

# SPCC e-magazine

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ACTIVITIES

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NEWS

from Scandinavia



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# SPCC e-magazine

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SPCC E-magazine: Scandinavian-Polish business community  
online

E-magazine is a quarterly publication in online format distributed by Scandinavian-Polish Chamber of Commerce (SPCC) among wide group of readers interested in Scandinavia and Scandinavian-Polish cooperation. We reach SPCC Members, business organizations, media and individual readers interested in topics related to Scandinavia.

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# SPCC ACTIVITIES

The Scandinavian-Polish Chamber of Commerce is an association created by and for business people and entrepreneurs associated with Scandinavia. Currently, SPCC brings together more than 400 Members and is one of the largest bilateral chambers in Poland. Membership in the Chamber gives plenty of networking opportunities with an elite group of high-performing managers of Nordic companies and is also a good way of finding inspiration for everyone who would like to expand their business.

## COMING SOON - SEPTEMBER

- 15<sup>th</sup> of September - **FTG Crayfish Party**
- 18<sup>th</sup> of September - **Speed Business Meeting w Krakowie**
- 20<sup>th</sup> of September - **Welcome Back to Work Business Mixer**
- 26<sup>th</sup> of September - **SPCC Academy: Solution Selling**

## EVENTS HELD



Breakfast with Minister Jadwiga Emilewicz, 17th of May

Swedish Summer Picnic, 16th of June



Finnish Summer Picnic, 9th of June



Danish Constitution Day, 9th of June



Fot. Justyna Głowska

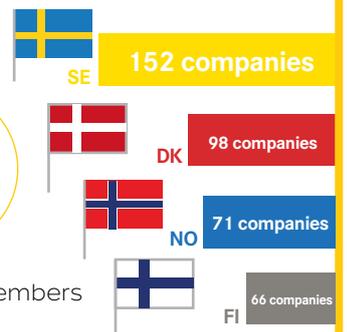
*Ha en trevlig sommar!  
Have a wonderful summer!*

We wish all our readers a wonderful summer and a well-deserved rest! See you at SPCC meetings in September.

## MEMBER COMPANIES

SPCC brings together

**413** Members, including  
**387** corporate Members  
**23** Honorary Members and  
and **3** Individual Members



## THE SCANDINAVIAN EMPLOYER IN POLAND - A DEBATE AT NORDEA HEADQUARTERS IN GDYNIA

On the 12<sup>th</sup> of June the Scandinavian-Polish Chamber of Commerce organized a debate in cooperation with Nordea on the subject of the Scandinavian labor market. Participants of the meeting discussed the matter in the modern IT center of the Nordea bank in Gdynia, which the company moved to in October 2017.

The Scandinavian work culture and the concept of activity-based workplace is a subject particularly close to the co-host of the meeting - Nordea Bank. Mikołaj Ługowski, Director of Nordea Bank AB SA Branch in Poland, emphasizes: *"When planning a new office space, we paid particular attention to the efficiency of the office space combined with the comfort of our employees. We used a solution unique in the country, where the employees defined the office space requirements themselves during workshops. At the same time, the rooms are designed in accordance with the concept of Nordea Unlimited, developed and implemented in offices in Scandinavia. We took care of the comfort of our employees, planning a dynamic and comfortable office, which enables them to flexibly plan their work days."* Mikołaj Ługowski further points out that thanks to the implementation of the Nordea Unlimited concept, employees can choose a suitable workplace depending on the tasks planned during the day and do not have to work for eight hours a day at a designated standard desk. In addition, he adds, conference rooms, smaller rooms for design work or comfortable armchairs in relaxation areas are available.



Fot. SPCC

The "Scandinavian workplace" theme was started by the Scandinavian-Polish Chamber of Commerce in 2017 and aims to show good practices of Scandinavian employers in Poland and exchange experiences in building a strong employer brand.

### Scandinavian employer is recruiting

Scandinavian capital is represented in Poland by over 2,000 companies that play an important role in the Polish labor market. The number of jobs created by them is estimated at around 170,000. Scandinavian companies are valued employers, which is especially important in the face of numerous challenges posed by the modern labor market. The selection of the right staff in conditions of high market competition and the intensity of changes taking place in the global economy plays a key role in running a business. Scandinavian com-

panies attract employees thanks to the horizontal structure of enterprises or by creating appropriate conditions for professional and personal development. At first glance, the recruitment process conducted in a Scandinavian company does not stand out as anything special - while looking for candidates, Scandinavian companies use the same methods as, for example, Polish companies - but delving into the subject, you can notice differences. Beata Stramska, CEO at Nørd HR, observes that: *"In Scandinavian companies, the candidate's personality is much more important, in addition to their competences. Scandinavian employers are looking for people who are independent, open-minded and who can take full responsibility for their work. It often happens that companies are ready to offer better financial conditions to a person who stands out in terms of personality."* As Beata Stramska points out, the difference can also be noticed during job interviews conducted by people from Scandinavia: very often questions also concern time spent out of work, because Scandinavians much more eagerly establish cooperation with people who have a passion and who devote themselves to something more than just work.

## FURTHER SOLUTIONS FACILITATING INNOVATIVE BUSINESS

**Tomasz Rysiak, legal advisor, partner at Magnusson Tokaj and Partners**



The Polish government continues taking measures that aim to enhance the attractiveness of Poland as a place for setting up a new business and developing new technologies. Legislators have already reduced the scope of formalities and costs related to the acquisition of capital through public offerings. In particular,

thanks to the amended Act on Public Offering, in force since 21 April 2018, making the issue prospectus available to the public will not be required for public offerings where the proposed financing to be acquired by the issuer is less than EUR 1m. The revoked requirement to make the information public means that the acquisition of capital through a public offering up to EUR 1m. is no longer subject to the approval of the Polish Financial Supervision Authority. Capital may be acquired through a public offering without the necessity to prepare a prospectus every twelve (12) months.

Currently, the Polish government is working on another solution aiming to increase the share of new technologies in the Polish economy, the so-called "innovation box", i.e. preferential taxation of income generated by way of commercialising intellectual property created by a taxpayer through research and development (R&D). So far, the bill has not been pre-

sented to the public, however, according to the Minister of Entrepreneurship and Technology – Jadwiga Emilewicz – there are ongoing consultations with the Minister of Finance with respect to enacting a 5% tax rate applicable to income falling within the scope of the innovation box. This is one of the lowest tax rates in the EU, applicable to income generated by way of commercialising intellectual property. The intention of the Ministry of Entrepreneurship and Technology is to enact provisions concerning the innovation box during 2018.

Another facilitation for entrepreneurs proposed by the Ministry of Entrepreneurship and Technology is to introduce the concept of a "simple joint stock company", i.e. a joint stock company with minimal equity capital amounting to PLN 1. The intention of legislators is that due to low initial costs and a wide range of possibilities for the participation of prospective investors, a simple joint stock company will become the legal first choice for start-ups. A relevant bill was published on 15 May 2018.



Fot. Pixabay

## SCANDINAVIAN EXPERIENCES IN IMPLEMENTING CIRCULAR ECONOMY SOLUTIONS

The current global order has been based for centuries on the linear economy, underpinned by the constant exploitation of resources. The traditional linear model characterized by the scheme of “take-make-use-dispose” must be replaced with a model of economy based on the circulation of raw materials and products. Both Scandinavian countries and Scandinavian business are already on the path to this transformation.



Fot. Karolina Friberg/imagebank.sweden.se

Most present plans to implement a circular economy focus on solving the two main problems faced by the linear economy: reduction of waste production and excessive extraction of resources. Over the past four decades, global mining of natural resources has almost tripled, from 26.7 billion tonnes in 1970 to 84.4 billion tonnes in 2015. Forecasts say that by 2050, annual output will increase to between 170 and 184 billion tons.<sup>1</sup>

Scandinavians acknowledged that the implementation of ideas striving to achieve a closed circuit economy in urban centres is crucial to achieving global sustainability goals.

In 2017, the Finnish Sitra Foundation initiated the World Circular Economy Forum, which took place in Helsinki with the organizational cooperation of, among others, the Nordic Council, the Ellen MacArthur Foundation and the European Commission.

<sup>1</sup> The Circular Gap Report - Analysis of the circular state of global economy - January 2018

The Scandinavians emphasize cooperation not only in its intergovernmental character, but also in economic cooperation and the exchange of good business practices. The World Circular Economy Forum (WCEF) coincided with the United Nations World Environment Day (5 June) and the hundredth anniversary of Finland’s independence.

### Urban closed circuit

The global population is constantly growing and will reach nearly 10 billion in 2050. The United Nations estimates that in 2050, two thirds of humanity will live in cities. Cities are in a central place of global creativity, innovation and growth - the driving wheel of the economy. Currently, 54% of the global population lives in urban areas, and cities account for 85% of global GDP. Cities accumulate as much as 75% of plastics consumption and 50% of global waste production and account for almost 80% of greenhouse gas emissions. For this reason, the Scandinavians acknowledged that the implementation of ideas striving to achieve a closed circuit economy in urban centres is crucial to achieving global sustainability goals. In Oslo, the “car free city” program was adopted.

according to which the number of parking spaces for cars is gradually reduced and social spaces for residents and bicycle paths are being expanded.

According to the calculations of the European Commission, EU companies can benefit 600 billion euros from the implementation of circular economy, which - translated into a share in their annual turnover - would reduce spending by 8 percent.

All municipal garbage trucks and some buses are fed with biogas from a biogas plant that processes food waste from households and industrial enterprises into green fuel. As a result, 20% of Oslo's heat demand is met by a heating system based on waste incineration. Waste management in accordance with the circular model has been mastered not only by Norwegians. World leaders in this field are Swedes, who have implemented a recycling revolution. Their fiscal policy can be another example of the state's efforts to implement solutions in the area of circular economy. Sweden, wishing to encourage citizens to repair household equipment, reduced VAT on repair services from 25% to 12.5%. As much as 77% of EU residents<sup>2</sup> are willing to repair their home appliances, but rarely do so due to its relatively high cost in relation to the purchase of new equipment. In addition to the activity of governments, it is worth paying attention to the key role that enterprises play in the transition to the circular economy model. They alone, or in cooperation, can set trends and directions of pro-ecological activities.

## Business in Scandinavia implements circular solutions

The IKEA company announced in June 2018 their decision to withdraw plastic disposable products from sale by 2020. Withdrawn from the sale will be, among others, plastic straws, disposable cups or garbage bags. We will not see them in restaurants of the Swedish chain. In 2017, photovoltaic installations for households appeared in IKEA stores in Poland. They are currently available in 5 markets and the company is planning to sell them in 29 countries. In addition, by 2020 all Ikea stores in Poland will also have charging points for electric vehicles. Another Swedish company, H&M, is also working on its circular economy strategy - the company has set itself the goal of becoming 100% closed loop. This is to be completed by 2030, when 100% of H&M production will be based on recycled or other sustainable resources. Moreover, the Danish brand VIGGA, which was established as a closed circuit con-



Currently, over 99 percent all household waste in Sweden is recycled.  
Fot. City of Stockholm/imagebank.sweden.se

cept, offers customers a subscription service for children's clothes suited to their age. By paying the same amount monthly, the parents get to receive 20 pairs of clothes, which are exchanged for larger ones when the child grows up. After being collected from the customers, the clothes are inspected, and then professionally washed and passed on to the next family.

The potential of solutions based on the closed-circuit economy is also seen by the construction industry. Experts estimate that 50% of buildings that will exist in 2050 have not yet been built.<sup>3</sup> Bearing in mind that new construction projects will have to be largely carried out in cities, this creates great opportunities for local governments to influence the transition of the economy from linear to circular. Companies from the industry that will adapt to the new market rules will have an opportunity to develop. The Danish company Gamle Mursten deals with the recovery of old bricks from demolished buildings and using them in new investments. Old bricks are cleaned thanks to a patented technology.

The circular economy implementation plans grow all the more urgent because, with social change, the global middle class will grow by three billion consumers by the year 2030<sup>4</sup>. This unprecedented increase in market demand undermines our current economic system, which is predominantly based on a linear model. The key issue in introducing changes towards the closed-circuit economy is the cooperation of governments, municipalities, academia as well as NGOs and enterprises. Private companies, through their activities, can play a leading role in changing the global economic model. For this reason, the exchange of good business practices on an international forum takes on a special importance.

<sup>2</sup> <http://www.rreuse.org/position-paper-on-reduced-taxation-to-support-re-use-and-repair/>

<sup>3</sup> Cities in the circular economy: initial exploration. Ellen Macarthur Foundation

<sup>4</sup> Towards the Circular Economy: Accelerating the scale-up across global supply chains - World Economic Forum 2014

## CIRCULAR ECONOMY - INNOVATIVE INSPIRATION FOR BUSINESS COOPERATION IN THE BALTIC SEA REGION

The concept of a 'Circular Economy' is currently high on the agenda, both internationally (as element of the Strategy Europa 2020) and in regional strategies of development.

Marcin Fronia, CEO of Norden Centrum



The Ellen MacArthur foundation describes the circular economy as a system that is restorative or regenerative by intention and design that can be achieved by eliminating waste through the superior design of materials, products, systems, and, within this, business models. In addition to the much more efficient use of resources and

thus reduction or even elimination of the negative consequences related to waste generation, the circular economy is also expected to create jobs.

World business leaders, policy makers, academics and NGOs argue that a move towards a more circular economy is necessary in order to help solve global environmental and economic challenges. The transition from a linear to a circular economy is an important part of this work, and Nordic co-operation is forging ahead on multiple fronts. In Finland it already began a country transition towards circular economy, as Finland provided last year the world's first national road map to a circular economy, which includes the first extensive schemes - six key projects and dozens of pilots. In June 2017 Finland was also a host country for the first World Circular Economy Forum in Helsinki.

Planning circular future, the Nordic countries are working closer to accelerate the region's shift to a more circular economy. In May 2017 the Nordic Council of Ministers, has launch new initiative - The Nordic Plastic Programme, which aim is to develop a plastics industry defined by circular processes.

In Poland it became an element of implementation of the governmental Strategy for Responsible Development. Intersectoral process of consul-

tations between experts, with strong presence of business sector and some Scandinavian companies in Poland involved, provided first road map to circular economy. During the process of establishing Polish Road Map towards circular economy, coordinated by the Ministry of Development, the model RESOVE based on Ellen MacArthur Foundation principles has been accepted.

Studies show that the global economy could benefit immensely from a more circular approach, embodied by material savings, emissions reductions and job creation. Many innovative companies in the Nordic countries are already taking ambitious and important steps towards more circular business models. They are also engaged in regional and municipal strategies in creating green Nordic cities and in helping Nordic countries to meet their development goals. It might be a good inspiration for more intensified transfer of knowledge between Scandinavian and Polish partners, both from business and from public sector. It is definitely a time for it.

**Marcin Fronia - CEO of Norden Centrum, Polish think tank focused on transfer of knowledge from Nordic-Baltic region. In 2017 Member of the Group of External Experts for Circular Economy, at the Polish Ministry of Development. Author of the research report on green jobs potential in the Mazovia region.**



Fot. Johannes Jansson/norden.org

## A NEW LOOK AT THE CIRCULATION OF MATERIALS IN A COMPANY



Scrap metal, waste paper, plastics and other types of waste accompany the activities of each company. However, we rarely think about whether we effectively manage such materials, whether we can prolong their lives or close the loop in the combined processes of production and recycling. The answer to that may come from the Circular Economy, a concept which involves the efficient use of resources. This idea inspires entrepreneurs to look at business from a different perspective and to act in a manner consistent with its principles.



Fot. Stena Recycling

- The Circular Economy does not have to involve investments, and besides, it can certainly bring significant business benefits. It is an idea that encourages analysing production processes and waste management processes, as well as searching for optimal solutions in this range. Many companies have already applied the assumptions of the Circular Economy, thus improving their performance - says Piotr Bruździak, Sales and Marketing Director at Stena Recycling.

Examples demonstrating the benefits of a circular approach are also available in Poland. One of them is a food industry company which has reclassified the problematic waste generated in the production process to the category of by-products. The company first consulted research centres and producers and then it conducted chemical and biological analyses and technological tests. On that basis, it introduced a method of utilizing used diatomaceous earth as an additive in the production of lightweight expanded clay aggregate (LECA), which is a lightweight construction aggregate. That initiative was awarded in the competition Stena Circular Economy Award, organized for the companies and students implementing or promoting Circular Economy projects.

It is worth to discover the benefits of waste management resulting from the Circular Economy. A new look at this process allows to optimize

waste management in the company. Even the proper sorting can quite soon bring tangible benefits. It often appears that the given waste item is thrown into one collective container with other waste, whereas it constitutes valuable material, sought, for example by steel mills.

In each company, waste management requires proper control, which is to ensure the achievement of environmental goals and to reduce operating costs. A good solution is to use the services of specialists who will analyse the waste management system in the given company, suggest improvements and advise on how to increase the cost-effectiveness of recycling.

At Stena Recycling there is a team of experts who support their customers at every stage of waste management. They offer, among others, trainings on the correct segregation of waste, the safe storage and transport of waste or the appropriate marking of containers, as well as they offer consultancy services with respect to fulfilling the obligations resulting from the environmental law. They also conduct analyses of the waste management system and recommend solutions to the particular industries.



Fot. Stena Recycling

## CURRENCY RISK IN TRADE WITH SCANDINAVIA – THINGS A BUSINESS OWNER SHOULD KNOW



Fot. Western Union Business Solutions

A growing number of Polish companies is becoming interested in the Nordic countries. They establish collaborations with international suppliers and import unique products to sell them on the domestic market. But benefits of international trade come with a currency risk.

Luckily, a well-prepared risk management strategy can help small and medium companies hedge against such threats. It will not get rid of the risk completely, but it can help businesses protect themselves against dangers that might affect their final financial result.

### Volatility analysis and risk identification

To prepare a strategy, you need to start with an analysis of the currency risk your business is exposed to. The volatility of exchange rates is one of the least predictable factors in international trade. The bigger the international turnover, the higher the currency risk for the company. It becomes even more important in periods of market instability, so to analyse risk you need to follow the volatility of the given currency pair, because it shows how much the exchange rate can change over a given time.

The next step is to carry out an audit of sales or procurement processes and to identify the point at which the currency risk arises. Our exper-

ience suggests that many business owners start thinking about it only at the point of receiving or sending an invoice, while typically the risk occurs already at the stage of sales or procurement forecasts, even before an offer is drafted.



Fot. Western Union Business Solutions

### Building your strategy

Unfortunately, when it comes to currency risk management, there is no one size fits all strategy. The strategy's structure and time frame depend on the nature of your business, which means it should be preceded by an in-depth analysis of cost structure, income and business characteristics. Experts distinguish two general approaches to risk management: passive and active. The former means that your financial result is completely independent from the market. The currency risk is eliminated, but you have no leeway when it comes to beneficial movements of the given currency. The active approach assumes more flexible instruments should be used to be able to benefit from the positive developments on the market. This, however, comes at a higher cost. There is also a third option, that is no strategy at all.

### Toolkit

Regardless of the type of your strategy, the most popular instruments are forward contracts and currency options\*. Currency forward contracts allow you to hedge by "locking in" the exchange rate. So, whatever the future developments on

the FX market, a company can immediately agree with the bank on the exchange rate that will be applied to the transaction in the future. The currency option, on the other hand, gives you the right, but not the obligation, to buy or sell a given currency pair on the day of a future settlement.

#### 4 steps to your strategy

In a nutshell, the work on a risk management strategy consists of 4 basic steps. First, identify the risk and compare the current exchange rates with the company's budget exchange rate. Next, set the goals you want to reach and estimate the impact the volatility of a given currency pair has on your company's margin. The next step is to build a strategy that include for example the instruments described above. Finally, you implement the strategy.

It is impossible to predict FX market movements, but by implementing a relevant risk management strategy business owners can survive economic turmoil and grant themselves a stable place on the competitive market.

Author: Michał Buczek, Senior Business Development Manager,  
Western Union Business Solutions

#### \*Disadvantages and Risks

If you are unsure about the direct impact of respective Forward or Option contracts ("hedging products") on your risk management, we recommend you to do not use such products.

All contracts remain active after your confirmation so you lose the ability to take advantage of possible market movements and there is no cooling off period. In case you decide to cancel the Forward contract you are exposed to the risk of loss or gain to you depending on the actual market rates at the time of cancellation. Foreign Exchange markets are subject to volatility. Entering a Foreign Exchange transaction exposes you to changes in the Foreign Exchange markets.

#### About Western Union Business Solutions

Western Union Business Solutions enables companies of all sizes to send and receive cross-border payments and manage foreign exchange. With deep expertise in moving funds around the globe, access to over 130 currencies, and a global financial network spanning more than 200 countries and territories, we help companies spend less time managing international financial transactions and more time growing their businesses.

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moving money for better

## INVESTMENTS

### DSV begins building its own office building in Warsaw

The Danish DSV corporation commences the construction of an office building in Warsaw, which is the result of systematic expansion of the company's teams under the Shared Service Center. A modern Scandinavian style building that will accommodate over 1.5 thousand employees is to be ready in the first quarter of 2020.



### Nordea opens IT Campus in Warsaw

Nordea is the largest financial group in the Nordic countries and it has now chosen Warsaw as the location for the development of its new

technology centre. It is Nordea's ambition to become a place, where technology experts meet, learn, and share their expertise, and for its newly opened Warsaw office, the company is currently recruiting all types of IT specialists.

### 20 years anniversary of VELUX production in Gniezno

On June 21, the 20th anniversary celebration was held in VELUX production site in Gniezno. The company has been present in Gniezno since 1998 and currently employs nearly 1,000 employees there.



## SPCC PHOTO COMPETITION 2018

The topic of this year Photo Competition is widely connected with two Scandinavian phenomena: Allemansrätten and Friluftsliv.

### Allemansrätten & Friluftsliv

**Allemansrätten.** Allemansretten or Jokamiehenoikeus in Finnish is a very old law in Scandinavia which gives you the right to roam freely - walk, cycle, ride, ski and camp - in the Scandinavian countryside. This right became also a main focus of a widely recognized Swedish tourist campaign through which Sweden has listed the entire country on Airbnb.

Passion for nature is also reflected in Friluftsliv - which translates into open air living.



**Having in mind this beautiful tradition and heritage we want to get to know your experience and photo memo-**

**ries related to nature, sports & outdoor life in Scandinavia. What wild corners of Scandinavia have you visited? Has Scandinavian nature impressed you and in which way? How did you experience friluftsliv and allemansrätten? Send us your pictures!**

### Rules of the competition

The competition is dedicated for employees of SPCC member companies. The winners will receive prizes (detailed information will follow) and the winning pictures will be published in the SPCC Calendar for 2019.

Deadline for submitting your photographs is **Thursday, 6th of September 2018**. Each participant can submit max. 3 photographs and they should be send to: [spcc@spcc.pl](mailto:spcc@spcc.pl). Additionally, we would like to ask you to include a short description (max. 200 characters with spaces, in English) explaining where the photo was taken.

The results of the competition will be announced during Welcome Back to Work Business Mixer in autumn 2018.

The photo competition regulations can be downloaded [here](#)

In case of any questions regarding the competition please contact Sylwia Wojtaszczyk-Ciąćka, [swojtaszczyk@spcc.pl](mailto:swojtaszczyk@spcc.pl), tel. 22 849 74 14.

### MONSTERS FROM THE BARENTS SEA - ATTRACTION OF NORTHERN NORWAY



It's huge. The reddish, chitin armor conceals the corpus from which eight legs grow. Their spread can reach two meters. The front ones are equipped with pincers that can easily cut off a finger. You can experience the adventure of catching the world's largest crustacean at Kings Crab Safari, which is organized in Northern Norway.

Marcin Jakubowski / Magazyn Skandynawski „Zew Północy”



Some tourists come to Norway only to have a fresh taste of the red king crab. Fot. Pixabay

The Atlantic career of this monster, known as the red king crab, kongekrabbe, king crab or red crab, has an atypical course. His spawn area is the Sea of Okhotsk - the presence of the adjective "kamchatka" in the Latin name of the genre is therefore not accidental. The specific features of *Paralithodes camtschaticus* - rapid weight gain (up to about 8-10 kg), high fertility and high quality meat - paid attention of the Soviets in the 1930s. The idea of introducing the royal crab to the waters of the Barents Sea was born at the Kremlin. The concept was to create a cheap source of food for people living in the north-western borderlands of the country. That is why there is another, less official name for this crustacean: Stalin's crab.

The plan was implemented only after the war. In the years 1961-1969, about 10,000 young specimens and 3,000 five to fifteen year olds crabs were planted into the Atlantic waters near Murmansk along with one and a half million eggs. For the next two decades, little was actually said about them. The situation changed at the end of the 1980s, when in the waters of the Varanger fjord, over which cities such as Kirkenes and Vadsø are located, unknown newcomers

have appeared. In the mid-1990s, invasion was already being talked about. It quickly turned out that *Paralithodes camtschaticus* eliminates indigenous species of crustaceans and fish during its expansion. Stalin's crabs, however, became a point of interest for fishermen and the tourism industry. As a result, these unusual animals have become a new, great attraction of Northern Norway.

Today, on the Varanger Fjord, in the vicinity of Kirkenes, tourists from the furthest of lands come to participate in the King Crab Safari. The adventure with the world's largest crustacean usually lasts five hours. King Crab Safari begins with a boat trip to catch the crabs - guests dressed in sea coveralls watch the diver's work and listen to stories about the nature of *Paralithodes camtschaticus*. After returning to land, caught specimens go to the pot, and the participants go on a multimedia lecture on the life of crabs. The whole venture is crowned with a crab feast.

It is worth adding that some tourists come here only to try fresh meat of the red king crab. It has a unique taste, is valued by gourmets, and thus - is expensive, as you can see for example in Bergen, at Fiskeorget - the most famous Norwegian fish market.



Fot. „Zew Północy”

Scandinavia can be inspiring in terms of implementing circular economy solutions. Electric autonomous buses, new sustainable materials or IKEA's decision to phase-out single use plastic products and brave and long-term steps.

### Ikea commits to phase out single-use plastic products by 2020

Ikea is to phase out all single-use plastic products from its stores and restaurants by 2020 amid growing concern about the effects of plastic on the environment. Ikea said plastic straws, plates, cups, freezer bags, bin bags, and plastic-coated paper plates and cups would all be phased out and where possible replaced by alternatives.



Fot. Pixabay



Fot. Melker Dahlstrand/  
imagebank.sweden.se

### Family-friendly policies a key driver of economic growth

The family-friendly policies introduced by Nordic countries over the past 50 years and associated increases in female employment have boosted growth in GDP per capita by between 10% and 20%, according to a new OECD report. *Is the Last Mile the Longest? Economic Gains from Gender Equality in Nordic Countries* analyses the impact of policies introduced by Denmark, Finland, Iceland, Norway and Sweden to ensure both women and men can participate fully in the labour market.

### Nordic Clean Energy Week - a cleaner future

An exhilarating week of energy events in the Nordic cities of Copenhagen and Malmo drew to a close at the end of May. Known as Nordic Clean Energy Week, the event gathered an influential and broad group of actors from the energy sphere, ranging from energy ministers and researchers from G20 economies, to companies and investors with the common goal of accelerating the global transition to a world powered by renewables.



Fot. Pixabay

### Barack Obama will speak at the Nordic Business Forum

The former president of USA will visit Finland to take part in the biggest business event in Scandinavia - Nordic Business Forum. The president The President will be speaking in front of some 7,500 people, rounding off the two-day event with a closing conversation.



Fot. Pixabay

## Five Finnish solutions for Circular Economy

Finland is a leader when it comes to implementing Circular Economy solutions. Finland was also a host country for the first World Circular Economy Forum in Helsinki. Therefore it is worth having a closer look at the innovative solutions which Finnish business has developed. An app for restaurant which helps to manage food waste or new, sustainable packaging materials are one of many solutions. Find out more [here](#).

## Volvo demonstrates autonomous bus

Starting on June 15 and throughout the Volvo Ocean Race competition in Gothenburg, Sweden, the pioneering autonomous Volvo bus will be shown to specially invited guests. The prototype is based on Volvo's commercially produced electric city bus, which has been modified for autonomous operation. Over the next two years the bus will be used in two automotive research projects - FFI's Autonomous City Buses project and KRABAT. FFI is the Strategic Vehicle Research and Innovation Programme, a cooperative venture between the automotive industry and the Swedish state. KRABAT is part of the Swedish government's joint programme entitled "Next-generation travel and transport", financed partly by Vinnova through Drive Sweden.



Fot. Volvo



Fot. Katarzyna Szota

## Copenhagen and Oslo - the safest and cleanest capitals in Europe

The newest report „LIVING. MOVING. BREATHING. Ranking of European Cities in Sustainable Transport”, carried out for Greenpeace by Germany's Wuppertal Institute, ranks 13 European capitals based on factors ranging from air quality to the affordability of public transport and the use of car-sharing services. This study shows that when you improve a city's public transport infrastructure in a sustainable way, people breathe cleaner air and their roads are safer.

The study's top three cities Copenhagen, Amsterdam and Oslo won plaudits for their high use of public transport, clearly marked and safe cycling and walking paths and cleaner than average air. Oslo was singled out for praise for closing its city centre to cars, and Copenhagen ranked first when it came to new mobility services like car-sharing and using smartphone apps to navigate public transport.

## 10 facts about the Nordic Region and Nordic co-operation

Did you know that the Nordic Region is the world's 11th largest economy? Or that the Nordic countries have enjoyed free movement of labour for more than 60 years? Here are 10 facts about the Nordic Region and Nordic co-operation. Read more [here](#)



Fot. Jacek Kulpiński

