

SMART LIVING

Branding Campaign
2014 - 2017

Poland



Project paper
Invitation
Registration



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KEY WORDS

ECONOMIC DIPLOMACY

CIRCULAR ECONOMY

SMART CITIES



BACKGROUND AND PURPOSE

The Royal Danish Embassy in Poland has initiated a long-term cooperation project - branding campaign - under the headline 'SMART LIVING'.

The project was first announced in January 2014 (to the Polish respective ministries, cities and local authorities) and launched in May 2014, during the Royal Couple's visit to Poland, with the Polish Ministry of Economy. The task now is to build on the good relations established and nurture the cooperation opportunities between Danish and Polish stakeholders.

The project will be conducted in cooperation with the **Polish Ministry of Economy, Polish Ministry of Environment, Polish Ministry of Agriculture and Rural Development, Ministry of Labor and Social Policy, Ministry of Finance, National Health Fund and National Fund for Rehabilitation for Disabled People** as well as and **National Fund for Environmental Protection**. Further, selected Polish cities: Kielce, Lublin, Szczecin Warsaw and Krakow are to be partners in the first year of the project- but we presume to have more than 10 partner cities in the coming years.

The year 2014 was setting a special ground to initiate such 'smart partnerships', since Copenhagen had been awarded the title of European Green Capital. Due to that fact Copenhagen wants to open its door to other European capitals/cities to share its experience in creating healthy urban areas attractive to live in but still workable at the same time. "It is all about a holistic attitude to urban development in a major city. Looking at all the parameters and getting everyone interested and involved" – says Casper Harboe, Programme Manager of the award's activities for 2014.

We, at the Embassy, want to follow that brilliant approach with our SMART LIVING project, opening the door for sharing and initiating partnerships between Polish and Danish cities, academia and business in the 3 following years. It all starts with challenging the mindset.

The Embassy in Warsaw has planned on such a long term project, taking the opportunity given by The Danish Ministry of Foreign Affairs in 2014: '*Policy for exports, investment and economic diplomacy*'. 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 technologies and solutions that will contribute to the better indoor and outdoor climate in Poland is one of the focuses of the 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. Displaying how Danish technological know-how and solutions are contributing to sustainable development across sectors remains the key element of that holistic project.

This 3 year project shall be understood as a coherent and dynamic campaign for spreading the information about Denmark and the Danish industry's **green and innovative** capabilities on many levels – from the Danish vision of becoming fossil free by 2050 over newest development in sustainable design, healthy food, innovation, healthcare, energy and ICT.



MESSAGES AND PARTICIPANTS

Sustainable development deals not only with environmental and energy-related issues, but also the perspective of economic and social welfare - and this is the bottom line of the message we aspire at conveying to the Polish stakeholders during the coming 3 years. The campaign aims at putting emphasis on Danish technologies and solutions that contribute to smart living and create a platform for establishing “smart pilot projects” at the end of the 3-year campaign.

Messages

- Denmark is Poland’s Neighbour, Partner, and Friend: “close to Poland in both similar needs and business culture”
- Denmark is “green, clean, and innovative”: smart urban development + green mobility + healthy lifestyle = smart people in smart cities
- Denmark is among the world leaders in GREEN IT and High Tech: user friendly and well informed happy nation
- Denmark as a front runner in resource efficiency and sustainable consumption: waste, energy, food, drinking water and well designed living spaces, shaping smart cities and by that smart living.

Participants

The project will be conducted in cooperation with the Polish and Danish local and central authorities, academia and business. All Danish companies delivering technologies and solutions that contribute to smart energy are invited to join. For the first year of the campaign (Oct 2014 - Oct 2015) we envision the pillars within energy, environment and health to kick off. The following years’ focus is yet to be decided upon in the first half of 2015.

HONORARY PATRONS AND STRATEGIC PARTNERS

We would be cooperating with multiple institutions, ministries, media and local cities including:

HONORARY PATRONS

- Polish Ministry of Economy
- NFOSiGW (National Fund for Environment Protection)
- Polish Ministry of Infrastructure and Development
- Polish Ministry of Environment
- Energistyrelsen/KEBMIN
- Klaster LifeScience Krakow

STRATEGIC PARTNERS

- Kielce
- Lublin
- Szczecin
- Warsaw
- Krakow
- Copenhagen
- Aarhus
- Middelfart
- Esbjerg
- EC network
- Norden Centrum
- FEWE

MEDIA PATRONS

- Branch magazines
- Radio TOKFM
- Radio TROJKA
- Rzeczpospolita



COMMUNICATION TOOLS

Local workshops in Polish cities

One-day workshops. This facilitates opportunities for addressing region-specific topics and the applicability of smart solutions around Poland. We expect between 10-30 participants at each workshop.

Lectures at Polish Universities

The lectures are an option and are expected to take place the same week as the local workshops. Such a week will be branded as a Danish week in the region. The aim is to facilitate a platform for cooperation between academic research and business.

VIP meetings/Roundtable/Debates

Exclusive meeting at the Embassy, with the presence of selected decision/opinion makers' representatives (i.e. ministries, branch organisations, etc.) on a given topic/issue related to the area of each pillar.

Site visits in Poland or study tours to Denmark

Visits to relevant sites in Poland e.g. power plants, hospitals, schools, public utility companies or other potential pilot project entities. A tailor made study tour to Denmark for Polish local authorities, central decision makers or other relevant stakeholders are also expected.

'Smart breakfasts' for media

The breakfasts will take place at the Embassy premises in Warsaw minimum once a year, and will be targeted towards the broad media.

New Year's reception

Reception at the Ambassador's Residence for all campaign partners, patrons and selected stakeholders.

The Smart Living Reference Book

The Smart Living Handbook consists of articles about implemented projects in Poland or if you do not have project already, an article about your project available for the Polish Market.

Other expecte

Posters, Roll-up, USB sticks (with press kits) and Website

Campaign Target Group

Joint areas: Opinion makers and central decision-makers including media, companies, think tanks, research institutions, academia, trade associations, NGOs and the general public.

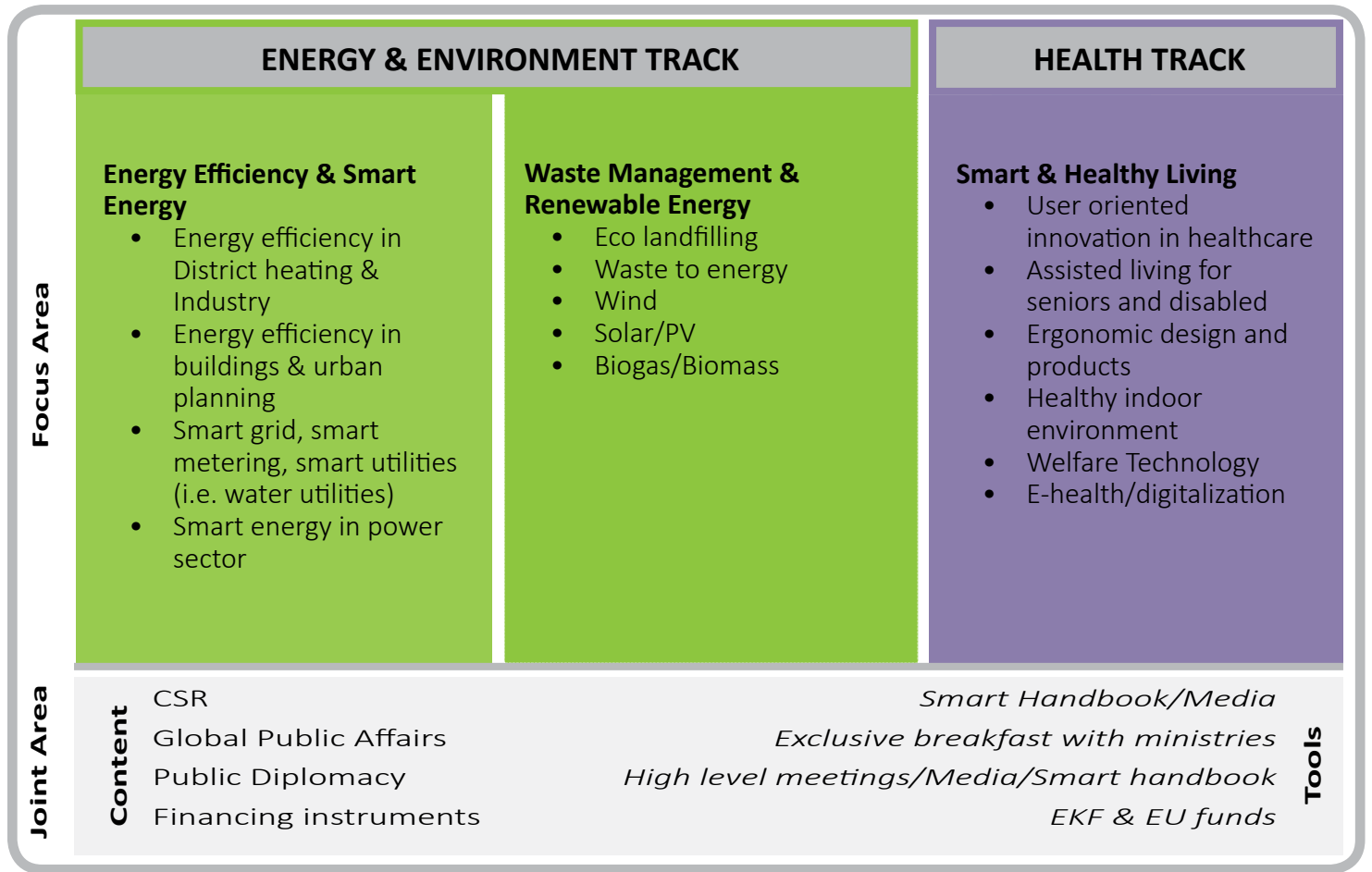
Focused areas: local decision makers (Polish cities), branch organisations and relevant utilities.

Campaign Goals

1. Promote and display how Danish technological know-how is contributing to sustainable development across sectors.
2. Promote Danish innovative solutions contributing to green growth and healthy living.
3. Create a platform for the adaptation of Danish technologies on the Polish market by establishing pilot projects at the end of the 3-year campaign.



AREAS OF THE CAMPAIGN



The Smart Living Campaign will have two main tracks: **Energy and Environment** and **Health** as the key focus areas for both Polish and Danish stakeholders in the first year.

ADVANTAGES FOR BUSINESS PARTNERS

- Possibilities to **network** with **Polish decision makers** and **key clients**
- **Networking** with companies and possibilities to learn from each other
- Targeted approach to **key clients**
- **Targeted 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 BUSINESS PARTNERS INVESTMENT

ENERGY & ENVIRONMENT TRACK 2014/2015

Participation in Smart Living within either the **Smart Energy & Energy Efficiency** or **Waste management & Renewable Energy** focus area, 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.

Big Package - 47.000 DKK

- Kick off briefing / reception (central)
- Smart Media Breakfast
- 5 cities (local workshops or else)
- 2 lecture /debate (central or local)
- 2 VIP meeting/roundtable (central)
- 2 site visit (projects)
- 1 study tour to DK
- Smart Reference Book / Communication tools
- Other communication tools (i.e. USB, website, logos, press releases)

Small Package - 17.000 DKK

- Kick off briefing /reception (central)
- Smart Media Breakfast
- 5 cities (local workshops or else)*
- 5 hrs counselling
- Other communication tools (i.e. USB, website, logos, press releases)
- Smart Reference Book / Communication tools

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

HEALTH TRACK 2014/2015

Smart & Healthy Living track - 20.000 DKK

Participation in the Smart Living Health track is possible only with one type of package for 20.000 DKK. The Smart Living Health Track will within the first year of the campaign include the following activities

- New Year's reception at the residence of the Danish Ambassador for all Smart Living partners and stakeholder from both tracks - 28.01.2015
- Roundtable discussion on 5 February 2015 at the residence of the Danish Ambassador in Poland under the working title: Addressing modern European demography: at what cost and quality?
- Three day exhibition at the Medical University of Warsaw (invitees – potential stakeholders /tentative dates 9-12 March 2015) plus evening entertainment
- During or just after the exhibition visits to potential end-clients i.e. 4-5 hospitals, rehabilitation centers, elderly homes in and around Warsaw (2 day program)
- SMART Reference Book where you have the possibility to have your actual profile and project presented
- Press conference
- 3 hours individual counselling, yearly from the team at the Embassy in Warsaw



CALENDAR OF ACTIVITIES

January 2015

28.01.2015 Warsaw Inauguration briefing and New Year's Reception Joint activity

February 2015

05.02.2015 Warsaw Roundtable meeting on health at Ambassador's Residence Health

March 2015

09.03.2015 Warsaw Press Conference on Health sector Health
 09-11.03.2015 Warsaw Exhibition and visits to potential clients Health
 19.03.2015 Warsaw Media Breakfast- open debate energy efficiency EE
 23.03.2015 Warsaw Architecture Seminar- Sustainable & Healthy Living EE/Health
 24.03.2015 Warsaw Workshop at Embassy on Waste management Waste
 24.03.2015 Warsaw VIP Roundtable at the Residence Waste
 TBC Local cities Site visits and pilot project followup - Lublin and Kielce EE

April 2015

16-17.04.2015 Szczecin Scandinavian Days + site visits EE & Smart energy
 21.04.2015 Krakow Lecture debate on Waste Management Waste
 21.04.2015 Krakow Closed Debate on EU operational programmes in Energy EE

May 2015

04-05.05.2015 Krakow European Congress of Local Government Joint activity
 20-21.05.2015 Denmark Study Tour to Denmark with GreenEvo EE & Smart energy
 TBC Polish cities Site visit and pilot project identification Waste & RES
 Week 19 Warsaw Workshop on RES Legislation- Stage 1 RES
 Week 19 TBC RES Site visit in Poland RES
 TBC Warsaw VIP Roundtable - EE in buildings and urban planning EE

June 2015

09-10.06.2015 Silesia Local workshop with Danish expert + site visits Smart Energy
 TBC Warsaw Media Brunch Smart Reference Handbook Launch Joint activity

September 2015

TBC Denmark Study tour to Denmark Smart Energy
 TBC Warsaw Media Brunch Energy Efficiency
 TBC Warsaw VIP Roundtable- Energy Efficiency in industry Energy Efficiency

October 2015

TBC TBC Workshop on RES Legislation- Stage 1 RES
 TBC Polish cities Site visit in Poland Waste



REGISTRATION FORM

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

Company _____

Name _____

Email _____

Direct Phone _____

Tick the area of interest:

- Energy Efficiency & Smart Energy, BIG PACKAGE
- Energy Efficiency & Smart Energy, SMALL PACKAGE
- Waste Management & Renewable Energy BIG PACKAGE
- Waste Management & Renewable Energy SMALL PACKAGE
- Smart & Healthy Living

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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THE EMBASSY PROJECT TEAM

Focus Area	Contact Person	
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GENERAL BUSINESS CONDITIONS OF THE TRADE COUNCIL**General Business Conditions as per 10 June 2009**

1. Purpose

1.1 The General Business Conditions apply to the Trade Council's/The Foreign Service's assistance to Danish and foreign enterprises in commercial cases, cf. part 2 of the Executive Order No. 246 of April 10, 2008 on payment for the services of the Foreign Service.

2. Agreement

2.1 Assistance by the Trade Council must be paid for according to the current rates and for cases that are paid according to hourly rates and where the time spent exceeds half an hour in accordance with a written agreement between the Trade Council and the enterprise. The written agreement must contain information about the expected time consumption, the hourly rate - or if deemed more expedient, an overall price for the specified service - as well as an estimate of possible expenses.

3. Prices etc.

3.1 For assistance serving the purpose of supporting the business community's export efforts and other commercial activities abroad, a fixed price per hour or fraction of an hour or a fixed overall price for the service must be paid. There is, however, a minimum fee per individual solved case.

3.2 For certain types of assistance, for instance the procurement of publications, statistical material, credit reports or customs information etc., a fixed fee must be paid provided the time consumption is less than one hour. A fixed fee shall be paid for lectures.

3.3 In cases where the enterprise requires that the assistance be provided outside the normal office hours of a mission, an additional 50 per cent must be paid, and on days where the mission is closed, an additional 100 per cent must be paid.

3.4 Prices and fees are in Danish kroner unless stated otherwise. Assistance provided in Denmark is subject to value added tax.

3.5 Any expenses, for instance for purchase of materials, information, access/connection to databases, travel expenses, telecommunication etc., must be refunded.

4. Terms of Payment

4.1 The Trade Council collects its payment when the service has been rendered. However, depending on the circumstances a partial or advance payment may be required.

4.2 Payment must be made no later than 30 days after the invoice date. A fee may be charged for late payment and interest may be charged according to the general rules.

5. Termination

5.1 The enterprise has the right to terminate the agreement with immediate effect. The enterprise must in such case pay for the assistance provided hitherto and for any expenses that the Trade Council has paid or committed itself to pay.

6. Professional secrecy and confidence

6.1 By virtue of their terms of employment, the staff of the Ministry of Foreign Affairs, including the Trade Council, is obliged to maintain professional secrecy in relation to information, including competition-sensitive information concerning enterprises and trade secrets, to which the staff become party in the course of their work and concerning which they have signed a pledge. The duty of professional secrecy also continues after the employee has left the service. Failure to comply with this duty of professional secrecy can lead to criminal liability under the Penal Code.

6.2 The Ministry of Foreign Affairs/the Trade Council treats information received from partners and companies confidentially within the framework of Danish legislation. This includes competition-sensitive information, trade secrets and commercial or operational matters. As a public authority, the Ministry of Foreign Affairs/the Trade Council is subject to the rules in the Danish Public Administration Act and the Access to Public Administration Files Act, including the provisions concerning the right of access to documents. The rules contained here, including the right of access to documents, are perceptive and may not be dispensed with in relation to a third party through statements, agreements or the like. The Ministry of Foreign Affairs/the Trade Council will consult with the enterprise/partner prior to responding to any request for access to documents pursuant to the Public Administration Act or the Access to Public Administration Files Act. The Access to Public Administration Files Act contains provisions according to which factual information which is of substantial importance to the matter in question may be exempt from access. On the basis of a specific assessment according to section 12 of the Access to Public Administration Files Act, information on, among other things, the private circumstances of individual persons, including their finances, as well as information on operating or business procedures may be exempted.

7. Liability for Damages

7.1 The Trade Council is liable to the enterprise according to the general rules of Danish law, always provided that the Trade Council is not liable for loss of profits, loss of income or any other indirect loss. Payment of damages cannot exceed the remuneration agreed upon or the fee according to the current tariff.

8. Disputes

8.1 Agreements comprised by these General Business Conditions shall be subject to Danish law.

8.2 Any dispute arising out of or in connection with agreements comprised by these General Business Conditions, which cannot be settled by negotiation, must be settled by the ordinary courts of law.

The Trade Council is a part of the Ministry of Foreign Affairs and is the official export and investment promotion agency of Denmark. The Trade Council benefits from around ninety Danish Embassies, Consulates General and Trade Commissions abroad. The Trade Council advises and assists Danish companies in their export activities and internationalisation process according to the vision: Creating Value All the Way.

The work in the Trade Council follows specific procedures and quality guidelines. In this way our customers are secured the best possible quality under the varying working and market conditions at any given point of time.

Ministry of Foreign Affairs of Denmark

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