

**“Beskids festival of good energy” 21 and 22 October 2011  
and the ENGAGE exhibition 21 October to 3 November 2011**

Venue: **SFERA – shopping mall II**

“Beskids festival of good energy” will take place on 21 and 22 October. This is an event of European importance which is the culmination of yearlong activities of the Office of Energy Management in Bielsko-Biała.

Bielsko-Biała as one of 12 cities of the European Union which were invited to participate in the ENGAGE project, because it is the only city in Poland that has developed and undertaken to implement projects and carry out educational activities as part of the “Action plan for sustainable energy for the city of Bielsko-Biała”. The purpose is to protect the climate by reducing greenhouse gas emissions, and the campaign slogan is Bielsko-Biała protects the climate! For energy efficiency measures to be effective, it is very important to involve the local communities

**We gained 300 Ambassadors of Climate!**

This figure guided the project from the very beginning, when the organizers wanted to engage city residents in the actions for the climate. The Ambassadors of Climate include athletes, musicians, actors, public officials, business owners, cultural institutions, the elderly, the young, teens and children. Each of them has committed to specific actions to conserve energy. Daily choices of all of us have a real impact on the global effect – as all the Climate Ambassadors realized. Already on 22 October the residents of Bielsko-Biała will see a huge commitment to the photographic exhibition in SFERA.

**Best to bend while ‘tis a twig, or how the youngest got engaged**

Yearlong activities carried out by the Office of Energy Management in Bielsko-Biała kindergartens and schools of all levels of education turned out to be a great success. Children and schoolchildren were glad to join art, theatre, film and photography competitions to see how important our daily activities are for climate protection.

With the tremendous support of the Municipal Board of Education a coordinator was appointed in each school, who reported on initiatives under the ENGAGE project.

A spectacular example of the effect of these actions is the Primary School No. 13 in Lipnik. The entire teaching staff, along with the pupils got engaged in the protection of energy at school and with simple measures such as labels (e.g. above light switches or near printers etc.) the school has saved as much as 26,650 zł! Such a success could only be achieved with the co-operation of the whole school: teachers, pupils and parents.

Good Energy Festival of the Beskids is a festival for all those who want to engage in this joint action.

**Programme of the Good Energy Festival of the Beskids**

**10/21/2011 Energy Workshop (venue: shopping mall II)** - educational activities and interactive workshops for selected primary and secondary schools ( 750 pupils from grammar, secondary and middle schools )

**10/22/2011 Energy Day (venue: shopping mall II)**

Festival masters of ceremonies:

Kuba Abrahamowicz (the Polish Theatre of Bielsko-Biała) and Włodzimierz Pol (the Baniałuka Puppet Theatre)

**11:00**

- The official opening of “Beskids festival of good energy” and multimedia presentations about the ENGAGE campaign

**12:00**

- Demonstration of physical and chemical experiments – part I

- Live interview with residents of the city engaged in the Engage project

- Dance show performed by the youth dance troupe **CUBANA**, an interview with the leader of the troupe

**14:00**

- Demonstration of physical and chemical experiments – part II
- Short interviews on stage with some of the famous Ambassadors of Climate
- Show of Brazilian martial arts combined with dance – **Capoeira Unicar Bielsko-Biała**, an interview with the leader of the group

**15:00**

- The first show of the video clip by **DJ ADUS & DJ KRIS** – All persons appearing in the video are The Climate Ambassadors - and first show of “backstage” of this video clip
- Presentation of awards in the city environmental competitions “Conserve energy, protect the climate” to the winning kindergartens, primary schools, middle schools and high schools, presentation of the winning works, theatrical performance entitled “**Kitchen Story**”
- Presentation on the ENGAGE project and related communication campaigns with residents
- Presentation of the on-line calculator for calculating the personal ecological footprint

**16:15**

- Action “Fly High Bielsko-Biała” – 300 balloons in the world with “climate protection ENGAGE” message (Bolek and Lolek Square in front of Shopping Mall)

**16:30**

- Recycling fashion show
- Demonstration of physical and chemical experiments – part III

**17:30**

- Flamenco dance show performed by **Saida**
- Unplugged concert of the **Lord** band

**19:00**

- Official closing of the Energy Day

**Fringe events:**

**21 October to 03 November 2011 – exhibition of ENGAGE campaign posters**

**22 October from 9:00 a.m. to 7:00 p.m. – free energy advice from the Energy Cluster**

**22 October from 11:00 to 3:00 p.m. - educational activities and interactive workshops for children and young people**

**27 October “Unplugged Cinema” – festival for children and youth prepared by the Foundation “ARKA”**

Very important message: Every one who take part in this event is the Climate Ambassador! You will see him on the poster on big posters inhibition in Galery I and Galery II and also of course at live, on stage.