



# LIFE Platform Meeting on the Climate Pact: *Awareness and Engagement for Lasting Climate Action*

27-28 October 2021

Online

## **Main lessons and best practices**

### 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!

### 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!

## Additional resources

Here you can find additional resources related to the projects presenting at the platform meeting. Links to all projects can be found in the agenda in the section below.

### USEFUL RESOURCES FROM THE PLATFORM MEETING ON CLIMATE PACT

#### Flood management

[LIFE FRANCA](#): Developed an online [flood risk portal](#) for the Trentino Region (Italian language).

#### Climate and energy coaching for homes

[LIFE DoppelPlus](#) developed [materials](#) to help citizens to save energy at home and to adopt other climate-friendly actions. It has also developed training courses and materials for volunteers, which can be accessed [here](#).

#### Community engagement in the transformation of coal regions

Movie: [The tipping point](#)

Produced by WWF Poland with LIFE Funding ([Project LIFE WZROST PL](#)). The movie and the 10 episodes are available on the LIFE project website:

<https://energiaodnowa.wwf.pl/en/2017/05/22/tipping-point-energy-anew-won-the-prize/>

#### Just Transition Fund

Currently all eligible regions are developing their Territorial Just Transition Plans that will be approved by the EC with DG Regio leading the process. Entry points for public input are public consultations which will be organised to discuss the Just Transition plans and to link with civil society that is currently involved in the drafting process and can make specific proposals.

Funding for [Community-driven clean energy transition in coal, peat and oil-shale regions](#)

LIFE funding: [Clean Energy Transition](#)

More info on Funding & Tender portal - [CLIMA SAP CCA, CCM](#)

#### Enhancing participation and collaboration

The speaker from the City of Leuven has reported on using systemic tools such as [Sociocracy 3.0](#). It is a tool to facilitate collaboration.

#### Awareness for increasing the resilience of communities

[LIFE DELIVER](#) developed a participatory process for increasing the awareness and resilience of a community. The entire process is described [here](#). It is possible to follow them on social media to read about their current [developments](#). LIFE DELIVER also developed tools for local and national policy makers on climate change adaptation, such as the [Klimasken Monitor](#).

They also published a [catalogue](#) of best practice with a focus on adaptation cross-checked with regards to the biodiversity.

[LIFE TreeCHECK](#) database for sharing best practice in climate adaptation can be found here: [Database - How to fight climate change – LIFE TreeCheck](#)

### Short movies for general public - climate awareness

[LIFE IP Coast to Coast](#) developed several short movies available [here](#).

[LIFE URRBAN ADAPT](#) produced two videos:

[CLIMATE ADAPTATION IN ZOHO – VIDEO – video – Urban Adapt](#)

[TIDAL PARKS IN THE MAAS – VIDEO – video – Urban Adapt](#)

### LIFE Examples of participative process and co-creation

LIFE BEWARE shared about its [participative process](#) in its newsletter (in Italian).

[LIFE URRBAN ADAPT](#) developed a guideline on developing urban solutions through participatory approaches - [BLUEPRINT: LESSONS ABOUT THE LIFE URBAN ADAPT SUB-PROJECTS](#)

### Green infrastructure management

[LIFE GREEN-GO!CARPATHIANS](#) has developed some tool and guidelines:

The [Geoportal](#), which can be switched to the English version by clicking on the little human silhouette on the right. The geoportal contains a number of thematic data layers with relevance for green infrastructure development.

The [Knowledge Base](#), arranged on an e-learning platform. After entering (the topics icon), one can find English language project-developed materials (as well as other references) on green infrastructure.

The project publication – guidebook for green infrastructure management in the Carpathians – an English version will be available soon on the website [LIFE GREEN-GO!CARPATHIANS](#) .

### Third-part Granting

Competition principles from UNEP / GRID-Warsaw for third-party granting:

<http://en.zielonainfrastruktura.karpatylacza.pl/#&panel1-1>

<http://en.zielonainfrastruktura.karpatylacza.pl/competition>

## Supporting action in greening urban areas: urban trees

[LIFE TreeCHECK](#) developed a Tool for all - Tree Check App smart application, available in Google Play, Apple Store. This tool is aimed at citizens to recognize and care about the city trees.

[Tree Check App – LIFE TreeCheck](#)

[LIFE CLIVUT](#) developed a smart phone app also to increase the citizens' awareness about trees:  
<http://lifeclivut.treedb.eu/>

## Sustainable Mobility Management

[U-MOB LIFE](#) developed an [online course](#) on Sustainable Mobility Management in several languages.

A database of best practices is available [here](#).

## Nature-based solutions

[NATURE 4 CITY LIFE](#) developed a [knowledge platform](#) on Nature Based Solutions.

A [tool](#) is also being developed for monetary evaluation of NBS.

# 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 <b><a href="#">LIFE BEEF CARBON</a> - Demonstration actions to mitigate the carbon footprint of beef production in France, Ireland, Italy and Spain</b> Jean-Baptiste Dollé, Head of Environmental Department, IDELE, France  <b><a href="#">LIFE DoppelPlus</a> - Climate action campaign for low-income households</b> Claudia Guerrini, CINEA project manager, representing Andrä Stigger, Klimabündnis Tirol  <b><a href="#">LIFE FRANCA</a> - Flood Risk ANTicipation and Communication in the Alps</b> 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 Video <a href="#">Tipping Point: The Demise of Coal</a> from WWF Poland	<i>Darek Urbaniak and Krzysztof Wojcik, CINEA</i>
11:10	Panel discussion  <b>Tobiasz Adamczewski, Head of Renewables, Forum Energii, Poland</b> <a href="#">LIFE Wzrost Project</a> (WWF Poland)  <b>Piotr Lyczko, Deputy Director, Department of Environment, Malopolska Region, Poland</b> <a href="#">MALOPOSKA Integrated LIFE Projects</a>  <b>Anelia Stefanova, Energy Transformation Area Leader, CEE Bankwatch Network, Czech Republic</b> <a href="#">ReqENERateLife Project</a>	
12:10	Questions and Answers Session	<i>Darek Urbaniak, CINEA</i>
12:40	Closing remarks / wrap up of discussion	<i>Darek Urbaniak &amp; NEEMO</i>



DAY 2: 28. October 2021 Opening Session		
09:00	Welcome and Introduction	<i>Diana Oancea, CINEA</i>
09:05	<b>Co-creation for climate commitment</b>	<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	<p>Panel discussion: <b>Lessons and challenges from co-creation process</b></p> <p><b>2.1 Helmi Hansma, City of Rotterdam</b>  <a href="#">LIFE URBAN-ADAPT</a>: Demonstrating urban climate adaptation and resilience in inner city Rotterdam</p> <p><b>2.2 Dorthe Selmer, Regional office of Climate, Resources and Green Transition, Central Denmark region</b>  <a href="#">LIFE IP C2C CC</a>: Coast to Coast Climate Challenge</p> <p><b>2.3 Giulio Pesenti Campagnoni, Facilitator of Participative Process</b>  <a href="#">LIFE BEWARE</a>: BEtter Water-management for Advancing Resilient-communities in Europe</p> <p><b>2.4 Zuzana Hudekova, Project Manager, Bratislava Municipality Karlova Ves</b>  <a href="#">LIFE DELIVER</a>: Developing resilient, low-carbon and more livable urban residential area</p> <p><b>2.5 Piotr Mikołajczyk, UNEP/GRID-Warsaw Centre / National Foundation for Environmental Protection</b>  <a href="#">LIFE GREEN-GO!CARPATHIANS</a>: Local initiatives for deployment of green infrastructure within Natura 2000 sites in the Carpathians</p>	
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

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



The Platform Meeting is coordinated by the NEEMO external monitoring team on behalf of the EUROPEAN CLIMATE, INFRASTRUCTURE AND ENVIRONMENT EXECUTIVE AGENCY

## List of speakers

List of speakers in alphabetical order by family name:

Name	Organisation	Position	Project Acronym	E-Mail Address	Country
Tobiasz Adamczewski	Forum Energii	Head of renewables	LIFE_WZROST_PL	tobiasz.adamczewski@forum-energii.eu	Poland
Martin Ander	Nadace Partnerství	Team leader	LIFE Tree Check	monika.hlavkova@nap.cz	Czech Republic
Giovanni Dinelli	Dept. of Agricultural and Food Sciences - University of Bologna	Full professor - Project coordinator	GREAT LIFE	giovanni.dinelli@unibo.it	Italy
Jean Baptiste Dolle	French Livestock Institute (IDELE)	Environment Head Department	LIFE BEEF CARBON, LIFE GREEN SHEEP	jean-baptiste.dolle@idele.fr	France
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Zuzana Hudekova	Bratislava Municipality Karlova Ves	Expert	LIFE DELIVER	zunka.hudekova@gmail.com	Slovakia
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