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# Scandinavian Days 2025

Cooperation offer



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# COOPERATION OFFER

Dear Madam/Sir,

For years, the Szczecin Artistic Agency has been organizing many very interesting and important events in the city, both artistic and social. Each event is accompanied by an extensive information and promotional and advertising campaign conducted both in the city, the region and in some cases throughout the country. The events and events we organize are visited by most of the city's residents and a large group of tourists from the region.

For years, the Szczecin Artistic Agency has been acquiring partners and sponsors for its events and we always try to meet the needs and expectations of our partners. We know that our partners will also value our approach to cooperation and our standards of operation equally highly. We also believe that our cooperation has brought tangible marketing and image benefits to our partners, because they regularly cooperate with us.

We address our offer for participation in the planned events to you, because we know that it will allow you to reach new groups of recipients and we believe that it will bring mutual benefits. It will increase the number of your clients and will allow the Agency to enrich the events carried out even more.



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# SCANDINAVIAN DAYS



**A short film summarising Scandinavian Days 2024**

**<https://youtu.be/rvlqUKW2wDE?si=7G4PQoZvcTizbYwW>**





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# SCANDINAVIAN DAYS





## 11. Scandinavian Days in Szczecin

**Date:** 7-11 maja 2025

**Leading country:** Denmark

**Main theme:** Blue Economy - The sea of possibilities

**Short description of the main theme:**

Szczecin, as a port city, has significant potential in the area of maritime economy. Scandinavia is a leader in developing the concept of "blue economy", which focuses on sustainable development based on marine resources. From renewable energy obtained from the sea, through ecotourism, to sustainable aquaculture - Scandinavian countries are pioneers in these areas, providing inspiration for Szczecin.

Innovations in the maritime industry cover a wide range of activities, from the development of marine renewable energy to modern technologies for the protection of marine ecosystems. Scandinavian countries are becoming leaders in the field of sustainable maritime tourism, developing this sector in an environmentally friendly way. Modern ports, integrating ecological solutions, introduce sustainable technologies in maritime logistics, and responsible management of water resources and fisheries plays a key role in the protection of natural resources and supporting water management.

This year, taking into account the challenges faced by Scandinavian companies located in Szczecin, we want the Scandinavian Days to actively contribute to improving their human resources by organising a module called "**JOB FAIR**" as an accompanying event to the Picnic on the Oder held on the Szczecin embarkments.



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# SCANDINAVIAN DAYS

## PROGRAMME

Day 1: 7 May 2025 – Official inauguration - Technopark Pomerania

10.00 – 10.30 **Inauguration of Scandinavian Days**

Welcoming and opening

10.30- 11:15 **Panel discussion on the main theme of the 11th Scandinavian Days**

40-minute discussion with experts/panelists appropriately selected in the context of the Blue Economy

11:15-11:45 **Edupower**

Panel on opportunities and challenges in Polish-Scandinavian cooperation in the context of the dynamically developing offshore industry, human resources potential and the economy of the region.

11:45-12:10 **„Hot Chairs”**

Interview between Vice-mayor Michał Przepiera and a representative of SPCC – challenges of Scandinavian companies defined during the workshop meeting on 20 January 2025.

12:10-13:30 **Networking in Scandinavian Way**

Networking will be enriched with an exhibition of prototypes, inventions and projects implemented by scientific groups of Szczecin universities, presenting the innovative academic potential of the region.





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## **Day 2: 8 May 2025 – Day for Education**

10.00 – 10.30 Award ceremony for the winners of the art competition “Artistic journey through Scandinavia”  
(Szczecin City Hall)

11.00: 15:00 Oxford debate tournament (Edukatorium- Fabryka Wody)  
Oxford debate competition on Scandinavian topics, aimed at students of secondary schools in Szczecin.

## **Day 3: 9 May 2025 – Day for Culture**

Engagement of municipal cultural institutions by including events related to Scandinavian themes in their programmes.

## **Day 4-5: 10-11 May 2025 - Scandinavian Job Fair - as part of the Picnic on the Oder (Wały Chrobrego)**

A picnic in the form of a job fair on Wały Chrobrego, an opportunity to get to know the offer of Scandinavian companies. The event will include stands presenting employment opportunities, cooperation and offers addressed to the residents of Szczecin. The event is planned as part of the tourist event "Picnic on the Oder"



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# SCANDINAVIAN DAYS

**As part of our cooperation with Scandinavian Days 2025, we offer two sponsorship packages :**

## **Basic package: Scandinavian Days Partner**

- 3x3 stand during the module "Scandinavian Days: Job Fair" implemented as part of the Picnic on the Oder
- possibility to place your own promotional materials in the form of roll-up media, flags, etc. in the event locations
- media communication of the event: promotion of the event from 19 April 2025 in city news channels, on FB - information about the partner's participation in the event
- partner's logo on the event's website, in the **Partners** section
- information about the partner's participation and a board with the logo in the film promoting the event in the **Partners** section
- information about the partner and logo in the press material regarding the event in "Wiadomości Szczecin"

Value 5 000 PLN net



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## **Extended package: Main Partner of Scandinavian Days**

- Participation of the Main Partner's representative in the event's opening debate on the 7th of May 2025
- Statement by the Main Partner's representative in the film summarizing the event
- All benefits from the basic package
- Logo placed in separate sections reserved for the Main Partner

Value: PLN 7,000 net

**Detailed scope of services (in particular regarding exhibition space) and principles of cooperation to be agreed through individual negotiations with the event operator: Szczecin Artistic Agency**



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## COOPERATION OFFER

**We remain open to other proposals for cooperation.**

**Thank you for your attention.**

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