

#EnergySmartSTART

Problem	Strategy	Actions	Progress
<p>The number of applicants for higher education studies in electrical and energy engineering, which are important to the Group, is too small.</p>	<p>Inviting young people to discover themselves in the field of energy by opening up energy facilities and attending schools to provide vocational guidance and education.</p>	<ol style="list-style-type: none"> 1. Promoting the energy sector among students. Organising excursions for students and schoolchildren as well as lessons on the energy sector in schools. 2. Assisting high school graduates to prepare for the state physics and mathematics (also chemistry starting from the 2024–2025 academic year) exams, organising remote formal education lessons. 3. Establishing continuous dialogue with students in grades 9–12 in five engineering schools in the country. 	<ol style="list-style-type: none"> 1. Excursions to 6 different facilities of the Group and 116 lectures in schools. 2. Online trainings for 500 attendees.
<p>Too many employees in engineering positions are older.</p>	<p>Creating the opportunities to follow and increase the number of students employed in engineering positions during their studies.</p>	<ol style="list-style-type: none"> 1. Allocating scholarships for students in their first and second year of electrical and energy engineering studies at national higher education institutions. 2. Partnering with national higher education institutions. 3. Establishing continuous dialogue with students receiving scholarships (organising events, shadowing practices). 	<ol style="list-style-type: none"> 1. Scholarships for first- and second-year students: 98 in 2023. 2. Partnerships with higher education institutions: 9 in 2023, there were 123 students who received scholarships.
<p>Poor perception of prospects in the energy sector among important audiences (students, youth, the society), including the perception of a rapidly growing sector and a promising sector for seeking a professional career.</p>	<p>Clarifying and improving the perception of the energy sector, including the perception of a promising sector with opportunities for a professional career among three important audiences (students, youth, the society).</p>	<ol style="list-style-type: none"> 1. Integrating energy efficiency lessons into the formal education content in grades 7–11. 2. #EnergySmartSTART educational classes and lessons at the Energy and Technology Museum. 3. Advertising campaigns, continuously communicating on social networks, supporting web content, participating in events for students and youth. 	<ol style="list-style-type: none"> 1. We reached out to 1,229 students in 9 schools. 2. 73 lessons were held for 1,447 students at the Energy and Technology Museum.