

## **ENVIRONMENTAL IMPACT - GOOD PRACTICES**

### **ENVIRONMENTAL EDUCATION AMONG AGORA EMPLOYEES**

Agora Group regularly communicates its environmental projects and activities among the employees, for example through newsletters and intranet messages.

One such good practice was the installation of a smog detector on the building of Agora in Czerska 8/10. It allows the employees to check air quality in the area (information on: <https://airly.eu/map/pl/#52.20376,21.04814,i8892>).

#### **ENVIRONMENTAL MEASURES IN 2019 INCLUDE:**


##### **DRINK TAP WATER**



71  
thousand

The infographic consists of a light gray rounded rectangle. On the left side, there is a vertical red line. To the right of this line, the number '71' is displayed in a large, black, sans-serif font, with the word 'thousand' in a smaller, black, sans-serif font directly below it.

plastic bottles were eliminated annually by transition to tap water, which translates into waste reduction by



1.5 tons

The infographic consists of a light gray rounded rectangle. On the left side, there is a vertical red line. To the right of this line, the text '1.5 tons' is displayed in a large, black, sans-serif font.



Bottled water in conference rooms was replaced by tap water served in glass jugs. This eliminated 71 thousand plastic bottles per year, which translates into 1.5 tons of waste. Plastic waste volume was also reduced by replacing disposable plastic cups and stirring rods with paper cups and wooden rods.

## COMMUNICATION AND PROMOTION OF ECOLOGICAL BEHAVIOURS AMONG EMPLOYEES:

15.5  
thousand

bike rentals and returns to Agora Veturilo station in 2019



- drink tap water (gadgets for new employees)
- selective waste collection is regularly communicated among the employees
- incentives for employees buying coffee or tea in Gazeta Cafe

## AGORA Report 2019

- use environment friendly transport to come to work, e.g. bicycle (employees can use a bicycle parking lot and a Veturilo bike rental station – over 15.5 thousand rentals and returns of city bikes)
- collection of used batteries and light bulbs
- regular clothes swaps and collections
- foodsharing programme for employees

## AGORA JOIN WWF EARTH HOUR CAMPAIGN

What could Warsaw headquarters of Agora have in common with the famous Sydney Opera and Eiffel Tower? On 30 March 2019, all celebrated Earth Hour. In the campaign organized by WWF, the lights of public buildings, cities and lights and electrical devices in private households were switched off between 20:30 and 21:30. This way millions of people worldwide symbolically joined a shared appeal for the environment. Joining the campaign, Agora turned off the outside lighting of Czerska office in Warsaw for an hour. More information about #nieniszczedomu campaign in Poland on <https://nieniszczedomu.wwf.pl/>

## AMS CONTINUES TO INVEST IN ECOLOGICAL SOLUTIONS FOR CITIES



As a provider of modern solutions for cities, AMS introduces innovative products that

## **AGORA Report 2019**

address environmental and social needs. In 2019 AMS continued their commitment to the mission of developing ecological solutions for cities, continued building green bus and tram shelters. So far AMS transport shelter eco-zones have been used mostly in social campaigns, although they enjoy high popularity among town dwellers who expect more to be built.

Some of the shelters were located Warsaw Wola district, where one was designed to serve also as a public spot for get-togethers, a quiet green area for rest, a place to play a game of chess. The shelter, named by the locals 'Freedom Stop' resembles the structures located in the historical part of Warsaw. However, shape and function are unusual. It has a vegetated roof and one of its walls is made of creepers. A 'Lab shelter' was also put up near the headquarters of Agora where R&D of AMS tests practical eco-solutions on two shelters.

Broader use of ecological solutions in public transport shelters requires more formal procedures and necessary permits from local governments. AMS introduces municipal officials to this idea at smart city conferences and congresses. At the Open Eyes Economy Summit in Cracow in 2019 AMS new green shelters and an ecological solar stand. The shelter had a state-of-the-art digital citylight and one of the walls was made of green creepers. Meanwhile, a shelter located near the ICE Congress Centre received a vegetated roof. Ecological solutions of AMS are appreciated by the general public and experts. AMS won SILVER INNOVATION 2019 for green shelters in Cracow with live plants that form a natural anti-smog protection.

## **ADOPTUJ PSZCZOŁĘ (ADOPT A BEE) - CAMPAIGN OF GAZETA.PL AND GREENPEACE POLSKA**

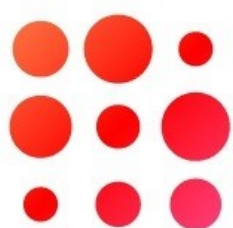


140  
thousand

bees adopted in the seventh Adopt a Bee campaign

## AGORA Report 2019

*Adoptuj pszczołę* is the largest (number of participants) crowdfunding project organized by Greenpeace Polska. Funds raised from virtual bee adoptions in 2019 will be used to create urban solutions for protecting humans and bees against the consequences of climate change. Gazeta.pl joined the campaign for the fifth time: published LIVE updates from the collection, articles and a bee-themed quiz, as well as a special issue of *Fridays for Climate* extra focused around insects. Traditionally, like in the previous three years, the portal logo was altered to incorporate an image of a bee. The campaign was supported also by Hash.FM, a member of Agora Group, by encouraging microinfluencers via Fameshop platform to promote bee adoption. Over 140 thousand bees were adopted in the seventh campaign.



GAZETA.PL



## GAZETA.PL - GREEN PORTAL!

| 1 million

views of Piątki dla klimatu (Fridays for Climate) on  
Gazeta.pl

| 15

seaside towns in Plaża bez peta (Beach without Fag-  
ends) project

Gazeta.pl has been a vocal supporter of environment and climate protection for a long time. This attitude is expressed by long-term collaboration with the organizers of Adopt a Bee – *Greenpeace Polska*. Since 2019 environmental protection has become the subject of multiple campaigns and initiatives proposed by the team of Gazeta.pl, including *Plaża bez peta* (Beach without Fag-ends), or a series of *Piątki dla klimatu* (Fridays for Climate) Fridays for Climate as well as a special Environment section on the home site of Gazeta.pl.

The idea behind the summer campaign *Plaża bez peta* was to remind readers about ban on smoking on Baltic beaches and discourage leaving cigarette ends in the sand. Seaside towns joined the campaign and Greenpeace Polska was a partner of the campaign. Gazeta.pl published texts about beach smoking ban, negative effects of discarded cigarette ends on the environment and encouraged readers to ensure that beaches remain clean. It also promoted the campaign in the media and on sticker art. In cooperation with local governments, Gazeta.pl showed how difficult it is to clear beaches from discarded cigarette ends and developed a map of clean beaches. Fifteen seaside communities joined the campaign.

Posters by Andrzej Pałowski were displayed at entrances to the beach, highlighting the campaign slogan *Papieros na plaży to obciach dla twarzy* (Smoking on the Beach Makes You Look Lame). Gazeta.pl also joined the educational campaign of Greenpeace about the negative impact of leaving behind plastic waste on beaches. Additionally, on every Friday, in Fridays for Climate series, journalists of Gazeta.pl write about key challenges and present the most interesting ecological projects. In 2019 Fridays for Climate materials garnered over one million views. Gazeta.pl also celebrated the anniversary of Greenpeace Polska by presenting the organization to readers. Home site of Gazeta.pl broadcast live footage of celebrations hosted jointly by the journalists of Gazeta and members of Greenpeace. Users of Gazeta.pl could view photos and recordings from the organization's campaigns and find out about the day-to-day activities of Greenpeace people. The team of Gazeta.pl also encouraged readers to support Greenpeace through donating via Gazeta's portal.

A number of journalistic and marketing projects are planned for 2020, including a launch of an ecology-themed

newsletter: <http://wiadomosci.gazeta.pl/wiadomosci/0,114916.html?tag=pi%B1tki+dla+klimatu>





## WYBORCZA NA ZIELONO (GREEN WYBORCZA)

| 170

titles from around the world, including Gazeta Wyborcza in Covering Climate Now - declaration of commitment of the media in the climate and global climate campaigns as part of Youth Strike for Climate

*Gazeta Wyborcza* encourages all readers to adopt pro-eco behaviours and engage in protection of the environment. Wyborcza na zielono (Green Wyborcza) was developed for

## AGORA Report 2019

readers interested in ecology. Articles with a green version of Wyborcza logo are published in printed Wyborcza and on Wyborcza.pl and are accompanied by social campaigns and new initiatives such as: *Lato bez plastiku* (Summer without Plastic), *Nie drukuję biletu* (No Printout Needed), *Pokazuję na telefonie* (Scan from Phone), *Szanuję, nie marnuję* (Preserve, Don't Waste), eco newsletter, etc.

*Gazeta Wyborcza* continues to strengthen its commitment to ecological and climate issues. Early 2019 saw the launch of *Wyborcza na zielono* – all sections of the daily feature texts about rapid climate change in Poland. In June 2019 a water report was published, documenting the dramatic hydrological situation in Poland. Articles published in the series cover coal policy, waste management, anti-smog solutions, etc. *Wysokie Obcasy* launched a campaign *Szanuję, nie marnuję* (Preserve, Don't Waste), with a series of articles aimed to inspire readers to change simple day-to-day habits of conscious buying in the spirit of less waste. An eco-newsletter was also developed, with texts about possible solutions for preventing climate disaster. *In No Trace* (Bez śladu) campaign Wyborcza.pl and Wysokieobcasy.pl collaborate with a business partner to offer internet users a possibility to enter a special ecological challenge competition.

- 20 thousand free copies of a special issue of *Gazeta Wyborcza* at *Pol'and'Rock Festival*, developed especially for the event. 12-page magazine focusing on ecology and protection of the environment.
- 170 titles worldwide, including *Gazeta Wyborcza*, form *Covering Climate Now* – declaration of involvement of the media in climate protection and activities under *Youth Strike for Climate*
- Six ecological challenges for internet users in 2019 in the joint campaign of *Wyborcza.pl*, *Wysokieobcasy.pl* and a business partner *No Trace – Up To You What You Leave Behind*
- *Klimat tworzą ludzie* (People Make the Climate) campaign promoting ecological issues, including digital subscription of Wyborcza.pl.

<https://wyborcza.pl/nazielono>





# CLIMATE DICTIONARY OF RADIO TOK FM

| 29

new terms in the climate dictionary of Radio TOK FM

One of the most prominent topics in Radio TOK FM and on tokfm.pl is ecology. Broadcasts and articles published on the station's website inform about climate crisis and its consequences, such as heatwaves increasingly affecting Poland and climate related economic problems.

On 26 July 2019, all programmes of Radio TOK FM focused on the topics of changes in the environment and climate crisis, starting at dawn, from Pierwsze Śniadanie w TOKu, then through Magazyn EKG, and further through the day in consecutive broadcasts and news bulletins, also published on tokfm.pl.

While discussing ecological issues, journalists of TOK FM use terms from a new climate dictionary developed by the editorial team to reflect the attitude 'say things clearly'. The choice of terms and phrases reflects the importance and intensity of the environmental threat and climate change. For example, according to the new dictionary - instead of global warming, we should speak about global heating. Rather than degradation of environment, we should discuss its devastation and the scale of climatic change is best described as climate crisis.

## TOK FM CLIMATE DICTIONARY



New (Polish version)	New use (English version)	Previous (Polish version)	Previous use (English version)
<ul style="list-style-type: none"> <li>KRYZYS KLIMATYCZNY</li> <li>ZAŁAMANIE KLIMATU</li> <li>KATASTROFA KLIMATYCZNA</li> </ul>	Climate change/ climate crisis / emergency / breakdown	Zmiany klimatyczne	Climate change
<ul style="list-style-type: none"> <li>KRYZYS ŚRODOWISKOWY / KRYZYS EKOLOGICZNY</li> </ul>	Environmental / ecological crisis	Zmiany środowiskowe	Environmental / ecological change
<ul style="list-style-type: none"> <li>GLOBALNE PRZEGRZANIE PLANETY</li> <li>PRZEGRZEWANIE ZIEMI</li> </ul>	Global heating	Globalne ocieplenie	Global warming
<ul style="list-style-type: none"> <li>NISZCZENIE ŚRODOWISKA / KRAJOBRAZU / NATURY</li> <li>DEWASTACJA KRAJOBRAZU</li> <li>PUSTOSZENIE ŚRODOWISKA</li> </ul>		Degradation of landscapes/nature	Degradation of landscapes/nature
<ul style="list-style-type: none"> <li>DZIKA PRZYRODA</li> <li>RÓŻNORODNOŚĆ GATUNKÓW</li> </ul>	Wildlife	Różnorodność biologiczna / bioróżnorodność	Biodiversity
<ul style="list-style-type: none"> <li>OBECNE / JUŻ ZAUWAŻALNE PROBLEMY</li> <li>NAGŁĄCE PROBLEMY KLIMATYCZNE</li> <li>ROZPOCZĘTY KRYZYS KLIMATYCZNY</li> </ul>		Przyszłe problemy związane z klimatem	
<ul style="list-style-type: none"> <li>OSOBA NEGUJĄCA NAUKĘ O KLIMACIE</li> <li>OSOBA NEGUJĄCA WIEDZĘ NAUKOWĄ O KLIMACIE</li> <li>POPULISTA KLIMATYCZNY</li> <li>NEGACJONISTA KLIMATYCZNY</li> </ul>	Climate science denier	Sceptyk klimatyczny	Climate sceptic
<ul style="list-style-type: none"> <li>(REALNA) GROŹBA ZAŁAMANIA KLIMATU</li> </ul>		Ryzyko klimatyczne	
<ul style="list-style-type: none"> <li>ZAGROŻENIE TRWAŁYM ZAŁAMANIE KLIMATU</li> </ul>			
<ul style="list-style-type: none"> <li>GWAŁTOWNE ZAŁAMANIE KLIMATU ZIEMI</li> </ul>	Rapid breakdown planet's climate		
<ul style="list-style-type: none"> <li>PODSZYWANIE SIĘ POD EKOLOGIĘ</li> <li>EKOŚCIEMA (W KONTEKŚCIE CZYJEGOŚ OSZUKAŃCZEGO DZIAŁANIA: „FABRYKANT UPRAWIA EKOŚCIEMĘ”)</li> </ul>		Greenwashing	
<ul style="list-style-type: none"> <li>PRZESTĘPSTWO PRZECIWKO PRZYRODZIE</li> </ul>		Rapid breakdown planet's climate	
<ul style="list-style-type: none"> <li>ZIELONA EKONOMIA</li> <li>GOSPODARKA SZANUJĄCA NATURĘ</li> </ul>		Green economy	
<ul style="list-style-type: none"> <li>GOSPODARKA OBIEGU ZAMKNIĘTEGO</li> <li>GOSPODAROWANIE ZASOBAMI OGRANICZAJĄCE PRODUKCJĘ ODPADÓW</li> </ul>		Closed loop / circular economy	

## DEFINITIONS

- **Global warming** – warming of the planet caused by increased amount of greenhouse gases in the atmosphere;
- **Global overheating** – the planet’s rapid warming caused by human activity (including overuse of fossil fuels, excessive use of natural resources, mass-scale animal breeding, etc);
- **Environmental changes** – disruptions in the natural environment caused by human population increase, urbanisation, increased consumption, dynamic growth of infrastructures;
- **Environmental crisis** – result of excessive expansion of human population and growing consumption, causing deforestation, overfishing of seas and oceans, desertification of landscape, water shortages;
- **Biodiversity / species diversity** – variety of plant and animal life on all levels of organization, including variety of genotype, species and ecosystems;
- **Climate sceptic / denialist** – a person who chooses to reject scientific proofs of climate change;
- **Greenwashing** – conveying a false impression or misleading information about how a company’s operations are ecologically sound. Conducting operations that only seems to be ecological;
- **Green economy** – conducting environmentally sound operations; introducing changes to reduce the company’s environmental impact (reducing the use of coal as fuel, recycling, reducing waste output, etc.);
- **Closed-loop economy** – production system in which waste or side effects of one process are used for the production of another product, without generating additional waste or impact on the environment;
- **Low emission** – emissions of harmful particulates and gases – all sources of emissions at the height below 40 metres, including car exhaust and chimneys of individual residential buildings;
- **High emission** – all sources of emissions at the height above 40 metres (such as power plant or CHP chimneys). The concentration of harmful pollutants is far lower than in low emissions while impact on the climate is much higher.

## AIR QUALITY FORECASTS IN LOCAL ISSUES OF GAZETA WYBORCZA

# | 2 thousand

meters monitoring air quality to produce forecasts  
published in Gazeta Wyborcza daily

Since Wednesday, 6 February 2019, readers of 20 local issues of *Gazeta Wyborcza* can find air quality forecast for the day in their local newspaper. Data for the forecasts are provided by Airly, operating more than thousand innovative air quality meters.

Information about air quality is provided for all cities with local offices of *Gazeta Wyborcza* – Białystok,, Bydgoszcz, Częstochowa, Gdańsk, Gorzów Wielkopolski, Katowice, Kielce, Kraków, Lublin, Łódź, Olsztyn, Płock, Poznań, Radom, Rzeszów, Szczecin, Warsaw, Wrocław, Toruń and Zielona Góra.

Air quality forecast strip will be placed in a prominent place in the daily, in most of the issues on the front page, directly below the vignette. Readers can find it next to the headline ‘What you breathe in Warsaw’, ‘What you breathe in Szczecin’, etc.

Airly forecasts are based on CAQI (Common Air Quality Index), a widely recognized system for measuring air quality in European cities. Air quality is illustrated on a five-point scale, indicating level of air pollution coded in colours: very low (green), low (pale green), medium (yellow), high (orange), very high (dark red). The information is processed automatically from data received from a network of metres and weather forecasts.

