

NEINVER unveils new pocket park at FACTORY Poznań, enhancing community spaces

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NEINVER has opened a new 2,000-square-metre pocket park at the FACTORY Poznań outlet in Luboń, near Poznań. The park, designed in collaboration with green architects, naturalists, and a technical team, aims to integrate natural elements into the urban environment while preserving the local ecosystem. The development of this green zone took five months to complete.

"We created a green zone that introduces natural elements into the urban environment. NEINVER prioritizes not only aligning with global sustainability trends but also contributing positively to local communities and the areas where we operate," said Aleksandra Grychowska, Director of FACTORY Poznań at NEINVER.

The pocket park is designed to serve not only customers and employees of the outlet but also local residents, tourists, pedestrians, and cyclists. Located near major roads and a network of cycle paths, FACTORY Poznań is easily accessible to visitors from across the region.

The park features a diverse array of plant life, including six species of trees, 15 species of shrubs, 17 species of perennials, and 10 types of ornamental grasses. A thousand square metres of new lawn have also been sown. Additionally, the park includes insect houses, flowery meadows, and native plant species to support pollinating insects, which are crucial to the ecosystem.

"Urban areas face a triple crisis: climate change, waste, and biodiversity loss. Actions taken in cities to address these issues are essential for adapting to climate change and supporting nature," said Katarzyna Woch, Assessment Manager in the LIFE Archiclimate project.

The park also features a covered gazebo for shelter, along with comfortable benches and deckchairs, providing a relaxing space for visitors. The park will be open to the public during the outlet's operating hours, ensuring accessibility and safety.

FACTORY Poznań operates according to high sustainability standards. Recent upgrades include a state-of-the-art waste management zone, which now processes 100% of the outlet's waste. Advanced systems for air quality control, water conservation, and energy-efficient lighting have also been installed. The outlet is certified for accessibility and sustainability, with AIS, Breeam, and ISO certifications.

FACTORY Poznań, the only outlet centre in the Wielkopolska region, attracts several million visitors annually. It offers a wide range of global and local brands at discounts ranging from 30% to 70%. The centre is conveniently located near the A2 motorway, with parking for 800 cars, and is equipped with facilities for families, people with disabilities, and even pets.

NEINVER manages the FACTORY outlet chain in Poland, continuing its role as a major investor and developer of outlet centres across Europe.