

**EEA AND NORWAY GRANTS
FUND FOR BILATERAL RELATIONS**

INITIATIVE PROPOSAL

Title of the initiative: Transferring knowledge on climate change from Norway to Estonia via state-of-the-art exhibition and an accompanying educational programme

Implementing entity (*beneficiary state entity*):

University of Tartu (Estonia) – UT

Partner(s) (*minimum one donor state entity*):

University of Oslo (Norway) - UIO

University of Tallinn (Estonia) - TLU

Bilateral priority area identified by the JCBF beyond the programmes:

- ✓ promotion of core European values, such as respect for human dignity, freedom, democracy, equality, the rule of law and the respect for human rights for all people, regardless of their racial or ethnic origin, religion or belief, gender, disability, age, sexual orientation or gender identity;
- ☐ E-governance (digitalization)
- ☐ eastern partnership
- ☐ equality and equal treatment
- ✓ competitive business environment, sustainable and adaptive governance (based on “Competitiveness Plan for 2020” approved by the Government of Estonia)

Allocation (total sum): 135 000 € + 15% overheads on personnel costs

(A more detailed project budget description in the activity plan)

Short description of the initiative:

(background, aim, participants, activity plan, budget outline, communication and dissemination)

Awareness about climate change and of the negative impacts of human activity on climate is significantly lower in Estonia compared to Norway, with only 31% of Estonians versus 45% of Norwegians recognizing it as a very serious issue. To address this gap, we aim to leverage the donor’s expertise in raising public awareness and initiating behaviour change. The Climate House in Norway (UIO) will serve as the donor entity, while the Natural History Museum and Botanical Garden (UT) will implement the project along with ecology, communication, education and psychology experts from Tallinn University.

The project will focus on creating an exhibition designed to dispel common misconceptions about climate change and highlight the actions recommended by the scientific community to mitigate it and adapt to it. The design of the exhibition and the education programs will use insights from science communication and educational psychology to support increased awareness and long-term behaviour change. The main target groups of the project are school kids, families and people with little prior knowledge of climate change. The donor, with their experience of running the Climate House at their museum, will provide guidance to ensure that the exhibition and the accompanying educational program have maximum impact.

The project budget covers personnel, exhibition materials, and travel expenses. The exhibition will debut at the University of Tartu before travelling to other locations across Estonia (for example, the Tallinn Botanic Garden, the Tallinn Zoo and Pärnu Nature House). It will be complemented by an extensive educational program aimed at school children and families. Both the exhibition and the educational programme will be actively promoted in each city to ensure broad public engagement.

Activity plan:

Activity	Time	Location	Cost	Participants
Visiting the Climate House of Norway; seminar on exchanging experiences	October-November 2024	Oslo, Norway	12 000 €	UIO TLU UT
Creating the first digital versions of the exhibition materials and the education programme	November 2024 – January 2025	Tallinn and Tartu, Estonia	30 000 €	UIO (virtually) TLU UT
Analysing the created exhibition materials and the educational programme	January – February 2025	Oslo, Norway	10 000 €	UIO TLU (virtually) TU (virtually)
Creating the final versions of the digital materials and education programme	February – March 2025	Tallinn and Tartu, Estonia	30 000 €	UIO (virtually) TLU UT
Printing the physical materials	March 2025	Tallinn and Tartu, Estonia	18 000 €	TLU UT
Opening the exhibition in University of Tartu Natural History Museum and Botanical Garden	March – April 2025	Tartu, Estonia	20 000 €	UIO TLU UT
Communication activities	February – April 2025	Tartu, Estonia	5 000 €	UT
Project management	October 2024 – April 2025	Tartu, Estonia	10 000 €	UT

Planned results¹

OUTPUT	INDICATOR	TARGET
Exhibitions in Estonia	Number of people who have visited the exhibition	120 000 persons
Educational programme accompanying the exhibitions	Number of people who have taken part in the programme	2 000 persons
	Number of teachers who have taken part of the programme and given materials for further dissemination among their students	100 teachers

¹ Please refer to the [Results Guideline](#)