

THE VOICE OF SCANDINAVIA

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Scandinavian-Polish 
CHAMBER OF COMMERCE 

Promising Future

Carsten Nilsen, Chairman of the Scandinavian-Polish Chamber of Commerce, talks to Witold Zygulski.

■ Are Poland and Scandinavia good partners for difficult times?

I think that the relationship between Scandinavian and Poland is very important now when we certainly have difficult times. Scandinavia has not suffered to the same extent, shall we say, the hard times that many other countries in Europe have. This makes Scandinavia a good place to do business for Polish companies and Poland an even more attractive market for Scandinavian companies, this is something both parties should take advantage of.

■ What are the most promising areas for business team-ups?

Most of the Scandinavian companies which are our members operate in areas such as finance and construction. In Norway, the construction industry has started to recover and that is very good news for Poland as many Poles work in this industry in Norway.

I don't really like to mention names in terms of leading Scandinavian companies in Poland because we have so many

members that it would not be fair to point out just a few of them, however, we have a prominent Norwegian company in the fuel-supply business, we have Sweden's IKEA, a world famous company. Many of our new members are located in the Szczecin region, this is a region which is very close to Denmark due to ferries and motorways. The Szczecin region has also been very good in promoting itself so Scandinavian companies are increasingly becoming aware of the potential this region has to offer.

■ How could the cooperation between Scandinavian and Polish companies be intensified?

Information is the key. We have to create a greater awareness of Poland in Scandinavia, the potential of the country and the opportunities in the market. We represent Scandinavian companies operating in the Polish market and Polish companies which look to Scandinavia in search of a safe place to invest. There are still many companies in Scandinavia which do not know much about Poland. One has to promote Poland locally in Sweden, Denmark, Finland and Norway. This is a task which has to be done by such institutions as Polish Trade Missions and the Commercial Departments in Polish Embassies. The



Carsten Nilsen

information about Poland can also come in a different, more personal way: for example, there are many-I believe more than a thousand-Scandinavian students studying at Polish universities. They are here for several years and when they go back, they take very positive opinions of Poland with them back home and of course, in Scandinavia there are already tens of thousands of Poles employed in various sectors of the economy. Finally, there are more and more Polish tourists in Scandinavia, who also contribute to the good flow of information about Poland and Scandinavia.

■ What are Poland's biggest advantages as an investment destination for Scandinavian companies?

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The very size of the market is the most important factor. Poland is a large market compared to the respective Scandinavian markets. The Scandinavian markets are, however, very modern, making full use of the latest technologies, which the Scandinavian companies also want to export to Poland. So, I am sure that there is a great future for the Scandinavian presence on the Polish market.

Of course, there are also many challenges in the Polish market. We are all very happy about the Euro 2012 soccer tournament in Poland. Thanks to this, the road, rail and flight networks are becoming significantly better, which is good for all foreign investors. The one problem that unfortunately remains is bureaucracy; many foreign companies in Poland, including Scandinavian ones which are our members, still complain about this. The amount of documentation which has to be completed and the fact that you have to go to so many offices makes it a long and frustrating process. My fundamental advice to Scandinavian companies is that they should always make use of experts be that legal or financial to assist in establishing a company in Poland, it is very difficult and almost impossible to deal with the Polish bureaucracy on your own.

The fact that in Poland a Scandinavian company will find motivated, highly educated and loyal employees is of course of the greatest importance.

■ **How does the Chamber of Commerce promote business ties?**

This year, we have focused on attracting more Polish members, companies interested in operating in Scandinavia and we see that this is happening. Scandinavia is not very far away, it is easy to get there, so it is very interesting for Polish companies. We arrange a lot of social events, business mixers and meetings with members of other International Chambers in Poland. This is proving very successful.

As a chamber we are very keen to promote Scandinavian values such as transparency in business, team spirit, the proper way to treat employees and corporate social responsibility. Scandinavian companies are also very focused on a good balance between work and family life.

■ **Names such as Nokia, Statoil and IKEA are widely known; are there any Polish brands popular in Scandinavia?**

I regret to say not too many but most Scandinavians are familiar with the known Polish vodka brands. Also recent-


ly Polish made buses are more and more visible in Scandinavian cities, particularly in Sweden.

■ **How are Scandinavian-Polish business relations shaping up in terms of the next couple of years?**

I think they will continue to develop and expand. Not as fast as a few years ago, when the economy was doing very well, but they will improve. There are many young entrepreneurs in Poland who want to go abroad to prove their skills and Scandinavian companies need them-there is big demand for skilled, professional people in all of Scandinavia. For example in the health sector-there are many Polish doctors and nurses working in Scandinavia. I think we will see much more exchange of skills and opportunities in the coming years. There will be more trade between the countries.

■ **Is Poland an interesting place for Scandinavian tourists?**

For many years, a lot of people from Denmark, Sweden and Norway have travelled to the Mazurian lakes. The Polish Baltic coast is also a popular destination for Swedes and Danes and speaking about Polish cultural heritage, Cracow is definitely the number one place which Scandinavian tourists come to see. ■



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EU Strategy for Baltic Sea Region

Developed by the European Parliament and the European Commission, the EU Strategy for the Baltic Sea Region contributes to more intensive cooperation between Baltic countries and shapes the region into a regional cooperation model for the EU as a whole.



Partners in Difficult Times?

■ "Poland and Sweden are partners for all times, including the difficult ones.

This has been demonstrated over and over again, not least during the visit by King Carl Gustaf and Queen Silvia in May. We are neighbors; we share values; we share a deep commitment to European integration, including its Eastern Partnership dimension. And—together with our other neighbors—we share the Baltic Sea. Certainly we share the responsibility to even more energetically address the environmental challenges.

During my years in the Swedish development Agency, Sida, this was one of my main tasks. But we are also joint stakeholders in the potential of the Baltic Sea Region, the potential for us all to benefit from more integration and cooperation leading to innovation and growth.

The EU Baltic Sea Strategy is a key tool to unlock that potential. Necessary not least to turn difficult times, like the present ones, into solutions and progress."



Staffan Herrström,
Ambassador of Sweden
to Poland

The strategy focuses on four areas: the environment, the economy, accessibility, and security. The implementation of the strategy is financed from different EU funds, including the Baltic Sea Region Program. The Commission officially launched the Strategy and its Action Plan on June 10, 2009. The Strategy was adopted by the European Council on Oct. 26, 2009.

The European Union's Baltic Sea Region Program 2007-2013 promotes regional development through transnational cooperation. Eleven countries around the Baltic Sea work together to find joint solutions to common problems. The strategic objective of the program is to make the Baltic Sea region an attractive place to invest, work and live in.

Baltic Sea Region Program 2007-2013

The Baltic Sea Region (BSR) Program 2007-2013 is implemented under the European Community's territorial cooperation objective. It is built on the experience of two predecessor programs supporting transnational cooperation in the Baltic Sea region under the Community Initiatives Interreg IIC (1997-1999) and Interreg III B Neighborhood Program (2000-2006).

The overarching strategic objective of the Baltic Sea Region Program is to strengthen development toward a sustainable, competitive and territorially integrated Baltic Sea region by connecting potentials across borders. The program thus addresses the European Union's Lisbon and Gothenburg Strategies.

Program area

The eligible area includes the whole territory of Denmark, Estonia, Finland, Latvia, Lithuania, Poland and Sweden, and northern parts of Germany (the states—Länder—of Berlin, Brandenburg, Bremen, Hamburg, Mecklenburg-Vorpommern, Schleswig-Holstein and Niedersachsen /Lüneburg), as EU member states. Also the neighboring countries of

Norway (whole country), Russia (St. Petersburg and the surrounding Leningrad Oblast, Republic of



Close Allies

■ Poland is a very close and important ally for Estonia. We are both in the EU and NATO; our views and interests there are very similar. Poland is the biggest trading partner for Estonia in Central Europe.

The global economic crisis has affected trade volumes, but recent trends have been positive again.

Estonian companies are eyeing the big and attractive market in Poland. Estonia is often seen as an inspiration for new and effective solutions, particularly in the field of ITC. I am very happy to see that more and more Poles are discovering Estonia. We expect a record number of Poles visiting Estonia this year. This is a fantastic and very important dimension of our relations. In 2011 we celebrate the 90th anniversary of diplomatic relations between Poland and Estonia. It is the highlight of our close and long-standing cooperation in all areas of life, from business to culture, democracy and defense. Estonia joined the eurozone in January 2011. Poland is currently holding the presidency of the EU, which has also significantly strengthened our relations. Overall, I would say that in difficult times Poles and Estonians have a similar instinct to keep together. The beautiful word "solidarity" is part of our collective DNA. The Estonian and Polish governments share the view that the answer to the current problems in Europe is more, not less, cooperation.



Taavi Toom,
Ambassador of Estonia
to Poland



Partnership Vital

■ Poland and Scandinavian countries—including Finland—are today good and close partners in many respects. We share values, interests but also problems.

Poland's first EU presidency is taking place during a challenging period. We are encountering the most difficult economic crisis after World War II. We need common efforts to solve the problems. Poland has for its part made a strong contribution in deepening the economic governance of the EU in order to avoid similar crisis in the future.

Baltic Sea cooperation is a cornerstone of our partnership in the region. It has to be comprehensive, including improvement of the ecological state of the sea as well as enhancement of the competitiveness of the region by deeper cooperation in education and innovation. This has been the basis for the still highly-valued Nordic welfare state.

Partnerships are tested in difficult times, when each country tends to defend its own interests.

It would, however, be short-sighted to give up what has been achieved so far. Partnership today is more important than ever.



Vesa Himanen,
Ambassador of Finland
to Poland

Karelia, the Oblasts of Kaliningrad, Murmansk, Novgorod and Pskov; for projects addressing the Barents Region, also cooperation with the Archangelsk Oblast, Komi Republic and Nenetsky Autonomous Okrug is envisaged) and Belarus (whole country) belong to the program area.

Priorities

- Fostering innovation across the BSR
- External and internal accessibility of the BSR
- Managing the Baltic Sea as a common resource
- Promoting attractive and competitive cities and regions

The first priority is focused on facilitating the generation and dissemination of innovations across the BSR. It is dedicated to core innovations in the field of natural and technical sciences but also to selected non-technical innovations, such as business services and design. Actions will be targeted at the performance of innovation sources and their links to SMEs, facilitation of the transnational transfer of technology and knowledge as well as at making groups of citizens fitter for generating and absorbing knowledge. Priority will also be given to supporting actions aimed at broader socio-economic development at the regional level, especially in the context of cooperation with Russia and Belarus.

The second priority is dedicated to improving the external and internal accessibility of the Baltic Sea region. Priority topics include promotion and preparation of joint transnational solutions in the field of transport and information and communication technology (ICT), in particular those overcoming functional barriers to the diffusion of innovation and to traffic flows. Also further integration of



Cooperation is Key

■ Most of the economies in the Baltic Sea Region are fairly open economies. This implies a reliance on trade and investment which again requires knowledge about where to find individual comparative advantages and where to find cooperative solutions. To obtain this you need networks and insight into the world around you. This is where the extensive cooperation within the EU Strategy for the Baltic Sea Region can make a difference.

The region is also facing challenges that require action at a regional level, since responses at the national or local level would be inadequate.

Here the Baltic Sea Strategy is able to deliver an efficient framework for solutions and thus to serve as a driver for economic growth. This applies in particular to research and innovation, where the clustering and combination of the areas in which we excel is also a strong growth enabler.

Finally, when you dig into the web of projects and activities under the strategy you see a picture of clear links to the priorities of smart, sustainable and inclusive growth in the Europe 2020 strategy.

To sum up, the Baltic Sea Strategy is—both in its own right and as a building block in the overall EU response to our growth challenges—a very useful instrument.



Thomas Østrup Møller,
Ambassador of Denmark
to Poland →

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⇒ EU Strategy for Baltic Sea Region



Drawing Closer Together

■ Over the last few years there has been dynamic development in relations between Norway and Poland, which has brought our countries closer together. One important factor are the Norwegian Grants whereby Norway, a member of the European Economic Area (EEA), contributes to reducing economic and social disparities within the new EU member states. Poland is by far the largest beneficiary, with an allocation of 559 million euros over the past five years and 580 million for the coming years.

Our grants go to important sectors like the environment and energy efficiency, health, cultural heritage and cultural exchange, and justice. They include projects involving NGOs, universities and research.

Further, we have been pleased to experience a positive trend in our bilateral trade. Seafood from Norway and ships and steel constructions from Poland are key sectors, and tourism is increasing both ways. A recent development has been trade in products and services stimulating innovative parts of our economies. Another factor has been the large number of Polish workers in Norway, who are doing a very good job.

We enjoy close contacts at political level, reflecting the many important interests we share. During my time as ambassador to Poland, it has been a privilege to witness the recent broadening and deepening of our bilateral relations and I look forward to continued positive developments.



Enok Nygaard,
Ambassador of Norway
to Poland

already-existing strategic development zones, spread along the transnational transport corridors in the BSR, will be promoted, and new transnational links will be created.

The third priority concentrates on environmental pollution in the Baltic Sea area within the broader framework of a sustainable management of sea resources. It supports operations aimed at limiting pollution and its impact on the marine environment. Special emphasis is put on enhanced maritime safety. Attention is given to an integrated development of offshore and coastal areas in the BSR in the context of climate change.

The fourth priority promotes the cooperation of metropolitan regions, cities and rural areas to enhance the attractiveness of the BSR for citizens and investors. It features action programs and policies at the BSR level to make cities and regions more competitive in economic development. At the same time, ideas will be promoted to strengthen urban-rural partnerships and support a viable economic transformation of BSR areas with smaller and less dense settlements. A special feature under this priority are joint actions dedicated to social issues linked with regional and city development, as well as governance and capacity building in the public sector, exclusively promoted in cooperation projects with Russia and Belarus.

Budget

Available funds:

- European Regional Development Fund (ERDF)—208 million euros
- European Neighborhood and Partnership Instrument (ENPI)—22.6 million euros
- National funding from Norway—6 million euros
- Polish contribution to the program budget in 2007-2013—47.7 million euros.

The co-financing rate:

- up to 75 percent of the eligible project costs for beneficiaries in Denmark, Germany, Sweden and Finland from the ERDF
- up to 85 percent of the eligible costs for beneficiaries in Estonia, Latvia, Lithuania and Poland from the ERDF
- up to 50 percent of the eligible costs for beneficiaries in Norway
- up to 90 percent of the eligible costs for beneficiaries in Russia and Belarus from the ENPI.

Eligible beneficiaries

Eligible beneficiaries comprise public authorities at the national, regional and local levels as well as public equivalent bodies (such as research and training institutions, business development institutions and other nonprofit organizations). Private organizations may act as additional partners with their own financing. At least three benefiting institutions from at least three different countries will form a partnership for transnational cooperation. ■



Ålesund, Norway

Bogdan Wiczorek

Corporate Social Responsibility Polish and Scandinavian Approach

Corporate social responsibility (CSR) designates a form of corporate self-regulation integrated into a business model. CSR is voluntary, as it reaches beyond the minimum legal requirements, taking into account companies' integrated social and environmental concerns in their business operations and relations with stakeholders.

The basic idea behind CSR is responsible and ethical behavior of business groups, which includes the greatest possible respect for the natural environment. CSR policy functions as a built-in, self-regulating mechanism whereby business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. The goal of CSR is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.

The term "corporate social responsibility" came into common use in the late 1960s and early 1970s, after the establishment of many multinational corporations. The concept of CSR has been considerably extended in comparison to its historical origins and it is still a subject of public debate. The increased interest in building a socially responsible business model is a result of four main elements:

- 1) the idea of sustainable development, stressing the need to consider social and environmental factors in business, in addition to the economic dimension;
- 2) development of civil society, demand for an increased role for human rights, focus on health and safety, consumer protection and reduction of the impact of economic activities on the environment;
- 3) business self-regulation toward increasing the transparency of business and its consequences, including a reduction in corruption and unethical behavior;
- 4) the ongoing globalization process, as a result of which companies' voluntary initiatives in CSR are seen as evidence of compliance with best business practices.

For many years, the commonly used argument in Poland and

other countries in transition was that the economy was not mature enough to take into account social and environmental issues, that companies still had to fight for survival on the market.

In September, a survey showed that only 12 of Poland's 100 largest companies publish corporate social responsibility reports and that only 29 reports have been published altogether so far.

The good news is that in 2010 twice as many reports were published as in 2009. Most CSR reports are published by companies from the energy and fuel and gas sectors. Banks are also among those who submit regular reports. Of the 29 reports, 12 meet international reporting standards as set out in the Global Reporting Initiative (GRI). The figure is three times as high as in 2009, when only four reports were published in accordance with GRI standards.

In 2009, *Sustainable Business: A Handbook for Small and Medium-Sized Enterprises* was developed at the request of the Polish Ministry of the Economy. The handbook provides information about available tools and practices in CSR, which can be applied by Polish businesses and it highlights areas in which a competitive advantage can be achieved.

In Scandinavian countries, the idea of CSR has met with understanding and enthusiasm. The annual *Reputation Quotient* survey is conducted in each country to outline the reputation of the companies most visible among the general public. The survey shows that the public in Scandinavian countries generally agrees that companies are responsible for more than just their financial performance as evaluated by their shareholders. In three countries, Denmark, Sweden and Norway, less than 10 percent of respondents believe that companies are only responsible to their shareholders. In Denmark, almost half those surveyed believe that companies should take on a broader responsibility that covers more than employees and customers. In Sweden and Norway, from 30 to over 60 percent of those polled say that companies are responsible toward shareholders, employees and customers plus they should have a broader social responsibility.

In Denmark, A.P. Møller, Novo Nordisk, Grundfos, Danfoss, Lego, Oticon, and Carlsberg top the list among companies with the best CSR record. In Sweden, the list opens with



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Corporate Social Responsibility Polish and Scandinavian Approach

⇒ IKEA and also includes Arla Foods, ICA, and Volvo. In Norway, NRK, Coop, and Hydro lead the way.

Swedish business has a reputation for being fair, honest and transparent. Corporate social responsibility is a core aspect of doing business in Sweden, which is why the environment, gender equality, human rights and lack of corruption are central issues for many companies there. Sweden was the first country to require sustainability reports from state-owned companies, which is only one of many examples of just how seriously Swedish society takes CSR. Account Ability's 2007 Responsible Competitiveness Index (RCI) ranked Sweden as the country that is doing the most to increase its business competitiveness through responsible business practices.

In Denmark, CSR work is voluntary for businesses. Danish businesses are free to choose whether or not they wish to work on CSR. However, there is a statutory requirement as of 2009 that large businesses in Denmark must take a position on CSR in their annual reports. The aim is to inspire businesses to take an active position on social responsibility and communicate this. The statutory requirement is part of the government's action plan for CSR (May 2008) and is intended to help improve the international competitiveness of Danish trade and industry.

In Norway, the Ministry of Foreign Affairs published the white paper *"Corporate social responsibility in a global economy"* in 2009. The purpose of this publication was to raise awareness about social responsibility in both the private and the public sectors. The Norwegian government has a positive impression of Norwegian companies' ability and willingness to contribute in this area, and the white paper was intended to strengthen this commitment. The aim was to clarify the authorities' expectations of the private sector, and to boost Norwegian companies' motivation and ability to exercise social responsibility, by strengthening guidance and advisory measures, and increasing openness, dialogue and exchange of experience between the authorities and the private sector.

At least 30-40 big Finnish companies have already mainstreamed CSR thinking. Many of these companies are also active on the Polish market. Among them are Nokia, UPM-Kymmene, Stora Enso, Raisio. An important and interesting initiative is the Finnish Business & Society network, which is a means for companies from different business sectors to promote corporate social responsibility. A small but visible opportunity for CSR is also the nomination of Helsinki as a Design Capital of Europe for 2012.

The Responsible Business Forum in Estonia is a nonprofit organization that aims to inspire and support the development of CSR in Estonian society. Even though Estonian businesses tend to be proactive rather than reactive, different factors, such as the nature of ownership, business sector, historical background and business culture, have an impact on the perception of CSR in Estonia and on what happens in this area. Since Estonia is a member of the European Union and is increasingly integrated into the European market, where CSR is becoming a separate professional field, the drive for CSR is inevitable.

CSR is also taken seriously by the Scandinavian-Polish Chamber of Commerce in Warsaw. CSR Forum is a platform for the exchange of experiences as well as best practices and ideas within the framework of CSR initiatives of chamber members. The aim of the Forum is to identify needs and expectations with regard to CSR activities and name areas of common interests.

A socially responsible company is an organization that on the one hand remains open and listens to its social environment, and on the other draws conclusions and takes appropriate actions in all areas of its activity. Such an approach means taking care of having good relations with not only customers and shareholders but also employees, suppliers and regional societies.

Robert Kamionowski
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Scandinavia: Excelling in Environmental Protection

Scandinavian countries can serve as a role model when it comes to environmental protection. Denmark, Norway, Sweden and Finland top all league tables in terms of water and air purity, the use of renewable energy, greenhouse gas emission cuts and the extent to which the public is environmentally aware. Scandinavia owes that to many years of concerted efforts undertaken by governments in these countries and a development strategy founded on smart investment.

Environmental protection plays a vital role in political and economic decisions made in Scandinavian countries. Other Europeans can learn from Scandinavians how to change their approach to life and save the natural resources that are still left at our disposal.

Support from business is of major significance to Scandinavia's environmental policies. A country can reduce energy consumption and yet maintain sustained economic growth only when a powerful business lobby decides to pursue eco-friendly projects, even if investment in these will take years to pay back.

One of the best examples of this policy is the Swedish furniture corporation IKEA, which has successfully worked for the environment both at home and abroad. At the end of September, the IKEA Retail company, part of the IKEA Group, bought two wind farms in Poland with a power output of 28 MW and undertook to buy a third one, scheduled for completion in the near future (26 MW). The three wind farms will produce enough electricity to power 16 IKEA stores and continue a string of sustainability projects Ikea has pursued, including solar panels on roofs and heat and power cogeneration at IKEA industry groups. The latest purchase will also strengthen Poland's energy efficiency. So far IKEA has invested in similar wind farms in Germany, Sweden, Britain and France.

According to Walter Kadnar, country manager for IKEA in Poland, the IKEA group has taken a step closer to accomplishing sustainable development and a long-term goal of exclusively using energy obtained from renewable sources. "We are confident that in the future we will be able to use energy produced in this way to power our stores in Poland," Kadnar said. "Sustainable development and environmental measures are an integral part of our strategy and express our vision of ensuring better living conditions for many people."

The chief objective is to cut emissions of carbon dioxide generated by IKEA Group's facilities around the world. The company aims for the facilities to exclusively use energy from renewable sources. The plan matches a trend commonplace in Scandinavia under which these economies aim to eventually become independent of fossil fuels. Although experts believe the goal cannot be achieved in the next 30 years, Scandinavians are positive they need to think about it now and act to make it all happen. As a matter of fact, this is a challenge for all of Europe, because when the goal is achieved, Europe will become less dependent on oil and gas producers.

Europeans recently got a first-hand lesson in how important it is to be self-sufficient when it comes to energy resources when a gas dispute between Russia and Ukraine temporarily interrupted natural gas deliveries from Russia to the West.

Countries that do not depend on others for energy are best exemplified by Denmark, which is a major exporter of clean energy. Over the past several decades Denmark has grown into a leading producer of wind power, and wind turbines are now a permanent fixture in the Danish landscape. Rows of wind turbines also rise from Danish waters, the largest such clusters located at the entrance to the port in Copenhagen and near Esbjerg in southern Jutland. Danish companies that plan, build, operate and maintain wind farms include Vestas, which also operates in Poland. The company boasts over 41,000 wind turbines built around the world. Danish businesses dealing with environmental protection and renewable energy in Poland also include Niras Polska Sp. z o.o., a subsidiary of Denmark's Niras Consulting Engineers and Planners A/S.

In addition to utilizing wind power, Denmark generates electricity from solar energy. The world's largest complex of solar panels is under construction on the Danish island of Ærø. The Danish public is

highly aware of ecological issues, which has triggered a growing interest in environmentally friendly housing, with a growing number of environmentally-friendly villages where houses are built of recycled materials and residents harvest rainwater. Research shows that water consumption in Denmark has dropped 40 percent in the past decade. The use of electricity is down as well, resulting from increasingly strict energy standards pertaining to housing. It pays off better for Danes to invest in insulation so they can save on heat and power.

Sweden, in turn, is a fine example of a zero-waste economy where waste is turned into raw materials. Every year, energy companies in Sweden import over 200,000 metric tons of waste, mainly from Norway, Denmark and Germany. In 2002, Sweden banned the landfill dumping of types of waste that could undergo thermal treatment and ever since the country has been rapidly developing heat systems utilizing incinerated waste.

Scandinavia serves as proof that environmental protection can be a profitable business. Sweden is a leading exporter of environmental protection technology and devices, an industry that generates 4 billion euros in annual revenues. There are around 700 highly specialized companies in the sector that provide jobs to almost 100,000 people. Annual sales in this business exceed those of the car industry, which is commonly regarded as the chief branch of Sweden's industry.

Information and human capital combined with a determined environmental policy have won Scandinavian countries the status of unquestionable global leaders in environmental protection. L.Ż.



Scandinavian Model for Poland's Energy Policy

■ Even though coal accounts for 90 percent of all energy generated in Poland, its role is bound to decrease because the country needs to embrace the European Union's strict energy and climate policy and retire many of its coal-fired power units. Most of these are over 30 years old. Renewable sources of energy (RSE) will eventually fill the void due to financial support for companies that generate energy from RSE. Under its 3x20 energy policy, the EU is determined to generate 20 percent more of its energy from RSE, decrease its energy consumption by 20 percent, and reduce greenhouse gases by 20 percent by 2020 compared with 1990 levels.

When it comes to RSE, all Polish eyes are primarily focused on Scandinavian countries, which for the last several decades have developed the most efficient methods of generating energy from RSE—this makes up a core part of the energy sector in these countries.

Poland needs new technologies and equipment for the production and conversion of biomass into electrical energy on a large scale. To encourage the development of RSE, Polish legislators have provided the necessary financial support for

Copenhagen, Denmark



Tadeusz Karolek

the production of energy from RSE through the certification of such energy, which is indispensable to tip the scales in RSE's favor to the detriment of conventional energy. The legislators have also facilitated the development of RSE projects. Similar support mechanisms are offered to companies dealing with a reduction of energy consumption regardless of sector. The ambitious goal of reducing energy consumption by 20 percent is connected not so much with the adopted EU goal, but largely with price hikes in energy and their influence on the profitability of production. Both enterprises and local communities have already begun introducing energy-efficient solutions or selected technologies that will bring future savings. What's more, these steps will be rewarded by environmental protection institutions with a host of nonrefundable grants.

One significant problem that Poland will have to face much sooner than in 2020 involves the day-to-day loss of huge amounts of energy in municipal waste dumps across Poland. Despite superficial "recycling," Poland's authorities continually fail to effectively segregate waste and with regard to recycling there is only one small incineration plant located in Warsaw. Consequently, in many large cities investment has hastily begun with the aim of constructing municipal waste incineration plants in order to avoid EU-imposed fines and simultaneously obtain recycled energy from waste. The Scandinavian perspective, especially in Denmark and Sweden, is a model example of municipal waste management and recycling policy, which Poland has only just begun to develop on a large scale.

The practical solutions of the Scandinavian countries, resulting from many years of experience, which constitute an example to be followed in terms of energy safety and a high level of environmental protection, may in the years to come be both implemented and developed in Poland should the Scandinavians decide to pay more attention to the potential of Poland's energy market.

Igor Hanas

Polish attorney-at-law based in the Warsaw office of Magnusson law firm

MOS/5/11

Every Drop Counts at Volvo Trucks

Volvo Trucks—one of the world's leading manufacturers of trucks and the provider of complete transport solutions for professional and demanding customers—has launched an extensive information campaign to increase knowledge about fuel efficiency. The aim is to show that considerable savings in fuel consumption can be achieved by relatively simple measures. "Lower fuel consumption is good for both our customers and the environment, and that's a message we want to make sure gets through," says Tom Jörning, Managing Director of the CEE Region at Volvo Trucks, whose responsibilities include the Polish market.

■ Why, as a truck supplier, are you placing so much focus on fuel efficiency?

At Volvo Trucks we realize that our commitment to customers does not end with the delivery of an excellent product—a brand-new Volvo truck. Quite the opposite, it starts at that point. We want to be perceived by our customers not as a vehicle supplier only, but as the best business partner, offering them tailor-made Total Business Solutions. I should like to underline that fuel is still a prerequisite for our customers to run their business. And it will be so for many years to come. Today, fuel represents a large portion (25 to 30 percent) of the customer's total cost base. We realize that customers depend on us for their profitability—they need our support, commitment and know-how.

Fuel consumption is also directly correlated with CO₂ and other emissions. Ever tighter environmental rules and policies among transport buyers also have an impact on business.

To present you with some facts, commercial vehicles represent 3 percent of all vehicles in Europe. But they contribute to 23 percent of all CO₂ emissions. Estimates show that this figure will be 38 percent by 2020 if nothing is done. As a market leader, we have and feel a responsibility to act upon these facts, from being a part of the problem to becoming a part of a solution. This responsibility is taken very seriously at Volvo Trucks and work on environmental issues is fully integrated with the company's daily operations.

■ Why did you come up with the slogan "Every Drop Counts"?

At Volvo Trucks we are constantly looking for new ways to make our trucks run further with less fuel and less impact on the environment. We have summed up our philosophy with the phrase "Every Drop Counts". Under this banner, we present both our solutions for the future as well as

products and services that we can offer our customers today.

■ What measures in particular are key to fuel economy?

All Volvo Trucks, products and services are developed to improve our customers' profitability. Over the years we have achieved constant fuel economy and emission improvements, in both hardware and software. In parallel, we have launched a number of new services in driver training, fuel management, and so on. We have also presented several world-first solutions for alternative fuels.

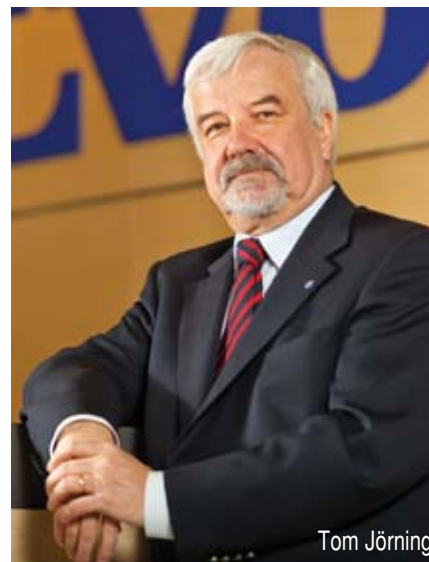
At Volvo Trucks we are proud of the fact that we have what is possibly the most efficient truck on the market. But what is also important is that we have adopted a holistic approach here, based on customers' operations, aimed at optimal efficiency and minimized impact on the environment.

With the EDC campaign we put the main focus on the advantages offered by products and services, such as: Volvo's Dynafleet online transport information system, Driver Development training programs, especially those devoted to fuel economy, I-Shift transmission—Volvo's most advanced solution for changing gears, as well as our hybrid and methane-diesel trucks, already in operation in some European markets.

As you can see, we are not talking about a vision for the future, but rather about concrete steps, both small and big ones, that are already being taken.

■ How much can fuel consumption be reduced if such measures are adopted?

Our Dynafleet transport information system, combined with Driver Development, can, when applied with a long-term strategy, reduce fuel consumption and CO₂ emissions by as much as 7 percent. The same level of savings is possible with our innovative I-Shift transmission. When it



Tom Jörning

comes to our hybrid truck, the fuel savings can reach up to 30 percent.

■ What is the target audience of this campaign and how is your company getting this message through?

It's our customers who are our target, obviously, but with this campaign we are addressing a wider audience as well. Environmental issues, which actually go hand in hand with the interests of hauliers, are a great concern for society at large.

To promote the "Every Drop Counts" campaign, we have adopted a number of communication channels, both at corporate and local market levels, such as the trade press and business media, trade shows, billboards and so on. A special, dedicated website, with versions available in many languages, including in Polish, has also been launched.

■ How are such measures received by your Polish customers?

For the Polish market, some of those measures are not in force yet, but those like driver development training, Dynafleet or I-Shift, which we have been offering on the market for many years already, are very well received by Polish haulier companies and sales keep growing all the time.

■ What are the long-term aims of Volvo Trucks in this regard?

We will carry on working away like this for as long as it takes to achieve sustainable levels of emissions, carbon-neutral transport and independence from fossil fuels.

Even then, every drop will count.

The Danish Way of Implementing a Sustainable Energy Management System

■ Energy is a scarce resource and it is getting more and more precious. Energy costs are soaring and charges are peaking. The minimization of carbon dioxide emissions is one of our greatest challenges at present. A total of 380 of the biggest energy-consuming companies in Denmark—and more than 10,000 throughout Europe—are already involved in a quota system designed to enhance a reduction of carbon dioxide emissions and other greenhouse gases. If companies emit too much carbon dioxide they have to pay for it, whereas an unused quota can be sold with a good profit. There are enough reasons to implement a systematic approach in order to minimize consumption because it leads to direct economies—and new energy for an even greater input in a sustainable future.

Danisco is a part of the Dupont group and produces enzymes, emulsifiers, and other ingredients for the food industry using energy-consuming processes. The

company has 80 subsidiaries in 40 countries and employs 6,800 people. The company's plant in Grindsted, Denmark, is the world's biggest producer of emulsifiers and energy consumption counts among one of its major expenses. This is why the company started listing its consumption of electricity, water, nitrogen, compressed air and so on in the 1990s. That has also been a good starting point for the systematic development of the energy management system. "If a company wants to reduce energy consumption, it must know its starting point. Thus improvements can be evaluated and the procedures leading to these results can be identified. We have had this solid starting point at Danisco with the help of these records," says Peter Sørensen, Energy Manager at Danisco's site in Grindsted.

In 2001 Danisco implemented a certified energy management system following the Danish DS 2403 standard. In

2005, it reached an agreement with the Danish Energy Agency regarding the reduction of carbon dioxide emissions and became subject to EU quota legislation. This strengthened the company's focus on energy management. In 2009, the company started the biggest energy-saving project so far which should help reduce the company's carbon dioxide emissions to 6,000 tons per year.

"We carried out nine different projects... the result has been amazing and we have outmatched our own expectations by 25 percent, which means that we have saved 7,500 tons of carbon dioxide emissions. This translates into 13.5 tons per employee. At the same time production increased by 9 percent. We are very proud of this," says Sørensen.

Jørn Jensen, Marketing Manager at Bureau Veritas Certification Denmark, which verified the carbon dioxide emissions at Danisco's site in Grindsted and also certified the plant regarding energy management standards.

Transport and Logistics

Poland's transport and logistics sector is set to develop rapidly in the coming years despite the continued weakness of the country's road and rail infrastructure. The relatively strong growth of the economy will be the main driving force behind this expansion.

Transport and logistics is one of the key sectors of the Polish economy, contributing almost 5 percent to the country's GDP. Called the bloodstream

of the economy, the importance of transport stems not only from its own potential but also the role it plays in the economy as a whole.

Thanks to its central location in Europe, Poland has convenient road, rail and air connections with all European Union countries and is well prepared for trade with the EU's eastern neighbors. The country's three main seaports—Szczecin-Świnoujście, Gdynia and Gdańsk—located on the southern coast

of the Baltic, have connections with the most important ports around the world. As a result, Poland is an attractive location for firms that want to operate on the European market and on eastern markets.

Wide-gauge connections to Russia and other CIS countries are a strong point of Poland's rail system. They ensure fast and reliable transport of goods to eastern markets. Poland's wide-gauge line is 400 kilometers long. It runs from the terminal in Sławków, Upper Silesia, which has the largest freight loading ramp in Poland, to Hrubieszów on the EU's border with Ukraine. Poland is gradually developing its rail infrastructure for con-

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Opinion

Krzysztof Miegon

Sales Director, Transpoint International (PL) Sp. z o.o.:

The transportation, forwarding and logistics sector is vulnerable to any changes in the economy, as a result of which stagnation or a new crisis—a much-debated prospect lately—could easily affect the condition of our sector. Looking at the issue from our perspective, this year can be considered a successful one by now, despite much uncertainty and a number of potential stumbling blocks recently. These include the new toll collection system on roads, a sharp and alarming increase in fuel prices, and the unstable price of the zloty against the euro.

All these factors, combined with the anticipated economic slowdown and the limited availability of rolling stock and vehicle fleets, add up to a realistic threat that may hinder the development of Poland's transportation market.

Our company specializes in handling cargo shipped between Poland and Scandinavian countries, which accounts for over 75 percent of our revenues. This is a market of key importance to us and it is our strategy to continue expanding in this area. Food, paper products, cosmetics, chemicals and power engineering products are the most commonly shipped types of cargo. As a result of this diversity, we deal with products that occupy whole trucks as well as with a growing amount of general cargo, which is a good thing given the need to enhance the national distribution network and optimize the utilization of different modes of transportation.

We have also been looking for new markets, such as Turkey, whose GDP grew over 8 percent in the second quarter of this year, according to the latest data. We see this as an opportunity to use Poland as a transfer country between Turkey and Finland, for example.

tainer transport. The EU promotes this form of goods transport as an alternative to long-distance road haulage.

Air transport plays an important role in the Polish transport system. The largest and most important domestic and international airport in Poland is Frederic Chopin Airport in Warsaw. Thanks to the airport, Warsaw has direct air connections with 55 cities across the world. Cracow, Gdańsk, Katowice, Poznań, Wrocław, Szczecin and Łódź are the other Polish cities with international airports. As a result, it is possible to get from Poland to most places in Europe within two hours. Pipeline transport has a relatively big market share because of considerable demand for natural gas and oil. Inland water transport, especially on the Oder river, is also developing in Poland.

However, road transport dominates in Poland and is the most rapidly developing segment of the transport industry. At the end of 2009, Poland had 262,000 kilometers of public roads. The density of the road network was 83.9 km of roads per 100 square kilometers of land. The biggest drawback of the Polish road network is a small number of freeways and expressways. At the end of 2009, Poland had less than 1,500 km of such roads.

Roads under construction

At present more than 1,400 km of national roads are being built or modernized. These include 702 km of freeways, 609 km of expressways, and 93 km of beltways.

Much of the funding for these projects comes from EU sources. Since July 1 money for the construction and modernization of roads has also been collected through the viaTOLL system, in which the amount of money to be paid for using

a toll road is calculated electronically. The system is mandatory for vehicles weighing over 3.5 tons and for all buses. In the first three months after its launch, almost zł.160 million was collected through viaTOLL. The money was transferred to the National Road Fund. The receipts have been growing rapidly every month—from around zł.25 million in July and over zł.60 million in August to almost zł.75 million in September.

Modern warehouses popping up

The development of the transport and logistics sector depends not only on improving the quality of roads and railway lines. Equally important is investment in logistics centers and warehouses.

Poland now has 6.5 million sq m of modern warehouse space. Most of it was

built between 2004 and 2008. The years 2006-2008 were a boom period on the warehouse market, when demand for warehouse space was greater than the pace at which new facilities were being built. Buyers for the premises were found before the completion of the projects. In the following years, speculative projects almost disappeared from the market because of problems with access to funding for developers. Interest in built-to-suit facilities has been growing steadily since 2009. The advantage of such projects is that they meet the specific requirements of the tenant and are built in locations of their choice. The economic slowdown has resulted in a significant drop in the number of warehouse and logistics centers under construction in Poland in the past two years. After a weak 2009, developers almost stopped ➔

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⇒ building new facilities. As a result, only 270,000 sq m of new warehouse space—over 1 million sq m less than in 2008—was put on the market in 2010, according to Jones Lang LaSalle. But this year market trends have been much better, which is reflected in many new projects started by developers.



Stockholm, Sweden

Katarzyna Socha

Ties with Scandinavia

Polish transport firms have increased their presence on international markets, especially in “old” EU countries, since the country’s entry to the European Union. Scandinavia is one of the markets where the activity of Polish transport firms has grown the fastest. This is not surprising because the region is close to Poland, not only geographically. Scandinavia is an important trade partner for Poland, and Sweden is Poland’s third largest business partner in terms of trade turnover among the countries in the Baltic Sea region. In recent years, Danish, Finnish, Swedish and Norwegian investors have eagerly invested on the Polish market and they are now active in the key sectors of the Polish economy. Scandinavian firms account for around 10 percent of all foreign firms in Poland. At the same time, Scandinavian investors account for 19 percent of all companies that have invested more than \$1 million in Poland.

Since Poland also plays a major role as a link between the countries of the Baltic Sea region and the countries of the Mediterranean and Adriatic region, it is

small wonder that many transport and logistics companies with Scandinavian roots operate in Poland. They include AFG International Transport & Spedition Sp. z o.o., Blue Water Shipping Sp. z o.o., Cargotec Poland Sp. z o.o., DSV Group Poland, Enterprise Logistics, HRX Poland, Maersk Polska Sp. z o.o., Nordtrans Thermo Sp. z o.o., Scandinavian Express Poland Sp. z o.o., Stena Line Polska, TransCargo Poland, Transpoint International PL, and Wilshire Holding.

Further expansion of economic relations between Poland and Scandinavia requires efforts to increase the speed and volume of goods trade between Central and Eastern Europe and Scandinavia. It is also necessary to modernize and develop transport infrastructure, and shorten the time for the transport of goods and passengers. The idea of the Central European Transport Corridor has been proposed to meet this challenge. The corridor is expected to connect the Swedish region of Scania and the whole of southern Scandinavia with the northern and western regions of Poland, thus facilitating transit traffic between Northern Europe and Central and Eastern Europe.

A.R.

Opinion

Artur Czyżewski

Chairman of the Organizing Committee of the Skandynawigacje 2012 Conference:

The prospects of the market for transportation, forwarding and logistics (TSL) in Poland need to be discussed separately from the crisis, because the crisis affects most sectors in highly unpredictable ways, and transportation, the driving force of the economy, usually gets hit immediately. Generally speaking, transportation, forwarding and logistics have been developing in spite of the crisis and escalating fuel prices, but these two factors have had a powerful effect on the sector. To begin with, the sector owes its development to the growing position of Polish companies on EU markets, which helps more than make up for the situation at home. Second, this development is fraught with growing risks, as shown by spectacular bankruptcies of companies, including those that used to be the leaders in this business. So the growth in this sector can hardly be described as healthy.

The economic feebleness of this sector, coupled with the risk of bankruptcy, make consolidation a more likely turn of events. This mainly applies to road transport because rail transportation has already undergone integration. More consolidation is to be expected.

Providers of comprehensive logistics services are growing stronger at the expense of companies which provide transportation services. Now that growing volumes of goods are sold through store chains while supermarkets and shopping centers keep expanding, warehouse-based logistics supporting such chain customers is gaining importance.

The quality of Poland’s road and railway network keeps improving. This is one of the greatest opportunities for Poland to pursue healthy development as a transfer country on routes leading from the East to the West and

from the North to the South. The North-South direction seems somewhat forgotten, which we have been trying to change by revisiting the Adriatic Baltic Landbridge project. The subject will also be discussed at the Skandynawigacje conference which I am the coordinator of. However, in order for ideas to materialize, Poland’s improving road and railway networks have to be prevented from becoming Europe’s costliest. Railroad tracks in Poland rank among those with the most expensive access in Europe, more expensive than in Germany, for example. This is why logistics routes from northern Europe pass through Germany, which is a longer, but faster and cheaper option. If this state of affairs persists in rail transportation and spreads to expressways, there is no way Poland could become a transfer country.

As for obstacles that hinder the development of the sector, I will only mention two, both of which are somewhat less commonly discussed than the state of infrastructure and fuel prices. The first hindrance are the rising costs of training for drivers. Last year, the price for a C+E driver’s license, complete with the right to transport goods, increased 100 percent to over zł.5,000. Legislative ideas go even further than that and once training programs for drivers are expanded to include mandatory training on a simulator, the price will skyrocket to over zł.10,000. As a result, the profession of a truck driver will gradually become a highly exclusive job.

The other problem is unstable legal regulations. Just take a look at the way the viaTOLL toll collection system was introduced. It was a last-minute effort. The thing is that Polish companies are small and most of them lack people to closely watch changes in law. The viaTOLL system changed the operating costs for companies so that halfway through the year, hundreds of small businesses were confronted with a major increase in costs in a situation when they had signed contracts for transportation throughout the year much in advance.

10 Years in Poland

In September, Transpoint International (PL) Sp. z o.o. celebrated the 10th anniversary of its business in Poland.

The company was established on Sept. 14, 2001 under the name SP Transit Poland Sp. z o.o. as a branch office of the companies SP Transit Finland Oy and SP Transit Estonia OÜ, whose main shareholder was Finnish entrepreneur Lasse Jokinen.

From the beginning, the company's strategic transport directions included Finland, the Baltic states and other Scandinavian countries.

Specialization, high quality service, competitive prices and an individual approach to customers based on partner relations are the factors that contributed to the company's rapid development in Poland.

Changes in ownership that took place in 2007 were a turning point. As a result of these changes, SP Transit was taken over by one of the biggest logistics operators in Finland, Pohjolan Liikenne Oy, which is a part of VR Finnish Railways.

Since then the company has been operating under the name Transpoint International (PL) Sp. z o.o.

Joining the structures of a large, dynamic and international organization that has its own modern fleet, a vast distribution network and experienced sales departments enabled the company to expand its activity to the Czech, Slovak, Hungarian and British markets. In 2008, near Radzymin, 20 km northeast of Warsaw, a Transpoint logistics center was established along the Via Baltica route—a warehouse and office facility with an area of 6,700 square meters.

The range of transport services was expanded to include comprehensive services in storage and logistics and in the domestic distribution of goods.

In 2010, as part of structural transformations, 100 percent of the shares in Pohjolan Liikenne Oy and Transpoint International were taken over by VR Group Finnish Railways.

Today Transpoint International is owned by the largest logistics company in Finland, which is also the leading domestic operator in Scandinavia.

In 2010, the total revenues of VR Group reached 1.42 billion euros, with 12,000 people employed in Finland and other European countries. Of this, the cargo division and logistics yielded 576 million euros, including 252 million euros from road transport.

VR Group has a network of offices and warehouses in Finland, Poland, Lithuania, Estonia, Hungary, the Czech Republic, Slovakia, Britain, and Russia.

At present Transpoint has four branch offices in Poland—in Warsaw, Dąbrówka, Katowice and Gdynia. With the revenue target for 2011 at 30 million euros and a staff of 60, Transpoint International (PL) is one of the most rapidly developing companies within VR Group.

The main objective is to become a leader in transports between Poland and Scandinavia, in particular Finland. The company performs a wide range of cargo transportation services—from transport of small parcels to full truckloads and oversized loads.

The range includes regular LTL connections between Poland, Scandinavia, the Baltic states and Britain.

For two years Transpoint has been providing LTL transports to Turkey. Cooperation with its renowned partner Mars Logistics is highly effective and results in a dynamic increase in the number of truckloads.

Services provided by Transpoint also include air and sea transport.

Transpoint works with large, medium-sized and small companies.

The preferred model of cooperation is long-term cooperation based on partner relations.

As it marks its 10 years in Poland, Transpoint International is proud to have managed to meet its objective to become the number-one logistics operator for Scandinavian companies. ■



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