

The project "3xenvironment" - three campaigns integrating the SMEs sector and their surroundings in the efforts to protect the environment has been established especially for small and medium-sized enterprises.

The project has been realized for 2,5 years and is ending at the end of April 2016. As of the fact that the project is coming to an end, we would like to remind you of our recent activities within the project.

Environmental protection is gaining more and more importance and prominence. Over the recent years a lot of attention was paid to renewable sources of energy and environmental pollution. We understand more clearly, that pro-environmental attitude is not only a fashion, but a necessity. The depletion of natural resources through their overexploitation became a real problem. We can limit the immoderate consumption of resources such as water and electricity starting from elimination of improper habits both in a company and in a household.

The project "3xenvironment" - three campaigns integrating the SMEs sector and their surroundings in the efforts to protect the environment has been established especially for small and medium-sized enterprises. The aim of the project is to increase the awareness of SMEs employers and employees in the topic of ecology and the efficient use of resources.

The study confirmed that the awareness of the environmental impact of water, electricity, gas and other products' consumption in Polish small and medium-sized enterprises is very low. The aim of our project is to provide solutions for Polish entrepreneurs and to convince them, that environmental protection can be profitable.

Our primary goal is to support the entrepreneurs in the implementation of some changes in order to make their enterprises more pro-ecological. This will be possible due to reducing the use of energy, water, paper supplies as well as the raw materials. We encourage the entrepreneurs to save money, while protecting the environment.

Our activities are focused on the SMEs sector. The sector of small and medium-sized enterprises in Poland consists of 99% of all companies and employs over 9 million people. Its impact on the consumption of natural resources is essential. What is the realization of the project looking like? The project activities concentrate on [three campaigns](#):

1. Educational campaign: is addressed to chosen 500 companies and it should bring development and implementation of actions, which would positively affect the environment through the optimal use of resources.
2. Informational campaign: is addressed to 3000 entrepreneurs associated within the Polish Craft Association. Its main purpose is to provide information about the possibilities of an impact of business onto the environment and, through the examples of effective use of resources, to encourage the implementation of concrete solutions.
3. Disseminating campaign: is addressed to companies' surroundings: SME's, business institutions, local government and governmental agencies as well as private individuals.

There are recently many on-going activities within the project. The latest activities, for example, were:

- ❖ further development of our Internet database of “good practices”. In this database the employers and employees can find examples of how to implement pro-ecological changes in their companies while saving money and resources at the same time. The database is an interactive tool, where a lot of examples (for example, how to save energy, water, manage waste etc.) for all of the project's six branches can be found;
- ❖ continuously organized informational meetings and webinars with experts and specialists within the environmental and business area (theory with practical examples);
- ❖ continuously organized trainings (around 40) for entrepreneurs and their employees in aim to establish and later propose and present new examples of

“good practices” (the examples can then be found in our interactive database);

- ❖ maintaining contact with small and medium-sized companies participating in our project (informational activities, monitoring of implementation of pro-ecological activities in the companies: saving resources, while protecting the environment - as a result of participating in the project).

As a part of promotional activities and the cooperation with mass media, over 60 articles devoted to the “3xenvironment” project were published in magazines and on the Internet. A well-known Polish journalist, Radek Brzózka, is our Eco–Ambassador and supports our activities intensively.

The latest promotional activities within our project also include:

- ❖ development of a strong cooperation with other European partners (11 projects, 10 LIFE+ projects) realizing other pro-ecological projects. This will result in exchanging experiences as well as in promoting our project widely on the European level. We are continuously exchanging information about our projects (interviews) as well as publishing information about our project within the projects’ channels (the project “3xenvironment” was already mentioned in one of the partner–projects newsletter:

http://www.ewwr.eu/newsletter/read_more/the-ewwr-bulletin-4/5). The list of our partners’ projects can be found on our website:

http://www.3xsrodowisko.pl/en/for_media.html;

- ❖ presentation of our project during the meeting of National Development Council - an advisory group of experts debating on current, important issues. The topic of the last meeting was the climate and energy package. The President of Poland was also taking part in this meeting. The project gained a wide interest of the President as well as of the experts participating in the meeting. More information can be found on our website: <http://www.3xsrodowisko.pl/en/news.html>;
- ❖ continuous growth of the number of debates (with experts and users) and

interviews with experts, specialists and project participants (more information on: <http://www.3xsrodowisko.pl/en/recommended.html>);

- ❖ maintaining successfully our presence in social media (Facebook, Twitter);
- ❖ creating a set of short movies. The movies are presenting examples of pro-ecological small and medium-sized companies, which, due to the implemented changes, are saving money and resources every month;
- ❖ organizing a competition for small and medium-sized companies. The aim of the competition was for the companies to present their pro-ecological activities, which led them to resources saving as well as money savings. The winners could win some valuable prizes. The competition was met with a big interest from the companies' side (over 30 companies have taken part in the competition).

The project is being realized for 2,5 years and is ending at the end of April 2016, however after this date we will maintain further project's activities (exchanging of good practices and experiences, updating the project's website, maintaining the presence in social media etc.). We will be informing you about the further steps within the project.