

# SMART LIVING 2014-2017

## Opportunity for a direct approach to the Polish Energy & Environment Sector



### BACKGROUND AND PURPOSE

The project was announced in January 2014 and launched in May 2014, during the Royal Couple's visit to Poland and the task is now to build on the good relations established and nurture the cooperation opportunities between Danish and Polish stakeholders. This project will be conducted in cooperation with the **Polish Ministry of Economy, Polish Ministry of Environment, Polish Ministry of Agriculture & Rural Development, the National Fund for Environmental Protection, FEWE & Norden Centrum.**



The aim is to put emphasis on **Danish technologies and solutions** that contribute to smart living. Challenging the mindset and raising awareness of the available and accessible smart and efficient technologies and solutions is the purpose of the Smart Living project. The goal is to create a platform for establishing **'smart pilot projects' in Poland at the end of the 3 years of the campaign.**

### FOCUS AREAS

For your company you have the possibility to be part of a direct approach to key decision makers, promoting your technologies and solutions within one of the two following Focus Areas:

#### 1 Smart Energy & Energy Efficiency (EE)

- EE in District Heating & Industry
- EE in buildings and urban planning
- Smart grid, smart metering, smart utilities ('multi utility')
- Smart energy in Power Sector

#### 2 Waste Management & Renewable Energy

- Eco landfilling
- Waste to energy
- Wind
- Solar/PV
- Biogas/Biomass

### THE TWO APPROACHES

Within either of the two focus areas above presented you may choose between one of the two approaches, the big package or the small package of activities within the first year:

<b>BIG PACKAGE – 47.000 DKK</b>	<b>SMALL PACKAGE – 17.000 DKK</b>
Kick off briefing / reception (central)	Kick off briefing /reception (central)
Smart Media Breakfast	Smart Media Breakfast
5 cities (local workshops or else)	5 cities (local workshops or else)*
2 lecture /debate (central or local)	5 hrs counselling
2 VIP meeting/roundtable (central)	
2 site visit (projects)	
1 study tour to DK	
Smart Reference Book / Communication tools	Smart Reference Book / Communication tools
Other communication tools (i.e. USB, website, logos, press releases)	Other communication tools (i.e. USB, website, logos, press releases)

\* The package does not include out-of-pocket expenses for e.g. venue, travel, translation etc. which is going to be invoiced your company separately.

#### ADVANTAGES FOR COMPANIES PARTICIPATING IN THE APPROACH

- Possibilities to network with Polish decision makers and key clients
- Networking with companies and possibilities to learn from each other
- Target approach to key decision makers as ministry and head offices for key clients
- Possibility for developing larger projects with other Danish companies
- Update on financial possibilities for project financing in Poland.
- Identification of concrete projects with possible EKF financing
- Smart Living Reference Book – showcasing your project potential

#### INVESTMENT

Participation in Smart Living within either focus areas equals to **17.000 DKK for the small package** or **47'000 DKK for the big package**. For SME below 150 employees and 150 million in Turn Over you can use the export start packages for this project. This will give you urgent access to the market, knowledge about its key players, and gain from experience of companies who are already well established for long time on the market. Further counselling for possible partner and in deep market research can be expected upon further agreement.

By that, initiate or boost cooperation with selected Polish stakeholders and cities within the 'green businesses'. For more information on that project and events please contact us at the Embassy:

#### REGISTRATION

I hereby sign up for the first year of the Smart Living Campaign (Fall 2014 - Fall 2015).

Company \_\_\_\_\_

Name \_\_\_\_\_

Email \_\_\_\_\_

Direct Phone \_\_\_\_\_

Tick the pillar(s) of interest:

- Smart energy and Energy efficiency, BIG PACKAGE
- Smart energy and Energy efficiency, SMALL PACKAGE
- Waste management & Renewable Energy, BIG PACKAGE
- Waste management & Renewable Energy SMALL PACKAGE

Date

Signature

**Please fill out this registration form and send it to the Embassy of Denmark in Warsaw.**

Should you have any questions, please feel free to contact:

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