



**LODZ  
ICT  
CLUSTER**



Cooperation  
Innovation  
Knowledge

**A CATALOG  
OF BENEFITS  
AND ACTIVITIES**  
LODZ ICT CLUSTER



## TABLE OF CONTENTS

Cluster Board and Task Forces	03
Cluster in numbers	04
Cluster office	05
Benefits of participating in the cluster	06
Cooperation with universities	08
Marketing and promotion activities	10
Networking, business, ICT representation in the region	12
Cluster activities in the CSR area	13
Cluster members	14



**Prof. Paweł Strumiłło**

Chairman of the Board of the Lodz ICT Cluster  
Vice Rector for Development, Lodz University of Technology  
Head of the Institute of Electronics, Lodz University of Technology

Created on July 1st 2012 on the initiative of Lodz University of Technology, the Lodz ICT Cluster brings together the ICT companies, business support organisations and HEIs, including Lodz University of Technology, which is the coordinator of the project. The Cluster aims at integrating the institutions operating in the sector, building social awareness of education, employment and further development in the broadly defined IT sector in the region as well as creating conditions for implementation of new information and IT technologies, including commercialization of research results. An important aspect of the Cluster's activity is also the development and education of specialists for the dynamically growing IT and telecommunications sector in the region. These activities are implemented as part of ongoing cooperation between university departments and cluster companies and lead to adjusting the educational offer of the universities to the needs of the labor market. The Lodz ICT Cluster also cooperates with government administration and local authorities regarding the existing and future potential of the ICT sector in the area of creating the labour market, investments and economic development of the region.



**Grzegorz Trzcziński**

Atos Poland Global Services  
Chairman of the Cluster  
Steering Committee

The Committee will play an important advisory and opinion-making role in the scope of the cluster's activities, and also proposed new projects initiatives and directions of cluster development, identified and assessed important trends and events that may affect the functioning of the cluster. The Committee will also be responsible for updating the Cluster's development strategy and proposing annual action plans, as well as giving opinions to the Cluster Council on applications for the admission of new Cluster members.



**Marek Walczak**

Harman Connected Services Poland  
Chairman of the Task Force  
for Education

The Teaching Task Force undertakes actions to improve the quality of education at universities in the cluster. The scope of the team's activities includes: review of study programs in terms of adapting them to the needs of the ICT industry, development of job profiles of specialists sought by companies, preparation of new blocks of elective subjects, observation of classes conducted at universities.



**Anna Pawłowska**

Vention  
Przewodnicząca Zespołu  
Zadaniowego ds. Promocji i Projektów

The Task Force for Promotion and Projects deals with the initiation of promotional projects aimed at spreading awareness of the potential of the IT industry in Łódź, as well as with the preparation and implementation of projects within the cluster. He cooperates with local governments in the organization of economic events, actively cooperates with local media and deals with the substantive side of the organization of the Lodz IT Days.



**Andrzej Tabara**

Exaco  
Chairman of the Task Force for  
Business Cooperation

The tasks of the Task Force for Business Cooperation include initiating business cooperation between participants and enterprises, organizations and institutions from outside the Cluster, conducting activities enabling participants to establish new business relationships and acquiring new customers, as well as promotion, increase in activity and competitiveness of Cluster participants.



### Lodz University of Technology

Over **2700**  
ICT students

Almost **600**  
IT graduates  
per year



### University of Lodz

Over **1800**  
ICT students

Almost **400**  
IT graduates  
per year



### University of Social Sciences

Over **500**  
ICT students

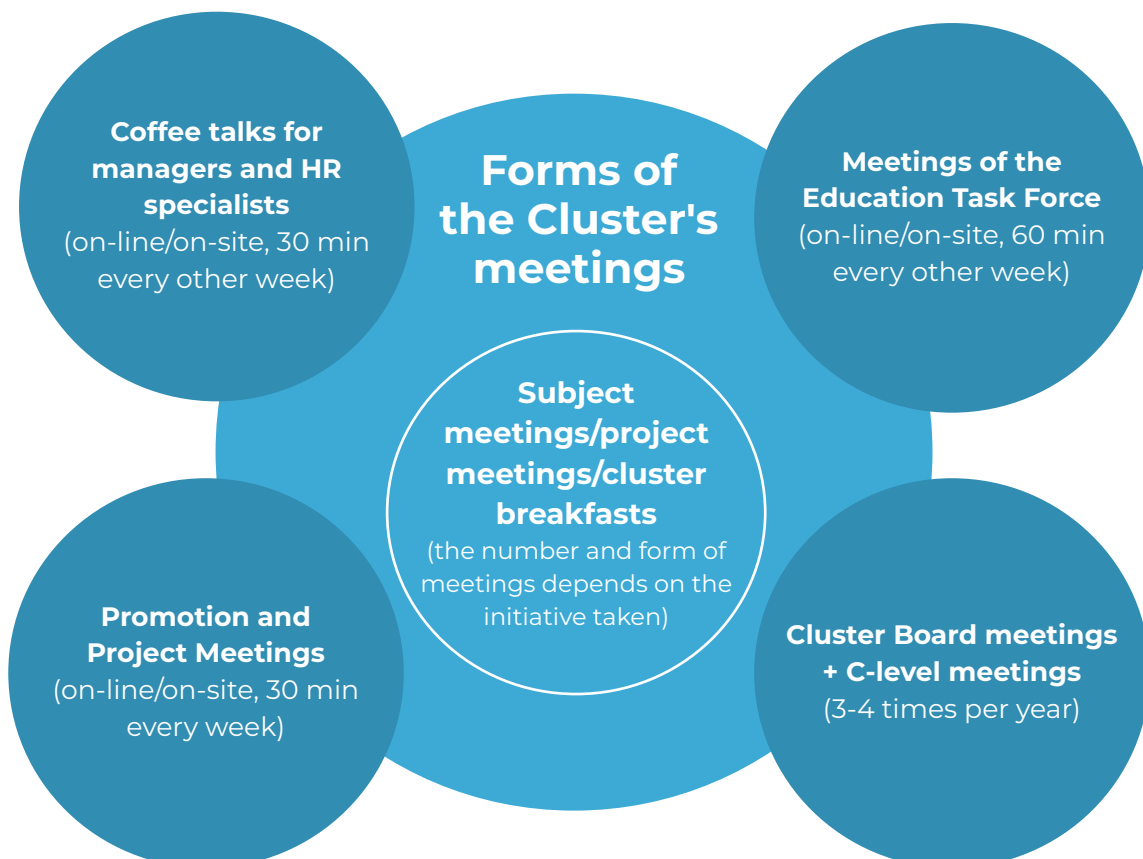
Almost **80**  
IT graduates  
per year

**27000**

Employment among the Cluster Participants in **Lodz**

**67000**

Employment among the Cluster Participants in **Poland**



**COMPANY SUPPORT OFFICER**

An assigned person from the Cluster Office who provides all information regarding the initiatives implemented by the Cluster, and supports internal contacts between cluster participants including units on the side of the university.

**Lodz ICT Cluster Office**

deals with servicing the work of task forces, operationally implements initiatives undertaken by the Cluster, serves as a contact point for cluster participants and external entities

[office@ictcluster.pl](mailto:office@ictcluster.pl)

**Wólczańska 217/223 St., building B19,  
IT Technology Center  
Lodz University of Technology**



**Adam Owczarek**  
Cluster Manager  
tel. 792 309 727



**Magdalena Lasota**  
Information  
Management  
Specialist  
tel. 42 631 21 47



**Barbara Konarzewska**  
Events and Communications  
Coordinator  
tel. 503 653 569



**Bartłomiej Gałązka**  
Marketing and Social Media  
Coordinator  
tel. 660 037 941



## BENEFITS OF PARTICIPATING IN THE LODZ ICT CLUSTER

### 1 Integration of the ICT industry in Lodz

The Cluster provides a forum for exchanging views and experiences on various aspects of business activity. Regular formal and informal meetings cover issues related to tax changes, labor law, body leasing or current challenges (such as reorganization of work in offices in connection with the pandemic or the situation in Ukraine).

### 2 Easier access to potential employees - students and graduates of the largest universities in the Lodz region

The Cluster brings together the region's three largest higher education institutions teaching IT: Lodz University of Technology, the University of Lodz and the University of Social Sciences. The universities educate over 5 thousand students in IT and related fields, which results in over 1000 graduates a year.

### 3 Joint representation for the creation of better conditions for the development of the Lodz ICT industry to address state and local government bodies

The Cluster works to ensure that the ICT sector is properly embedded in strategic documents defining the development of Lodz and the Lodz region in the coming years. We try to ensure that documents such as regional strategies or operational programs also include funds for human resources development or R&D projects.

### 4 Priority access to initiatives carried out at Lodz University of Technology and the University of Lodz and preferential rates for participation

The Cluster members receive preferential conditions for participation in events organized by Lodz University of Technology and the University of Lodz. Priority access to information about events, reduced fees and dedicated service are bonuses only for cluster members.

## 5 Exclusive access to projects implemented by the Cluster

The Cluster organizes a number of events and projects that allow the promotion of the members' brands. Participation in activities such as the IT Days (over 2000 participants every year), Join IT in Łódź (annual reach of 800 thousand views) or expert workshops (over 200 participants per semester) is reserved exclusively for cluster members. It is a unique opportunity to reach over five thousand students of the largest universities educating IT specialists in Lodz.

## 6 Visibility of Cluster Members - commitment to the region and industry

The Cluster actively organizes initiatives related to the IT sector. We act not only in the field of marketing and promotion (newsletters, social media) but we also disseminate knowledge related to ICT (conferences, seminars, thematic meetings and technological debates) and engage in broadly defined CSR activities (scholarships for students, support for talented youth, cleaning up the world). We build a positive image of the industry and cluster members.

## 7 Expertise database and platform for exchange of experience

The Cluster is a platform for knowledge and contact exchange. We organize webinars and workshop trainings, which are a response to the current needs of cluster members. Cluster members also have the opportunity to use the cluster channels to organise their events (e.g. the access to the Clickmeeting platform) and their promotion (newsletter and mailing).





## CURRICULUM DEVELOPMENT AND EDUCATIONAL TRAINING - COOPERATION WITH UNIVERSITIES

The cluster membership enables direct influence on IT education at the biggest higher education institutions in Lodz (Lodz University of Technology, the University of Lodz and the University of Social Sciences). The activities in this area are coordinated by the Education Task Force, which consists of the representatives of the university faculties: the Faculty of Electrical Engineering, Electronics, Informatics and Automatics (TUL); the Faculty of Technical Physics, Informatics and Applied Mathematics (TUL); the Faculty of Physics and Applied Informatics (UoL); the Faculty of Mathematics and Informatics (UoL); the Institute of Information Technology (UoSS) and representatives of the companies from the Cluster interested in cooperation in this area. Participation in the activities available for cluster members gives an opportunity to directly reach students of the IT faculties.

### 1 Subjects, blocks of subjects

As a result of cooperation with the Cluster a new elective course Software Testing and Quality Assurance has been created at the Faculty of Electrical Engineering, Electronics, Informatics and Automatics (TUL). Thanks to the engagement of many cluster companies, HEIs in Lodz gain direct information regarding their needs in the field of education.

### 2 Recommendation of subjects by the cluster companies

Highlighting by the firms of selected subjects delivered during the course of study, together with an indication that the subject is recommended by the cluster company. It also includes verification by the firm of the quality of the course, as well as possible suggestions for changes, and the opportunity to involve the firm in the delivery of the course and provide students with information about the firm.

### 3 Submission of diploma thesis topics for students

Submission of a dissertation topic by a company gives an opportunity for joint supervision of the dissertation. The dissertation is supervised jointly by a specialist from the company and an academic teacher. In addition, it provides an opportunity to establish a relationship with a student preparing a diploma thesis in the area of interest of the company.

### 4 Co-teaching

Involving practitioners - industry specialists in co-teaching which allows students to familiarise themselves with both the practical aspects of the technologies as well as actual projects carried out in companies.



## 5 Easy access to information about academic education

The Cluster, bringing together three largest universities from the Lodz Voivodeship, has direct access to information on the number of their students - including data on the number of students studying specific subjects, specialisations, as well as the number of graduates.

## 6 Subjects taught by company experts

Possibility for representatives of the cluster companies to conduct classes with students - both lectures and laboratories. The number of such classes is fixed every time between the university and the company.

## 7 Priority access to the programme „Project Innovation“

"Innovation Project" is an initiative of the Faculty of EEIA (TUL) in which students (as part of the curriculum) implement projects recommended by companies. Students have the opportunity to complete an interesting project under the supervision of an expert from a company and extend their portfolio (in return they can obtain ECTS credits or exemption from certain subjects in the curriculum). Companies can get to know better the potential candidates for work.

## 8 Class observations

The possibility for practitioners from companies to observe classes, during which they assess the manner, quality and relevance of the knowledge provided to students. During the class observation there is also an opportunity to talk to a group of students about the curriculum (without the presence of the leading teacher).





## MARKETING AND PROMOTION ACTIVITIES

The Cluster's activities undertaken in the field of promotion include initiatives targeted at various groups of recipients. The activities are directed towards positioning the region and Lodz as a centre focusing high-tech enterprises with universities offering high level of education, as well as a place attractive to live and pursue a professional career.

1

### Lodz IT Days

Lodz IT Days is the largest ICT event in the Lodz Voivodeship. LITD has been organised since 2017 on the campuses of Lodz University of Technology and the University of Lodz, and its formula includes a number of events related to ICT topics. The target audience is mainly students of IT faculties and IT enthusiasts, including high school students. Companies from the Cluster get an exclusive opportunity to conduct workshops and lectures for attendees and participate in job fairs.

2

### European Economic Forum - Lodzkie

European Economic Forum - Łódzkie is the largest business event in the region, organized periodically by the Marshal's Office. It is a meeting place for thousands of entrepreneurs, experts, representatives of local government and government authorities. Every year the Cluster is a partner of the event, which gives an opportunity to organize panel discussions related to current trends and challenges for the ICT industry.

3

### Join IT in Lodz campaign

Join IT in Lodz campaign organised by the Cluster is to promote employment in the Lodz IT industry. The action includes a series of videos with the participation of employees from firms belonging to the Cluster. The leitmotif of the campaign is to join the Lodz IT industry. The first part of the campaign was devoted to rebranding, while the second part, under the slogan 'Yesterday a student, today an employee', encouraged secondary school students from the Lodz voivodeship to make their professional careers in Lodz.

4

### Cluster expert workshops

Cluster expert workshops are an initiative addressed, among others, to students of TUL, the University of Lodz and the University of Social Sciences. The workshops, conducted by specialists from cluster companies, provide an opportunity to improve participants' competencies in the area of workshop topics. Meetings are held online or on-site - both in the offices of companies and at universities. The workshops give firms the opportunity to reach out to people interested in the presented topics.

## 5

**10% discount on participation in the Academic Job Fair and the University Job Fair**

The Academic Job Fair organized by Lodz University of Technology and the University Job Fair organized by the University of Lodz are the biggest events of this type in the Lodz region. The cluster members receive a 10% discount on stand rental for both events. AJF in a stationary form was visited by about 16000 people, UJF by about 6000 people. In the online form, AJF gathered about 4000 participants, and the catalogue of exhibitors' offers was sent to all TUL students.

## 6

**Contributing content to the cluster's newsletter**

A newsletter published every fortnight makes it possible to reach a wide audience with information about the activities and achievements of cluster members - both inside the Cluster and to entities cooperating with it: The City Council of Łódź, The Marshal's Office and business support agencies. It is also planned to launch a dedicated newsletter for students - the mailing will be sent to students of Lodz University of Technology.

## 7

**Participation in events co-organized by the Cluster**

The Cluster invites you to participate in its own initiatives and those co-organized by the Cluster or covered by its patronage, such as fairs, exhibitions and conference events. For cluster members the participation is free of charge or on negotiated preferential conditions.





## NETWORKING, BUSINESS, ICT REPRESENTATION IN THE REGION

The Cluster constitutes a platform of cooperation for firms and institutions associated in it. The platform allows for contacts during regular meetings between representatives of firms, universities, business environment institutions and local government institutions. The cooperation concerns both topics relevant to the entire industry in the region, as well as opens up the possibility for bilateral cooperation between individual cluster participants within the scope of topics covering business or project issues chosen by them.

### 1 The Cluster representing the ICT industry

The Cluster is the only representation of the ICT industry entities in the Lodz region, thanks to which the topics undertaken by cluster participants - important from the perspective of the entire industry - are addressed to the City of Lodz Office, the Voivodeship Office, the Marshal's Office (e.g. adding IT to the key industries of the region, the need for human resources for the Lodz IT industry, launching EU funds for rebranding within bootcamps).

### 2 Networking

The formula for most meetings organised by the cluster includes a networking and experience-sharing element for participants. The possibility to establish closer contacts between participants takes place both during the cluster's council meetings, meetings of people dealing with HR and PR, as well as managerial C-Level meetings or can be based on an internal database of contacts available to cluster participants.

### 3 Cluster technological debates

Trends and IT Revolutions is a cluster initiative aimed at promoting the latest technologies. The participants in the debates are experts representing the firms affiliated with the Cluster. The topics of the first debates included AI, Cloud and IoT. The series presents specific content that showcases new trends in the global IT industry without aggressive marketing.

### 4 Thematic workshops, webinars, trainings

On the basis of suggestions made by cluster participants during working meetings, thematic workshops are organised for employees of firms grouped in the Cluster. The topics of implemented trainings and webinars included, among others, issues concerning on-line working, stress and depression, vaccinations, tax changes in the context of the Polish Order.

### 5 Business mixers

The Cluster offers its participants the possibility to participate in events in the format of business mixers organised or co-organised by the Cluster or its members such as Lodz Special Economic Zone or Lodz Agency of Regional Development. Participation for cluster members is free of charge or partially paid (discounts for participants).



## CLUSTER ACTIVITIES IN THE AREA OF CORPORATE SOCIAL RESPONSIBILITY

As the Cluster and its affiliated members, we strive to initiate and engage in projects that contribute to the shaping of conditions for sustainable development, particularly with regard to local aspects.

**1**

### We support the most talented students

The Cluster supports talented and active IT students by funding them with one-off scholarships of PLN 5000. Scholarship support is awarded to 5 outstanding students from: Lodz University of Technology, the University of Lodz and the University of Social Sciences.

**2**

### The Trash Challenge for cluster participants

The Cluster is not indifferent to the environment around us. We participate in the action Clean up the World in Lodz coordinated by the Lodz City Council. Teams of employees of cluster firms compete in collecting rubbish. Great fun guaranteed ;-)

**3**

### The Academy of the Future

The Cluster is involved in actions to support the development of children and young people from environments at risk of exclusion. Children and young people can take part in interesting workshops organised at Lodz University of Technology, as well as visit Lodz firms. The campaign is intended to show that development and success can also be a part of their lives.

**4**

### Local aid campaigns

The Cluster and cluster firms are actively involved in local activities. The IT industry actively responded to the IT Challenge, organised to raise money for the treatment of cluster employee's daughter, little Maia, with SMA disease. We also actively support refugees from Ukraine.

# CLUSTER MEMBERS



Łódzka  
Specjalna Strefa  
Ekonomiczna







# LODZ ICT CLUSTER


## **LODZ ICT CLUSTER**


Wólczańska 217/221 St., 93-005 Lodz

 building B19, Lodz University of Technology  
Information Technology Center

 tel. +48 42 631 29 20

 office@ictcluster.pl

 www.ictcluster.pl

 /KlasterICTLodz

 /company/ict-polska-centralna-klaster