

„Historical Cities 3.0”**10th -11th April 2025****International Cultural Centre**

(Rynek Główny 25, Kraków)

Tourism in Sustainable City Transformation:***Striking the Viable Balance*****Day I: 10.04.2025 r.**

09.00 – 10.00 – Registration, coffee break

10.00 – 11.00 – Inaugural speeches

- **Stanisław Mazur** - Deputy Mayor of the City of Krakow
- **Piotr Zmysłony, PhD**

11.00 – 11.15 – Coffee break

11.15 – 11.30 – Introduction to Panel I

11.30 – 13.00 – **Panel I GEN TOUR - who are the tourists visiting historical cities?**Moderation and introduction: **Bartłomiej Walas, PhD**, Associate Professor at the University College of Tourism and Ecology in Sucha Beskidzka

- **Agata Bisping** – Krakow Festival Office, Trends Observatory for Culture
- **Magdalena Florek, PhD** – Board Member, International Place Branding Association
- **Karolina Wawrzyniak** – Manager Government Engagement, Mastercard Europe
- **Desmond Wee, PhD** – Professor Karlshochschule International University
- **Emiko Gejic** – spokesperson of Club Commission, Berlin, Germany

13.00 – 14.00 – Lunch

14.00 – 14.15 – Case Study: **Vilnius****Anton Nikitin** – *Historic Charm, Green Future: the Case of Vilnius – The Greenest City in the Making*

14.15 – 14.30 – Introduction to Panel II

14.30 – 16.00 – **Panel II Natural heritage and tourism in historic cities: exploring synergies**Moderation and introduction: **Marta Derek, PhD**, Associate Professor at the Warsaw University

- **Mariusz Antolak, PhD** – President, "W Krajobrazie" Foundation; Assistant Professor at the University of Warmia and Mazury in Olsztyn
- **Luis Inostroza, PhD** – Associate Professor at Mendl University in Brno, Czechia
- **Łukasz Pawlik** – Director, Kraków Municipal Greenspace Authority
- **Pedro Soares** – The Deputy of Mayor of Braga for Tourism
- **Anton Nikitin** - Chief Sustainability Officer, City of Vilnius, Lithuania

18.00 – 20.00 – Dinner, Wielopolski Palace, Municipality of Kraków

20.00 – 22.00 – Night walk: sustainable night economy in Kraków

Day II: 11.04.2025 r.

09.30 – 10.00 – Coffee break

10.00 – 10.15 – **PhD Andreina Seijas** – *Sustainable Night-Time Economy: How to manage cities after dark*

10.15 – 10.30 – Case study: **Berlin**

Emiko Gejic – *Actions and Measures Taken by ClubCommission for a Sustainable Night in Berlin*

10.30 – 10.45 – Introduction to Panel III

10.45 – 12.00 – **Panel III Building a sustainable night-time economy**

Moderation and introduction: **Piotr Zmyślony, PhD**, Associate Professor at Poznań University of Economics and Business

- **Simone d'Antonio** – URBACT Lead Expert for Cities After Dark
- **Emiko Gejic** – spokesperson of Club Commission, Berlin, Germany
- **Jacek Jordan** – Night Mayor of Kraków
- **Robert Pawlusiński, PhD** – Assistant Professor at Jagiellonian University
- **Andreina Seijas, PhD** – Principal, Night Tank, Barcelona

12.00 – 12.30 – Coffee break

12.30 – 12.45 – Case study: **Tallinn**

Triin Tõrs-Ojari – Telliskivi Creative City – the sustainable transformation in the urban development of Tallinn

12.45 – 13.00 – Introduction to Panel IV

13.00 – 14.15 – **Panel IV Towards balanced place-making and creative interventions**

Moderation and introduction: **Łukasz Harat**, Member of the Board at antyRama

- **Omar Al-Rawi** - Member of the Vienna Provincial Parliament and City Council
- **Triin Tõrs-Ojari** – Head of Councelling Unit in Tallinn Heritage Protection Department
- **Carolina Pietyra** – Director, Kraków Festival Office
- **Zbyszek Łowżył** – Founder, KontenerART, Szeląg Garden, Poznań, Poland

14.15 – 14.30 – Conference summary – **Aleksander Miszański**, Mayor of the City of Kraków

14.30 – 15.30 – Lunch