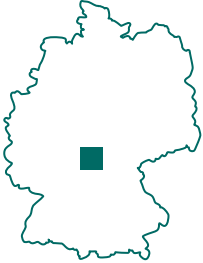


Thank you

for protecting the climate.

www.klimaschutz-frankfurt.de

FRANKFURT MOBILISING CITIZENS ON ENERGY



670,000

INHABITANTS

Frankfurt was a founding member of *Climate Alliance of European Cities* and with its partners aims to reduce CO₂ emissions by 10% every five years. A finalist for European Green Capital 2014, the city launched its Master Plan for 100% Climate Mitigation in 2018, committing to 100% renewables and CO₂ reduction of 95% by 2050.

50%

PER INHABITANT CO₂
EMISSIONS REDUCTION
TARGET BY 2030 FROM
1990 BASELINE

100%

OF ENERGY SUPPLY
TO COME FROM
RENEWABLES BY 2050

95%

REDUCTION IN CO₂
EMISSIONS BY 2050

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CITIZEN CAMPAIGN REDUCES EMISSIONS

To achieve its climate protection goal and CO₂ reduction targets, Frankfurt has implemented a mix of technical and non-technical measures. Technical measures primarily focus on implementing new technologies and non-technical on reaching strategic key multipliers and achieving broad-based understanding.

Non-technical measures include education of citizens about energy and climate change, competitions in industrial and office sectors and expansion of independent advice, information and education. One of the most important measures concentrated on the image and marketing of climate protection.

The city launched a campaign to draw attention to the issue and motivate people to take action, using the slogan 'thank you for protecting the climate'. To reach as many citizens as possible, 12 'thank you' motifs were translated into nine languages.

The campaign made people aware of the need for action and encouraged them to visit the dedicated website to find out how easy it is to make small personal contributions to the city's climate efforts.

The website provides a wide range of information, from blogs to event details to tips for different target groups about the changes they can make, and it has become the central contact point for climate protection issues and networking in the city.



CHALLENGES

- **Maintaining** outstanding communication with citizens and local companies as they, alongside political will, have a decisive influence on success
- **Accelerating** the expansion of renewable energies as progress is lagging behind the target
- **Improving** the federal policy framework to strengthen cities' opportunities to define their own statutes and specifications for the energy consumption of buildings and industries



LESSONS LEARNT

- *If energy efficiency is improved by an average of 50% across all sectors (households, commerce, services, industry and transport), the remaining energy demand could be met 100% from renewable energies, 50% of this from the city and surrounding area*
- *Renewables generated locally could meet 90% of the remaining demand if large storage capacities for heat and electricity and the wind and biomass potential of the state of Hesse are added*



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