

# CLIMATE ACADEMY 2.0



Climate Academy 2.0. – creativity booster  
for Planet, Campus and You



4 June 2025



9:00-14:00



4 W



## Agenda

Place: 4 & 4a, bulding W

9:30 - 10:00

**Registration of participants & welcome coffee**

10:00 - 10:15

**Official opening** - Vice-rector prof. Bogusława Drelich-Skulska & Organizers

10:15 - 10:45

**Gentle by nature, responsible by the sense of mission: 75 years with children, 75 years for the future** - the genesis of sustainable business development in times of excessive consumerism  
Speaker: Joanna Bagińska, Laboratoires Expanscience

10:45 - 11:15

**From Street Art to Space Habitats:** Artistic Responses to Climate and Resource Challenges  
Speaker: Fania Kolaiti, Eugeniusz Geppert Academy of Art and Design

11:15 - 11:45

**Plant alternatives - health in harmony with nature** + testing Speaker: Tomasz Rusak, Biotreco

11:45 - 12:15

**Lunch**

## Practical workshops

### Workshop 1

Engaged art in practice - let's create a call to action poster together!

12:15 - 13:45

Tutors: Fania Kolaiti, Eugeniusz Geppert Academy of Art and Design



### Workshop 2

How to increase biodiversity in the WUEB campus and its surroundings? - creative work on the campus

Tutor: Hanna Adamiczka, WUEB



### Workshop 3

Creative Workshop for Sustainable Solutions - tips and hints for climate action on campus

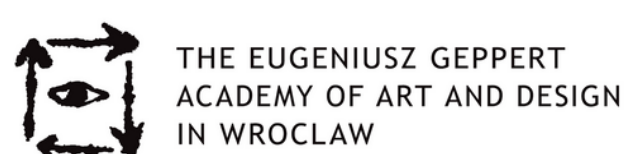
Tutors: Karolina Daszyńska-Żygadło, Ewa Popowicz & DT Hub, WUEB



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## OUR SPEAKERS



**JOANNA BAGIŃSKA**

Laboratoires Expanscience

She has over 10 years of experience in the beauty market as a Trade Marketing Manager. For 5 years she has been associated with Laboratoires Expanscience and the Mustela brand as a Finance Business Partner, where she deals with data analysis and combines financial knowledge with business understanding, supporting the sales, marketing and logistics departments. Additionally, she is responsible for implementing the company's mission and fulfilling ESG commitments. She acts as an activator of actions to reduce CO2 emissions in LE Polska and also works in the area of education and sharing know-how.



**FANIA KOLAITI**

Eugeniusz Geppert Academy  
of Art and Design in Wrocław

An interdisciplinary artist and designer, currently pursuing her Ph.D. at the Eugeniusz Geppert Academy of Art and Design in Wrocław. Kolaiti specializes in ceramics while exploring the intersection of artistic and functional values in hybrid objects made of clay materials. Over the recent years, she has been working on the topic of design for the life in space and extraterrestrial terrains, seeking sustainable solutions. Her design research focuses on environmentally conscious projects, creating prototypes that not only serve a practical purpose but also pose important questions about the impact of our consumer culture. Her work examines speculative scenarios and questions existence within critical sociopolitical utopias.



**TOMASZ RUSAK**

Biotreco

Manager, graduate of Wrocław University of Science and Technology (major in Management and Marketing) and Executive MBA at the Wrocław University of Economics. He has over 20 years of experience in managing companies in the gastronomy and retail sectors. Specialist in business process modeling and innovation implementation. Founder of Biotreco.



**HANNA ADAMICZKA**

WUEB

Hanna Adamiczka is employed at the Department of Spatial Economy and Local Government Administration. PhD Adamiczka is interested in urban development, the real estate market and megatrends, especially in urban space. In addition, she works in a real estate and design office; she also cooperates with the local government (e.g. in developing the concept of a water tram in Wrocław, the Sudety 2030 development strategy or the Wrocław 2030 development strategy).



**KAROLINA DASZYŃSKA-  
ŻYGADŁO**

WUEB

A passionate enthusiast of the concepts of responsible business, sustainable development and circular economy. Doctor of Economics in the discipline of finance with extensive teaching experience at the Wrocław University of Economics and Business and the Riga University of Technology. In her professional life, she combines scientific work, looking for the impact of responsible, ecological and social activities of companies on their value, with support for companies at an early stage of development as a business coach. She is a member of the Network of Climate Coaches community, cooperating with Climate-KIC on projects implementing systemic innovations and systems thinking concepts, as well as in business accelerators and incubators.



**JOANNA MACALIK**

WUEB

Joanna Macalik is Rector's Deputy - Coordinator of the International School, Business Individual Programme of Studies coordinator, assistant professor in the Department of Marketing Management at the Wrocław University of Economics, certified academic tutor, design thinking facilitator at the DT HUB Center for Designing Innovative Solutions. Academically, she is involved in marketing communication, image creation, personal branding, employer branding and territorial marketing. She is a public relations practitioner - she has several years of professional experience as a journalist, PR specialist and press officer. She is a consultant in image creation, product and service launches, Internet marketing and event marketing.



**EWA POPOWICZ**

WUEB

Ewa Popowicz is a research assistant at the Department of Advanced Management Research and a specialist in the Sustainability Office at the Wrocław University of Economics and Business. Her research interests include strategic management, effective communication, and sustainable development. Since 2018, she has been involved in activities within the Green Team unit (currently the Green Team Competence Centre at the WUEB). She is actively engaged in climate education.