

# SUSTAINABLE DEVELOPMENT POLICY

OF THE ICE KRAKÓW CONGRESS CENTRE





*In the 21st century, with continuously advancing climate changes, the constant development of technology and the need to make responsible decisions that affect us, future generations and the surrounding world, the pursuit of sustainable development policy by the City of Krakow and municipal units is one of the most important obligations towards inhabitants of Krakow and the whole society.*

*The ICE Kraków Congress Centre is the business and cultural flagship of our city. This is where citizens of almost all countries of the world meet, where they share their knowledge and where decisions on the course of development of many areas of our everyday life are made. We want to assure delegates of conferences and congresses, as well as participants of other events that we consciously manage one of the best congress centres of New Europe.*



**Jacek Majchrowski**  
Mayor of the City of Krakow



**Izabela Błaszczyk**  
President of Kraków5020

*The implementation of actions based on sustainable practice policies, irrespective of whether they are conducted on a large or small scale, has a real impact on our environment and us in the long term. We know that, by investing our resources in such tasks, we care not only about ourselves “here and now”, but primarily about future generations. Therefore, responsibility for our own actions should be a standard. This also goes for the MICE industry.*

*Representatives of Kraków’s MICE industry, associated in the KRAKÓW NETWORK, are fully aware of the responsibility they bear for the environment and society. They have been striving for many years to eliminate the negative impact of their events on the environment while improving their positive influence on other spheres.*



**Paula Fanderowska**  
Vice-President of Kraków5020



## Introduction

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In the light of the general concern for our planet and the quality of life of the present and future generations, we have elaborated the Sustainable Development Policy of the ICE Kraków Congress Centre. Since the opening of the centre in 2014, being aware of the challenges faced by humans in the 21st century, we have made decisions and have implemented solutions in the spirit of sustainable growth every day.

The personnel of the ICE Kraków Congress Centre, which held hundreds of events and received thousands of guests every year until the outbreak of the pandemic, is aware of the fact that the MICE industry should develop in a responsible manner and this responsibility should be co-shared evenly between organisers and hosts of events.

This document contains examples of actions undertaken so far, both in the context of the functioning of the building and the technology used in it, and numerous campaigns and programmes initiated by the personnel of the operator of ICE Kraków in order to ensure accessibility to each visitor and to reduce the environmental impact of the centre.

The study also contains information about the functioning and actions undertaken by the operator of the ICE Kraków Congress Centre, which, as a municipal institution, has striven for years to ensure equal access to culture and social events, taking care of the interdisciplinary and inclusive formula of events.

## Sustainability is not only ecology

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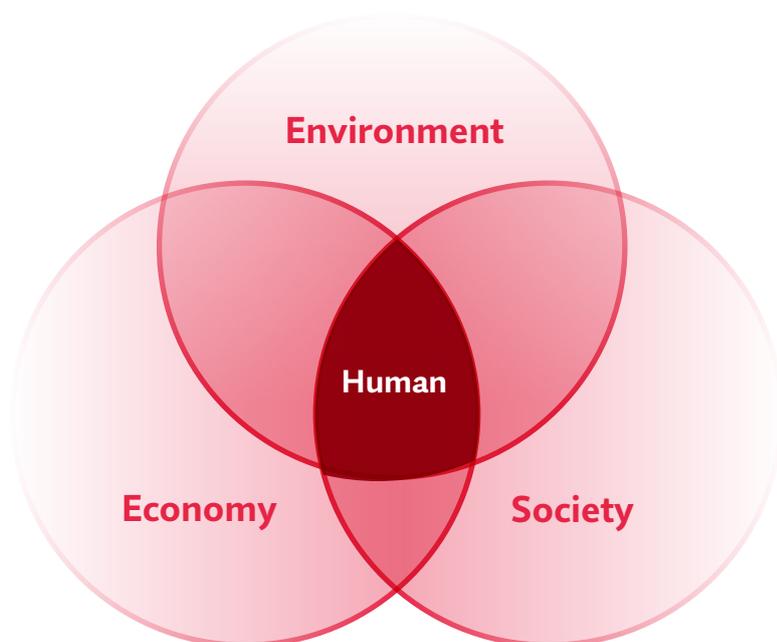
The definition of sustainability coined by the World Commission on Environment and Development (Brundtland Commission) in 1987 means such *social and economic development that satisfies our own needs without compromising the ability of future generations to meet their own needs.*

The updated definition of sustainability adopted by us and other representatives of the Krakow MICE industry belonging to the KRAKÓW NETWORK group created on the initiative of the Krakow Festival Office assumes that sustainability is caring for the environment, the immediate surroundings, social justice, openness and tolerance (cf. **KRAKÓW NETWORK PROTOCOL**).

Thus, we are also aiming to reduce the negative environmental impact of events and to increase the positive impact of events also on other spheres that they may affect.

Today sustainability means not only statistics, reports or data. It also includes relations, direct and indirect impact on the quality of life and creation of a complementary and inclusive offer.

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## Sustainability vs. legacy

We believe that a well-planned event is the one that, apart from contributing substantive and networking value, leaves a permanent positive impact on the environment in which it takes place. However, we perceive the positive impact of the event not only in financial terms, but, more broadly, as the effects of organising an event or meeting which changes the world and the destination where it takes place.

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 influence the local community. This awareness has also changed the perception of the congress itself – from a closed event addressed to a group of specialists to an event that becomes potentially “open to the city” and brings advantages to its various participants, mainly inhabitants. The new perspective helps us explain why events are or can be so important for the city and why they are worth acquiring.

We know that, together with other representatives of the MICE industry, we create a common ecosystem in which we constantly interact with one another. This is why we strive to pay attention not only to our own actions, but also those undertaken by our partners and customers. By educating them and convincing them about the value of sustainability, we influence the comprehensive and ultimate shape of events.





In order to educate other representatives of the industry, as members of the **KRAKÓW NETWORK** group, we have undertaken such initiatives as presentations and lectures on zero waste MICE, the promotion of the idea of green meetings and the organisation of meetings devoted to the issues of sustainable transport and solutions aimed at increasing the accessibility of events to persons with disabilities.

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## Bank of legacy projects

In order to enable organisers and, at a later time, participants of congresses and conferences to join actions for the benefit of the local community to the largest possible extent, representatives of the Krakow MICE industry acting within the KRAKÓW NETWORK business group originated by KBF – the operator of ICE Kraków – initiated the creation of a bank of legacy projects in 2021.

The bank of legacy projects prepared by the Kraków Convention Bureau in co-operation with relevant departments of the Municipality of Krakow and municipal units, such as the Urban Greenery Administration in Krakow or the Municipal Social Welfare Centre in Krakow, collects ideas for CSR activities and projects addressed to specific groups of Krakow inhabitants.

## Green meetings

Choosing a facility around which an expanded accommodation base is located and which can be easily reached by mass transport. Avoiding the overproduction of waste and carrying out an event with the participation of local companies and suppliers. Introducing online registration for the event and resigning from printed materials in favour of electronic counterparts distributed by e-mail. Using recyclable materials instead of plastic when choosing advertising gadgets. Creating ecological decorations and reusable branding. These are only some of the decisions that organisers of events may take in order to reduce the negative environmental impact.

The team responsible for the implementation of projects in ICE Kraków actively co-operates with organisers of events and our customers in promoting and proposing solutions of this kind. We are committed to implementing standards complying with global trends together. As representatives of the MICE industry, we are also responsible for their creation and development.





## Welfare of participants of green meetings

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Congresses and conferences held in the spirit of sustainable growth should be not only environment-friendlier, but should also care about the welfare of their participants. Organisers of green meetings are obliged to prepare the programme of the event in such a way that gives its participants time for prayer, relaxation or sports activities. Therefore, the formal part of the conference is increasingly accompanied by races, dance workshops, group sports activities and relaxation, prayer or meditation zones – for example, prayer rooms organised for participants of the 41st session of the UNESCO World Heritage Committee and the 15th World Congress of the OWHC and a beach prepared for the time of the Devovx Poland 2021 conference where participants could relax on deckchairs with a view of Wawel Castle.

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## Digitisation of events vs. sustainability

The pandemic and the resulting restrictions made it partly or completely impossible to carry out events live. At the end of 2020 and at the beginning of 2021, organisers of events had to decide whether to relocate the event or to organise it virtually. To meet the expectations of our customers, we launched a studio for the implementation of hybrid events together with our technological partner Concept Music Art CMA in June 2020. This made it possible, in spite of the pandemic, to organise events reaching a larger audience than ever that are held in a safe and, not less importantly, ecological manner. The digitisation of events not only helps to enlarge ranges of conferences and congresses and to extend their accessibility, but also indirectly to reduce their carbon footprint. Obviously, nothing can replace live meetings, but the organisation of hybrid and/or virtual events is also an expression of concern for the planet and action in the spirit of sustainability.

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## Sustainable growth of the ICE Kraków Congress Centre – examples

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In 2007, because of the growing interest in Krakow as a tourist and business destination during the last several years, representatives of Krakow decided to build the ICE Kraków Congress Centre – a facility where the most important and most prestigious cultural, social and business events from Poland and abroad would be held. Already at the stage of choosing a place for the investment and designing the building, a decision was made that the applied technological solutions and ideologies would have to be maintained in the spirit of sustainability, and the facility and its operation should have the lowest environmental impact possible. Therefore, in ICE Kraków, we can boast such solutions and activities as:

### BEST WALKING DISTANCE

The ICE Kraków Congress Centre is located in the heart of the city, within 10–15 minutes walking distance from the most important attractions of Krakow in the Old Town, Kazimierz and Podgórze districts, and from a large number of hotels and apartments functioning in the area of the facility.

### LOCATION NEAR A PUBLIC TRANSPORT HUB

There is a public transport hub just 50 metres away from the centre, the intersection of tram and bus lines running to all parts of the city.





#### **MAXIMUM QUANTITY OF DAYLIGHT AND ENERGY-SAVING LIGHTING SYSTEM**

A large part of the building is illuminated with sunlight, and energy-saving LED bulbs account for 90% of artificial lighting. In publicly accessible parts, lighting is controlled by a BMS system, which enables turning it on and off, and the use of time schedules. Moreover, many rooms are provided with automatic light switches to reduce the unnecessary use of electricity.

#### **BUILDING AND WATER HEATING THROUGH CONNECTION TO A MUNICIPAL HEATING NETWORK MANAGED BY THE MUNICIPAL HEAT POWER COMPANY [MPEC] IN KRAKOW**

The heat production process in a power plant has to comply with strict emission standards and takes place with the use of modern sulphur recovery and dust removal technologies. Heat transmission and distribution utilises preinsulated networks and fully automated heating sub-circuits. These actions result in a low energy transmission loss rate and a reduction in the emission of sulphur and nitrogen oxides and dust into the atmosphere.

#### **MANAGEMENT OF SAVINGS IN WATER AND ENERGY USED FOR ITS HEATING THROUGH THE USE OF AERATORS AND PHOTOCELLS IN TAPS**

Aerators optically increase the stream of water, reducing its consumption by 15–60%. Thanks to photocells fitted in batteries, water is used only when hands are under the tap, which reduces its consumption averagely by half in comparison to a single-lever tap. Such batteries give also the possibility of automatic control of the



maximum temperature of water, thus allowing us to save energy needed for its heating. Two-compartment water drain mechanisms fitted in toilets reduce water consumption by around one third.

#### **FUNCTIONING OF HEATING AND AIR CONDITIONING IN THE STANDBY MODE**

Irrespective of the season, constant temperature is maintained in ICE Kraków. Therefore, it is not necessary to use large quantities of energy for the quick cooling or heating of internal spaces of the building during heats or severe frosts.

#### **WASTE SEGREGATION**

In accordance with applicable laws and the resolution on maintaining cleanliness and order adopted in the Kraków Municipality, wastes generated in ICE Kraków (municipal waste, including mixed waste, construction waste and non-hazardous waste) are collected selectively.

Waste segregation is based on the use of containers marked with relevant colours in accordance with the requirements of an integrated waste management system. Part of generated non-hazardous waste is given to entities having permits to collect, transport and reuse waste. Other reusable wastes are recycled.

#### **TECHNICAL EQUIPMENT NECESSARY FOR THE ORGANISATION OF AN EVENT INCLUDED IN THE PRICE OF THE OFFER**

The built-in sound system, lighting and multimedia reduce the need for external transport of the equipment to ICE Kraków, which reduces carbon footprint and the amount of pollution. The employment of local specialists and a team responsible for the production of events and close co-operation with local suppliers reduces the need for transport and strengthens the local market.

#### **PARTICIPATION IN THE ELECTROMOBILITY SUPPORT PROGRAMME IMPLEMENTED IN PUBLIC INSTITUTIONS**

The Krakow Festival Office [KBF] – the operator of ICE Kraków – is a beneficiary of the electromobility support programme, therefore the fleet supporting the building and the operator includes electric cars. In further years, their number should gradually grow.





## **Masters Catering – responsible caterer**

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### **CO-OPERATION WITH THE FOOD BANK**

The food left after events taking place in ICE Kraków that is fit for further consumption goes to the Food Bank, which gives it to the needy. It mostly includes soups, hot dishes, fruit and cakes.

### **PRODUCTS FROM LOCAL SUPPLIERS WITH ECOLOGICAL CERTIFICATES**

As many fresh products and as few frozen products as possible. Our caterer co-operates with local suppliers offering regional delicacies, such as trout, meat (including smoked meat), vegetables, fruit, juices, cheeses and dairy products and honey.

### **ECOLOGICAL AND MULTIPLE-USE DISHWARE**

Masters Catering serves food mainly on a dishware of porcelain, glass and stainless steel, which means that it uses permanent multiple-use objects. The dishware includes also biodegradable dishes produced of biopaper, bamboo, corn and apple or oat pomace.

### **ECOLOGICAL DECORATIONS**

For the decoration of banquets, our caterer uses rooted plants that can be replanted or locally grown flowers put into glass, clay or metal vases.





## Our initiatives and actions

### CONGRESS AVENUE

An initiative based on the planting of trees along Monte Cassino Street during the most important congresses held in the centre. Currently the Congress Avenue has over 30 trees of species selected for the purpose of absorbing as many pollutants from the air as possible. Therefore, the campaign not only honours events important for the city, but is also an investment in living ecological heritage that will remain in Krakow for years. It is also an example of the positive impact of the MICE industry on the development of the city to the local community. The project is carried out in co-operation with the Urban Greenery Administration in Krakow.

### KRAKÓW NETWORK

A systematised and regular platform for the co-operation and discussion of representatives of the Krakow MICE industry where members of the platform and guest experts share their experience. It is a system of connections allowing Krakow to build one common market of meetings and an attractive offer on a global level.

All stakeholders of the industry: key facilities, universities, the airport, service providers – from multimedia, lighting and AV providers, event agencies, hotels and restaurants to shipping and transport providers – are engaged in KRAKÓW NETWORK meetings and discussions. The number of nearly 600 professionals currently belonging to the Krakow MICE network confirms the educational and networking value of the project. The project comprises a few groups: PCO and DMC supporting the Krakow Ambassador Club, Hotel Group,



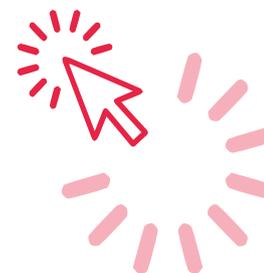


Catering Group – Kraków Business Food, PR Group, Event Group and Kraków Future Lab.

Topics brought up during quarterly meetings of KRAKÓW NETWORK include: zero waste MICE, MICE for everyone – multiculturalism and accessibility, how to network – how to build business relations, incredible impact (legacy of congresses) or transport of the future.

In 2020, in response to the crisis caused by the pandemic and restrictions resulting from it, the members of KRAKÓW NETWORK prepared a Polish webinar on the organisation of events in a hybrid formula entitled **VADEMECUM OF HYBRID EVENTS** and the document **POST-PANDEMIC SECURITY OF EVENTS**.

At the beginning of 2021, representatives of the local MICE industry, Krakow universities and the City of Krakow acting within the scope of the initiative developed the KRAKÓW NETWORK Protocol – a document modelled on the Kaohsiung Protocol adopted by the ICCA, which contains the most important recommendations regarding the joint reconstruction of the MICE industry sector and actions in new market conditions.



## HELLO ICE KRAKÓW

Cyclic free intergenerational meetings with lots of various attractions for inhabitants of the region. For a few hours, ICE Kraków turns into a big playground, and children have an opportunity to take part in free modern dance and ballet activities or historical and culinary workshops. Representatives of rescue services – policemen, medical rescuers and firefighters – conduct special shows and employees of ICE Kraków guide visitors around normally unavailable spaces. Extra attractions usually include the projection of a surprise film, the exchange of secondhand toys and clothes and integration workshops.

## ACCESSIBILITY TO EVERYONE

ICE Kraków is a building accessible to everyone, including persons with disabilities and special needs. The distance from the entrance of the main building to tram and bus stops is 50 metres. In co-operation with the Dobrze Association, the operator prepared an audio description of access paths from public transport stops to the ICE Kraków Congress Centre and inside the centre to help visitors reach selected rooms.

In ICE Kraków, an audit of accessibility of the building and its adaptation to the needs of persons with disabilities was carried out under the project 'Małopolska Implements the Convention on the Rights of Persons with Disabilities'. All suggested recommendations were immediately introduced. The centre also obtained the Senior-Friendly Place certificate for the years 2020–2022. The aim of the competition was to distinguish actions, institutions and organisations that offer products, services and discounts addressed to seniors and recognise the needs of elderly persons.

In the InfoKraków point in the foyer of ICE KRAKÓW, on the right side of the main entrance, you can use the Sign Interpreter service ensuring immediate video communication with a sign language interpreter. The service is also available to a deaf person from the level of any device equipped with a camera and with Internet access. It is based on direct online connection to a sign interpreter via special [LINK](#).

Under co-operation with the GRAAL Association, persons with Down Syndrome are engaged to provide audience service during selected events.





## Sustainability in KBF

The Krakow Festival Office (KBF) is a municipal cultural institution running cyclic projects and long-term programmes that have reached a diverse and constantly expanding group of recipients for years. KBF as the operator of the ICE Kraków Congress Centre identifies with the idea of equal access to culture, so it strives for an interdisciplinary and inclusive formula of events held there.

KBF's scope of activity includes, e.g., the management and service of the InfoKraków City Information Network, the running of its own KRAKÓW NETWORK project created for the development and integration of representatives of the Małopolska MICE industry and the organisation of Hello ICE Kraków – a cyclic event dedicated to inhabitants of Krakow. In 2017, KBF initiated the establishment of the Congress Avenue aimed at taking care of sustainability and drawing attention to the positive impact of the MICE industry on the functioning of a specific destination through the planting of trees during the most important events held in the centre.

Since 2018, KBF has also developed the **KRAKOW FOR EVERYONE** brand which not only provides information about cultural events in Krakow accessible to every inhabitant regardless of the type of disability, age and temporary indispositions, but also educates on how to talk about diseases and how to behave towards persons affected by disability.





## Examples of ecological actions within KBF

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For many years, KBF has conducted its internal and external actions according to the rules of sustainability. Therefore, special containers for secondhand batteries, recycled paper and end caps are placed in all locations of KBF. Since 2017, the Cycling to Work campaign has been carried out inside KBF to encourage the use of other means of transport than a car. Since 2019, the employees have attended Polish Sign Language courses organised by the Małopolska Division of the Polish Association for the Deaf. On the Internet, they exchange such objects as books, textiles and toys for children. Texts on ecological topics are published on an internal communication platform every Thursday. The employees of KBF prepare also DIY workshops on the creation of ecological chemicals, swabs, bread bags or Christmas tree decorations for one another.

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## **We educate others – examples of ecological actions initiated by KBF**

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As a municipal cultural institution, KBF organises hundreds of events for children, adults and seniors every year. Believing that we can stop the accelerating climate changes only together, we promote drinking tap water during events produced by KBF and organise workshops drawing attention to the issue of environment protection, during which materials from previously organised events, such as banners, identifiers or leaflets, are used. Catering companies or foodtrucks present during KBF events are required to serve food and beverages on an environment-friendly dishware. Waste segregation is conducted also on the event premises.

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## Krakow's Sustainable Tourism Policy for the Years 2021–2028

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In 2021, representatives of our city prepared the document **KRAKOW'S SUSTAINABLE TOURISM POLICY FOR THE YEARS 2021–2028**, thus expressing their concern for and awareness of changes going on around the world. It outlines specific assumptions concerning the sustainable business and cultural tourism of Krakow and the development of the Małopolska tourism sector.

Just as the **KRAKÓW NETWORK** Protocol, this document contains a set of recommendations and guidelines for areas of key importance for the city, including the support of the development of the MICE industry.

For us and other representatives of the MICE industry associated in **KRAKÓW NETWORK**, Krakow's Sustainable Tourism Policy for the Years 2021–2028 adopted by the city is a superior document to which we adapt our activity. It expresses our awareness of and concern for the local surroundings, environment and society and the assumption of responsibility for the impact that the MICE sector has on the city and its further functioning.

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### Sources:

**KRAKOW'S SUSTAINABLE TOURISM POLICY FOR THE YEARS 2021–2028**

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**KRAKÓW NETWORK PROTOCOL**

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**AN ARTICLE ON SUSTAINABILITY ON THE OFFICIAL WEBSITE OF THE UNITED NATIONS**

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