**LOST PROFITS AS A FAILED REFERENDUM CONCERNING THE WINTER OLYMPIC GAMES 2022 IN KRAKOW**

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Summary

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The Winter Olympic Games is a major international sporting event that occurs once every four years. Sports practiced on snow and ice. The IOC has selected the city of Pyeongchang in South Korea to host the 2018 Winter Olympics. And another question is which city will host the next Olympics in 2022. We know it for sure it is not Krakow – Poland. Krakow was the second applicant on the list of declared city after Stockholm – Sweden, and before cities like Oslo – Norway, Almaty – Kazakhstan, Lviv – Ukraine and Beijing – China.

Public support for the Olympics is a very important issue in its organization. Due to many opposed votes during referendum in Krakow, Olympics will not be held here. But this decision has huge impact on public infrastructure. Because the previous Olympics have proven to be a strong catalyst for the development and promotion the cities in which they were organized. For Krakow, the key initiatives would have included environmental protection practices, the expansion of affordable housing solutions, sustainable urban planning strategies and investments in cleaner transport and energy solutions. But these are only lost profits now.