Climate Alliance
International Conference 2019

CLIMATE. CITIES. COMMUNITIES.
Strategies for a liveable future.

#CAIC19
CHANGE THE FUTURE ONLINE TOOL

„How to engage with citizens?“

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67547 Worms

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“Change the Future”

About the online tool

The online tool shows

- possibilities how to live a climate and environmentally friendly life by
  - a variety of activities that individuals can complete (alone or as a group) to get involved in
    - creating a good life for all.
“Change the Future”
How does it work?

- Create a profile
- Join a municipality
- Create / join a group.

→ Collect changer points
→ In the categories consumption, energy, mobility and nutrition.
“Change the Future”
The activities

- Cycle and repair your bikes together (20 Points)
- Cook and garden as a team (20 Points)
- Be mobile together (15 Points)
- Use climate-friendly transport (15 Points)
- Exchange light bulbs (15 Points)
- Switch to regional, seasonal, organic (14 Points)
- Pass on plastic (14 Points)
- Enjoy fair trade and in moderation (12 Points)
- Drink tap water (10 Points)
“Change the Future”
The activities

Inform yourself, dig deeper and become active

35 Points

15 Points
Be mobile together

14 Points
Switch to regional, seasonal, organic

12 Points
Enjoy fair trade and in moderation

10 Points
Drink tap water

Pass on plastic
“Change the Future”
The activities

Inform yourself, dig deeper and be active

35 Points

Do it yourself

30 Points

14 Points
Pass on plastic

12 Points
Enjoy fair trade and in moderation

10 Points
Drink tap water
“Change the Future”
The activities

Sharing is caring
30 Points

Do it yourself
30 Points

14 Points
Pass on plastic

12 Points
Enjoy fair trade and in moderation

10 Points
Drink tap water
“Change the Future”
The activities

Sharing is caring

30 Points

Recycle old electrical devices

20 Points

14 Points  12 Points  10 Points
Pass on plastic  Enjoy fair trade and in moderation  Drink tap water
“Change the Future”
The activities

- **Sharing is caring**
  - Cycle and repair your bikes together
  - 15 Points

- **Do it yourself**
  - Recycle old electrical devices
  - 20 Points

- **Pass on plastic**
- **Enjoy fair trade and in moderation**
- **Drink tap water**

10 Points
“Change the Future”

The activities

- Sharing is caring
- Recycle old electrical devices
- Cycle and repair your bikes together
- Use climate-friendly transport

15 Points
14 Points
“Change the Future”

The activities

- Do it yourself
  - Recycle old electrical devices

- Sharing is caring
  - Cycle and repair your bikes together
  - Switch to regional, seasonal, organic

- Use climate-friendly transport

10 Points

14 Points
“Change the Future”
The activities

- Sharing is caring
- Cycle and repair your bikes together
- Switch to regional, seasonal, organic
- Use climate-friendly transport
- Recycle old electrical devices
- Drink tap water

10 Points
5 Points
“Change the Future”

The activities

- Sharing is caring
- Recycle old electrical devices
- Cycle and repair your bikes together
- Use climate-friendly transport
- Switch to regional, seasonal, organic
- Drink tap water
- Pass on plastic

10 Points

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“Change the Future”

The activities

- Do it yourself
  - Recycle old electrical devices

- Sharing is caring
  - Cycle and repair your bikes together

- Use climate-friendly transport
  - Switch to regional, seasonal, organic
  - Drink tap water

- Pass on plastic

10 Points
“Change the Future”
How does it work?

Pass on plastic

Every year, EU citizens carry home more than 100 billion plastic shopping bags. Eight billion of these end up in the environment. The outcome? An island of rubbish in the Pacific Ocean, which is now the size of Central Europe.

It is high time that we change this! Why not try doing without plastic or paper bags for the next four weeks and opt for unpackaged fruit and vegetables instead of shrink-wrapped goods?

Take part in action  Tips & Sources
“Change the Future”
How does it work?

Pass on plastic
Every year, EU citizens carry home more than 100 billion plastic shopping bags. Eight billion of these end up in the environment. The outcome? An island of rubbish in the Pacific Ocean, which is now the size of Central Europe.

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10 Points

Tips & Sources

Pass on plastic
Every year, EU citizens carry home more than 100 billion plastic shopping bags. Eight billion of these end up in the environment. The outcome? An island of rubbish in the Pacific Ocean, which is now the size of Central Europe.

It is high time that we change this! Why not try doing without plastic or paper bags for the next four weeks and opt for unpackaged fruit and vegetables instead of shrink-wrapped goods?

Tips and further information
Every year, endless raw materials are wasted on food packaging such as cartons and paper bags. Plastic products are harmful to humans and nature alike. The amount of waste is enormous.
“Change the Future”
How does it work?

→ There is the option to compare the results of individual participants, teams and municipalities.

Order of **municipalities** by points.

<table>
<thead>
<tr>
<th>Place</th>
<th>Municipality</th>
<th>Total Points</th>
<th>Per capita Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Liezen (AT)</td>
<td>10,004</td>
<td>72</td>
</tr>
<tr>
<td>2</td>
<td>Berlin (DE)</td>
<td>4,834</td>
<td>691</td>
</tr>
<tr>
<td>3</td>
<td>Worms (DE)</td>
<td>4,813</td>
<td>94</td>
</tr>
<tr>
<td>4</td>
<td>Saarbrücken (DE)</td>
<td>1,834</td>
<td>167</td>
</tr>
<tr>
<td>5</td>
<td>Trier (DE)</td>
<td>1,672</td>
<td>1,672</td>
</tr>
<tr>
<td>6</td>
<td>Wien (AT)</td>
<td>1,014</td>
<td>113</td>
</tr>
</tbody>
</table>

Order of **teams of Worms** by points.

<table>
<thead>
<tr>
<th>Place</th>
<th>Team</th>
<th>Total Points</th>
<th>Per capita Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Trafikraher Worms (DE)</td>
<td>1,129</td>
<td>1,129</td>
</tr>
<tr>
<td>2</td>
<td>KLK-KLARK-CLAN Worms (DE)</td>
<td>914</td>
<td>305</td>
</tr>
<tr>
<td>3</td>
<td>RSG Umweltschützer Worms (DE)</td>
<td>423</td>
<td>42</td>
</tr>
<tr>
<td>4</td>
<td>Make Worms GREEN again! Worms (DE)</td>
<td>160</td>
<td>23</td>
</tr>
<tr>
<td>5</td>
<td>Theater im Museumsdorf Worms (DE)</td>
<td>80</td>
<td>30</td>
</tr>
</tbody>
</table>

Order of **individuals** by points.

<table>
<thead>
<tr>
<th>Place</th>
<th>Individual</th>
<th>Total Points</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>Patricia Wien (AT)</td>
<td>399</td>
<td>Points</td>
</tr>
<tr>
<td>26</td>
<td>SDouche Metz Monopole (FR)</td>
<td>394</td>
<td>Points</td>
</tr>
<tr>
<td>27</td>
<td>Se Worms (DE)</td>
<td>376</td>
<td>Points</td>
</tr>
<tr>
<td>28</td>
<td>holde04 Worms (DE)</td>
<td>352</td>
<td>Points</td>
</tr>
<tr>
<td>29</td>
<td>Oski</td>
<td>342</td>
<td>Points</td>
</tr>
</tbody>
</table>
“Change the Future”
Start of the campaign

- Campaign starts with the exhibition “Climate protectors in Rhineland-Palatinate” at the town hall
- The exhibition shows people who take action in climate protection and that everyone can contribute.
“Change the Future”
Public relations

- Posts on facebook
- Newspaper articles
- Email list
- Distribution of posters and postcards
- Information desk at the open house of the waste disposal and construction company of the city
“Change the Future” Campaign in Worms

Accompanying program to the tool itself

→ there were attractive prizes to be won in the following categories

1. Prize: The greatest **poster** – based on the campaign “a good life is simple” (overdeveloped.eu)
“Change the Future” Campaign in Worms

- 2. Prize: The greatest photo - while one of the 24 actions is being done

- 3. Prize: The biggest group

Selma Me
Worms (DE)

Current Team
KLIK-KLAK-CLAN-Worms
“Change the Future” Results

- **27 persons** participated in the online tool
- **4 submitted posters** and **4 photos**
- **5 Groups** (the biggest group with 10 people)
“Change the Future” Campaign in Worms
“Change the Future” tool
Conclusion

▪ What difficulties did you face?

→ It is very time-consuming to advertise the campaign permanently and to organize good events around it.
→ Only a few people have finally participated.
→ Many people liked the idea, but didn't want to sign up for a tool.
“Change the Future” tool

Conclusion

- Disadvantages of the tool

→ Many people who already lead a climate-friendly life are difficult to motivate to sign up for a tool.

→ People who are not interested in the topic anyway are even more difficult to get enthusiastic about it.
“Change the Future” tool

Conclusion

- Advantages of the campaign

  - Easy introduction: Climate Alliance provides a number of great ideas for projects during the action period, as well as a lot of materials for public relations.
  
  - Simple use of the tool with lots of interesting background information and links to various sustainable topics.
“Change the Future” tool

Conclusion

- Postcards
- Poster
- Sticker
“Change the Future” tool

Conclusion

- How does the tool help for climate change adaptation or mitigation?

  - **Good selection** of climate-friendly activities that can be easily integrated into everyday life.
  - Users can **experience** a climate-friendly lifestyle in a playful way.
  - The tool offers also **interesting activities** for people who already lead a climate-friendly life to a large extent.
THANKS FOR LISTENING!

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