

# Conference for the tourism industry “Towards Circular Economy - Innovation in South Baltic tourism” - 10th October 2019

Agencja Rozwoju Pomorza would like to invite companies from the tourism industry and institutions supporting their development to a free conference on [circular economy \(CE\)](#) organised as part of the CIRTOINNO project, co-financed by the European Regional Development Fund as part of the Interreg South Baltic Programme 2014-2020.

We will explain the idea of CE and its principles and look at the issue from the perspective of tourism businesses' practice. The programme of the event includes speeches by experts, examples from the everyday practice of tourism companies, a discussion panel and networking.

ARP is the Cirtoinno project Leader and partner of the UNWTO programme “One Planet - Sustainable Tourism Programme”. The conference is held as part of the Circular Week, celebrated in Poland for the second time ([www.circularweek.org](http://www.circularweek.org)).

## Conference Programme

**10th October 2019, Gdańsk**

9.00	<b>Welcome speech and opening of the conference by the President of ARP S.A., Łukasz Żelewski</b>
9.10-9.25	<b>CIRTOINNO project results - presentation - Michał Kwas, Project Coordinator</b>
9.25-10.30	<b>Circular economy - Expert's point of view - dr hab. Joanna Kulczycka</b>
10.30-10.50	<i>coffee break</i>

- 10.50-12.00 **Circular economy in tourism - dr Jesper Manniche**
- 12.00-12.45 *lunch*
- 12.45-13.15 **CE the Polish way - experience of an entrepreneur from the tourism industry**
- 13.15-13.30 **How to do it in tourism? - recommendations and inspirations for implementing CE**  
**Michał Kwas, CIRTOINNO Project Coordinator**
- 13.30-14.30 **CE practice - it pays off. Expert tips**  
**Anna Dziadkiewicz, PhD; Patryk Chaja, PhD; Rafał Kruczkowski; Agnieszka Mróz**
- 14.30-15.00 **“Leader of CE change” contest - presentation of participants and leaders from Pomerania**
- 15.00-15.30 **Future with CE - networking**
- end of the conference*

**Venue: POLAND, Gdańsk** Hotel PURO, Gdańsk Stare Miasto, ul. Stągiewna 26

## **Free participation**

moderator: **Maria Olszewska** – since 2013 owner of MjjO consulting company. Maria conducts training workshops and provides advice on fundraising, crowdfunding and establishing business relations in Polish, English and Italian. Hosts public and training events.

Experts participating in the conference:

**Joanna Kulczycka, PhD, DSc**, Associate Professor at AGH University of Science and Technology.

Head of the Strategic Research Unit at the Institute of Mineral and Energy Economy of the Polish Academy of Sciences and the Faculty of Management of the AGH University of Science and Technology. President of the Management Board of the Waste Management and Recycling Cluster (National Key Cluster) and Director of the office of the Autostrada Technologii i Innowacji Institute.

**Jesper Manniche, PhD** – Senior Researcher, Centre for Regional and Tourism Research, Denmark

Jesper holds a Ph.D. in Cultural Studies and Global Studies. His main research interests are: geography of innovation, knowledge and teaching; politics and development of regions and rural areas; tourism in circular economy.

**Patryk Chaja, PhD** – Institute of Fluid-Flow Machinery of the Polish Academy of Sciences

Patryk obtained a doctoral degree in technical sciences in the field of machine construction and operation at the Institute of Fluid-Flow Machinery of the Polish Academy of Sciences in 2012. He has extensive experience in research work, validated with scientific articles, studies and conference presentations. Dr Chaja's research interests focus on issues related to modern energy systems based on RES.

**Anna Dziadkiewicz, PhD** – University of Gdańsk, Faculty of Management, Department of Marketing. Anna specialises in designing processes at enterprises, teaches management based on design and communication in Poland and at foreign universities in Portugal, Turkey, Slovakia, Lithuania, France and Italy. Has completed study visits at Oxford and Liege in Belgium. As a certified methodologist and communication specialist, she participates in various international projects. She is the author of a book on creating the image of companies and the owner of a consulting and training company. President of the Polish branch of the International Institute of Engineering and Technology based in Hong Kong.

**Rafał Kruczkowski** – manager, advisor and academic teacher. For over 10 years Rafał has been involved with the subject of intra-EU economic activity: between 2008-2017, as an advisor at the Enterprise Europe Network, and currently while managing the Polish part of the Taktik Group – a Swedish corporation providing HR services. Creator of an original curriculum on the commercialisation of IT projects implemented at the Polish-Japanese Academy of Technology and Computer Science.

**Agnieszka Mróz** – service designer and researcher. Agnieszka looks for solutions which facilitate achievement of an organisation's goals and at the same time satisfy the real needs of users. Using a service design approach, she has designed solutions for corporations, SMEs, public institutions and NGOs. She has implemented projects for Play, Lufthansa System Poland, Metro Properties, National Digital Archive. Experienced moderator of processes and workshops based on service design and design thinking methodology. Agnieszka has spoken at many conferences dedicated to service design, including World Usability Day, European Economic Forum, Polishopa.

Imię \*

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ZGODA na OTRZYMYWANIE INFORMACJI o dalszych działaniach w projekcie i otrzymywaniu NEWSLETTERA Cirtoinno.

☐ Wyrażam zgodę na otrzymywanie informacji o organizacji i realizacji dalszych działań w ramach projektu CIRTOINNO i zapisania się do Newslettera Cirtoinno.

ZGODA na PRZETWARZANIE DANYCH OSOBOWYCH

☐ Oświadczam, że zapoznałem się z informacją o przetwarzaniu moich danych osobowych w ramach projektu "Circular economy tools to support innovation in green and blue tourism"

SMEs - CIRTOINNO” [Tutaj jest regulamin](#)

ZGODA na WYKORZYSTANIE WIZERUNKU Wyrażam zgodę na nieodpłatne wykorzystanie i utrwalenie oraz nieograniczone czasowo i terytorialnie wielokrotne wykorzystanie mojego wizerunku utrwalonego podczas konferencji w dniu 10 października 2019 przez Agencję Rozwoju Pomorza SA zgodnie z przedstawionym zakresem: [Tutaj jest pełna treść zakresu zgody](#)

☐

Prześlij

An initiative contributing to the network:



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If you would like to participate in the conference, please send an application to email: [anna.bochynska@arp.gda.pl](mailto:anna.bochynska@arp.gda.pl)