

## ENERGY IN MOVEMENT

### CONTEXT AND OBJECTIVES

Raise awareness on energy savings involving the local communities.

### PARTNERS

Province of Modena, Environmental Educational Centers (CEA) of the Province of Modena, Modena Energy Agency, Local Administrations.

### DESCRIPTION OF THE GOOD PRACTICE

The project "ENERGY IN MOVEMENT" is promoted by the Environmental Educational Centers (CEA) of the Province of Modena and wants to give a contribution to raise awareness on the issue of energy conservation. For that reason, it involves many people: the citizens, schools, families, local-government, local agencies to support the LA and local associations.

Description of different lines of action:

- 1) ACTIONS FOR CITIZENS: three 'Energy Days' at the provincial level, with events and expositions.
- 2) ACTIONS FOR CEAs AND LOCAL ADMINISTRATIONS INVOLVED: energy check in the buildings of the CEAs and training for operators of the CEAs, for employees of the Municipalities and Infopoint.
- 3) ACTIONS FOR SCHOOLS: recognition of all renewable energy plants at the provincial level that can be visited by schools and citizens. Participation and involvement of schools in Energy Days. Educational support for sustainable energy education activities of the CEAs.



## RESULTS

The project is still running.

## HOW TO REPLICATE IT?

Involve all the territorial actors involved in energy savings and renewable energy sources exploitation and organise events and activities in order to involve all the local stakeholders (citizens, schools, families, local-government, local agencies to support the LA and local associations) and raise awareness on energy savings.

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## VOLUNTARY AGREEMENTS TO PROMOTE SUSTAINABLE MOBILITY

### CONTEXT AND OBJECTIVES

The Municipality of Maranello signed a voluntary agreement with AMo (Provincial Mobility Agency) and the Ferrari company to promote sustainable mobility actions.

### PARTNERS

Municipality of Maranello, the Provincial Mobility Agency and the Ferrari company.

### DESCRIPTION OF THE GOOD PRACTICE

The project has seen for two weeks the establishment in the company of a public transport information point for the employees. Hundreds of workers have asked information on travel opportunities offered by public transport. The agreement foresees incentive to use public transport, through:

1. Reduced pricing (30%) to all employees requesting the service;
2. The establishment of a dedicated shuttle buses covering the places with the highest population density of the employees during the hours in which the service line is not active (e.g. early morning and at the end of the evening);
3. Measures to encourage the practice of car-pooling;
4. Cycling promotion through information and installation bike racks at strategic points.



## RESULTS

The project is still running.

## HOW TO REPLICATE IT?

In order to replicate the project, it is important to involve private companies, local administrations and local transport companies and define an agreement. The project should start investigating on the employees "home-work-home" daily travels and then should evaluate sustainable mobility alternatives for the employees.

Employees should be encouraged to change travel behaviours through:

- Public transport price discounts;
- Public transport organised on the employees demand;
- Information on bicycle ways connections;
- Carpooling initiatives;
- General information on the project through communication material.

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# PURCHASING GROUPS FOR PV PLANTS INSTALLATIONS CREATION

## CONTEXT AND OBJECTIVES

Facilitate the citizens of the area who wish to install photovoltaic systems on private buildings, according to the philosophy of purchasing groups. AESS offers products and quality services for the installation of photovoltaic plants "on favourable economic conditions due to the economy of scale created".

## PARTNERS

AESS Modena, Local Administrations

## DESCRIPTION OF THE GOOD PRACTICE

The project is divided in 6 main steps:

1. The local administration promotes the organisation of the event for the project presentation;
2. After the event, citizens interested in PV purchasing group ask to be contacted by AESS for a building inspection;
3. Following the inspection, the following are delivered to the citizens:
  - Preliminary assessment of plant;
  - At least three offers from local installers, previously selected through a tender published by AESS
4. The citizen chooses the type of system, the installer and the budget and contracts with the installer selected.
5. The installer that has been chosen by the citizen is committed to:
  - Follow all of the techno-economic characteristics fixed in the contract drawn up by AESS for the selection of installers;
  - Providing a complete package "ready" (materials and transport for the PV realization, in accordance with good implementation of the intervention, testing, qualifying title preparation, where required, drawing up, transmission and delivery of documents for obtaining the national incentives (Conto energia).
6. AESS make inspections on each site to verify the correct PV plants installation, according to criteria and characteristics defined



in the contract.

AESS manages the entire project, produces the graphics for the postcard invitations of each municipality events and write press release to promote the event.

The Municipalities interested in the initiative:

- Give the patronage to the initiative;
- Make available a location to present the initiative and attend the event;
- Print and distribute invitation cards produced by AESS.

## RESULTS

- Municipalities involved in the initiative
- 184 inspections
- 183kWp installed
- 145 Ton CO2 reduced.

## HOW TO REPLICATE IT?

Involve Local Municipalities in the promotion of the initiative, select PV installers through a call for tender with technical specifications in order to guarantee a workmanlike installation and discounts, provide citizens with building inspection and preliminary assessment plants.

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## „WEDDING FOREST“

### CONTEXT AND OBJECTIVES

The project aims to develop the green belt all around the city of Meerane further, to get a better / greener environment for the city and to reach a better ecological balance.

### PARTNERS

The project is run by the city of Meerane, environmental office.

### DESCRIPTION OF THE GOOD PRACTICE

Involve citizens in the development of our City, especially in the development on the ecological side.

Citizens of Meerane can buy and plant trees for a special event in their families, e.g. weddings, school starts, birthdays, births of children or every other jubilee.

They can choose from a list of regional typical plants / trees – so we get a good mixture in the areas.

The Project started in 1994 – it has been running for 17 years now.

The 1st area – “wedding forest 1” and also the 2nd area “wedding forest at Westweg” are completed.

We already started the third area “Meerchenwald”

Citizens like the idea to have a tree that reminds them of special events and to do something for the future in an ecological way.



## RESULTS

- Our citizens have planted trees on altogether 48.000m<sup>2</sup> Area
- Get a better ecological balance between sealed area and green area.
- Get a better CO<sup>2</sup> balance
- Lower the development costs of new green areas for the city

## HOW TO REPLICATE IT?

Each city or local authority can develop green areas on spaces that they own.

Basis for it should be a Master Development and Town Planning Scheme.

The marketing should show the possibility to create a wonderful remembering for the people taking part.

There should be special times (2/3 per year), when people can buy and plant their own trees.

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## „CLEANING DAY“

### CONTEXT AND OBJECTIVES

Cleaning our city and make citizens aware of the unthoughtful waste thrown away...

### PARTNERS

The project is run by the city of Meerane, environmental office.

### DESCRIPTION OF THE GOOD PRACTICE

Every year in spring we have a cleaning day: many citizens from the youngest up to the seniors help to clean our city. Since the beginning of this project, more and more persons have helped to clean the streets in the city and the ways in the parks all around our city. This year (the 10<sup>th</sup>) more than 250 people helped and collected 1,5t of garbage.

There are always different groups of citizens – local authority members, schoolclasses, non-profit associations, sports clubs, music groups and “normal citizens” that take place in this :



- local authority members: Mayor Professor Dr. Lothar Ungerer, Sigrid Latzke (Mayor's office), and Erdmute Stäuber, environmental office
- fire brigade, junior fire brigade
- non-profit associations like a local dancing club
- the classes me and mv of the european grammar school, the international secondary school
- the carnevals club, a music group or the sports club



## RESULTS

- get collected all the waste that stayed under the snow during the winter
- citizens pay more attention to their environment
- people do not throw away as much waste as at the beginning of the project
- lower costs for cleaning the city and the parks

## HOW TO REPLICATE IT?

Each city or local authority can start this cleaning day easily.

The marketing should show a famous person who will or is also taking part in this action.

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## „INSEK AND KSK“

### CONTEXT AND OBJECTIVES

The city of Meerane has an integrated city - development concept (INSEK) that has been developed further since 2001 and develops an integrated climate protection concept (KSK) that comprises the climate relevant development and aims of the city until 2020 concerning CO<sup>2</sup>-emissions in all sections of the city: communal section, private section, commercial and industrial section and traffic.

### PARTNERS

The project is run by the city of Meerane, environmental office

### DESCRIPTION OF THE GOOD PRACTICE

The concepts both have an integrated part of involving citizens in the planning period by workshops and meetings to discuss, develop and integrate topics that concern citizens.

The KSK also has an advisory board with members from the local authority, housing societies, members of the city council, public services, interested citizens and external experts, who meet 4 – 6 times a year, discuss results of the KSK and give advices to the city council.



Klimaschutzkonzept  
Meerane



## RESULTS

- working plan for the local authority in fields that concern our citizens
- Analysis of the state of the art: concerning usage and structure data, energy usage, energy costs, CO<sup>2</sup>-balance, housing stock, level of reconstruction, economical structure, traffic, ...
- Identified variants of energy saving / energy efficiency, usage of sustainable energy
- Catalogue of measures to reach aims in cutting CO<sup>2</sup>-emission

## HOW TO REPLICATE IT?

- Get a decision of the city council to develop a integrated city - development concept or a climate protection concept and for these you need to involve citizens directly within workshops. Interested citizens will take part in these workshops and you can get really good points of view from citizens that might be integrated in your work.
- Also, to create a climate advisory board should be a decision of the city council.

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## “HEALTH PEDDLERS” IN KRONOBERG

### CONTEXT AND OBJECTIVES

Health peddlers: Offer employees that commute regularly by car to change to bike for a half year.

### PARTNERS

The city of Växjö, Landstinget Kronoberg (the hospital organization), the Swedish Transport Administration.

### DESCRIPTION OF THE GOOD PRACTICE

Two large organizations offer employees who commute regularly by car to change to bike for a six months period. They will get some safety bike equipment and two health tests to see the result of their regular biking. The two organizations Co-operate by providing all the employees with information, by offering a health test before the employees start and a health test after in order to see what the progress is and by measuring the sum of sickness days for the group and comparing it to ordinary employees to see the benefits of a more active journey to and back from work.

The participants need to cycle the whole distance or at least 2 km in the beginning of the journey or in the end of the journey to work three days each week. During two six week periods, all participants in the project note every cycled distance on a web portal “[www.sydostrampar.se](http://www.sydostrampar.se)” where they can get the sum of distances cycled; they also get to see the CO<sub>2</sub> emissions avoided, the amount of money saved and the calories burnt. In this competition, there is also the opportunity to win prizes and to be a part of the change that a large group of people could do. The employees selected could be ambassadors for the following years to find new volunteers for the “health peddlers”. A sum up will be done at the end of the project on the amounts of CO<sub>2</sub> and money saved, on the amount of calories burnt, on the lower need for parking spots, on the improvement of health and, hopefully, on less sick days noticed.

### Hälsotrampare



## RESULTS

The Health peddlers started in April 2011 and will end in October 2011. The result for the first period (6 weeks) of biking for all 140 employees is: 29 000 km (almost  $\frac{3}{4}$  of the distance around the globe) and 6000 kg CO<sub>2</sub> saved. More results will be done by the end of 2011

## HOW TO REPLICATE IT?

If your organization has a potential to get more bikers (there are bike lanes, parking facilities, etc.), try to get a project group with skills on testing persons' health, marketing/information and a way to measure the result. If you can get the top position of the organization to participate, It can help a lot.

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## THE CLIMATE IDOLS

### CONTEXT AND OBJECTIVES:

The idea is to coach “local well known persons” to change their lifestyle to a more climate smart way in different challenges such as cutting their electrical bill by 30%, cutting petrol use per 100 km of their car, by eating more climate smart food, using the bike or public transport instead of the car etc. The idea is also to involve local businesses to offer climate smart products in the different challenges. By using well known persons, media get interested and one can reach a broader public; it also makes it possible to do more campaigns to reach citizens together with local business in order to start a market for climate smart services and products, to reach environmental targets and to get more sustainable business.

### PARTNERS

Several local businesses with climate smart products and services like the companies for Public Transportation, local electricity and power. The EU Interreg IVB North Sea Region launched a programme called Answer, which financed the project together with the city of Växjö.

### DESCRIPTION OF THE GOOD PRACTICE

The Climate Idol project is a way to inspire inhabitants in Växjö by creating good examples of reducing carbon emissions. The Idols are a group of local celebrities that are interested in changing for a more sustainable living. They will get five challenges covering transport, energy, food and consumption and will be coached by experts and provided with climate smart products and services by local businesses. With this project, Växjö municipality wants to show the green habits of the future through the Climate Idols’ challenges. If they succeed in reaching the goal of each challenge, they will receive a “Green Card” from the mayor. The project starts with measuring each idol’s CO<sub>2</sub> emission by collecting data from bills, receipts and other sources and put in a database of LCA (Life Cycle Assessment) to calculate the emissions to get the starting point. After that, they all get a



challenge to cut their use of CO<sub>2</sub> every month in a certain area: food, transportation etc. And then a new calculation of the CO<sub>2</sub> emission is made as well as a new result. If all Climate Idols could cut there use of CO<sub>2</sub> then everybody could do it. The Idols could then challenge other target groups in the city/region to do the same. Businesses interested in climate smart products and services offer the target groups good offers to help them to cut their CO<sub>2</sub> emissions too and to start developing a “new climate smart market” where more energy efficient products will are sold.



## RESULTS

The average cut of CO<sub>2</sub> emissions from the Climate Idols was 29 %. From 4.2 to 2.6 tons per capita and year. Together with the seven idols' families, they cut the use of CO<sub>2</sub> with 30 ton per year. If all citizens would do the same, it will be a large cut of the CO<sub>2</sub> emission.

Other results of the project are several articles in media local and a lot of visits (7000) on the webpage during the challenge ; our co-operation with 20 local businesses during the challenge. Växjö's Sister city in the US, Duluth, and in Canada, Thunder Bay, have have replicated it with a coaching from Växjö. Here is the home page: <http://www.vaxjo.se/default.aspx?id=46128>.

## HOW TO REPLICATE IT?

Get an organization with skills to run the project (emissions calculation, media know how, connections to business) and get “climate idols” who are interested to decrease there own CO<sub>2</sub> emissions and would like to inspire citizens to cut there use of CO<sub>2</sub>. Find local business that would like be a part of a project to develop the local climate smart market. Use the Climate Idole project as a starting point for raising the interest to change and then go to the next step and challenge a larger group of citizens to also cut their own emission. Save money, be climate smart and be part of the new sustainable future are the main advantages for each citizen to be part of.

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# THE CLIMATE PLEDGE IN KALMAR COUNTY

## CONTEXT AND OBJECTIVES

Many people worry about climate change. The Climate Pledge in Kalmar county helps people to actively work with climate issues and give hands-on advices. Everyone can work towards the regions goal – Fossil fuel free 2030 (i.e. no CO<sub>2</sub> emission for our region by 2030). The pledge promotes with local celebrities and discount on some climate smart products.

## PARTNERS

The city of Kalmar and all other municipalities in the county (Kalmar län) are involved together with several regional organizations as Energy Agency for Southeast Sweden and national organizations as Swedish Energy Agency, WWF...

## DESCRIPTION OF THE GOOD PRACTICE

The Climate Pledge: the idea is to help and encourage citizens who are interested in changing their lifestyle to a more climate smart way, in doing it together with other interested people and also in reaching environmental targets for the region. No oil 2030 (No CO<sub>2</sub> emission for our region by 2030). By giving a Climate pledge on a webpage you see the effort all pledge will get and you get encouraged to continuing. Interested citizens can get an ambassador educate and try to inform others and get more citizens to give a pledge. To promote the Climate Pledge they use radio adds, using local celebrities, inform in schools, use other events such as: Earth Hour and the WWF which is running a national campaign about the Climate Pledge. Co-operation with energy adviser and other official services to help citizens to change to a more climate friendly lifestyle. They have Co-operation with businesses like discounts for Climate Pledge givers, motivation for change, inspiring businesses to do changes of their own. See more on: <http://www.klimatloftetkalmarlan.se/>



## RESULTS

- 56% of all Climate Pledges in Sweden
- About 1700 pledges in the region and a promised reduction of 2500 tons of CO<sub>2</sub>
- The Kalmar webpage of WWF's page got 1000 visitors/month
- Increased knowledge of climate change and the personal responsibility
- Good co-operation between municipalities
- Co-operation with the business sector



## HOW TO REPLICATE IT?

Try to get co-operation with organizations that have the same target. Try to work with national organizations like WWF with a know-how on marketing and good reputation on environmental issues. Work with those that are willing to go for a sustainable future.

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## INTER-SCHOOL CHALLENGE

### CONTEXT AND OBJECTIVES

More and more parents bring their children to school with their personal car. It makes road safety lower, worsens air and noise pollution and favours traffic around schools. It also raises the number of parents who finally choose to bring their children by car; therefore we are in a vicious circle, which is hard to break. The objective of the challenge is to let the children, parents and the school staff trying other modes of transportation to go to school, in a fun context, in order to break psychological barriers

### PARTNERS

We work with public or private schools in the whole region (Haute-Savoie) willing to participate to the challenge. The European Union, through the IEE project Active Access as well as a local partner, the Fondation Norauto, finance this operation.

### DESCRIPTION OF THE GOOD PRACTICE

The principle is simple: children and their parents, as well as primary and nursery schools' staff in Haute-Savoie are asked not to use their personal car to go to school on the challenge day(s).

In every school registered, a referring person is in charge of counting the children and giving the results to prioriterre. The school with the most important proportion of people that came without the car normalized to the number of people present that day is the winner of the challenge.

Prioriterre gives counting sheets, posters and flyers as well as some rules for the challenge to the schools that are interested.

They also encourage the participating schools to approach soft mobility in class before the challenge in order to make the children think about mobility more deeply than for the challenge itself.

On the day of the challenge, we suggest the schools to organize something special to welcome the participants: breakfast, welcoming clown, a donkey to carry schoolbags, organization of a walking bus...



**3<sup>e</sup> édition du challenge inter-écoles de Haute-Savoie :**  
« A l'école sans voiture ! »

**LES MODALITÉS**  
La participation est gratuite.  
Il vous suffit de renvoyer le bulletin d'inscriptions téléchargeable sur notre site internet : [www.prioriterre.org](http://www.prioriterre.org)

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**LE CHALLENGE**  
Que vous soyez écoliers ou personnel scolaire des écoles primaires et maternelles de Haute-Savoie, nous vous invitons à **vous rendre à l'école à pied, à vélo ou en bus** les **jeudi 9 et vendredi 10 juin 2011**.  
L'établissement scolaire qui aura la plus forte proportion de personnes n'ayant pas utilisé la voiture pour se rendre à l'école ce jour-là remporte le challenge.

   

## RESULTS

The 2011 edition took place in June for 2 days. 12 schools of different sizes participated (from 10 to 367 pupils), from small villages as well as medium sized towns. In total, 1725 pupils and school employees played the game with a participation rates from 24% to 76%, the average participation rate being 57%.

## HOW TO REPLICATE IT?

This project is quite easy to replicate: you need to create a poster, a flyer, choose a date and suggest schools to participate by sending the information.

The means to communicate might depend on the context but as for us, we have sent postal mails to every school of Haute-Savoie as well as every City Hall and we also used local media.

It is also important to choose the right moment: we have made a try with two different periods of time in the year and it turns out that, in France, the end of the school year is better than its beginning (context more open to relaxation and to non-formal educational activities, better probabilities for a milder weather as well...)

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## PLATFORM GAME ON ENERGY SAVINGS

### CONTEXT AND OBJECTIVES

Energy bills are higher and higher and the vulnerable households are the first to be affected. It can lead to unpaid electricity bills but also to difficult restrictions: on energy (heating), on food or on other items of expenditure. It can also lead to inappropriate choices such as the installation of oil boilers.

Henceforth, social workers also have to take into account, on top of usual problems (budget, help to staying in the dwelling, work with the family...), the energetic aspect in many situations. Sometimes, they feel helpless when they are asked about these questions and are very fond of practical tools to use with families.

### PARTNERS

Prioriterre implements this action in Haute-Savoie as part of their mission of information, advice and raising awareness. It is funded by the IEE project “Energy Ambassadors “ and co funded by Ademe, Conseil Général Haute-Savoie and Conseil Regional Rhône Alpes.

### DESCRIPTION OF THE GOOD PRACTICE

The objective was to approach our public in a more practical way than holding a conference on energy savings, for example. Thus the participants, brought together in teams, go through the board thanks to a die. They will answer questions, do small experiments or get some bonus or malus according to the spaces they move to.

It will allow them to approach different questions regarding heating, water, electricity and invoices during the whole game.

This is a pretext to discuss on energy savings in a fun and practical way.



## RESULTS

About 15 social workers have been trained on the use of this game, which can get around the different structures now. The participants often get very involved and ask many questions; some of them even take advantage of these moments to talk about their everyday difficulties at the hands of energy. About 75% of participants commit themselves on breaking some habits at the end of such activities.



## HOW TO REPLICATE IT?

This game is quite easy to replicate since it is based on the rules of a very simple game that any child would know (the game of the goose in France). Then, you need some imagination and a little material to create some cards and the experiments.

The designer has an important role to play since he has to work on some symbols (experiments, bonus/malus and questions) and make the game attractive.

Finally, it is essential to train the future facilitators of the game so that they feel comfortable with the questions on energy savings insomuch that they can concentrate more on the questions and the exchange than on the board itself. One shall not forget that the game is an excuse and that the final objective is to exchange on the energy savings.

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# THE CLIMATE IN OUR HANDS

## CONTEXT AND OBJECTIVES

Many citizens want to commit themselves to protect our planet and its climate but they often feel like « a small drop in the sea », which means they feel isolated with the impression that their individual actions don't have much impact. Therefore, in order to put in relation these « small ants » working on the same objective and for visualising their progress day by day, a tool is very useful.

## PARTNERS

Our technical partner is the magazine '*Durable*' (creation and facilitation of the tool) and Prioriterre (use of the tool for accompanying the general public)

## DESCRIPTION OF THE GOOD PRACTICE

'Le Climat entre nos mains' (climate in our hands) is a website on which it is possible to calculate one's personal carbon balance and to visualize, thanks to a curve, one's progress after the application of some news personal commitments.

It is also useful to target some gestures on which to commit oneself and to exchange with other participants some tricks or good addresses.

Finally, the website proposes some mails to customize. For example one can suggest to their favourite shop or to their employer to put an installation to park bicycles...

We have used this website as a support for accompanying groups of volunteers on our territory: we have suggested them to calculate their personal carbon balance; then, once a week, we have offered them an advice per week by email as well as sheets on the thematic developed and some directories.



## RESULTS

3762 “ordinary heroes” from all horizons have committed themselves on the website. 11 people were further accompanied by prioriterre. It is difficult to evaluate the real commitments in comparison with of the declaration of commitments but this tool is a very good material for discussions.

## HOW TO REPLICATE IT?

We think that the main restriction for the creation of such a website stands in its price and in its technical maintenance.

It is also important to introduce the website to make it alive. It is a very good tool, which can be the support to numerous actions.

If you do not have the opportunity to use or create a website like this one, you might be able to use some tools more simple such as spread sheets: the most important is that the participants can visualize their progress and feel connected among them (community, possibility to exchange...).

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