



Promotional packs on energy efficiency in the Lesser Poland Voivodship [Poland]

Context

Numerous initiatives for increasing awareness about energy efficiency are held yearly in Poland. In 2016 the voivodship of Lesser Poland organized a campaign aimed at raising consumers' awareness of energy efficient solutions and their benefits.

Description and Main Objectives

As part of the ongoing efforts for increasing energy efficiency in Poland the Lesser Poland Voivodship introduced the promotional pack on energy efficiency campaign. The main goal of the project was promoting energy saving solutions. Throughout the campaign they handed out promotional packs on energy efficiency to the local consumers. Each promotional pack contained two LED light bulbs, a radiator reflector screen, a faucet aerator for the sink or bathroom, a shower flow regulator, and an informational brochure. The effort was aimed at promoting individual energy efficiency in residential households. The packs were given away on-air during a Radio Kraków broadcast.

Implementation Strategy and Outcomes

The campaign engaged the residents of the Lesser Poland Voivodship. The project was submitted at the Voivodship Fund for Environmental Protection and Water Management in Krakow. It was then favourably evaluated and chosen for financing, which allowed for the realization of the project in November 2016. The energy efficiency promotional packs were distributed by Radio Krakow as part of an educational campaign. As predicted the project increased social awareness promoting energy efficiency and energy savings. The residents responded very favorably to the educational campaign and appreciated being provided with materials allowing them to implement simple energy efficient solutions in their households.

Time Frame and Financing

The project took place in November 2016. The total cost of the campaign amounted to 7 000 EUR which was fully financed by the Voivodship Fund for Environmental Protection and Water Management in Krakow.



This project has received funding from European Union's Horizon 2020 research and innovation programme under grant agreement No 695923.





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