

2IMPREZS Newsletter

What is 2IMPREZS?

What's the Issue?

Most schools in the North Sea Region (NSR) were built in more careless times—they have a high and forever more costly energy consumption that is not in line with today's CO2 reduction emission policies. 2IMPREZS will improve this reality by **fostering both behavioural and technical energy efficient saving measures in existing schools**, reducing energy consumption and thus reducing CO2 emissions. For the first time, this project will tackle the whole spectrum of energy efficiency measures by using behavioural, technical and financial approaches instead of focusing on one specific field.



energy saving programme through Energy Challenges in schools and an innovative decision making model, developed, tested and validated to best incorporate cost-effective educational, technical and financial measures.

Let's Get Energized!

Based on active participation and initiatives of school stakeholders (teachers, students, management), as well as on the project partners' experiences, 2IMPREZS will create a **joint**

These local Energy Challenges will open up to a **cross-border Energy Challenge initiative**, in which students collaborate internationally to find the best ways to reduce energy consumption in their schools. 💡

2IMPREZS in the Long-Term



Energy Challenges in schools will inspire students to make behavioural changes to reduce energy in and outside of their schools. Learning from the 5+ years of experience of our Dutch partner, Energy Challenges Foundation, this behavioural change can result in at least **15% energy savings in schools** alone. At this time, 3

schools that have already taken all necessary energy efficiency measures are raising their ambitions and striving to become near zero-energy schools by implementing renewable energy technologies.

The main project result is an estimated **carbon reduction of 30% (7320 tonnes CO2) in the 141 schools directly involved**. The main output is a joint energy saving programme, tested in different school environments and conditions and replicable in and beyond the North Sea Region, which will support the new **2030 Framework/EU Strategy for climate & energy** for a sustainable Europe.

Interreg
North Sea Region
2imprezs
European Regional Development Fund



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Save the Date!

North Sea Region Conference—
13th-14th June 2018,
Fredrikstad, Norway

2IMPREZS Partner Meeting—
3rd-5th October 2018,
Southend, United Kingdom

Energy Challenges Finale— 29th
June 2018, Groningen, NL

Funding Programme:
Interreg VB North Sea Region
Programme

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



European Union
European Regional
Development Fund

Interreg
North Sea Region
2imprezs
European Regional Development Fund



EUROPEAN UNION

Energy Challenges and 2IMPREZS

What is an Energy Challenge?

Energy Challenges, a concept founded by our 2IMPREZS partner in the Netherlands, are empowering and collaborative energy saving competitions, held annually, between primary and secondary schools across Europe.



Meet the Energizers of Groningen

To reach the **30% total carbon reduction** goal in schools, the 2IMPREZS partnership is working together under the common goal of bringing the Dutch partner's concept of "**Energy Challenges**" to a school near you. Through both local and international Energy Challenges, young people in primary and secondary education are challenged to campaign in their own ways for energy conservation and sustainability, **putting students in charge of their schools' energy bills.**

By breaking off into teams of "Energizers" to brainstorm ways to measure and effectively lower energy consumption in their schools, young people practice their teamwork and creativity skills and get to know the wonderful world of sustainability, energy and technology.

The campaign season is launched after winter holidays with a **high-energy kick-off** event to get the kids excited about energy conservation, and ends with the school year in a **festival finale**. During the half-year campaign, the Energizers receive a large poster to track their progress towards earning "stars" for their performance and effort. Students earn stars through showcasing their original and creative actions—for example, by completing excellent introductory team videos—that are in line with the school, environment and the talents of the young people. Since **schools and households can save 15% in energy consumption through behaviour changes alone**, kids are challenged to spread the word about Energy Challenges and sustainability via social media, talking with parents and friends, and so on.



Energy Challenges works with teachers and school staff to implement programmes and technology—such as easy-to-use tools to measure energy consumption in the classroom—to best incorporate environmental sustainability into their already existing lesson plans. The kids are given as much space to explore their creativity as possible as they discover that saving energy is actually FUN!



Energizers working together at the 2018 EC Kick-off in Groningen, NL

"Winners" of local Energy Challenges will have the opportunity for the first time to participate in an international event, bringing together Energizers from all over the continent. These schools are chosen based on a variety of factors—including participation, video challenges, and overall positive "energy"—but the idea behind Energy Challenges, as cheesy as it sounds, is that **everyone is a winner**, by making the challenges fun, engaging and collaborative. **Let the energizing begin!**

Energy Saving Tips!

Here are 5 tips that we may already know, but rarely practice!

- 1) Conserve **hot water** in particular—replace inefficient shower heads and taps for hot water!
- 2) Schedule an **automatic shut down** of office appliances (such as printers) during off-hours
- 3) **Bike to work! Bike to school! Bike to your grandma's house!**
- 4) Offices and school buildings especially tend to be over-lit—**remove/shut down unnecessary lighting fixtures!**
- 5) It's summertime! **Close windows/doors** when leaving the room.



The Energizers Go Global

News Flash from the Netherlands: Energy Challenges 2018 is off to a great start!

On a Friday morning in January, more than 500 students congregated in the Hanza Plaza in Groningen, NL to get busy with energy. The Dutch 2IMPREZS partner, Energy Challenges Foundation, executed this energetic campaign launch for the sixth consecutive year, now with more schools and more energy than ever before!

The students were welcomed in a large hall by a familiar face for Energy Challenges in the NL: **Raynauld Ritsma**. Like always, he made sure that the students could get to work full of enthusiasm. We saw paint brushes flying around during the banner making workshop, brains buzzing during the quiz, wild science projects at the “jonge onderzoekers” (young researchers) station and voltage bolts flashing with Professor van den Graaff.

As big finisher, the students learned the Energy Challenges Rap from the Dutch rapper **Oost Wanted**: “Ga besparen man!” (Save energy, dude!) pulsed through the halls of the Hanze Plaza—which is exactly what children will do during the campaign...saving energy!



Energizers rapping at the 2018 Energy Challenges Kick-off

The Dutch partner, Energy Challenges Foundation, has **5+ years of experience implementing these Energy Challenge programmes in schools**, so they serve as a prime example to the rest of the partnership. This year, more than 30 Dutch schools are participating in the project so far—and we are counting on more to join! For more information on the Energy Challenges organisation in the NL, please visit: <https://energychallenges.nl/en/>.

Energy Challenges is making a splash in Southend-on-Sea, United Kingdom

Southend-on-Sea Borough Council in the UK has been working with Chalkwell Hall Junior School to develop the excellent Dutch project “Energy Challenges” into a programme that is best suited for primary schools in the UK. This school pilot serves as a fantastic testing ground for what is to come during the 2018/2019 school year.



The 2018 Energy Challenges kick off at Chalkwell Hall Junior School, led by Peter Littlewood from Young People's Trust for the Environment

Chalkwell Hall Junior School has been a fantastic pilot school, helping the UK partners to test ideas and identify how the school's pupils can be actively engaged in **helping their school reduce their energy consumption by 15%**. A total of ten primary schools from Southend-on-Sea will take part in Energy Challenges during the 2018/2019 academic year—providing over 2,000 pupils with a chance to lead a behaviour change programme at their schools.

Working with Chalkwell has not only been valuable to the 2IMPREZS partnership when it comes to testing and validating the Energy Challenge project in UK schools—it also has opened the Southend community's eyes to the world of possibility with Energy Challenges in schools:

“2imprezs has provided an exciting opportunity to engage schools in Southend on the important topics of energy and climate change. Combining a pupil led behaviour change programme with the installation of energy efficiency technologies presents a clear pathway for schools to reduce their energy consumption by up to 30%. We are looking forward to continuing to work with and learn from our partners in the project and deliver some substantial energy reductions at our schools in the process.”

-Carl Robinson, Director for Public Protection, Southend-on-Sea Borough Council



Energy Challenges and 2IMPREZS

Energy Challenges fly south: Cooperation between Flemish partners

In Flanders, the Belgian regional project partnership is presenting Energy Challenges to hundreds of schools, municipal authorities, school umbrella organizations and various stakeholders.

The Province of Antwerp (including sub-organisation MOS), IOK, IGEMO, Djapo and Thomas More make up the Belgian regional project partnership. The Province of Antwerp is a regional government in Flanders, representing 70 municipalities, almost 2 million inhabitants and 1,600 schools. IOK and IGEMO are both cooperations of local governments, active in the Province of Antwerp. The presence of these three organisations allows the partnership to have access to a wide range of local municipalities in the region, including several networks of local schools. Furthermore, these organisations are actively working on energy saving measures, policy and campaigns, and have cooperated with schools on this theme before. MOS (part of the province of Antwerp) and Djapo are educational organisations with experience in engaging students to come up with energy-friendly behaviour. Thomas



(Above, Right) 160+ local stakeholders, political actors and others convene at the Kempen2020 event in Mol, Belgium

More, an university college, adds technical knowledge to the partnership. By joining forces, the partnership has the ambition to reduce 30% in energy consumption in participating schools and structurally embed energy savings and climate awareness in those schools.

The most climate-friendly school in the region

At the regional climate event, Kempen2020, in Mol on the 27th of April, the project Energy Challenges was presented to more than 160 attendees (including 27 mayors). After screening

the promotional film for the project, the director of the participating school Sint-Pietersinstituut in Turnhout announced his project ambition *“to become the most climate-friendly-school in the region, with the most climate-aware pupils”*. Sounds like a good starting point for Energy Challenges!

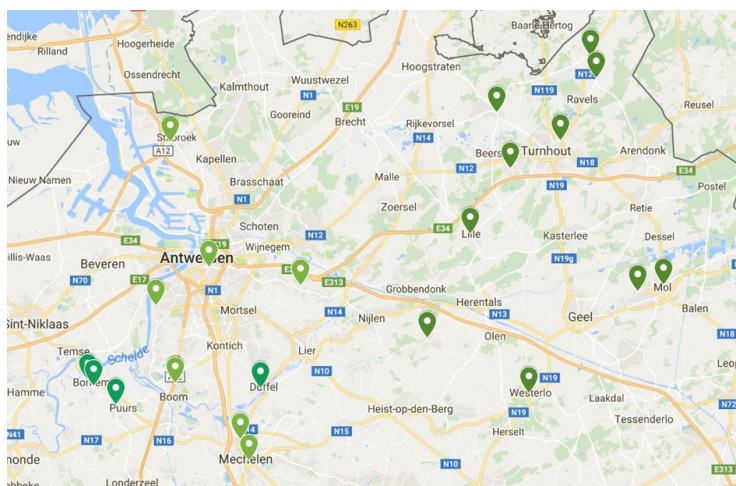


Energy Challenges in Germany


The hunt to find more participating schools in the Lower Saxony region in Germany for the local and international Energy Challenges 2018/2019 continues! So far, the Lower Saxony region of Germany is still contacting schools to join next year's challenge, making a dent in the region's goal of 15 participating schools by 2019.

One highlighted school the German partner is **ultra-energized** to work with is the Sonderpädagogisches

(continued on page 5...)



The Belgian School Network

This map (left) illustrates how much ground 2IMPREZS covers in Belgium, with **each pin representing a participating school**. In Flanders, a growing number of schools want to participate in Energy Challenges. **More than 20 schools** are already engaged to participate starting from next 2018-2019 school year—and the number is only increasing. The participating schools are a mix of municipal, state-owned and catholic schools, as well as primary and secondary schools. The regional five-member Belgian partnership grants 2IMPREZS access to a **wide range of local municipalities** in the region. 

The Energizers Go Global



The UNESCO school Sonderpädagogisches Förderzentrum Edeweicht is participating in the 2019 Energy Challenge

Förderzentrum Edeweicht (Special Education Center Edeweicht). The Sonderpädagogisches Förderzentrum Edeweicht is an UNESCO (United Nations Educational, Scientific and Cultural Organisation) school that is equally excited to be introducing the wonderful world of energy, technology and conservation to its students. Established in 1953, the UNESCO Associated Schools Project Network (ASPNet) is a programme designed to encourage schools worldwide to educate students on issues related to UNESCO's "overarching goal of promoting peace and international understanding". As environmental sustainability and energy conservation are important values behind many social issues, **working with UNESCO schools is great opportunity to expand the impact of 2IMPREZS and Energy Challenges beyond the project lifetime.**



First prototype of IEODM in the works in Denmark

A crucial part of 2IMPREZS is the development of the **Interactive Energy Optimization Demonstration Model – IEODM**. The development of the IEODM rests with the Mads Clausen Institute (MCI) of the University of Southern Denmark in Sønderborg. **The web-based IEODM will be operated by pupils of all ages to help them survey and interpret energy usage in their schools.** This is the first time a

technical system of this kind targets children and future energy consumers.

By using the IEODM, children and young people can convey the message of energy efficiency to decision and policymakers. Normally left out of financial decisions of this magnitude, **children will be able to use the IEODM to become powerful ambassadors for energy efficiency.**

The talented Mechatronics engineering students at MCI have been working on developing a first prototype of the IEODM—which will be renamed after its completion—during Spring 2018 as part of their bachelor thesis projects. The prototype consists of a web-based solution involving features such as CO₂, temperature and humidity measurement as well as a user-friendly interface. The students will complete the prototype project this July.

Best practice high school workshop pilots

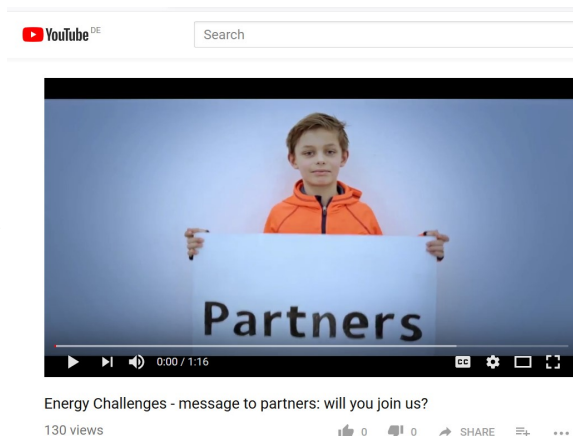
The MCI also contributes to 2IMPREZS by developing a best-practice model for how to raise awareness and change behaviour amongst high school students in terms of energy consumption, energy efficiency and renewable energy. This best-practice model consists of four workshops, three of which have already been held with the local high school and pilot school, **Sønderborg Statsskole** (see image below).



Showcase Your Impact: North Sea Region Video Competition

The 2IMPREZS project has entered this year's **North Sea Region video contest**, in which all North Sea Region (NSR) funded projects were invited to broadcast their projects' goals and impacts on areas that are crucial to the positive development of the North Sea Region. A jury comprised of Secretariat staff and programme stakeholders will decide on the winning video entries—one of which will hopefully be 2IMPREZS! **The "Energy Challenges—message to partners" video can be found on the @EnergyChallenges YouTube channel.**

The winners will be announced at the NSR Conference 2018 on the 13th of June & have their videos disseminated across NSR social media channels...**stay tuned!**



2IMPREZS Newsletter

The 2IMPREZS Partnership



Project partner information

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