

SOCIAL ACTIVITIES

Social activities of the entities and media of Agora Group focused mainly on the initiatives supporting diversity - both in terms of gender equality as well activation of seniors, as well as sustainable development of cities and quality of life of city dwellers. Events and discussions engage local communities and foster the growth of civic society.

Diversity

KOBIETY NA MURY (WOMEN ICONS ON WALLS) - CAMPAIGN OF WYSOKIE OBCASY

| 7

WOMEN ICON murals

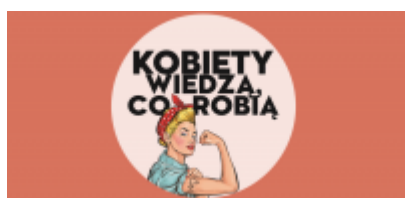


The outcome of a project organized by Wysokie Obcasy was an original mural walk with portraits of unique women who influenced the history of the region, Poland or the world. In 2019 more murals were added to the set of existing images of Kora, Wanda Rutkiewicz and Jolanta Wadowska-Król: 2 in Rybnik - the portrait of the pianist, Lidia Grychołtówna, and the local female role model, midwife Anna Kozub. A new project was executed in PKM Gdańsk Strzyża station. *Kobiety Wolności* (Women of Freedom) features Polish women oppositionists who fought for free Poland in communist times, surrounded by anecdotes and quotations. A portrait of Anna Bogucka-Skowrońska appeared in Słupsk under the campaign *Kobiety Wolności i Solidarności* (Women of Freedom and Solidarity).

KOBIETY WIEDZĄ CO ROBIĄ (WOMEN KNOW WHAT THEY DO) - CAMPAIGN OF WYSOKIE OBCASY

| 6

WOMEN KNOW event



Women Know What They Do is a series of events organized by Wysokie Obcasy. The idea behind the project is to create a community of women who support and inspire one another, a forum to talk about women and women matters. The events feature women experts and leaders - artists, politicians, scientists, researchers, businesswomen and readers. In 2019 conferences were held in Kraków (7 December), Poznań (16 November), Gdańsk (26 October), Lublin (7 September), Warsaw (6 April) and Rybnik (23 March). Admission to the conferences was free of charge. As a part of Wysokie Obcasy Club, the editorial team of WO prepared the screenings of independent cinema tiles, discussions, and concerts on important themes such as the cycle Sounds Like Women & Wysokie Obcasy - Siła Głosu Kobiet (Strong Women's Voice) or Women's Voices: women save the planet.

SUPERBOHATERKA (SUPERHEROINE) POLL OF Wysokie Obcasy

| 12

women nominated in Wysokie Obcasy Superbohaterka poll



Wysokie Obcasy announced the fourth Superheroine, selected by the Superbohaterka committee and through the readers' poll. The winner was Iwona Hartwich - a mother of disabled Jakup Hartwich, who led protests in Polish parliament. The award giving ceremony was held in Warsaw Studio Theatre.

Superbohaterka Wysokie Obcasy 2018 was selected by a special committee including: editor in chief of *Wysokie Obcasy* Aleksandra Klich-Siewiorek, President of Agora Bartosz Hojka, publisher of *Wysokie Obcasy* Joanna Mosiej-Sitek, publishing director of *Gazeta Wyborcza* Jerzy Wójcik, editor in chief of *Wysokie Obcasy Extra* Ewa Wieczorek, film director Borys Lankosz, journalist Dorota Warakomska, writer Krystyna Kofta, Prof. Monika Płatek and the founder and president of Kulczyk Foundation Dominika Kulczyk.

Iwona Hartwich was also the choice of the readers of the weekly. Along with the Superbohaterka 2018 statuette the winner received also 10 thousand zł from *Wysokie Obcasy*.

A special *Gazeta Wyborcza* superhero of 30 years, was offered to Gabriela Lazarek - participant and organizer of protests in defence of democracy in Poland. She was the initiator of the appeal to EU institutions and representatives for help in fighting for democracy in Poland. *Gazeta* also recognized Gabriela Lazarek for her courage and perseverance, for protesting alone in Cieszyn market square and fighting for democracy, as well as showing others how to stand up to powers that be. The event was combined with the 20th anniversary of *Wysokie Obcasy*.

In the fourth Superbohaterka poll of *Wysokie Obcasy* the team of Saturday magazine of *Gazeta Wyborcza* nominated 12 outstanding women who were featured in the articles published *Wysokie Obcasy* in 2018. Among the nominees were women recognized nationally and locally, including the icon of Solidarity Henryka Krzywonos-Strycharska, activist nominated to Nobel Peace Award - Anna Alboth, Paralympian, medallist of world and European swimming championships - Karolina Hamer and top model and social activist Anja Rubik. Portraits of all nominated superheroes were presented in

DŁUGOWIECZNI (LONG-LIVED) SŁUPSK - HAPPY SENIOR



The life of a senior does not need to be grey or joyless. Residents of Słupsk had the opportunity to test this premise in the 'Happy Senior' campaign in October 2019 Meeting world's oldest woman DJ - DJ Wika, Wirginia Szmyt, dieticians' advice, 'tend to your memories' workshop and a Latino dance party - these are only some of the attractions prepared by *Gazeta Wyborcza Trójmiasto*. Participants could also hear a psychologist talking about small things that can change a lot in the life. Seniors were offered a gift set - a digital subscription of the daily plus a cosmetics set. *Gazeta Wyborcza* has supported seniors through the *DŁUGOwieczni* campaign for many years.

WORLD AUTISM DAY ON GAZETA.PL



Contrarily to the popular belief, autism is not a one-dimensional condition. It is a spectrum of disorders that might affect as much as one percent of global population, as estimated by the World Health Organization. World Autism Awareness Day is celebrated each year on 2 April. *Gazeta.pl* joined the celebration of World Autism Awareness Day by publishing information about autistic disorders on the home site. Users of the portal could find out how autistic people perceive the world around them, watch a video about subject and check their knowledge about autism by taking a quiz. *Gazeta* also encouraged readers to support JiM Foundation through an online fund collection. JiM Foundation helps people with autism, manages a therapy centre, organizes social campaigns and provides assistance to the parents of autistic children.

Sustainable cities

MIASTA IDEI Gazety Wyborczej (IDEA CITIES OF GAZETA WYBORCZA)



Miasta Idei is an effort to draw public attention to the processes taking place in urban areas and, more importantly - find directions for development that would make the cities attractive to inhabit. The series of events employed the creativity and enthusiasm of participants, particularly local communities, urban activists and non-profits who joined forces to develop interesting solutions. In 2019 Rzeszów team of *Gazeta Wyborcza* and their partners organized a conference *Professionals and Amateurs. Sport in the City*. Participants of discussion panels talked about professional and amateur sport and how cities use sport to promote their brand and grow and what can help Rzeszów make its mark and succeed in this area.

PRACOWNIA MIAST CITY LAB

| 140

participants of City Lab debate Kolej na metropolię
(Time for Metropolis)



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City Lab is a community campaign focusing on the challenges faced by Polish cities. Under the project special workshops and conferences are organized dedicated to improving the quality of life in Polish cities. City Lab is also a platform for dialogue between inhabitants, local authorities, activists, and representatives of central government, business and culture. A two-week campaign was held in January 2019 in Katowice. *Kolej na metropolię* was dedicated to the future of the metropolitan railway. Over 40 activists and community volunteers prepared a case study and recommendations at City Lab workshops. This step was followed by expert debates, with ca. 140 participants, including experts in transport and logistics, representatives of local governments, politicians, lecturers, students and member of the local community.

OKRĄGŁE STOŁY (ROUND TABLES) - GRAND DEBATE OF WYBORCZA IN POLISH CITIES

| 10

round tables in GRAND DEBATE OF WYBORCZA IN POLISH CITIES



Between April and June 2019 *Gazeta Wyborcza* organized a series of debates in Polish cities, inspired by the historical Round Table of 1989. Each debate focused on themes relevant to the local community, region and the entire country. The debates were preceded by workshops for members of local governments, activists and experts, on the relevant locally-specific subjects. After the workshops, public debates were held, with participants discussing the conclusions from the workshops. The talks conducted in sub-

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teams and work groups focused on economy and social policy, ecology, education, reform of the judicial system, youth, mass media, etc. Each debate ended in signing an agreement outlining the directions for development for the location.

Themes and locations of Round Tables in 2019:

- Katowice, April - parking in the city, including paid parking zones, prices, should locals pay as much as visitors?
- Częstochowa, May - what is financed by local governments instead by the state, what central decisions affect the city and its residents and how to finance municipal healthcare?
- Szczecin, May - Who is more important in the city - drivers or pedestrians?
- Szczecin, October - Future City - workshops on changes in public space;
- Lublin, May - main directions of Polish foreign policy 450 years after Union of Lublin;
- Łódź, May - 30 years of free business in Łódź and region, what next? - discussion about the successes of local businesses over the last 30 years and the future outlook?
- Opole, June - How to create an open city - challenge of the Ukrainian community that makes up a considerable part of the population of Opole. It is worth learning about the experience of Ukrainians living in Opole and what the city could do to make this experience better?
- Zabrze, June - The place of Silesia in Europe. Over the recent years Silesia has gone through major change. It is a good place to work and live. How can this fact be turned into success for the entire region? What Silesian values and ideas are worth promoting? Which are worth showing to the rest of Europe?
- Zielona Góra, June - Lubuskie youth after 30 of freedom and 15 years in the EU. Future, opportunities and challenges - 30 years ago Poland regained independence. What chances were fully exploited in Lubuskie and which were not? Why do the young leave?
- Rzeszów, June - Which way do we go? Southern ring road of Rzeszów. Debate about the plans to construct a southern ring road around Rzeszów. Why is this project so important for the city? Is it possible to achieve social consensus about the project? How can it be financed? How do we ensure nature protection?

All the events were organized jointly by *Gazeta Wyborcza, Polska debatuje* (Poland Debates) Foundation and Polish Society for Opinion and Marketing Research, under the patronage of Association of Polish Cities.

WIELKI TESTY WIEDZY O MIASTACH - GAZETA WYBORCZA

KNOW YOUR CITY TEST

| 400

readers took part in tests of knowledge about their city in Warsaw, Wrocław and Kraków



Local teams of *Gazeta Wyborcza* delivered the second Know Your City competition. This time the tests were organized in Warsaw, Wrocław and Kraków. Over 400 participants answered live 60 questions prepared by the organizers and partners. Tests were also available on local websites of Wyborcza.pl. Each test attracted participants who had a chance to check how well they know their city, its history and recent events, architecture, culture and sport, aspects. Incentives included money prizes. The organizers were local branches of *Gazeta Wyborcza* and teams of local Wyborcza.pl - in Kraków, Warsaw and Wrocław, as well as local partners: city offices, universities and businesses.

Activation of local communities

#USŁYSZ (HEAR YOUR...) CAMPAIGN OF RADIO TOK FM

| 17

Usłysz swojego posła (Hear Your Representative) debates

6

Nasza Europa (Our Europe) debates



Radio TOK FM organized the fourth #Usłysz (#Hear your) national series of debates for the inhabitants for Polish cities. Six Our Europe debates with candidates to the European Parliament were held in May 2019 In September and October, as many as 17 Hear Your Representative debates were organized with candidates to the Polish parliament. Candidates spoke live in the studio of Radio TOK FM. Additionally TOK FM prepared special parliamentary manuals, broadcasts with listeners and a new podcast summing up each day of the campaign - all to encourage everybody to vote in the elections.

WYBORCZA NA ŻYWO (WYBORCZA LIVE)



Wyborcza Live debates. dedicated to important events: political, economic, cultural and sports, as well as local matters, have been organized since 2016. Organizers invite journalists and people featured in Wyborcza's articles or authors whose texts appeared in

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Gazeta Wyborcza and *Wyborcza.pl*, local government officers, activists, artists and athletes. In 2019 events were organized in Lublin, Katowice and Łódź, featuring: Halina Birenbaum - a poet, described in the book *To nie deszcz, to ludzie*, Paweł Piotr Reszka - journalist, author of *Płuczki. Poszukiwacze żydowskiego złota*, Peadar de Burca - writer, author of commentaries and comedies, Grzegorz Paprzycki - director, author of a documentary *Mój kraj taki piękny* (My Country, So Beautiful), Krzysztof Wielicki - Polish mountaineer, and Jarosław Kurski, deputy editor in chief of *Gazeta Wyborcza*.

REPORTERS' PANEL OF GAZETA WYBORCZA TRÓJMIASTO

| 300

participants in Reporters' Panel



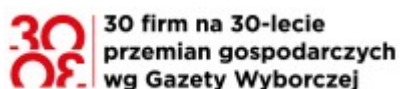
Do large format journalism and journalistic engagement make sense in the contemporary world? Can reportage be an instrument for supporting democracy? These questions were discussed by the authors of the most acclaimed works of reportage of recent years and months in the Panel of Reportage Journalists organized by *Gazeta Wyborcza Trójmiasto*. The open event attracted over 300 participants to the auditorium of the European Solidarity Centre, including: Katarzyna Włodkowska of *Duży Format*, author of *Dom Zły* a reportage about Polish Fritzl from Kaszuby, Wojciech Bojanowski, investigative journalist cooperating with *TVN Fakty* and *Superwizjer*, who published the circumstances of the death of 25-year-old Igor Stachowiak and journalist of 2018 Bertold Kittel, co-author of a reportage about Polish neo-Nazis. Other discussion participants were Szymon Jadczyk from *TVN24*, winner of Grand Press 2009, author of a material revealing the links of the management of Wisła Kraków sports club with gangster underworld, and Tomasz Piątek, who described a dense network of relations with Russian secret services around the former Polish minister of defence in his book *Macierewicz i jego tajemnice* (Macierewicz and His Secrets). The panel *Dziennikarstwo w służbie demokracji* (Journalism in Service of Democracy) was moderated by Maciej Drzewicki - editor in

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chief of *Mój Biznes* weekly of *Gazeta Wyborcza*, co-author of the bestselling biography of Anna Przybylska. *Wyborcza Classic Reporter* jest na miejscu magazine was very popular among the public.

The panel opened *Gdańsk Democracy Week* and it was followed three days later by another event organized by local *Gazeta Wyborcza* - a commentary panel with: Dominika Wielowieyska, Renata Grochal, Piotr Trudnowski, Agata Szcześniak (OKO.press) and Michał Wróblewski of WP.PL. The panel was moderated by Grzegorz Kubicki - editor in chief of *Gazeta Wyborcza Trójmiasto*. City of Gdańsk was a partner in both events.

CONFERENCE OF GAZETA WYBORCZA - 30 YEARS OF ECONOMIC TRANSFORMATION IN MAŁOPOLSKA



On 14 November 2019 the International Exhibition and Convention Centre EXPO in Kraków hosted a conference 30-Years of Economic Transformation in Małopolska organized by *Gazeta Wyborcza*. The project 30 Małopolska Businesses for the 30 Years of Economic Transformation was aimed at highlighting 30 years of our shared history, the period of economic transformation, and present the businesses that contributed to the growth of our economy and are models of effective business. Two discussion panels were held during the event: growth of Małopolskie businesses over the recent 30 years, future of local businesses. 27 Małopolska businesses were awarded Jedyński Gazeta Wyborcza for the best business of the 30 years according to *Gazeta Wyborcza*. Additionally, participants could attend the lectures by Michał Olszewski, editor in chief of *Gazeta Wyborcza Kraków* on economy 4.0, or Grzegorz Mick of the Institute of Geography and Spatial or Management of Jagiellonian University, about the power of diversity of Małopolska businesses. The event was moderated by reporters Iwona Hajnosz and Michał Olszewski.