



June 2011

Newsletter

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:

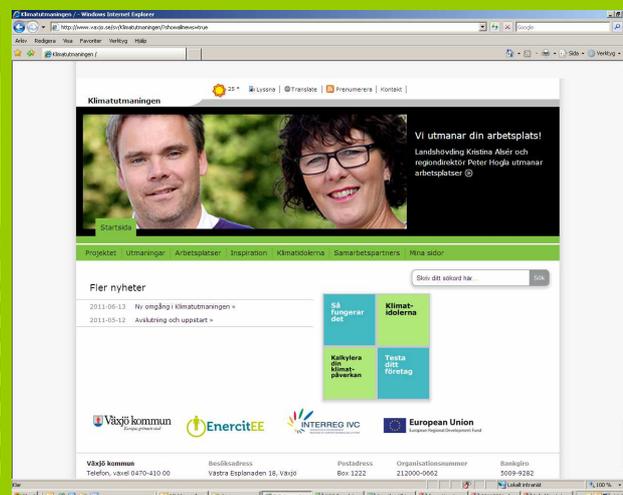
- A guideline with a list of existing good practices will be handled to have a first exchange of experience in every region on how to involve citizens and cut CO₂ emissions;
- Four different projects will be set up on how to involve citizen in cutting emission on CO₂. Support of the citizens in the change 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% during the projects two years. 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.

The first half year the project have been focus on developed the challenge and the webpage so each citizen's could put in there amount of sustainable travel they have done during the travel challenge and also the use of electricity both in there home and at work. In the first round in Sustainable Climate Challenge, spring 2011 there where employees from 4 different working places that got the challenge. In total there where almost 200 employees challenge by the Climate Idols; Chief Guardian of the County Administrative Board of Kronoberg; Kristina Alsér and The Chief executive, Regional Council of Southern Småland; Peter Hogla. They have together in an other project with five other local Climate Idols manage to cut there emission of CO2 with 29 % in general. Now Peter and Kristina challenge citizens to do the same. In the first round the challenge citizens manage to cut there us of CO2 in the two different challenges with 8300 kg CO2 for one month and counted as one year almost 100 000 kg CO2 saved. Eight different companies have been involved and offer reduces prizes on climate smart services and duty like LED-globes, bicycle and bicycle equipment and free public transportation for a period. The second challenge start in September with more interested working places to challenge. See more on the web www.vaxjo.se/klimatutmaningen.



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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.

AESS launched a purchasing group for the buildings envelop optimization through the installation of external thermal insulation, the initiative is called "VESTO CASA". A web site has been created in order to present the project and inform citizens how to join the purchasing group (www.vestocasa.it).

In order to support the citizens in the installation of buildings external thermal insulation systems, AESS:

- Developed and published a call to select external thermal insulation designers;
- Developed and published a call to select external thermal insulation installers;
- Developed an agreement for banks to identify financial products ad hoc for building refurbishments.

The citizens have been informed about the initiative through:

- The web site;
- The brochure;
- A wide dissemination campaign on tv, newspapers, press, ...;
- Conferences organised in 10 municipalities to explain the benefit coming from a good insulation of the buildings.

Actually 25 citizens requested an energy check to evaluate with the support of the designers the opportunity for buildings envelop optimization.



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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.

"Energy savings master" in Meerane in request

Three 7th classes fight for the title!

Energy, environment, climate protection – all of them known – but also are dry concepts for most pupils. However, during the last 8 Weeks accept exactly these words figure for three 7th classes in Meerane. The suspenseful and at the same time interesting project under the motto "energy savings master" started at the end of March and is accompanied by (the "Referat Umwelt" of) the city of Meerane and the EnergyEfficiency center of Meerane "ezm".

In this way not only the pupils, get to know how to save energy in an effective way, but also the parents are within the "energy savings boat" and should hear some things from their Kids about the topic.

At least all of the three classes deal in workshops intensely with the subject "Energy".

Here they learn the right behaviour patterns, find out about renewable energy and get extensive Working material in the hand.

Besides, not only value is placed of the theory, but the knowledge is moved in the practise – and exactly this makes the project so exciting.

Weekly already since the 28th of March the pupils read at home the electricity meter and document in a table the power consumption. Then all ascertained data are brought together by the controlling team anonymously.

For the competition specially on the homepage of the city of Meerane a side is furnished on which is informed regularly to hold the project clear. Everybody is able to follow the energy values change.

Explained aim is the reduction of energy consumption week by week and reach a total reduction of 10 percent.

Then at the end of the competition in May/ June, 2011 the winner's class is determined. There wave attractive prices.

By the way: The competition serves to indicate that one can save electricity without renouncing comfort and quality of life.



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