



**Magiczny
Kraków**

Open Eyes Economy Summit 2025 - Economics that makes sense

2025-11-14

On November 18-19, 2025, the ICE Kraków Congress Centre and online will host the tenth anniversary edition of the Open Eyes Economy Summit (OEES) - one of Europe's most important events dedicated to values in the economy, society, and culture. This year's edition of the congress will be held under the slogan "Economy of Values," emphasizing the need to build a world based on sustainable development, responsibility, and trust.

Value-based economy

For years, the Open Eyes Economy Summit has been bringing together opinion leaders, entrepreneurs, scientists, local government officials, and social activists to discuss how to create an economy that serves people and the environment. In 2025, participants will meet again in Krakow to discuss the most important challenges of the modern world - from climate change and the energy crisis, through the future of work and education, to business ethics and corporate responsibility.

The focus will be on the question: is it possible to have an economy where profit goes hand in hand with values? Experts from around the world will try to find the answer.

OEES 2025 topics

As usual, the congress program is based on four main themes, which are the pillars of the Open Eyes Economy movement:

Company - Idea

Responsible business in times of global change. How can companies combine economic efficiency with care for people and the planet? Discussions on energy transition, sustainable supply chains, and the role of leaders in building a culture of values.

City - Idea

Local governments at the center of change. Participants will discuss the future of cities, housing, public policy, and the right to housing. Topics related to spatial planning and urban resilience will also be covered.

Brand & Culture

Culture and identity in a world of uncertainty. Experts will discuss the role of culture in building community, as well as the challenges posed by the mental health crisis and information overload.

Open Eyes in Space

A new feature of this year's edition will be a module devoted to the impact of space technologies on economic development, agriculture, medicine, and security.

The agenda will also include panels on the international order, economics in times of uncertainty, and the ethical aspects of artificial intelligence.



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Guests and speakers

Among the invited experts, members of the Program Council, and speakers at OEES 2025 are:

Why participate?

The Open Eyes Economy Summit is not just a series of debates and speeches—it is primarily a meeting of people who believe that the economy can serve the common good. Every year, the event brings together over 5,000 participants from Poland and around the world, creating a space for dialogue between the public, private, and social sectors.

Participants can look forward to inspiring panels, workshops, presentations of good practices, and networking with leaders in sustainable development and responsible business.

How to join?

Registration for OEES 2025 is now open at kongres.oees.pl.

The event will be held in a hybrid format – in person in Krakow and online. This means that anyone interested can participate in the debates, regardless of where they live.

Open Eyes Economy - a movement that changes reality

Open Eyes Economy is more than just a congress – it is a social movement of ideas that has been inspiring people for a decade to think about the economy in terms of values, not just profit. This year's anniversary edition of OEES will be a moment to summarize the achievements to date and set directions for the coming years.

As the organizers remind us:

“The world needs a value-based economy. Not only for future generations – but for all of us, here and now.”

Karolina Adamska-Woźniak – Managing Director of the Responsible Business Forum,

Marta Anczewska – Senior Climate & Energy Policy Analyst at the Reform Institute,

Prof. Erik Angner – philosopher and economist at Stockholm University,

Zbigniew Bartuś – journalist and columnist,

as well as representatives of the world of science, business, and non-governmental organizations from Poland and abroad.