

**Interreg**

CENTRAL EUROPE



European Union  
European Regional  
Development Fund

**PROSPECT2030**

TAKING  
**COOPERATION**  
FORWARD



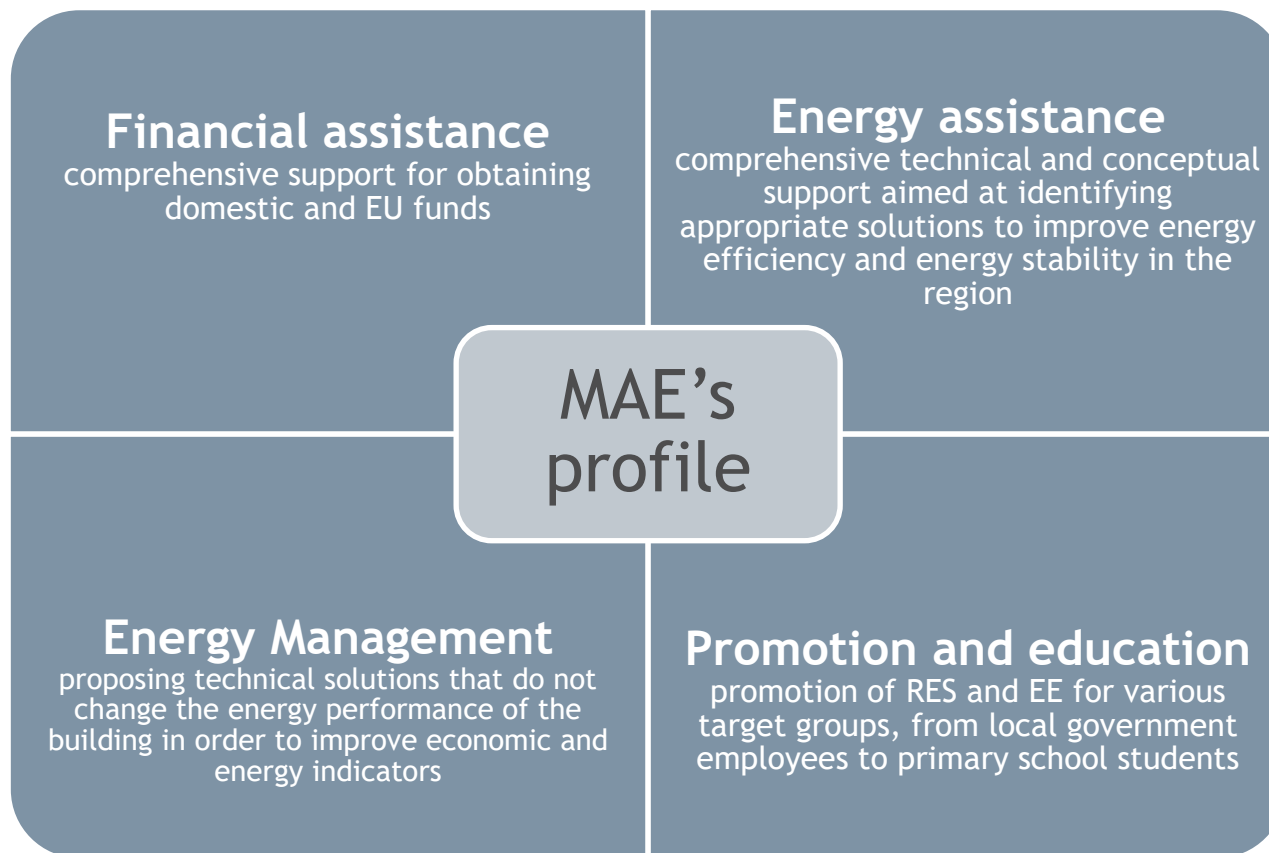
Peer to peer learning session  
webinar | 28 January 2021



**Cyclical promotion activities of RES and EE**



PROSPECT2030 | MAE | Mateusz Kruk



# PROMOTIONAL AND EDUCATIONAL ACTIVITIES



Often falling within the scope of projects increasing EE and using RES, are promotional and educational activities. As part of these activities, MAE organizes meetings with residents of municipalities and school students, conducts campaigns in the local press and prepares promotional materials in order to disseminate the project as widely as possible.



# PROMOTIONAL AND EDUCATIONAL ACTIVITIES



As part of promotional activities, MAE executes:

- Educational workshops in primary schools
- Educational meetings with residents of municipalities
- Communication meetings with municipalities representatives
- Press articles regarding RES and EE projects
- Clear Air Congress
- Information material regarding co-financing of RES and EE
- Online lessons with children
- Developing study material for teachers about RES and EE



# EDUCATIONAL WORKSHOPS IN PRIMARY SCHOOLS

- Showcase of benefits of implemented projects and solutions for single households
- Instilling energy-saving solutions
- Interaction with participants

## Scope:

- Energy savings reached by implementing project
- Overview of RES and EE solutions
- RES for households (PV, solar collectors, biomass boilers and heat pumps)
- Solutions in households to reduce energy usage
- Quiz with prizes (questions about the presented material)



# EDUCATIONAL WORKSHOPS IN PRIMARY SCHOOLS



# EDUCATIONAL MEETINGS WITH RESIDENTS OF MUNICIPALITIES

- Showcase of benefits of implemented projects and solutions for single households
- Presentation of executed installations - already developed projects

## Scope:

- Overview of project - what have been done
- Financial and technical development
- Technical aspects of installations
- Q&A session - tough questions regarding maintenance and usage of every device





# PRESS ARTICLES REGARDING RES AND EE PROJECTS



- ❑ Press articles are prepared periodically for regional press
- ❑ Also written on the behalf of municipalities which ask for help to promote RES and EE locally.
- ❑ Article consist of:
  - ❑ Syntetic information about RES solutions
  - ❑ Information about financing
  - ❑ „Project in numbers” information
  - ❑ Pro-ecological sources in Polish legislation - what should be done to be in line with anti-smog legislation in Mazovia Region
  - ❑ What should be done to implement RES and EE actions
  - ❑ Promotion of good behaviour







# CLEAN AIR CONGRESS



International event bringing together stakeholders (NGO, SME, Public Authorities) in the field of energy and air protection. The Congress is divided into sections, specialist lectures, workshops, parallel sessions and discussions regarding antipollution activities RES and EE. During this project MAE is promoting best practices from past year (implemented projects, investments ect.) And promotes EU projects and initiatives.



**Kongres  
Czystego  
Powietrza**



# CLEAN AIR CONGRESS





# RES AND EE CO-FINANCING - INFORMATION MATERIALS



MAE also promotes best practices and financing opportunities for projects related to the increasing energy efficiency and generating energy from renewable energy sources in a form of information materials distributed through the municipality's media channels.

The promotional materials in form of:

- Articles and press releases through the municipalities and MAE websites
- Information boards placed on the project spots, indicating the source of financing for the project
- Leaflets, brochures and posters to encourage the use of public national and European Union funding



Online lessons materials are consistent with educational workshops.

Main goals are mostly:

- promoting RES and EE
- building good habits for children regarding energy savings
- proving that green energy can be effective and cheap

Study material developed for teachers are similar to those developed for online lessons with children.



# CONTACT DETAILS



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