



ENERGIA
odNOWA

LAYMAN'S REPORT



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Instytut Energetyki Odnawialnej

Institute for Renewable Energy



**INSTYTUT
NA RZECZ
EKOROZWOJU**

Institute for Sustainable Development



Krajowa Agencja
Poszanowania Energii S.A.

The Polish National Energy
Conservation Agency

COMMERCIAL PARTNERS

PR company: **First Aid**
Film producer: **Vision House**
TV broadcast: **Discovery**
Roadshow: **Multikino**

External expert,
member of the
Steering
Committee

Dan Staniaszek

NON-COMMERCIAL PARTNERS

Content-related partners:
Climate Reality Project

A photograph of an industrial facility, likely a power plant or refinery, with several tall chimneys and complex piping structures. The scene is set against a dramatic sunset or sunrise sky, with warm orange and yellow light illuminating the smoke rising from the chimneys. The overall mood is industrial and somewhat somber due to the environmental implications of the project.

PROJECT BACKGROUND - ENVIRONMENTAL PROBLEM

© GLOBAL WARMING IMAGES WWF

For decades, electricity and heat generation in Poland has been based on the use of hard coal and lignite. According to numerous politicians and economic activists, it is the cheapest solution that ensures energy security – and this message is passed on to the public. According to the study conducted in 2016 by the Centre for Public Opinion Research the level of social acceptance for renewable energy is considerably high. However, there is a significant group of people who think that we have large coal resources in Poland, which should be efficiently used¹. In evaluations regarding the future use of coal for energy purposes in Poland, significant subsidies or high external costs are not taken into account. Hence, the impact of human activity on climate change is treated with much more skepticism than in other EU countries. Not enough consideration is given to the IPCC reports, according to which further development based on fossil fuels will intensify global warming and consequently the global temperature increase by 2 degrees Celsius is going to be exceeded, with very serious consequences for people, nature and the economy. Implementing the required climate policy in the world, including the EU, does not match the desire to preserve the coal structure of energy in Poland. At the same time, high costs of renewable energy and the difficulties of its implementation are widely and unjustly stressed.

1 <http://www.cbos.pl/PL/publikacje/diagnozy/034.pdf>



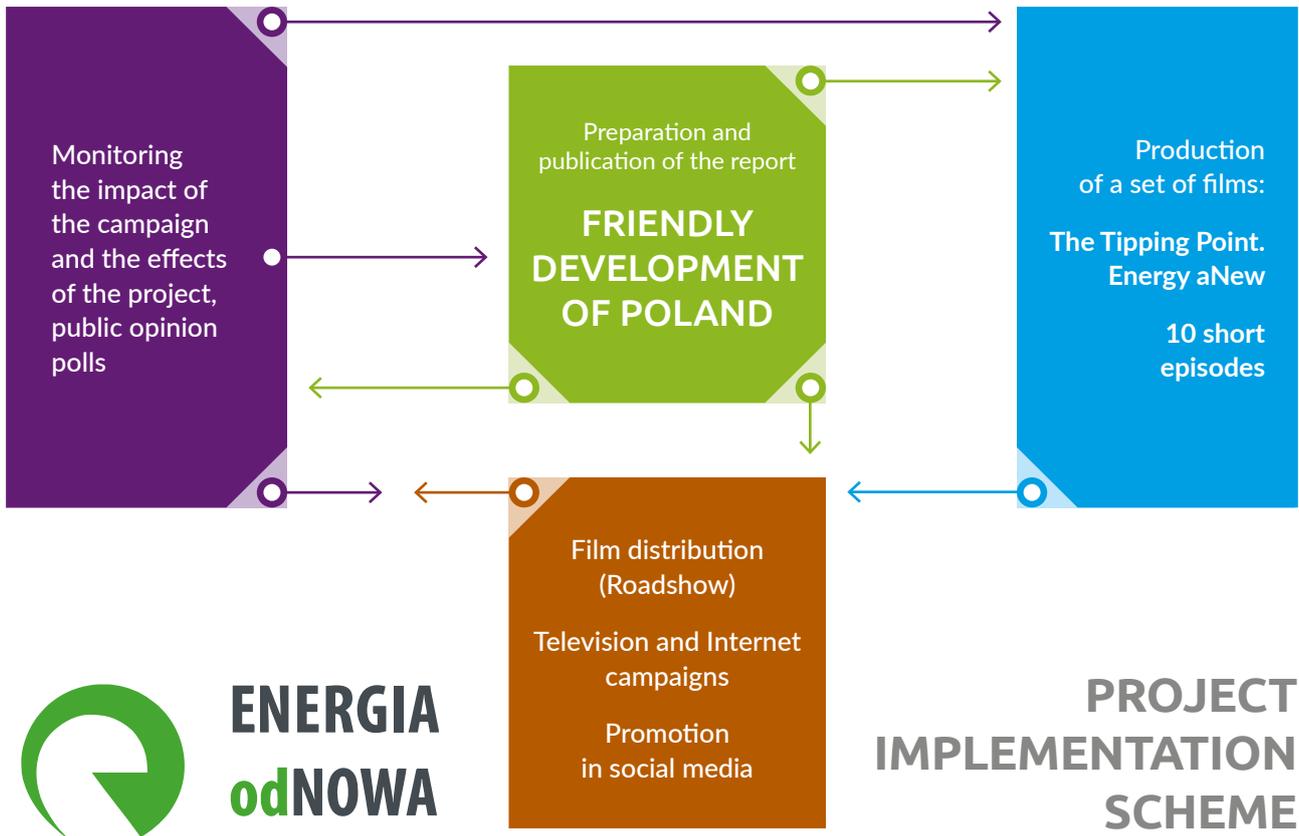
PROJECT OBJECTIVES

© ROBERT VAN WAARDEN WWF

MAIN OBJECTIVE

Raising awareness of the target group (civil society, politicians, social leaders, high school and university students, journalists) in the area of climate issues, in order to encourage acceptance of the implementation of necessary and rational actions for climate protection and sustainable development at the national, EU and global level, also indirectly, through the implementation of applicable EU directives, in particular those regarding renewable energy sources, energy efficiency and greenhouse gas emissions trading.





INDIRECT OBJECTIVE

Supporting the further development of already existing forms of cooperation among stakeholders, disseminating climate-related information, supporting effective compliance and enforcement of EU climate legislation by propagating best practices and policy approaches, as well as increasing stakeholder involvement, including non-governmental organizations, in consultations concerning climate policy and its implementation.

KEY ACTIVITIES



FRAME FROM THE MOVIE "THE TIPPING POINT. ENERGYNEW"

3.1 PREPARATION OF SCIENTIFIC REPORTS

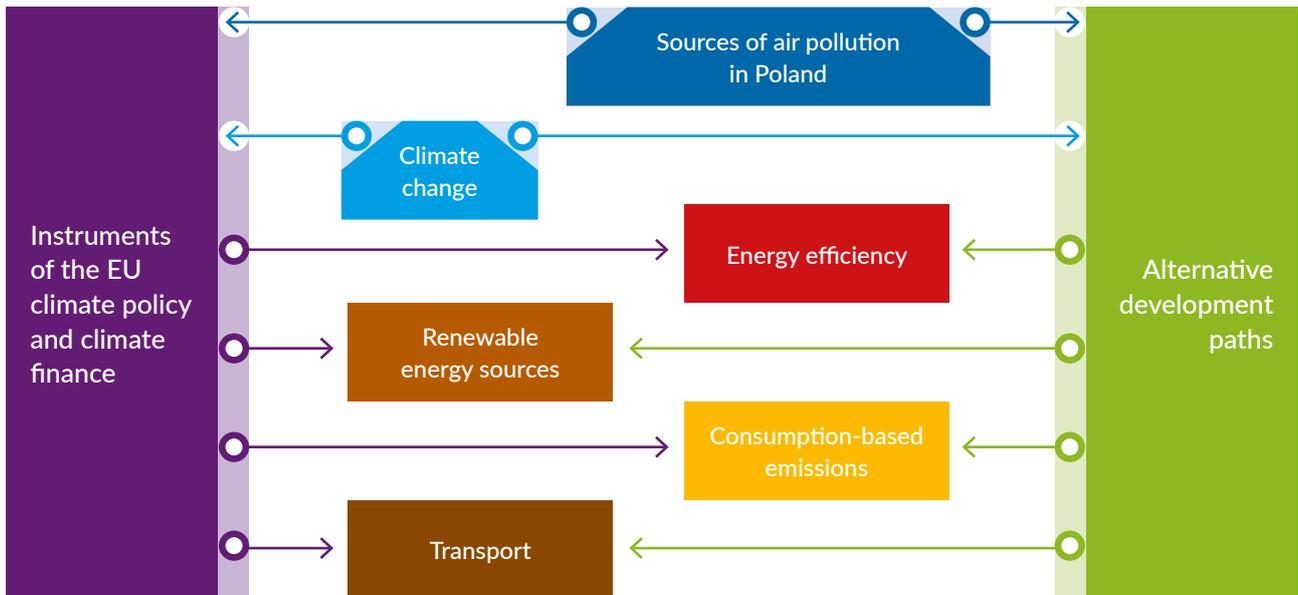
The starting point for the project implementation was to define the scale of threats resulting from the warming climate, as well as the possible ways to face them in Poland, in accordance with EU policy. As a result, two documents were prepared: a report about reaching out with the message to the target group and a scientific report "Friendly development of Poland. For the people - the economy - the environment." The opinion poll conducted as part of the project shows that Poles are already convinced that climate policy is necessary¹. They prefer renewable energy sources from coal and believe that it is worth to increase energy efficiency. Almost half of the respondents are afraid that Poland cannot afford to implement climate policy and that we may not be able to stop global warming. The report prepared under the project suggests that we should not give up. According to the authors, an alternative, low-carbon development path makes sense and EU climate policy should not be treated as a threat but as our chance for innovative development. In ten chapters, the authors refer to the main challenges facing Poland in the area of climate protection.

¹ <http://energiaodnowa.pl/wp-content/uploads/2016/10/l-fala-badania-Raport-od-Adriana-i-Katarzyny.pdf>



Each chapter was written by a different expert / group of experts, according to their competence and experience. Although the chapters are complementary to each other, each one is a separate essay. The scope of the report is illustrated in the diagram below.

LIFE_WZROST_PL FRAMEWORK DOCUMENT SCHEME



The report comes with a list of references including over 400 sources, allowing the reader to further explore the issues raised in it. 200 copies of the report were issued and its digital version is also available online at http://energiaodnowa.pl/wp-content/uploads/2016/02/Dokument-ramowy-LIFE_WZROST_PL.pdf.



Using the scientific reports, an innovative approach was adopted in order to create the basis for both the feature film (the final title: „The Tipping Point. Energy aNew”), as well as 10 short episodes (about 5 minutes each) on key issues raised in the report „Friendly development of Poland. For the people – the economy – the environment.” In this way, a flexible promotional material was obtained, which could be used both for the needs of festivals and full-length shows, as well as on TV or on the Internet. The selection of topics included in the films allowed to present the situation in Poland in relation to the effects of climate change occurring in the world: Arctic warming, the catastrophe in Kenya or the problem of climate refugees. In addition, the problems with coal energy in Poland were related not only to economic but also social issues, such as health effects of smog or dilemmas concerning the work ethos of miners in Silesia. The films show the difficulties faced by renewable energy development in Poland, juxtaposing it with foreign experiences in this area. It is pointed out that resources to improve energy efficiency need to be sought and a change in consumer behavior towards more climate-friendly is inevitable. The main message is to show, in a balanced way, the threats and difficulties related to introducing change in Poland and to present specific examples of good practices desirable from the perspective of climate protection.

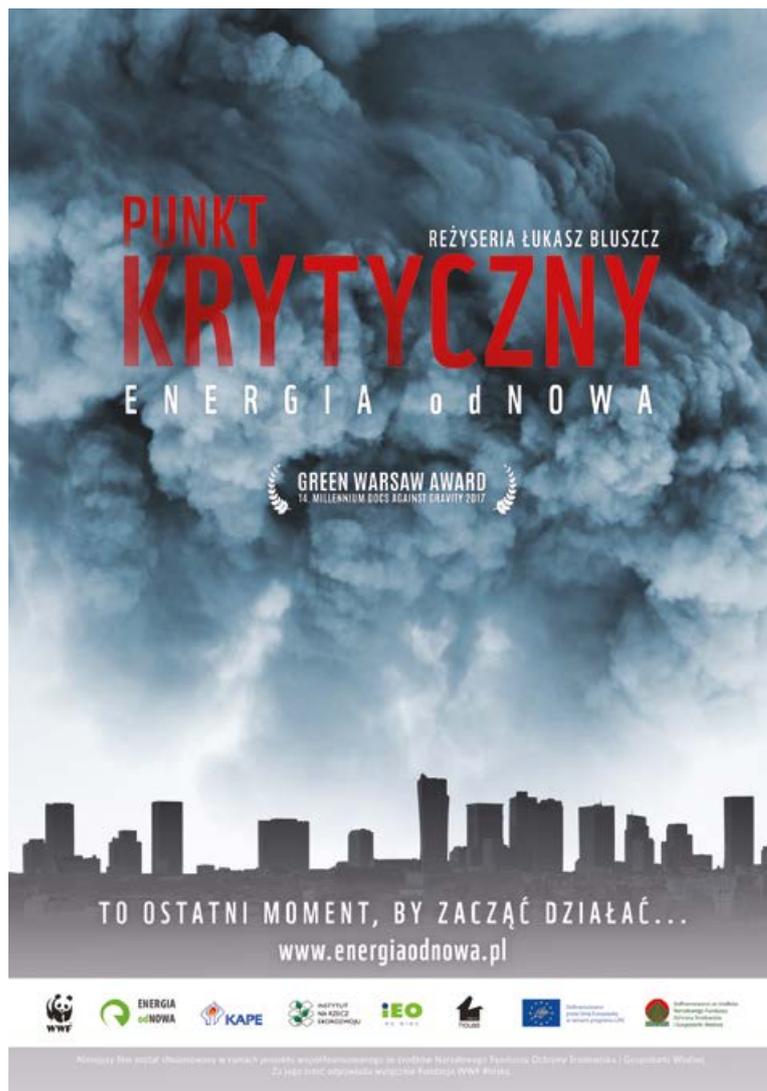
PRODUCTION OF A SET OF FILMS REVOLUTION NOW



FRAME FROM THE MOVIE „THE TIPPING POINT. ENERGY aNEW”

FILM DISTRIBUTION AND ROADSHOW

The key action of the project was the distribution of the feature film and 10 short films. It started with the premiere of the film „The Tipping Point. energy aNew” in Warsaw during Docs Against Gravity Film Festival 2017. It was announced as the first Polish full-length documentary film on climate change and the inevitable energy revolution. It won the GREEN WARSAW AWARD for the best environmental film of the Festival. Then, as part of the so-called Roadshow, the film was screened in the eight largest Polish cities: Kraków, Katowice, Wrocław, Poznań, Łódź, Bydgoszcz, Szczecin and Gdańsk, as well as Berlin and Brussels. These were not ordinary shows. During the Roadshow, opinion polls concerning climate policy issues were conducted before and after the screening. People who filled out the questionnaire received a pen-drive with a link to the film, which greatly increased the odds of reaching the target audience. Each show was followed by a discussion



involving film consultants, local experts, local authorities and non-governmental organizations. During the Roadshow and the premiere the total of 705 questionnaires was collected from the Polish audience. Almost 83 percent of respondents completed the questionnaires in both the first and the second wave of the poll. The results of the poll show an increase in the positive attitude towards climate policy, renewable energy and energy efficiency of the public after watching the film and participating in the debate. During the premiere, festival screenings and the Roadshow the film was watched by a total of 2636 people. The film met with a lot of interest. There were 39 additional requests from third parties regarding the possibility of showing the film to selected audiences or schools during conferences and other events. In order to facilitate extra shows for wider audiences, 100 copies of DVDs with the film were issued. In addition, the PR agency (First Aid) organized additional film screenings.

ADDITIONAL FILM SCREENINGS

1. **Screening at the outdoor cinema Żoliborz Prochownia** – August 2017
2. **Two screenings for high school students in Włocławek** – October 2017
3. **Screening at Multikino (cinema) in Włocławek** – October 2017
4. **Screening at DKF (Film Discussion Club) in Kielce** – October 2017
5. **Exhibition at the DKF (Film Discussion Club) in Grójec** – October 2017
6. **Screening and meeting with the director during the Summer Film Academy in Zwierzyniec** – August 2017



BERLIN

BRUSSELS



8,2 million views
1,6 million Facebook users

The next step was to broadcast the feature film and 10 short films on TV. They were also published on YouTube www.youtube.com/watch?v=3UdoSgORDbA and on the project website www.energiaodnowa.pl. In total, short films were broadcast almost 2000 times on 7 television channels, also in prime time, as working adults were one of the most important target groups. It is estimated that the films have been watched over 8.2 million times. The short episodes are also available on Facebook and YouTube. So far, they have been watched between 35,726 to 181,667 times. The practice shows that publishing videos in Facebook posts brings more viewers than YouTube. The campaign on Facebook reached 1 586 622 people.

3.4 ○

INTERNET CAMPAIGN AND PROJECT PROMOTION

Promotional activities included a wide multidimensional campaign of the project and its products. The media campaign of the feature film before the premiere and the Roadshow deserves a special mention. It included digital posters in public transport in the cities where the film was going to be shown. In addition, press releases were sent out and an Internet campaign was carried out. The latter was also used to promote the feature film and short episodes.

The entire project promotion was based on networking and the use of popular events and communication channels dealing with various topics and events, which made it possible to reach very varied social groups, differentiated in geographical, demographic, professional, economic, cultural-religious and political terms. Thanks to those activities, the following indicators were obtained:

773 premiere viewers
63 mentions in the media
334 180 mentions by Facebook users
324 659 WWF newsletter subscribers

773 people watched the film during the premiere and during additional screenings of the film at the local premieres organized during the Docs Against Gravity festival. There were 63 mentions about the premiere in the media: TV, press, radio and the Internet. Information about the film reached 334,180 Facebook users and 324,659 WWF newsletter subscribers.

In order to strengthen the message and encourage film watching, cooperation was established with popular bloggers and videobloggers dealing with various thematic fields. 19 such people were involved at the beginning and 30 in the second part of the project. Their involvement was present at two different stages of the project implementation. Firstly, during the promotion of the premiere and the Roadshow of the feature film „The Tipping Point. Energy aNew”. Secondly, during the premiere and broadcast of the short films on TV and on the Internet, encouraging discussions about important topics related to climate protection, such as health, energy security or low-carbon economy. Project experts actively supported bloggers and videobloggers in presenting necessary information online.

First Aid's activities contributed to the wide media coverage of the project (26 press releases sent out and published on the website: <http://energiaodnowa.pl/pl/news-2>).

The project was mentioned in the media 516 times. As a result, 6 120 324 people received information about LIFE_WZROST_PL project and its products.

The project was regularly promoted on Facebook. 51 posts were published and they reached 2 902 565 people. This tool was used to promote the short films and other important events related to the project.

A dedicated website of the project was also updated and translated on a regular basis. It will be maintained for five years after the end of the project.

26 press releases

516 mentions in the media:
6 120 324 people informed

51 Facebook posts:
2 902 565 people informed

3.5

During the project, press clippings were collected regarding issues related to climate policy, transport, renewable energy sources, energy efficiency and consumption. This was a reference to the topics discussed in the Scientific Report and in the film „The Tipping Point. Energy aNew”. Once every three months, the socio-economic situation was summarized in relation to the above-mentioned issues in the context of climate protection. The focus was on important political and economic issues at the national and local level, as well as social issues and the promotion of good practices.

The project's impact was also measured by a double public opinion poll which made it possible to assess the Poles' attitude towards climate protection, the use of fossil fuels, the development of renewable energy and the improvement of energy efficiency.

MONITORING THE PROJECT'S IMPACT ON THE SOCIO-ECONOMIC SITUATION

The results showed a high and stable level of support for the development of Polish energy based on renewable energy sources and rejection of the solutions based on investments in fossil energy or nuclear power plants. The exact figures are shown in Fig. 1. It is worth noting, however, that regarding the development of renewable energy, as well as the increase in energy efficiency, the support rate fluctuates around 95%. The results of the research show two important things. On the one hand, high support for renewable energy is declared while the support for traditional forms of energy generation is relatively low. On the other hand, it is accompanied by certain unwillingness to incur personal costs related to co-financing renewable energy sources.

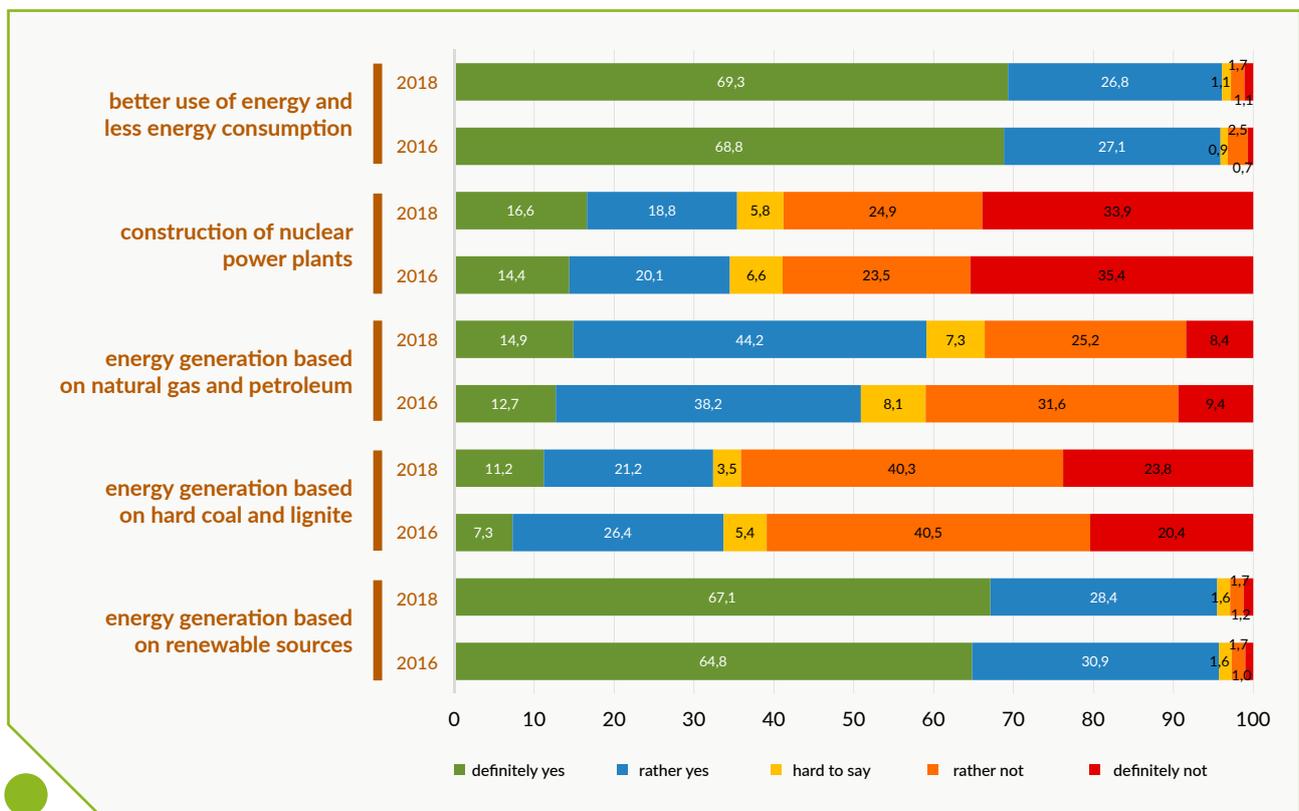


Fig. 1. SUPPORT FOR VARIOUS ENERGY SOURCES IN THE PERSPECTIVE OF THE NEXT 20 YEARS – surveys from 2016 and 2018

Also, Poles are convinced that climate change is a serious problem for them and their families. They also believe that it is caused by human activity. For example in 2016 and 2018, climate change was recognized as a serious problem for the respondents and their families by 87% and 88% of respondents respectively. Similarly, as regards the belief that climate change is a man-made phenomenon, 84% of respondents in 2016 and 83% in 2018 responded positively (statistically insignificant change).

MONITORING THE EFFECTS OF THE CAMPAIGN

The campaign was monitored on a regular basis, so that the results could be used to improve project implementation. The data from TV, press and the Internet was used for this purpose. In addition to quantitative research, the effectiveness and persuasiveness of individual project elements was also assessed. It was agreed that project originators and experts are credible, and that the films motivate viewers to undertake action. The short films, closely related to the examined issue, had a positive impact on attitudes regarding the importance of renewable energy in energy policy in Poland. In addition to the attitude towards environmentally beneficial system solutions, the films have influenced the perception of the causes of climate change. The analysis of the short films allows to conclude that their content corresponded to a high degree with the views tested in the experimental study. This means that the observed changes in attitudes were not accidental and resulted largely from the content of the films watched.

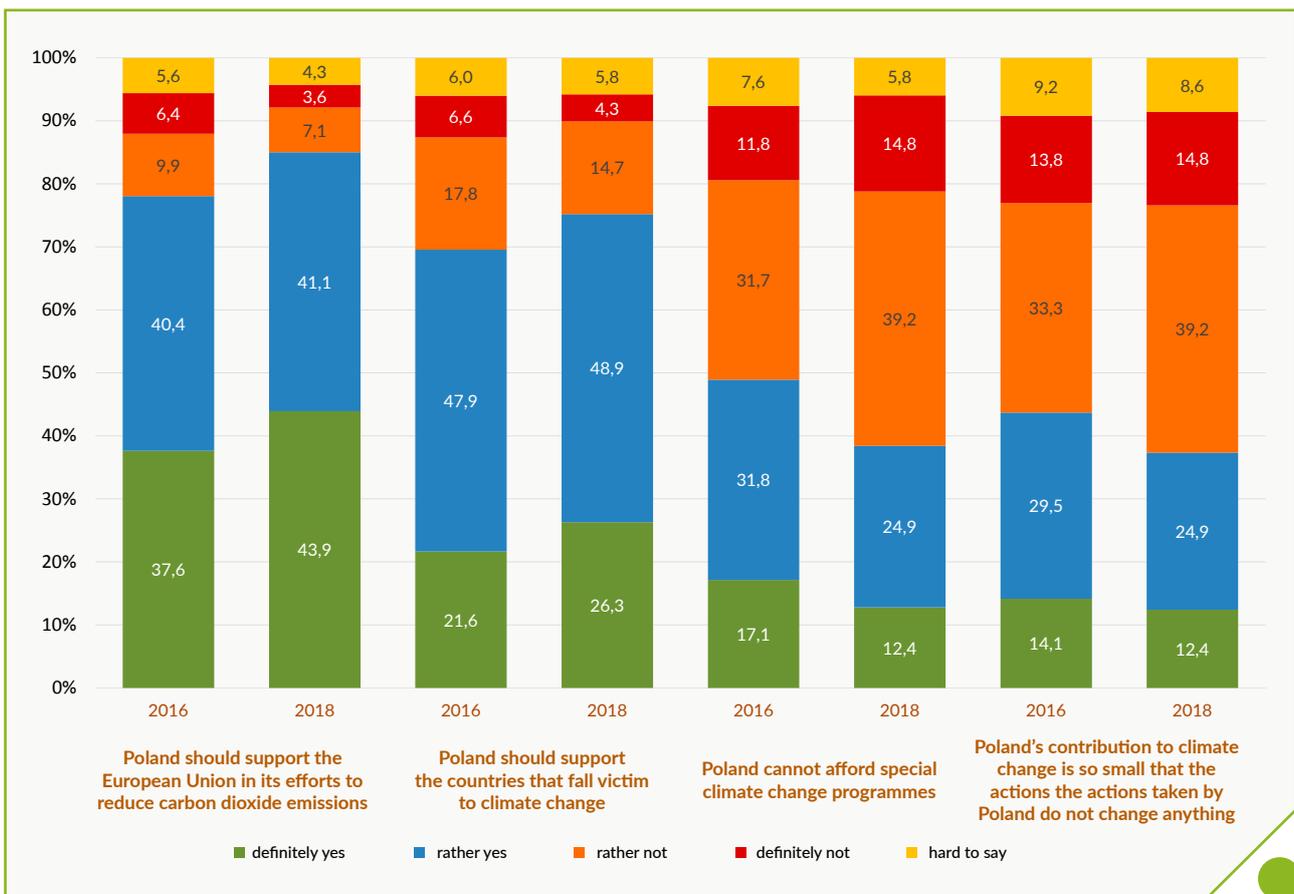


Fig. 2. SUPPORT FOR CLIMATE POLICY. PERCENTAGE OF RESPONSES



SUMMARY OR WHAT COMES NEXT

In this unique project a very difficult task was undertaken. Its goal was to make the Polish elites and the society aware that the challenges posed by climate protection and the introduction of a low-carbon economy on a large scale may bring numerous benefits. Any action aimed at implementing a new direction of transformation will meet with resistance, especially when it is related to revolutionary changes in the energy, transport and consumption sectors. However, moving the economy and society to another level brings tangible benefits that compensate for the costs of the transformation. In fact, these are not really costs and should rather be seen as investment. In fact, such transformation contributes to improving the quality of life, including public health. It allows to create innovative and intelligent economy.

There has not yet been any significant social change in this area, but the symptoms of the upcoming change are clearly visible. They include the following: broad and growing interest in the development of renewable energy, despite the lack of adequate support from the state; the sudden attention given to the issue of low stack emission and smog (including the introduction of regulations concerning the quality of boilers, regional and local anti-smog resolutions and government's work on introducing regulations concerning the quality of fuel used in households); unwillingness to develop hard coal mining in Upper Silesia and protests against lignite mining raised by residents and local authorities in the areas where new open pits are designed; declaration made by the Minister of Energy concerning the need to end investing in hard coal-based energy (the block at the Ostrołęka Power Plant is supposed to be the last one). In order to accelerate the change, it is necessary to run numerous campaigns, such as the LIFE_WZROST_PL project. It is worth to paraphrase this idea with a quote from Ovid:

DRIPPING KNOWLEDGE HOLLOWS OUT THE STONE OF FOSSIL FUELS NOT WITH FORCE, BUT THROUGH PERSISTENCE IN SHOWING THAT THERE IS ANOTHER WAY.



ENERGIA
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Dofinansowano
przez Unię Europejską
w ramach programu LIFE



Dofinansowano ze środków
Narodowego Funduszu
Ochrony Środowiska
i Gospodarki Wodnej

LAYMAN'S REPORT - LIFE14 GIC/PL/000008

PROJECT TITLE „IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT
BASED ON SOCIALLY RESPONSIBLE TRANSFORMATION (WZROST)”



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Publisher:
Institute for Sustainable Development

Cooperation:
WWF Foundation Poland
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Partners:
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