

AUSTRIA

Local development

Location
Hochfilzen

Programming period
2014 – 2020

Priority
P6 – Social inclusion & local
development

Measure
M19 – LEADER/CLLD

Funding (EUR)
Total budget 117 000
EAFRD 66 857
National/Regional 26 743
Private 23 400

Project duration
2019 – 2021

Project promoter
Regio- Tech
RegionalentwicklungsGmbH

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Website
[http://regio-
tech.at/page.cfm?vpath=klima--
und-energiemodellregion](http://regio-tech.at/page.cfm?vpath=klima--und-energiemodellregion)

The 'Climate and Energy Region' is an integrated awareness raising campaign on climate change, addressed to children, young people, adults, businesses and communities.

Summary

Despite the prominence of climate change at policy level, the topic is maybe not the number one priority in the everyday life of local communities and most individual citizens. In view of the urgency of the issue, it is therefore particularly important to raise awareness about climate change mitigation within the wider rural community.



The 'Climate and Energy Region' project combines intensive environmental education and awareness raising. It addresses citizens from different social classes offering them possibilities for a climate-friendly lifestyle. The information events and consultation that are offered promote renewable energy systems and solutions to save energy. Furthermore, the project offers to companies, municipal offices, etc. innovative solutions concerning mobility management, sustainable procurement and the use of renewable energy.

Results

Raising awareness is key in order to make a gradual shift towards a more sustainable lifestyle by individuals, businesses and communities. This includes, for example, reducing waste, saving energy, avoiding plastic products, using bicycles or public transport.

The project serves, among other things, as a coordination and networking centre. Municipalities are being connected with each other to exchange experiences on climate protection actions and implement cross-community projects.

The events organised also promote networking of private individuals and companies already active in climate issues. This generates new ideas and reignites their motivation for climate protection.

Context

Political efforts are taking place at global and national level to mitigate climate change. However, so far these agreements have had little or no impact at grassroots level. In order to contribute to climate change mitigation, it is required that everyone will reduce their energy consumption and turn to renewable energy.

The 'Climate and Energy Region' comprises of 13 municipalities in Austria which also form the LEADER region called 'Regio3'. Due to the lack of resources in the communities, the topic of climate and climate protection is maybe not a top priority in everyday life of the communities and their citizens. In view of the topicality and urgency of the climate issue, it is therefore most important to 'infiltrate' the topic into all population groups. Raising awareness and bringing together individuals, businesses and communities is vital to meet international, national and country-wide climate targets. The 'Climate and Energy Region' project sees itself as a partner in this process by providing support and advice to all interested parties.

Objectives

The core objective of the 'Climate and Energy Region' project is to raise awareness on climate issues among private individuals, businesses and local communities. This should lead to energy savings, increased energy efficiency and the expansion of the use of renewable energy at all levels.

Activities

As part of the project, a contact person and advisor has been appointed to support the municipalities on climate and environmental protection issues. The advisor is also the project manager of the project. The project is structured around the following working packages:

Work package 1 - Environmental education and awareness raising

1. School projects

Cool kids project - A touring exhibition visiting various elementary schools offering all classes the opportunity to approach the topics of climate, climate change, climate change consequences and energy in a playful way. The time frame per school was 1-2 weeks.

Microplastics project - This project created a new synergy between the wastewater association, the regional administration and schools. The pupils learned about the

currently explosive topic of microplastics. The time frame was one year.

Getting to know the 17 global goals project - In the 2019/2020 school year, the BG/BORG St. Johann school will have taught its pupils about the Sustainable Development Goals (SDGs). In this context, a workshop and poster exhibition will be organized. The time frame is one semester.

Electric mobility project - The Federal Trade Academy and Federal Trade School, HAK Kitzbühel, and the project, made it possible for students to learn about e-vehicles. The time frame was one semester.

2. Public events

Climate Film festival - The films shown deal with the interrelationships between the current lifestyle and climate change. The films will be followed by a panel discussion with invited experts. The time frame is one month.

My contribution to "Tirol2050" - Citizens, companies and a community project that already contribute to Tirol2050, will be presented at a public event.

Workshops - During the six-month workshop series, different aspects of everyday life will be addressed, e.g. upcycling, photovoltaics.

"Swap parties" - these are events in which participants exchange clothes and utensils that are no longer needed, which can lead to a reduction of waste and conservation of resources.

Work package 2: Consultations on energy saving and on increasing energy efficiency

Energy consulting - The project communicates and promotes an environmentally friendly energy advice using consultants.

Thermographic imagery - Every winter, the Climate and Energy Region sponsors 20 thermographic images of interested households to identify those where heat is being lost, which are carried out by external experts.

Lamp testing equipment including an ammeter - Citizens, communities and businesses can borrow a lamp case to test the best LED light options for their homes.

Solar system checks - Communication and promotion of a certain number of solar system checks.

Energy cost checks - Private individuals can have their energy consumption checked and work out the best ways to save energy with the help of a specialist.

Work package 3: Renewable Energy

Public pools - Support and monitoring of the project "Energy optimisation in the municipal swimming infrastructure".

Citizen participation process - Based on best practice examples from Austria, a citizen participation process for renewable energy is to be promoted in the region.

Firewood exchange – Setting up an online platform to exchange regional firewood. Interested parties can find a list of the nearest regional firewood suppliers.

Small hydropower - Utilisation of state funding for the revitalisation of small hydropower plants.

Heating system optimisation - Communication and promotion of the "out of the oil" scheme and on heating systems, by providing advice on energy and available subsidies to support switching to renewable energy.

Work package 4: Mobility

Transport model region/ Traffic model region – Establish close cooperation with the mobility manager of the region. The mobility manager is the appointed regional coordinator on transport issues. This involves drawing up a catalogue of measures and initiating the implementation of the measures. Time frame two years.

Micro projects - Further micro-projects are planned, for example setting up a carpooling service.

Work package 5: Municipalities as role models

Detailed survey - Within the framework of existing offers by contractors and different tools, the detailed survey of the municipal buildings is to be accelerated.

Regional energy and climate protection concept - The 'Climate and Energy Region' project, promotes the exchange and networking of the environmental officers of the municipality. Furthermore, a common roadmap is to be developed.

Micro projects - Some Municipalities have ideas for micro-projects. The project provides support in planning and implementation.

Funding - The 'Climate and Energy Region' project assists municipalities with requests for funding.



Main results

By raising awareness, there is a much greater expectation that change towards a more sustainable lifestyle is taking place among individuals, businesses and communities. This includes, for example, reducing waste, saving energy, avoiding plastic products, using bicycles or public transport. The overriding benefit is the reduction of greenhouse gas emissions.

In participating communities, processes are initiated to switch to renewable energy, advice is given on how to use energy consciously and economically, and projects are initiated to reduce motorised private transport. Assistance is also being provided to companies to help them use energy more efficiently.

The 'Climate and Energy Region' project serves, among other things, as a coordination and networking centre. On the one hand, municipalities are being connected with each other, so that experiences on climate protection measures can be exchanged and cross-community projects can be implemented. On the other hand, the events promote the networking of private individuals and companies already active in climate protection. This generates new ideas and a lasting motivation for climate protection.

Additional sources of information

www.facebook.com/regio3.at

www.instagram.com/klimaundener-gieregio3/