

# THE AFTER LIFE PLAN AND FUTURE COMMUNICATION ACTIONS

**LIFE\_WZROST\_PL**



Dofinansowano ze środków  
Narodowego Funduszu  
Ochrony Środowiska  
i Gospodarki Wodnej



Dofinansowano  
przez Unię Europejską  
w ramach programu LIFE

**LIFE14 GIC/PL/000008 LIFE\_WZROST\_PL**

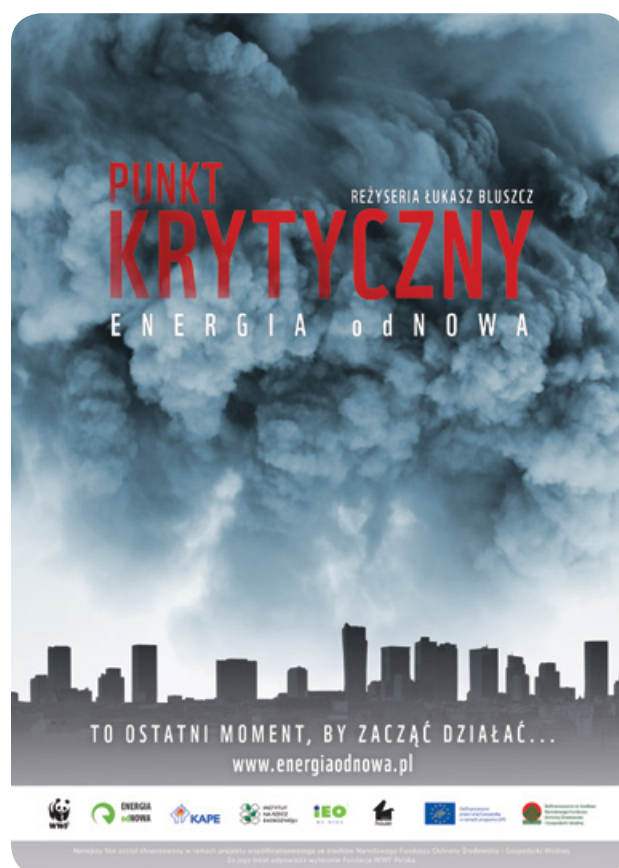
„IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT BASED ON SOCIALLY RESPONSIBLE TRANSFORMATION”



INSTYTUT  
NA RZECZ  
EKOROZWOJU

## PROJECT DESCRIPTION

- The main aim of our project was to raise awareness of the Polish society, including politicians, that climate policy is a chance for growth, not an obstacle.
- Can you imagine everyday life without fossil fuels? Without pollution? It's important to think about alternatives now! That is why WWF Poland, along with the Institute for Sustainable Development, the Polish National Energy Conservation Agency, the Institute for Renewable Energy implemented a two year long project showing new possibilities in terms of implementing responsible climate policy, including renewable energy, energy efficiency and other innovations, which all of us can benefit from!
- In order to disseminate our message, a series of tools was be developed such as:
  - A broad expert report including information on, among others: renewable energy, energy efficiency and climate change.
  - A documentary showing the potential of implementing climate policy in Poland.



## BACKGROUND INFORMATON

- Ar. 83% of energy in Poland comes from carbon
- Poland struggles to meet UE climate targets for renewable energy consumption
- Poles are in favor on green energy sources but governments are not providing right legislative and financial tools to enable growth of the sector



The main aim of the After LIFE plan is to make use of the developed products for further awareness raising. Opinion surveys and social psychology experiments conducted within the project prove that **The Tipping Point** film and TV series are persuasive materials. As such, they will be used in further communication and education activities by project partners.

#### MAIN ACTIONS INCLUDE:

maintaining the project website with project products /1, allow online TV to use the film and series /2, cooperate with international film festivals /3, prepare English version of the opinion survey report and promote it abroad whenever possible /4, prepare a lesson plan for schools around the film materials /5, send the link to the films to student associations /6, play the film during the Climate Conference in Katowice (COP24) /7, organize a debate on climate issues described in The Tipping Point film to discuss actual status of affairs /8.

#### The target groups for each action:

ACTION	General public	Undergraduate and graduate students	Politicians and decision makers	Media	Social Leaders
1	x				x
2	x				
3			x		
4	x				
5		x			
6		x			
7			x	x	x
8			x	x	x

## **ACTION 1: MAINTAINING THE PROJECT WEBSITE WITH PROJECT PRODUCTS**

**DESCRIPTION** The project website will be maintained along with project products, among others: The Tipping Point film and TV series, FAQ, news, downloadable content (the Framework Document, social psychology reports and opinion surveys).

**INSTITUTION RESPONSIBLE** WWF will maintain the project website.

**PERIOD/FREQUENCY** The website will be online at least until March 2023. Technical Staff will check the validity of the website at least once every quarter.

## **ACTION 2: ALLOW ONLINE TV TO USE THE FILM AND SERIES**

**DESCRIPTION** Online TV (Internet TV) providers have approached us in the past about the film The Tipping Point. Energy aNew. We have been giving permission for them to place our content online for information dissemination purposes. This requires signing contracts and sending files. We plan to share the content with additional online TV providers in the future.

**INSTITUTION RESPONSIBLE** WWF will be the main contact point and signee of the contracts.

**PERIOD/FREQUENCY** At least until March 2023.

## **ACTION 3: COOPERATE WITH INTERNATIONAL FILM FESTIVALS**

**DESCRIPTION** International film festivals are a good way to promote the project abroad. Although our main target audience was in Poland, international film festivals may show interest in the film The Tipping Point. Energy aNew. This might require signing agreements and small fees. Although we are interested in allowing film festivals to show our film, we will not have a dedicated budget for such activities over 1000 EUR.

**INSTITUTION RESPONSIBLE** WWF will be responsible for formalities. Other project partners will suggest or link with film festivals.

**PERIOD/FREQUENCY** At least until March 2023.

## **ACTION 4: PREPARE ENGLISH VERSION OF THE OPINION SURVEY REPORT AND PROMOTE IT ABROAD WHENEVER POSSIBLE**

**DESCRIPTION** One of LIFE\_WZROST project strong elements was the social psychology aspect. Thanks to three different methods, we were able to assess the persuasiveness of our products and campaign in general: 1) general polls before and after the campaign, 2) polls collected from the Roadshow audience (after watching the film and participating in a debate), 3) online experiments with audience of the series. It is worth promoting methods, which have proven to work, among stakeholders working on similar projects. This is why the final report will be translated in English and published. We will promote the general observations online. We will also be open to meetings with stakeholders.

**INSTITUTION RESPONSIBLE** WWF will maintain the website on which the report will be placed. All project partners will share the English version of the report abroad when in contact with interested stakeholders.

**PERIOD/FREQUENCY** At least until March 2023.



#### **ACTION 5: PREPARE A LESSON PLAN FOR SCHOOLS AROUND CLIMATE ISSUES**

**DESCRIPTION** A lesson plan for high-school students will be prepared. This lesson plan will be downloadable from our webpage. It will include information from our film products. Teachers will be able to download content from our website and teach students about the climate challenge and social-political aspect of climate mitigation.

**INSTITUTION RESPONSIBLE** WWF will prepare the documents. All project partners will help to disseminate the information through their social media.

**PERIOD/FREQUENCY** The lesson plan should be prepared by the end of year 2019 and will be available for download until the project website will be online (at least until March 2023).

#### **ACTION 6: SEND THE LINK TO THE FILMS TO STUDENT ASSOCIATIONS**

**DESCRIPTION** Student associations who deal with the subject matter of Energy, climate and policy should be interested in the project products. They will be targeted to receive information about the project along with the products.

**INSTITUTION RESPONSIBLE** INE will prepare a list of student associations and send the links.

**PERIOD/FREQUENCY** By end of year 2018.



## ACTION 7: **PLAY THE FILM DURING THE CLIMATE CONFERENCE IN KATOWICE (COP24)**

**DESCRIPTION** The film will be played during the COP24 in Katowice as an event in the WWF pavilion. Also, WWF Poland is implementing a Just Transition project, which includes a workshop in Katowice on the side of the COP. This will also be an opportunity to share our project content with local stakeholders.

**INSTITUTION RESPONSIBLE** WWF will implement this action.

**PERIOD/FREQUENCY** During the COP24 (December 2018).

## ACTION 8: **ORGANIZE A DEBATE ON CLIMATE ISSUES DESCRIBED IN THE TIPPING POINT FILM TO DISCUSS ACTUAL STATUS OF AFFAIRS**

**DESCRIPTION** It is important to see the problems described in the film in retrospect. A debate with stakeholders will allow us to analyse policy shifts, differences and formulate further postulates. Promoting public discussion around the issue of climate policy is still important.

**INSTITUTION RESPONSIBLE** WWF will create the space for such an event to occur (logistics, carrying costs, finding sponsors). Project partners will help with merit and inviting stakeholders to join.

**PERIOD/FREQUENCY** Q2 of 2018 (first anniversary of the premiere of the film).

