



COMPANIES 55 PARTICIPATING IN THE TRACKER

representing 39,195 people

















Backbase

































































































TABLE OF CONTENTS

Daily average of employees working from the office, actuals and forecast	4
Daily average of employees working in the office by size and type of centre	5
Hybrid work models operating in Kraków	6
Average days per week/month spent in the office	7
% employees working fully remote	8
Incentives to work from the office	9
Local work from office policy vs corporate expectations	10
Work from abroad	11
Changes in the past 6 months to working policy	13
Biggest impacts on the organisation of hybrid ways of working	14
Engaging with the New Mayor	15
Top arguments for expanding your centre / retaining roles in Kraków	16
Cooperation with the municipality	17





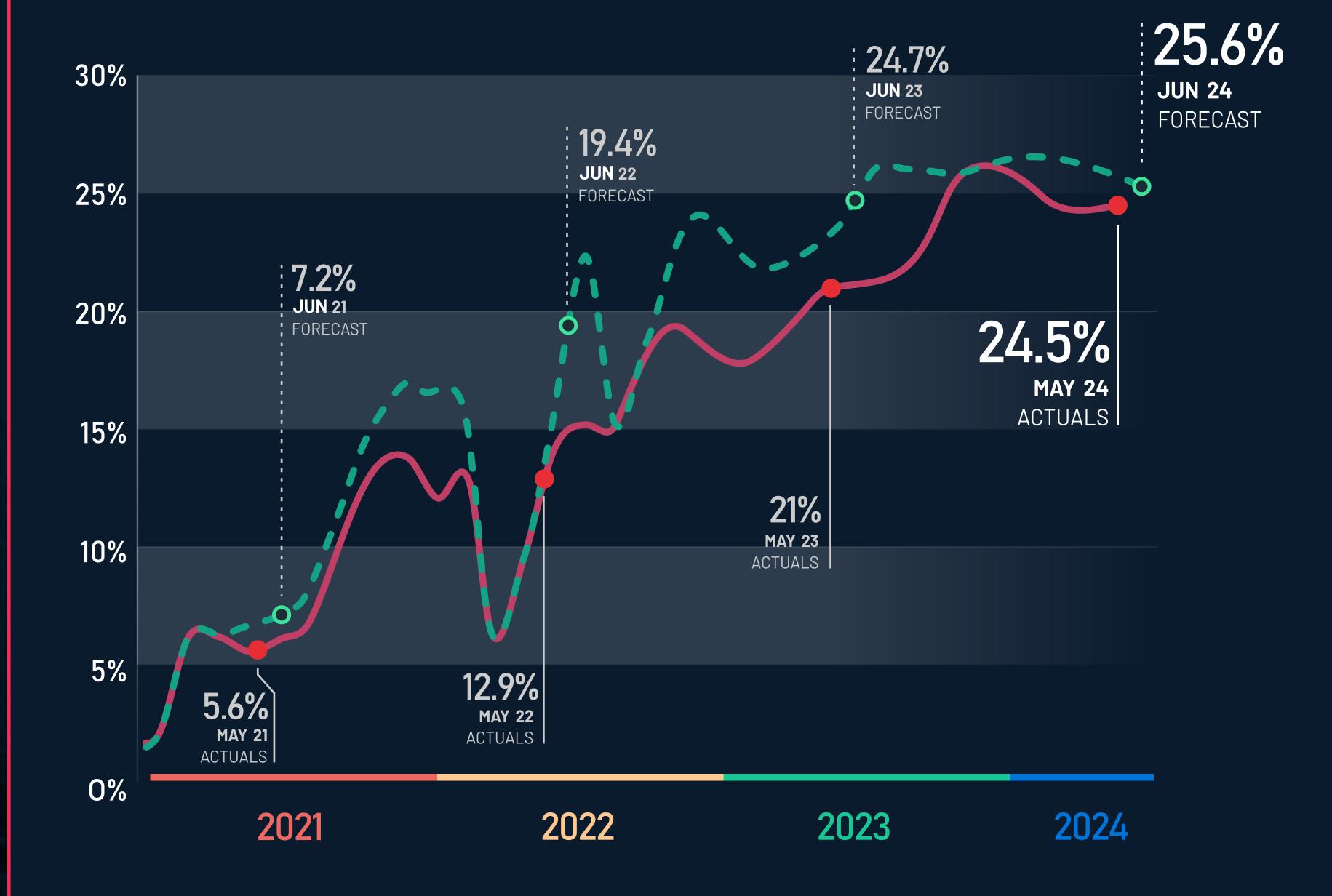
EMPLOYES WORKING FROM THE OFFICE

DAILY AVERAGE

ACTUALS

FORECAST -- --

MAY 2024 - 55 companies representing 39,195 people



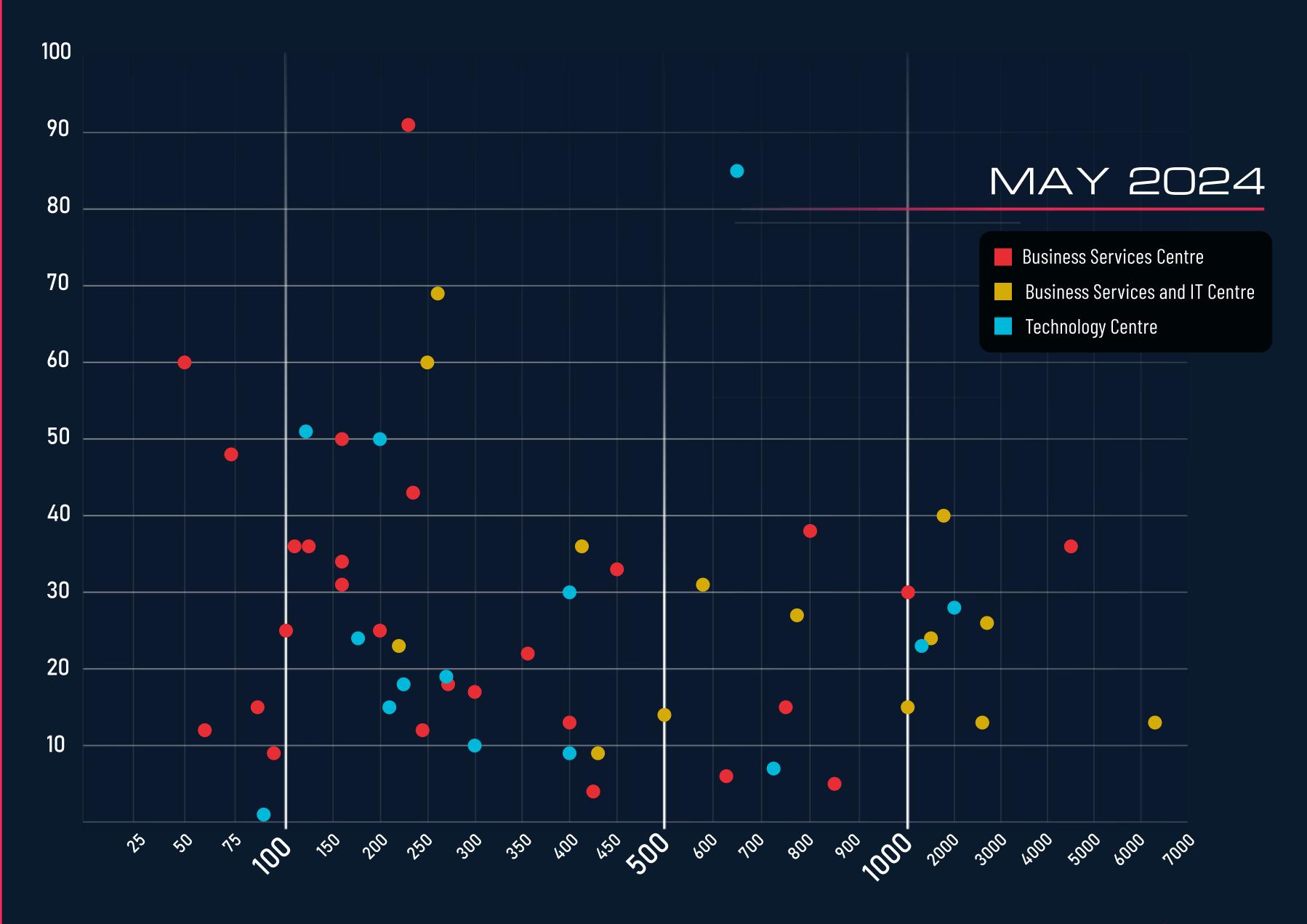




% EMPLOYEES WORKING IN THE OFFICE DAILY AVERAGE



MAY 2024 - 55 companies representing 39,195 people







Which of the following describe the hybrid work model in your company?

55 out of 55 answered

One rule for everyone	23 resp.	41.8%
Ourpolicy is applied globally across entities	19 resp.	34.5%
Flexible but dependent on functional teams (e.g., R&D, Finance, Supply Chain, etc.)	17 resp.	30.9%
The number of days people work from the office is		
dependent on role	13 resp.	23.6%
We are fully flexible	11 resp.	20%
Other	4 resp.	7.3%

Other:

We are in proces of policy change for remote work

Depending on our external client preferences

Slight variation for junior/intern/early career roles

Encouragement is currently in place for teams to return to the office. However, starting in June, we aim to implement a more structured hybrid approach, tailored to employee's location





Taking everything into consideration, how many days do most of your people work from the office?







How many employees are working fully remote?







Do you offer any **benefits** or incentives to employees **to work from the office**?

54 out of 55 answered



Please describe any incentives you offer:

25 out of 55 answered

pizza day, massage, breakfasts fruits in the office, training in class, board games yoga sessions, stretching sessions, on site webinars





Do you encounter any issues with differences between your local Work from Office policy vs Corporate guidelines or expectations?

55 out of 55 answered



Briefly describe the issues you have:

11 out of 55 answered

local market is more flexible

increased attrition

Challenges related to potential unfair treatment in light of labour law





How many days percalendar yearcan an employee work from abroad?

N/A	30 resp.	54.5%
Up to 30 working days per year	9 resp.	16.4%
Up to 20 working days per year	6 resp.	10.9%
Up to 15 workingdays peryear	3 resp.	5.5%
Up to 2 months per year	2 resp.	3.6%
Up to 3 months per year	2 resp.	3.6%
Unlimited	1 resp.	1.8%
Up to 10 workingdays per year	1 resp.	1.8%
Up to 6 months per year	1 resp.	1.8%
Up to 5 working days per year	0 resp.	0%





Where does the approval power come from for days work from abroad?

55 out of 55 answered

Must be approved locally	17 resp.	30.9%
Must be approved globally and locally	14 resp.	25.5%
Must be approved globally	6 resp.	10.9%
Other	18 resp.	32.7%

Other:

not regulated
not allowed
work from abroad not allowed
it is not allowed
not permitted
no option
approval from line manager in line with
global policy

we do not offer that at all

we have no approval for work abroad

line manager (not all local) & global
compliance

in exceptional cases approved via direct
manager

not in place

no such possibility

no work from abroad





Have you introduced any changes in the working policy in the recent 6 months?

55 out of 55 answered



What changes did you make?

8 out of 55 answered

we are in process of policy change enforcing obligatory days in office

details are subject of current discussions

new disciplinary policy

Do you see any visible impact from the changes? What was the feedback from employees?

8 out of 55 answered

to early to assess





Where do you see **the biggest impacts of new ways of working** on your organisation?







In which areas do you think it is most important for the industry to engage with the new Mayor?

55 out of 55 answered

Other:

good flight connections from anywhere in the world

adoptability and quick reaction time in case of urgent issues

great place to live which supports possibility to keep talents in the City and attract talents from outside of Krakow (Polish and international) to relocate and stay

Education & Skills development	33 resp.	60%
Transportand communications (municipal transport, roadworks, airport)	31 resp.	56.4%
Promotion (Kraków as a Business location)	30 resp.	54.5%
Environmental / Quality of life issues	23 resp.	41.8%
Fiscal (Incentives, Rates, Taxes)	23 resp.	41.8%
Visas, work permits and other regulatory issues	20 resp.	36.4%
Business continuity (disaster planning, digital infrastructure, etc.)	17 resp.	30.9%
Housing, Health & Safety, Schools and Social policy	16 resp.	29.1%
Strategy	15 resp.	27.3%
Don't know	1 resp.	1.8%
Nothing	0 resp.	0%
Other	1 resp.	1.8%





What are the top arguments you raise with senior leadership for expanding your centre / retaining roles in Kraków?

Market maturity (many skilled people with high level of expertise and agility)	41 resp.	74.5%
Graduate pool (200k students across 20+ universities)	27 resp.	49.1%
Scalability (consistent growth over 20 years, 120,000 people working in tech and GBS, ecosystem that supports the sector)	27 resp.	49.1%
Cultural and geographic proximity	22 resp.	40%
Easy access to foreign languages	18 resp.	32.7%
Competitive labour and office costs	17 resp.	30.9%
Global and European ranking for tech		
and business services	17 resp.	30.9%
Legal environment, Economic & Political stability	5 resp.	9.1%
Cosmopolitan city (15-20% foreign nationals working in Tech and GBS in Kraków)	4 resp.	7.3%
Other	3 resp.	5.5%





On a scale of 1-5 indicate how importantyou believe it is for the industry to have meaningful cooperation with the municipality.

55 out of 55 answered

3.9 Average rating







Which of the following opportunities and initiatives would be of interest to you?

ASPIRE meeting(s) with the Mayor (e.g., Business Breakfast)	35 resp.	63.6%
Themed meetings with local stakeholders, e.g. university rectors	31 resp.	56.4%
Structured opportunity to input into City Development Strategy	26 resp.	47.3%
Joint skills initiatives, such as mapping skills needs against training provision	25 resp.	45.5%
ASPIRE meetings with Heads of Departments	20 resp.	36.4%
Support in raising issues with the municipal departments	17 resp.	30.9%
Joint CSR initiatives,e.g., focussed on digital access and social inclusion	15 resp.	27.3%
Other	1 resp.	1.8%





The ASPIRE Tracker is a benchmark of market practices and sentiment conducted across the ASPIRE membership.

Data is gathered from member companies ahead of a monthly Centre Heads Call and played back in aggregated form during the call.

This Tracker was conducted between 13-24 May 2024.

This PDF contains a selection of comments to open questions asked in the Tracker. To review all comments visit this link.

