



Involving stakeholders

► Munich's multi-stakeholder alliance

Background

The “Munich for Climate Protection” alliance is an informal gathering of local stakeholders (administration, companies, science, institutions, associations) which aims at developing common climate protection strategies.

Budget

Around €60.000/year for coordination and communication.

Process

Mayor Hep Monatzeder founded “Munich for Climate Protection” in 2007 and headed the steering committee until 2013. The alliance is coordinated by the Department of Environment, with the support of a consulting agency for the communication and implementation process.

1. 2007-2010: Planning

During the planning phase, the alliance was organised in four working groups (sustainable energy production, efficient use of energy, energy conservation, and sustainable mobility), each coordinated by a key local player. Participants could share experience and develop new climate protection projects. Furthermore, some of the largest

“Without the active and innovative cooperation of the about 100 members of the local alliance Munich for Climate Protection, the city cannot achieve its ambitious target - reducing CO₂ emissions by at least 50 % by 2030 compared to 1990.”
Mayor Hep Monatzeder, 2013.

companies in Munich could be involved from the start. For instance, Siemens offered a study titled “Paths towards a carbon-free future for Munich” on the city’s 850th anniversary in 2058. The Department of Environment also coordinated a working group focused on communication and education.

2. 2010-2013: Implementation

Members of the “Munich for Climate Protection” commit to:

1. In-house CO₂ monitoring and reporting,
2. Participate in at least one CO₂ reduction project.

During the implementation phase, the alliance was organised around four interdisciplinary projects: Munich Model House, Solar Energy for Munich, E-Mobility in Munich, Eco-friendly Oktoberfest.

Results

Incentives for joining are: economisation of energy, priority access to key actors, cooperation opportunities and prestigious awards. More than 100 partners have been involved and developed over 60 CO₂-reduction projects, such as training course for teachers, workshop on energy-efficient lighting, the Munich Refurbishment agreement, development of a taxi sharing app, e-bikes for municipal staff, etc.



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