

Education and business will develop joint initiatives

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Graduates who are well prepared to enter the labor market are a key measure of the effectiveness of education. This is supported by strong, lasting mechanisms of cooperation between educational institutions and the business sector. Kraków plans to strengthen and build such mechanisms together with business organizations—ASPIRE, ABSL, and AmCham—to ensure a smooth transfer of knowledge, experience, and best practices.

On 15 April 2025, the Municipality of Kraków and three business organizations representing hundreds of companies operating in the local labor market—across modern business services, technology, and other knowledge-based sectors—signed a letter of intent. This agreement paves the way for stronger cooperation between public administration and the business community in developing education and strengthening human capital in Kraków.

The initiative is based on the idea that education cannot function in isolation from its socio-economic environment. Cooperation between local government and business organizations is a cornerstone of a modern and effective education system, long-term urban development, and, consequently, competitiveness in a changing global landscape.

ASPIRE (Association of IT and Business Process Services), ABSL (Association of Business Service Leaders), and AmCham (American Chamber of Commerce in Poland) represent hundreds of companies in Kraków. These firms help build the local economy and provide tens of thousands of jobs for workers with varying levels of qualifications, including highly specialized roles. As a result, these organizations possess valuable expert and practical knowledge, playing a key role in identifying development trends and labor market needs.

From isolated actions to lasting mechanisms

Various valuable initiatives already exist at the intersection of education and business. However, they are often one-off projects or depend on the engagement of specific individuals or leaders. The new initiative emphasizes creating sustainable cooperation mechanisms that ensure continuous exchange of knowledge, experience, and best practices among local authorities, businesses, and the academic community—especially Kraków's universities and students. This approach aims to become a stable and predictable element of the education system.

A continuous flow of knowledge and experience helps schools and educational institutions adapt more effectively to rapidly changing socio-economic conditions. It also promotes innovative, entrepreneurial, and open-minded attitudes among students and teachers, while helping students make informed decisions about their educational and career paths.

Benefits across multiple areas

Continuous exchange of knowledge, experience, and best practices—along with updates on industry

expectations and market trends—enhances the effectiveness of the education system and aligns educational offerings with labor market needs, thereby supporting graduates' careers.

For students, direct exposure to real work environments through internships, placements, workshops, and lectures led by industry professionals is invaluable. These experiences help them understand specific professions, employer expectations, and day-to-day work across different industries, making it easier to make informed educational and career choices.

For teachers, cooperation with business supports professional development and modernization of teaching methods through access to up-to-date knowledge and technologies. It allows for curriculum updates and the use of materials and tools provided by companies (e.g., in the edtech sector). Career guidance teachers, in particular, benefit from practical, current insights into the labor market, enabling them to offer more relevant advice to students. This collaboration also opens opportunities for study visits, meetings with practitioners, and joint educational projects, as well as building valuable professional networks.

For businesses, such cooperation is an investment in future talent. It provides access to skilled candidates, enables early identification of top graduates, and allows companies to influence curricula so that students are job-ready without lengthy onboarding. At the same time, participation in educational initiatives strengthens a company's image as a socially responsible partner engaged in the local community. Employees involved in such initiatives also develop skills such as communication and mentoring, benefiting organizational culture and long-term market position.

Local government, in turn, ensures that education aligns with the needs of the local labor market. Early exposure of young people to workplace realities helps them make more informed career decisions. This cooperation also strengthens relationships with employers, supports investment attraction, and encourages businesses to engage more actively in community initiatives.

Areas of synergy

The collaboration will cover areas such as: formal education (primary and secondary schools), vocational and technical education, future skills and modern education, career guidance and labor market orientation, teacher training and professional development, international education and promotion of Kraków, research, analysis, and educational policy, joint events and initiatives, cooperation with the academic community.

In schools, cooperation will include aligning curricula with future skills, adapting vocational education to employer needs, identifying in-demand professions, organizing internships and practical classes, inviting business experts to schools, arranging study visits, co-creating teaching materials, supporting specialized classes, and modernizing labs and workshops.

Preparing education for future challenges will focus on digital, technological, and analytical skills; AI, automation, cybersecurity, and data science; language and intercultural competencies; adaptability; sustainability and ESG; and entrepreneurship and innovation.

Career guidance will emphasize providing up-to-date labor market information and organizing direct



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interactions between students and companies, such as career workshops and job fairs.

Teacher development will include training on economic and technological trends, internships in companies, and strengthening digital competencies.

Research and educational policy efforts will focus on data-driven decision-making, trend analysis, recommendations, and monitoring the effectiveness of educational initiatives.

The initiative will also support Kraków's international image through educational conferences and projects, as well as joint events such as workshops, seminars, and pilot programs. It aims to expand existing education-business initiatives and create platforms for collaboration between education, business, and the city.

Cooperation with academia

Collaboration with the academic community will focus on developing skills aligned with labor market needs, organizing study visits for students, and jointly hosting events and initiatives. These efforts aim to build lasting relationships between academia, education, and business.

Kraków attracts international investments in high-tech, IT, life sciences, and modern business services. Many companies establish R&D centers and collaborate with local universities. Kraków's academic and research institutions actively participate in international programs such as Erasmus+ and Horizon Europe, strengthening global cooperation networks and the city's international standing.

The city supports science-business collaboration by facilitating knowledge transfer, organizing scientific events, and integrating academic and economic communities through initiatives like the Kraków Science Conferences. It also offers direct support programs, including small grants, paid student internships, and initiatives promoting student research groups—for example, a competition organized with InPost, which awarded prizes last year and is planned to continue this year.

The synergy between universities, business, and local government forms the foundation of a modern urban economy, fosters innovation, and builds Kraków's long-term competitiveness as a European hub of knowledge and technology.