

C4E Forum Workshop

Theme: “How to better place the topic of energy renovations in media”

Date and time: May 24th 13.30-14.30, Energy room

Short description:

Traditional and social media is where major part of public debate takes place, defining the priority topics, exchanging positions, shaping policies.

What would you do if a journalist asks you for a comment about a new policy or legislation? Or maybe media relations is already part of your work and you want to share your experience?

Let's have a chat and exchange on tips and tricks on profiling energy efficiency in public debates and press relations.

Moderator

Ana Londoño Botero – EU Public Affairs Manager

Guest speakers

Justyna Piszczatowska- Editor-in-chief, Green News (Poland)



Justyna Piszczatowska is a financial journalist specializing in the energy sector, currently she is an editor-in-chief of the green-news.pl website. Previously she worked in the leading Polish newspapers and co-run energy portal WysokieNapiecie.pl. She received the Grand Prix award for best energy journalism in Poland in June 2017 and a distinction for the best publication on the gas market in May 2018.

Martin Petříček - Deputy Editor in Chief, EKONOM weekly (Czechia)



Martin Petříček completed his studies in political science and international business at the University of Economics in Prague. He subsequently pursued a career in journalism, working for ČTK news agency, as well as for daily newspapers *Hospodářské noviny* and *MF Dnes*. Currently, he holds the position of deputy editor-in-chief at *Ekonom* weekly. Martin's area of focus encompasses energy, agriculture, banking, and macroeconomics. The environment and sustainable practices are integral considerations across all these sectors, and they have a growing impact on shaping their future direction.

Peter Robl – Public Affairs Manager Eastern Europe, Knauf Insulation (Slovakia)



Peter Robl has 20+ years of experience as communications and external affairs professional mainly in construction industry with additional insights in other segments of business and NGOs. Most recently, Peter has worked for Knauf Insulation as Public Affairs Manager Eastern Europe. He has focused on developing systematic and active participation of the company in dialogue with national governments on how public policies can drive building renovation, climate change mitigation and adaptation, post-Covid-19 recovery, fire safety and sustainability. Peter is also a Chairman of advocacy association Buildings for the Future in Slovakia.