

#4

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Newsletter of the project  
3x Environment



3x Environment

How to be  
pro-ecological  
in our company?

**Let's start  
with savings!**

# 3X ENVIRONMENT” AND THE EVALUATION OF THE FINAL STAGES OF THE PROJECT

“An aware employee is simply the best investment. That’s the information we have tried to impress on our entrepreneurs.”

INTERVIEW WITH PROJECT MANAGER,  
LESZEK NOWACZYK.



*The “3x Environment” project is drawing to a close. It’s time to talk about its evaluation and future goals. Was choosing the SMEs sector as your target a good decision?*

Definitely. You have to remember, that companies from this sector comprise **99% of all companies in Poland**. Their combined impact on the environment is huge, and we should work on making them aware of that fact, because just a couple of years ago their awareness was really low.

*Many experts pointed out, that new trends are usually implemented in start-ups, founded especially to develop innovative solutions. There are usually new business ideas that did not exist on the market previously. Another group of companies open to new solutions are big corporations. SMEs are turning towards new solutions, because that is what the customer demands and expects.*

That’s why it’s good to give SMEs new ideas that, on the one hand, will protect the environment, on the other, may make their position more competitive.

*One of the goals of “3xEnvironment” project was to give entrepreneurs ready-made solutions?*

Yes, but not only that. On the one hand, if a solution is ready, it’s good to give it to entrepreneurs to consider. On the other hand, it’s good to **teach the entrepreneurs and their employees, how to spot resource waste** - obvious and hidden, and how to eliminate it. That’s what we did at workshops held during the project. This will pay off in the future, when new saving solutions are found.

**Exactly, ecology in business is usually associated with investments.**

It doesn't always have to be the case. Usually, at the beginning, all you need is basic groundwork, and changing the employees' habits, like turning off the lights you don't use. **Money saved on that can be invested in equipment** that steadily increases savings without decreasing the quality of products and services - something small at first, like LED light sources or tap aerators, later something more expensive, e.g.: industrial dishwashers.

**Do we have to learn how to save?**

The study we have held at the beginning of the project confirmed that many entrepreneurs had been trying to save resources in a spontaneous way. But these are the planned and systematic actions that give the best results. We noticed that large companies don't analyze water and electricity costs, while many SMEs' companies consider them to be a significant cost.

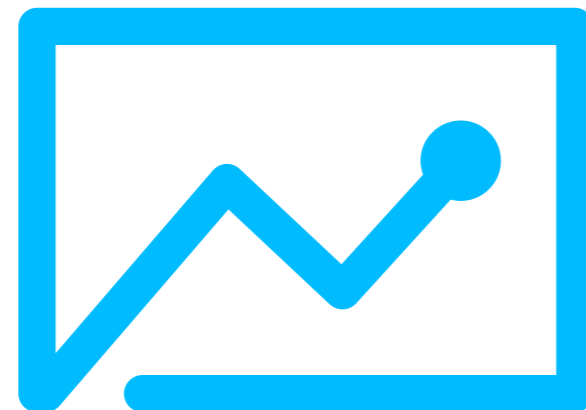
**Being intuitive doesn't necessarily mean being effective?**

Throughout the project, during workshops, information meetings, in promotional materials, we stressed that planned actions, which are later analyzed and corrected, give the best results. **In the case of electric energy we begin with an audit of energy use.** In a smaller company we can do it ourselves. How? You can read the interviews with our experts, available on our site [www.3xsrodowisko.pl](http://www.3xsrodowisko.pl), in "Experts explain" bookmark. The most important part is changing your attitude - planning the changes, evaluating, at an early stage, what brings the most obvious savings. Then we can implement the plans, control and improve the results.

By analyzing use of resources we can be aware of the situation, it's easier to diagnose. It may be that old equipment generates high cost and buying a new, energy saving equipment may be a quick return on the investment in reduced bills. It may be worthwhile to pay attention to employees' habits. Without cost analysis, we won't know that.

**Can you force the employees to save resources?**

During the workshops our experts gave us their positive insights. An aware employee, who understands the goal of saving, is willing to participate in such activities - what's more, they often suggest their own solutions. **An aware employee is simply the best investment.** That's the information we have tried to pass on our entrepreneurs. It's good to educate the employees about the ways of taking care of the environment. It's good to talk about it and encourage them to find new solutions together, to observe, which habits make us waste resources at work everyday.



**A study held by the University of California showed that employees of companies with a high level of civic involvement, are more committed to their job, by 16%...**

I am not surprised. We like to do useful things, and protecting the environment is part of it.

**Did the companies taking part in "3x Environment" project notice any changes in pro-ecological attitude?**

Comparative studies held at the beginning and at the end of the project, show that **almost 60% of the entrepreneurs changed their ecological awareness** by at least 33%. We consider that a success, and a confirmation of the fact, that projects like these are necessary, although not easy to implement.

**What are the future plans, now that the project is finished?**

Together with our partners we want the accumulated materials and knowledge to be used and developed. **All the details are in the "Layman's report"**, available on our website [www.3xsrodowisko.pl](http://www.3xsrodowisko.pl). We encourage all organizations interested in sharing their experience or cooperating with us, to contact the project coordinators.

**Thank you for the interview and we encourage companies to ecological cooperation.**



Interview by **Marta Krzyżanowska**, promotion coordinator

“ All the details are in the **“Layman's report”**, available on our website [www.3xsrodowisko.pl](http://www.3xsrodowisko.pl) “



**Leszek Nowaczyk**

Project Manager in charge of the „3xEnvironment” project. PRINCE2 Practitioner. Project Manager in the REFA Wielkopolska Association belonging to the international REFA Group headquartered in Darmstadt (Germany). He has many years of experience in project management including managing of international projects. Adviser and trainer in the field of management.

# HOW WE WORKED?

The preparatory stage included the development of the environmental education packet, which comprised, among others, a textbook: “Environmental education for craft enterprises” and six environmental publications containing useful information about the legal provisions of environmental protection as well as examples of ready to use pro-ecological solutions. The materials have been used in the subsequent project campaigns. They can be downloaded from the project website: [www.3xsrodowisko.pl](http://www.3xsrodowisko.pl), in the bookmark “Results”. **We have trained 27 environmental education animators whose task**, among others, is to stimulate the SMEs activities aimed at resource saving, promote information on the regulations on environmental protection among entrepreneurs and collect their opinions on the recommended changes in the legislation.

Within the educational campaign **we have organized over 40 workshops for almost 600 participants from 500 companies** who learned how to identify the waste of natural resources and eliminate it as well as how to effectively implement changes in enterprises. Together with the trainers they searched for tangible resource saving solutions applicable in their companies. Good practice guide has been developed i.e. a set of solutions presenting how the business running costs could be reduced and the environment protected simultaneously, for example, by cutting down the energy, water or wood consumption without impairing the quality of products and services provided. Designing furniture with a reduced cross – section of wooden elements which, however, still ensure the same strength as that of the elements using more wood could serve as a good example here. The selection of good practices has been uploaded to the project website database and can be searched by branch and the resource saved ([www.3xsrodowisko.pl](http://www.3xsrodowisko.pl), in the bookmark “Good practice”).



**Good practices examples** available on [www.3xsrodowisko.pl](http://www.3xsrodowisko.pl), and **example of publication from environmental education packet** - Environmental publication for personal services branch, and Environmental education for craft enterprises.

**We have also prepared 6 user-friendly calculators on the site**, that allow the Internet users to easily simulate the savings they can achieve by using the recommended machines or appliances. The calculators are supposed to encourage the employees to implement resource saving solutions in their companies (access from the main page at [www.3xsrodowisko.pl](http://www.3xsrodowisko.pl), bookmark “Savings calculator”).

Within the information campaign aimed at increasing SMEs awareness about the economic and environmental benefits, **we have held over 30 information meetings, attended by almost 1000 interested parties** from the SMEs sector (twice as many as expected). During those meetings the invited participants could obtain answers to their disturbing questions related to the environmental legislation issues as well as become acquainted with the natural resources saving

Eco-Ambassador of the project, **Radek Brzózka** - screenshot from film promoting saving the resources.



solutions and proposals of their implementation. We held 3 consulting meetings during which entrepreneurs voiced their numerous concerns and suggestions on legislative changes (over 1100 observations and opinions), which have been included in 4 documents containing recommendations for the Ministry of Environment, Ministry of Development (previously Ministry of Economy), National Labor Inspectorate and State Sanitary Inspectorate.

The meetings were also attended by representatives of Voivodship Offices for Environmental Protection, lawyers, specialists and branch experts, what allowed us to look at a wide spectrum of legal issues that influence the SME sector. **We have published 13 articles in branch magazines** such as “Przegląd Piekarski i Cukierniczy”, „Kurier Fryzjerski”, „Kurier Drzewny”, „Nowoczesny Warsztat”, „Przegląd Meblarski”, as well as on craft organizations websites and social media portals.



## Poster competition final - main award presented by **Christian Strasser**, Deputy Head of Unit, Life - Environment



**We have held 30 Internet seminars (webinars)** on the subject - both academic and practical. Entrepreneurs who had no time to use other forms of information gathering or training could use the webinars to their benefit. Webinars are available on [www.3xsrodowisko.pl](http://www.3xsrodowisko.pl) in the bookmark "Webinars".

In June 2015 we held a gala celebrating a national art competition "Craft students for environment" which gathered 114 students of vocational schools from Poland. The contest promoted the idea of environment protection among the young people. The final of the contest was attended by members of the European Commission, with Christian Strasser, Deputy Head of Unit, Life - Environment, who highly praised the young people's engagement and the contest itself. Works that won prizes were exhibited at the ZRP headquarters in the following months.

While trying to encourage the entrepreneurs to implement economical solutions in the field of rational use of available resources, **we organized a competition called "Save by saving the environment"**. Twelve out of over 50 applications were awarded with prizes,

among them companies which save more than one resource (e.g.: both water and electricity), and implement solutions not widely spread in Poland (e.g.: steam recovery from steam chimneys of bakeries' ovens).

The dissemination campaign reached the consumers through many channels - project website, [www.3xsrodowisko.pl](http://www.3xsrodowisko.pl), everyday activity in social media (Facebook, Twitter), Youtube channel - "Ecology in the company" as well as by public relations activities. Project's Eco-Ambassador became a well known journalist Radek Brzózka who is engaged in spreading the scientific and environmental knowledge, and who supported all of our promotional activities.

To promote our project results, **we made 6 documentary films** presenting the solutions developed during the project, and implemented by the SMEs which took part in it. Films documenting project achievements as well as the pro-ecological solutions recommended by the project "3x Środowisko" have been broadcast twice on the Polish TV, in regional stations. All the films have been uploaded on the YouTube channel- "Ekologia w firmie", created for the project, as well as on TP SA. website, and on the project's website ([www.3xsrodowisko.pl](http://www.3xsrodowisko.pl)).

We have also arranged a radio program that promoted pro-ecological activities in SMEs. It has been broadcast twice by the national radio station Planeta. fm.

Our presence in social media, mainly in Facebook (fanpage "Ekologia w firmie") allowed us to contact the recipients directly and helped us gradually build up their awareness. The fanpage "Ekologia w firmie", **had 500 fans, and the posts had from 3000 to 46000 reach per month.** Everyday contact granted us the opportunity to explain why the pro-ecological activities in business are of paramount importance and which solutions really work. Inspiring our recipients was an important message which was conveyed by presenting examples from different countries, introducing pro-ecological initiatives implemented in Poland and abroad, as well as reporting about important events, such as: National Water Day or climate conference in Paris.

Public relations actions resulted in publications of press articles and interviews with experts **(over 70 publications about the project, recommended solutions and the competition have been developed).** We held 60 interviews, which helped understand the questions related to ecology, business and the project itself. The interviewees were experts in the field of ecology (like Marcin Popkiewicz, author of "Świat na rozdrożu", "Rewolucja energetyczna. Ale po co?"), project experts, members of the workshops organized within the "3x Środowisko" project, and entrepreneurs. All interviews are available on project website [www.3xsrodowisko.pl](http://www.3xsrodowisko.pl) in the bookmark: "Experts explain" and "Ecology and business".

Promotional seminars organized to present arguments for implementing pro-ecological solutions in a company and to promote project's results gathered more than 100 people. The seminars were held during the World Water Day, World Earth day and at the ecological head office of the Research and Innovations Centre Pro-Akademia which cooperated with us.

## Tnij koszty!

Aż 30 nagród do wygrania dla firm przyjaznych środowisku!



Projekt "3xŚrodowisko" jest dofinansowany w ramach instrumentu LIFE+ UE i ze środków Narodowego Funduszu Ochrony Środowiska i Gospodarki Wodnej.

Example of a picture promoting the company competition „**Save by saving the environment**”.



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[3xsrodowisko.pl](http://3xsrodowisko.pl)

Project partners

REFA



Polish Craft  
Association



The “Three campaigns integrating the SMEs sector and their surroundings in the efforts to protect the environment” is co-financed by the financial instrument of the European Union LIFE+ and the National Fund for Environmental Protection and Water Management.

