



## Annual Report 2008

**focus**

društvo za sonaraven razvoj

January 2009

### ► What is Focus?

Focus Association for Sustainable Development is voluntary, independent, non-governmental and non-profit association of individuals. Anyone, who supports the statutes, can become a member of Focus.

### ► Our vision and mission

Our vision is environmentally and socially responsible life. Our mission is to influence the behaviour of people towards environmentally and socially responsible life through raising awareness.

### ► Fields of work

Focus covers the following fields of work:

- climate
- energy
- mobility
- climate and development

## Annual report of Focus Association for Sustainable Development for 2008

2008 was the sixth year of Focus' functioning. The most remarkable change in 2008 was the growth of the Focus team and budget, which consequently lead to increase in activities. This report briefly outlines the key activities and achievements from 2008.

## Climate

### Co-shaping climate policy

The aim of this activity is to ensure an environmentally efficient and ambitious climate policy that responds appropriately to climate challenges following the development of policies and through active policy-making processes. Several activities took place: formulating positions (EU ETS, sharing endeavours, international climate negotiations, 18 positions altogether) and mediation of suggestions and views to decision makers (letters, meetings, telephone calls), participating in several events, lobbying on the national and European level, promotion of the European environmental organizations' webpage called Time to lead, following the international negotiations (Bangkok, Bonn, Poznan), informing NGOs in Slovenia and Europe and informing of interested public, participation in the Equity Summit in India, the preparation of a contribution to Agree.net regarding the public consultation about Post 2012.

<http://www.focus.si/index.php?node=215>

### The Big Ask campaign

The aim of this campaign is to promote the adoption of the climate bill and to mobilize public support for the adoption of the climate bill. Several activities were performed: the preparation of the campaign background and materials for lobbying to include the climate changes issue into the election campaign for parliamentary elections, the analysis of election programmes of 10 political parties regarding the aspect of climate changes, the presenting of the analysis results at a press conference and presenting the Big Ask Campaign requests to 9 political parties, following the pre-election debates and the preparation of a starting point concerning the cooperation with Legal centre for the preparation of climate bill basis.

<http://www.focus.si/index.php?node=239>



### Climate advising

Through climate advising we provide access to pieces of advice and information for those interested in changing their habits and their lifestyles. Several activities were performed: the preparation of a draft for materials and contents that will be available for climate advising, the preparation of the consulting system. This activity will be continued in 2009.

### Climate news

The aim is to inform NGOs interested in policies, debates, events and publications in the field of climate changes and related fields. 45 weekly issues of news covering the field of climate changes and related fields were published and distributed in several networks (Focus, CAN Europe, CANCEE, Agree.net, CNVOS) and published on our webpage.

<http://www.focus.si/index.php?node=107&p=1>

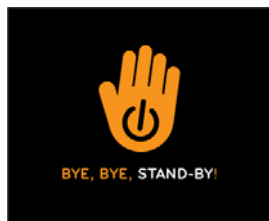
## Energy

### Co-shaping the energy policy

The aim is to ensure an environmentally efficient and ambitious energy policy that responds suitably to climate challenges. Several activities were performed: formulating positions (the renewable energy sources directive, the energy efficiency package), the mediation of comments and opinions to decision makers (letters, meetings, telephone calls), participating in several events, lobbying on the national and European level, the informing of NGOs and interested public in Slovenia and Europe.

<http://www.focus.si/index.php?node=215>

### Bye, bye, stand-by



The aim of this activity is to promote the awareness about the rooting out of the stand-by electricity usage and in this way to contribute to energy efficiency. This activity is based on backgrounds and materials prepared in 2007. The following activities were performed: the reprint of the stand-by leaflet and the distribution of the leaflet in Focus street actions, upgrading and promoting of webpages about stand-by, 4 street actions with a stand-by prize competition.

<http://www.focus.si/index.php?node=193>

### Nuclear power? No, thank you

The aim of the campaign is to prevent the building of the new nuclear reactor in Slovenia and to close the nuclear power plant in Krško until 2023. The following activities have been performed: the formulating of the unofficial coalition and three meetings of the coalition took place, there was active participating in the nuclear energy conference in the national assembly, informing of the international community (various mailing lists) and answering questions from abroad, the preparation of articles and comments for several media on nuclear energy, the co-organisation of two events with Greenpeace, the organisation of an educational visit in the nuclear power plant for Focus, providing information about the accident in the nuclear power plant, street actions and open door day about the nuclear energy, the setting up and maintenance of the nuclear energy webpage.

<http://www.focus.si/index.php?node=219>



### Challenge that weighs one tone

The aim of this project is to show that economical and efficient use of energy can contribute significantly to the greenhouse gas emission reduction, and to represent this to general public and decision makers. These activities were performed: the savings calculating system with measures for energy efficiency and the internet application of this system, the making of the brochure Challenge that weighs one tone, the making of the background for the energy efficiency lobbying, the representation of the project for the public through a press conference for the media, press release and an electronic card sent to various mailing lists.

<http://www.focus.si/index.php?node=251>



### Sustainable energy for sustainable development

The purpose of the project is to stimulate sustainable development through the promotion of sustainable energy production and consumption in schools and orphanages in Bosnia, Macedonia and Ukraine. At the selected pilot locations various activities for sustainable energy promotion were implemented, while Focus coordinated the activities and enabled the transfer of Slovene sustainable energy experiences to selected locations. The implemented activities were the following:

1. pilot activities in Macedonia (partner: Proaktiva): preparing materials on sustainable energy (4 placards on energy efficiency, renewables, fossil fuels and climate change, manual on energy efficiency), insulating school windows, press conference, 4 workshops on sustainable energy for kids and one for teachers;
2. pilot activities in BiH (partner: CEETZ): preparing materials on sustainable energy (brochure, 3 presentations – for kids, for teachers and for a practical workshop), 5 workshops for kids, 2 practical workshops for solar collector construction, installation of the collector in a school and a press conference.
3. pilot activities in Ukraine (partner Ecoclub): preparing a manual on low cost measures for energy efficiency in public buildings, workshop on sustainable energy for managers of orphanages and schools, insulation of windows in schools and press conference.

<http://www.focus.si/index.php?node=250>



## Mobility

### Co-shaping the transport policy

The aim of this activity is to provide an environmentally efficient and ambitious transport policy that responds suitably to climate challenges following the development of policies and by actively participating in the policy making processes. Several activities were performed: preparing positions (regulation on CO2 and cars, the eurovignette directive), delivering opinions and positions to decision makers, co-organization of a public debate dedicated to the regulation on CO2 and cars, lobbying on the national and European level, participating in the first meeting of a workgroup for the formulation of the new law about car taxation.

<http://www.focus.si/index.php?node=215>

### Public transport is cool!

The project was established to increase the level of awareness about the public transport among youth and to draw attention to the national programme for the development of public transport that needs to be formulated. The following activities were performed: the preparation of the representation for schools and work sheets, preparing and coordinating workshops, 16 workshops took place in the Slovene high schools, even one workshop for teachers, the draft of the strategy framework was prepared in high schools in order to revitalize public transport. A blog was created to follow the high school workshops.

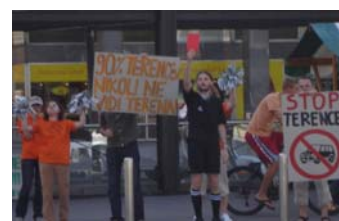
<http://jppjekul.blogspot.com/>




### Energy (in)efficient vehicles

The aim of this project is to draw attention to the importance of car energy efficiency. This project consists of three components: the CO2 advertising campaign, the action against energy inefficient means of transport (sport utility vehicles) and the promotion of Mundo, the energy efficient vehicle. Within the frame of the Advertise CO2 the following activities took place: we prepared the Slovene version of the Advertise CO2 webpage, a press conference for the promotion of the campaign was released, we were working on the regulation on CO2 and cars, communicating with the European Commission and the Slovene Inspectorate for Environment and Spatial Planning in terms of breaking the law when it comes to vehicle advertising. Within the frame of Stop SUV! (Stop Sport Utility Vehicles!) a street action took place, the media was informed about it, and a Stop SUV sticker was made. We prepared the Slovene version of Mundo webpage and we promoted it via electronic channels.

[www.advertiseco2.eu/spip.php?rubrique64&lang=sl](http://www.advertiseco2.eu/spip.php?rubrique64&lang=sl), [www.focus.si/index.php?node=27&id=544&s=arhiv](http://www.focus.si/index.php?node=27&id=544&s=arhiv).



The aim of this project is to understand the connection between the climate and development and to connect and build capacities of the environmental and developmental NGOs. The following activities took place: NGOs workshop, activist workshop, a series of 3 workshops for people from the developing countries, the preparation of the material (webpage, brochure, opinions), a round table on the ministry level, letters to decision makers on biofuel and adjustment, we actively participated in the events for establishing connections on the EU level.


 <http://www.focus.si/index.php?node=209>

### Variety means strength

The aim of this activity is to upgrade the existing materials about climate changes connected with the education for the development and to create the climate component of the strategy and instructions for education and development. The following activities took place: the leading of the workgroup for climate and development, we participated in the preparation of instructions for the global learning strategy, we upgraded the *tuditi.si* webpage with a special component, we prepared the manifesto for the newly elected members of parliament and ministers, we cooperated with other project components, we participated in the preparation and the implementation of the closing project conference and in the estimation of the presidency.


Me too


The aim of this project is to inform and make the Slovene public aware of how our lifestyle causes and/or influences developmental problems in the developing countries and to promote sustainable lifestyle in Slovenia. Together with our project partners (task sharing, the final formulation of plans) we prepared the materials for the presentation of the issue to general public (website, brochure, leaflet) and carried out three nomad schools (within the framework of the international conference on developmental issues in Ljubljana, at the Ptuj Open City Festival, at a lifelong learning week in Koper), we provided training for NGOs on communicating with the media and we prepared a two-day workshop for the NGOs on climate and development.

 [www.tudijaz.org](http://www.tudijaz.org)



## Cross-cutting activities

**Ethical consumer** The aim of this bulletin is to make people aware of the sustainable consumption and a lifestyle more responsible towards the environment and society. The following activities were performed: the preparation of a draft for the concept of the paper, the meeting of the editorial board, the preparation of the paper's visual image, media talks for a possible wider promotion, the preparation of the first edition, promoting the paper through media and an electronic card.  [www.tudijaz.org](http://www.tudijaz.org)

**Ecological footprint** The aim of this activity is to show how wasteful we are when it comes to using our planet and what ecological footprint is caused by our good and bad habits. The following activities were prepared: the finishing of the ecological footprint calculator, the making of the poster and the e-card, promotion on Earth Day and other ways of promoting (leaflet distribution, introducing the ecological footprint calculator in the Nomad School in Ptuj and in the Student Arena event).  <http://www.focus.si/index.php?node=208>

**The Slovene EU Presidency** During the Slovene EU presidency the following files were followed: climate and energy package, the recast of energy performance of buildings directive, Eurovignette directive, regulation on cars and CO2. The following activities were performed: informing for the purposes of the NGOs network, the preparation of positions on certain issues, the co-preparation of the Green 10 summit with the ministers of the environment before the EU Environmental Council that took place in February in Brussels, a biofuels action when the informal environmental council took place, participating in the meetings between the government and the NGOs, the maintaining pillars known as Energy and Climate and Intercultural Dialogue on the portal

dedicated to the Slovene EU presidency (predsedovanje.si), including opinion polls and debates, the mobilisation of NGOs from Central and Eastern Europe on the climate and energy package, informing the Czech NGOs about our experience during the presidency (two informal meetings and a skype conference).  
<http://www.focus.si/index.php?node=215> , [www.predsedovanje.si](http://www.predsedovanje.si)

**2008 Elections** The aim was to follow the parties' election preparations by communicating the standpoint of Focus on subjects concerned. The following activities took place: the political parties' program was analyzed, a draft of the key positions of Focus, coordination with the Plan B process and participating in the Plan B preparations for the elections, a letter to the prime minister, preparing the annotations concerning the coalition agreement and participating in the action for the annotations to be included in the agreement.

## Printed materials

- Big Ask leaflet
- brochure Climate and Development
- Environmental footprint leaflet
- reprint of Stand-by leaflet and Nuclear power sticker
- sticker Stand-by
- sticker Stop SUV
- brochure Challenge that weights one tone
- Ethical consumer bulletin



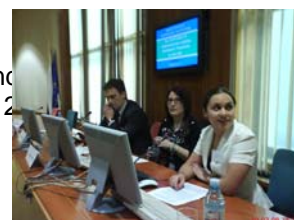
## Cooperation

**CAN Europe** With CAN Europe we were following the European and international climate and energy policies. In March, we have supported the Slovene E Forum together at an organization of a round table about emissions trading in Ljubljana. One of our Focus members attended two meetings of the CAN Europe management board. We have participated in two assemblies of CAN Europe. A member of Focus was in charge of the CAN E working group for the logistic preparations in terms of climate negotiations in Poznan and she also participated in the 'post 2012' working group. We have also cooperated in promoting the Time to lead project and we participated in the Equity Summit.

**Friends of the Earth** We are participating in the Big Ask campaign, a member of Focus took part in the preparatory network meeting, we are regularly reporting on the progress of the campaign and we exchange information with other NGOs. Apart from that we are participating in the pan-European action called Advertise C02 and we promoted car efficiency in general, which is why our member took part in the meeting. We continued promoting efficient cars in Slovenia and we delivered comments for the further development of the campaigns. We have participated in the preparation of a map consisting of 50 most environmentally damaging projects that are to be co-financed by the EU.

**Agree.net** Within the framework of Agree.net in 2008, Focus was not only the coordinator of the network's climate activities but also the coordinator of network's activities in the field of efficient energy use. In 2008, a member of Focus took part in four meetings of the network's executive committee. The following activities took place: the preparation and support of members for the 'post 2012' work, the following of international climate talks, lobbying for an ambitious climate-energy package. Focus was regularly in charge of the Agree.net preparations for climate negotiations in Poznan and connected the Eastern-European NGOs in the "Warm up to Climate Challenge" action in the negotiations.

**T&E** With T&E, during the Slovene EU presidency, we were following the transport policies and most of all we worked on the file on CO2 emissions from cars and on the Eurovignette file. A member of Focus did a half-year traineeship at T&E in the first half of 2008 at T&E. Focus participated in two T&E telephone conferences on the regulation on CO2 and cars, helped to prepare the recommendations for voting for the representatives of the European parliament on this regulation and regularly informed T&E on the positions of Slovenia in the Council negotiations.



**Partners for our activities in 2008** In order to work according to its program in 2008, Focus cooperated with the following cooperators and partners: the Environmental Centre, Cipra Slovenia, Institute for Sustainable Development, Slovene E-Forum, Umanotera, Slovene Foundation for Sustainable development, Greenpeace Slovenia, Mountain Wilderness Slovenia, Darksky Slovenia, Regional Environmental Centre, Sloga, the African Center Association, Humanitas, Ekvilib Institute, Slovene Philanthropy, African Studies Institute, Voluntariat SCI, Seecran, CNVOS, Jozef Stefan Institute, Urban Planning Institute of the Republic of Slovenia, Ministry of the Environment and Spatial Planning, Ecologic fund of Slovenia, Representation of the European Commission in Slovenia, Ministry of Transport, Ministry of Economy, British Embassy in Ljubljana, Climate Action Network Europe, Agree.net, WWF European Policy Office, European Federation for Transport and Environment, Friends of the Earth Europe, Green Action (Croatia), Energy Club (Hungary), Centre for Transport and Energy (the Czech Republic), Za Zemiata (Bulgaria), Polish Ecological Club (Poland), National Environmental Centre of Ukraine (Ukraine), Ecoclub (Ukraine), Centre for ecology and energy Tuzla (Bosnia), Proactiva (Macedonia), Forum Umwelt und Entwicklung (Germany), Embracing Hidden Talents Network (Ghana).

**Membership** Focus is a member of: Coalition for sustainable waste management, Coalition for better National energy programme, Coalition for Volovjo reber, Club Environmental centre, Coalition for sustainable transport policy, Climate Action Network Central and Eastern Europe, Climate Action Network Europe, Agree.net, European Federation for Transport and Environment, Sloga, CURES.

## Public relations

Through media work, Focus is regularly informing the public about its activities and represents various issues while promoting its positions and reactions. The aim of this activities is to inform general public and to increase its awareness about various environmental issues. In 2008, Focus prepared more than 20 press releases (for international, national, regional and local media), we were hosted in several radio and TV programmes, we gave advice on Bachelor's, Master's and Doctor's Degrees, we updated our regional/local media database and we regularly updated various webpages. As a result, we were present in various media; according to our clipping database, we were present in the newspapers, on the radio, on television and webpages over 210 times. In 2008, our PR strategy was prepared.

## Development of Focus

**Management of the organisation** In 2008, Focus moved from 2 to 5 staff members, which led us to revise the leadership system and the functioning of the organisation. New report systems were introduced and we performed an estimation of satisfaction level of our employees. On the basis of this we made a sistematization of posts and introduced a new structure for the leading of the office. We upgraded the operative manual of the organization and prepared the public relations strategy and a basis for revising the image of the organization.



**Working with our members / volunteers** Our members and volunteers were informed by means of sending news and interesting information, by including them in the preparation and the carrying out of our projects (mostly Big Ask and Eco footprint) and we send them to various happenings in Slovenia and abroad.

**Transparency of our work** Since we demand transparent work from other actors, we attempt to keep our activities transparent too. We guarantee our transparency through the maintaining of our web page, informing people about our activities and press releases. Annual report is just another mean of increasing our transparency.

## Financing of activities

In 2008, Focus was kindly supported by the following institutions: British Embassy in Ljubljana, Presidency Fund, Ministry of Environment and Spatial Planning, Ministry of foreign affairs, European Climate Foundation, Agree.net, European Commission, Swedish NGO Secretariat for Acid Rain, Embassy of the Kingdom of the Netherlands in Ljubljana, Government Communication Office, Ecological Fund of Republic of Slovenia, Human Earth, Grassroots Foundation, Representation of the European Commission in Slovenia, T&E and Friends of the Earth Europe.

