

## PRO-ENVIRONMENTAL PROJECTS

As a result of the advancing climate change, Agora's media and brands implemented dozens of **initiatives for the environment**, including through **social campaigns**, **new business initiatives** or **undertaken partnerships**. Examples of these projects are presented below. *To find out more about each of them, just click on its title.*

### Gazeta.pl



**Gazeta.pl** declared that it wants to be the most green medium in Poland, and thus it launched a separate portal [Zielona.Gazeta.pl](https://zielona.gazeta.pl), dedicated exclusively to ecology and climate change. It contains, in particular, articles from the following series: **“Fridays for Climate”** („Piątki dla klimatu”), **“People in the Climate”** („Ludzie w klimacie”),

**“Moto 2030”** or **“Haps Zero Waste”**, as well as expert materials on climatic change, ecology and environmental issues. In addition, in 2020, the first edition of the **“Climate Advertising” („Reklama dla klimatu”)** campaign took place, in which campaigns of companies demonstrating ecological attitude and implementing environmental actions were presented on the website for a symbolic one zloty. The campaign for advertising customers will continue also in 2021.

The Gazeta.pl team, as part of its activities for the climate, has been launching and supporting projects addressing environmental and ecological issues for years. In the year 2020, this was, among others, an original campaign **“Holidays2050” („#Wakacje2050”)** or a campaign **“Rebuff Waste” („Daj kosza śmieciom”)**, and partnership in the initiative **“Adopt a Bee” („Adoptuj pszczołę”)** of Greenpeace Polska or **“2050 Peasants” („Chłopi 2050”)** of Storytel.

## "Gazeta Wyborcza"



Gazeta Wyborcza for years is paying attention to environmental and climate crisis issues, and encourages its readers to demonstrate a more pro-environmental attitudes. At

the beginning of 2019, the **“Wyborcza Goes Green” („Wyborcza na zielono”)** project was launched - since then, all sections of the daily publish texts dedicated, among others, to climate change progressing rapidly also in Poland. In June 2020, the editorial office launched the project **“One Planet. One Life - we look into the future but we act here and now” („JednaPlaneta.JednoŻycie - patrzymy w przyszłość, ale działamy tu i teraz”)**. This is a cycle in which journalists, referring to credible and reliable research results and expert opinions, are writing about the climate catastrophe. At the same time, they are looking for solutions which an individual, a large organisation or a local government unit can put in place to meet the environmental challenges we face, both on a global and local scale. The subject of the first part of the project **“JednaPlaneta.JednoŻycie” (“One Planet. One Life”)** was: water and environmental challenges associated with it. Air has been at the forefront of the next cycle that started in November. The *Gazeta Wyborcza* journalists, together with experts, explain, among other things, the provisions of the New European Green Deal and the Paris Agreement, which is Europe's most important eco-project in the recent decades, and present solutions through which everyone can contribute to reducing carbon emissions into the atmosphere. The project will also be implemented in 2021.

## AMS





AMS takes a number of pro-ecological measures, including by introducing environmentally friendly OOH media. In July 2020, thanks to the green initiative of AMS and the MTP Group, **the first Polish green roof system was created on bus/tram shelters in Poznań**. The Green bus/tram shelters, belonging to the MTP City Marketing Group team, operated by AMS under the agreement signed with MTP Group, are nature-based solutions which are very important for the municipal infrastructure. Inspired by nature and economic efficiency, they provide ecological, economic and social benefits, and support adaptation to climate

change. Ultimately, the roofs of the bus/trams shelters located in the most urbanised areas will appear in Poznań. However, in August 2020 AMS introduced into its offer the already-mentioned **system of eco shelters** which are fully covered with green roofs and which are bird-friendly. The first customer to co-create green solutions on the roofs of bus/tram shelters was ŠKODA.

## Agora's media cooperation to counteract climate change

Apart from Agora's media initiatives, contributing to a broad, nationwide and multi-sectoral cooperation for counteracting climate change. These include the following:

		
<p>Together with more than 170 editing teams from around the world, <b>Gazeta Wyborcza</b> creates "<b>Covering Climate Now</b>" - a declaration of media commitment to climate issues and global climate actions as part of the Youth Climate strike.</p>	<p><b>Gazeta.pl</b> has been working with <b>Greenpeace</b> for years through partnership and promotion of the organisation's activities, aimed at drawing the attention of the general public and policy-makers to the main environmental problems of Poland and in the world.</p>	<p>Since February 2019, the readers of 20 local editions of <b>Gazeta Wyborcza</b> may find an air quality forecast in the daily newspaper. Details are provided by <b>Airly</b>, with a network of more than 2,000 innovative air quality sensors. In addition, we installed a smog sensor on the building of Agora's Warsaw head office. It enables us to check the quality of the air in our vicinity.</p>

## Encouraging employees to take pro-ecological activities

In Agora, we pay attention to environmental activities on a daily basis. We believe that even the smallest action matters. That is why pro-ecological topics are regularly communicated among employees - incl. as newsletters and on the intranet. As in 2020 the majority of employees who could work remotely and did not show up in the office, promoting ecological attitudes took place mainly in the form of an internal newsletter. In addition, in the Agora building in Warsaw, the existing pro-environmental activities were continued, such as:

- Posters hung in the Warsaw headquarters of Agora reminding employees about the possible energy saving and drinking tap water (the water in Agora is safe to drink, certified by **Watersystem company**);
- Collection of used batteries and bulbs;

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- Possibility of coming to work with an environmentally friendly means of transport, incl. by bicycle - employees have at their disposal a bicycle parking lot and a warsaw public bike station - **Verturilo**.