

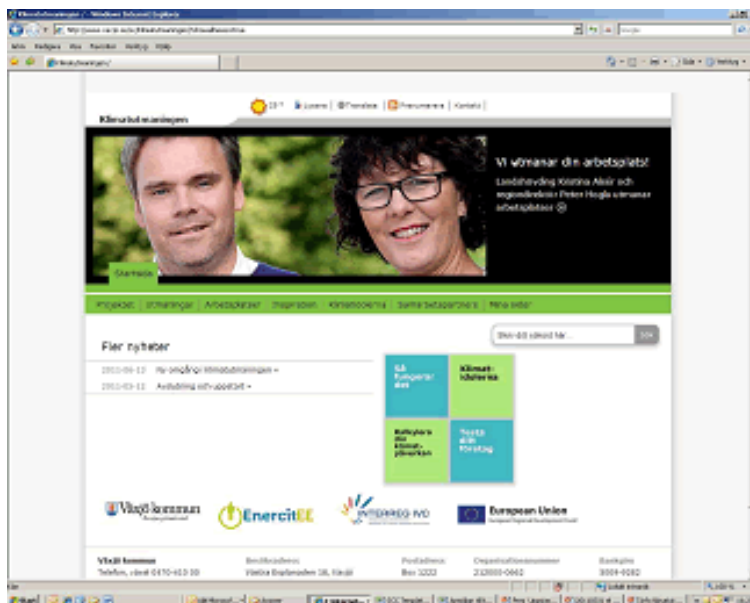
Newsletter

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SCC – “Challenging citizens to become more energy efficient: the first results in VÃ¤rmland”

The main objective of the sub-project SCC (<http://enercit.ee.eu/Sub-Projects/SCC---The-sustainable-climate-challenge,51/>) is to explore different ways to involve citizens in cutting CO2 emissions, become more energy efficient and use more renewable energy. We - the participating partners together with local authorities - will contribute to this aim by exchanging different methods on how to get citizens involved and how to change for a more climate smart behaviour. All partners in the sub-project have different target groups within the citizens in order to test different methods.

In VÃ¤rmland, Sweden the target group consists of employees of different working places. Meerane in Germany is focusing on pupils and their families, Prioriterre in France, targets interested citizens and finally in Italy AESS is focusing on private house owners.



The results from the first challenge in VÃ¤rmland were very interesting. Four different working places have been challenged by two "Climate Idols" to change behaviours in both travel and use of electricity. The Climate Idol is a "locally known person" who is interested in sustainable development and is willing to challenge other citizens to change for a more climate smart behaviour. The Climate Idols in VÃ¤rmland are Kristina Alser, the County Governor and Peter Hogla, the Regional Director. In another project they cut their own CO2 emissions from their private life including food, consumption, energy and travel by almost 30 %. In this first round the project challenged 190 employees at four working places. During this period 72 persons fed data regarding their travel habits and electricity

use into the web.

The Swedish website for the project "Klimatutmaningen" provides information about what to do to cut electricity consumption and CO2 emissions for travelling. On the same website all participating persons have to put in the use of electricity during one month and all climate smart travels (walking, bike, bus and train) during six weeks. The website shows how much energy, CO2 emissions and money they saved. Furthermore, a discount on climate smart products like LED-globe, bicycle equipments and travel pass for the public transport has been offered from some businesses in the region. During the first period the participants saved 8,300 kg of CO2 emissions. If they continue with their 'new' habits they will save 75,000 kg CO2 emissions per year. That means that they saved 11,000 Euro during this challenge and if they continue like that they will save 80,000 Euro per year.

Further information: www.enercitee.eu/SCC (<http://www.enercitee.eu/SCC>)
