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Five years of an educational programme - results and experiences

School teachers and pupils constitute an important group having the ability to listen, understand and help to create positive ties between the public and a utility. Therefore, ČEZ spends a part of its revenue arising from the sales of electricity on education.

ČEZ's information and education programme named „Energy for everybody“ has been used by Czech schools for five years now. The main part of this educational programme is devoted to nuclear energy.

ČEZ materials for schools include: printed information, supplements to textbooks, videotapes, computer programmes, CD ROMs, an educational set for experiments with ionizing radiation, posters and other assorted materials. Schools are invited to visit Czech power plants and other facilities of the power sector (for example the experimental reactor at the Prague Technical University). Seminars and workshops are organised for teachers. ČEZ offers objective information on all activities associated with energy generation and uses and the relationships between man and nature. The prices of our informational materials are rather symbolic, they come to one-tenth to one-third of the actual cost.

ČEZ is the only industrial company offering such a large-scale educational programme for schools in the Czech Republic. Materials are distributed to nearly 7 000 primary and secondary schools and 30 university departments. We have agreements with several schools which have committed themselves to testing our materials. Several dissertations and studies have demonstrated the usefulness of our materials for education and the contribution this information has made to the better understanding of nuclear energy.

We have organised polls in order to ascertain how the schools liked the materials, what additional things they wished and what their view of nuclear power plants and ČEZ was. The outcome has been unexpectedly favourable. In my contribution I will present the results of these polls and examples of successful activities made for schools.

Marie Dufková

Posters