap campaign, and inclusive workshops.

ACCESSIBILITY FOR ALL

ICE Krakow is a building accessible for everyone, including persons with disabilities and special needs. The distance from the main entrance of the venue to tram and bus stops is 50 m. Together with the “Dobrze” Foundation, an audio description of the access paths from public transport stops to the ICE Krakow Congress Centre and inside the venue has been prepared, helping to reach relevant rooms. The files can be downloaded from the icekrakow.pl website (availability tab). An accessibility audit of the building and its adaptation to the needs of persons with disabilities was conducted at ICE Krakow as part of the project “Małopolska implements the Convention on the Rights of Persons with Disabilities.” All recommended recommendations were promptly implemented. The venue has also been certified as a Senior Friendly Place for 2020–2022. The purpose of the plebiscite was to recognise activities, institutions and organisations that offer products, services and discounts prepared with seniors in mind and take into account the needs of the elderly.



A Sustainable Tourism Policy for Krakow in the Years 2021-2028

In 2021, representatives of our city drafted the document „A Sustainable Tourism Policy for Krakow in the Years 2021-2028”, thus expressing concern and awareness of the changes taking place in the world. It indicates specific assumptions for sustainable business and cultural tourism in Krakow and the development of the Małopolska tourism sector.

This document, like the **KRAKÓW NETWORK**, contains a set of recommendations and guidelines for key areas of the city, including support for the development of the meetings industry.

For us and other representatives of the meetings industry affiliated with **KRAKÓW NETWORK**, the „A Sustainable Tourism Policy for Krakow in the Years 2021-2028” adopted by the city is the overarching document to which we align our activities. This is an expression of our awareness and concern for our surroundings, the environment and the community, as well as an acceptance of responsibility for the impact that the meetings and events sector has on the city and its continued functioning.



Sources:

[Krakow's Sustainable Tourism Policy for the Years 2021–2028](#)

[KRAKÓW NETWORK PROTOCOL](#)

[An article on sustainability on the official website of the United Nations](#)



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