



PATENT OFFICE  
OF THE REPUBLIC OF POLAND

17<sup>th</sup>

INTERNATIONAL  
CONFERENCE

INNOVATION  
& CREATIVITY  
IN ECONOMY



13<sup>th</sup> JUNE  
START: 9 AM

**DESIGNING  
INNOVATIONS  
TOWARDS  
A SUSTAINABLE  
FUTURE**

WARSAW STOCK EXCHANGE ▪ 4 KSIAŻĘCA STR. ▪ UPRP.GOV.PL

# Designing innovations towards a sustainable future

13th June 2024

---

|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9.00 - 9.05   | <b>Introduction from the Conference moderator:</b> <ul style="list-style-type: none"><li>▪ <b>Justyna Dźbik-Kluge</b>, Radio Poland journalist</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 9.05 - 9.20   | Opening of the Conference: <ul style="list-style-type: none"><li>▪ <b>Edyta Demby-Siwiek</b>, President of the Patent Office of the Republic of Poland</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 9.20 - 9.35   | Opening speeches: <ul style="list-style-type: none"><li>▪ <b>Daren Tang</b>, Director General of the World Intellectual Property Organization (WIPO) (online)</li><li>▪ <b>João Negrão</b>, Executive Director of the European Union Intellectual Property Office (EUIPO) (online)</li></ul>                                                                                                                                                                                                                                                                                                                                                                               |
| 9.35 - 9.50   | Special speeches: <ul style="list-style-type: none"><li>▪ <b>Piotr Zabadała</b>, Deputy Director of the Department of Innovation and Industrial Policy at the Ministry of Economic Development and Technology</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 9.50 - 10.05  | Individual speech:<br><i>Report: The Global Gender Gap in Innovation and Creativity: Women's Participation in Industrial Designs in the Central European and Baltic States</i> <ul style="list-style-type: none"><li>▪ <b>Julio Raffo</b>, PhD., Innovation Economy Section, Department of Economics and Data Analytics, World Intellectual Property Organization (online)</li></ul>                                                                                                                                                                                                                                                                                       |
| 10.05 - 10.20 | Individual presentation:<br><i>Sustainable business/design report/The Global Circularity Gap Report 2024/Deloitte</i> <ul style="list-style-type: none"><li>▪ <b>Julia Patorska</b>, Partner Associate, Sustainability Consulting Central Europe, Deloitte</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                       |
| 10.20 - 10.35 | Individual presentation:<br><i>Using the Hague System to Protect Eco-Friendly Designs Worldwide</i> <ul style="list-style-type: none"><li>▪ <b>Louis Meunier</b>, Senior Information Officer, Hague Registry (WIPO)</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 10.35 - 10.50 | Coffee break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 10.50 - 12.05 | Discussion:<br><b>Models of sustainable development in business</b> <ul style="list-style-type: none"><li>▪ <b>Dorota Balewicz</b>, Designer Co-founder Boomplastic</li><li>▪ <b>Olga Czerwińska</b>, Ph.D. Vice President, CSO Chief Scientific Officer</li><li>▪ <b>Katarzyna Śliwa</b>, President of the consulting company and design studio Ergodesign, Lecturer at the European University of Technology in Krakow</li><li>▪ <b>Agnieszka Sznyk</b>, PhD. Eng., President of INNOWO, Institute of Innovation and Responsible Development</li><li>▪ <b>Klaudia Wierzbicka-Szczudło</b>, Polish Patent Attorney, BASCK Europe Intellectual Property Services</li></ul> |

|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 12.05 – 12.20 | <p>Individual speech:<br/> <i>Report: Green EU trade marks- 2023 update</i></p> <ul style="list-style-type: none"> <li>▪ <b>Nathan Wajzman</b>, PhD., Chief Economist, European Union Intellectual Property Office</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 12.20 – 13.00 | Lunch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 13.00 – 14.10 | <p>Discussion:</p> <p><b>Designers with a mission to improve the world - "world-bettering"</b></p> <ul style="list-style-type: none"> <li>▪ <b>Paulina Grabowska</b>, NAS-DRA Conscious Design, Biodesign lecturer at School of Form, SWPS University in Warsaw</li> <li>▪ <b>Jadwiga Husarska-Sobina</b>, Design Manager &amp; CEO of HUSARSKA DESIGN Studio, Creative Director of The True Green</li> <li>▪ <b>dr hab. Maciej Konopka</b>, PhD., Professor of Academy of Fine Arts in Warsaw, Faculty of Design, President of the Brandy LAB Foundation, Creative Director of Brandy Design</li> <li>▪ <b>Ewa Polkowska</b>, Co-founder of the Sustainable Fashion Institute and SUPPtrail, Lecturer of material science at the International School of Costume and Fashion Design (MSKPU)</li> <li>▪ <b>Mikołaj Wierszyński</b>, President of the Management Board of the SPFP Design Association, product and interior designer</li> </ul> |
| 14.10 – 14.25 | <p>Individual speech:</p> <p><i>REvive, REpurpose and REShape</i></p> <ul style="list-style-type: none"> <li>▪ <b>Nela Nykowska</b>, Designer, a graduate of Product and Industrial Design at Central Saint Martins, University of the Arts London</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 14.25 – 15.35 | <p>Discussion</p> <p><b>Young people for a better tomorrow (forms of support for domestic sustainable innovations)</b></p> <ul style="list-style-type: none"> <li>▪ <b>Monika Borowiecka</b>, Managing Partner, Tangent Line VC fund</li> <li>▪ <b>Krzysztof Czaplicki</b>, Co-founder and Operational Director of Fresh Inset S.A.</li> <li>▪ <b>Michał Mądry</b>, Managing Director foodtech.ac</li> <li>▪ <b>Michał Kruszyński</b>, CEO &amp; founder of ZNIKA</li> <li>▪ <b>Adrian Migoń</b>, President of the Management Board of the Technology Incubator and Youth Business Poland Foundation</li> </ul>                                                                                                                                                                                                                                                                                                                                |
| 15.35 – 15.45 | Summary and closing of the Conference                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

**ORGANIZER:**



**CO-ORGANIZERS:**



**HONORARY PATRONAGE:**



Ministry of Economic Development and Technology  
Republic of Poland

---