



Building a world you like, with a climate you like

Report on the European Commission's communication campaign to promote climate action and a low-carbon economy.

The latest report on climate science from the UN's Intergovernmental Panel on Climate Change, issued in September 2013, concludes that global warming is unequivocal and almost certainly man-made. The result of contributions by some 2,000 climate scientists around the world, the report shows that much more ambitious action is needed to cut the world's greenhouse gas emissions to prevent climate change reaching dangerous levels in the coming decades.

Daily media reports about record CO₂ emissions, record ice melts, record droughts and record rainfall are making people frustrated and concerned about climate change. And yet – despite the growing awareness – not enough people around the world are taking action themselves. They think it doesn't matter, but it does.

By 2020 we could reduce CO₂ emissions by an amount equivalent to the combined annual emissions of Ireland, France, Finland, Belgium and Portugal if all Europeans changed their habits in areas such as eating, shopping, transport and heating. To tap into this huge potential, the European Commissioner for Climate Action, Connie Hedegaard, has launched the public awareness campaign ['A world you like. With a climate you like'](#).

Changing the narrative about climate change

'A world you like' is a European Union-wide campaign that seeks to change the narrative about climate change – not least by highlighting success stories from all EU member states. Focusing on five areas – travel and transport, production and innovation, building and living, shopping and eating, and re-use and recycling – the campaign shows that climate action is not only necessary but also feasible and affordable. It promotes practical, innovative and cost-efficient solutions to climate change. But it is about more than one-way communication: 'A world you like' provides a platform for dialogue on climate solutions and best practices applied by citizens, businesses and public authorities across Europe.

Stakeholder engagement

The campaign engages with many different stakeholders through a large variety of online and offline channels: an interactive website, social media, electronic media, and press and campaign events in several European member states. Since its launch in October 2012, the campaign has reached millions of Europeans and has gained over 70,000 followers on social media. It also attracted the support of high-level politicians and celebrities, including UN Secretary-General Ban Ki-moon and award-winning actor Colin Firth.



**EU Commissioner for Climate Action
Connie Hedegaard**

"We have a choice: we can *act* on our knowledge about climate change. Or we can sit idly by and watch as things get worse. Both options come with a price tag. So why not create a world we like, with a climate we like – while we still have time?"

To further increase its reach, the campaign works together with a variety of partners. More than 250 public authorities, NGOs, universities and businesses from across Europe are official partners. They help to spread the campaign's message and support its social media activities. Some partners, such as the Confederation of Danish Industry, have included the campaign in their own events.

The World You Like Challenge

A key part of the campaign is the World You Like Challenge. This low-carbon contest encouraged creative minds from across the EU to put their innovative climate solutions to the test. Of more than 300 projects submitted, 269 were accepted and entered into the Challenge for the public to vote on over the summer. Over 230,000 votes were cast and the top-ranked projects were presented to distinguished juries to select the winners.

The overall winner was the Sown Biodiverse Pastures project from Portugal, which involves some 1,000 farmers and covers 50,000 hectares of land. The project won for its innovative solution in reducing CO₂ emissions, soil erosion and the risk of wildfires while increasing the productivity of pasture. In this project, each farmer is provided with a specific mixture of up to 20 different seeds adapted to the soil and climate conditions.

Commissioner Connie Hedegaard announced Sown Biodiverse Pastures' success at an award ceremony organised by campaign partner [Sustainia](#), the sustainability organisation led by Arnold Schwarzenegger, on 7 November in Copenhagen. The project's prize was a European media package to promote the winning solution across Europe.

The two runners-up were also honoured:

- **Airport Carbon Accreditation:** This European project, based in Brussels, is a voluntary programme covering 75 European airports which aim to improve their energy efficiency and lower their CO₂ emissions. The programme was launched by the European airport trade body Airports Council International Europe in 2009.
- **Low Energy Houses for Everyone:** This project by the Polish company Dwork Polski builds traditional Polish houses that are both affordable and low in energy consumption.



The European winner of the World You Like Challenge competition for the best solutions to climate change. Professor Tiago Domingos (pictured) is the CEO of Terraprima and Project Manager of its Sown Biodiverse Pastures project. The Sown Biodiverse Pastures project not only won the European Challenge, but also the Challenge in Portugal.

Tiago Domingos and the company Terraprima are the winner of the World You Like Challenge in Portugal for promoting Sown Biodiverse Pastures, which help to reduce CO₂ emissions and soil erosion. Find further inspiring low-carbon initiatives on <http://ec.europa.eu/clima/aworldyoulike>

In addition to the overall prize, the Challenge also rewarded one climate solution in each of the campaign's five target countries – Bulgaria, Lithuania, Italy, Poland and Portugal. Juries were set up in each country to choose the winner, which received a billboard campaign in its capital city.

The winner in Portugal was Sown Biodiverse Pastures, while Low Energy Houses for Everyone won in Poland. The Bulgarian winner is a community composting initiative that increases citizens' environmental awareness. Lithuania's winner contributes to reducing waste

by turning items that would otherwise have been thrown away into attractive jewellery and accessories. In Italy the jury crowned a low-energy and low-emissions housing project which makes climate-friendly living affordable for all.

The number and quality of entries in the Challenge has reinforced the positive message of the campaign by highlighting how many innovative solutions are out there already. As Connie Hedegaard said when announcing the overall winner, "it's time to scale up these climate solutions to build a world we like, with a climate we like."

*a world you like
with a climate you like*

*The Directorate-General
for Climate Action,
European Commission*

Background information

The World You Like campaign and the World You Like Challenge are run by the European Commission's Directorate-General for Climate Action. It follows the Commission's 'Roadmap for moving to a competitive low-carbon economy in 2050' of March 2011, which sets out pathways for achieving the EU's objective of an 80-95% reduction in greenhouse gas emissions by 2050.

In the medium-term, by 2020, the EU aims to reduce greenhouse gas emissions by 20%, improve energy efficiency by 20% and boost the share of renewables in the energy mix to 20%. Currently, EU emissions are more than 18% below 1990 levels.

The Directorate-General for Climate Action was established in February 2010. Apart from raising awareness of climate change, DG CLIMA leads international climate negotiations, promotes low carbon and adaptation technologies and develops and implements the EU Emissions Trading System, as well as international and domestic climate action policies and strategies.

Further information

World You Like campaign and Challenge:

<http://world-you-like.europa.eu/en/> (as of January 2014: <http://ec.europa.eu/clima/aworldyoulike>)

<https://www.facebook.com/EUClimateAction>

<https://twitter.com/EUClimateAction> #worldlike

Directorate-General for Climate Action, European Commission:

<http://ec.europa.eu/clima/>

Climatica: a new initiative for climate science outreach

A team of researchers writes about their climate science and public interaction initiative: climatica.org.uk.

Over the past few decades, public interest in climate science has intensified greatly. The concepts of 'climate change' and 'global warming' extend far into the public sector, and now play a significant role in local and global politics, policies and daily activities. It is therefore vital that the information received by the public is both accurate and accessibly presented. However, achieving high quality science-public interaction is not always straightforward. Here we

present a new outlook on science-public interaction, through the recently launched web-based initiative [Climatica](http://climatica.org.uk).

The current state of science communication

Scientists belong to a global network of knowledge exchange, where data are disseminated via peer reviewed publications and conference proceedings, for example. However, this successful transfer of information does not always translate into effective

communication with wider public audiences. This is, in large part, due to the highly specialist skills required to convey complex scientific ideas in an accessible manner. At present, public understanding of climate science is often superficial, and factual inaccuracies give rise to misunderstandings between academic and public spheres. The need to more effectively engage public audiences with scientific understanding of environmental issues is therefore more pressing than ever before.

The role of Climatica

A great number of climate scientists already engage very effectively with public audiences, through Earth science documentaries, weblogs and popular science publications, for example. The internet is an ideal platform through which scientists can disseminate their ideas with full content control. There are currently a number of climate science websites, but many of these are not written by authoritative sources, often contain technical language and can be difficult to navigate. [Climatica](#) is a new climate science website launched by three climate and Earth scientists from the United Kingdom and New Zealand. We aim to bridge the gap between scientists and the wider public by publishing two levels of articles: basic background information which aims to dispel uncertainties and lay foundations for understanding climate sciences, and short articles written by experts about their research field. In contrast to academic texts, our material is written with little scientific vocabulary or jargon, allowing the public to clearly understand the information provided. We deliver scientific understanding directly to wider audiences, in an easily accessible format.

Project development and plans for the future

Our initial ideas for the website came from a discussion meeting at the UK Quaternary Research Association. It was attended by academics and media specialists, and highlighted the need to develop a more effective public-academic discourse. The development and launch of the website was made possible through the kind support of The Geological Society of London and the Quaternary Research Association. Since August 2013, [Climatica](#) has already published

over 15 articles written by leading researchers, and we have a further 10 exciting articles ready for publication by 2014.

Since our launch, we have received very positive feedback from scientists and members of the public alike. The increasing interest in [Climatica](#) has raised the profile of climate science and science communication, and has led to a series of high profile opportunities. We were recently invited to contribute [an article to The Guardian](#) focusing on some of the difficulties encountered in science communication.

We are now also part of the World Bank's [Connect4Climate](#) coalition. This is a global community of partners with research, policy, and social interests in climate change. Our collaboration with C4C has considerably enhanced our outreach potential. The continued effectiveness of Climatica relies heavily on the contribution of articles from early career researchers and academics. Developing a sustained, two-way dialogue between scientists and the public is vitally important for the future of science communication – we need your input!

The [Climatica](#) website is only a small part of this dialogue. As well as communicating through websites like Climatica, the scientific community needs to equip its scientists with the skills to communicate independently with wider audiences. To do this, we have teamed up with the EGU communications team to host a new science communication workshop at the EGU 2014 General Assembly (session [EOS22/SC10](#)). With contributions from media experts and academics, this session will tackle the issues faced by scientists when trying to communicate with wider audiences. Participants will gain practical experience of the writing and oral skills needed to prepare their work for public and media consumption. The workshop is open to all delegates at the General Assembly, and we would like to extend our invitation to you all. Please check the Climatica and EGU websites or Twitter feeds ([@Climatica](#) & [@EuroGeosciences](#)) before the conference for more information on the workshop schedule.

For further information on Climatica, or if you would like to contribute an article or blog post please contact us at climaticauk@gmail.com.

*Kathryn Adamson, Tim Lane and Selwyn Jones
The Climatica team*

