

2IMPREZS Newsletter #7

2IMPREZS's lasting legacy

Since 2017, the Interreg North Sea Region 2IMPREZS project has stimulated change in the current climate crisis and resulting energy transition.

By allowing primary and secondary school students to take charge of their schools' energy-consuming behaviour and measures, and tanks to European funds made possible through the Interreg North Sea Region Programme, pupils across Belgium, Germany, the Netherlands, the UK and Denmark were engaged in a transnational race to save the most energy, sharing ideas and experiences along the way — which we called the “2IMPREZS Energy Challenges”.

Between 2018 and 2020, more than 120 schools had accepted the 2IMPREZS “energy challenge”, equating to a reduction of approximately 7000 tonnes of car-



bon emissions. Through the 2IMPREZS Energy Challenges, pupils between the ages of 6 and 16 years old – “Energizers” – were empowered and supported in their energy saving initiatives. The small-scale behavioural technical changes imposed by the Energizers ranged from hosting “Veggie Days” to encourage the uptake of more sustainable food choices, to delegating “energy monitors” at school to remind pupils and school staff to switch off energy-consuming devices when not in use.

Digital 2IMPREZS Energy Challenges Programme

In order to assure a sustainable future for the transnational energy saving programme, 2IMPREZS 4.0 goes beyond this traditional approach and enter into the digital arena. The next generation of learners require a deep immersive educational experience, incorporating modes of technology enhanced learning (TEL), such as Augmented Reality/Virtual Reality (AR/VR), to elevate the Energy Challenges programme from good to excellent, cumulating in greater CO₂ reduction. Already developed within the 2IMPREZS project



as a result of Covid-19 pandemic, and to build capacity of the 2IMPREZS energy saving methodology, was the 2IMPREZS Interactive Fact Sheets, a digital, dynamic tool that helps students keep track of their energy savings at school all across the North Sea Region.

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Eligible Budget: 3,743,597 €
ERDF Funding: 1,871,799 €
Funding quote: 50%

Funding Programme:
Interreg VB North Sea Region
Programme

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Moving Forward

International Recognition

Going beyond saving energy at school, some 2IMPREZS Energizers were inspired to expand their efforts into the political sphere – such as the many dedicated German pupils who participated in “Fridays for Future” demonstrations, as well as the two municipal schools *De Verrekijker* and *Klimop* in Ravels, Belgium, who managed to receive their Mayor’s official approval of their very own signed and stamped “Energy Challenges declaration of commitment” (check out the [video](#) here).

2IMPREZS gained additional political traction through the support of various local, regional, national and even European-level politicians over the years – including Melissa van Hoorn (Groningen Provincial Executive), who provided an inspiring speech on the importance of the empowering young people at the [Energy Challenges 10th Anniversary Event](#) in November 2022 in Groningen, as well as Frans Timmermans (Executive Vice President of the EU Commission), who congratulated the 2IMPREZS pupils and encouraged them to take action now for a sustainable and liveable net-zero future during the [Transnational 2IMPREZS Energy Challenges Online Event in May 2021](#).



Throughout the project, the success of 2IMPREZS took home the grand prize in various transnational competitions, including the [North Sea Region Video Contest 2019 and 2020](#), North Sea Region Photo Contest 2021, and [Interreg Project Slam 2019](#) at the European Week for Regions and Cities. The project was also identified as 1 of 30 finalists in the Horizon European Social Innovation awards, in addition to being selected to present their achievements at the “Scoop the Impact!” capitalisation event as a part of the North Sea Conference 2021 in Bruges. Currently, 2IMPREZS serves as an exemplar project for both the [advancing green energy](#) and [promoting energy efficiency](#) thematic pages on the Interreg NSR programme website.

2IMPREZS leaves a lasting legacy

In June 2023, 35 teachers, local politicians and other key stakeholders convened at the European Parliament Building in Brussels to celebrate the official close of the 2IMPREZS project – featuring an insightful and inspiring presentation by four outstanding “Energizers” themselves (*below*), who travelled to Brussels from the Sjabi school in Puurs, Belgium to demonstrate their findings.



Though the project has come to an end, 2IMPREZS is only just getting started. Despite the removal of the United Kingdom from the EU, the transnational 2IMPREZS project will live on in the UK— thanks to the latest addition to the 2IMPREZS partnership, Essex County Council. Now, over 50 Essex schools to receive an energy audit and resulting recommendations, allowing the legacy of the 2IMPREZS project can live on beyond Brexit.

Do you accept the challenge?

Want to learn more about how you can take on an “energy challenge” of your own? Check out our digital 2IMPREZS Energy Challenges programme by visiting www.energychallenges.eu. Here you can find a suite of digital tools developed within the extended version of the project — including the [2IMPREZS Serious Game](#), which challenges pupils to explore ways to improve their environment and reduce CO₂ emissions and is compatible with mobile phones, tablets, and desktops. Also, the [2IMPREZS Digital Manual](#) explains the Energy Challenges campaign to teachers and students. Available in English, Dutch, German and Slovenian, the 2IMPREZS Digital Blueprint serves as a ‘blueprint’ or guide for implementing the digital Energy Challenges in schools across the North Sea Region and beyond.