



The LIFE Programme and the European Climate Pact

Awareness and Engagement for Lasting Climate Action

Lessons from selected LIFE projects

27-28 October 2021



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1. Introduction

The implementation of the ambitious European plan to safeguard the natural environment and climate, through the implementation of the EU Green Deal, of the European Climate Law and other key EU policies, requires a much-needed behavioural shift and a systemic approach.

The European Climate Pact is an initiative that focuses on spreading awareness and supporting behavioural transition and concrete actions. It will bring together regions, local communities, civil society, business, and schools. It will help to guide the change in attitudes and social practices from the individual to the largest multinational firm, and to launch a new wave of actions.

The activities under the Pact will be sustained over three pillars:

- Informing and communicating towards awareness raising;
- Engaging with citizens & stakeholders, and facilitating participation and co-creation;
- Building on and supporting existing initiatives.

1.1 LIFE and the Climate Pact

Several LIFE Climate Action projects deal with communicating to, creating awareness among, and engaging with diverse types of stakeholders. The LIFE programme has been funding a wide range of projects with significant climate and energy impact, covering not only the demonstration of new technologies, but also creating awareness among citizens, providing information to different type of social stakeholders and providing the foundations for a systemic approach in policy making.

These projects face a common challenge: to change people's interaction among themselves and with the environment, and to instigate taking concrete and long-lasting action. Besides the above, the LIFE programme has also been funding projects related to the specific areas of the Climate Pact, such as green areas, green mobility and green buildings. The experience from these projects is valuable in accelerating the capacity building among different stakeholders and countries.

1.2 Objectives and topics of the Platform Meeting

LIFE platform meetings aim to promote the exchange of knowledge and good practices, and to facilitate networking and synergies among LIFE projects active in the same action areas. Such meetings also engage other relevant stakeholders such as the European institutions, national and local authorities, civil society, and the third sector.

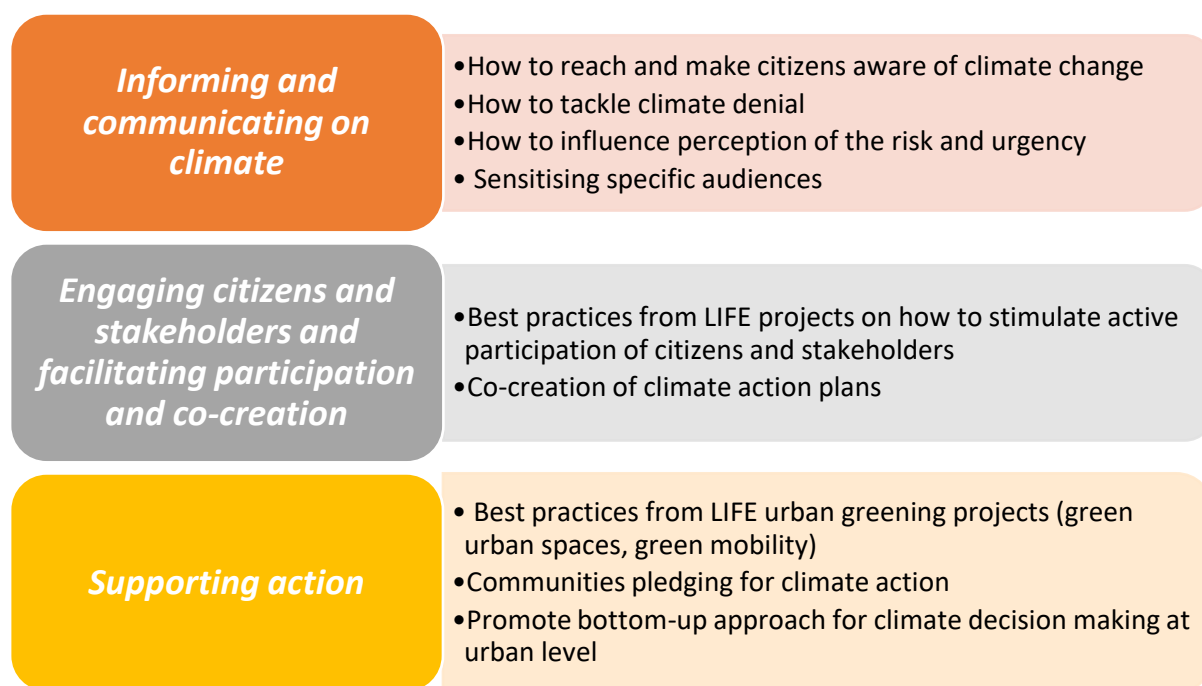
The purpose of the Platform Meeting entitled “LIFE and Climate Pact: Awareness and Engagement for Lasting Climate Action” was to bring together LIFE project beneficiaries and NGOs to discuss lessons and best practices aiming to support the implementation of the Climate Pact. In this light, ***the meeting aimed at focusing and drawing lessons and best practices related to how to communicate, raise awareness, foster participation, co-create plans and policies, and how to support long-lasting***



climate actions. The meeting also aimed at promoting best practices inside and outside of LIFE through networking and information.

The selection of the topics to be discussed in the Platform Meeting was made following the themes of the Climate Pact. The platform meeting focused on three discussion areas, namely a) informing and communicating on climate change, b) engaging with citizens and stakeholders to facilitate co-creation of policies, and c) supporting relevant action to achieve the EU goals (see **Error! Reference source not found.**).

Figure 1 The themes of the Platform Meeting



Raising awareness on climate change requires the diffusion of proper information. The PM brought practical examples highlighting methods to properly communicate about climate and sensitise difficult to reach stakeholders such as vulnerable households and climate change deniers.

The **co-creation in the policy making** requires the proper planning and tools to allow the engagement of citizens and other relevant stakeholders. The experience from a wide number of LIFE ongoing and closed projects has been presented and successful activities involving citizens, promoting networks, supporting the implementation of a bottom-up approach for climate decision making, and co-creating climate action plans. The meeting has provided several tips for engaging social stakeholders into and fostering co-creation.

Supporting action by individuals and organisations is a key element of the Climate Pact. Green areas are one of the initiatives being supported by the pact. Urban trees and green spaces can be beneficial for reducing flooding, cooling the urban environment and boosting carbon sequestration. Moreover, green areas can help to build resilience in the face of climate and health threats. The relevant LIFE



projects focused in greening urban areas participated and shared their experiences in engaging stakeholders and fostering bottom-up, participative, long-lasting climate actions. The audience was informed on the importance of greening urban areas for addressing climate change and also on innovative and out of the box methods that managed to trigger the engagement of citizens.

1.5 Structure of the Platform Meeting and Agenda

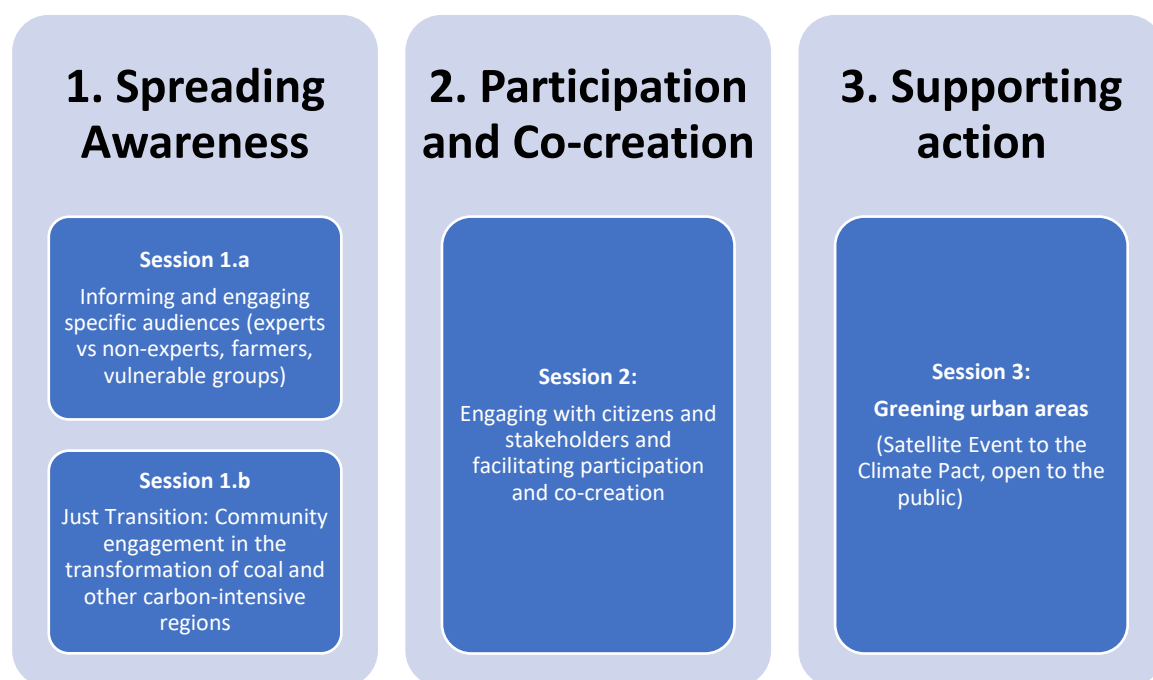
The platform meeting was conducted on 27 and 28 October 2021. It was organised in three themes, following some of the dimensions of the Climate Pact. The spreading awareness session was focused on awareness raising among specific audiences and the experience gained from the Just Transition regions.

When referring to specific audiences, the first part of the session was focused on stakeholders that are considered hard to reach in many cases, like farmers, vulnerable groups, and how to integrate experts and non-experts. An indicative example for this is the economically deprived households which are residing in low energy efficiency buildings. Therefore, they have to spend more of their average income on heating or cooling than economically better positioned households. This has an immediate impact in their disposable income, which is significantly reduced, while their emissions are comparatively high. During the second part of the session, the experience from efforts to raise awareness and foster engagement in Just Transition regions and especially Poland, was presented.

The second session identified those methodologies and practices that foster effective participation by all involved stakeholders and citizens. This is the substantive element of the co-creation process.

Finally, the third session, which was held as a satellite event to the Climate Pact, was focused on the experience gained from projects that implemented urban greening infrastructure and highlighted the importance of strategic planning in changing citizens' mindset.

Figure 2: The structure of the Platform Meeting



The agenda of the meeting can be found at Annex 1.



2. Summary for stakeholders

This section summarizes the main take away, lessons learned, and recommendations collected during the platform meeting. Several recommendations were equally raised in more than one session of the platform meeting and in those cases, they were not repeated in the list below. It is divided into two parts, first for general audience, and the second, specifically for those implementing or planning to implement a LIFE project.

2.1 For practitioners, policy makers, and policy implementers

Informing and engaging specific audiences

- The combination of climate change action with economic gains helps to secure long term implementation. When possible, combine economic feasibility (or incentives) with climate action.
- Design targeted communication tools and means for specific groups of stakeholders. Create clear key messages for each audience.
- Combine climate action with other societal challenges, for example ageing.
- Take the time to explain the problem and the solution, engage stakeholders and regular citizens directly.
- To initiate and maintain long-term engagement requires time – design instruments that build trust and long-term relationships between the different stakeholder groups.
- Point out the opportunities and the chances of the transformation, avoid convincing people by scaring them. Use a positive narrative.
- Use factual information from trusted sources.
- Integrate authority figures or key citizens as multipliers, i.e., artists, religious leaders, NGO leaders, mayors, local politicians, to transmit the main messages.
- Ambassadors are important and require additional resources (including financial).
- Use modern dissemination media to increase awareness. For instance, a short movie is easier understood compared to a slideshow.
- Look beyond! Networking in a broad and inclusive sense, engaging all stakeholders, is key and goes beyond just awareness raising.



Community engagement in the transformation of coal and other carbon-intensive regions

The lessons above on engaging specific audiences are very relevant in Just Transition regions as well. Apart from that, it is also important to take into consideration the points listed below.

- Involvement of local authorities connecting EU climate policy objectives to the territorial Just Transition plans is essential.
- Long-term engagement requires visible benefits.
- Enable policy makers to connect to these benefits.
- Ensure that implemented policies and actions are in line with the Just Transition objectives.
- Develop integrated strategy based on effective stakeholders mapping.
- Experiential, local, and present risks related to climate change should be emphasized, for instance, demonstrating the fact that climate change is already impacting people at local and regional level.
- Working side by side with local stakeholders and getting the trust of local communities is essential.
- Practical support, capacity building measures, and financial resources need to be provided for facilitating the transition.
- Complementary funding or subsidies can be part of the solution but should be accompanied with good communication through the right channels. Also, the duration of the subsidy can be a challenge, so the long-term vision is needed.
- It is important to integrate technologies that promote energy efficiency or reduce the energy demand.
- Approach Just Transition not only from the climate perspective, but also from a social perspective, assisting vulnerable communities in building social services to support the economic transition.

Engaging citizens and stakeholders and facilitating participation and co-creation

- Co-designing means not to present a fixed plan to key stakeholders, but to start from scratch and involve everyone.
- Commitment and continuous participation are key elements. These require resources and time.
- Make clever use of social multipliers to ensure high participation.
- All stakeholders should participate, no matter how challenging this may be, including stakeholders with opposing ideas. This will bring realistic and acceptable solutions for most if not for all.



- Bring in the “newcomers”: People moving in the area or neighbourhood are in general more willing to accept change and to integrate through engagement.
- Trust is important, especially in the leading organization/policy maker.
- To cultivate trust, do not have hidden agendas.
- Social stakeholders should be allowed to bring their own solutions to the discussion table.
- Climate change goals should be connected with possible economic advantages or financial losses for the community. Communicate that fighting climate change is beneficial for everyone.
- Strategic thinking: bring the future to the present. Consider how the stakeholders perceive 2030 or 2050.
- Don’t ask for a Yes or a No: Allow people to participate in the process and form answers that take the interests of most, if not all stakeholder under consideration.
- Don’t start with the solution. First find the shared interests and then create location-specific designs.
- Design an appealing framework, which positions the different interests as complementary rather than adversary.
- Manage expectations for immediate changes. Participatory processes take time and results will be visible only in medium term. In the beginning, you may advertise ‘quick wins’ to secure public and political support, but also provide regular updates on the progress of the co-creation process, the actual implementation, and on the completion of the ultimate goal.

Supporting action in greening urban areas

- Clarify the common goal, using science and taking account of the current local situation.
- Stakeholder analysis – integrate all stakeholders early on.
- Make sure you have the resources secured for the whole planning and implementation process.
- Secure the step going from planning to implementation.
- Mainstream climate action.
- Use all communication channels available – including online media and smartphone apps, enable stakeholders to use them themselves.
- Innovative climate action means risk-taking. But bold climate projects attract young and skilled labour force.
- Cultural changes are most difficult but most effective especially in the long run - if possible, integrate messengers and multipliers from arts and culture.
- Celebrate your successes, integrate cultural events, and make a festival!



2.2 Lessons for the LIFE community

During the meeting we have identified some good practices and lessons from LIFE projects that can be replicated within the LIFE community:

- Usually, more time is needed than foreseen when involving people or listening to the different stakeholders.
- In order to get the right mix of responsibilities and commitments, it is important to include the right public actors and decision makers from the start of the project.
- Provide feedback to the policy makers as early as you can.
- Integrate good experience and solutions from the projects already implemented. Ambassadors are important for those activities that require public engagement, and they require additional time and financial resources. They might need to be coached. Plan well!
- Awareness campaigns aiming at behavioural change need to involve the “locals”, the inhabitants, the community, the local government, etc.
- Look beyond your LIFE Project! Networking and engaging with other stakeholders will multiply the outreach.
- A good team is key for success!



3. Summary of the meeting

The meeting started by referring to the European policy priorities and how these have been addressed by the 6,000 LIFE projects implemented in the Member States in the past 30 years. The ambitious and immediate climate action, highlighted in the latest Intergovernmental Panel on Climate Change report and in the 26th session of the Conference of the Parties (COP26) to the United Nations Framework Convention on Climate Change (UNFCCC) that would soon start in Glasgow, requires not only political decisions but also action on the ground. In the Green Deal, everyone has a role to play, every action counts. And action on the ground is very much the essence of the LIFE projects. In this sense, the Climate Pact is an opportunity for people, communities, and organisations in all EU Member States to be engaged in actions addressing climate change. This opportunity, though, requires awareness raise and multi-dimensional, effective communication.

A LIFE project is a pledge in itself, objectives agreed, people committed, impacts measured.
Christian Strasser, head of the unit D.1 LIFE Energy and LIFE Climate, CINEA

The importance of the LIFE programme in achieving the targets of the Climate Pact is significant, since achieving its objectives requires working on the ground and often ensuring citizens' engagement on the ground, elements that are foreseen in relevant LIFE projects.

The Pact is about activating people who are willing to act, but just don't do it yet.

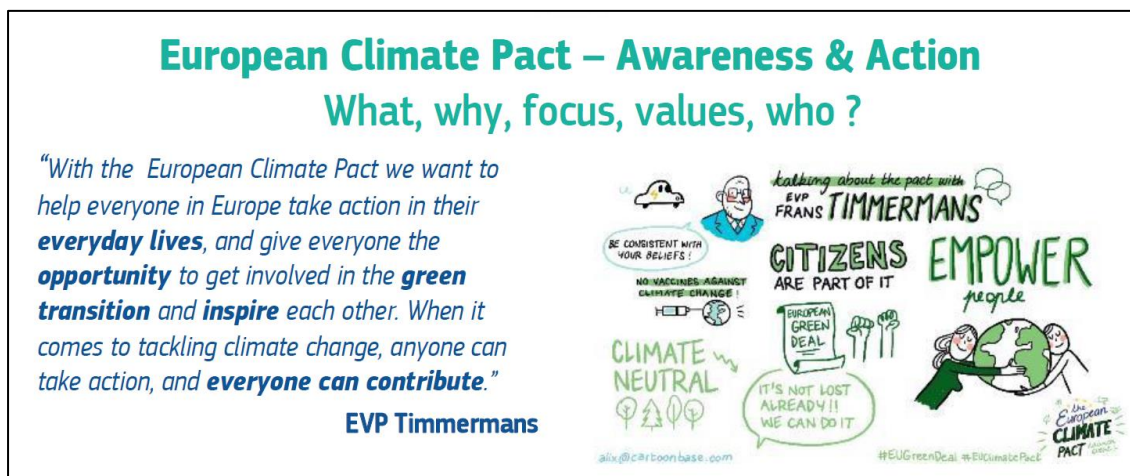
Everyone can contribute and no action is too small.

Katarzyna Balucka-Debska, policy officer, European Climate Pact, DG CLIMA

It was emphasized that the relation between policy and projects is crucial for successful action. The Climate Pact is about activating people who are willing to act. It is important to consider people where they are, what are their interests; for instance, measures can target football fans or wine drinkers with specific messages. Without the actual engagement of real people, all target setting and policy making will not work. Therefore, projects like the ones in the LIFE programme are essential.

It was also pointed out that the interruption caused by Covid19 should not be used to move back, but to move forward.

Figure 3: Snapshot from the Climate Pact presentation



3.1 Informing and engaging specific audiences

The first session of the platform meeting, moderated by Laura Giappichelli and Hana Mandelikova, CINEA, focused on identifying how stakeholders and citizens that are hesitant or not well informed about climate change and its challenges can be reached. In that sense, awareness raise through the provision of accurate and factual information has been identified as one of the elements for all social groups and stakeholders.

Using **innovative and integrative approaches** has proven an excellent to increase awareness among stakeholders that are not considered as experts with regards to the different aspects of climate change. In that sense, involving the citizens in activities that present an important added value for the society, such as the monitoring of the water flow outside their premises during heavy rainfall days and inform the relevant authorities also is a good method to link climate change with extreme weather phenomena, increasing awareness. LIFE FRANCA succeeded in activating regular citizens to observe the landscape (helping to inform on landslide risks) and flooding, while they also commit to long term action. This also builds trust between citizens and public authorities.

The communication of messages related to climate change with **positive narratives** is another good practice discussed during the event. The experience from the field shows that pointing out opportunities linked to adaptation actions can have a bigger impact in awareness raise compared to another scenario where people are only bombed with scaring information. This can be facilitated by the organisation of workshops specifically with specific stakeholders of multiplying effect (i.e. journalists). Also, it is important to address people with language appropriate for them, as for instance in case of LIFE FRANCA, youth was addressed by comic strips.



Communicating the **economic benefits** from combatting climate change can support the change in the wider mindset of specific stakeholders. For example, the consequences for the agricultural sector

You actually need to talk directly to the farmers and agricultural businesses, small or big, if you want to activate them to partner in a project. Jean-Baptiste Dollé, LIFE BEEF CARBON

in case no adaptation measures are taken are significant both in terms of loss in productivity and income. In that sense, communicating to the farmers actual data and information can persuade them that sustainable farming solutions considered initially as expensive, are much more affordable when considering their medium-term

overall impact. In addition, the power of bilateral communications with the farmers has been reported as extremely effective by LIFE BEEF CARBON.

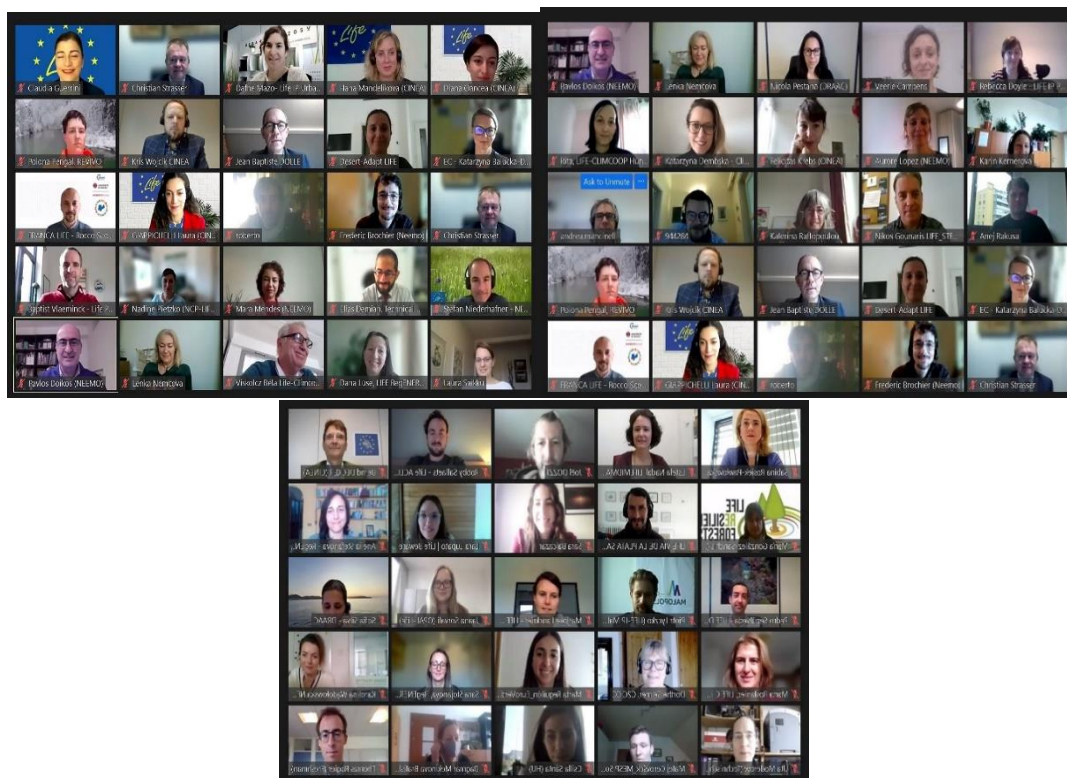
Increasing farm efficiency can improve income while reducing the carbon footprint. Jean-Baptiste Dollé, LIFE BEEF CARBON

Other examples of social groups that can be persuaded also by economic incentives are vulnerable groups, such as long term unemployed, asylum seekers, students, and pensioners. Tailor made services that try to map the needs of the above and suggest changes of low (or no) cost that on the one hand reduce expenses also reducing emissions have proven to be effective in increasing awareness.

LIFE DoppelPlus demonstrated that it is very advantageous to combine climate targets with efficiency and economic goals. The project managed with targeted information and supporting measures to activate economically disadvantaged groups. Specifically trained energy coaches visited these persons in their apartment and developed very specific solutions for each individual household. This required as well to build up trust, as many doors do not open easily all the time. Key for the success was the positive link between reducing emissions and saving money, which will secure that the impact of the measures, once in place, will be continued. This is an example how climate change action can enhance inclusion and be combined with social action.

There is no transition without taking on board all people including low income groups. Claudia Guerrini, CINEA project manager

Figure 4: Family photo of the platform meeting



3.2 Just Transition: Community engagement in the transformation of coal and other carbon-intensive region

Decarbonising the electricity production is another issue in which effective stakeholder engagement is needed. Towards that, the Just Transition, which is the process of decarbonising the electricity production sector, also ensuring that no stakeholder participating in this change is left behind, has been another important dimension that can be benefitted by a discussion of the EU Climate Pact's objectives.

This session was initiated with a short movie entitled **"The Demise of Coal"**¹, which was produced by WWF Poland with LIFE funding ([LIFE Wzrost Project](#)). The video describes the Polish electricity production sector and the key stakeholders that will be affected by the implementation of the decarbonization. By showing the daily lives of workers across the coal supply chain, the video underlined the importance of bringing all these players on board to the Just Transition effort, from a very early point aiming to change their understanding, for most of which is described by the quote "the best solution for our country is coal". However, it was made clear in the movie that communities are aware that coal is not a sustainable energy source and that adaptation is imminent. This requires a change of mindset.

¹ The movie along with other episodes is available on the LIFE project website: <https://energiaodnowa.wwf.pl/en/episodes/>



The session was moderated by Darek Urbaniak and Krzysztof Wojcik, CINEA project managers with extensive experience on climate change mitigation in energy production in the Just Transition regions. The importance of the Just Transition in supporting the achievement of the Green Deal objectives was discussed, along with the opportunity to generate economic added value and provide social positive externalities that can also transform the overall economic characteristics of the Polish economy.

The core objective of this session was to highlight actions and plans that have been implemented with LIFE co-funding in bringing the community on board in the energy transformation of regions that still rely heavily on coal, or in general, are producing electricity with other carbon intensive practices.

Achieving the above requires a well-defined strategy at an early point, where all the key stakeholders have been mapped, the dissemination tools have been properly designed/selected, the key message is defined and well-presented and, above all, a plan to revise the strategy based on the primary results of implementation and the experience gained from the first steps of implementation.

Towards the above, the use of simple communication tools providing audiovisual material has been identified as very effective, especially compared to traditional means of dissemination implemented in general by the LIFE projects (i.e. leaflets, brochures, PowerPoint presentations, etc.). To increase social awareness on topics related to climate change and the wider Just Transition, a greater part of the general audience was reached through short films, educational campaigns and also face to face meetings.

Sometimes, a video is more effective than a presentation. Tobiasz Adamczewski, LIFE Wzrost Project

Social science showed that there is no silver bullet: some people want to get info from the people they trust, other need to dive into data and explore information. Tobiasz Adamczewski, LIFE Wzrost Project

Another element which is considered crucial to achieve effective communication and understanding is the identification of those people/groups that will contact the social stakeholders. Even though the majority of the audience reacts positively in information transmitted by scientists, there is still a fraction of

the population that exhibits low levels of trust in science. For these specific cases, dissemination is useful to come from other stakeholders with some social power (i.e. priests, managers of local associations, famous artists, etc). The role of Ambassadors is also important and it needs to be taken into consideration in the planning process, for a proper estimation of the necessary budget.

The identification of the stakeholders to be involved has proven to be one of the most demanding elements of the awareness increase strategy. The mapping process requires a systemic approach and identification of all those stakeholders expected to be affected by the Just Transition. Listening to each

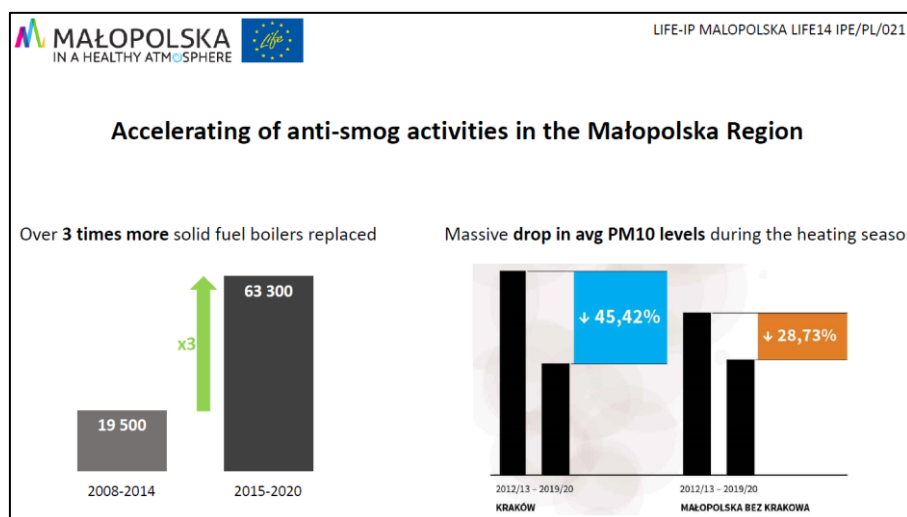
Transformation is not against communities but for them. Anelia Stefanova, RegENERateLife

one of them and also bringing them in the same table can be used to identify several interesting elements that are helpful for identifying the means to communicate specific messages as well as to increase significantly the effectiveness of this process. It was also pointed out that gender issues are also relevant in coal phasing-out process. It is necessary to expand the discussion to all the communities and not only coal practitioners.



Two LIFE Integrated Projects implemented in the Malopolska region, Poland, shared their experience in helping to decrease air pollution by replacing old boilers. The achievements (Figure 5) were possible due to a combination of awareness raising, cooperation, and incentives (subsidies). The peer example was cited as a good precedent, as neighbours tend to follow their neighbours.

Figure 5: Snapshot from the Malopolska Integrated Projects presentation

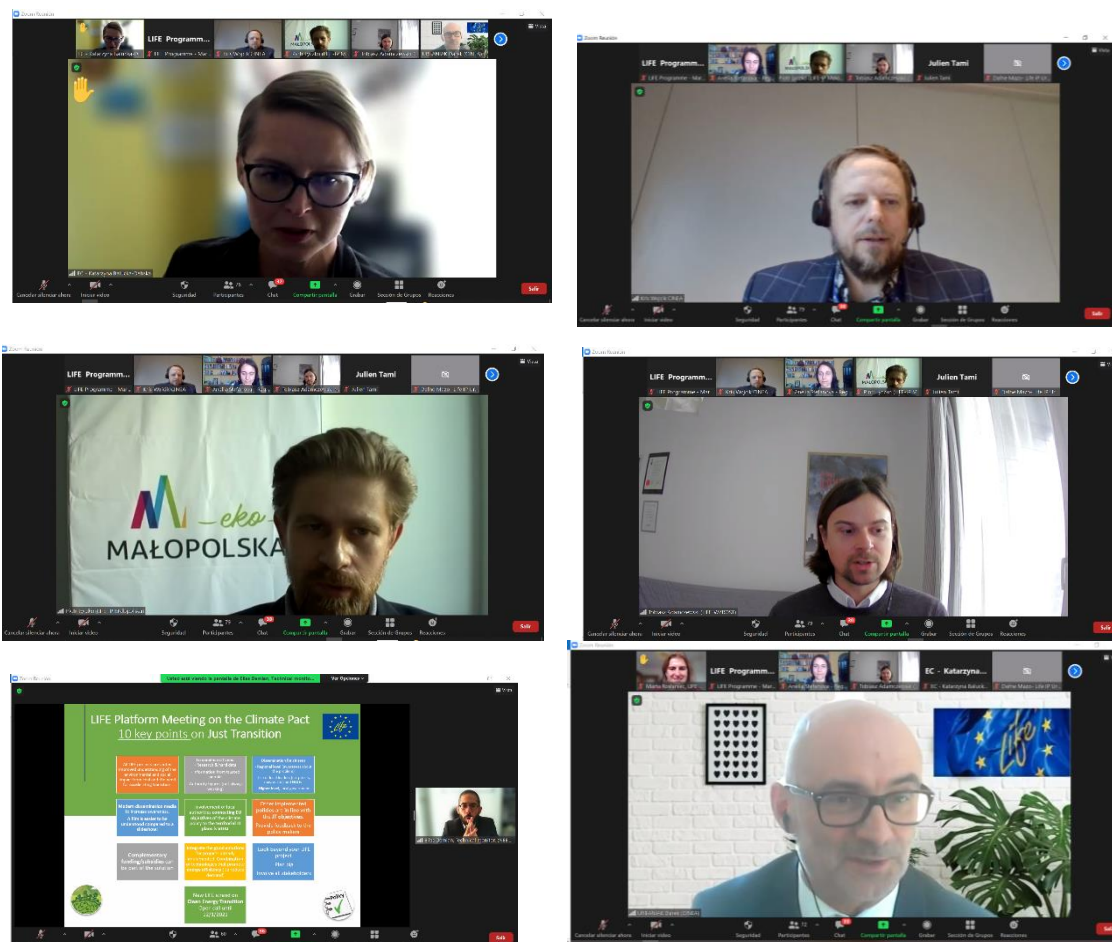


Cooperation is key, wherever the project is based. Piotr Lyczko, Department of Environment, Malopolska Region

Time availability is considered another crucial element, especially in cases where the objective is to have a large scale effect. The actions described above are time-consuming processes and in most cases, the foreseen time planning differs significantly from the actual time needed for them to be implemented.

With the “Clean Energy for All Europeans” package launched in 2016, the European Commission (EC) pledged to support coal and carbon-intensive regions in their shift to a new model and work to create the conditions for a just transition. As one of the key actions, the EC launched the Platform for Coal Regions in Transition to assist EU countries and coal regions tackling challenges related to the transition to a low-carbon economy.

Figure 6: Snapshots from the session on Just Transition Regions



3.3 Engaging with citizens and stakeholders and facilitating participation and co-creation

Through the experience of the past years, it has been made obvious that the effective adoption of a policy requires the involvement of all relevant stakeholders at all phases (design, review, implementation, monitoring, etc). In a co-creation effort, multiple stakeholders come together to develop new practices that traditionally would have emerged only from a bureaucratic, top-down process. This systemic approach is now considered as one of the most innovative elements of public governance, difficult to be implemented, but with impressive results when this is done².

The aim of this session was to identify those means that enhance policy co-creation and engagement of citizens in the design and implementation of climate change and environmental related policies.

² Co-creation in government, Stanford Social Innovation review, Spring 2015



Co-creating gets better and more sustainable results. Jan Mellebeek, City of Leuven

The session, moderated by Diana Oancea, CINEA, was initiated with a presentation from the City of Leuven, which has an extensive experience from applying co-creation methods and also has a dedicated body that manages co-creation processes (Civic Participation Office)³. The representative of Leuven made an introductory speech identifying the importance of co-creation for climate commitment. The use of those tools that promote systemic innovation and therefore are used to bring on the same table businesses, local government, knowledge institutions and civil society have been discussed. Putting different stakeholders on the same table is considered as an element of high added value for stimulating cooperation and for identifying solutions that are considered optimal given their level of complexity. In this sense, the city is implementing efforts to ensure that this participation is continuous. Currently, the demand for co-creation processes by the society side in Leuven and the number of citizens actively involved in the co-creation process are growing.

Most of the LIFE projects that participated at this session were focusing on improving urban resilience to climate change. The projects were dealing with the urban effects related to water management and floods, air quality and green spaces.

The projects highlighted the use of “social multipliers”, referring to those stakeholders that can enhance the participation of citizens and other stakeholders in the co-creation process. The example of involving the schools in the discussions was brought up, since informing pupils (future citizens) on the co-creation processes and on climate change is an excellent way to educate and prepare the next generation for a more active participation in the shaping of policies.

If everyone makes its part: all together we can make a systematic effect and a more resilient city.
Giulio Pesenti, LIFE BEWARE

One of the main elements of establishing a good level of co-creation is the **establishment of a common vision**, that takes under consideration all involved stakeholders. To achieve the above, the establishment of multisectoral working groups, following the level of complexity of the adaptation issues has been described as a successful factor.

Money saving is a crucial argument to involve vulnerable households. Andrä Stigger, LIFE DOPPELPLUS

The role of the **vulnerable groups** in the co-creation process is significant. Several of the projects identified the need for background vulnerability studies to ensure that the socio-economic characteristics of those groups are taken under consideration during the co-creation process and that the information provided to them were up to date and realistic. The example of the vulnerable households was brought up, since these are those mostly affected by climate change (i.e. residents in low energy efficiency buildings need to spend more on heating/cooling). In order to maximise interest attraction from those groups, it was suggested to link the climate change policy goals with specific financial incentives or expected economic savings that could potentially increase the disposable income of vulnerable houses.

³ Leuven 2030 developed its own professional communication strategy for its climate journey, based on the principles of behavioural change. Citizens are the key ambassadors for a green and sustainable. Source: https://ec.europa.eu/environment/europeangreencapital/wp-content/uploads/2015/02/EGLA_2018_Winner_Leuven_EN.pdf



In most cases, involving all affected stakeholders might bring **conflicts** and create **delays** in the process due to different interests. A solution towards the above is to understand the reasoning of each involved party and then engage them in committing of working together. Allowing the citizens to come up with their own plans and providing incentives increase their level of

Involving experienced moderator is a key factor for success in order for instance to manage negative views and avoid conflict. It is important to engage skilled professionals to manage conflict resolution and consensus-building.

Zuzana Hudekova, Bratislava Municipality - LIFE DELIVER

commitment and leads to a more effective co-creation process. The experience showed that constant collaboration (i.e., frequent meetings on the same table) between those in conflict and the use of innovative tools⁴ can lead to a common decision that could allow the policy design to be completed. Under any case, the discussions between different stakeholders should be managed by experienced moderators who possess high diplomatic skills. Furthermore, a mutual gains approach, where all stakeholders enjoy small wins can become a very good tool to increase participation and co-creation.

Towards the above, there is a need for cultivating a **level of trust** between those participating in the co-creation process and the policy makers. This, in general, is facilitated by the communication of

Resilience can be increased through capacity building and strengthened network.

Dorthe Selmer, Central Denmark Region - LIFE IP C2C CC - Coast to Coast Climate Challenge

actual facts to all the interested parties, in a transparent and integrated manner. The information transmitted should describe with high accuracy the implications of the new policy in the citizens' lives and their ecosystem. Bilateral discussions with the citizens should be foreseen,

even though these require significant amount of time. In case trust remains a problematic element in the process, then re-designing the co-creation process and re-starting its implementation can become a useful tool to increase collaboration.

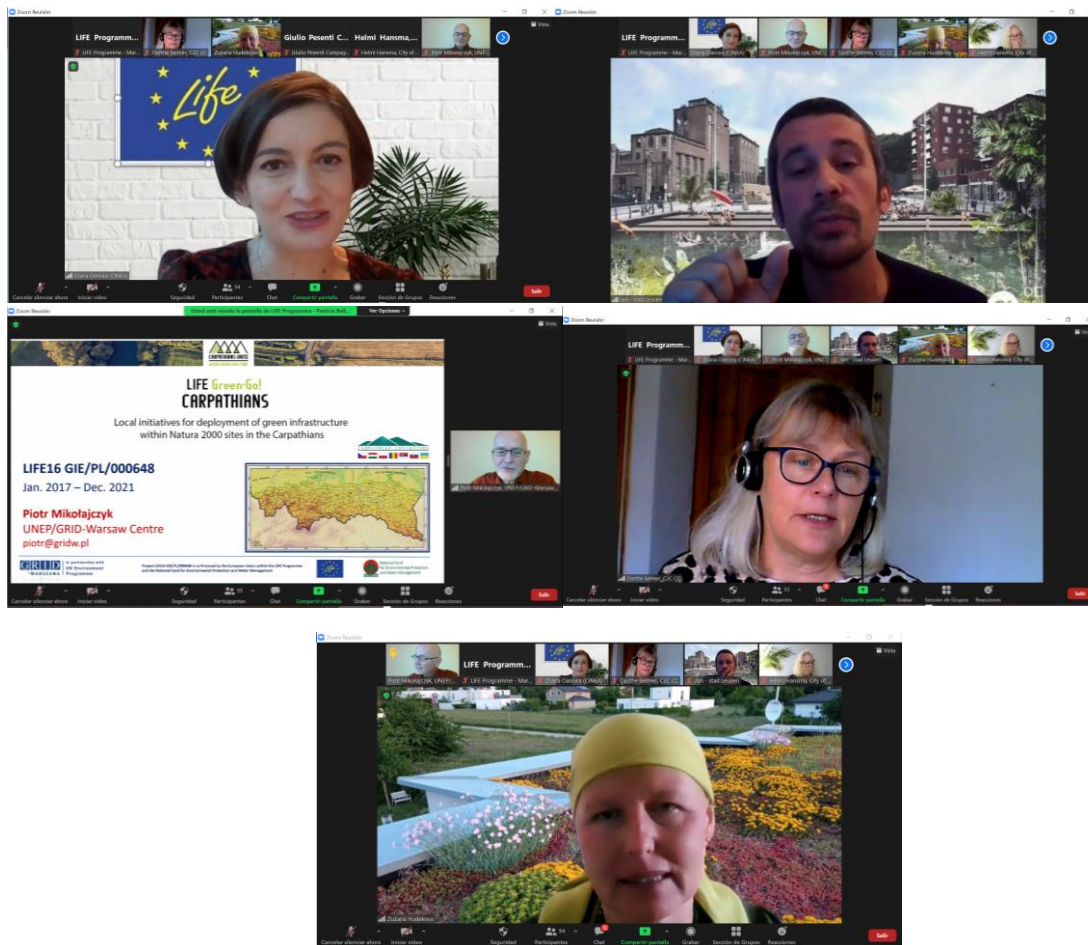
Start first with the commitment of working all together: a basic step is therefore to agree on the collaboration objectives!

Restart from scratch if the first process is not conclusive: don't be afraid of learning from mistakes.

Helmi Hansma, City of Rotterdam - LIFE URBAN-ADAPT

⁴ Indicative toolkit discussed by some beneficiaries during the event: <https://sociocracy30.org>

Figure 7: Snapshots from the session on Co-creation



3.4 LIFE European Climate Pact satellite event: Supporting action in greening urban areas

The third and last session of the Climate Pact platform meeting, moderated by Bernd Decker, CINEA, was streamed to the public as a satellite event of the Climate Pact. It focused on how to involve different stakeholders in the efforts of climate change mitigation and adaptation through greening urban areas. The session discussed elements related to awareness raising, engaging stakeholders and the establishment of bottom-up, participative, and long-lasting climate actions. It was opened with two keynote speakers, Jürgen Schultze, LIFE Roll-Out Adapt, and Saara Vauramo, Lahti City, which is one of the beneficiaries of LIFE CANEMURE project, and followed by a panel discussion involving five additional LIFE projects.



Jürgen Schultze highlighted the importance of high-quality scientific data, methods, and overall factual evidence as key elements of an effective and convincing campaign when addressing the society. Furthermore, a thorough stakeholder analysis is strongly recommended to identify and involve all relevant parties. A key point is that climate adaptation should not be considered as a limited action for specific people. Despite being time consuming and resource intensive, it is necessary to ensure inclusiveness and long-term participation. It is necessary to relate to the local situation and to present the actions in a way people can understand, which can as well be very time consuming. It is important to place a local community in its regional context, as many climate change challenges require not just local, but regional solutions.

Do a thorough stakeholder analysis and integrate all stakeholders early on. Develop a guiding concept for climate change, discuss where do we want to be.

Jürgen Schultze, LIFE Roll-Out Adapt

The use of modern dissemination means and specifically designed messages for different types of audiences (i.e., addressing the youth with well-known influencers via YouTube and other social media) can achieve impressive results. Social media like Twitter need a lot of work and continuous attention, but over time their utilization can have a significant impact.

It is as well important to have the whole adaptation chain in mind, which implies that sufficient funding should be secured right from the beginning that enables to fully implement the planned actions.

Saara Vauramo emphasized the importance of combining climate change and environmental targets with economic and social benefits. In 2019, Lahti City stopped using coal, supported carbon neutral building construction, and tested the globally first personal carbon trading scheme. It was helpful to make good use of the media, for instance, the first urban ski sharing scheme created significant national and international media attention. Integrating all stakeholders, being them fishermen, farmers, business owners, artists, or just regular citizens assures the continuity of the programmes. “Quick wins” and shortly realizable concrete results are also crucial to secure the participant’s long-term motivation and help maintain support from policy makers. Implementing innovative projects

Storytellers and artists can make the wider audience to feel and understand the need for climate action.

Saara Vauramo, Lahti City

always means taking risks, quick wins help to overcome reluctance, and in the long run, well managed sustainable actions raise life conditions and attract young and skilled labour force.

At the panel, several key subjects were identified that were crucial for the success of the projects. To engage with citizens via modern means of communication was for example supported by Martin Ander, LIFE TreeCheck, who introduced the audience to a mobile phone application to recognize the cooling effect of trees in an urban environment. This tool helped significantly to generate public support for their project. Good examples came as well from Flaminia Ventura, LIFE CLIVUT. In this project, it was developed several tools to evaluate the ecosystem service of green infrastructure, for example the CO₂ storage or cooling effect capacity of various trees or to calculate the personal CO₂

Use the same communication channels your target group uses.

Angel Gimenez, LIFE U-MOB



emissions as a student or a business owner. This tool helped a lot to raise awareness and convince citizens and private businesses to invest in new trees. Some of the Italian cities involved are now running out of space to plant trees. Another impressive example came from Angel Gimenez, LIFE U-MOB, in which a Massive Open Online Course (MOOC) was created to educate mobility managers towards sustainable mobility solutions. The project also provides the needed tools (CO2 emissions calculation templates) to develop the overall sustainable mobility tool for managers.

Marie Vallon, NATURE 4 CITY LIFE, emphasized that it often takes a long time to take action and obtain results. It is important to integrate all stakeholders, even if it is very time consuming. As a project, it is furthermore crucial to maintain a neutral position and mediate between the different stakeholders. Johan Verlinde, LIFE@URBAN ROOFS, joined the debate by pointing out once more how important an integrative approach is. In order to enhance the climate change resilience of a city like Rotterdam, it is necessary to have the private building owners, the social housing cooperation as well as the regular

Citizens have to be involved at early stages of project design. Participatory projects take more time, but you do have better projects in the end.

Johan Verlinde, LIFE@URBAN ROOFS

citizens on board. Projects need to involve also ordinary citizens early on. Johan Verlinde supported to work with a systemic approach, for example, Rotterdam city developed a system to collect rainwater from roofs, store it, and use it in periods of draught, combined with energy generation systems and biodiversity measures.

Regarding integrating artistic elements, it is recommended to match disciplines that do not necessarily cooperate. Artistic work is oftentimes very good to raise awareness and gain attention among non-expert groups, as it represents climate change issues in a different way as scientists would do.

A remarkable idea in this regard is the Rotterdam Rooftop Days, a festival in which people celebrate with theatre, live music and party events on Rotterdam's rooftops while having the chance to be informed about greening their own roof. The festival's idea assists in attracting more participants and disseminating information. Another good example was added from Lahti city, where they had great success with public design contests in several projects in initiating a wider public debate.

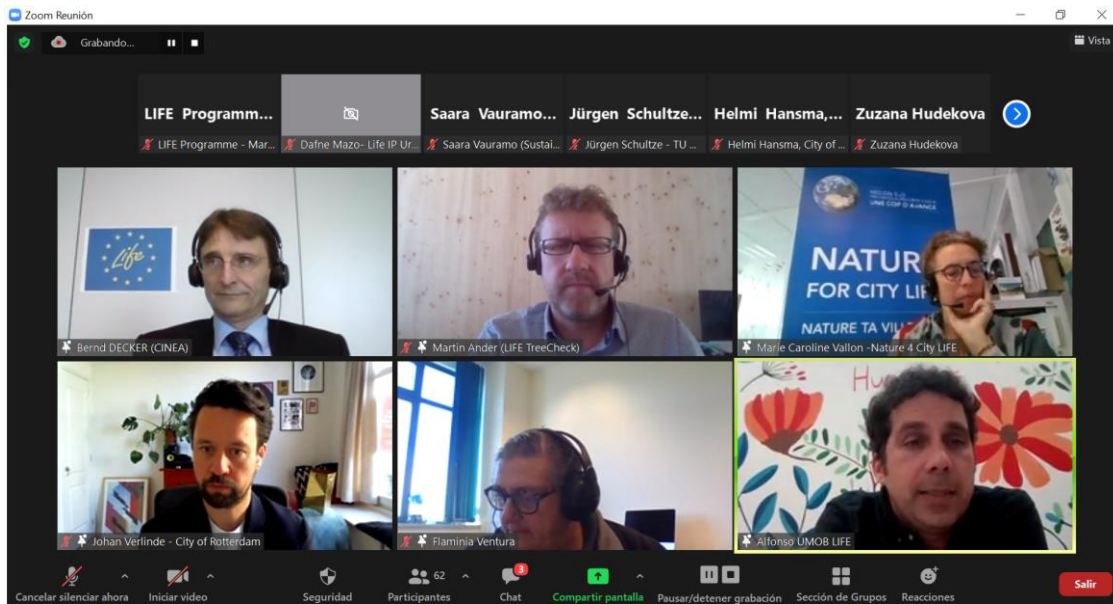
To secure enough funding early on is also important, especially when moving from planning to implementation. Local communities, and not just those in transition countries, have often problems to secure the necessary funding.

To integrate artists is a very good tool to raise awareness. Often, it is difficult for the general public to understand university experts and technical information.

Marie Vallon, NATURE 4 CITY LIFE



Figure 8: Snapshots from the session on Greening Urban Areas





Annex 1. Agenda

| DAY 1: 27. October 2021 | | |
|--|---|--|
| Opening Session | | |
| 09:00 | Welcoming to the Event and Video of Climate Pact | <i>Diana Oancea and Christian Strasser, Head of Unit D.1 - LIFE Energy + LIFE Climate, CINEA</i> |
| 09:15 | Climate Pact: current developments and perspectives | <i>Katarzyna BALUCKA-DEBSKA, policy officer in the Adaptation Unit, DG CLIMA</i> |
| 09:30 | Questions and Answers | <i>Diana Oancea, CINEA</i> |
| Session 1: Informing and communicating to raise awareness | | |
| Session 1a: Informing and engaging specific audiences (experts vs non-experts, farmers, vulnerable groups) | | |
| 09:40 | Introduction | <i>Laura Giappichelli, CINEA</i> |
| 09:45 | Fireside chat LIFE BEEF CARBON - Demonstration actions to mitigate the carbon footprint of beef production in France, Ireland, Italy and Spain Jean-Baptiste Dollé, Head of Environmental Department, IDELE, France LIFE DoppelPlus - Climate action campaign for low-income households Claudia Guerrini, CINEA project manager, representing Andrä Stigger, Klimabündnis Tirol LIFE FRANCA - Flood Risk ANTicipation and Communication in the Alps Rocco Scolozzi, University of Trento, Italy | |
| 10:15 | Questions and Answers Session | <i>Hana Mandelikova, CINEA</i> |
| 10:35 | Group picture and coffee break | |
| Session 1b: Just Transition: Community engagement in the transformation of coal and other carbon-intensive regions | | |
| 10:55 | Introduction and Video Tipping Point: The Demise of Coal from WWF Poland | <i>Darek Urbaniak and Krzysztof Wojcik, CINEA</i> |
| 11:10 | Panel discussion Tobiasz Adamczewski, Head of Renewables, Forum Energii, Poland LIFE Wzrost Project (WWF Poland) Piotr Lyczko, Deputy Director, Department of Environment, Malopolska Region, Poland MALOPOSKA Integrated LIFE Projects Anelia Stefanova, Energy Transformation Area Leader, CEE Bankwatch Network, Czech Republic ReqENERateLife Project | |
| 12:10 | Questions and Answers Session | <i>Darek Urbaniak, CINEA</i> |
| 12:40 | Closing remarks / wrap up of discussion | <i>Darek Urbaniak & NEEMO</i> |



| DAY 2: 28. October 2021 | | |
|--|---|---|
| Opening Session | | |
| 09:00 | Welcome and Introduction | <i>Diana Oancea, CINEA</i> |
| 09:05 | Co-creation for climate commitment | <i>Jan Mellebeek, Head of Civic Participation, City of Leuven</i> |
| Session 2: Engaging with citizens and stakeholders and facilitating participation and co-creation | | |
| 09:15 | Introduction and speed project presentation | <i>Diana Oancea, CINEA</i> |
| 09:30 | Panel discussion: Lessons and challenges from co-creation process 2.1 Helmi Hansma, City of Rotterdam <u>LIFE URBAN-ADAPT</u> : Demonstrating urban climate adaptation and resilience in inner city Rotterdam 2.2 Dorthe Selmer, Regional office of Climate, Resources and Green Transition, Central Denmark region <u>LIFE IP C2C CC</u> : <i>Coast to Coast Climate Challenge</i> 2.3 Giulio Pesenti Campagnoni, Facilitator of Participative Process <u>LIFE BEWARE</u> : BEtter Water-management for Advancing Resilient-communities in Europe 2.4 Zuzana Hudekova, Project Manager, Bratislava Municipality Karlova Ves <u>LIFE DELIVER</u> : Developing resilient, low-carbon and more livable urban residential area 2.5 Piotr Mikołajczyk, UNEP/GRID-Warsaw Centre / National Foundation for Environmental Protection <u>LIFE GREEN-GO!CARPATHIANS</u> : Local initiatives for deployment of green infrastructure within Natura 2000 sites in the Carpathians | |
| 10:40 | Closing remarks | <i>Diana Oancea, CINEA</i> |
| 10:45 | Coffee break | |



LIFE European Climate Pact satellite event: Supporting action in greening urban areas

Thursday, 28 October 2021: 11.00 – 13.00 CET

This session was open to the wider public as a Climate Pact Satellite webinar and streamed online via the social media of the LIFE Programme.

| Session 3: Supporting action in greening urban areas | | |
|--|---|---|
| 11:00 | Introduction | <i>Bernd Decker, CINEA</i> |
| 11:10 | How can communities adapt to climate change? | <i>Jürgen Schultze, Project Leader Evolving Regions, TU Dortmund</i> (LIFE Roll-out ClimAdapt) |
| 11:25 | Lahti City: European Green Capital 2021 | <i>Saara Vauramo, Programme Director Lahti Green Capital 2021</i> (LIFE CANEMURE) |
| 11:40 | Panel discussion: Engaging multiple stakeholders in greening urban areas Martin Ander, Nadace Parnerstvi LIFE TreeCheck – developing green infrastructure in central European cities to minimise the urban heat island effect Marie Caroline Vallon, Conseil Regional, Region Sud NATURE 4 CITY LIFE – effective governance for climate change adaptation in Provence-Alpes-Côte d'Azur Johan Verlinde, Programme Manager of the Rotterdam Climate Adaptation Plan LIFE@URBAN ROOFS – stimulating private investment for climate change adaptation in Rotterdam Alfonso Cadenas, Fundación Equipo Humano U-MOB LIFE - exchanging best practices in sustainable mobility on university campuses across the EU Flaminia Ventura, University of Perugia LIFE CLIVUT – managing urban forests to optimise their environmental and climatic services in Mediterranean cities | |
| 12:30 | Interactive discussion and recommendations | <i>Bernd Decker, CINEA</i> |
| 12:50 | Closing remarks | <i>Bernd Decker, CINEA</i> |



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List of speakers in alphabetical order by family name:

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