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EcoCinema: An Adventure with Ecology and Popcorn



Silesian
Voivodeship



Integrated LIFE project "Silesia, Blue Sky Restored". Comprehensive implementation of the Air Quality Plan for the Silesian Voivodeship. LIFE20 IPE/PL/000007 - LIFE-IP, AQP-SILESIA-SKY

EcoCinema: An Adventure with Ecology and Popcorn

When: 21 June 2025, 20:00 - 01:00

Where: OSiR Świerklany, ul. Piekarnicza 1, 44-266 Świerklany

Who: Jakub Szulik, eco-manager of the Municipality of Świerklany



As night falls and the screen lights up against the evening sky, a cinematic journey begins—one that sparks reflection on how our choices affect the environment. EcoCinema is more than just an outdoor film screening; it is a space where entertainment merges with an important message about the circular economy, air quality, and the future of our planet.

EcoTalk Before the Show

The event will begin with a discussion led by an eco-advisor, introducing the audience to the circular economy and demonstrating how daily decisions—from product choices to waste management—directly impact the environment and air quality. Attendees will also have access to information on the anti-smog resolution, heating system replacement programs, available financial support, renewable energy sources, and building thermal modernization.

Screening of Thought-Provoking Films

The outdoor screening event will begin with a meeting with an eco-advisor, who will introduce the audience to the concept of the circular economy, showing that our everyday decisions—from the products we choose, how we use them, to how we recycle—have a direct impact on the environment and air quality. During the event, participants will also be able to obtain information about the anti-smog resolution, options for replacing heat sources, available funding opportunities, renewable energy sources, and building thermal modernization.



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10 minut błękitu



Throughout the day, films addressing the relationship between humans and nature and the consequences of human actions will be screened. In the open air, at the OSiR Świerklany square, the film "Into The Wild" will be shown. It is a fact-based story of a young man who leaves behind a comfortable life and embarks on a journey into nature. The film explores the human longing for a life away from consumer society and shows how close contact with nature can change one's perception of the world. The screening will begin at 8:00 PM and will last approximately 2.5 hours.

In the banquet hall of GOKiR Świerklany, between 9:20 AM and 7:30 PM, two well-known films will be shown alternately: "Wall-E" and "Avatar". "Wall-E" is an animated tale of a lonely robot cleaning a polluted Earth abandoned due to a lack of environmental care. "Avatar", on the other hand, highlights the conflict between technological development and respect for nature, illustrating how destructive human activity can be when the balance of ecosystems is ignored. Here is the detailed screening schedule:

- 9:20 AM – 11:00 AM - "Wall E",
- 11:30 AM – 2:10 PM - "Avatar",
- 2:40 PM – 4:20 PM - "Wall E",
- 4:50 PM – 7:30 PM - "Avatar".
- More Than Just a Movie Night

EcoCinema is not only a chance to enjoy captivating films in a unique setting, but also an opportunity to reflect on the impact of industry, consumption, and individual choices on air quality, water resources, and natural ecosystems. This is a day designed to inspire change, provoke thought, and encourage action towards a more sustainable future.

This event is organized as part of the LIFE project "Silesia. Blue Sky Restored."

*I invite you
Jakub Szulik*

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WEEK**



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