

Zero Emissions Summit: Tools helping citizens to mitigate climate change



- Many organizations in Finland are inspiring and empowering people to mitigate climate change:
 - Myrskyvaroitus – Storm Warning Association: Citizens Climate Pledge
 - Finnish Environment Institute SYKE: Climate Diet for citizens
 - Sitra: 100 ways to live sustainably
 - Bank of Åland: Sustainable Credit Card
 - Neste: EduCycle -game
 - Sinfonia Lahti and Ticketmaster Finland: Green Button for concert-goers
 - City of Porvoo: Services enabling citizens to make smart choices

Myrskyvaroitus - Storm Warning Association: Citizens Climate Pledge

With my signature I agree to take the following actions:



I promise to do my best to reduce the greenhouse gas emissions caused by me and to cut my personal climate footprint by half within ten years.

Sign now!



To achieve the target, I will pay attention to the climate footprint of my energy use, travelling, eating and consumption habits, electronic devices and household appliances. I will make low-carbon choices wherever possible.



CALCULATE
your CO2 footprint >



I pledge to consider addressing my unavoidable climate footprint by offsetting emissions which I cannot reduce with United Nations-certified credits (Certified Emission Reductions), to become climate neutral now.



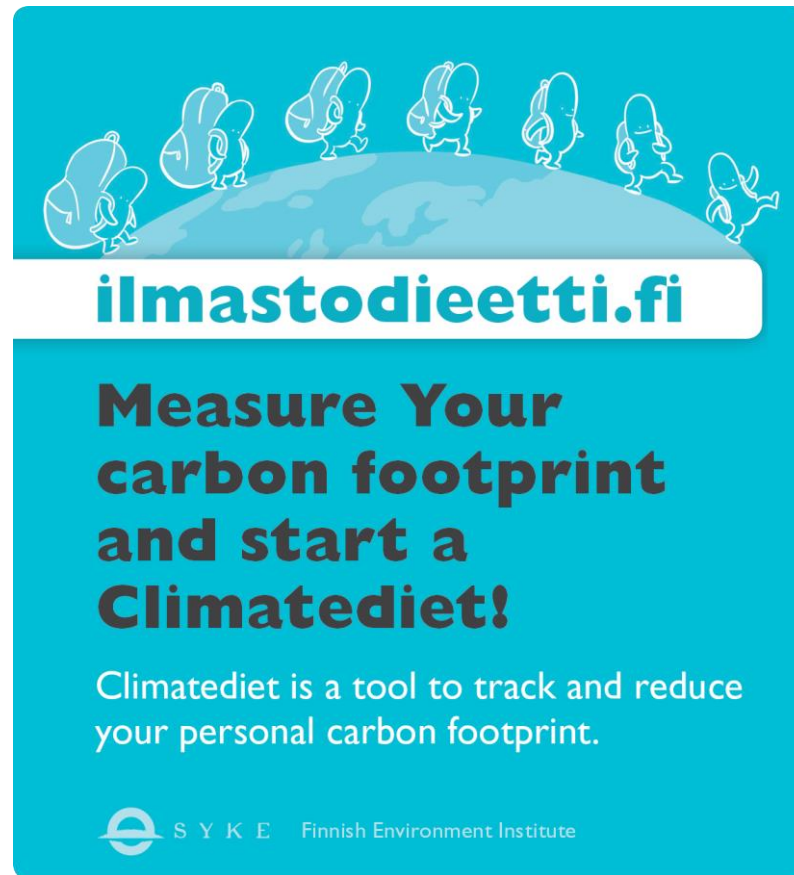
**CLIMATE
NEUTRAL**
MEASURE
REDUCE
OFFSET **NOW**

store.climateutralnow.org

Citizens Climate Pledge

- The campaign urges people to study his or her personal carbon footprint and to reduce it by half within 10 years.
- Those emissions which cannot be reduced are possible to offset with United Nations – certified credits.
- By signing the Climate Pledge, citizens are sending a message to the decision makers and companies to implement ambitious policies and practices which prevent the harmful effects of climate change.

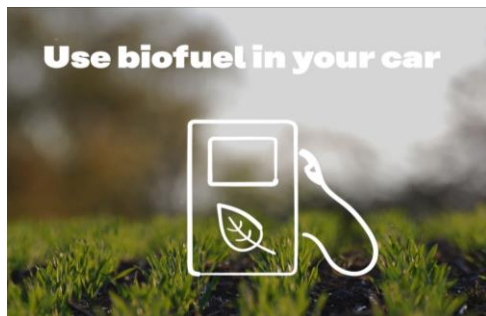
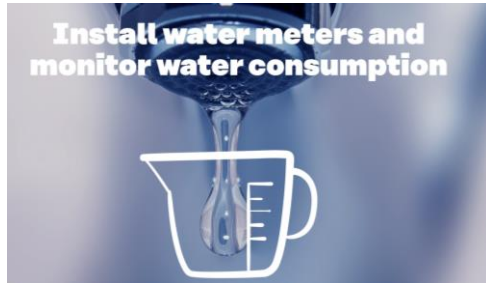
Finnish Environment Institute SYKE: Climate Diet for citizens



Climatediet – Carbon Footprint Calculator

- In 2011 SYKE launched carbon footprint calculator Ilmastodieetti – Climatediet for citizens.
- With this tool a personal carbon footprint can be calculated and followed-up.
- The tool considers emissions from housing, passenger transport, food, and consumption of goods and services.
- The tool gives user feedback and provides tips for a low carbon lifestyle.
- By today more than 100.000 users have calculated their personal carbon footprint.

Sitra: 100 smart ways to live sustainably



100 smart ways to live sustainably

- Our everyday lives - the way we travel, eat and live and what we buy - has a significant impact on the environment.
- Sitra, The Finnish Innovation Fund, will release today a service that will help people lower their personal environmental impact by making smarter day-to-day choices.

Bank of Åland: Baltic Sea Credit Card

Baltic Sea Credit Card



The Baltic Sea Credit Card has already won many awards.

- Last year a Finnish bank, the Bank of Åland launched a credit card helping users to know the carbon footprint of purchases.
- Together with number of partners the Bank of Åland has developed the Åland Index which calculates the CO₂ impact of every credit card transaction.
- Customers can follow the impact of their monthly consumption from their credit card account and either change their consumption patterns or offset the emissions by donating to local or international environmental initiatives.

Neste: EduCycle - If the environment were a game, would we win?



Game's challenge is to reduce the world's carbon dioxide emissions to the level specified in the 2015 Paris Agreement on climate change.

EduCycle Game

- New gaming platform that uses augmented reality (AR), teaches children ages 12 and up about the impact their decisions have on the environment.
- The public also played an active role in developing the game's concept, and its prototype was tested by children both in Finland and in the U.S.
- The environmental science behind the game is based on research data by the IPCC (Intergovernmental Panel on Climate Change).

Sinfonia Lahti and Ticketmaster Finland: Green Button

The screenshot shows the Ticketmaster Finland website interface. At the top, there's a navigation bar with steps 1 to 5. Step 1 is highlighted, showing the event details: Sinfonia Lahti: Sinfoniakonsertti Slobodeniouk; Paasikivi; YL, 19.10.2017, Sibeliusstadio, Lahti. Below this, there's a section for 'Lisätuotteet' (Add-ons). Under 'Myrskyvaroitus' (Storm Warning), there's a green triangle icon and a description: 'Osallistumalla Vihreä nappi -kampanjaan voit kompensoida' (By participating in the Green Button campaign, you can compensate). There's a link 'Lisää tietoa' (More information). Below this is a table with columns 'Tuote' (Product), 'Hinta' (Price), and 'Kpl' (Quantity). The table lists five options: 1€, 3€, 5€, 7€, and 10€, each with a corresponding price in EUR and a quantity selector (0 to 20). A 'Jatka' (Continue) button is at the bottom. On the right side, there's a 'Tilauksesi' (Your order) section showing the total amount of 30.00 EUR and a countdown timer for the event start at 07:58.

Tuote	Hinta	Kpl (suurin määrä tälle lisätuotteelle: 20)
1€	1.00 EUR	0
3€	3.00 EUR	0
5€	5.00 EUR	0
7€	7.00 EUR	0
10€	10.00 EUR	0

The donations will be channeled by Storm Warning Association to the UNFCCC Secretariat's Climate Neutral Now initiative.

Green Button

- This summer, Sinfonia Lahti and Ticketmaster Finland launched the Storm Warning Association's campaign the Green Button.
- Green Button enables concert-goers to offset fossil fuel based traveling related CO₂-emissions when purchasing symphony tickets online.
- With 1-3 dollar donation a person can compensate one tonne of carbon dioxide emissions, which is roughly equivalent to 2,500 miles of travel in a regular petrol-driven car or one four hour flight.

City of Porvoo: Services enabling citizens to make smart choices

Porvoo – acting ecologically



- Minimizing emissions is the driving force in all city planning in Porvoo
- Porvoo Energia Oy offers 100% bio-based district heating
- Citizens are educated in energy efficiency before building new houses
- Real-time energy monitoring raises awareness of consumption
- Ecopass concept developed for schools raises awareness of climate issues among children and youth
- The city uses only 100% renewable diesel in all vehicles