

Educational and Promotional Campaign: Bielsko-Biała Protects the Climate

Submitted by the City Hall of Bielsko-Biała



The City of Bielsko-Biała, Energy Management Office

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Size of organisation

500-5000, people involved: 1-5

Type of sector

Local energy policy, technical services

Key words of project

Sustainable development, energy efficiency and savings, environmental and climate protection, cooperation with local community, eco-friendly attitude, municipality for the inhabitants, local community integration

The campaign called 'Bielsko-Biała Protects the Climate' consists of the educational and promotional activities addressed to the inhabitants of this city to promote the conservation of energy and the environment, planned until 2020. In 2009 the city was the first Polish city to join the European initiative called Covenant of Mayors, aimed at implementing new objectives in the field of EU energy policy '3x20'. However, since the city authorities have a direct influence on just 10% of the city buildings, it became necessary to include the greatest number of institutions and inhabitants of Bielsko-Biała in the action.

The campaign was initiated by the participation of Bielsko-Biała in the EU project ENGAGE in 2010-2012, which aimed at engaging the municipality inhabitants in the actions to reduce energy consumption and to promote environmental protection.

The campaign is aimed at reinforcing the effects and continuation of actions within ENGAGE. To this end, the ecological awareness of the local communities must be increased by means of various events and the establishment of lasting cooperation with stakeholders. Teachers play a key role in promoting the campaign and educating children. The campaign has a very good communication strategy and uses social media effectively. Over 50 social groups support it.

The major tool for communicating with the society is a poster action consisting of various individuals, institutions and companies (Climate Ambassadors), who present their images on the poster and also their commitments to simple ways of saving energy. The exhibition comprising 300 posters accompanies various events in the city, e.g. the culminating event of the campaign, called 'Beskids Festival of Good Energy' (October 2011, May 2012 and June 2013). In addition there are numerous attractions, such as the award ceremony in the urban ecological competitions 'Respect energy, protect the climate' for the participating children and youth, spectacular energy conversion shows, energy competitions and workshops, stands representing renewable energy sources and free advice from energy experts.

Results achieved: immediate participation of 3000 people; distribution of 6000 useful energy-campaign gadgets, hundreds of articles, press and internet publications, and more than 16 municipalities interested; energy savings: over 7.6 million kWh and reduction of 3.9 million kg CO₂ emissions.