



PROMOTING CITIZEN INITIATIVES FOR CLIMATE ACTION

Insights from Freiburg/Germany

Freiburg's definition of a climate district („Klimaquartier“)

- **winning citizens of a district to engage in climate actions** in order to gain their contribution to Freiburg's climate neutrality target for 2035
- **Climate actions in all relevant fields of everyday life: our home** (renewable energy supply, energy efficient buildings), **our food** (climate friendly diet), **our belongings** (resource-conserving consumption), **our street** (climate friendly mobility), **our garden** (cooling green areas), **our community** (common goods and community engagement)
- **Collaboration with local initiatives**
- **Encouraging neighborhood projects and civil engagement**



Learnings of pilot project and conclusions for next project

From climate district Waldsee 2020-2023 to climate district Zähringen 2025-2026

#1 Define clear roles



learnings

- City (Environmental Protection Agency of Freiburg) as performer and driver
- contracting citizen initiatives to carry out specific climate actions (measures)

conclusions

- Citizen initiatives as performers and drivers of transformation
- City concentrating on:
 - providing resources, experiences and knowledge
 - changing framework conditions for climate-friendly behavior if it's within the city's sphere of influence

#2 Involve citizens from the start



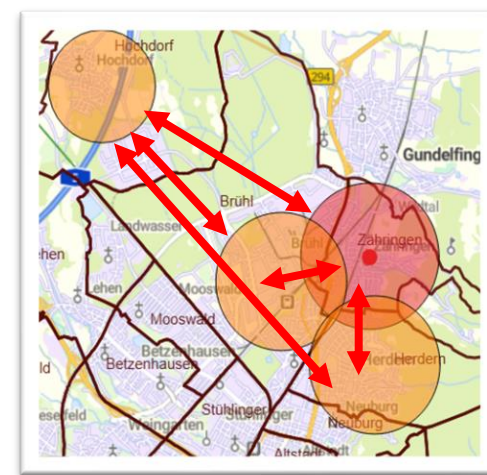
learnings

- citizen's vision of their climate neutral neighborhood was not developed at beginning
- Climate activities were pushing citizens more than pulling their needs and developing suitable measures for it

conclusions

- Development of climate neutral vision for district with citizens at the start of the project
- develop or adjust measures according to needs of people (pull) in order to gain more involvement and engagement

#3 Enable spillover effects



learnings

- impact area of project was limited to boundaries of district area
- Similar problems in bordering neighborhoods could not be considered
- climate actions could have reached more people with little more effort

conclusions

- extend boundaries beyond district to similar neighborhoods
- enable spillover effects to make measures more efficient
- exchange best-practices between local climate initiatives



#4 Promote engagement



learnings

- Low-swelling funding program for citizens' climate actions



Inauguration of Library of Things „Allerleih“



Workshops to build own balcony solar power plants

conclusions

- Low-swelling funding program for citizens' climate actions
- Awards for best ideas
- Digital networking and collaboration hub for initiatives
- Further training for engaged individuals and initiatives

#5 Enable long-term engagement

learnings

- Citizens' association could not continue activities because of lack of time, know-how and financial means

conclusions

→ Provide tools, methods, knowledge and financial means to local group of engaged citizens in order to enable them to continue climate activities in their district





THANK YOU
FOR YOUR ATTENTION!