

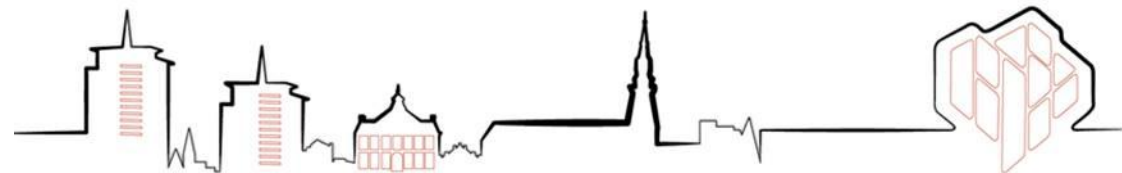
# WORKSHOP 2: COOPERATING ON CLIMATE ACTION WITHIN MUNICIPALITIES AND BEYOND

Joost Venken, City of Hasselt (BE) – Engaging local stakeholders and citizens for mitigation and adaptation



## Which are the most important barriers or stumbling blocks you encounter when working with and engaging local stakeholders and citizens in Hasselt on climate action?

- Ideas that discourage climate efforts:
  - Doing efforts as a citizen, company, institution by itself has too little effect, is useless and futile; so why do it?
  - Why should we make efforts when a lot of other countries and more specific the rising economic powers such as the BRIC-nations, don't do so?
  - Tackling climate change isn't easy: there are no simple solutions or it's just not realistic to implement them. (e.g. transportation)
  - I have the feeling I'm the only one who feels responsible and is doing his/her best. There are more people laughing with my engagement(s) than applauding.



What is your strategy/recipe to overcome these barriers? - What can a local authority do to motivate it's citizens and stakeholders to take on (climate) engagement?

- Information and sensibilisation
- Making individual engagement easy & facilitating societal engagement
- Creating the willingness, the need, the drive to be part of the climate community, to be proud



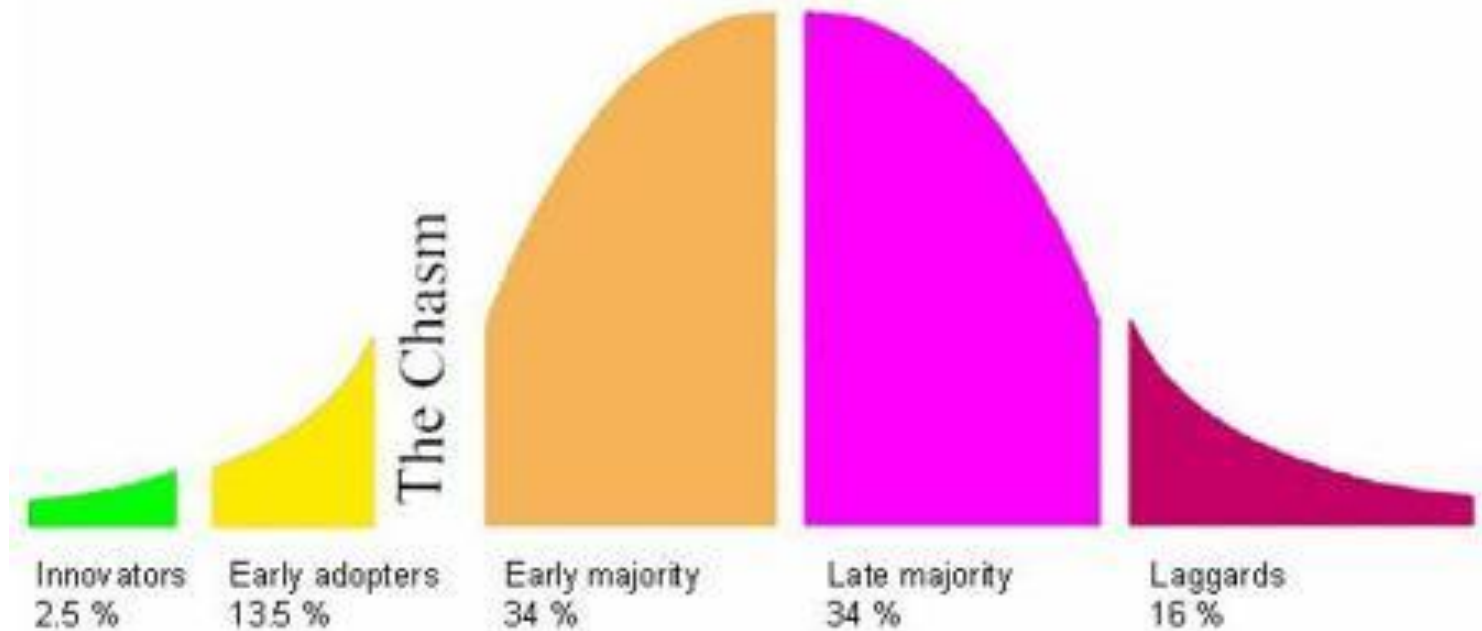
What is your strategy/recipe to overcome these barriers? - What can a local authority do to motivate it's citizens and stakeholders to take on (climate) engagement?

- How? Baselines:
  - It's possible, even easy, to take on climate change. For example: buying local green power.
  - Everyone's engagement counts.
  - We are doing it together/together we can make it/we are proud to be part of Hasselt Solar City and/or stroomstad Hasselt



# Roger's Innovation Adoption Curve

What is your strategy/recipe to overcome these barriers? - What can a local authority do to motivate it's citizens and stakeholders to take on (climate) engagement?



Trying to convince the mass of a new idea is *useless*.  
Convince *innovators and early adopters* first.





## Concrete examples (1) – Stroomstad Hasselt (belgian & green power)




## Concrete examples (2) – ‘I’m endangered with extinction’ (climate in general-importance of COP21)

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RED•HET•KLIMAAT

Begin december vindt in Parijs een cruciale internationale klimaatop plaats. Upload je foto op deze website om van je te laten horen en de wereldleiders aan te zetten tot actie! Zo kan je virtueel mee met ons naar de klimaatop. [Lees meer](#)

UPLOAD JOUW SELFIE



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## Concrete examples (3) – solarstad.hasselt.be (PV)

- Showing amazing possibilities; city as a laboratory; in association with university:
  - BIPV
  - Solar fashion
  - Solar city awards for students (cross-over)
  - smartflower
- Group purchases for citizens, companies, institutions, ...
- Role municipality: volume (solar forest), ESCO
- Symposia for architects, building contractors, ...





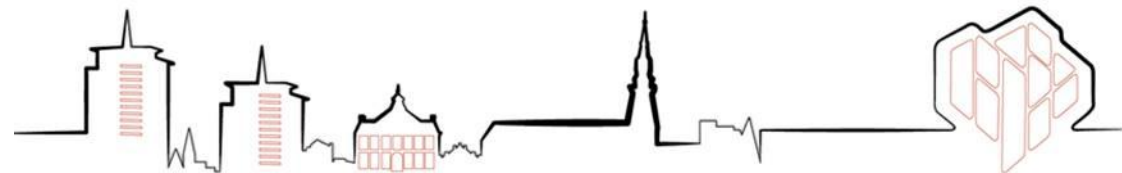
## Concrete examples (4) - Collective renovation of apartment blocks and districts

- District:
  - Energetic renovation (insulation, ...)
  - facilitating not subsidizing: organising group process and professional support
- Apartment blocks:
  - 'Complete' renovation
  - facilitating not subsidizing: organising group process and professional support (architects)



## Succes factors

- (Mostly still work in progress)
- Community feeling is an important trigger at an individual level and makes people rise as ambassadors
- Making climate policy easy at an individual level
- Municipality as facilitator and partner: putting the citizen in the center of the attention and not the political leaders or the local authority



## Has signing the Covenant of Mayors changed the way of cooperating with local stakeholders and the citizens and how?

- It has made climate policy a normal and integrated part of governance. For politicians, civil servants, societal stakeholders and for citizens. Just as safety policy, social policy etc. (nuance: it's a normal part but one of a lesser importance; we're not there yet!)
- Idem for the local society: there's a social consensus and no need to counteract climate change negationists as in the USA



## What is the most important recommendation you can give to the other workshop participants?

- Engagement comes easy when you feel part of a community and being part of that community isn't too difficult to do
  - Make climate action easy and reachable
  - Make people proud of their own efforts, of the efforts of their community, of the efforts of their municipality and they'll be your best ambassadors, advertisers of your policy and most of all the best campaigners to get others to join

