

A woman's profile is shown in a dark, moody setting. Her face is partially illuminated, and her eyes are looking towards the right. Overlaid on her face and hair are several glowing red light trails that swirl and curve around her head, creating a sense of motion and digital connectivity. The background is a deep red gradient.

Poland: a global impact

SEVEN NARRATIVES ABOUT
WHAT THE WORLD ACTUALLY
SAYS ABOUT US.

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Poland between experience and imagination

A contemporary national brand is no longer merely an instrument of promotion, a visual identifier, or a set of slogans used in tourism communication. It is a strategic asset of the state, the economy and society, because it shapes the way a country is recognised, remembered, evaluated and included in international circuits of trust. In this sense, the question of Brand Poland is not secondary to economic development, culture, tourism or foreign policy. It is a cross-cutting question: how dispersed achievements, competencies and experiences can be transformed into a recognisable, credible and long-term system of meanings.

Poland is a particularly interesting case in this respect. Over the last few decades, it has undergone a profound economic, institutional and social transformation. It has developed strong sectors of the modern economy, built technological

competencies, strengthened its position in Europe, educated a generation that moves freely in the international environment, and increasingly becomes a place of real experience for tourists, investors, students, employees and cultural audiences. These changes create a significant opportunity: to further integrate the many existing strengths of Poland into a more coherent, visible and internationally communicable narrative.

It is in this context that the work of Fundacja Marka Polska Think Tank should be understood. The Foundation was established in response to the need for systematic reflection on the architecture of Brand Poland and for the structured identification of sectoral potentials that may support its long-term development. Its work - described more broadly at <https://markapolska.pl/> - focuses on research, knowledge exchange and cross-sector dialogue around the economic, cultural, technological, touristic, scientific, social and symbolic resources that can contribute to a stronger national brand. The purpose of this work is not to replace existing initiatives, but to support their integration into a shared and evidence-based understanding of Poland's reputational potential.

The present report was created in response to a specific cognitive and strategic gap. This gap may be defined as the insufficiently developed understanding of how Poland is actually spoken about beyond its borders - not only in official rankings, diplomatic statements or promotional campaigns, but also in everyday digital conversations, media narratives, social platforms, recommendations and experience-based stories. In other words, the gap does not concern the absence of Polish potential. It concerns the need to better

recognise how this potential is perceived, named, emotionally framed and circulated internationally. The conceptual framing of this gap was developed jointly within the report team, including Michał Sadowski, co-author of the report, whose perspective helped connect the logic of national brand strategy with the possibilities offered by social listening, digital analytics and large-scale reputation monitoring.

For this reason, the report moves from the internal question of how Poles see themselves to the external question of how Poland is perceived by others. A national brand cannot be built solely from self-description. It also requires a second mirror: the international perception of the country, expressed through language, images, comments, evaluations, recommendations and everyday conversations taking place beyond its borders. Only by comparing self-perception with external perception is it possible to identify the real structure of the brand: its points of convergence, areas requiring further explanation, zones of under-recognised potential and those elements that already work more effectively than is sometimes assumed domestically.

The key tension emerging from the analysis is not a simple opposition between a positive and a negative image of Poland. It is more complex and strategically more important: it is the tension between experienced Poland and imagined Poland. Experienced Poland is concrete: tasted through food, visited through cities, watched through sport, verified through technology, heard through language, and lived through travel, work, study, safety, daily life or interpersonal relations. Imagined Poland is more abstract: described through geopolitics, assessed through political or economic

contexts, located on the map of security, or included in broader debates about Europe, the East, the West, war, migration, costs of living or ideology.

This distinction is crucial for the further conceptualisation of Brand Poland. It shows that some of the strongest carriers of Poland's image are grounded in direct experience. Poland is often perceived most warmly when it becomes tangible: through cuisine as a gateway to culture, cities and landscapes as points of travel, athletes as carriers of emotion and recognition, technological competencies as proof of reliability, language as a demanding but meaningful bond, and everyday safety as a practical reputational asset. In this sense, Brand Poland does not need to be invented from scratch. It needs to be identified, named, structured and communicated with consistency.

We would like to express our sincere gratitude to the entire team whose commitment, expertise and collaborative work made the preparation of this report possible. The development of this study required not only analytical discipline, but also many hours of discussion, interpretation, verification and refinement of the material. The engagement of all contributors allowed us to transform dispersed data, observations and insights into a structured diagnosis of how Poland functions in global imagination and global experience. This report is therefore the result of collective effort, shared responsibility and a common belief that Brand Poland deserves systematic, evidence-based and long-term work.

The main objective of the report is to identify and interpret the dominant narratives about Poland circulating in the international communication

space, and to determine their significance for the further conceptualisation, operationalisation and implementation of a national brand strategy. This objective includes several specific aims: to define the main thematic fields in which Poland appears in the global conversation; to examine the difference between concrete, experience-based narratives and abstract, evaluative narratives; to identify areas with high reputational potential; to indicate topics that require careful contextualisation; and finally, to translate the findings into recommendations for public institutions, tourism, business, academia, non-governmental organisations and international communication actors.

The structure of the report follows this logic. The seven narratives - geopolitics, technology, living in Poland, cuisine, sport, language and tourism - do not form a random catalogue of topics, but a map of the fields in which Poland is described, assessed, experienced and recommended. Each of these narratives has its own dynamics, sources of positive sentiment, limitations and strategic potential. Together, they show that the future strength of Brand Poland will depend on the ability to recognise what is already credible, valuable and communicatively powerful - and then to connect these elements into a shared, long-term and institutionally supported narrative.

In this sense, the report should be treated not as a closed diagnosis, but as one stage in the wider process of strengthening Brand Poland. Its role is to organise dispersed signals, identify areas of opportunity and provide a practical basis for further cooperation between institutions, experts, business, culture, tourism, science and civil society. Poland already has many of the resources needed to build

a strong international image. The strategic task is to make them more visible, more connected and more consistently expressed.

Dr hab. Barbara Mróz-Gorgoń, prof. UEW, CEO & Founder, Fundacja Marka Polska Think Tank



This report shows clearly: the world sees Poland differently than we see ourselves – and sees it distinctly better. The percentage of positive assessments of Poland abroad is over 50% higher than within the country. This is an enormous gap, one that reveals not how the world perceives us, but how we ourselves have a tendency to undervalue our own achievements. This is not just a matter of communication or PR, but a deeply rooted mentality that for years has shaped the way we think about ourselves as a society.

The world speaks well of Poland when it experiences it, through something specific. Sport, technology, cuisine, travel – in these areas, the image of Poland is warm, positive, and often genuinely enthusiastic. When someone eats pierogi, watches a match, visits Kraków, Wrocław, Warsaw, or uses technology developed in Poland, there is no room for stereotypes – there is real experience that builds a positive opinion. We, on the other hand, far more often look at ourselves through the lens of abstraction: politics, disputes, systemic problems. And in these areas, we are much harsher toward ourselves than the world is toward us.

In Poland, there is still a very powerful mechanism that can be summed up in a single sentence: something failed ,because this is Poland'. As if failure were somehow written into our identity. If we assume that ,things can't be done here,' it becomes very easy to stop trying at the level where we could actually win globally.

And yet reality today looks entirely different from that stereotype. We have world-class scientists – such as Aleksander Wolszczan and Artur Ekert – who have made their mark in the history of their fields. We have athletes who are global icons – such as Robert Lewandowski and Iga Świątek – who serve as benchmarks for entire disciplines. We are building technology companies that compete at a global level – such as CD Projekt and ElevenLabs. These are not isolated cases or lucky exceptions. This is an increasingly repeatable pattern.

The key problem today does not lie in how we are perceived in the world. That image – as the data clearly shows – is largely positive, often more positive than we ourselves would expect. The problem lies in how we perceive ourselves. In the lack of proportion between criticism and appreciation. In how we treat successes as exceptions and failures as the rule.

And that is good news – because it is something we can genuinely influence. It is an area we can consciously work on: building greater self-belief, changing the language we use to describe our own successes and failures. Poland today has much to play with in the top league. Now we simply need to believe it ourselves.

Michał Sadowski, CEO, Brand24

Creative tension

A brand is an idea. A set of values that brings communities together and provides a way of looking at the world. Yet when applied to a place – a nation, a city, a region – this seemingly simple concept becomes something far more complex. How do you brand something that means different things to different people?

Wally Olins, one of the most famous communications strategists, understood this perfectly when he attempted to define the Polish brand as early as 2002.

He described the Polish national identity as ‘creative tension’. A tension that sparks heated discussions and disputes, but also drives us to achieve great things. It is a contrariness that makes us strong and proactive. Unfortunately, the concept was never put into practice.

Olins emphasised the importance of building a national brand that showcases our strengths and fosters a sense of community internally while increasing our visibility externally. Yet, nearly 25 years after the Saffron agency’s research, Poland still doesn’t have any branding. That’s a waste of potential.

A brand is something that already exists; it must be identified, named and showcased in order to become a communication tool. It supports visibility, which is the fuel for development and growth.

A lot has happened over the past few decades. So, let’s take a look at what we have to say about Poland today, and how this creative tension evolved.

The Poland we don't hear about.

Poland rarely talks about itself the way the world does. These are two different conversations. This report is an attempt to listen to the second one.

Between 20 September and 22 December 2025, we analyzed 893,541 mentions of Poland in three languages – English, French, and German. The combined reach of these conversations exceeded 7.9 billion impressions. But this report isn't just about the numbers. It's about the story they tell.

And the story turns out to be surprisingly coherent, even though it splits across seven distinct worlds. Geopolitical Poland and everyday Poland. Tech, culinary, sport, linguistics, travel. Each of these worlds carries a different image, a different tone, a different kind of trust. And in each, the world talks about us slightly differently than we tend to expect.

The most important finding of this analysis isn't about 'how they see us', but 'when they like us'.

You can't read this difference from the news or national self-reflection. It only becomes visible when you place all the topics side by side and compare their temperature.

The first part of the report shows this pattern directly. In the second part, you will find a synthesis showing where Poland's communication abroad has its strongest levers, and what to do with them. The next seven chapters break it down into separate narratives, each with its own risks and opportunities. This is a report about how the world sees us and when the world hears us.

The world likes the Poland it experiences. It likes less the Poland it imagines.

The opening numbers.

Four dimensions in which Poland's image is built every day – often without our involvement.

893,541

mentions of Poland

across three languages, in three months
(20.09 – 22.12.2025)

7.9 bn

total reach of the conversation

The metric is calculated by including all impressions and accounting for repeated exposure within the same audience.

62%

positive sentiment

weighted average across the corpus –
but the spread between topics ranges
from 55% to 87%

161 m

interactions

reactions, comments, shares –
a measure of engagement, not just
exposure

Poland is at its strongest when it isn't talking about itself.

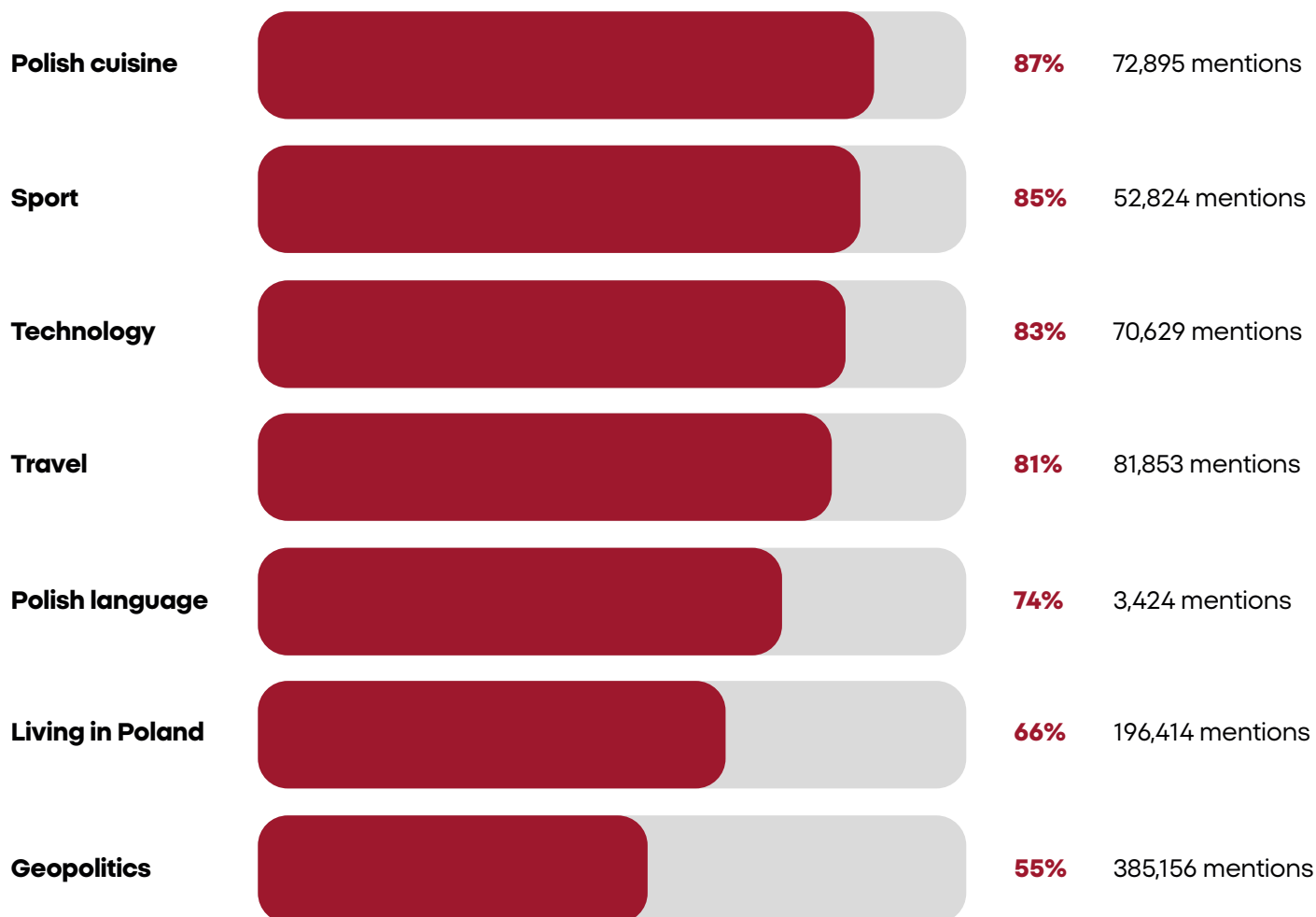
The more the conversation about Poland revolves around specific experience – pierogies, a goal, a weekend in Kraków, a language lesson, a tech company – the warmer it becomes. The more abstract, political, or evaluative it gets, the more it cools.

The topics in the top half share one thing: they're tangible. You can eat pierogi, watch the game, visit the city and hear the language. The topics at the bottom are evaluative. They contain the question „how is Poland doing?” and the answer requires calculation and context. In geopolitics, nearly half of all mentions falling outside the positive bucket come in.

The strategic conclusion is simple and uncomfortable. Polish communication abroad often plays at the level of ideas: geopolitical position, EU status, economic know-how, and policy. Yet in every single one of those areas, perception runs cooler than when the world touches Poland through lived encounters. Exporting Poland through experience is today the strongest and most underused lever in its global image.

Tangible Poland generates warmth. Abstract Poland generates caution.

Positive sentiment ranking (share of positive mentions per topic)

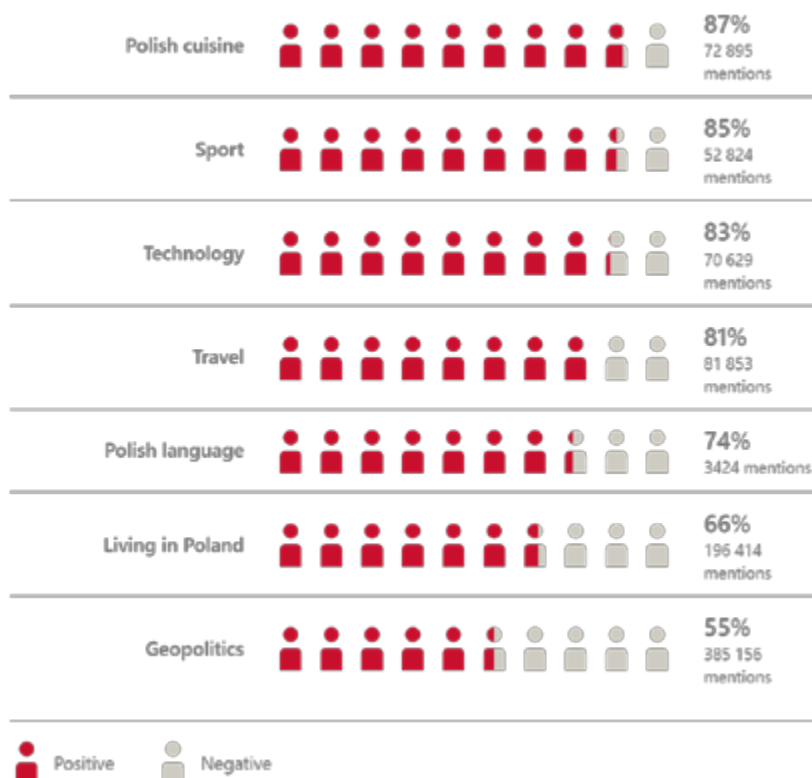


Full dataset: 893,541 mentions. The remainder is unclassified by topic. Weighted average = 62%.

A map of seven narratives.

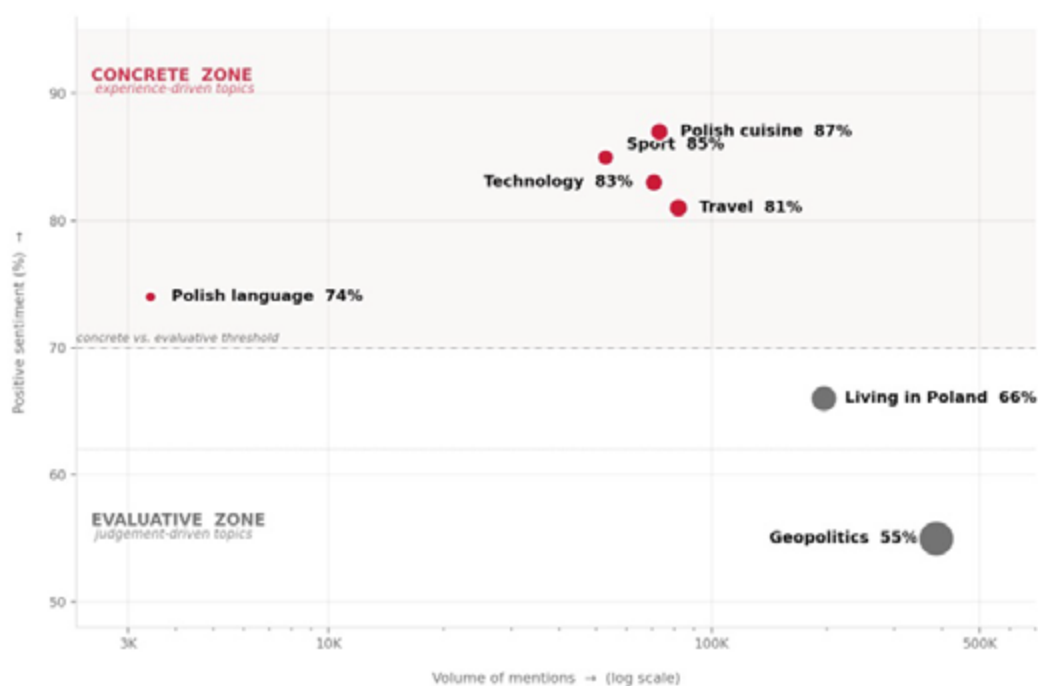
These seven stories are connected. Laid on a single axis, the picture of Poland in the global conversation comes into focus.

POSITIVE SENTIMENT - PEOPLE CHART



Cuisine, sport, technology, and travel, all topics driven by concrete experience, score between **81%** and **87%** positive sentiment. Polish language, despite being the smallest category by volume, holds a **74%** positive ratio. People learning it abroad do so by choice, and that shows in the tone.

Below that threshold, the picture shifts. Living in Poland (**66%**) is where the calculator comes out: is it worth it, is it safe, will the salary cover the rent. Poland stops being an experience and becomes an assessment. Geopolitics (**55%**) is the only category where nearly half the conversation carries a negative charge – and the only one where Poland is rarely the subject. It mostly appears as a point on the map, not a voice in the room.



The axis: concrete – abstract

On one side of this axis sits concrete Poland: understood through what can be seen, touched, eaten, and watched. On the other side: abstract Poland – judged through ideology, politics, and strategic decisions. The closer to the concrete end, the higher the positive sentiment. The further from it, the cooler.

The concrete side (66–87% positive)

Polish cuisine, sport, technology, travel, and language. All of these topics share a single denominator: people experience Poland directly. You eat pierogi, you watch the game, you sleep in Kraków, you learn the language. This kind of presence requires no contextual knowledge.

The evaluative side (55–66% positive)

Living in Poland and geopolitics. Here the conversation demands answers to hard questions – about economics, politics, security, and equality. Poland does not control these questions and, most often, it isn't even their author. These are narratives in which Poland is described.

The concrete scales by itself. The abstract has to be defended.

What this means strategically

Poland has two communication strategies.

The first, offensive and low-cost, is to increase concrete presence: cuisine, sport, travel, technology, and language. New matches, new tourists, new tech conferences, and new culinary clips add to the same total. This is a strategy of accumulation.

The second, defensive and high-cost, is to engage honestly with the topics where Poland is judged more coolly today: safety, economics, and geopolitics. The relevant work here is political, institutional, and social. Communication can only support and report on it.

These two strategies do not exclude each other. Poland can play both at once. One is already operating today, the other has yet to start.

CHAPTER 01

A country on NATO's eastern flank.

In conversations about geopolitics, Poland is almost never the subject. It's a point on the map.

Chapter at a glance

43%

of all conversation

55%

positive ratio

3.89 BN

reach

39.8 M

interactions

Geopolitics is the largest topic in the corpus by volume (nearly 386,000 mentions) and the one with the lowest positive sentiment (55%). The world talks about Poland a great deal in the context of security, but rarely talks about it warmly. On the international stage, Poland is being observed.

positive ratio: 78% of all mentions were neutral and excluded from this calculation



385,541 mentions

3.89 bn reach

39.8 m interactions

Poland as an early-warning system

The dominant narrative casts Poland not as an actor in international politics, but as a country operating under constant external pressure. The most frequent contexts – security alerts, military readiness, airspace incidents, drones, NATO exercises – converge on a single figure: a state forced to stay alert.

The tone of these mentions is factual and observational. There's neither enthusiasm nor condemnation, just reporting. Poland appears in headlines like an indicator on a threat map: important, but not in command.

NATO and Ukraine: an operational role, not a symbolic one

The second strong layer is Poland's presence within the Alliance. Here, the picture is stable and (within the bounds of fact) flattering. Poland is described as a disciplined partner, infrastructurally important, ready to act. These are practical recognitions: Poland as deterrence and the eastern flank.

The war in Ukraine and the Polish-Ukrainian context reinforce this image. Poland is shown as a country at the edge of the conflict but not as a party to it. That's a demanding position, because it pairs proximity to danger with responsibility for its borders. That position produces most of the neutral tone.

Where the negatives come from

Negative sentiment rarely concerns Poland directly. It appears where reportage shifts into interpretation – in narratives about escalation and militarisation. Poland gets pulled into other people's storylines: blame, blocs, and the risk of a wider war. Some mentions cross the line of fact and operate in insinuation. These are isolated, algorithmically amplified data points. They are the ones that pull the average down.

Positives – rare but consistent

When the tone turns favorable, it always concerns the same things: decisive border actions, cooperation with allies, and diplomatic visibility. Poland is then praised for being stable and serious. These are practical, credible compliments.

In the global conversation about security, Poland is described as an early-warning system, not as a player.

What follows

Geopolitics is the only topic in this report where Poland doesn't control the narrative. It is talked about, but it rarely talks. It's a consequence of geography and the strongest argument for Poland needing its own proactive security narrative, not just an effective security policy.



Ursula von der Leyen
@vonderleyen



[Pokaż tłumaczenie](#)

My visit to the Poland-Belarus border was a demonstration of European solidarity.

A strong Poland and a strong Europe, safeguarding our borders and protecting all Europeans.

Our message is clear. And it is one that Belarus, and other actors in the region, are paying heed to.



Statement at the Poland-Belarus border

The report confirms something I've felt for years as a founder: The world likes a Poland it can touch - pierogi, Robert Lewandowski, Iga Świątek, Kraków, ElevenLabs. But it doesn't like Poland as an abstract idea. 87% positive sentiment for food and 83% for tech vs. 55% for geopolitics - that's not a small gap. That's a cliff. A clear, data-driven national brand really matters. Right now, we operate without it and we pay the price: lower company valuations in M&A, harder fundraising in the US, more expensive global talent. Every founder going global with a Polish company carries this weight personally. I've seen it - selling Divante, Callstack, scaling Vue Storefront. The same story repeats. My take: you don't build a national brand with slogans from a ministry. You build it by stacking real experiences - just like a company brand is built through visible work and shared knowledge, not ads. The report makes it obvious: tech, food, sports, and even the Polish language scale better because they are concrete. The strategic lesson for Poland is the same as for any company going global: stop explaining who you are - start showing what you do. Projects like Łatwogang fundraiser or even smaller ones like The 5 Live prove it - when there's a real story and a clear reason, Poles can mobilize global attention fast. That's the leverage. We just need to use it on purpose.

Tomasz Karwatka, The5Community i Open Mercato

A country's reputation is shaped not only by what it says about itself, but also by what people experience, share, and come to trust. This report is valuable because it does not add another slogan to the conversation about Poland. It offers a thoughtful map of how Poland is discussed, experienced, and assessed abroad. Its central insight is clear and highly practical. Perception becomes warmer when Poland is tangible, specific, and credible. That is why a knowledge-based national brand matters. It can turn many positive but separate impressions of Poland into a clearer, more credible, and more recognizable international image.

Dr hab. Grzegorz Mazurek, Rektor Akademii Leona Koźmińskiego

The „Poland: Global Impact” report accurately diagnoses the key tension between Poland's real potential and its international perception, while also pointing to the need for a more coordinated approach to the state's communication. The report must emphasize how authentic experience - across the economy, culture, and technology - builds a lasting reputational advantage that declarative actions cannot replace. The challenge for the coming years, therefore, is not to redefine Poland's brand, but to manage it consistently in a strategic, collaborative, and long-term way.

Dr Henryka Bochniarz, przewodnicząca Rady Programowej EFNI

CHAPTER 02

A quiet hub.

In technology, Poland doesn't have a single story. It has a steady presence.

Chapter at a glance

5,458

reach per mention

83%

positive ratio

70,629

mentions

26

interactions per mention

Technology is the topic that resists polarisation. Neutral and informational mentions dominate: corporate announcements, investment news, conference coverage, and project descriptions. The 83% positive sentiment comes from repetition. Poland is described as a place where serious things happen, which builds trust.

positive ratio: 85% of all mentions were neutral and excluded from this calculation



70,629 mentions

385 m reach

1.9 m interactions

Four cities, one ecosystem

Warsaw is the center of this narrative, but it doesn't monopolize it. Kraków, Wrocław, and Gdańsk appear as genuine secondary hubs – with distinct identities, conferences, and investments of their own. The world doesn't read Poland as a single point but as a network of cities.

The most frequent positive contexts are international conferences, openings of innovation centers, local R&D arms of global companies, and digital transformation in banking, enterprise IT, and public services. AI dominates the growth-related themes as concrete ecosystem activity.

Cybersecurity – a topic that cuts both ways

Cyber is simultaneously the largest source of positives and the main source of negatives in tech. On the upside: training programs, awareness campaigns, and industry events. On the downside: reports of attacks, disinformation, and ransomware, often with a geopolitical backdrop.

SHIELD - POSITIVE	BATTLEGROUND - NEGATIVE
Training programs	Cyberattack reports
Awareness campaigns	Disinformation incidents
Industry events & rankings	Ransomware (geopolitical backdrop)

The negativity does not question Poland's competence, but sets Poland as a target. In the cyber narrative, Poland is at once a shield and a battleground.

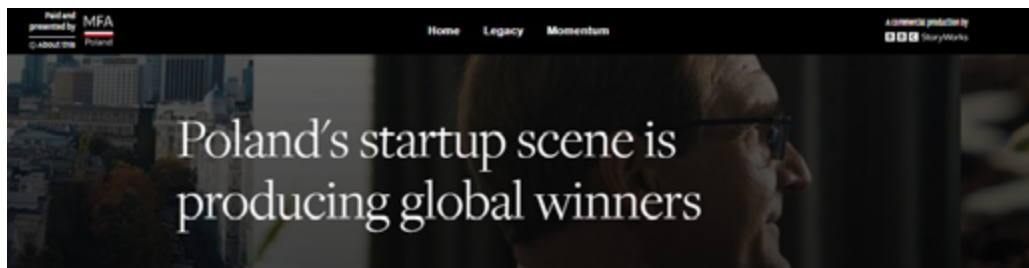
Criticism worth watching

A minority but recurring strand concerns regulation and cost – chiefly in fintech and crypto. Strict or expensive compliance requirements are described as discouraging innovation and pushing talent abroad. These are not headlines, only signals worth monitoring. The tech world notices the consequences of politics.

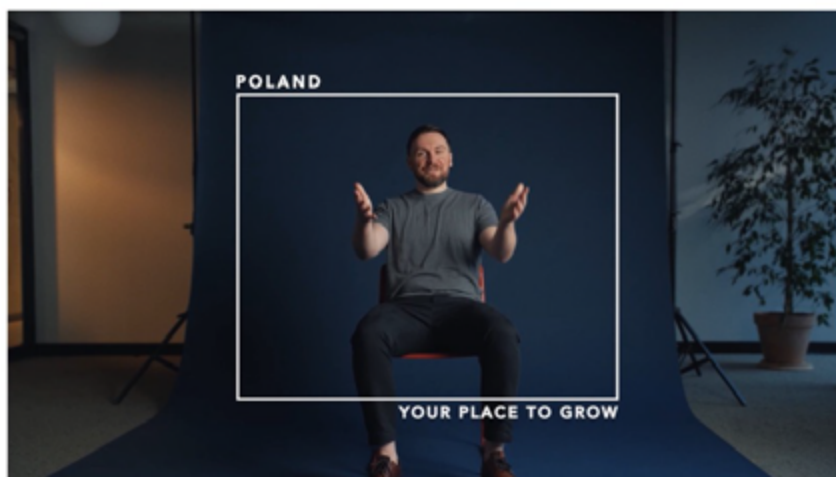
In technology, Poland is not described as a startup. It's described as infrastructure.

What follows

Technology gives Poland a narrative no other topic can match: calm, competent, verifiable. It just needs to be more visible. Every international tech event held in Poland, R&D investment, and AI story with a Polish footprint adds to the same compounded credibility. It's an asset that scales by itself.



A MIX OF SKILL, INVESTMENT AND HUNGER FOR SUCCESS IS PROPELLING POLAND'S STARTUP SCENE FROM REGIONAL LEADER TO A GLOBAL FORCE.



There are more than three and a half thousand startups across Central and Eastern Europe (CEE). Almost a quarter of them are found in Poland. Since the start of 2024, these early-stage Polish enterprises have raised over €165m in capital – the highest in the region – and by the first quarter of 2025, their combined value had climbed to €58bn, more than any neighbouring country.

The report accurately shows that Poland is perceived best when it stops being an abstraction and becomes an experience: a product, a place, a service, a technology, cuisine, sport, or language. "Tangible Poland" builds trust; "Abstract Poland" creates distance. However, if Poland is to be a country of manufacturing, it is not enough to export an image; we must export a standard: a way of designing, producing, and delivering solutions that respond to the world's real needs. What truly connects this logic is systemic industrial design. It links culture with industry, technology with the user, and exports with identity; it is not an add-on, but the interface of the economy. A well-designed and well-made product, component, service, or digital system becomes an experience that does not need to be explained - it simply works as proof: from "Poland overdelivers" to "Poland delivers by design."

Maciej Janusz Chorążak, Prezes Instytutu Wzornictwa Przemysłowego

The report shows something we intuitively feel but rarely say outright: the world likes the Poland it can touch, taste, and see. It does not like the Poland that explains itself. And great respect to the authors, who decided to base the conversation about Poland's brand on hard data rather than wishful thinking. This is how a strategy should be built: from knowledge, not from slides. This is exactly the moment when we need more courage. Not more strategies and documents, but concrete actions that the world will see before we even manage to describe them. Pierogi did not need an advertising campaign. Lewandowski did not need a government promotion programme. Bielik AI was created through the efforts of volunteers and enthusiasts, on the Cyfronet AGH supercomputers, and today it operates in Polish banks and companies and has been downloaded 2.8 million times worldwide. The strongest Polish

narratives emerge from the bottom up, built by people who simply do their work - and do it well. Poland does not lack potential. What we lack is the boldness to support our own initiatives with the same energy with which we welcome others' initiatives here. The report says it plainly: what is concrete scales by itself; what is abstract has to be defended. This is a lesson for everyone in Poland today who is building anything with global ambition.

Sebastian Kondracki, CEO & Co-founder Bielik.AI oraz Chief Innovation Officer Deviniti

As a Venture Capital investor, I see the gap this report identifies priced into many transactions I lead. Polish startups still trade at a 20-40% valuation discount to peers in the UK or Germany, not because their teams or products are weaker, but because the country behind them lacks a recognizable technological identity. The data here confirms what I have seen for a decade: the strongest narrative about Poland is the one written by what Polish entrepreneurs actually achieve worldwide. Yet we still spend hundreds of millions on campaigns with no measurable objectives. Polish tech diplomacy cannot be based on a campaign; it needs to be built on a complete infrastructure: with core specializations, a real, authoritative host, and a long-term budget. Signed contracts and capital raised have to replace the absorption policy favored to date. As this report shows, the lever for world-class tech diplomacy already exists. Poland is well-liked when it is experienced, and the task ahead is to ensure the world keeps experiencing the parts of Polish business and technology we want to be known for.

Aleksandra Pedraszewska, Partnerka w funduszu vastpoint, członkini Rady Przyszłości przy KPRM

CHAPTER 03

A country being weighed up.

People aren't judging Poland, just calculating it.

Chapter at a glance

22%

of all conversation

66%

positive ratio

1.62 BN

reach

18.0 M

interactions

Living in Poland is the topic where the channel split is most visible. News and X drive the heavier, more critical narratives – incidents, sharp economic commentary, political friction. Meanwhile, Facebook, TikTok, Instagram, and YouTube carry a different conversation: first-person, exchange-driven, grounded in everyday experience. In this second conversation, Poland is judged more leniently and more constructively.

positive ratio: 81% of all mentions were neutral and excluded from this calculation



196,414 mentions

1.62 bn reach

18.8 m interactions

Poland as a calculation, not a verdict

The most distinctive feature of this conversation is that it isn't ideological. There are a few hard yes or no positions. There are many questions: how much does it cost, is it worth it, is it safe, and can you rent an apartment for a reasonable price. Poland enters the mental shortlist of destinations to be compared.

That's a major reputational upgrade. The conversation has shifted from moral debate to practical comparison.

WHAT PULLS PEOPLE IN	WHAT HOLDS PEOPLE BACK
+ Affordability value for money; cost of living	— Cost vs. wages "paycheck-to-paycheck" in big cities
+ Family support tax breaks; social policy	— Housing pressure rent, mortgages, urban centres
+ Everyday safety walking; university; work	

The dual structure of the conversation: what attracts people to Poland – and what holds them back.

Two engines of positivity: price and family

The strongest advantage in these discussions is value for money. Poland is described as a way to access a European lifestyle without Western European costs – a recurring argument across posts. Daily expenses, the grocery basket, and eating out. All of it works as proof that money goes further here.

The second engine is family policy. Posts about tax breaks for larger families pull strong positive engagement. The content is often simplified, but the message is consistent: Poland is a country that supports families financially. The narrative works in Poland's favor with specific migration audiences.

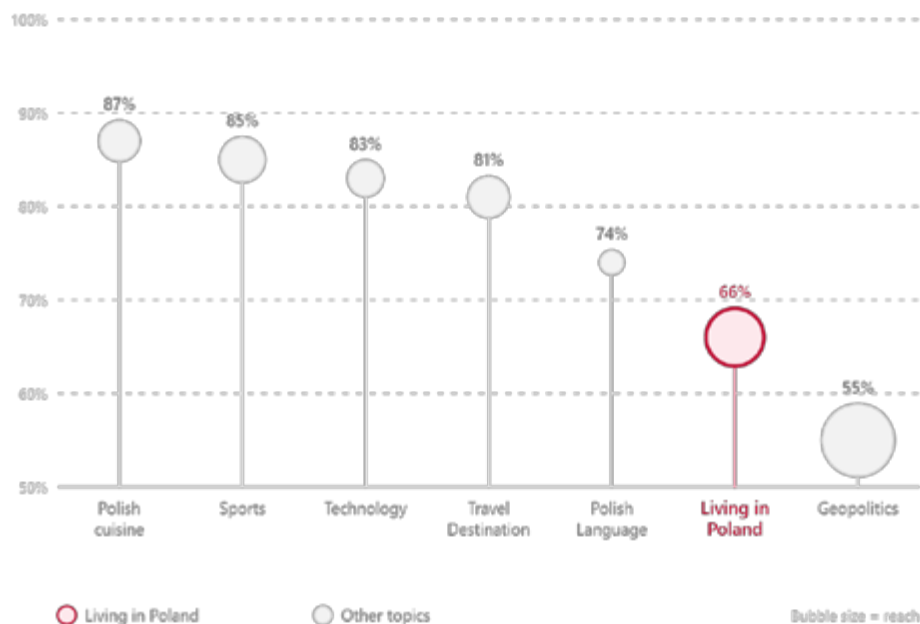
Safety: a quiet strength

Everyday safety, being able to walk in the evening, feeling calm at work or at university, appears in many mentions as a self-evident plus. The recognition is not praise, but rather practical.

The economic fault line: wages and cost of living

The second tension is wages versus the cost of living. Poland is described as cheap on a European scale, but local salaries don't keep pace with the city. „Paycheck-to-paycheck” in Warsaw, in Kraków, in Wrocław – that's a recurring diagnosis. The diagnosis conditions the choice without rejecting Poland.

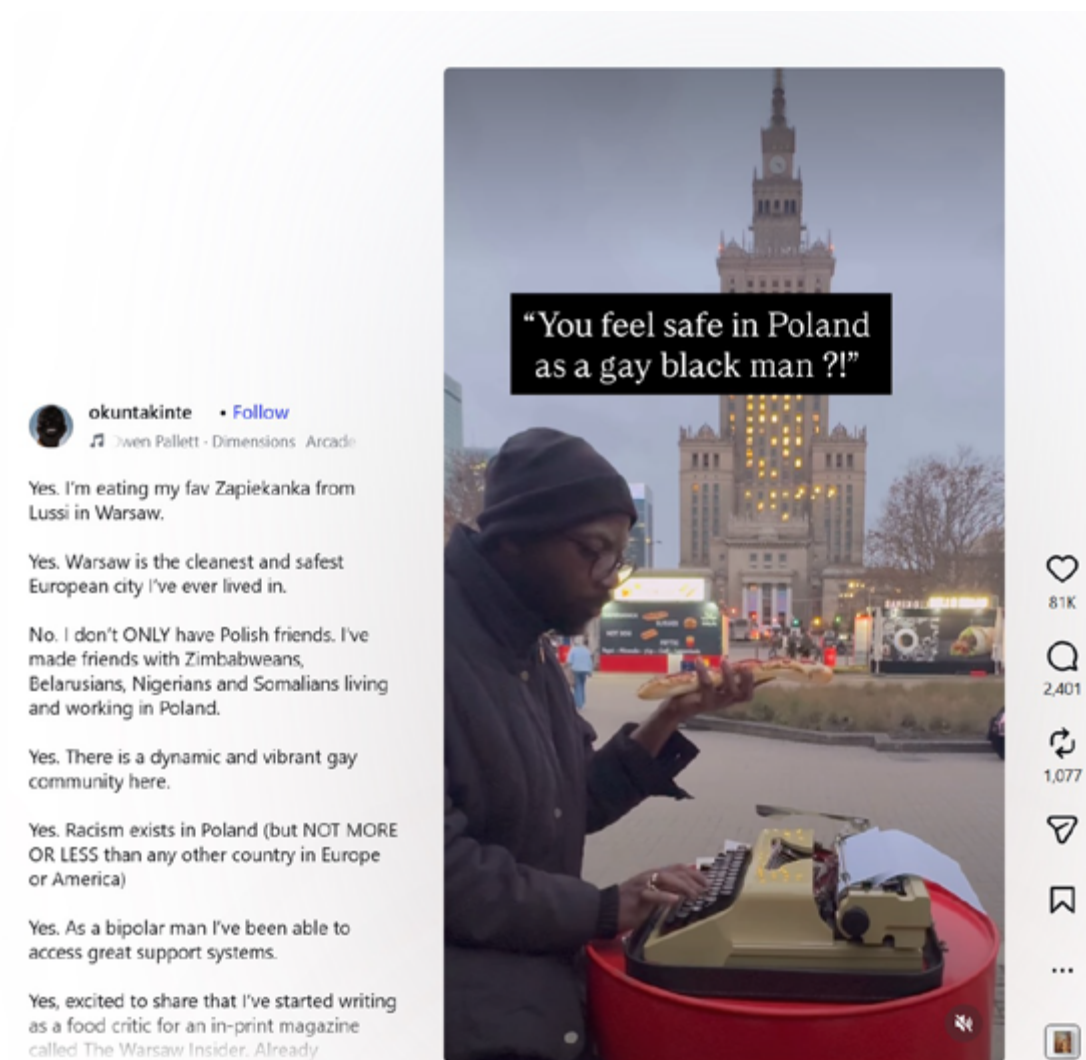
Living in Poland scores below the pack on positive sentiment
— despite the highest non-geopolitics reach



Poland today isn't a question of „do I like it here?” It's a question of „is this worth it?”

What follows

The most important communication work in this area is to address what costs Poland disproportionately in image terms. Housing and wages are matters of policy – but the stories of everyday safety, family policy, and quality of life can be told actively.



The "Poland Abroad 2025/26" report is a modern and sober look at the national brand through the lens of information about Poland that attracts interest and receives a positive response. The study shows that Poland's greatest strength lies in authentic experiences. What cuts through most effectively to broad global audiences - and generates the strongest associations - are sporting successes and perceptions of Poland linked to short trips and city breaks. Poland's infrastructure is also rated highly. It would be worth testing, within smaller but more influential business communities, the extent to which the message about Poland's business success is breaking through - especially the fact that, over the past 40 years, Poland has recorded the highest cumulative GDP growth after China.

Paweł Tyszkiewicz, Dyrektor Generalny SAR

The "Poland Abroad" report clearly shows that Poland has real image capital abroad - in cuisine, sport, technology, and tourism - but that this capital is emerging organically, without strategy or consistency. From the perspective of an entrepreneur and the head of a mar-tech group, I see in this both a missed opportunity and a concrete business argument: a strong national brand, built on competencies, is not an image-related cost for the state. It is infrastructure that Polish companies entering foreign markets, Polish cities competing for investment and talent, and Polish culture seeking audiences beyond the country's borders can all use. And as long as this infrastructure does not exist, each of these actors has to build its presence from scratch - separately, at greater cost, and with weaker results than if it had a coherent national narrative behind it.

Marek Żołędziowski, CEO Group One, Wiceprezes PRB

CHAPTER 04

Pierogi as a doorway.

The world doesn't talk about Polish cuisine as a category. It talks about pierogi.

Chapter at a glance

87%

positive ratio -
highest

72,895

mentions

566 m

reach

64

interactions per
mention

Polish cuisine has the highest positive sentiment in the entire report – 87%. It also produces the most concrete content. People don't debate „Polish cuisine” as a concept. They talk about what they ate by name. The conversation focuses on the plate, not the tradition.

positive ratio: 79% of all mentions were neutral and excluded from this calculation



72,895 mentions

566 m reach

4.6 m interactions

Pierogi and everything else

Pierogi are the indisputable center of this conversation. They appear as the first association, as the thing „you can't miss in Poland”, as the universal entry point to the entire cuisine. They are described as delicious and satisfying, and almost never as pretentious.

Around pierogi, the rest of the repertoire follows: kielbasa, bigos, żurek, and barszcz. Bigos appears mostly in culinary contexts, described as a traditional stew, often through recipes. Żurek and barszcz come in as „comfort” soups, with the language of warmth, tradition, and home.

Pierogi anchor the conversation. Around it: a recurring core of soups and stews. Beyond it: dishes that surface situationally.



Street food, milk bars, cities

The second tier of this conversation is street food and traditional gastronomy. Zapiekanka draws consistent praise. Oscypek shows up in tourist and regional contexts. Pączki, gołąbki, and kotlet schabowy show situationally, at holidays, and in memories.

Milk bars and traditional restaurants are praised for the same things over and over: simplicity, fullness, and price. This narrative works particularly well alongside tourism – food becomes an argument for the city (Kraków, Warsaw, Zakopane).

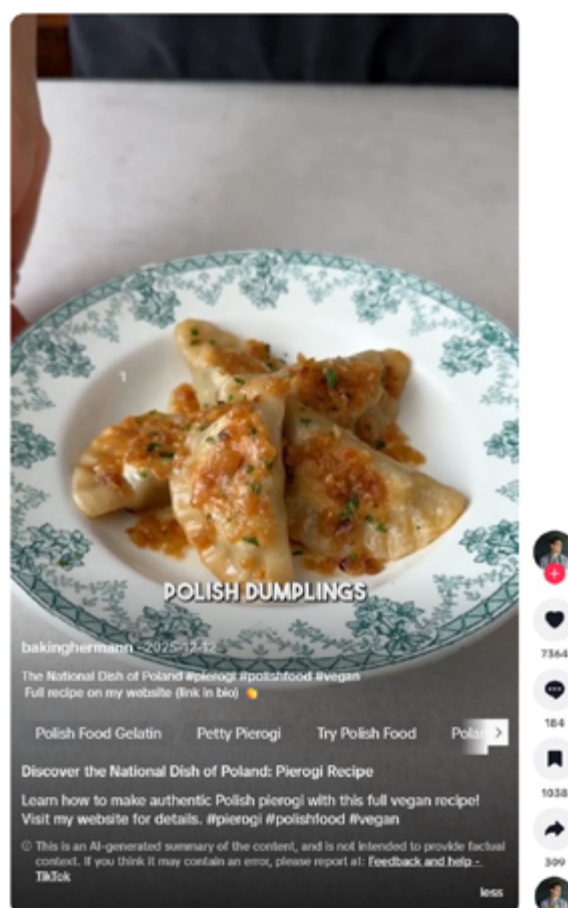
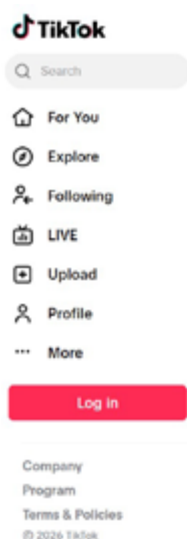
Criticism – rare, personal, self-correcting

Negative opinions are few and very direct. They target specific dishes (most often pierogi ruskie or flaki) and read as personal taste, not general judgment. They are often immediately countered by other users defending Polish cuisine. The conversation regulates itself with no need for intervention.

Pierogi works as a keyword. They are the common proof that Polish cuisine exists, and the last argument in its defense.

What follows

Polish cuisine is today one of the cheapest and most effective levers of cultural export. It scales through presence in restaurants, at Christmas markets, in influencer content, on airline menus, and in tourism packages. Every pierogi eaten abroad is a micro-advertisement of the whole country. Repetition drives the scale.



The "Poland Abroad 2025/26" report offers a valuable and timely perspective on how Poland is perceived within the international information space. What deserves particular recognition is its grounding in a broad dataset, as well as its skillful translation of analytical findings into clear strategic conclusions. From a communications perspective, the key takeaway is the confirmation that Poland's image is built most effectively through experience - culture, tourism, sport, and everyday interactions - rather than solely through institutional messaging or abstract narratives. The report also shows, in a structured way, the areas in which Poland is already generating positive associations, as well as those where its presence and narrative still need to be strengthened. It is a valuable resource that can serve as a point of reference for communication and promotional activities in the coming years.

Joanna Makowiecka-Gatza, Prezes Pracodawcy RP

This report matters because it replaces intuition about Poland with data, and data is where serious nation-branding must begin. It shows that Poland is strongest when the world experiences us directly- through technology, sport, culture, food, and everyday competence. Building Brand Poland is no longer a marketing exercise; it is a strategic infrastructure project for our economy, credibility, and global influence.

Jarosław Królewski, CEO / Founder, Synerise

The report confirms something I have felt for years while growing Netguru and being a member of organizations such as Endeavor, YPO, and the WEF. The world likes the Poland it can touch: a specific team that delivered a project, a conference it attended, a product that works. Poland as an idea cools the conversation down - 83% positive sentiment in technology and 55% in geopolitics reveal two entirely different conversations about the same country. The most interesting line in the report is this: in technology, Poland is described as infrastructure, not as a startup. Calm, competent, verifiable. Competence is already embedded in the narrative; it does not have to be proven from scratch. There is, however, a catch: tech has the lowest engagement per mention in the entire set. The world knows that something serious is happening in Poland, but it does not respond to it emotionally. And this is where our biggest pain point lies. Poland's brand is growing organically - through pierogi, Lewandowski, Świątek, and Polish engineering teams working on global projects. It is growing despite us, not because of us. Twenty-five years after Olins's diagnosis, we still do not have an active, conscious strategy for building the national brand - and that is the responsibility of institutions, not only the private effort of founders entering international markets. The accumulation of concrete proof points is the foundation - but a foundation needs an architect. The strategic conclusion for companies and for the state is exactly the same: stop explaining who you are and start showing what you do - but do it consciously and systemically. Every Polish tech conference, every open R&D initiative, every AI project with a Polish footprint contributes to the same account. Someone simply has to start actively managing it.

Wiktoria Schmidt, Co-founder Netguru, Board Chair Endeavor Poland

CHAPTER 05

A few faces carry the country.

In the global sports conversation, Poland is represented by a list of names. The conversation is concentrated around them.

Chapter at a glance

14,862

reach per mention -
highest

85%

positive ratio

758 m

reach

11.9 m

interactions

Sport carries 85% positive sentiment, but its structure is surprisingly concentrated. Poland in this conversation is represented almost entirely by a handful of athletes – and it's their results, their injuries, their form curves that set the temperature of the whole narrative.

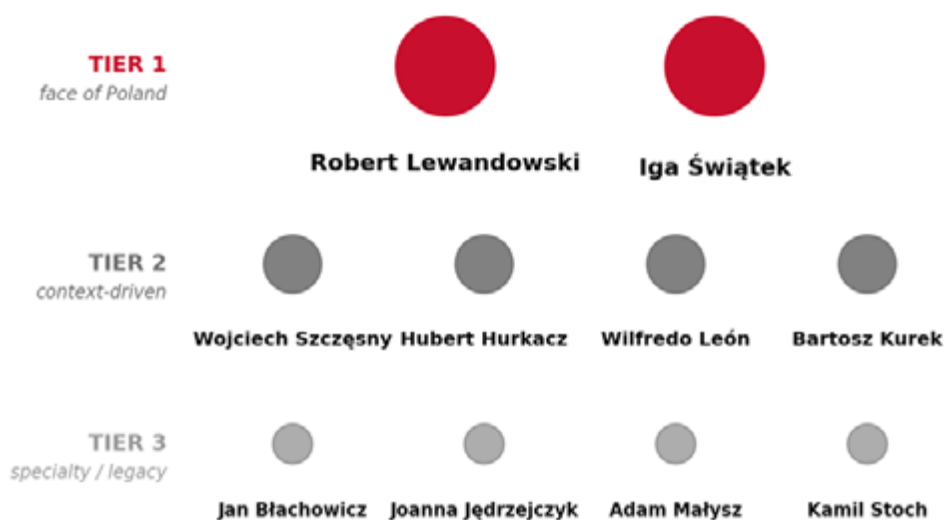
positive ratio: 81% of all mentions were neutral and excluded from this calculation



52,824 mentions

785 m reach

11.9 m interactions



Lewandowski – the gravity of the entire narrative

Robert Lewandowski is the dominant reference point. He appears as decisive, prolific, and central to his team, at the club level and on the national stage. Even neutral pieces tend to revolve around him: his role in the lineup, his tactical scenarios. He is a narrative figure through which foreign audiences first introduce the topic of „Polish football”.

Wojciech Szczęsny is the steady second presence. His mentions are more technical – performances, lineups, goalkeeping expectations. This reads as a competence narrative.

Świątek – the second center of gravity

In tennis, Iga Świątek plays exactly the role Lewandowski plays in football. She is the face through which Poland enters the global conversation about women’s sport and major tournaments. When she plays, Poland is present. When she wins, Poland has a narrative. Hubert Hurkacz appears alongside, but with less attention.

The second tier: volleyball, MMA, ski jumping

Volleyball has a team-based, competent presence – with names like Wilfredo León and Bartosz Kurek. Combat sports add a layer of individual narratives – Jan Błachowicz, Joanna Jędrzejczyk – where Poland is the backdrop and the athlete is the lead.

Ski jumping appears more sporadically, more in the register of legacy (Małysz, Stoch) than ongoing competition. It reads as nostalgia.

A structural risk

The narrative’s strongest virtue is also its biggest risk. Poland in sport exists through two or three people. When Lewandowski or Świątek lose, get injured, or pull out of a tournament, the entire visible Polish presence in the conversation drops with them.

Lewandowski and Świątek are no longer just athletes. They are currently the main fixed points around which Poland’s image in sport is built.

What follows

Sport is an effective and very concentrated narrative for Poland. Built around a handful of names, it is powerful but fragile. Every new name that joins that front line is a strategic image investment. This is one of the few areas where supporters, brands, and cultural policy share an interest.



Poland's biggest challenge today is not a lack of achievements, but the gap between what the country has become and how it is still perceived abroad. Over the past three decades, Poland has built one of Europe's most impressive transformation stories: a resilient economy, strong entrepreneurial energy, world-class technology talent, growing civic engagement and a society that has proven its ability to mobilise at scale. Yet too much of the international narrative still sees Poland mainly through geopolitics, history or stereotypes. This report shows that when people actually experience Poland - through its cities, food, technology, sport, culture or everyday life - the perception becomes significantly warmer. Poland does not need to invent a new image; it needs to reveal the country that already exists and translate its real progress into a clearer, more confident global story. For me, this is not just a communications challenge. It is a strategic national opportunity. A stronger Polish brand can help attract talent, capital, tourism, business partnerships and international trust. But it can also do something deeper: strengthen our national self-belief, help us think more ambitiously about the future, and give us the confidence to set goals that match the scale of what Poland has already achieved.

Dariusz Żuk, CEO AIP Seed, Chapter Chair YPO Poland

Contemporary thinking about a country's brand goes far beyond communication. Research on national reputation and the practice of cultural diplomacy show that a national brand is a structural category - shaped by the quality of institutions, policy coherence, and the ability to produce meaning. From this perspective, culture is not one sector among others, but an infrastructure of meaning: a space where values, imaginaries, and a society's capacity to interpret the world are formed. It is therefore culture that fundamentally determines a country's position within the international arena. Poland today possesses a rich and diverse cultural ecosystem - from modern institutions, through a strong artistic scene, to dynamic creative industries. Theatre, literature, music, film, and gaming all contribute to Poland's presence in the global circulation of ideas. Figures such as Lupa, Warlikowski, and Tokarczuk, alongside global phenomena like *The Witcher*, demonstrate the country's ability to generate narratives with transnational reach. At the same time, the defining strength of Polish culture lies in its pluralism and its deep roots in everyday social practices, reflected in high levels of participation. The key challenge, however, is to translate this potential into a coherent strategic narrative. In a world of intense competition for attention and trust, Poland needs a clear narrative core - one that can encompass diversity while providing clarity and impact. Formats based on lived experience - festivals, artistic mobility, and direct cultural engagement - play a crucial role here, as they build lasting relationships and tangible soft power. Their effectiveness, however, depends on a consciously defined common language and strategic direction.

Robert Piaskowski, Dyrektor Narodowego Centrum Kultury

CHAPTER 06

Hard, but worth it.

The most surprising thing in this chapter: people genuinely want to learn Polish.

Chapter at a glance

429

interactions per
mention - highest

74%

positive ratio

3,429

mentions

1.47 m

interactions

The Polish language is the smallest topic in this report by volume – fewer than 3,500 mentions. At the same time, it's one of the cleanest in tone. 74% positive sentiment, with almost no harsh negatives – mostly technical frustrations that end with the word „worth it”.

positive ratio: 68% of all mentions were neutral and excluded from this calculation



3,424 mentions

35 m reach

1.5 m interactions

Motivation, not obligation

Learners most often describe Polish as interesting and „beautiful”. They often connect learning it to something personal: heritage, a partner, family, work, or plans to relocate. Prevalent as identity narratives, not classroom narratives, hence their emotional density.

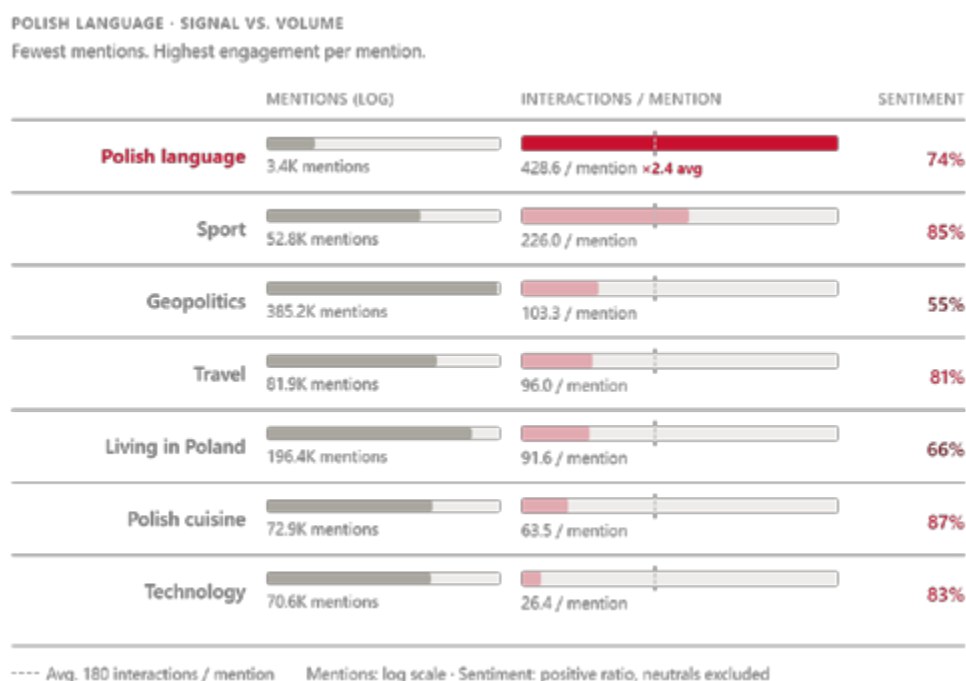
Many learners post about progress, milestones, courses, tutors, and apps. These mentions, while small in volume, carry high engagement. Polish in this conversation has the status of a language whose study counts as an achievement.

Difficulty as part of the appeal

Frustration exists – mostly around cases, grammar, and pronunciation. Almost every such frustration is embedded in a „hard, but worth it” narrative. Difficulty intensifies the sense that learning the language means something.

That’s a communicational golden ratio: a language hard enough that learning it becomes identity, but rewarding enough that the difficulty is worth bearing.

Polish is a language sustained by its students, without external advertising.

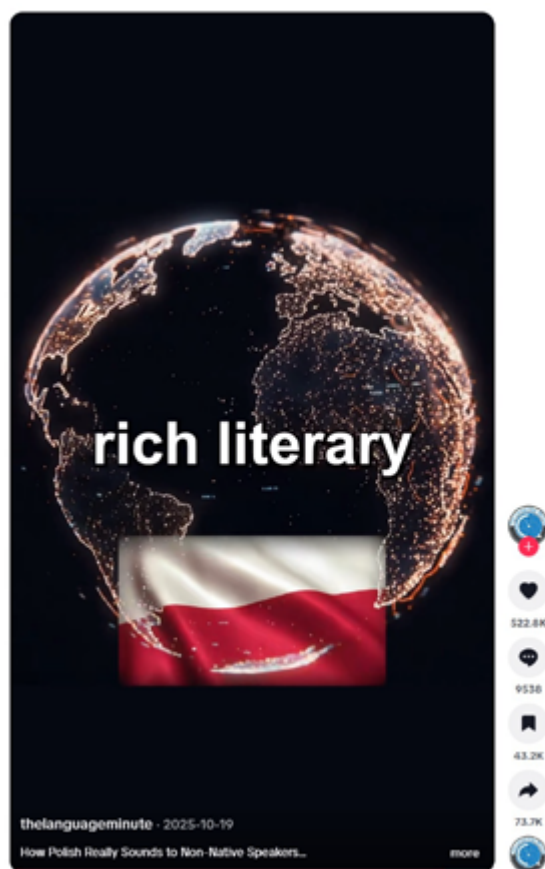
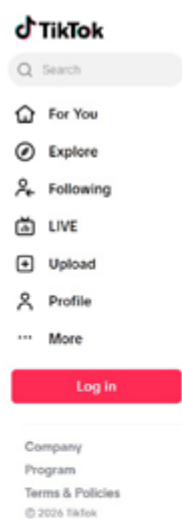


Polish is the smallest conversation in this dataset. Yet each of those mentions generates an average of 429 interactions. That is 2.4 times the overall average, and nearly double the second-highest topic, sport. No other subject in the corpus produces this ratio of engagement to volume. The explanation lies in motivation. People learning Polish abroad do so by choice: for heritage, a partner, a planned move, or a personal challenge. That personal stake translates directly into how they engage with content. They comment, share milestones, ask questions, and build communities around the difficulty and the reward.

What follows

Polish language content is the most efficient reach-builder in Poland's global communication mix. The audience is already engaged and emotionally invested.

Every learner of Polish abroad is a small, undervalued ambassador. The corpus shows a population ready to engage with Poland on a long-term basis. Scholarships, alumni networks, language-supported culture, and open digital resources are investments that pay back through loyalty.



Poland's global perception remains highly differentiated: the highest levels of positive sentiment are generated in areas grounded in direct experience, while more abstract narratives, particularly geopolitical ones, are noticeably cooler and largely shaped outside of Poland's control. In this context, building a coherent, knowledge-based national brand ceases to be a matter of image and becomes a tool of real influence, enabling the state to actively manage its narrative, enhance investment attractiveness, and strengthen its position within the international flow of information and decision-making. This has direct implications for the country's ability to attract investment, talent, and international partnerships, as well as for building credibility in strategic domains such as security and digital transformation.

Dominika Bucholc, AI & Strategy Expert

Every culture has its hidden code. Poland's code is not about dumplings or price; it's the ability to act under uncertainty without paralysis. Some call it resilience. Others call it competitive advantage. The world doesn't have a name for it yet because no one has offered one. That is precisely the job of a national brand. And it's time we build it because we've earned it.

Marzena Maj, V-ce CEO SMAY, CEO Maj Family Foundation

The report shows that Poland is seen as a reliable technology partner, but this credibility has not yet become a strong global brand. It creates a useful baseline for building this brand systematically and tracking progress over time.

Jan Szajda, CEO, Identt

The report confirms two principles that are very close to my heart. First: a strong brand is not invented from scratch at a desk. Second: in building strong brands, a theory from urban planning works remarkably well - the idea that pavements should be built where people have already worn paths into the ground. This is how we should think about our national brand as well. The community shows us where the energy is, and the role of those building the brand is to notice that energy, name it, organise it, and sometimes amplify it. That is why this highly interesting sentence from the report is, for me, also the best strategic guideline: "The world likes the Poland it experiences. It likes the Poland it imagines much less." Food, sport, travel, technology, language - these are our worn paths. Since people want to walk along them, let us not try to force them somewhere else. Let us respect that and do everything we can to make this path well designed, comfortable, and properly visible.

Alina Sztoch, CEO & Co-founder, Kubota S.A.

CHAPTER 07

A gem that delivers.

Poland's narrative has shifted from surprise to recommendation. That's possibly the most lasting reputational change of the past decade.

Chapter at a glance



positive ratio: 82% of all mentions were neutral and excluded from this calculation



81,853 mentions	589 m reach	7.9 m interactions
-----------------	-------------	--------------------

Travel sits at 81% positive sentiment with one of the most coherent images in the entire corpus. Kraków and Warsaw lead. Wrocław and Gdańsk arrive as the Christmas market, winter in Poland. Zakopane and the Tatras close the picture with landscape.

CITY	HISTORY	WINTER	FOOD
Kraków Warsaw	WWII memorials museums	Christmas markets	pierogi vodka
Old Towns	depth, gravity	a new export season	authentic, cheap
Together: a single, coherent travel narrative — city + nature + history + food.			

The Poland that „overdelivers”

One of the most repeated phrases in English- and German-language travel posts is some variation of „overdelivers”. Poland is described as a European city break without European prices. The message rests on specifics: flights, accommodation, food, entry tickets, and local transport.

Value for money remains one of the strongest positive associations Poland has as a destination. In the 2025, narrative become the backdrop against which the cultural arguments are built.

Kraków, Warsaw, history as urban fabric

The Old Towns are described as „atmospheric”, „story-like”, „cinematic”. Alongside history, a second thread appears: memory of the Second World War. Auschwitz, museums, and memorial sites show up in neutral, planning-oriented contexts – as elements people consciously include in their itineraries. Poland is described here as a country that treats its history with the gravity it deserves.

Winter as a season in its own right

The freshest narrative trend is winter in Poland. Wrocław and Gdańsk feature in international rankings of Europe’s most beautiful Christmas markets. Lights, snow, mulled wine, and local winter food are images Poland hasn’t exported at this scale before.

Zakopane and the Tatras complete the winter narrative. There are comparisons to Lapland and the Alps. The Tatras are framed as a complement to a Kraków trip – mountains and city in a single journey.

Negatives: logistics, not destination

The few negatives that appear are practical: flight delays, cancellations, visa issues, and long journeys. There are also isolated signals about travel anxiety or concerns over safety or discrimination, but their volume is small and not dominant. Poland is not criticized, just the conditions of getting there.

From „hidden gem” Poland has been promoted into the „must-visit” category.

What follows

In tourism, Poland has something other countries spend decades trying to build: a coherent, multi-element narrative. City, food, history, mountains, winter, and affordable prices. The strategic work requires maintaining the seasonal momentum (winter) and reducing the logistical friction, which is the only repeating brake on the experience.



ZAKOPANE Best Travel Tips · Join

Jenna Shardlow · November 20, 2024 · 🌐

...

Thinking of Zakopane as a cheaper alternative to Lapland. 3 children in tow so wondering if anyone has any thoughts on this.

Also .. whilst I know not guaranteed, is it usually snowy at Christmas time? Snow is a must for us.

Thankyou!



4

28 comments



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Alicja Czermak

I'm from Poland. Zakopane is my favorite place on Earth ❤️, but you can't compare it with Lapland regarding Christmas magic. We don't have reindeer, no husky sledge riding, no REAL Santa. In Lapland Snow is guaranteed and it is a real North Pole with so many many things to discover. I went in the first weekend of January in 2020. Way cheaper than going just before Christmas. However locals told me it's better to visit in February as day is much longer, still lots of snow, and you don't need to queue to Santa for 3 hours 😊 but it is Expensive and worth planning a year before going.

1y



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Lee Chapman

Hi we went to Zakopane last year on Boxing Day for a week - the stay was fantastic and it's very christmasy ! Trouble was all the snow had melted so we couldn't do the activities which was a hard pill to swallow .

We are flying to Lapland sometime this year and staying in ruika ski resort meant to be snow sure - it's -11 there now

Zakopane is lovely just depends how keen you are for that winter wonderland experience.

1y



View all 6 replies



Whoknows Itiswhatitis

I went in Feb this year, snow had all but melted, tho from what I gather that's not the norm

My friends were there late jan and it was like a winter wonderland

I'm going back mid jan next year

I feel like a snow chaser 😊

Zakopane is absolutely beautiful 🥰

1y



View all 7 replies

View more comments

3 of 8

Building a strong national brand based on data and a real understanding of perception is no longer a choice, but a strategic necessity. The report very accurately highlights a key asymmetry: Poland is perceived best when it is experienced, rather than merely assessed - and this should fundamentally change the way international communication is conducted. This is extremely valuable because it shifts the discussion from intuition and ambition to measurable phenomena and concrete levers of influence. In a world saturated with narratives, the countries that win are those able to manage their image consistently, based on facts, emotions, and experience - and this report is a much-needed step in that direction.

Sebastian Hejnowski, Regional Head of Eastern EMEA, SEC NEWGATE

Building a strong national brand is crucial for Poland today because it highlights its unique role as Europe's dynamic frontier between East and West, showcasing its rapid transformation from communism into an innovative, highly educated economy. This positions Poland as a bridge of opportunity, attracting investment and partnerships while reinforcing our geopolitical strength and distinct identity on the global stage".

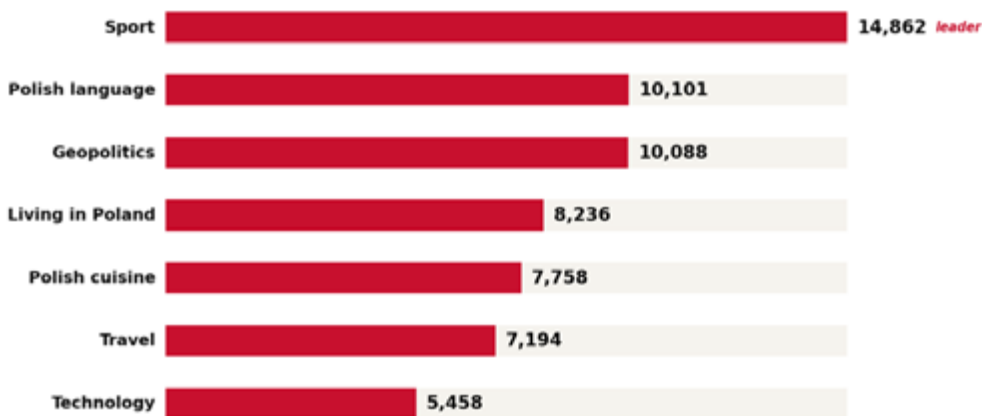
Agnieszka Pilat, Polish-American artist and writer working at the intersection of robotics, artificial intelligence, and fine art

What punches above its weight.

Volume and warmth tell only part of the story. The next question is: how much reach and engagement does each topic earn per single mention?

Until now, we have looked at Poland's image through two lenses: how much the world says (volume) and how warmly (sentiment). But raw volume can mislead. Geopolitics is the largest topic in this corpus, and it also has the lowest sentiment. The highest impact per mention belongs elsewhere.

Reach per mention: Sport leads by a wide margin.



Total reach divided by total mentions. Sport averages nearly 15,000 impressions per mention – almost 3x more than technology, the lowest performer.

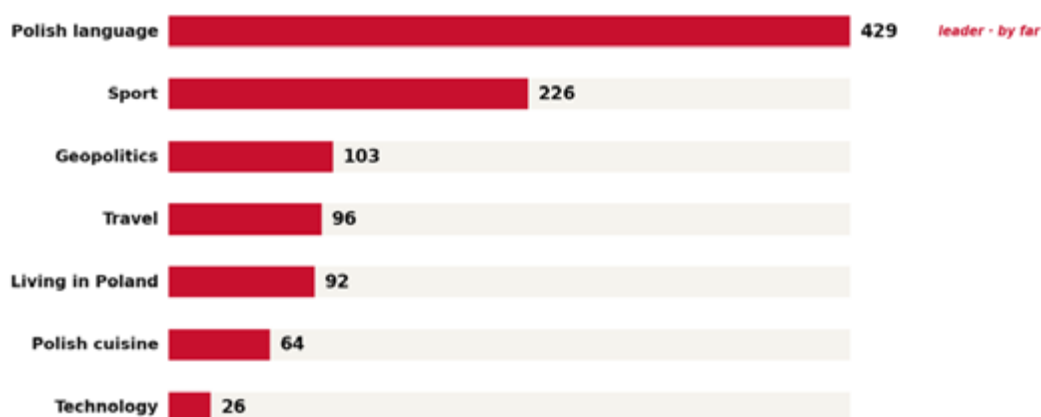
Sport stands out in a way that the absolute numbers obscure. With just 52,824 mentions – far fewer than geopolitics or even living in Poland – it generates 785 million impressions. Each Lewandowski goal, each Świątek match resonates globally.

Polish language and geopolitics tie for second place at around 10,000 impressions per mention,

but for very different reasons: language because of small, intensely connected communities; geopolitics because news outlets amplify each story to massive audiences.

Technology trails at 5,500, indicating that tech mentions tend to be a smaller and more business-focused niche.

Interactions per mention: Polish language is the dark horse.



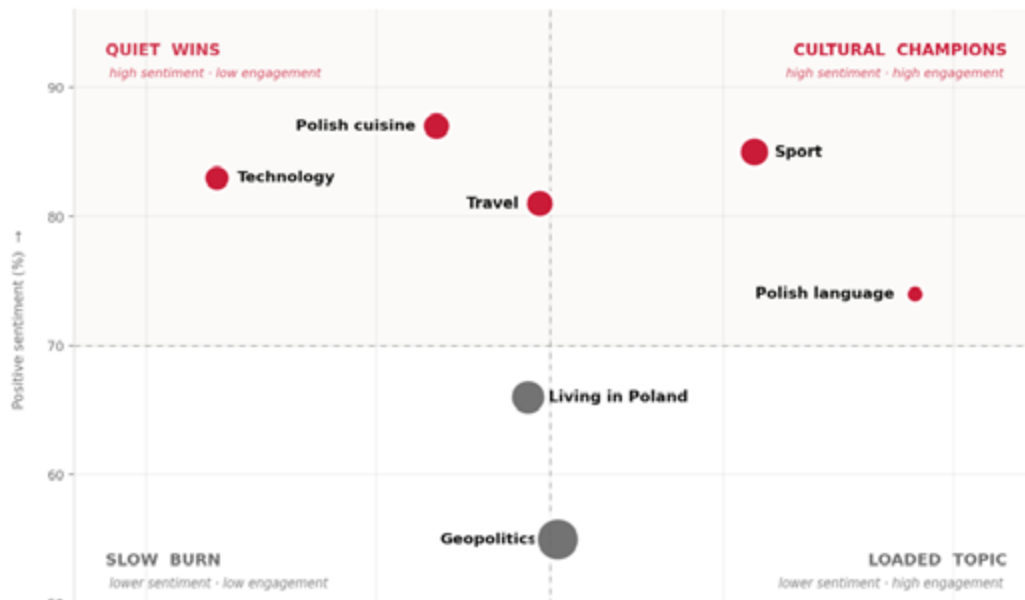
Total interactions divided by total mentions. Polish language averages 429 interactions per mention – almost double the next-most engaging topic.

If sport is the volume-to-reach champion, Polish language is the volume-to-engagement champion, and by a much wider margin. With only 3,424 mentions, it generated 1.47 million interactions. Every single post about learning Polish triggers hundreds of reactions, comments, and shares. This is what a passionate niche looks like in the data. Sport sits in second place at 226 interactions per mention

– it combines high engagement with high reach. Technology lags significantly behind. Tech mentions inform, they do not ignite.

The Polish language has the smallest audience and the loudest one.

The strategic map.



Each topic is plotted by positive sentiment (vertical) against engagement intensity per mention (horizontal). Bubble size = total reach.
Four behavior patterns emerge.

Combining sentiment with engagement efficiency reveals four distinct behavior patterns in how the world talks about Poland.

Cultural champions (top-right) – sport and Polish language. High sentiment paired with high engagement per mention. These topics are acted upon. Each post drives a response, and the response is warm.

Quiet wins (top-left) – Polish cuisine, travel, technology. High sentiment, but lower engagement intensity. People love these topics, but they consume rather than respond. These are strong narratives, calm in delivery, compounding through repetition rather than virality.

Loaded topic (bottom-right) – geopolitics. Lower sentiment, but high engagement. Each post drives debate. The conversation is intense but cool. This is the riskiest category: high response combined with low warmth means every public statement carries amplified consequences.

Slow burn (bottom-left) – living in Poland. Lower sentiment, moderate engagement, large volume. The conversation is wide but neither warm nor electric – the kind of topic that compounds slowly through everyday accumulation, and shifts only over years.

What follows

Two strategic implications fall out of this view.

First: small does not mean unimportant. The Polish-language audience is tiny in volume but disproportionately mobilizable – a soft-power asset already in place. The work is to resource it. Second: the same is true of sport, but at scale. These two are the cleanest investments because they generate both warmth and action per unit of presence. Quiet wins (cuisine, travel, technology) need consistent feeding rather than campaign-style pushes.

Geopolitics needs containment – engagement without warmth carries amplified risk. Living in Poland needs upgrading from „slow burn” to „warm topic”, and the only known route is targeted, experiential storytelling.

From the perspective of Polish business-entrepreneurial, family-owned – this report delivers a clear strategic insight: Poland's value abroad is not built through declarations or abstract narratives, but through lived, tangible experience, which is precisely where entrepreneurs operate most naturally-in products, services, relationships, and the quality of execution. The fact that „concrete Poland” (cuisine, technology, travel) generates the highest levels of trust and positive sentiment, while „abstract Poland” (geopolitics, systemic evaluations) remains cooler, highlights that businesses, particularly those rooted in long-term thinking and authenticity, have effectively become the country's informal ambassadors. Their real advantage lies not in storytelling alone, but in the credibility customers experience directly: in taste, reliability, innovation, and the culture of cooperation. At the same time, the report confirms a broader and often overlooked principle: building a national brand follows the same logic as building a strong business – it is not driven primarily by communication, but by the consistent delivery of real value. A brand does not precede experience; it emerges from it. This means that strengthening Poland's global brand is less about inventing new narratives and more about systematically creating positive, concrete experiences – and then making them visible. While this may sound almost self-evident, the report shows that this „obvious” path remains the most underleveraged and, at the same time, the most powerful driver of long-term reputation and economic value.

Dariusz Duma, Prezes zarządu, FBN Family Business Network Poland

The Poland Abroad report dismantles one of the greatest and most damaging myths - and does so with data precision. The problem does not lie in how the world perceives Poland. It lies in how Poland perceives itself.

The „it'll sort itself out” mentality seemed until now to be written into our national identity. Yet it contradicts the findings of this report. Poland has a repeatable pattern of success - in science, sport, technology and culture. These are not exceptions.

Polish cuisine scores 87% positive sentiment in global conversations. The Polish language, the smallest category by volume among all areas studied, generates 429 interactions per mention - 2.4 times the overall corpus average. Technology positions Poland as mature infrastructure, not a startup - credible and verifiable.

This is the result of long-term effort - the systematic work of generations of people who simply did their jobs, and did them well. Scientists, athletes, developers, cooks, language teachers. The image was not built through campaigns. It grew organically, from a repeatable pattern of small and large successes that the world began to notice before we had the chance to appreciate them ourselves.

The roadmap is straightforward: export Poland through experience, reinforce the faces already carrying the country, and treat every learner of Polish as an ambassador. The image does not need to be invented from scratch. It needs to be named - and tended to with due diligence.

Piotr Krzesiński, Account Director, dfusion communication

Finally, something concrete instead of intuitive narratives! The conclusion *Poland is at its strongest when it isn't talking about itself* is pure gold. The authors looked at real behaviors and reactions. The „concrete-abstract” axis organizes the entire report. It helps explain why Poland's image is both positive and ambiguous at the same time: most favorable when experienced directly (cuisine, tourism, sport), and less favorable when abstract or evaluative (geopolitics, living conditions). This is a highly useful strategic insight that can be directly translated into communication activities. The combination of sentiment with effectiveness (reach and engagement per mention) allows us to see not only what is being said about Poland, but also how much impact it actually has.

I'd love to see this taken a step or two further. For example:

- expanding the analysis to include Spanish and several Asian languages, as well as adding the „internal echo” - reactions in Polish
- explaining the mechanisms of perception (why this is the case), not just data, but also sociological interpretation
- adding a dimension of „temperature” to sentiment, e.g., negative, neutral, controversial
- and finally, adding comparisons with other countries.

dr Malgorzata Durska, General Director of the Polish Business Roundtable (Polska Rada Biznesu)

Poland needs a brand, and it may finally be ready for one. If we are prepared to look at ourselves with both healthy distance and great ambition, then this is the moment.

Szymon Gutkowski, Managing Director, TBWA Warszawa, Fundacja Batorego

Four levers.

Each recommendation is a simple question: where does this report change the decisions that can be made today?

1. Export Poland through experience, not an idea.

Brands, cities, cultural institutions, and regional tourism boards – all of them should communicate Poland first through what can be done, eaten, seen, and heard. The experience of Poland is what sells from the first contact. Every communication asset should pass one test: does the person who sees this know what they will touch?

2. Reinforce the faces that already carry the country.

Lewandowski and Świątek are the entire ecosystem of Polish presence in global sport. Every investment in second-tier athletes (volleyball, combat sports, emerging women's disciplines) is an investment in the resilience of that narrative. By the same logic, pierogi and cuisine are a phenomenal, multi-year cultural export that deserves to be built into a system: cooking schools, presence at Christmas markets, promotional packages for Polish gastronomy in European capitals.

3. Redesign geopolitical communication.

55% positive sentiment in geopolitics is a signal that Poland is in reactive mode. It doesn't speak – it is described. That requires a strategic shift: building a proactive Polish security narrative, investing in Polish experts speaking in global media, and ensuring a strategic Polish diplomatic presence in the digital space. This is urgent and not a short-term project.

4. Treat learners of Polish as soft power.

The most underestimated topic in this report. 74% positive sentiment, low volume, but high engagement and loyalty. This population engages with Poland without persuasion and returns on its own. Scholarships, language programs, open digital resources, alumni networks, and cultural grants. These are instruments whose return cannot be measured today, but pays out over 10 to 20 years.

How this report was built.

A short note on what was measured, how it was measured, and what this report does not cover.

Scope of data

The analysis covered 893,541 mentions of Poland in the period 20 September – 22 December 2025. Sources: global social media (Facebook, X, TikTok, YouTube, Instagram, Reddit), news sites, blogs, forums, and discussion groups. Languages: English, French, German. Total reach of analyzed content: 7,913,933,000.

Topic categorisation

Each of the seven topic areas (geopolitics, technology, living in Poland, Polish cuisine, sport, Polish language, travel) was isolated through a dedicated, two-track keyword filtering algorithm. Some areas (cuisine, language, travel, sport) use a „strong-signal” strategy (e.g., names of specific dishes, names of elite athletes) as a standalone qualifier. Others require the presence of a geographic anchor („Poland”, „Warsaw”, „Kraków”) combined with a topical dictionary.

Sentiment

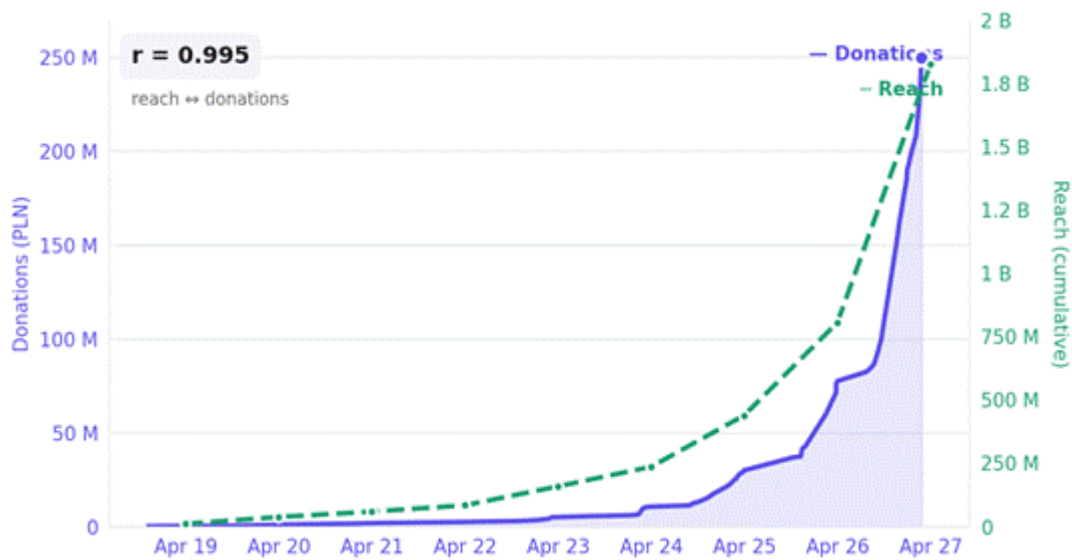
Sentiment classification: positive / neutral / negative. Positive ratio = positive / (positive + negative). All percentages in this report are rounded to whole numbers. Mentions not classified for sentiment have been excluded from the ratio calculation.

What this report does not cover

The report does not analyze content in Polish, Spanish, Portuguese, Italian, or any languages outside the three main Western European ones. It does not include closed data (private messengers, email). It does not measure sentiment change over time – it provides a three-month snapshot. Strategic conclusions are formulated on the basis of patterns observed in the corpus and are directional, not predictive.

Łatwogang × Cancerfighters

9-day fundraising event · April 18–26, 2026



Cumulative donations and cumulative reach over time. The two series move almost in lockstep ($r = 0.995$).

Key figures

Total raised

250M+ PLN

in 9 days (~€59M / \$63M)

Growth from start

×1,009

from 248K PLN

Social media reach

1.79 B

cumulative impressions

Mentions

47,137

across all sources

Engagement

63.4 M

likes, comments, shares

AVE

756M PLN

advertising-value equivalent

Executive summary

Over nine days, the Łatwogang fundraiser raised over 250 million PLN. The total grew from 248 thousand PLN on April 18 to 250 million PLN on April 26, a thousand-fold increase. Growth was uneven: April 26 alone delivered 67% of the total amount.

The campaign generated 47,000 mentions, reaching 1.8 billion impressions on social media and 34 million outside of it. Audience engagement exceeded 63 million interactions, of which over 57 million were likes. Positive mentions outweighed negative ones by a ratio of about 2.7:1.

The Pearson correlation between daily reach and daily donations was 0.995. Daily reach surges typically precede donation surges by 12 to 24 hours. Media attention led to donations rather than following them.

One of the world's largest community fundraisers, run from a studio apartment

The campaign raised roughly 60 million euros for a single charitable cause in nine days, which places it among the largest community-driven fundraising events anywhere in the world by speed and scale. Channel composition was unusual: 96% of all mentions came from social media, while traditional news outlets accounted for 1,113 mentions out of 47 thousand. The narrative was built by tens of thousands of creators on TikTok, X, and Instagram rather than driven by editorial decisions in newsrooms.

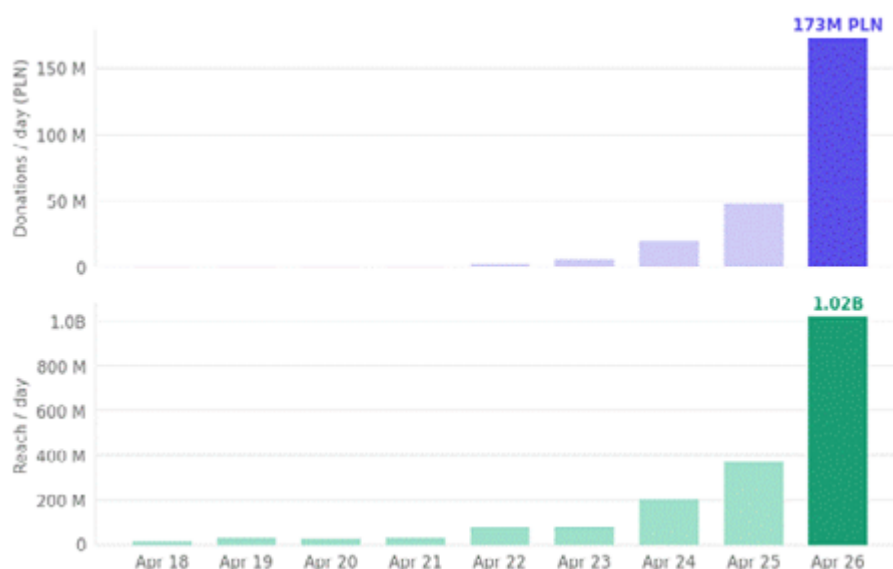
The campaign was run from a small studio apartment. The organizer, Łatwogang, had not anticipated the scale that the event would reach. Over the nine days, more than 300 public figures visited the apartment in person, including Polish musicians, actors, athletes, and content creators. Robert Lewandowski appeared via live remote connection.

Polish audiences donated within hours of seeing the cause appear in their feeds. The nine-day campaign produced 250 million PLN from individual donors, more than 300 visiting public figures, and corporate participation from over a dozen major brands. Polish civic culture demonstrated an unusual capacity for fast collective mobilization around a shared cause.

1. Fundraising dynamics

The fundraiser had three phases. The first five days (April 18 to 22) were a slow ramp from 248 thousand to 5 million PLN, averaging about one million per day. The second phase (April 23 to 25) delivered exponential acceleration: daily donations grew from 5 million to over 40 million PLN. The third phase, April 26, was a step change in scale: 173 million PLN in a single day.

Two-thirds of the total came on the final day



Peak pace: 19M PLN per hour, hours before the deadline

The fastest sustained growth window was April 26, from 19:06 to 21:41. Over those 2 hours and 35 minutes, donations grew by 50.2 million PLN, an average pace of 19.4 million PLN per hour. The three largest single jumps all occurred on the final day: 14:49 (+23.3M PLN in 1h 46min), 21:14 (+22.3M PLN

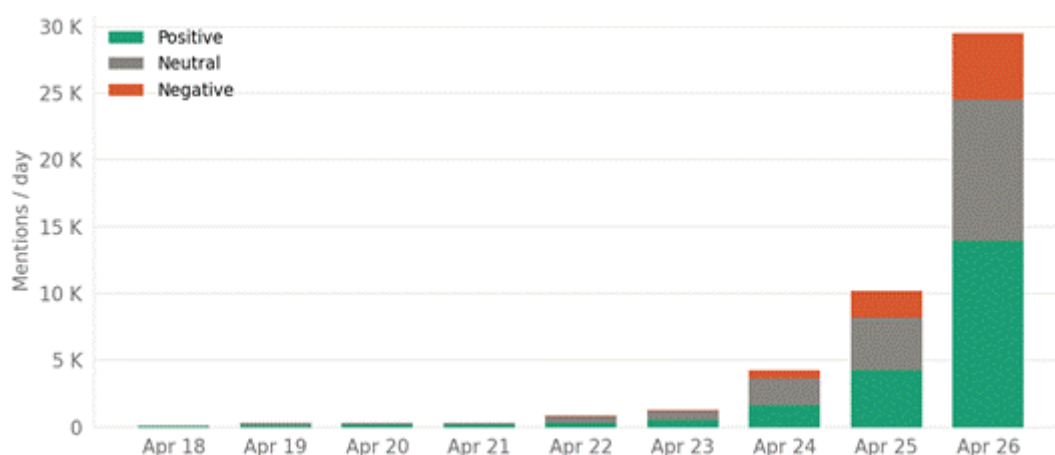
in 1h), and 21:41 (+19.6M PLN in the last 27 minutes before the campaign closed).

Excluding the final day, peak growth occurred on the evening of April 25. Between 21:00 and 23:40, donations grew by 16.1 million PLN (about 6M PLN/h). The previous day's peak pace did not exceed 0.5M PLN/h.

2. Media dynamics

The campaign generated 47,137 mentions in monitored sources. Of these, 45,080 (96%) came from social media, and 2,057 from traditional outlets. Daily mention volume grew from 107 on day one to 29,474 on the final day, a 280-fold increase.

Mentions grew nearly 280-fold; sentiment stayed favorable



1.79 billion impressions, almost entirely from social media

Social media reach

1.79 B

cumulative

Non-SM reach

34.3 M

traditional media

User-generated

45,170

UGC posts and videos

Reach surged 89× and led donations by a full day

Daily social-media reach grew faster than donations: from 11.5M on April 18 to over 1 billion on April 26, an 89-fold increase. Reach surges typically precede donation surges by 12 to 24 hours:

- April 23 to 24: reach grew 2.6× (from 77M to 203M). The next day (April 25), donations grew 2.4× over April 24.

- April 24 to 25: reach grew 1.8× (to 366M). April 26 donations were 3.6× higher than April 25.
- April 25 to 26: reach grew 2.8× (to 1.02B). The same day, donations tripled all preceding totals combined.

Combined with the 0.995 correlation, this confirms that media attention drove fundraising momentum rather than following it.



Lamine Yamal and Chris Martin help Polish influencer raise more than £50m for cancer patients

2 days ago

Share

Save

Add as preferred on Google

Naomi de Souza
BBC Newsbeat



Piotr Hanke is known as 'Latwogang' to his millions of followers

A Polish influencer's non-stop nine-day livestream has raised more than 250 million zlotys (£50m) for a children's cancer charity.

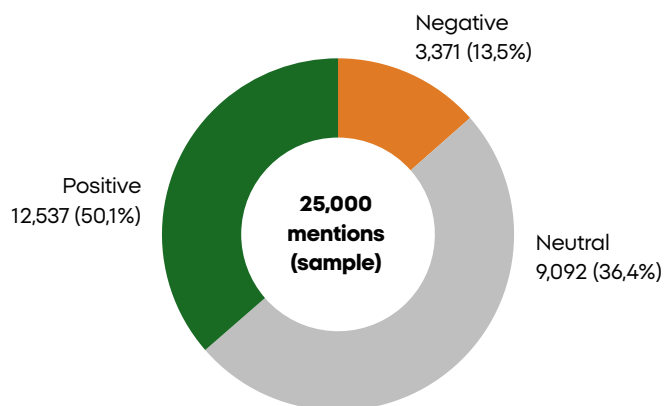
YouTube star Piotr Hanke, known online to his millions of followers as Latwogang, raised the cash by broadcasting from a flat in Warsaw.

The livestream, which ended on Sunday, was supported by stars including Coldplay frontman Chris Martin and former Arsenal goalkeeper Wojciech Szczesny.

Spanish footballing sensation Lamine Yamal appeared in Szczesny's video to support the appeal, which was in aid of the Polish charity Cancer Fighters Foundation (CFF).

3. Sentiment and sources

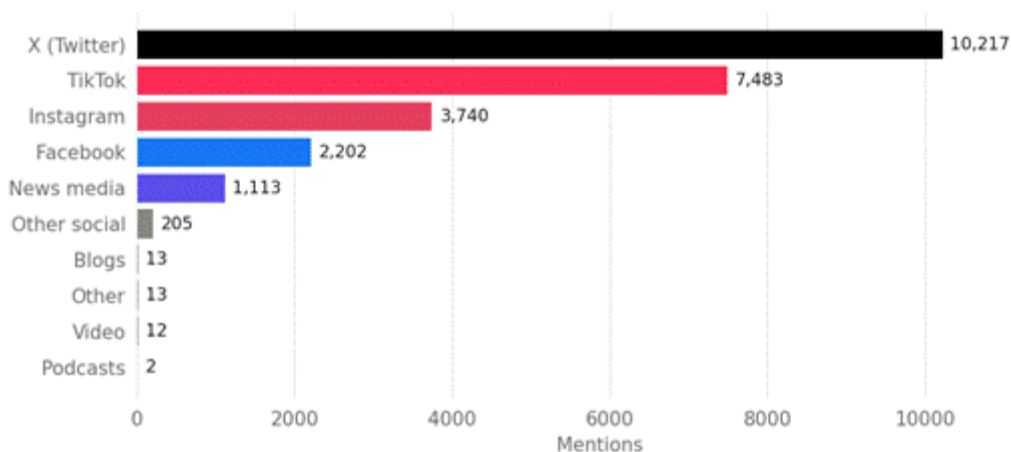
Positive mentions outweighed negative



In a sample of 25,000 mentions, 50.1% were classified as positive, 36.4% as neutral, and 13.5% as negative. The full set of 47,137 mentions shows a similar pattern: 21,123 positive (44.8%) and 7,822 negative (16.6%), a positive-to-negative ratio of 2.7:1. The share

of negative mentions grew from 6% on day one to 17% on April 26, which is typical for viral campaigns. The positive-to-negative ratio remained favorable throughout.

X and TikTok drove 71% of the conversation, news media under 5%



X (Twitter) led with 10,217 mentions, 41% of the sample. TikTok came second with 7,483 mentions (30%), the primary virality channel for younger audiences. Instagram (3,740) and Facebook (2,202)

added another 24%. Traditional news outlets (the 'News' category) accounted for 1,113 mentions. Although small in volume, news media generate far higher reach per mention than social posts.



World ▾ Business ▾ Markets ▾ Sustainability ▾ Legal ▾ Commentary ▾ Technology ▾ Investigations

Polish nine-day charity stream breaks records to support kids with cancer

By Reuters

April 27, 2026 12:55 PM GMT+2 · Updated April 27, 2026



[1/5] Polish influencer Piotr Hancke 'Latwogang' with rapper Bedoes 2115 (Borys Przybylski), are seen on the mobile screen during their nine-day livestream fundraiser, for cancer patients, in Warsaw, Poland, April 26, 2026.

REUTERS/Kacper Pempel [Purchase Licensing Rights](#)

WARSAW, April 27 (Reuters) - A nine-day, non-stop live stream in Poland raised a record-breaking sum for charity, local media said on Monday, after donations totalling over 250 million zlotys (\$69 million) flooded in for children with cancer.

Broadcast from a small flat in Warsaw, the stream was organised by influencer Piotr Hancke, better known as Latwogang, and was supported by musicians, celebrities and sports stars including six-times Grand Slam champion tennis player Iga Swiatek and Barcelona striker Robert Lewandowski.

4. Brands engagement

Over a dozen Polish companies and brands participated as donors or campaign partners.

Several contributed in the multi-million PLN range, with the largest single corporate donations exceeding 6 million PLN. Across all disclosed corporate contributions, the total exceeded 50 million PLN, about 20% of the amount raised in the campaign.

Participating brands spanned several industries, including retail, fintech, e-commerce, logistics, food and beverage, fitness, construction, and publishing. Corporate engagement came from across the Polish business community rather than from a single sector.

5. Key takeaways

1. Reach leads donations by about a day

Every major reach surge (April 24, 25, 26) was followed 12–24 hours later by a proportional acceleration in donations. This is the most important observation for designing similar campaigns: media activity on day X drives conversion on day X+1.

2. Exponential growth begins above ~75M daily reach

Until April 22, the campaign was raising about 1M PLN per day at 11–25M daily reach. The first significant reach surge (75M, April 22) triggered acceleration. The threshold for breaking out of the organic phase appears to sit around 75–100M daily SM reach.

3. The deadline mechanism beats any single media stimulus

April 26 alone delivered 67% of the total amount (172.5 of 250M PLN). The three fastest growth segments all occurred in the final hours before the campaign closed. The deadline was a stronger accelerator than any single media stimulus on earlier days.

4. Advertising-value equivalent is triple the amount raised

AVE of 756M PLN means the campaign's media attention, priced at advertising rates, was three times the amount actually raised. AVE is used both as an effectiveness metric and for assessing value to strategic partners.

5. Polish civic mobilization moved at an unusual speed

Within nine days, the campaign produced 250 million PLN from individual donors, 47,000 mentions, more than 300 public figures visiting a single small apartment, and corporate participation from over a dozen major brands. The pace of collective response is the most distinctive observation in this report.

Two facts stand out. First, the speed: the entire campaign reached its 250M PLN total in the same time window that mainstream advertising campaigns typically use to set up production. Second, the channel composition: 96% of mentions came from social media, with traditional news outlets accounting for under 5% of the conversation. The fundraiser worked because the audience itself produced and distributed the message.

Methodology: Donation data is based on 80 chronological snapshots collected April 18–26, 2026 (avg. 2.5h interval, denser at peaks). Reach and mention data were aggregated from social and traditional media monitoring. AVE is an estimate of advertising value with benchmark character.

ZAŁĄCZNIK

Marka Polska z perspektywy liderów biznesu

Głosy ponad 30 przedstawicieli polskiego biznesu, nauki i kultury na temat znaczenia silnej marki narodowej dla polskiej gospodarki, eksportu i pozycji kraju na świecie

„Marka narodowa to naturalna dźwignia pozycji Polski na arenie międzynarodowej. Polska ma coraz lepsze notowania w świecie. Ekonomia, geopolityka, obronność, to nas dzisiaj opisuje i wyróżnia, marka narodowa jest naturalnym uzupełnieniem”.

Maciej Zientara, Angel Fund Investor, Managing Partner w Supernova Development Group

„Budowa silnej i przemysłanej marki narodowej jest dziś Polsce bardzo potrzebna, ponieważ w świecie globalnej konkurencji liczy się nie tylko jakość produktów i usług, ale także zaufanie, wiarygodność i spójny wizerunek państwa. Polska ma ogromny potencjał – gospodarczy, kulturowy i społeczny – dlatego powinna konsekwentnie pokazywać, że jest krajem nowoczesnym, odpowiedzialnym i dumnym ze swojej tożsamości”.

Beata Stelmach, CEO, Totalizator Sportowy

„Silna marka narodowa Polski jest dziś kluczowa, ponieważ w globalnym handlu reputacja kraju bezpośrednio przekłada się na zaufanie do jego firm, produktów i partnerstw biznesowych. Przykład South Korea pokazuje, że konsekwentna polityka państwa – m.in. poprzez strategiczne wsparcie sektorów takich jak K-beauty – potrafi realnie zwiększyć rozpoznawalność kraju, przyspieszyć eksport i wzmocnić globalną pozycję rodzimych marek; to kierunek, który Polska powinna rozwijać równie spójnie”.

Grzegorz Hryciuk, Założyciel & CEO Gabona - Dostawca Kosmetyków Profesjonalnych

„Marka narodowa to pierwszy kapitał, który pracuje na polskiego przedsiębiorcę i polski produkt - zanim padnie pierwsze słowo o biznesie. Silna Marka Polska to nie przewaga – to dziś warunek wejścia na globalne rynki”.

Wojciech Pątkiewicz, President & Founding Partner, TRIGON

„Polska gospodarka wchodzi w fazę globalnej ekspansji - firmy, produkty i partnerstwa potrzebują silnego country brand za plecami. Silna marka Polski zaczyna się od dumy z polskich przedsiębiorców, a jako największa społeczność przedsiębiorców w Polsce - będziemy wspierać projekty, które to budują”.

Ryszard Chmura, Prezes, The Company

„Marka Polska to nasza twarda waluta w konkurencyjnym świecie - jeśli jest silna, przyciąga kapitał, partnerów i wpływy; jeśli słaba, płacimy wyższą cenę za wszystko: od inwestycji po bezpieczeństwo”.

Maciej Duda, Przedsiębiorca, Właściciel TFI Opoka

„Budowa silnej marki Polski jest dziś niezbędna, ponieważ reputacja krajów stała się realnym aktywem gospodarczym. Wpływa na atrakcyjność inwestycyjną, koszt kapitału oraz zdolność pozyskiwania zaawansowanych projektów gospodarczych. Marka narodowa jest dziś tym dla państwa, czym marki korporacyjne dla przedsiębiorstw. Warunkiem zaufania, skalowania naszych ambicji i skutecznego konkurowania o kapitał i partnerów biznesowych”.

Barbara Sissons, Członkini Zarządu, Basell Orlen Polyolefins Sp. z o.o.

„Z perspektywy biznesu silna, spójnie zarządzana marka narodowa wzmacnia działania inwestycyjne, wzmacnia zaufanie partnerów i realnie zwiększa atrakcyjność kraju jako miejsca do prowadzenia działalności. Dlatego rozwój marki POLSKA powinien mieć charakter holistyczny i opierać się na danych oraz badaniach. Tylko wtedy przekłada się na wymierne efekty gospodarcze, a nie jedynie wizerunkowe”.

Beata Drzazga, Twórca firmy Betamed SA, Dono da Scheggia, Drzazga Clinic

„Ostatnie lata w globalnej polityce i gospodarce to triumf koncepcji polityki transakcyjnej i merkantylizmu. Ponoć żyjemy w czasach bezwzględnego handlu i liczenia wyłącznie własnych zysków. Pozornie takie pojęcia jak marka narodowa i sojusze zbudowane na trwałych wartościach są wspomnieniem starego, stabilnego świata, który odszedł do lamusa. Ale historycznie zawsze takie okresy trwały krótko, a ci, którzy byli ich symbolem, wychodzili osłabieni i tracili wiarygodność. Jeżeli chcemy być gotowi na grę Polski w globalnej pierwszej lidze, to musimy konsekwentnie budować naszą markę narodową. Historia dziedzictwa Solidarności i naszego awansu, jako jedynego kraju, który w XXI wieku wszedł do grupy państw rozwiniętych, musi być znana w gabinetach prezesów i siedzibach think-tanków na całym świecie. Mamy z czego być dumni i te atuty powinny być naszym lewarem biznesowym w nowym porządku światowym, który będzie się tworzył po obecnym okresie chaosu. Bo trwałe wartości zawsze zwyciężają”.

Ewa Wernerowicz, Chairman, the Supervisory Board of Soonly Finance and Polish Employers Association

„Silna Polska Marka to suwerenna Polska. To Polska, która się bogaci, która rozwija technologie, która stawia na nowoczesność. Silna Polska Marka to wyższy standard życia w Polsce, wyższe pensje, mniejsze ubóstwo. Budując Silne Polskie Marki budujemy nowoczesną Polskę dla naszych dzieci”.

January Ciszewski, Prezes, JRH ASI S.A.

„Silna marka narodowa Polski bezpośrednio obniża koszt pozyskania klientów i partnerów dla firm technologicznych i eCommerce, skracając cykle sprzedaży na rynkach zagranicznych. Buduje zaufanie w obszarach kluczowych dla digital commerce, takich jak płatności, bezpieczeństwo i compliance. Ułatwia przyciąganie talentów oraz kapitału, co w branży technologicznej jest krytycznym czynnikiem skalowania. Wzmacnia też pozycję negocjacyjną polskich firm w relacjach z globalnymi platformami i regulatorami. W efekcie marka kraju działa jak mnożnik wartości dla całego ekosystemu startupów i scale-upów”.

Bartek Skwarczek, CEO, G2A

„Jako firma z ambicją globalnego skalowania technologii bardzo wyraźnie widzimy, że innowacje nigdy nie rozwijają się w próżni. Za każdym produktem, każdą usługą i każdą rozmową z międzynarodowym partnerem stoi reputacja kraju, z którego dana firma pochodzi. W branży vet-tech, podobnie jak w health-tech, zaufanie jest walutą pierwszej interakcji. Zanim rynek oceni technologię, model biznesowy czy zespół, często odpowiada najpierw na prostsze pytanie: skąd pochodzi ta firma i czy można jej zaufać? Dlatego silna polska marka narodowa jest dla nas realną infrastrukturą wzrostu. Dziś Polska ma kompetencje, talent i ambicje technologiczne, aby tworzyć rozwiązania odpowiadające na globalne wyzwania, również w obszarze zdrowia i dobrostanu zwierząt. Jeśli chcemy, aby firmy takie jak VetApp szybciej skalowały się międzynarodowo, musimy przestać tłumaczyć, kim jesteśmy jako kraj, i zacząć konsekwentnie pokazywać, co potrafimy budować. Silna marka narodowa skrac dystans, otwiera drzwi i wzmacnia zaufanie do polskiej technologii. Dla firm o globalnych ambicjach nie jest to miły dodatek, lecz jeden z kluczowych akceleratorów ekspansji międzynarodowej”.

Dr Mariusz Andrych, CEO & Founder, VetApp

„Budowanie silnej polskiej marki i jej wizerunku na arenie międzynarodowej to budowanie silnej Polski. Od lat byliśmy tanią siłą roboczą. W sytuacjach, kiedy my produkowaliśmy doskonałe wzornictwo na terenie Polski i było ono naszą myślą nie tylko artystyczną, ale także często technologiczną, podpisywały się pod nim światowe marki, które zlecały polskim firmom projekt jak i wykonanie. Brak własnej silnej marki, rozpoznawalnej na tyle, aby produkt sprzedawać pod nią właśnie, zmuszał nas do taniego wyrobnictwa. Byliśmy świetnymi podwykonawcami naszych własnych często technologii, bo nie mieliśmy szans ich inaczej sprzedać. Jesteśmy niezwykle twórczym i kreatywnym narodem i nie musimy być tylko siłą roboczą. Możemy rozdawać karty na światowej arenie”.

Ewa Minge, Fashion Designer&Artist

„Moim zdaniem silna marka Polski jaką niewątpliwie jest nasza spółka 3W S.A. daje nam powód do dumy i buduje zaufanie do tego, co tworzymy jako kraj. To fundament, który łączy ambicję przedsiębiorców z potencjałem całego społeczeństwa”.

Marcin Kapituła, Pełnomocnik Zarządu, 3W S.A.

„Z perspektywy ekonomii budowanie silnej i rozpoznawalnej marki narodowej stanowi istotny instrument wzmacniania konkurencyjności gospodarki, sprzyjając przyciąganiu inwestycji zagranicznych, rozwojowi eksportu oraz zwiększaniu atrakcyjności turystycznej kraju. Konsekwentne zarządzanie wizerunkiem państwa przekłada się na realne efekty makroekonomiczne, wpływając na poziom zaufania rynków oraz długookresowy wzrost gospodarczy”.

Prof. dr hab. Czesław Zajac, Rektor Uniwersytetu Ekonomicznego we Wrocławiu

„W cyfrowej gospodarce, każda firma konkuruje globalnie od pierwszego dnia, kiedy wypuszcza produkt. Trudno jest wyróżnić się inaczej niż przez silną markę własną, a tę siłę dla rodzimych firm powinna wspierać dobrze wypromowana marka Polski. Kraj pochodzenia jest często pierwszą cechą, na którą klienci zwracają uwagę. Udanymi i bardzo dobrymi przykładami są marki takich krajów, jak Japonia, Szwajcaria, czy dla usług cyfrowych Stany Zjednoczone”.

Adam Rudowski, General Partner, Level2 Ventures, Founder and CEO, Veracomp S.A.

„Silna marka Polski to dziś fundament wzrostu; od środka buduje odwagę do tworzenia globalnych firm, a na zewnątrz przyciąga kapitał i skraca dystans polskich marek do światowych rynków”.

Rafał Chrapkiewicz, CEO, Inwestor, Mentor liderów, Pako Lorente & PLR Group

„Silna marka Polski to dziś realne narzędzie budowania przewagi konkurencyjnej – przyciąga inwestycje, talenty i zaufanie partnerów, szczególnie w obszarze nowych technologii i innowacji. W obecnych czasach wygrywają kraje, które potrafią jasno opowiedzieć swoją wartość”.

Ewelina Woldan, Communication Manager, Lenovo Polska

„Budowa marki narodowej opartej na wiedzy ma dziś kluczowe znaczenie dla rozwoju gospodarki, ponieważ kapitał i talenty coraz częściej kierują się jakością ekosystemu oraz potencjałem do tworzenia innowacyjnych, skalowalnych projektów. Taka marka nie wynika wyłącznie z komunikacji, ale przede wszystkim z realnej współpracy biznesu, nauki i inwestorów. To właśnie w takich przestrzeniach jak Carpathian Startup Fest budują się relacje i inicjatywy, które wzmacniają pozycję Polski w gospodarce opartej na wiedzy”.

Mariusz Bednarz, Prezes Zarządu, RARR S.A. / Carpathian Startup Fest

„Silna marka „Polska” jest nam potrzebna jak nigdy dotąd. Bez wizerunku bezpiecznego, praworządnego, innowacyjnego kraju nie uda nam się skutecznie konkurować za granicą, a to właśnie ekspansja na inne rynki musi być paliwem wzrostu polskiej gospodarki w najbliższych latach”.

Wojciech Wolny, Prezes Zarządu, Założyciel Euvic SA

„W dobie głębokich transformacji rynku pracy budowa silnej marki Polski to strategiczna konieczność: to my decydujemy, czy będziemy postrzegani jako kraj, który reaguje na zmiany, czy kraj, który je współtworzy. Głos Polski w globalnej debacie o przyszłości pracy powinien być słyszalny i wyraźny. Polska od lat produkuje świetnych naukowców, twórców i liderów technologii, których rozpoznaje się po imieniu, nie po kraju. Silna marka Polski zmienia tę asymetrię i sprawia, że nasze osiągnięcia budują wspólny kapitał”.

Aleksandra Przegalińska, Prorektor, Akademia Leona Koźmińskiego, Fellow - Harvard Center for Labor and a Just Economy

„Budowanie silnej marki Polski jest niezwykle ważne, ponieważ w globalnej konkurencji o kapitał, talenty i partnerstwa wygrywają kraje, które potrafią spójnie zarządzać swoim wizerunkiem oraz doświadczeniem, jakie oferują. Nie chodzi bowiem tylko o samą promocję, ale o świadome kształtowanie marki, która konsekwentnie budzi właściwe skojarzenia i przekłada się na zaufanie oraz długoterminową wartość. Polscy przedsiębiorcy podbijają dziś rynki zagraniczne - poza ekspansją eksportową, zaczynamy przejmować firmy zagraniczne. W tym kontekście marka Polski ma ogromne znaczenie, ponieważ w sposób decydujący wpływa na to, jak nas postrzegają partnerzy biznesowi, a także pracownicy przejmowanych spółek, przez pryzmat kraju, z którego przyjeżdżamy. Osiągnęliśmy ogromny sukces, jednak świat ciągle za mało o nim wie - mam nadzieję, że kolejne rządy konsekwentnie będą budować spójny obraz Polski na arenie międzynarodowej”.

Zbigniew Klonowski, Prezes Zarządu, Grupa Trias, Co-Founder, 60 Million Congress

„Budowa silnej marki Polski jest dziś potrzebna, ponieważ w globalnym wyścigu o kapitał, talenty i innowacje reputacja kraju staje się realnym aktywem gospodarczym. Polska ma dziś wszystko, by grać wyżej - ambitnych founderów, dynamiczne firmy, mocne kompetencje technologiczne i kulturę odporności. Potrzebujemy jednak nowoczesnej, odważnej narracji, która pokaże Polskę jako miejsce tworzenia globalnych spółek, przełomowych technologii i partnerstw nowej generacji”.

Aureliusz Górski, District.org / Campus.ai

„Marka narodowa nie powstaje, bo ktoś (politycy) tak postanowi i zainwestuje w „marketing”. Żadna „fundacja narodowa” i marketingowe slogany nie będą miały znaczenia, jeżeli gospodarka nie daje przestrzeni do długoterminowego rozwoju przedsiębiorczości i innowacji. Polska jest przykładem silnej marki narodowej bazującej na spektakularnym sukcesie transformacji. Pytanie jednak co dalej, jak dostosujemy się do szybko zmieniającego się otoczenia i jak w nim utrzymać i rozwijać markę kraju nie tylko dużego ale i zaawansowanego? Jedyną, moim zdaniem, odpowiedzią jest prawdziwa i głęboka deregulacja. Polscy przedsiębiorcy dadzą wtedy radę”.

Witold Jaworski, Business Angel, Founder Carrot, Manager

„W dzisiejszym świecie marka stała się walutą - a państwa, które jej nie budują, oddają pieniądze, wpływy i szanse rozwojowe swoim konkurentom. W globalnej rywalizacji to właśnie marka - obok kapitału i technologii - rozstrzyga, kto przyciąga inwestycje, talenty i uwagę świata. Dlatego budowa silnej marki narodowej Polski jest konieczna: obniża koszt zaufania, wzmacnia eksport i pozwala w pełni wykorzystać potencjał gospodarczy”.

Piotr Osiecki, Przedsiębiorca, Założyciel TFI RockBridge

„Autentyczna marka nie powstaje z intuicji. Musi być oparta na wiedzy i danych. Takie podejście daje nam gwarancję, że wypracowane rozwiązania bazują na rzetelności i stanie faktycznym, a nie uprzedzeniach czy domysłach”.

Jędrzej Jachira, Przewodniczący Rady, Fundacja Marka Polska Think Thank, Konsul Honorowy Chile we Wrocławiu, Współzałożyciel Kancelarii Sobota Jachira

„Architektura marki narodowej Polski powinna opierać się na spójnej narracji, która łączy gospodarkę, kulturę, innowacyjność i wiarygodność kraju na arenie międzynarodowej. Budowanie silnej marki narodowej jest dziś koniecznością, ponieważ wpływa na pozycję Polski w świecie, przyciąga inwestycje, wzmacnia eksport i buduje zaufanie do polskich kompetencji i polskich marek”.

Nina Kowalewska-Motlik, CEO, New Communications

„Zamiast pytać, czy budowa silnej marki Polski jest potrzebna, powinniśmy zapytać: czy w obecnej sytuacji geopolitycznej stać nas na jej nieposiadanie? Nasz pozytywny potencjał wizerunkowy stał się dziś kluczowym atutem, którego niewykorzystanie byłoby błędem - druga taka szansa w najbliższych dekadach może się nie powtórzyć”.

Dr hab. Adam Świerżewski, Prof. ASP, Rektor Akademii Sztuk Pięknych w Gdańsku

„Silna marka Polski nie jest kwestią wizerunku, lecz sprawczości. Nie zastępuje jakości - sprawia, że jakość zostaje rozpoznana, a pojedyncze sukcesy zaczynają składać się na pozycję, z którą świat się liczy”.

Jan Świerkowski, Kurator Sztuki

„Polska ma dziś unikalną zdolność łączenia głębokiej kultury z nowymi technologiami, w tym AI - i to właśnie w tym napięciu powstaje jej realna siła. Budowanie marki kraju zaczyna się od świadomości tej wartości i decyzji, by przekuć ją w język, który nie tylko reprezentuje nas na świecie, ale współtworzy globalne narracje”.

Anna Annomalia, CEO & Curator, ArtIntell, Founder, MAG Modern Art Gallery

„Świat najwyżej ocenia Polskę tam, gdzie staje się ona namacalnym doświadczeniem, a nie ideologicznym konstruktem. Budowanie silnej, opartej na wiedzy, marki narodowej jest strategicznym priorytetem, ponieważ spójny wizerunek stanowi realne paliwo dla rozwoju i globalnej rozpoznawalności. Pozwala to krajowi wyjść z reaktywnej roli „punktu na mapie” i stać się autorem własnej, profesjonalnej narracji”.

Agnieszka Servaas, Współwłaścicielka VIVE Group, Prezeska Fundacji Play Sustain

„Liczby nas bronią jako Polska - ostatnie 2-3 dekady Polska posiada jeden z najwyższych wzrostów PKB na świecie, a dziś jesteśmy w gronie gospodarek formatu G20. Mimo to w świadomości Europejczyków z dojrzałych rynków, Amerykanów czy Azjatów wciąż pozostajemy poza pierwszym planem - właśnie z powodu niedoboru silnych, globalnie rozpoznawalnych marek. To one realnie kształtują percepcję kraju wśród konsumentów i liderów opinii na świecie. Dlatego są kluczowe, jeśli chcemy zmienić nasz wizerunek. Nie da się jednak stworzyć brandów administracyjnie - mogą być wspierane, ale rodzą się w sektorze prywatnym. Stąd tak wiele zależy od ambicji właścicieli, ich zdolności do skalowania biznesu i decyzji, by budować wartość globalnie, zamiast sprzedawać ją zagranicznym koncernom”.

Jakub Kurasz, Dziennikarz, PR manager

„Budowa silnej marki narodowej Polski jest dziś konieczna, ponieważ państwa realnie konkurują ze sobą o kapitał, ludzi i wpływy, a w świecie globalnym „pierwsze wrażenie” kraju ma ogromne znaczenie. Doświadczyłem tego na Harvard Business School w Bostonie, gdzie bardzo wyraźnie widziałem, że najpierw liczy się państwo, z którego pochodzi kolega ze studiów, a dopiero potem to, czym się zajmuje - rozpoznawalność i postrzegane ryzyko kraju mocno wpływają na zaufanie. Silna marka narodowa bezpośrednio wspiera eksport i ekspansję firm, bo obniża barierę niepewności i pozwala konkurować jakością, a nie tylko ceną. Jeśli nie opowiadamy spójnie własnej historii jako państwo, inni robią to za nas, często przez uproszczenia i stereotypy, co osłabia naszą pozycję w biznesie i relacjach międzynarodowych”.

Piotr Wiśniewski, Właściciel MCX, Artysta, Kurator

„Silna marka narodowa buduje realną pozycję kraju w globalnej narracji. Jeśli Polska nie opowiada swojej historii przez konkretne osiągnięcia i doświadczenia, pozostaje krajem interpretowanym przez innych, bez własnego spójnego przekazu. A to bezpośrednio przekłada się na decyzje o kapitale, talentach i partnerstwach, czyli finalnie o tempie naszego wzrostu”.

Marcin Czyczerski, Współzałożyciel, GCG Partners, Członek rad nadzorczych Modivo (CCC) S.A., Rainbow Tours S.A., Polskie Koleje Linowe S.A., Wittchen S.A., Esotiq & Henderson S.A. Były Prezes Zarządu Grupy CCC S.A. oraz Modivo S.A.

„Świat nie wybiera najlepszych i najbardziej rozpoznawalnych. Budowa silnej marki Polski jest konieczna, ponieważ globalne postrzeganie opiera się w dużej mierze na heurystykach znajomości i dostępności. To, co znane i łatwo przywoływane, jest częściej oceniane jako bardziej wiarygodne i wartościowe - dlatego rozpoznawalność staje się warunkiem wpływu”.

Dr Konrad Maj, Kierownik Centrum Innowacji Społecznych i Technologicznych HumanTech, Uniwersytet SWPS w Warszawie

„Marka Polska to projekt o charakterze strategicznym. Jesteśmy jako kraj w unikalnej pozycji geopolitycznej, gospodarczej i technologicznej. Wiatr wieje w odpowiednią stronę, a Marka Polska pozwoli nam ustawić żagiel tak, by na lata zabezpieczyć mocną pozycję Rzeczypospolitej na arenie międzynarodowej”.

Lucjan Suski i Tomasz Niezgoda, Współzałożyciele, Surfer SEO

„Marka narodowa Polski to dziś realny KAPITAŁ, zanim padnie pierwsze słowo o biznesie. W globalnej gospodarce reputacja kraju przekłada się bezpośrednio na zaufanie, decyzje inwestycyjne i tempo wejścia na rynki. To nie wizerunek, to infrastruktura wzrostu. POLSKA ma mocne fundamenty: jakość produktów, silne rolnictwo, rosnący kapitał i historię, którą rozumie świat. Od Solidarności po współczesny ŁATWOGANG, które pokazują, że potrafimy przyciągać globalną uwagę. Pytanie nie brzmi już „czy mamy potencjał”. Pytanie brzmi, czy potrafimy go zamienić w spójną, świadomie zarządzaną markę. Bo dziś to nie przewaga. To warunek wejścia do globalnej gry”.

Anna Olewnik, CEO, Olewnik Grupa

„Z mojej perspektywy budowa silnej, opartej na wiedzy marki narodowej jest dziś absolutnie kluczowa, ale jej fundamentem nie jest komunikacja, tylko realna zdolność do skalowania organizacji i dostarczania wartości w sposób powtarzalny. Polska ma ogromny potencjał talentów i kompetencji technologicznych, natomiast wyzwaniem pozostaje przejście od modelu opartego na silnych jednostkach do modelu działania spójnych, dobrze zsynchronizowanych zespołów. Bez wewnętrznej spójności, konsekwencji decyzyjnej i podejścia systemowego trudno jest budować trwałą przewagę międzynarodową. Silna marka narodowa powstaje więc nie tylko poprzez narrację, ale przede wszystkim poprzez zdolność firm do skalowalnego i konsekwentnego dowieżenia złożonych projektów na rynkach globalnych”.

Maciej Lisiecki, CEO, Horizon-Automation

„Silna polska marka to też uznanie dla polskiej sztuki, szacunek dla powstających prac w świecie artystycznym, który zbudowany jest głównie na relacjach”.

Katarzyna Mlynczak-Sachs, Krupa Art Foundation

„Polska wykonała ogromną pracę, aby osiągnąć pozycję, którą zajmuje dzisiaj. Kiedy mówię „Polska”, mam na myśli przede wszystkim indywidualnych przedsiębiorców, którzy budowali swoje firmy od podstaw. Często wbrew przeciwnościom, nieustannie udowadniając wartość, jaką wnoszą dla swoich partnerów. Polacy pokazali, że jesteśmy narodem definiowanym przez jakość, odporność i kompetencje, mimo że przez dziesięciolecia byliśmy w tym ograniczani. Teraz jest moment, aby wykorzystać te osiągnięcia i sprawić, by reszta świata je dostrzegła. Wzmacniając naszą markę narodową, możemy stworzyć wspólną platformę, która nas zjednoczy, da nam realną dźwignię w rozwoju działalności międzynarodowej. Co więcej, zapewni firmom wsparcie, którego wcześniej nie miały. Wiele krajów z powodzeniem wykorzystało siłę takiej zbiorowej marki i to działa”.

Krzysztof Litwin, CEO, LifeLogic

„Budowanie marki kraju przynosi gospodarce realne korzyści - przyciąga inwestycje, wspiera innowacje i wzmacnia konkurencyjność na rynkach międzynarodowych. Jednak tylko marka oparta na rzetelnych badaniach i danych pozwala trafnie określić przewagi kraju, skutecznie wykorzystać środki i osiągnąć mierzalne efekty gospodarcze”.

Jakub Betka, Prezes Zarządu, CyberHabit Sp. z o.o.

„Ten raport pokazuje, że świat lubi Polskę wtedy, kiedy jej doświadcza. Lubi mniej wtedy, kiedy zaczyna ją oceniać. Przez dekadę mieszkania za granicą spotkałem wiele osób, które odwiedziły Polskę. Każda z tych osób była pod ogromnym wrażeniem skoku, jaki wykonaliśmy jako kraj; jedzenia, jakości życia, łatwości podróżowania, pięknej natury i codziennych usług. To chyba najlepszy dowód na to, gdzie leży dziś nasz największy potencjał.

Może więc czas, żebyśmy mocniej zainwestowali w promocję Polski - bo naprawdę mamy się czym chwalić. Bo reputacja kraju buduje się nie w tym, co o sobie mówimy, ale w tym, czego inni realnie u nas doświadczają”.

Przemysław Gacek, CEO, Pracuj

„W moich rozmowach z zagranicznymi inwestorami widzę wyraźnie rosnące zainteresowanie Polską i pozytywne momentum, którego skali nie pamiętam od lat. Jednak bez spójnej marki narodowej ten kapitał rozprasza się na pojedyncze transakcje, zamiast układać się w długoterminową tezę o kraju. Jasny i jednolity przekaz o tym, w czym naprawdę jesteśmy unikalni, działa jak mnożnik dla każdej rozmowy inwestycyjnej, ponieważ skraca proces budowania zaufania i pozwala funduszom alokować środki na podstawie przekonania o Polsce, a nie wyłącznie o pojedynczej spółce”.

Maciej Skarul, Partner, ff Venture Capital

„Silna marka Polski to nie tylko kwestia wizerunku, ale realna szansa na pokazanie kraju, jako jednej z dwudziestu największych gospodarek świata. Miejsca dynamicznego rozwoju przedsiębiorczości i innowacji, budowanych w szczególności przez globalnie skalujące się polskie firmy rodzinne. Potrzebujemy marek, które będą równie rozpoznawalne jak niemiecki Bosch, włoskie Ferrari, francuski Chanel, amerykański Walmart czy koreański Samsung. Marki, które nie tylko odnoszą sukces rynkowy, ale stają się symbolem swojego kraju i jego wartości”.

Rafał Kunaszyk, Prezes, Inicjatywa Firm Rodzinnych

„Polacy nie gęsi i swój język mają.” - ten cytat dobrze oddaje wnioski płynące z raportu w kontekście marki narodowej. Język polski, dotąd uznawany za egzotyczny i niszowy, zaczyna przyciągać właśnie dzięki swojej nieoczywistości. Rosnące zainteresowanie Polską – podróżami, kulturą, kuchnią, a nawet przeprowadzką – naturalnie przekłada się na większą liczbę osób uczących się polskiego. Raport pokazuje, że ta grupa buduje najtrwalszy i najbardziej autentyczny wizerunek kraju. To wyraźny sygnał, że Polska staje się rozpoznawalna i ceniona, a język może być jednym z kluczowych filarów nowoczesnej, świadomej swojej wartości marki narodowej”.

Alicja Kuczera, CEO, PLGBC

„Fakty mają większe znaczenie niż obietnice. Raport pokazuje, że obcokrajowcy są autentycznie zaskoczeni tym, jak dobrze sobie radzimy. To efekt pracy tysięcy przedsiębiorców, którzy przez lata nauczyli się nie tylko przetrwać, lecz także rozwijać się w ramach naszych złożonych systemów podatkowych i prawnych. Ta dyscyplina operacyjna oraz nieustanny apetyt na wzrost oznaczają, że z pewnością zajdziemy jeszcze dalej”.

Aleksander Widawski, CEO, JWW Accounting Office

„Silna marka kraju to dziś nie kwestia wizerunku, lecz budowania realnej przewagi konkurencyjnej. Państwa o wyrazistej, spójnej narracji przyciągają kapitał, talenty turystów i innowacje szybciej niż te, które pozostają anonimowe lub niespójne komunikacyjnie. Dla Polski to także szansa na przełamanie stereotypów i budowanie poczucia dumy narodowej opartej na faktach, osiągnięciach i nowoczesności. W świecie globalnej rywalizacji wygrywają nie tylko najsilniejsze gospodarki, ale te, które potrafią opowiedzieć swoją historię w sposób wiarygodny i inspirujący”.

Olga Kozierowska, Założycielka, WE DID IT IN POLAND / Sukces Pisany Szminką

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