



June 2021



AGENDA

- 1. Why the European Climate Pact?**
- 2. Niina Ratilainen: Climate Pact Ambassador**
- 3. WHAT?**
- 4. Arian Feigl-Berger: Climate Pact Ambassador**
- 5. How can you join?**



European
Commission



93%

of Europeans

see **climate change** as a serious problem.



93%

of Europeans

have taken at least one **action**
to tackle climate change.



79%

of Europeans

agree that taking action on climate change
will lead to **innovation**.



92%

of Europeans

agree that greenhouse gas emissions should be
reduced to a minimum in order to make the
EU economy climate neutral by 2050.



72%

of Europeans

agree that **reducing fossil fuel** imports
can increase energy security and benefit
the EU economically.



70%

of Europeans

agree that **adapting** to the impacts of
climate change can have positive
outcomes for citizens in the EU.



81%

of Europeans

agree that promoting **clean technologies**
outside the EU can benefit the economy.



84%

of Europeans

agree more public financial support should be given
to the transition to **clean energies**.

For more information, read the full report
and country factsheets here:



ec.europa.eu/clima/citizens/support

What are the ingredients we need for the climate action?



European Green Deal
(climate neutrality by 2050)



Mid-term targets: -55% by
2030 (compared to 1990)



Legislations & policies

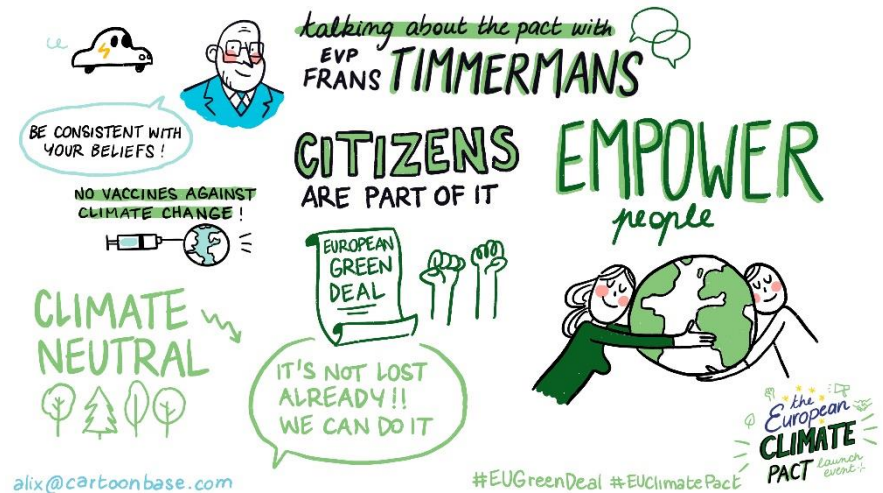


Climate action by
European citizens

... this is where 'the race to climate
neutrality will be won or lost'

Why the European Climate Pact? Awareness & Action

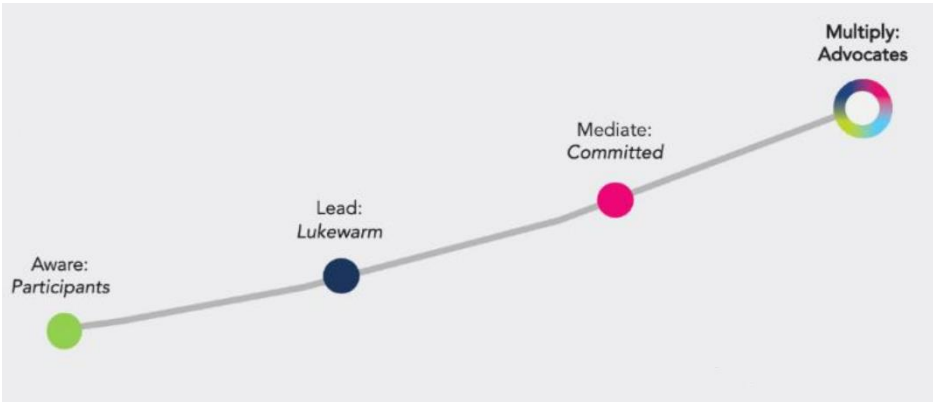
“The European Climate Pact will **bring together** everyone who wants to **take action** for our planet. With the Pact, we want to help everyone in Europe take action in their **everyday lives**, and give everyone the **opportunity** to get involved in the **green transition** and **inspire** each other. When it comes to tackling climate change, anyone can take action, and **everyone can contribute.**”



EVP Timmermans

What is the Method?

The participation curve theory





Value-based community

Science, responsibility and commitment

Transparency

No greenwashing

Ambition and Urgency

Action tailored to local contexts

Diversity and inclusiveness

... getting citizens behind these values is half the victory...

Awareness - we need the wine lovers and football fans





Who

Public administrations

regions, cities, local authorities

Multipliers

organisations & networks with existing climate actions

Youth

Civil society

local community, grassroots organisations, activists

Citizens

consumers, households

Education

schools

Academia

scientific, research and innovation organisations & networks

Businesses

Non and for-profit, social innovators, trade unions, investors, philanthropies

Media

How can you join: citizens and stakeholders taking part

To start with:

- Apply for a Climate Pact Ambassador
- Commit to a pledge
- Organize a citizen or multi-stakeholder dialogue
- Join Us!



<https://europa.eu/climate-pact>

COUNT US IN



What have I done for the Climate today?

FLY
LESS

CUT FOOD
WASTE

DRIVE
ELECTRIC

GREEN
YOUR
MONEY

EAT
SEASONAL

WEAR
CLOTHES TO
LAST

SPEAK
UP AT
WORK

WALK
& CYCLE
MORE

INSULATE
YOUR
HOME

SWITCH
YOUR
ENERGY

EAT MORE
PLANTS

TALK TO
FRIENDS

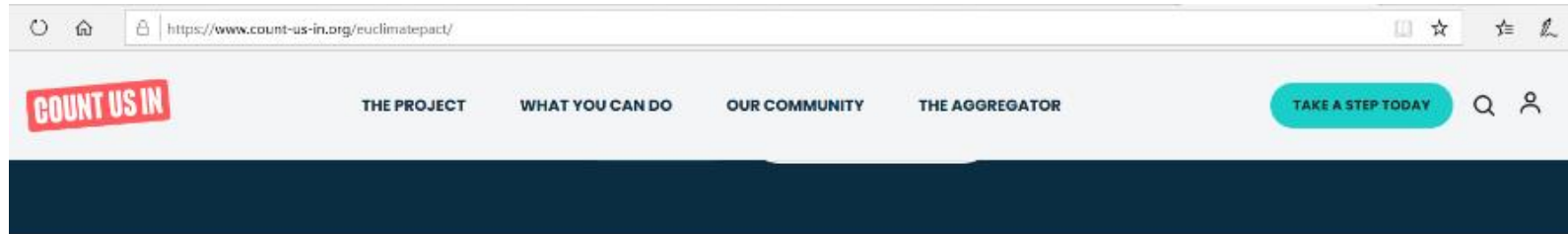
TELL YOUR
POLITICIANS

REPAIR
& RE-USE

GET SOME
SOLAR



Taking part – Individual Pledges



MAKING CHANGES THAT MATTER

Selected in collaboration with the UNEP, these 16 steps are the most effective way to reduce your carbon pollution and persuade others to do the same.

TAKE A STEP



Francesca Dandolo

France



Ambassadors – Awareness & Action

Martin Helseth

Norway



Activist, grass-roots initiative

'Green corridors' made by citizens

Regenerating nature

esp. in urban environments



CARROTS



POTATOES



CHARD



ARTICHOKES



HERBS & SPICES

Olympic, rower

Fishing out trash

Crowdfunding campaign:

1 EUR = 1 kg = 600 kg



Ambassadors

Over 1000 applications from citizens to become Climate Pact Ambassadors

Main countries so far: IT, DE, ES, BE, FR, PT, NL,

Gender balance 45% women and 54% men;

61% individual and 39% organisational applications.

Main age groups:

Age	Number (%)
18-30	106 (30%)
31-40	83 (24%)
41-50	79 (23%)



Taking part – Organisational Pledges

Pact pledging system – for ‘Big’ and ‘Small’ to be launched in June

Aims to help **navigate through many existing systems** AND Pact pledges are not meant to be a repetition of what exists:

- Going beyond existing law
- Adding value by asking to go beyond ‘classical’ CO2 reductions pledges – adding ‘people element’:

Engaging employees, suppliers, customers engagement. Including ‘climate slogans’ in campaigns – e.g. UEFA ‘CleanAir’

Think along lifecycle of products and services ‘what else’ can be done and how to reach people

‘Highest aim’: accelerate the necessary transitions

Navigating pledging & reporting schemes





After Summer – deliberative democracy

Based on the **background materials** and process provided by the Pact

European citizens discussing in a **self-organised way**: how Europe can achieve climate-neutrality by 2050

In action areas that are related to their **daily lives** (e.g. mobility, energy, food, housing, etc.)

They will submit **demands** to policymakers (of all levels) and other major societal stakeholders (like industry), while at the same time considering what their **individual contributions** to accelerate the desired outcomes (via pledges)

This bottom-up process is **supplemented by policy roundtables** with policymakers, representatives of different stakeholder groups (trade unions, business organisations, etc.)

Feeds Conference on the Future of Europe

Online event – from 16 Dec 2020 to 29 June 2021!



COUNT US IN
NET ZERO BY 2050
INVOLVE ALL CITIZENS

PACT PLEDGES

- GOOGLE**
 - CO₂ FREE BY 2030
 - SHARING AI TO REDUCE CO₂ IMPACT
 - INVEST IN CLEAN JOBS
 - PRIORITIZING RESOURCES
 - SUPPORT TO LEARN SKILLS
- MUSIC INDUSTRY**
 - "NO MUSIC ON A DEAD PLANET"
 - ENGAGE THE INDUSTRY & THEIR COMMUNITIES
- SCOUTS**
 - TAKE ACTIONS & INSPIRE YOUTH
 - ENGAGED IN LOCAL COMMUNITIES
 - EDUCATE ADVOCATE
- GEN-1**
 - CLIMATE FRIENDLY ENTERPRISE
 - 100% CARBON NEUTRAL ENERGY
- UEFA**
 - BROADCAST CLIMATE PACT SUSTAINABLE EURO 2024
 - RAISE AWARENESS

the European CLIMATE PACT

#EUGreenDeal #EUClimatePact

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COUNT US IN

Join us on *SLI* do!

WHERE DO YOU JOIN FROM?
BELGIUM
FRANCE
GERMANY
AUSTRIA
ITALY

WHAT HAVE YOU DONE TODAY FOR THE CLIMATE?
BIFF
LESS MEAT
VEGAN BREAKFAST

the European CLIMATE PACT launch event!

THINK ABOUT A SPECIAL PLACE ON EARTH...
TAKE ACTION TOGETHER!
ASK YOUR QUESTIONS TO EVP TIMMERMANS VIA SLI DO!!

the European CLIMATE PACT

#EUGreenDeal #EUClimatePact

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#EUClimatePact

My world. My action. Our planet.
Thank you!

www.europa.eu/climate-pact



ec.europa.eu/clima/



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**Climate
Action**