

## **EDUCATION**

Educational activities conducted by Agora Group were addressed to children, youth and adults.

### **ADULT EDUCATION**

#### **JUTRONAUCI (TOMORROWNAUTS) BILET ZA HORYZONT (TICKET BEYOND HORIZON) COMPETITION**

**| 215**

**projects in Bilet za horyzont competition of  
Jutronauci project**

**JUTRONAUCI**  
SIĘGAJ ZA HORYZONT

**Jutronauci project of Gazeta Wyborcza gathers unique people representatives of the arts, science and business who share interest in technological progress. The third wave of Tomorrownavts project was delivered in 2019 Gazeta Wyborcza and Wyborcza.pl/Jutronauci present the profiles of people whose work and ideas have the potential to change the world in the future. Accompanying events were organized in Wrocław and Kraków and a conference in Warsaw Google Campus. Winners of the Ticket Beyond the Horizon scholarship contest were also announced during the finale event. Mentors examined hundreds of nominations and selected worthwhile projects and individuals who want to change the world one of the following 6 categories: fashion and arts, urban planning and architecture, plastic free, new technologies and startups, economy 4.0 and robotics, demographic social projects.**

**Final gala of the third Tomorrownavts competition was held on 23 November**

**2019** The event included panel discussions, workshops and exhibitions offering attendees the opportunity to experience the world of the future. Tomorrownavts discussed challenges such as global warming, harmful omnipresence of plastic, automatization of work or healthcare. The organizers also offered activities for children, including workshops with LEGO Hidden Side, that combine playing with building blocks with augmented reality.

The finale gala of Tomorrownavts featured the winners of Beyond the Horizon scholarship competition. Mentors - tomorrownavts and world class experts examined hundreds of nominations to discover people who have the ambition and potential to change the world.

- In New Technologies, Business, Startups category, mentor Sebastian Kulczyk gave the award to Alicja Szalas - founder of Enkids educational platform, connecting students and foreign language teachers of from around the world.
- In Plastic Free category the winner was Weronika Banaś, and her mentor was Maciej Konopka, designer of packages of the future and lecturer at Faculty of Design, Academy of Fine Arts, Warsaw.
- In Fashion, Crafts and Arts the award was handed by mentor Katarzyna Konieczka - fashion designer who worked with Lady Gaga or Fergie and Vogue. Ticket Beyond the Horizon was given to sculptor Katarzyna Lipecky.
- In Economy 4.0, Automatics, Robotics, the mentor was Jędrzej Kowalczyk, president of FANUC Poland, the winner was Marcin Kordas.
- In category Society, Social Projects and Demographics, mentor Marzena Rudnicka, founder of Krajowy Instytut Gospodarki Senioralnej (National Institute of Senioral Economy), handed the award to Katarzyna Pado who is working on a project aimed at helping to communicate with people suffering from dementia.

## **ZAPROJEKTOWANE PO LUDZKU (HUMAN DESIGN)**

**| 66**

**products and services in Zaprojektowane po ludzku (Human Design) Contest**



**How to ensure that the human aspect is a priority in designing? - Gazeta Wyborcza writes about designing user-friendly and useful products and services in Human Design campaign delivered in partnership with Amica. Aimed at designers and manufacturers of products and services for home use, contestants could send in their designs by February 2019, and the winners of the special Human Design labels were announced in March 2019. The main idea behind the campaign was educate the public, promote and recognize the creators of products and services who ask themselves the elementary questions about the target users, their needs and impact on everyday life, in the designing process. Selection committee was composed of design experts: Marcelina Plichta, Tomek Rygalik, Oskar Zięta, Mateusz Halawa, Maciej Siuda, Radosław Ratajczak, Agnieszka Jacobson, Mirosław Filiciak, Jarosław Szczepanik, Joanna Krzywda, Natalia Pietruszewska - Golba.**

## **DEBATE PAMIĘĆ ZBIOROWA: 1905, WIELKA WOJNA, ZABÓJSTWO NARUTOWICZA (COLLECTIVE MEMORY: 1905 GREAT WAR, ASSASSINATION OF NARUTOWICZ)**



**Collective Memory: 1905. Great War, Assassination of Narutowicz debate held on**

**20 January 2019 in the National Museum in Warsaw was another event in the series of debates dedicated to the theme of Poland's independence, organized by Gazeta Wyborcza. Panellists included: Roman Giertych - former Deputy Prime Minister and Minister of Education, Maciej Górny, PhD - historian representing Institute of History of Polish Academy of Sciences and Adam Michnik - editor in chief of Gazeta Wyborcza. The discussion was moderated by Dorota Wysocka-Schnepf, journalist of Gazeta Wyborcza. Discussion revolved around the question about the origins of Poland's regaining sovereignty - including whether the events of 1905 renewed the spirit of independence in Poles and were the harbinger of 1918. Did social and political divisions in Poland differ from the rest of Europe and what was their impact on the shape of the state? Did the assassination of Narutowicz end the dream of a democratic Poland and what lesson did the Polish path to independence teach us? The series of debates accompanied an exhibition Krzycząc: Polska! Niepodległa 1918 (Scream: Poland! Independence 1918), displayed in National Museum in Warsaw between 26 October 2018 and 17 March 2019. The idea behind the project was to confront the presentations of historical and political events with the changes in Polish art at the threshold of independence. The project was organized jointly by national dailies Gazeta Wyborcza, Rzeczpospolita and Do Rzeczy weekly.**

## **THIRD ACADEMY OF STORIES FOR THE READERS OF GAZETA WYBORCZA**

**| 550**

**Nauczyciel na całe życie (Teacher for Life)  
stories in Academy of Stories contest**



**Teacher for Life** was the title of the third Academy of Stories, a special campaign of Gazeta Wyborcza addressed to its readers. The team of Gazeta encouraged readers to send in stories about the teachers and people who had inspired them in life. The most interesting stories were published in Gazeta Wyborcza and Wyborcza.pl, and took part in a contest with money prizes and annual digital subscriptions of the daily as prizes for the winners.

To recognize the difficult situation in the schooling system, the reform and other problems affecting Polish teachers, students and parents, Academy of Stories chose teachers as the main theme in 2019. Teacher for Life essays, no longer than eight thousand characters could be submitted by 15 September 2019 via a special format available on [Wyborcza.pl/akademiaopowiesci](http://Wyborcza.pl/akademiaopowiesci). Among nearly 550 stories sent in by the readers of Gazeta Wyborcza some were about parents, grandparents, bosses and friends.

The most interesting stories were published in Gazeta Wyborcza, its local issues and on Wyborcza.pl. Academy of Stories is an initiative of the reporters associated with Duży Format weekly supplement of Gazeta Wyborcza and Tomasz Pietrasiewicz of Brama Grodzka - Teatr NN Centre in Lublin. The idea behind the project was to preserve remarkable stories about everyday heroes. In the two previous editions of the contest, The Most Important Person of My Life and Heroes of Our Independence, readers of Gazeta Wyborcza submitted over 2200 unique stories in total. More: [Wyborcza.pl/akademiaopowiesci](http://Wyborcza.pl/akademiaopowiesci).

## **BEZPIECZNY PORANEK W RADIU TOK FM (SAFE MORNING WITH TOK FM)**



In November 2019 TOK FM launched Safe Mornings with TOK FM dedicated to safety on Polish roads. Special programmes were broadcast during the so called 'long weekends'. Safe Mornings start at 7 a.m. and feature appearances by casualties and perpetrators of road accidents as well as discussions with psychologists who work with people who suffered in road accidents. The series was hosted by TOK FM's Adam Ozga and Krzysztof Woźniak, the author of *Skołowani* and *Zmotoryzowani* - bicycle and motor programmes. The programme closed in a debate between the road traffic experts and included stories and opinions collected from the listeners.

## Children and youth education

### MATEMATYKA SIĘ LICZY (MATHEMATICS COUNTS) EDUCATIONAL FESTIVAL OF Gazeta Wyborcza

| 1500

participants in Mathematics Counts conference



The main idea behind the Festival of Mathematics is to stress the importance of mathematics in life and emphasise how proper teaching and talking about mathematics is a key to success. The sixth festival was organized by Gazeta Wyborcza and mBank

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Foundation, as a part of Mathematics Counts project. 1500 participants were invited to attend ten workshops and visit 17 stands with mathematics attractions. 500 copies of the book Dziecinnie prosta matematyka (Child Simple Mathematics) were distributed. The main theme of the event held on 30 November 2019 in the headquarters of Agora in Warsaw was teaching the youngest (Nauka najmłodszych). Through games, interactive workshops and a host of other attractions prepared with children, parents and teachers in mind – the organizers wanted to show that mathematics is our companion from the first days of our lives.

## FAMILY FEST ORGANIZED BY EDZIECKO.PL , AVANTI24.PL and CZTERYKATY.PL

| 36

attractions in the first Family Fest, including

| 16

workshops over 2 days



Teams of eDziecko.pl, Avanti24.pl and Czterykaty.pl organized the third Family Fest picnic on 1 and 2 June 2019 in Kubicki Arcades in Warsaw. The free admission event offered attractions for the youngest children as well as to those slightly older. Family Fest is a unique project that combined fun with education with the aim to stimulate development in children, broaden their horizons and expand their knowledge of the world. The two-day event included concerts for children, games and quizzes, performances, workshops of creative LEGO building and shows. Family Fest was organized in cooperation with Warsaw Royal Castle.

## **KINO NA TEMAT AND KINO NA TEMAT JUNIOR (CINEMA TO THE POINT AND CINEMA TO THE POINT JUNIOR) IN HELIOS CINEMAS**

300  
thousand

cinemagoers watched

3.2



| thousand

screenings of over

| 150

films



Kino na Temat and Kino na Temat Junior are projects addressed to youth and children and delivered by Helios cinemas since 2013. Kino na Temat is a series of film events focusing on important social themes, historical events and topics relevant to young viewers. Film screenings are accompanied by debates with guest speakers – experts and journalists. Kino na Temat Junior is a form of lessons for younger children conducted in cinema. Every screening is preceded by an educational workshop developed by film educators to fit the core curriculum for a relevant education level. 3.2 thousand screenings of over 150 film titles were held for children of various age groups, 300 thousand in total in 2019.

## GAZETA WYBORCZA TOLERANCE LESSON PLANS



How do we teach children respect for difference, how do we talk about discrimination and stereotypes? Ideas for teaching tolerance in the form of actionable lesson plans were published in Gazeta Wyborcza. Plans for parents, teachers and educators were developed with the organizers of School with Class campaign and designed for working with primary and secondary school children and kids. Lesson 1 offers students an opportunity to compare different viewpoints on photographs, try to explore the feelings, thoughts and motivations of people in the photos. The idea behind the lesson was to illustrate the role of empathy in building understanding between people of different convictions, ethnicities, sexual orientation or simply in different life circumstances. Lesson 2 included group work exploration of the process of forming stereotypes. Participants can find out how it is possible that one piece of information causes an avalanche of associations and emotions and why the process might be bad or even harmful. Lessons of tolerance plans is another project of Gazeta Wyborcza for teachers, students and parents, along with other publications and special issues such as Wysokie Obcasy Psychologia. Cyfrowe dzieci (Digital Children). Teachers, parents and other readers interested in the subject can subscribe to a Strefa nauczyciela (Teacher Zone) [newsletter of Wyborcza.pl](http://newsletter.of.Wyborcza.pl). Every Monday subscribers receive texts about education.

## MOGĘ BYĆ (I CAN BE) EDUCATIONAL PROGRAMME FOR PRIMARY SCHOOL CHILDREN



Mogę być is a national education programme from Kobieta.Gazeta.pl working in partnership with [National Geographic](http://NationalGeographic) and [Barbie](http://Barbie) addressed to primary school children. It encourages girls and boys to pursue their dreams and passions and stresses the need to look for outstanding women models. It stimulates children to think about the future, motivates them to break through gender stereotypes and promotes gender equality. Stories of outstanding women presented in the programme convince children that they

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should themselves be trailblazers and reach for more.

The main idea behind the programme is to encourage children, with the parents' support to look for and discover their own ideals, to motivate them to develop their interests and talents and prepare them to embrace a diversity of social and professional roles. Along with the online campaign, organizers opened a competition for schools, for the best poster about inspiring women. The main prize was a 6000 zł package including: for the winning class - a class trip in 2019/2020 school year (3000 zł); for the winning school: meeting with an inspiring woman role model held in the school, open to all students, teachers and parents; for the teacher supervisor of the winning class: professional development training. Posters can be submitted until 31 March 2020 r. More:

[mogebyc.gazeta.pl](http://mogebyc.gazeta.pl)

## SOCIAL CAMPAIGNS

### GALERIA PLAKATU AMS (AMS POSTER GALLERY)

| 779

designs entered the

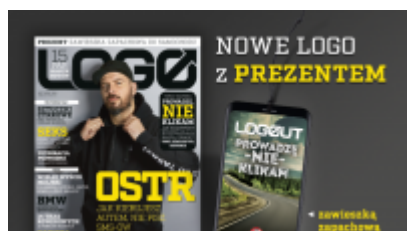
| 20<sup>th</sup>

AMS Poster Gallery contest **Zwierzę też człowiek**  
(Give Animal a Break)



***Give Animal a Break*** was the theme of the 19th AMS Poster Gallery competition. A record number of 779 designs were submitted, stressing the importance of animal rights. Some were shocking, metaphoric and evoking strong emotional response. Winning designs were displayed on AMS citylights in cities around Poland for the duration of the year. AMS Poster Gallery is a non-profit project aiming to stimulate public interest in outdoor advertising, promote the best Polish poster designs and bring closer advertising and academic communities. The annual open competition for a poster on a social or cultural theme is addressed to students of art schools and young graphic designers.

## **PROWADŹ, NIE KLIKAM! (DRIVING NOT CLICKING CAMPAIGN OF LOGO MAGAZINE)**



Editorial team of *Logo* organized a campaign titled *Driving not clicking* to draw public attention to driving safety and discourage the use of handheld devices while driving. July issue of *Logo* featured articles highlighting the problem of drivers using their devices while in traffic with the most recent statistics from Polish roads and descriptions of dangerous incidents caused by such behaviour. The campaign was designed to remind phone users what they should avoid using them while driving, not only on the way to their holiday destination. The campaign also included a report from a test conducted with experts on a training track, where they checked how well they are able to concentrate on driving while simultaneously using a smartphone. Some of the copies of July *Logo* included a hanging air freshener with a safety reminder message *LOGOut, prowadź - nie klikam!* (*LOGOout, driving not clicking*).

## **POD DOBRĄ OPIEKĄ (UNDER GOOD CARE)**



Gazeta Wyborcza joined forces with the Chamber of Nurses and Midwives and ARJO, Skamex and Novamed to launch Under Good Care campaign with the aim to change the public perception of and promote the professions of nurse and midwife, to improve their working conditions, relations with doctors and patients. The project is part of the International Year of Nurse and Midwife 2020 and addresses five challenges:

### **1. Social perception of the profession - respect, trust - 'present throughout our entire life'.**

Highlighting the social role of the profession. Reclaiming the respect and appreciation in relations with patients.

### **2. Role of a nurse in relations with doctors, patients and their families.**

Explaining the place of a nurse in hospital structure, what can a patient expect and what new competence areas can be adopted by nurses. Presentation of good practices from Germany, Switzerland and Poland.

### **3. Promotion of nurses and midwives training - jobs of the future.**

Highlighting opportunities and challenges to the profession listed by job market analyst as one with high future potential, of high social value and non-replaceable by new technologies.

### **4. Safety and working conditions. Introduce Safe hospital label.**

Working conditions are just as important as the mission of the profession. Pinpointing solutions that improve working condition, streamline processes, health and safety, new technologies and how they should support the work of a nurse.

## **5. Long-term care.**

**Ageing society, longer lifespan - are new challenges (and opportunities) faced by healthcare systems - including the nursing profession.**