



Poland by 2050

positive framing and open approach

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Berlin
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#EKOPATRIOCI

**PRZYSZŁOŚĆ
POLSKI
LEŻY W TWOICH
RĘKACH**



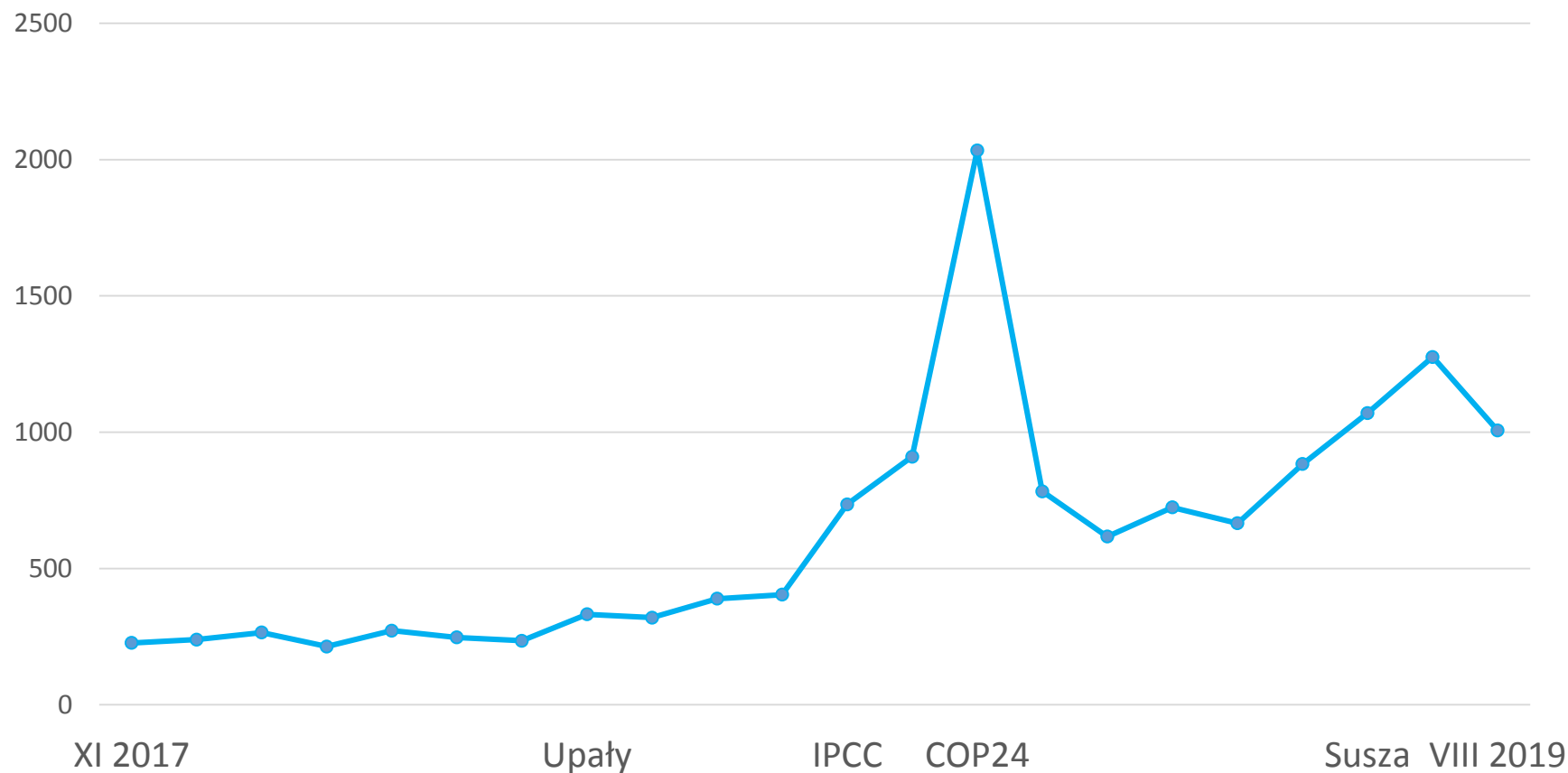
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English: The future lays in your hands



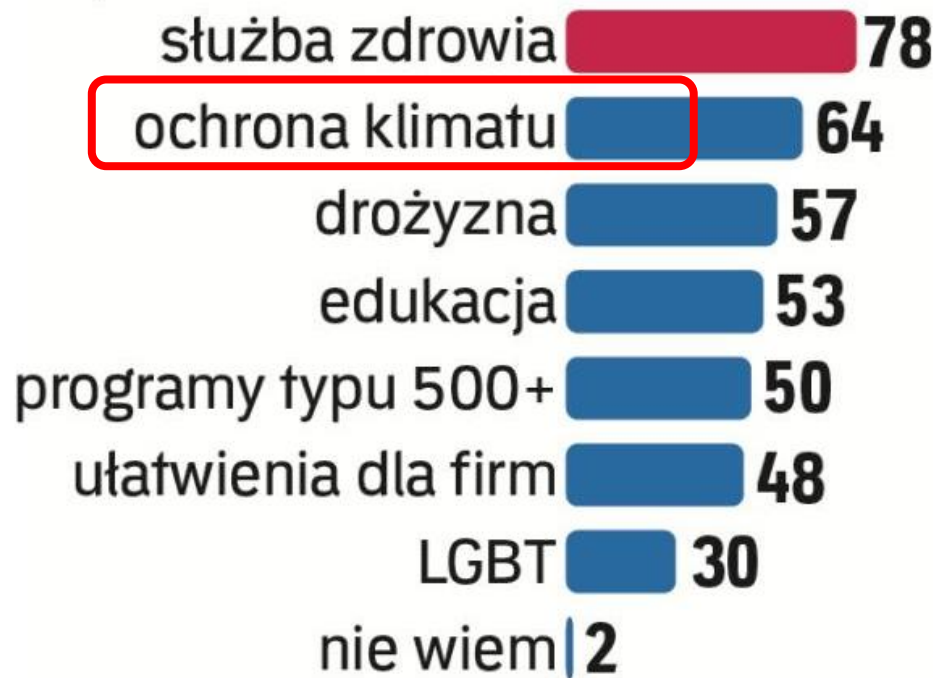
Climate topics in the Polish (paper) media

„zmiana klimatu” w mediach drukowanych w Polsce



Topics before the elections

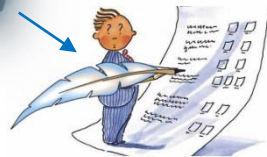
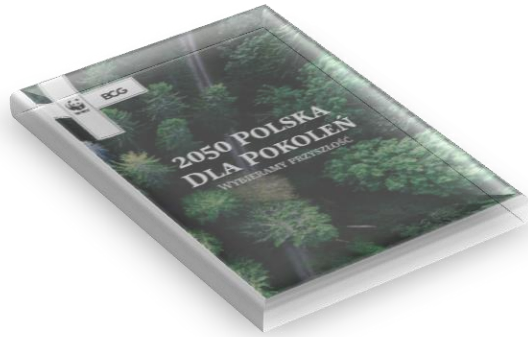
Tematy, które powinny być ważne w czasie kampanii,
w proc.



Źródło: IBRiS, badanie przeprowadzone 9–10.08
metodą CATI (możliwość wielokrotnego wyboru)



2050 Poland for generations: Ecopatriotism



Ecopatriotism debates during the elections campaign

- 37 debates with 131 politicians from the whole political spectrum
- The topic of coal phase-out, river regulation and the establishment of new National Parks was raised extensively
- 86 thousand online views
- Cooperation with Onet: the largest news site in Poland: over 15 thousand people streaming the final debate from their studio.



Net-zero Poland by 2050 (at latest!) – round tables

An ambitious development goal

A pathway towards EU and Paris-compliant climate policy

A chance for getting the business and government on-board





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