

LOCAL COMMUNITIES

As part of their social activities, the Agora's media took a number of measures in 2020 to promote diversity in society. Some projects concerned sustainable cities and the lives of their inhabitants, as well as work and health protection in various regions of Poland.



One of such initiatives was the **"Supercities" plebiscite** („Supermiasta”), organised on the occasion of the 30th anniversary of the first municipal election in the history of the Third Polish Republic. The readers and Internet users cast more than 39,000 votes in the plebiscite, indicating the greatest successes of their towns since 1990. An important part of the campaign included also publications dedicated to urban development and special magazines prepared by the editorial team, such as an edition issued at the end of September, the main subject of which was towns during the pandemic – how local governments and residents deal with the challenges of the recent months. In autumn *Gazeta Wyborcza* also invited Internet users to the launch of a new online programme “Supercities TV” („Supermiasta TV”), in which local government heads and journalists discussed live on the future of the development strategy for the coming years.



Pielęgniarki i położne.
Godność i szacunek.

Another example of Agora's involvement is the **“Under Good Care”** („Pod dobrą opieką”) which *Gazeta Wyborcza* created together mainly with the Main Chamber of Nurses and Midwives. It was a response to the challenges faced by healthcare staff, which, among others, lacks nurses and midwives in hospitals across Poland. The aim of the initiative was to discuss and attempt to find ways to change the public perception of the profession of a nurse and a midwife, promote these professions, improve the working conditions of midwives and nurses, and improve their relations with physicians and patients. As part of the campaign launched in 2020, *Gazeta Wyborcza*, *Wysokie Obcasy* and *Wyborcza.pl* published articles and interviews with Polish representatives of the healthcare departments, Marshal's offices and medical universities, as well as the directors of hospitals, chairmen of the Regional Chamber of Nurses and Midwives in Poland, nurses and midwives and independent experts.