

Participation Approaches in Climate Concepts of German Towns and Cities

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Structure

1. National Climate Initiative of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) and Service Point for Municipal Climate Protection at the German Institute of Urban Affairs (Difu)
2. Participation oriented approaches in climate protection on the municipal level in Germany
3. Competition „Municipal Climate Protection 2009“

1. National Climate Initiative of BMU

- Aim of the federal government: Reduction of the emission of green house gases by 40 per cent by 2020 (compared with 1990)
- Funding of climate protection programs and projects with a high potential for the reduction of the emission of green house gases by revenues from emissions trade
- Target groups: consumers, municipalities, the economy and schools
- One of currently six programmes within the NCI is specifically designed for municipalities and social and cultural establishments.
- The following steps can be funded:
 - ▶ the development of climate protection strategies/sector strategies and a „climate manager“ to support the implementation of existing strategies
 - ▶ climate technologies in electricity use
 - ▶ pilot projects geared towards CO₂ neutrality

1. Service Point for Municipal Climate Protection at Difu

- Start: Summer 2008, funded by BMU
- Team: eight staff members including press and public relations and administration
- partners: umbrella organisations of municipal authorities

Tasks of the Service Point:

- Public relations and advice on funding within the program for municipal climate protection of the National Climate Initiative
- Organisation of competitions in municipal climate protection
- Service and advice on municipal climate protection

2. Participation oriented approaches in municipal climate protection in Germany - Summary

	method	characteristics
Inform & motivate	information material	Material for interested members of the public
	Exhibitions, campaigns for climate protection	Easy-to-understand information in public places, presentations, internet offers
	Adult education, speeches and discussions	Qualification for interested members of the public
	Active public relations	Self-initiated press coverage aiming at the mobilisation of the general public, mostly in connection with projects and (big) events
	Citizens advice bureau	Decentralised contact points giving easy access to administration and information for members of the public
involve	Community meetings	Meetings on topical projects and topics
	Citizens boards for the authorities	Discussion of basic issues and advisory participation in the preparation of decisions
	Hearings	Opportunity for interest groups to express their opinion on certain, projects, plans and topics
cooperate	Round tables and forums	Discussion of basic issues and advisory participation in the preparation of decisions
	Future workshops	Action oriented tool to activate creative potential with preparation, critique, implementation and follow-up phase
	Group companies	Opportunity for members of the public to become shareholders of public power plants in the field of the renewable energy (e.g. citizens' solar plants)

3. Competition: Municipal Climate Protection 2009 – Summary

- Competition initiated by the Federal Ministry for Environment (BMU) and the Service Point for Municipal Climate Protection
- Award a prize to municipalities and regions that implemented distinctive model projects, measures and strategies and thus contributed to the reduction of green houses gases in an extraordinary manner
- Members of the jury: BMU, the Federal Environmental Agency (UBA) and the umbrella organisations of municipal authorities
- Cash prizes: 240.000 Euros
- Condition: the prize money has to be invested for climate protection measures

3. Competition: Municipal Climate Protection 2009 – Summary

- Strong response: 221 applications, of which 28 per cent in the category „Actions / Motivation“.
- Prize giving ceremony: at the conference „Municipal Climate Protection: Ideas – Impulses – Innovation“ in Berlin, July 3-rd, 2009
- Documentation of the competition: Short films of the winners, brochure
- Relaunch of the competition in 2010: Final date for applications March 31-st 2010

3. Competition: Municipal Climate Protection 2009– Categories

There were three categories for participation in the competition:

- 1** Innovative technical and/or building measures in office and public buildings that link energy efficiency and the use of renewable energy in a exemplary ways.
- 2** Innovative exemplary strategies to implement municipal climate protection that e.g. established sustainable models of cooperation with other municipalities (inter-municipal cooperation, regions) or with the private sector, craft enterprises, associations, citizens' groups
- 3** **Successfully established, innovative activities aiming at the participation and motivation of the public in the implementation of climate protection measures**

Three municipalities in every category were awarded a prize.

3. Competition: Municipal Climate Protection 2009– Winners

Category 3:

Successfully established, innovative activities aiming at the participation and motivation of the public in the implementation of climate protection measures

Municipality	Unna county	City of Augsburg	City of Tübingen
Activity	Initiative „mobile&job – mobility management in enterprises”	Campaign „e+house – energy-conserving modernisation of buildings“	Campaign „Tübingen macht blau“

Every winner was awarded 20.000 Euros.

3. Competition: Municipal Climate Protection 2009– Winners

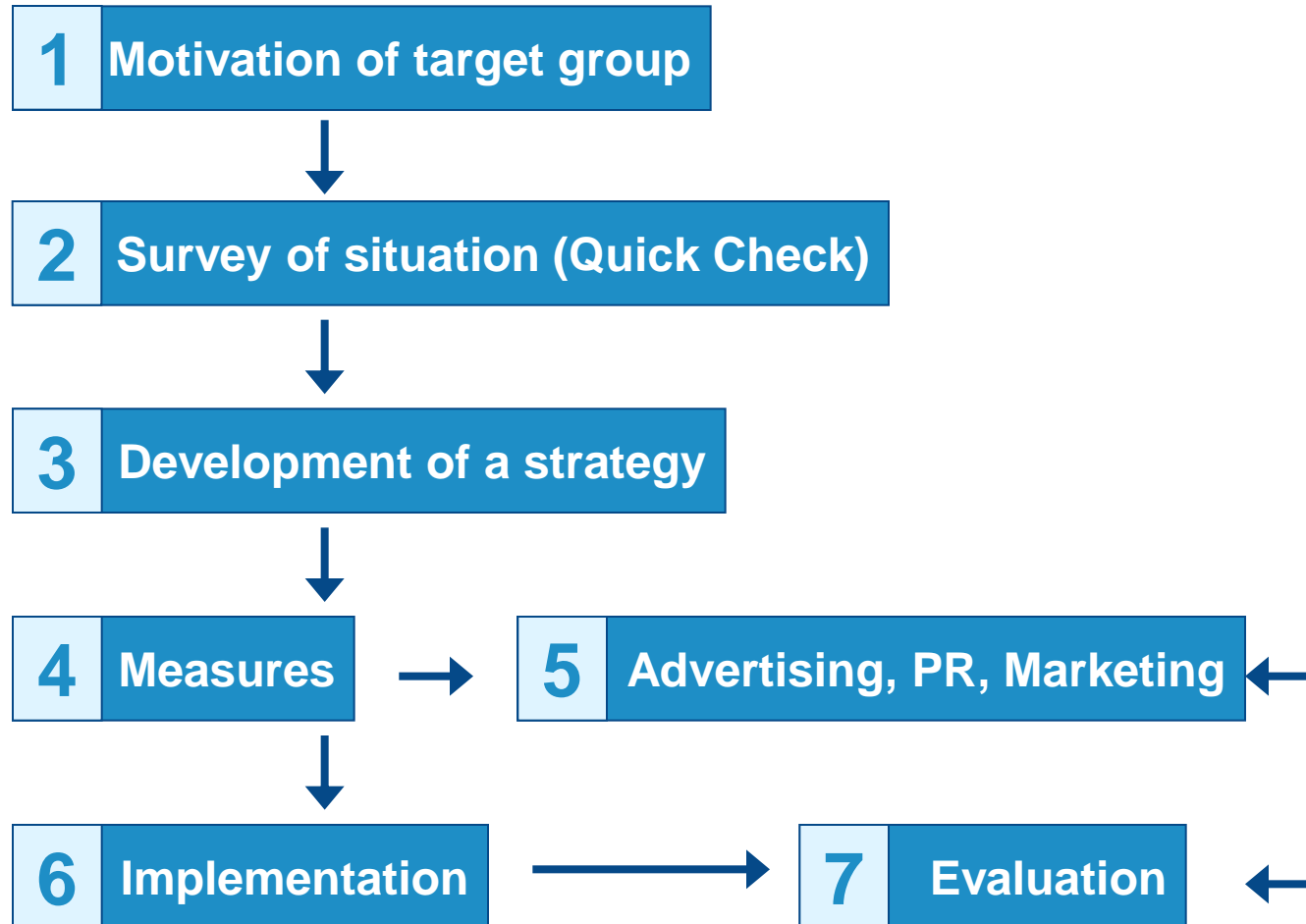
Unna County: Initiative „mobile&job – mobility management in enterprises”

- Aim: Reorganise transportation processes of enterprises in an environmentally and climate friendly way as well as more effective and cost efficient
- Time frame: Project started in 2006
- Activities: Guidance for enterprises and employees about optimised individual transport to and from work (public transport, carpools), management of parking space (bicycles, cars), monitoring/changing of individual conditions (public transport connections, improvement of road crossings), introduction of job ticket schemes
- Partners: town and municipal administrations, regional transportation companies, regional business associations, local bicycle retailers, cyclists associations, non for profit institutions, statutory health insurance associations

3. Competition: Municipal Climate Protection 2009– Winners

UnnaCounty: Initiative „mobile&job – mobility management in enterprises”

The seven elements of mobility guidance



3. Competition: Municipal Climate Protection 2009– Winners

City of Augsburg: Campaign „e+house – energy-conserving modernisation of buildings“

- Aims: Reduction of CO₂ emissions of private households, motivation of house and apartment owners to implement energy conserving modernisation measures, qualification of experts
- Time frame: project started in March 2006
- Activities: free of charge info folder about energy conserving modernisation of buildings, website, free of charge telephone hot line, development of communication tools, participation in fairs and information events, organisation of special events on selected topics
- Partners: Experts in the fields of energy and building as well as their associations, education institutions, municipal institutions, companies in the region

3. Competition: Municipal Climate Protection 2009– Winners

City of Augsburg: Campaign „e+house – energy-conserving modernisation of buildings“

3. Competition: Municipal Climate Protection 2009– Winners

City of Tübingen: Campaign „Tübingen macht blau“

(“blaumachen” means „skipping work“, but in this campaign „Blau/Blue“ is taken as a symbol for energy saving)

- Aims: reduce CO₂ emissions: 10 % less CO₂ by 2010
- Time frame: Campaign started in April 2008 and will finish in the end of 2010
- Activities: a campaign within the climate protection plan of Tübingen. High public visibility of the topic of climate protection and emphatic invitation of the general public to do something themselves: posters, leaflets, website, events. Numerous attractive advertising measures for a personal contribution to climate protection.
- Partners: Public utility company, non for profit organisations, educational institutions, experts from the field of energy and building, car retailers, driving schools, cultural institutions, cyclists' association, companies and retailers in the region

3. Competition: Municipal Climate Protection 2009– Winners

City of Tübingen: Campaign „Tübingen macht blau“

Thank you for your attention.