

CAMPAIGNING FOR LOCAL CLIMATE CHANGE MITIGATION

Compilation of ideas



CATALOGUE OF IDEAS

- 1 Distribution of printed formats
- 2 Promotional activities online
- 3 Gadgets with climate-friendly ideas
- 4 Other types of promotion

IN THE PROCESS OF RAISING AWARENESS AND ENGAGING CITIZENS IN CLIMATE ACTION

- Focus on personal messages
- Keep the formatting, layout and key takeaways simple
- Use language that is easy to understand
- Appeal to emotions
- Honour the severity of the climate change challenge
- Use inclusive messaging
- Make sure the communications are grounded in everyday, relatable contexts

DISTRIBUTION OF PRINTED FORMATS

- Cartoons and comic books
- Colouring books
- Bookmarks
- Cards
- Games

ENGAGE CHILDREN



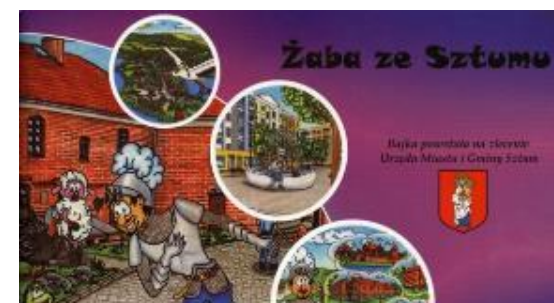
pixabay

Engage **children!** Sooner or later, the content will reach their parents as well.

Encouraged by entertainment, children will reflect on their actions. School children who are interested in the subject will asking asking adults questions, who will then in turn be put in the position to provide good answers.

COLOURING BOOKS AND COMICS

BEACON's comic book:
**The Climate Change
Game**



<https://www.miaastodobrejenergii.pl/bajki/>
<http://www.sztum.pl/bajka-zabka-ze-sztumu.html>

MINI BOOK

A how to guide

- (1) Create your own local story
- (2) Print
- (3) Fold
- (4) Distribute

<https://www.minibooks.ch/faltanleitung.cfm>

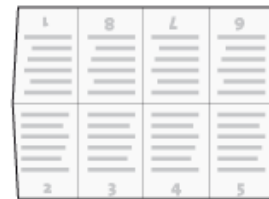
Step 1

Put the printed sheet of paper on the table in front of you.



Step 2

Fold the sheet of paper once lengthwise and unfold it again.



Step 3

The sheet of paper is folded diagonally once and unfolded again.



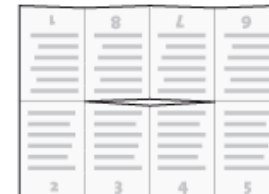
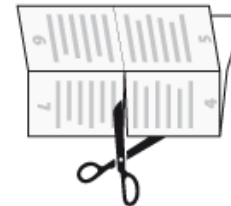
Step 4

The sheet of paper is folded into a "zig-zag roof" and then unfolded again to A5.



Step 5

The sheet is cut on the closed side along the fold to the cross fold.



Step 6

The sheet is now fully unfolded and folded back to its length. Afterwards the sheet is folded into a star.



Step 7

The sheet is now folded to its final shape and thus into the book.



DISTRIBUTION

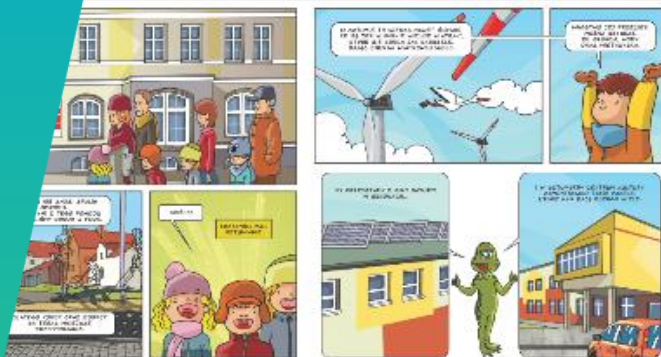
is just as important as the creation of promotional materials



[This photo](#), author: Unknown author, license: [CC BY-SA-NC](#)

Such materials should be distributed to relevant institutions (kindergartens, schools) or be distributed together with other municipal publications.

Including a weekly comic in the city bulletin, for example, is an effective format.



<https://bip.sztum.pl/?file=12168>

INNOVATIVE FORMATS

You wouldn't expect to encounter climate messages in a bar would you?
How do you reach those who aren't on the look out for these messages?

Messages on coasters



<https://ziele-brauchen-taten.de/>

Bookmarks with energy tips



pixabay

Double-sided question answer coasters



pixabay, unsplash

Cards



unsplash

INNOVATIVE FORMATS

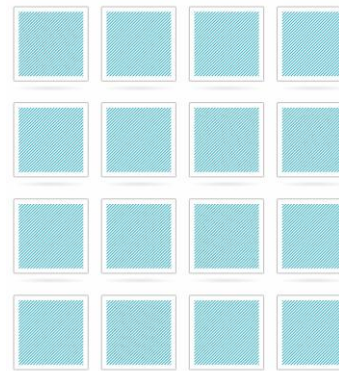
Spread the climate the message

Climate change card game



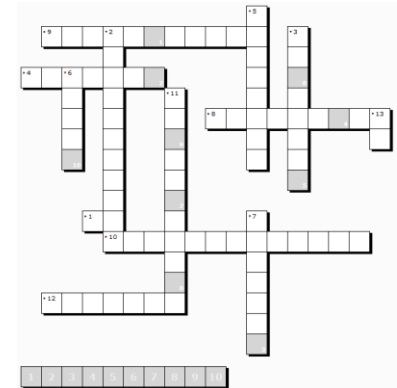
<https://kulturdeswandels.de/mehrwert-kartenspiel/>

Memory



<https://klimaretter.hamburg/memory-aktiv-fuer-das-klima/>

Crossword



<https://hamburgmalfair.de/kreuzwortraetsel-zu-nachhaltigkeitszielen/>

CLIMATE CHALLENGE CARD GAMES

A game that can be printed

Project Climate Challenge

The goal of this game is to become more climate-friendly on a daily basis: With weekly challenges you can collect points (biking instead of driving; bringing your own bag to the grocery store instead of buying a new plastic bag,...)

SchwäbischHall Challenge 19

Shopping with a canvas bag

For a whole week you go shopping with a canvas bag. If you don't have one, then you also cannot purchase anything.

Points: 🌐🌐

My Experience

I Managed to do it 😊 😞

It was easy 😊 😞

I will do this from now on 😊 😞

My Points

Link to game (in German):

<https://www.schwaebischhall.de/de/unser-stadt/klimaschutz-energie/mach-mit/klima-challenge>

INTERNET/ SOCIAL MEDIA ACTIVITY

Add a # and create an
Ecoimage of your city!

CITY'S INSTAGRAM ACCOUNT COMMUNICATION WITH THE HELP OF PICTURES



Minakel2003 via Pixabay

Create and maintain an Instagram account.

Share photos of positive examples captured in public spaces to praise and reinforce good practices and inspire followers.



Stocksnap via Pixabay



Anestiev via Pixabay



dimitrisvetsikas1969 via Pixabay

SOCIAL MEDIA

Social media is often has a wide reach and can lead to a rapid - even exponential - increase in the number of interested users who share material in their network.

It is worth taking advantage of this fact to initiate a "challenge" type of game, similar to the popular #trashtag.



author: naoselixe, Brazil

https://www.instagram.com/p/Bu_LniOg7dy/?utm_source=ig_embed

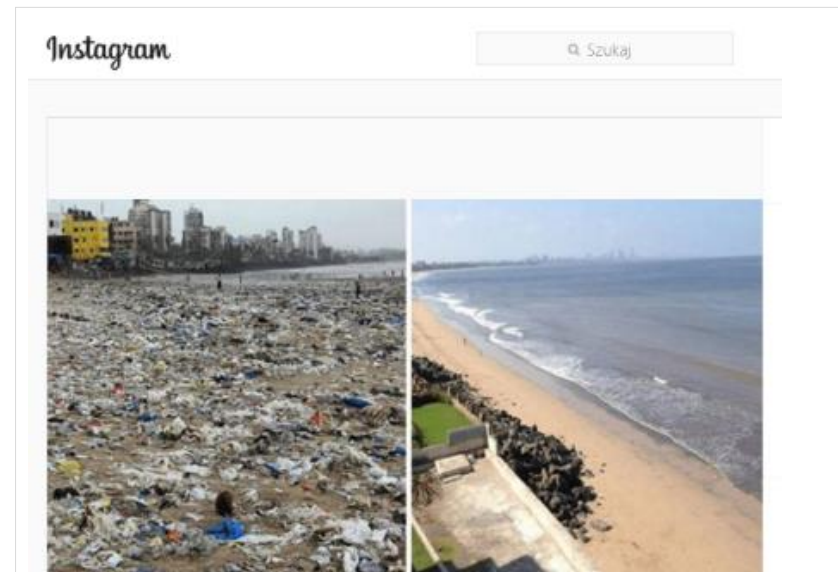
ONLINE-CHALLENGE

#trashtag Challenge

The example of the **#trashtag** challenge, which has gone viral worldwide, shows that social media can spur environmental action.

#climatechallenge

Take a picture of one of our city's Facebook recommended pro-climate actions once a week and tag it with this hashtag. Let's take care of our planet together!



author: daodaishengzhi

https://www.instagram.com/p/BvBj5MnH4Bg/?utm_source=ig_embed

SOCIAL MEDIA

Social Media allows you to reach a wide range of users

When using social media to spread information and build awareness about climate protection, it is important to post regularly with information that is relevant to your citizens.

Therefore, it's worth planning ahead: • what will be posted • what channels and *social media* will be used • how often they will appear • etc.

A tool to support social media planning can be found in the link below

<https://docs.google.com/spreadsheets/d/1GADxvHGQIsDDDugJ5ij8L43JYIXMcXh5PA0ZyQnc/edit#gid=0>

SOCIAL NETWORK	(MONTH/DAY/YEAR)	TIME (EST)	CONTENT TYPE	TOPIC	SOCIAL COPY (to be filled in 3 days before publishing)	LINK	NOTES
WEEK 1: MONDAY - Monday, 3 Sept. 2020							
FACEBOOK		7:00 AM	NEW BLOG POST	Silent Video	Are you optimizing your social video for viewing without sound? You should be	https://www.facebook.com/your-social-network	
			CURATED CONTENT				
			EVERGREEN BLOG POST				
			LIVE VIDEO				
INSTAGRAM			PROMOTION				
			STORY				
			ORIGINAL IMAGE				
TWITTER			CURATED CONTENT				
			NEW BLOG POST				
			EVERGREEN BLOG POST				
			CHAT				
			VIDEO				
WEEK 2: TUESDAY - Tuesday, 8 Sept. 2020							
FACEBOOK			VIDEO				

EXAMPLE POSTS

Regularly publish posts with a challenge/advice for citizens on how they can save e.g. electricity. With tips at hand, long-term actions can be planned.

- February: heat-saving month
- April/May: electricity saving months
- June/July: water-saving months
- September: carbon footprint reduction month



Pixabay

INFORMATION ON THE WEBSITE

Provide useful links on your website and regularly update information about your ongoing initiatives and activities

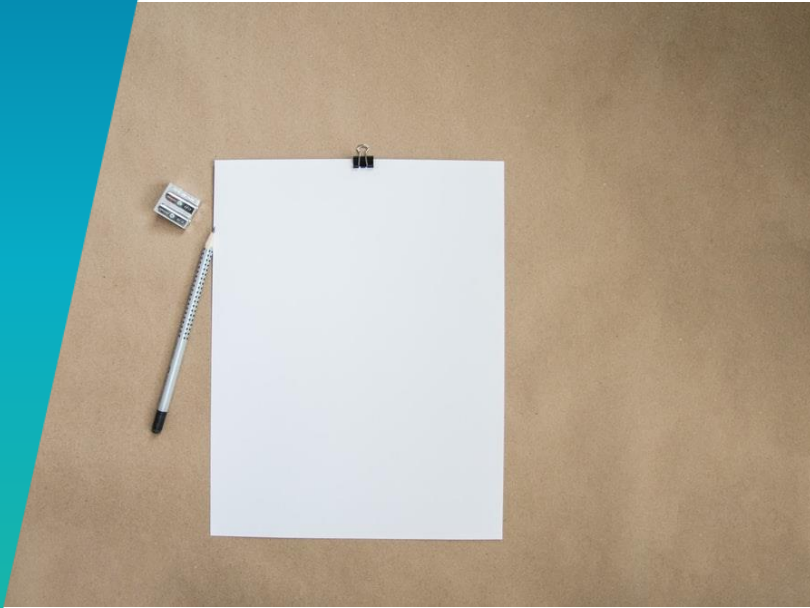
For example, include links to where citizens can get information on:

- Their ecological footprint (e.g. <https://www.footprintcalculator.org/>)
- Climate science
- Climate policies (local, national, and international)
- Local climate action (by the municipalities and civil society, including contact persons)
- Opportunities to get involved in climate-friendly practices

https://uba.co2-rechner.de/de_DE/

PROMOTIONAL SLOGANS

A good slogan is concise, emotional, specific, positive.



Kelly Sikkemma, unsplash

Some ideas...

1. Turn off the lights, see the stars!
2. Saving energy costs little energy.
3. Life is energy, energy is life. Let's save it!
4. Save energy TODAY, brighten up tomorrow.
5. Use your energy, but don't waste it!
6. Think globally - act locally.
7. Save energy - save the planet!

... add yours...

ONLINE CHALLENGE

Today for tomorrow challenge

Organise a hackathon for your city to draw attention to the environment as a topic in need of innovative solutions



<https://www.krizevci.info/2020/04/10/izazov-danas-za-sutra-odrzan-u-krizevcima-saznajte-kako-krizevcani-zamisljaju-otporan-i-neovisan-grad-nakon-krize/>



<https://climathon.climate-kic.org/>

ONLINE CHALLENGE

Sustainable consumption

Encourage citizens to change the future by taking on the challenge below!



Actions Results About the tool Login

Activities

It's easy to get involved: simply select an action that suits you from our 24 offers and specify a period in which you want to carry it out. Now it's time to hang on and earn more Changer Points every day.



Enjoy local products

Have you ever been to the bookshop just round the corner? Or do you know where the nearest stationery shop, grocery store or historic coffee roasting house are? While small shops help to revive neighbourhoods, large mail order companies contribute very little to local value creation – or worse: the working conditions are often very bad and taxes rapidly disappear into “havens”.

Why not try only shopping in little local shops for the next weeks?

[Learn more](#)

Mische Dich ein 45 Points	Polke geh durch den Magen 45 Points	Sei Teil der Energiewende 45 Points
Informiere Dich, habe nach und werde aktiv 35 Points	Gestalte Deine Radinfrastruktur 35 Points	Wechsele Deine Bank 30 Points
Do it yourself 30 Points	Teilen statt besitzen 30 Points	Organisiere Tausch-Parties und informiere Dich 30 Points
Recycle alte Elektrogeräte 20 Points	Bahn nutzen statt Auto fahren 20 Points	Entdecke Deine Umgebung 15 Points
Gemeinsam reiten und reparieren 15 Points	Kuche und gärtere im Team 15 Points	Seid gemeinsam mobil 14 Points

<https://www.change-the-future.eu/>

APPS: TO MAKE CITIZENS MOVE SUSTAINABLY

Improve your local cycle paths by downloading the city cycling app.

- Cyclists ride their bike and collect KM via the app
- They evaluate the routes and deliver results to the municipality
- The municipality can improve conditions with the help of the crowd-sourced evaluations



<https://www.city-cycling.org/home>



GADGETS WITH CLIMATE-FRIENDLY IDEAS

GADGETS TO GET CITIZENS' ATTENTION

- Try gadgets that are more original than standard pens, notebooks or calendars. Try to find something that citizens need and want.
- Create an image of a modern city, caring for the climate, caring for the welfare of its inhabitants, open to innovative solutions, and following global trends.
- Design fashionable products society can use and identify with.
- Take into account not only their usefulness, but also their aesthetic values that best fit current trends.
- It's a good idea to lead by example and design products that are zero waste.

GADGETS

... to promote sustainability in the household

- biodegradable compost bags
- reusable cosmetic pads
- Ecological cleaning detergent
- organic straws and reusable food bags



pixabay, unsplash

GADGETS

... to promote sustainability in the household



- reusable beverage containers
- reusable wax foil to transport/protect food

<https://oekologische-werbeartikel.de/produkt/borsilikat-tee-trinkflasche/>

GADGETS

... to promote sustainable mobility



- pedometer
- mini towel
- biking light
- bike repair kit
- reflectors

<https://www.ksi-werbeartikel.de/mykit-fahrrad-reparatur.html>

GADGETS

... to incentivise repair and re-use



https://www.werbeartikel-discount.com/product_info.php/products_id/7art3h0obolbsfdi7

sewing kit

<https://www.memo-werbeartikel.de/haushalt-technik/werkzeug/>

folding ruler

<https://www.werbemittel24.com/haushalt/werkzeug/werkzeugset.html>

tools

<https://www.werbeartikelgrosshandel.de/repair-kit-318964.html>

repair kit for glasses

"A LITTLE GREEN IN YOUR HOME."

Plant seeds (e.g. potted flowers, cress, sprouts, herbs) as part of the "A little green in your home" campaign - a nice gesture to promote growing at home and producing one's own fresh herbs. It can also be directed directly to children - "Little Gardener".

“seed paper”: the seeds will grow when the card is put in soil



Bilder: pixabay, unsplash

www.greengiving.de/samenpapier-

a3-a4-a5-a6/Samenpapier-a6-postkartenformat

“STANDARD” GADGETS

- notebook from sustainable material
- eco pen that says, "Hey! I'm made of milk cartons!"
- crayon sets, bags/sacks made of organic cotton, flax, jute



<https://oekologische-werbeartikel.de/produkt/notizbuch-aus-landwirtschaftlichen-abfaellen/>

Bilder: pixabay, unsplash

OTHER FORMS OF PROMOTION

EXPERT CONSULTING

Organise a Q&A session on climate facts

Invite your citizens to pose questions to **climate scientists** or experts in the field of climate change mitigation.



www.scientists4future.org

provides tools to combat climate change skepticism

<https://www.skepticalscience.com/>

Find experts and/or a green organisation here:

<https://www.eumayors.eu/about/covenant-community/supporters.html>

ATM/SEED EXCHANGE



Bankomat nasion stanął w siedzibie Zarządu Zieleni. Warszawiacy mogą pobierać z niego nasiona i wysiewać kwiaty w mieście



W Warszawie powstał wymiennik nasion. „Każdy może uwalniać rośliny, zamknięte w kapsule czasu”



Create an ATM or a **seed exchanger**. Thanks to such initiatives, the inhabitants can exchange the seeds they have in excess for free or join in the action of collecting seeds and planting flowers throughout the community.

<https://warszawa.naszemiasto.pl/w-warszawie-powstal-wymiennik-nasion-kazdy-moze-uwalniac/ar/c1-7442925>

<https://warszawa.naszemiasto.pl/bankomat-nasion-stanal-w-siedzibie-zarzadu-zieleni/ar/c8-5137609>

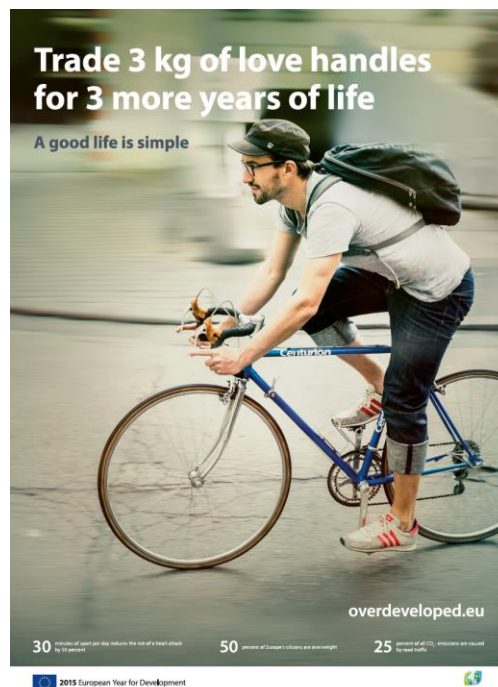
Bilder von pixabay, unsplash

WHY NOT USE YOUR SPACE?

Make a poster campaign!

Free material to download, print, and spread in your municipality.

The materials are available in English, Dutch, German, French, Italian, Spanish, Portuguese, Hungarian, Luxembourgish, Romanian, Czech and Greek. Contact the hosting website to translate them to your language.



<http://overdeveloped.eu/en/downloads.html#>

CLIMATE FAST FOR LENT

Create a campaign to reduce emissions as an everyday challenge during the lent period

- Diverse measures that are easy to integrate in the daily routine
- Low threshold as no long-term implementation is required and incentivises a reflection of routines

Examples

- „anti-consumption-shopping list“
- reducing waste and pollution by using self-made eco-cleaning substances
- shopping by bike day challenge
- recipes for a “low carbon diet”



ALLGEMEIN, ERNÄHRUNG, MOTIVATION, REGIONAL

Anti-Lagerkoller-Feel-Good-Klima-Challenge Nr. 3: I eat my Roots – Gemüse aus dem eigenen Garten

Veröffentlicht am 29. März 2020 von Klima-Phoenix Gesa

<https://https://youtu.be/9lqGbVPJiPw>

<https://co2fasten.wordpress.com/co2-challenges/>

SHOWING COMMITMENT THROUGH PHOTOS

Example: Engage campaign

An idea from Heidelberg



There are now 6,800 posters in Europe

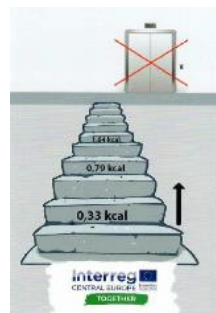


<https://www.heidelberg.de/hd,Lde/HD/Leben/Bildergalerien+Klimaschuetzer.html>

PACKAGING/STICKERS



BEACON



Interreg Together Project

In public buildings, schools and urban spaces, municipalities can promote climate friendly behaviour with **reminder sticker(s)**.

ZERO WASTE WORKSHOPS FOR CITIZENS



This Photo, author: unknown author, license: CC BY-SA-NC

Inspire citizens and help them create good habits by organizing **zero waste workshops**

Vary the topics: starting with the *zero waste daily use products* (for example production of one's own cosmetics, procuring second hand clothes)

<https://slowfoodyouth.de/was-wir-tun/schnippeldisko/>

COMPUTER GAMES AND EDUCATIONAL MOVIES FOR KIDS

Create a **computer game** or an **educational film**.

Children learn best through playing. They will enjoy playing a game, solving quizzes or watching a fairy tale while acquiring useful environmental knowledge.



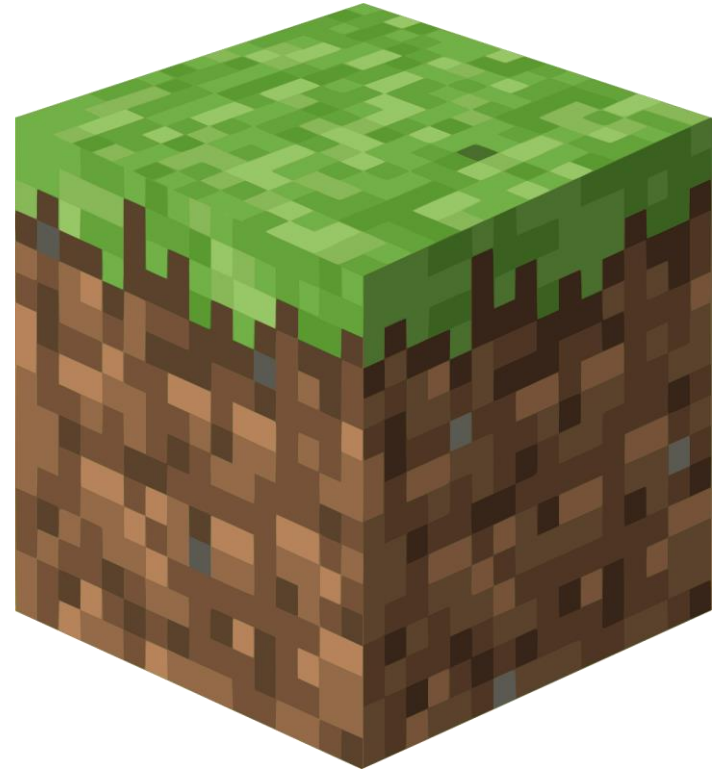
http://planet-defenders.pnec.org.pl/city_map.html

<http://www.pnec.org.pl/pl/together/58-together-statyczne-2/542-publikacje>

GET CHILDREN'S ATTENTION

Minecraft project

Create a project to remodel your city in **Minecraft**. Using one of the most popular games in the world, Minecraft, and children's interest in the city, you can create an exciting competition involving prizes for innovation. Make sure to communicate your efforts!



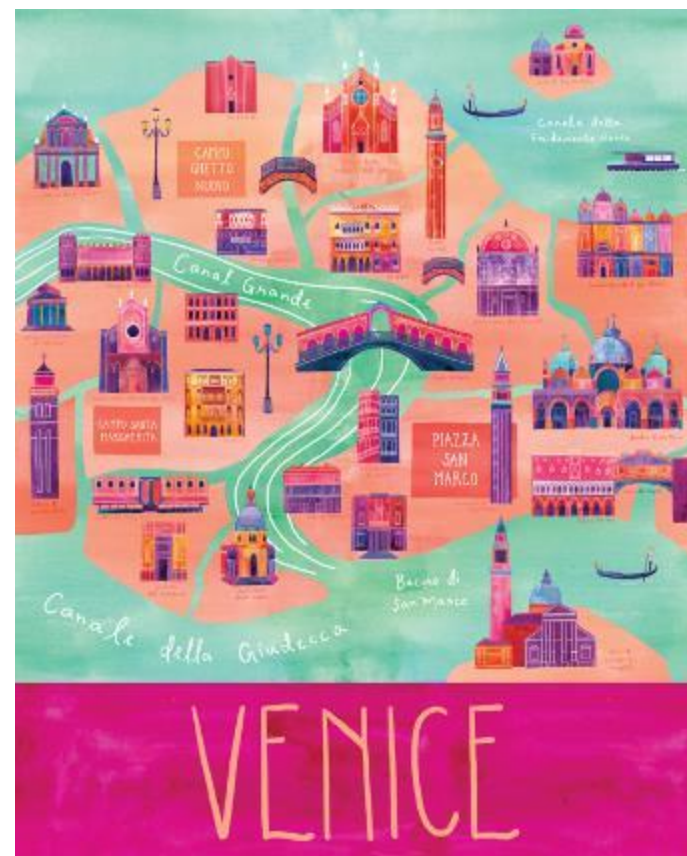
Check out this competition in Amsterdam, sponsored by UN Environment, for inspiration:

<https://www.unenvironment.org/news-and-stories/press-release/ecocraft-take-gaming-another-level-greening-minecraftc>

CITY GAME

Follow the spirit of the times by organizing **citywide competitions or games** that will interest the citizens.

Use this opportunity to promote important places or buildings in the city as well as their role in climate-friendly activities.

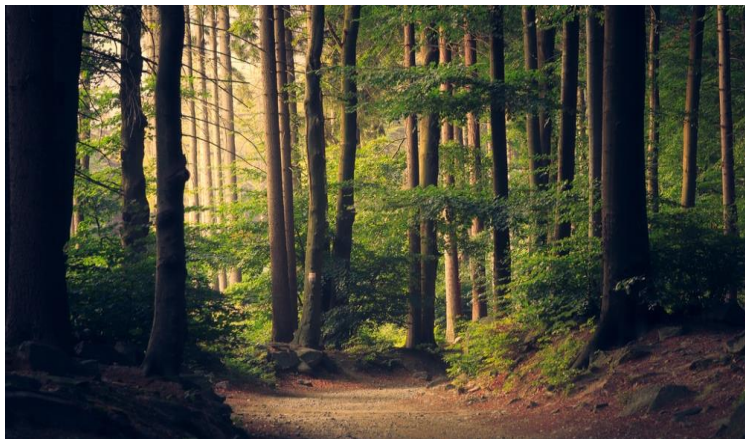


This photo, author: unknown author, license: CC BY-NC-ND

<https://rachttlg.files.wordpress.com/2011/10/marisa-seguin-venice.jpg>

CREATE CLIMATE-THEMED TOURS

Provide information about relevant locations



Lukasz Szmigiel, Unsplash



Source : fahr im Kreis

Promote local **climate geocaching** to encourage citizens to explore the green areas in your municipality

Audio guide for climate-friendly travellers

<https://www.geocaching.com/play>

<https://www.fahr-im-kreis.de/service/audioguides/audioguide-klima-radelroute-buende>

CREATE CLIMATE-THEMED TOURS

Provide information about relevant locations

Bike tour to discover renewable energy sources in the region

Tourdaten:

Länge:
↔
65 km

Höhenmeter:
⬇️
600 m

Dauer:
🕒
ca. 5:00 Stunden
(reine Fahrzeit)

Schwierigkeit:
|||||
anspruchsvoll, jedoch gut
mit dem Pedelec zu
bewältigen

Prima-Klima-Tour

Hauptwegweiser

Herzlich willkommen
in den .tübinger um:welten

Einschub Prima-Klima-Tour

Höhenprofil

<https://tuebingen-umwelten.de/index.php/aktiv/radfahren/themenradtouren/pedelec-touren/prima-klima-tour.html>

CREATE CLIMATE-THEMED TOURS

Transition Tour



Conduct an alternative **climate-focussed city tour**

<https://www.stadtwandeln.de/home.html>

ESCAPE GAME



pixabay

Organise an **Escape Game** focussed on climate change.

<https://tandem-staedte.eu/projet/escape-game-die-letzte-chance/>

GET CREATIVE AND INVOLVE CITIZENS

Start projects linked to Art

Wandelklima Dominik Werner Marburg



© Lauren Mc Kown

Project **Art for Climate**

In the process of creating the artwork, the students involved in the project will take time to consider climate action.



artistiSEED

Inselbau

Joy Lohmann, Hannover

Was tun, wenn der Meereis verschwindet? Joy Lohmann. Als Rettung von Nahrungsmitteln. Es ist ein Klassenzimmer, Energie, Wohnen. Baumaterialien verfügbar ist, würde für den Bau kleiner Inselmodelle. Die Welt unserer Zukunft. Wasser gelassen werden. Panorama der Möglichkeiten.

Joy Lohmann arbeitet

<https://klimakunstschule.bildungscent.de/>

https://klimakunstschule.bildungscent.de/fileadmin/Klimakunstschule/Das_Buch_Download/KlimaKunstSchule-Buch.pdf

ECO MURAL COMPETITION for young artists

Involve young artists by creating a competition for an **ECO mural**.

How is a mural that purifies the air made?

A special coating is applied to the mural, which absorbs harmful substances from the air. One square metre of such a mural works to reduce air pollution equivalent to the sequestration provided by one tree.

Ekologiczny mural w Poznaniu. Wchłania smog i szkodliwe substancje

Jakub Ptak 2019-11-29 | POZNAN



Ekologiczny mural w Poznaniu. Wchłania smog i szkodliwe substancje (fot. Enea/TT)

Mural, który dba o jakość powietrza, powstał na poznańskich Winogradach. Na malowidło nałożono specjalną powłokę antysmogową, która oczyszcza powietrze.

Mural o powierzchni 77 m kw. znajduje się na ścianie Osiedlowego Domu Kultury "Wiktoria" na os. Zwycięstwa. Przedstawia on kolorową panoramę Poznania z charakterystycznymi budynkami na czele - Bałtykiem, Okraglakiem i Collegium Altum. W tle znajdują się natomiast wiatraki oraz baterie fotowoltaiczne.

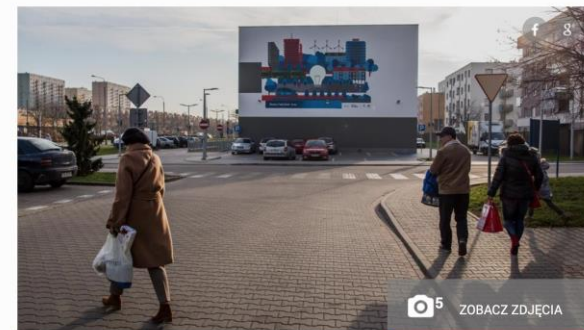
<https://poznan.tvp.pl/45561158/ekologiczny-mural-w-poznaniu-wchlania-smog-i-szkodliwe-substancje>

ECO MURAL COMPETITION for young artists

By implementing such an idea, the city will not only gain a new, visually interesting place in its public space, but will also educate its citizens and begin to associate art with an activity compatible with climate solutions.

Poznański mural oczyszcza powietrze

Na ścianie poznańskiego Domu Kultury „Wiktorii” powstał mural. Malowidło posiada wyjątkowe właściwości. Nie tylko cieszy oko, ale również oczyszcza powietrze. Jak to możliwe?



Mural oczyszczający powietrze | Bartosz Jankowski / nowapix.pl



PODZIEL SIĘ



KOPIUJ LINK

Mural przedstawia nowoczesne miasto, w którym samochody zasilane są energią elektryczną, a domy czerpią energię z wiatraków i instalacji fotowoltaicznych. W tle widać charakterystyczne dla Poznania budynki – Okraglak, Bałtyk i Collegium Altum, a także domki ze Starego Rynku.

<https://www.fakt.pl/wydarzenia/polska/poznan/w-poznaniu-powstal-mural-ktory-oczyszcza-powietrze/vl7eh24>

ENVIRONMENTALLY FRIENDLY BOTTLE CAP COLLECTION

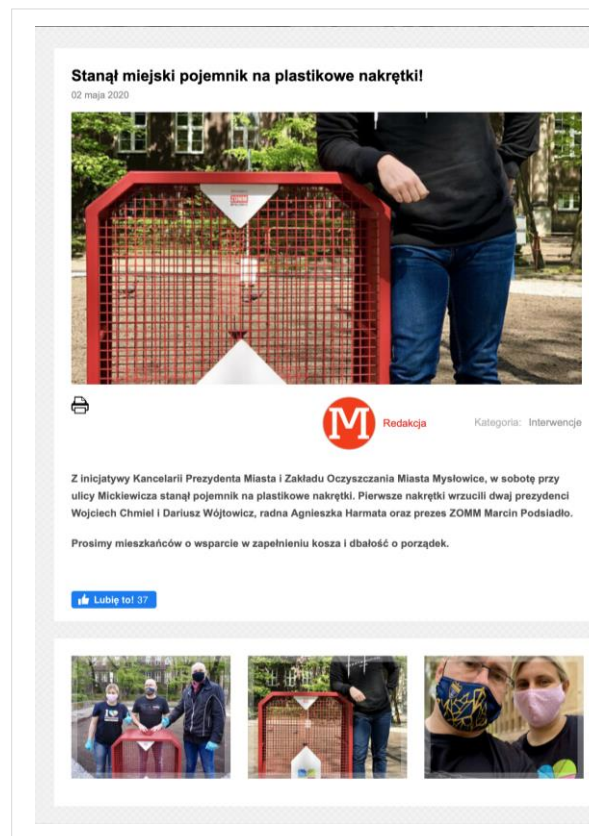
Often, people want to get involved in activities related to cleaning up public spaces by collecting bottle caps but are not sure where best to deposit them. An initiative organised by the city can fill this gap.



<https://konin.naszemiasto.pl/pojemnik-na-nakretki-na-bulwarze-w-koninie-zdjecia/ar/c2-3560165>

ENVIRONMENTALLY FRIENDLY BOTTLE CAP COLLECTION

Setting up public and eye-catching cap containers can make urban space more attractive and promote environmentally friendly behaviour.



<https://myslowice.net/aktualnosci/intervencje/stanal-miejski-pojemnik-na-plastikowe-nakretki>

Contact us at

BEACON@adelphi.de

BEACON_HelpDesk@guidhouse.com

Visit us on the internet at

<https://www.euki.de/en/euki-projects/bridging-european-and-local-climate-action-beacon/>

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<https://energy-cities.eu/project/beacon-bridging-european-and-local-climate-action/>

<http://www.pnec.org.pl/pl/beacon>