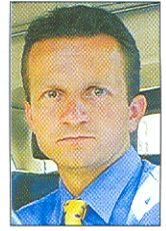


International Conference on the Psychology of Ecology



by Marek Gala, Deputy Director, AmCham in Kraków



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This year AmCham in Kraków will co-organize the international conference on the psychology of ecology. The conference, entitled “**Carpathians and other Euro-regions – psychological basics related to environment protection**”, will be held 20-22 October 2004 at the Jagiellonian University III Campus in Kraków, under the honorable patronage of:

- **Professor Franciszek Ziejka**, the President of Jagiellonian University,
- **Professor Jacek Majchrowski**, Mayor of Kraków, and
- **Mr. Paweł Pytko**, Eng PhD, Kraków Council Chairman.

The two, apparently disparate subjects of our conference will encompass the dual issues of psychology and the environment, which are interrelated by way of the human element. Conference attendees will become familiar with proposed funding for ecological projects by the National Environmental Protection and Water Conservation Fund, Regional Environmental Protection and Water Conservation Funds, the Ecofund, the Environmental Protection Bank, Cohesion Fund, Carpathian Foundation, as well as international sources of funding.

Five subject sessions are scheduled:

- **The Psychological session** addresses the role of nature in the functioning of mankind and the psychology of a change of social attitudes within the context of the influences of human on nature.
- **The Ecological session** provides

tection and the condition of the natural environment in the Carpathian euro-region, and investigates the various methods that have been historically effective in mobilizing society as regards pro-ecological activities, including environmental friendly tourism.

- **The Technological session** introduces technology that does not exploit, but rather serves to restore nature.
- **The Institution session** allows for an exchange of experiences between the government administration, NGOs and private organizations in light of the influence of EU membership on the pro-ecology operations in member states.
- **The Health and Environment session** demonstrates the impact of the condition of the environment on human health and well being.

You are invited to experience the singular attributes embodied by this conference: hosted by Jagiellonian University – an educational authority, a tradition academic institution, the contemporary setting of its third campus, under the auspices of respected scientific community, sector specialists, government officials and representatives of five European Carpathian countries, spiced with hot and interesting discussions. For the dessert, participants will be treated to new methods of integrating a vast assortment of environments that play an important role in society and caring for the future. Ecology is the only choice for the future.

Conference participants will pay a fee

all costs (hotel room additional – special conference rates available). Conference participants will enjoy a buffet banquet on 21 October at the Sheraton Kraków Hotel.

For information on how you can participate in the conference, contact Marek Gala of the AmCham Kraków Branch at +48.608.027.172

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