



THE EXPERIENCE OF BD CENTER

POLONIA

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Pisa, 9/09/2014

Judyta Liszka, BD Center

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- BD Center has organized two Innovation Camps in two-days sessions:
 - 07-08.08.2014 – 1st Innovation Camp
 - 13-14.08.2014 – 2nd Innovation Camp
- BMC Tool testing took part during Innovation Camps

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- Our target group was young people from Rzeszów and environs, less than 50 years old:
 - ▣ students,
 - ▣ young entrepreneurs,
 - ▣ people who are planning to start up their own business in the future.

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- Subject of 1st Innovation Camp related to entrepreneurial use of Polish apples in the era of the embargo on eastern markets.

Nasi wschodni sąsiedzi nałożyli embargo na polskie owoce i warzywa. Czy dla naszej gospodarki to poważny cios i jak w ogóle wyglądają nasze stosunki...handlowe z Rosją?

1-1,2 MLN TON

jabłek eksportowaliśmy do Rosji rocznie

70% ich eksportu w ogóle



Kilka słów o jabłkach...

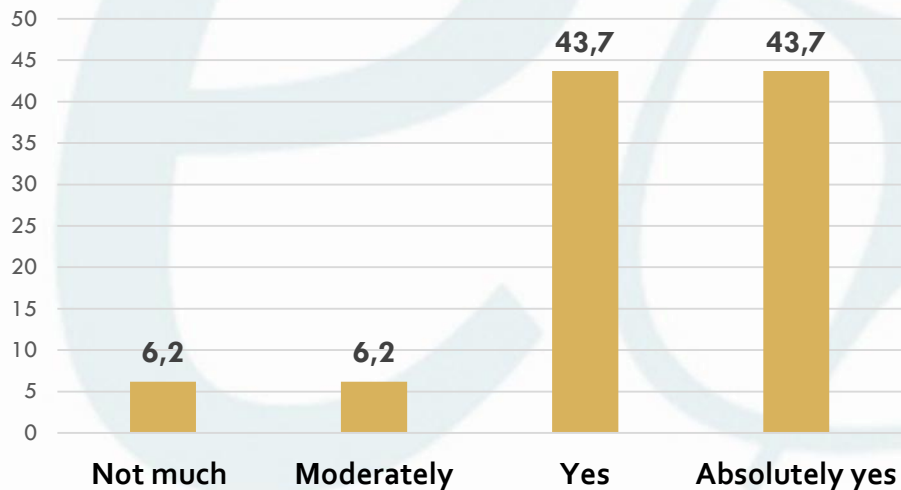
- Przeciętny polak zjada w ciągu roku ok. 15 kg jabłek (w różnej postaci)
- W tym momencie 1 kg jabłek kosztuje ok. 2 - 3 zł
- W skupie od rolników jabłka są skupywane za ok. 1 – 1.2
- Polska jest na 3 miejscu w rankingu światowej produkcji jabłek
- Jabłka mogą być podstawą wielu produktów nie tylko spożywczych ale również kosmetycznych, środków czystości, elementów dekoracyjnych i wielu, wielu innych

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□ 1st Innovation Camp – Participants feedback

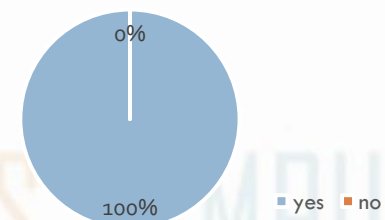
Did the Camp meet your expectations?



Do you intend to participate in another Camp in the future?



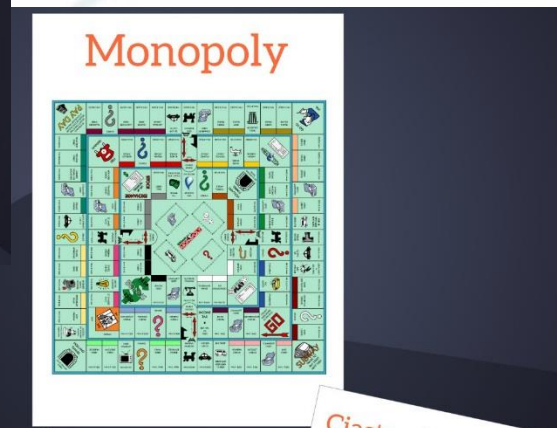
Would you recommend the participation in the Camp to other colleagues?



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- Subject of 2nd Innovation Camp related to inventions applicable in everyday life.

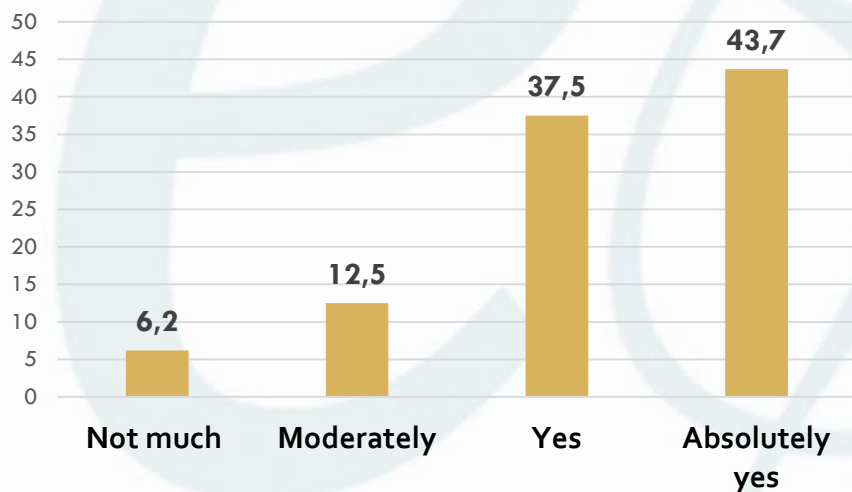


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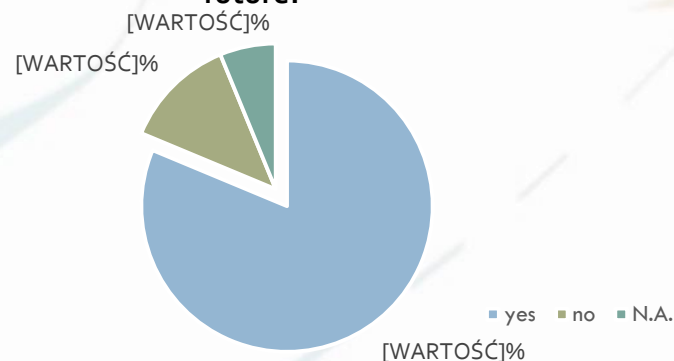
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2nd Innovation Camp – Participants feedback

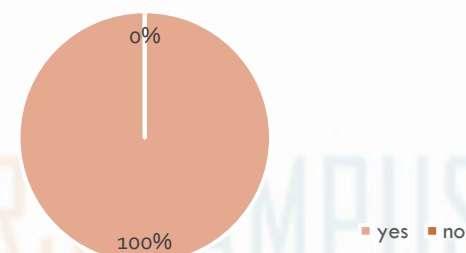
Did the Camp meet your expectations?



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The background features a large, light blue stylized logo consisting of two 'e' characters. The second 'e' contains a light blue silhouette of a person with arms raised, holding a solid orange circle above its head. A dashed line with an orange arrowhead extends from the bottom right of the person figure towards the top right corner of the slide.

Thank you!

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