

ENGAGE

THE IDEA

ENGAGE is a participative communication campaign organised by the city. The city asks citizens, local companies and other relevant local actors to make commitments to attain local climate protection goals. The participants have to create posters using tools provided by the ENGAGE campaign to display their commitment. Commitments can be home retrofits, switching car use to biking or public transport, buying local products, using renewable energy, going zero-waste, etc. The city can encourage these kinds of lifestyle changes by promoting the citizens that already undertook them. On one hand, this motivates citizens whose commitment is displayed to uphold their engagement (studies have shown that public commitment to a goal raises the probability that people will go through with it), on another hand, it provides inspiration to other citizens as to how concrete environmental protection is possible on an individual scale.

Target

Cities, civil society, local companies and citizens.

Objectives

Highlight citizens initiatives, encourage lifestyle changes.

Tools

Poster creation tool, monitoring tool of energy consumption of the city.

STAGES

- Study your territory, collect information about your city and the measures that are most effective to adopt on an individual scale. If your city already has a lot of traffic, encouraging people to cycle can be helpful. Make a list of possible commitments for the participants to choose from that are adapted to your territory and add advice.
- Make people commit. Contact universities, schools, local companies, ask them if you can promote the project.
- Make your posters and share and communicate

WHY?

ENGAGE invites individuals and local actors to make concrete and public commitments to the energy transition and to inspire others to ENGAGE themselves in these initiatives. In 2012, the project started with 12 pilot cities, the ENGAGE participants ended up reducing their annual emissions by 12% which equals to 40 000 tons of CO₂.

Source:

https://www.researchgate.net/publication/331999076_Behavioral_Economics_and_Energy_Consumption_-_A_Systematic_Review_of_Non-price_Interventions_and_Their_Causal_Effects