



To reach the target 20-20-20 in EU on cutting the CO₂ emission and become more energy efficient and use more renewable energy you need to start locally to change behaviours. The sum of every person's emission (CO₂) is the sum of the total amount of emission in all different level region, country and EU.

To change citizen's way of use energy, transportation you need to have "a channel" to influence and motivate each person.

People need knowledge why they have to change and how to act and must be supported to identify and try new ways.

THE PROJECT

The main objective of the SCC project is to explore different ways to involve citizen in cutting emission on CO₂ and become more energy efficient and use more renewable energy and exchange, between participating partner and regions together with local authority, different methods on how to get citizen involved and changing for a more climate smart behaviour and spread the result to other region through out Europe.

To achieve this main objective the project partners will challenge citizens to act in different groups and to consume in a more energy efficient and climate smart way, creating a bigger demand for the climate smart products and service's and helps business to provide the market with more sustainable products. By offer the citizens concrete activity to cut the energy use and climate emission they will have the opportunity to try and overcome the initial resistant to change behaviour.

OUTCOMES OF THE PROJECT

The main outcomes of the projects are:

- A guideline with a list of existing good practices will be handled to have a first exchange of experience in every region on how to involve citizens and cut CO₂ emissions;
- Four different projects will be set up on how to involve citizen in cutting emission on CO₂. Support of the citizens in the change of behaviours and cut the CO₂ emissions with workshops, seminars, meetings, actionsdays, email, webpage, flyers and other information;
- A report will be made on different methods, tools and result on change behaviour;
- Exchange knowledge and experience and disseminate the result in the region and other regions.

SCC PARTNERS

City of Växjö (co-ordinator), Smaland (Kalmar and Kronoberg)/Blekinge Region - Sweden

The city of Växjö will work with The County Administrative Board and The Regional Council of Southern Småland to develop the challenge to different organizations and their employees with both EE and CO2 emission cutting. The target is to challenge 3000 employees in different organizations to cut their use of energy and CO2 emissions with 20%. We will also work closely with business to offer climate smart products and services to all challenge citizens. This will also contribute to developing business to offer more climate smart products and services. The project will exchange knowledge and provide the region with new ways to reach local and regional polices in environmental areas. Hopefully it will also show that it's possible to get to more sustainable lifestyle by working in networks together.

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Prioriterre, Haute-Savoie Region - France

HSA territory via a close collaboration with local authorities will work with citizens by creating groups of eco consumer. Prioriterre will foster EE criteria (green purchase, EE production criteria) in consumer groups, and will bring information on the EE actors within the local market. More than 300 people will share strategies and methods via information, brochures and workshops and will reach a more sustainable behaviour and improve their quality of life! Thanks to exchange of expert knowledge from energy agency to citizens and to local authorities, we will improve and change citizens consumption behaviour, improve energy and money savings and allow a measurement of implemented actions

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Energy and Sustainable Development Agency of Modena (AESS), Emilia-Romagna Region - Italy

The Energy and Sustainable Development Agency of Modena (AESS) will support owners to improve their building EE through the creation of collective purchasing groups for buildings energy retrofitting.

The impact and beneficiaries of the initiative are principally the follows:

- Local authorities, which will support the initiative, will contribute to reach the Covenant of Mayors objective (actually 18 Municipalities in the Province of Modena signed the CoM) and will promote sustainable energy efficiency policies at local level;
- Companies and enterprises operating in the building energy efficiency sector will promote their products and services;
- Citizen organised in purchasing groups will achieve best rate EE and RES products and services for the building retrofitting and will be advised about the opportunity to improve their building energy efficiency.

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City of Meerane, Saxony - Germany

The project of Meerane will be developed as a pilot project with pupils, Experts and local authorities to show the efficiency that can be reached by direct local work with pupils, the adults of tomorrow, on their environment and every day life of their families. A large part of the citizens can be reached by an annual continuation of the competition. It should be developed as a complete package with guides for the Workshops to be able to apply it in every town or region. The project is accompanied by local authority, experts on site and the schools.

Involvement of companies, e.g., in the form of prices, discount coupons and constant information to the companies about the project can also serve at the companies as an incentive for these and the employees. Benefits:

- City: reach a provable minimisation of the CO2 – emission;
- Citizens: save energy and money;
- Companies: promote sustainable products and use their participation for advertisement.

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