

## EVENT DESCRIPTION SHEET

PROJECT	
Participant:	INSTITUT PRO EVROPSKOU POLITIKU EUROPEUM ZS EUROPEUM
PIC number:	949668122
Project name and acronym:	Green but Just? Engaging V4 citizens and communities to achieve a socially just green transition – JustGreen

EVENT DESCRIPTION	
Event number:	D7.1
Event name:	Report from roundtables for journalists
Type:	roundtables
In situ/online:	In situ
Location:	Czech Republic, Slovakia, Hungary, Poland
Date(s):	19.12.2024, 29.01.2025, 29.01.2025, 04.02.2025, 04.03.2025
Website(s) (if any):	<a href="https://justgreeneu.eu/activities/">https://justgreeneu.eu/activities/</a>
Participants	
Female:	27
Male:	27
Non-binary:	1
From country 1 [Czech Republic]:	10
From country 2 [Slovakia]:	15
From country 3 [Hungary]:	15
From country 4 [Poland]:	15
Total number of participants:	55
From total number of countries:	4
Description	
<i>Provide a short description of the event and its activities.</i>	
As soon as the data from the citizens' consultations and focus groups was collected and analyzed, the consortium partners organized roundtables to present the findings to journalists. To ensure journalists had initial access, the data was	

published on the project's website only after these events had taken place.

- Czechia

1. *"How do Czechs want to live and do subsidy programs help them? Research results on the possibilities of decarbonizing housing in the Czech Republic";*
2. *"What Do Czechs Really Think About the EU and the Green Deal?"*.

Two roundtables have been organized by the EUROPEUM both at Scout Institute's premises in Prague presenting data from the citizens' consultations and focus groups related to the housing topic and the citizens' attitudes towards EU Green Deal and the related policies.

The first **roundtable** was held on **29.01.2025**, focusing on housing-related insights. It highlighted our findings showing that around a quarter of consulted citizens plan to invest in reducing the energy consumption of their homes in the coming years. The discussion aimed to address the barriers faced by those not yet considering renovations. The JustGreen research lead Rebeka Hengalová presented the data and answered questions from journalists during the Q&A session. Additionally, one of the attending journalists offered an opportunity for a live TV interview after the event, on the topic of data presented during the event.

Second **roundtable** took place on **04.03.2025**, aimed to present data – obtained for this project – on reasons behind the contradiction between supporting nature and climate in the Czechia. In addition, the Q&A session largely covered journalists' interest on how these attitudes can be reflected in the autumn elections in Czechia.

- Slovakia

1. *"Presentation for journalists at Café Lampy"*.

On **04.02.2025**, a **roundtable** for journalists took place at Café Lampy in Bratislava, hosted by Michal Vašečka from the BPI. The event gathered 15 journalists from both national and local Slovak media to discuss findings from the JustGreen project, with a focus on public perceptions of the green transition.

Journalists were most interested in how to effectively communicate the European Green Deal, especially considering our data that one-third of Slovaks have not heard of it and public opinion remains divided. They highlighted the gap between ecological attitudes and behavior. The presented low public trust in state support mechanisms for green housing and renovation sparked discussion on how to raise awareness of available subsidies. There was strong interest in data about electromobility skepticism and how to cover transport policy fairly, given economic concerns.

Participants agreed that while citizens expect state leadership, media has a role in fostering informed and constructive dialogue.

- Hungary

1. *"Presentation for journalists"*.

On **29.01.2025**, a **roundtable** was organized by 21RC for journalists in Budapest. The purpose of the event was presenting the key findings of the 'JustGreen' project and to initiate discussion among the researchers and representatives of Hungarian media. The event specifically focused on cross-V4 comparisons of attitudes toward

climate change and the potential for investments in household energy efficiency. The results of both the quantitative and qualitative phases of the research were presented during the event. The discussion began with a 40-minute presentation of the results of the project by Baitrok Borbála and Dorina Vajda from the 21RC.

The key findings that were presented include that the Czech and Slovak public opinion seems to be less focused on the symbolic importance of climate change, but more aware of concrete climate change policies and more concerned about the concrete impacts of climate change on a broader structural level, i.e. the labour market, than the Hungarian and Polish public. Although people in the V4 countries are aware of the climate change problem on a conscious level, they are not necessarily willing to take concrete steps such as reducing car use, cutting meat from their diet or choosing an electric car instead of a combustion engine one. In Hungary, the main obstacle to making houses more energy efficient is lack of money. Those most in need lack the financial means to invest in making their houses more energy efficient. The willingness to invest in the energy efficiency of a house does not depend on the condition of the house or whether it is insulated or not, but only on the financial situation of the house owner. The people most in need feel that they are the least likely to be eligible for a grant to improve the energy efficiency of their house.

Following the presentation of the above findings, the audience engaged in a dynamic conversation. Questions arose about the methodology of the research, including the target group of the research, the motives behind specific attitudes and the potential methods for educating the Hungarian population. The event provided valuable insights and fostered collaboration among attendees. The participating journalists also expressed interest in the future research results on the topic.

- Poland

1. *“Whose responsibility? Presentation of Focus Group Research on Housing and Environmental Needs for Journalists”*.

On **12.12.2024**, a **roundtable briefing session** was held for environmental journalists to present the findings of the latest focus group research report on housing modernization, renovation challenges, and environmental considerations. The event, organized in Państwomiesto social hub in Warsaw, attended by environmental journalists and science popularizers, provided a platform to discuss key insights from the study and their implications for future policies and public awareness.

The report highlighted diverse perspectives on thermal modernization, subsidy programs, and environmental protection, drawing from four groups of respondents, including property owners and tenants from various income levels and renovation experiences. A major takeaway from the study was the widespread awareness of the need for energy-efficient modernization in residential buildings. However, participants identified financial, administrative, and informational barriers that hinder implementation.

Discussions during the event emphasized critical challenges, such as the lack of knowledge about available technologies, concerns over the cost-effectiveness of investments (e.g. photovoltaic panels and heat pumps), and fears related to technical risks and equipment disposal. The complexity of subsidy procedures was a focal point, with calls for simplified application processes and better support

mechanisms for applicants.

The session also explored attitudes toward environmental protection, revealing that most respondents believe the state and corporations should lead pro-ecological initiatives. While individual actions—such as waste segregation and rainwater collection—were acknowledged as important, they were seen as insufficient for addressing large-scale environmental challenges. Interestingly, ecological considerations played a more significant role in renovation planning among wealthier homeowners and those with newly built houses.

The event concluded with a Q&A session, where journalists engaged with researchers on potential policy solutions and the role of media, including social media, in raising public awareness. Participants expressed strong interest in further discussions and follow-up research on making energy-efficient housing solutions more accessible and practical for all social groups.



Figure 1: EUROPEUM's Rebeka Hengalová during a live interview with a journalist following the RT, presenting findings from citizens' consultations and focus groups on housing renovations



Figure 2: BPI team led by Michal Vašečka during the RT presentation of JustGreen data for journalists, at Café Lampy



Figure 3: 21RC presentation for journalists given by Baitrok Borbála and Dorina Vajda covering obtained data



Figure 4: PP's roundtable-briefing for journalists led by Milosz Hodun, presenting data from citizens' consultations and focus groups