



PR post website

Below you can find the article that you can post on your website. We are attaching both English and Slovenian version. In the email, you also have the featuring image (named “Green Penguin – Website”).

English version:

Green penguin - A green innovation that encourages us to live a sustainable lifestyle

Green penguin is both a social and technological innovation that solves environmental and social challenges through education and citizen involvement.

With the Green penguin project, we primarily educate school children on how to reduce carbon emissions and, most importantly, use fewer energy sources. The project is based on smart digital technologies for monitoring energy consumption data, which is then presented to children through a game in a simple and understandable way.

Part of the project is an application or a platform that will teach children what causes carbon footprint and what they can do themselves to improve the existing situation through tasks of varying difficulty. Through the platform we will teach and encourage students to actively and effectively solve climate goals and decarbonization. At the same time the platform will enable collaboration and connection between departments and schools.

With the project, we want to prove that every individual can influence the environment as long as they have enough knowledge and information. This is exactly why we want the Green penguin to address the younger population, who will learn about sustainable living at an early age and then share their knowledge within their community. In this way, energy and resource consumption will be reduced, thus reducing costs and emissions. Reducing emissions helps to protect the environment.

The Green penguin project is being implemented by a consortium of companies, namely: [Iskraemeco, d.d.](#), [the City of Kranj](#), [the City of Ljubljana](#), [the Doves Association](#) and [FEE Norway](#) at the initiative of [Eco School](#). The project is co-financed by [the Norwegian Financial Mechanism](#) and [SVRK](#) (Government Service for Development and European Cohesion Policy). The Norwegian Financial Mechanism stands for Norway's contribution to a green, competitive and inclusive Europe.



Zeleni pingvin – Zelena inovacija, ki nas spodbuja v trajnosten način življenja

Zeleni pingvin je družbena in tehnološka inovacija, ki rešuje okoljske in družbene izzive s pomočjo izobraževanja in vključevanja prebivalcev.

S projektom Zeleni pingvin prvenstveno izobražujemo šolske otroke, kako zmanjšati ogljične emisije ter predvsem kako uporabljati manj virov energije. Projekt temelji na pametnih digitalnih tehnologijah za spremljanje podatkov porabe virov energije, ki se jih nato predstavi otrokom skozi igro na preprost in razumljiv način.

V okviru projekta bo postavljena aplikacija oziroma platforma, v kateri bodo otroci preko nalog različnih težavnostnih stopenj spoznavali kaj sploh povzroča ogljični odtis in kaj lahko sami naredijo za izboljšanje obstoječega stanja. S pomočjo platforme se bodo učenci aktivno vključevali v reševanje podnebnih težav in pripomogli k dekarbonizaciji. Hkrati pa bo platforma omogočala tudi sodelovanje in povezovanje med oddelki ter šolami.

S projektom želimo dokazati, da lahko prav vsak posameznik lahko vpliva na okolje, v kolikor le ima dovolj znanja in informacij. Ravno zato si želimo z Zelenim pingvinom nasloviti mlajšo populacijo, ki bo že v zgodnji mladosti osvojila trajnosten način življenja in svoje znanje prenašala znotraj svoje skupnosti. Tako se bo poraba energije in virov zmanjšala, posledično pa se bodo zmanjšali tudi stroški in emisije. Znižanje emisij bo pripomoglo k ohranjanju okolja.

V projektu Zeleni pingvin sodeluje konzorcij podjetij [Iskraemeco, d.d.](#), [Mestna občina Kranj](#), [Mestna občina Ljubljana](#), [društvo Doves](#) in [FEE Norway](#) z iniciativo [Eko Šola](#). Projekt je sofinanciran s strani [Norveškega finančnega mehanizma](#) in [SVRK-a](#) (Služba vlade za razvoj in evropsko kohezijsko politiko). Norveški finančni mehanizem predstavlja prispevek Norveške k zeleni, konkurenčni in vključujoči Evropi.