



BRANDINGPOLSKA

FOR A STRONG NATION BRAND

+48 22 479 59 60 | office@brandingpolska.org | Mon-Fri 08:00 to 14:00

We focus our work on public diplomacy, brand mentorship and civic engagement. We also organise various events and take patronages over projects of huge value for Polska nation brand's promotion across the country and beyond.

Many of our activities are backed by volunteers, partners, donors and sponsors who put trust in our nation branding work. Our success is based on result-oriented teamwork and partnership. We pass it on to our dedicated interns.

OUR HIGHLIGHTS

2015

We launch our first project based on brand mentorship and talent acceleration. Our mentee is Weronika Fejdasz, an aspiring fashion designer.

2016

We launch study visits by foreign students and young graduates who want to gain nation branding skills and a deeper insight into Poland's national potential.

2019

We launch our biannual "IN Motion" magazine that covers Polish startups, smart cities, young brands and innovations to shape the country's future.

KEY PRINCIPLES



Balance with environment

We reduce our paper use, share an office in building with LEED and keep resources in an eco-friendly bank.



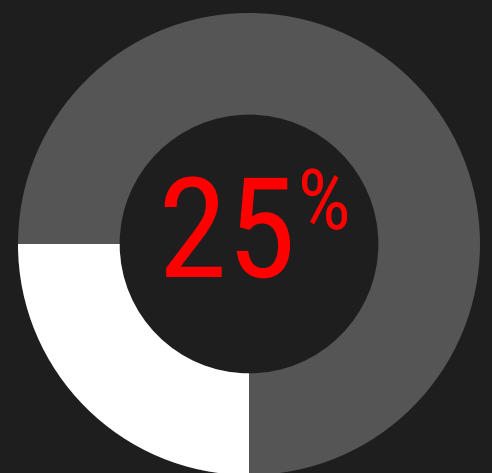
Balance with our tradition

We plan activities around our cultural assets and traditional practices to positively impact Polska nation brand.



Balance with digitalisation

We follow our Work 4.0 approach by mobile working, shared responsibility and trust-based management.



Did you know?

Our administrative costs account for maximally 25% of total project spending.