

Together towards climate neutrality

Nantes Métropole :
a carbon-neutral citizen
challenge

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Horizon 2020

Our pathway towards a carbon-neutral city

- Nantes Métropole engaged since **2007** (first climate action plan)
- **European Green Capital in 2013**
- **Territorial Plan Climate/Air/Energy** adopted in 2018
- *An operational tool for ecological and climate transition on the metropolitan territory*
 - reduce **greenhouse gas emissions** by 50 % per capita, between 2003-2030
 - reduce by 50 % **final energy consumption** per capita, between 2003-2030
 - 20% coverage of energy consumption by local **renewable energy** in 2030.



Become a carbon-neutral city

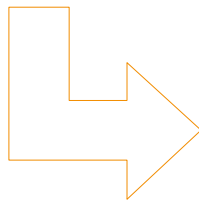
- **Renewed ambitions in 2021, following COP26 :**
 - A **carbon-neutral territory** by 2050
 - 100 % **renewable energy** consumption by 2050
 - 2022 : Member of EU Mission **« 100 Climate neutral and smart cities »**: towards neutrality in 2030
- **Governance**
 - Since 2022 : annual **green budget** of the Metropole
 - Dedicated **Directorate for Animation of Ecological Transition**

Supports all relevant departments → thematic public policies to be compatible with the climate agenda



The citizen challenges

- **Citizen challenges** as instrument to support our ambitious goal
- Organized since 2011
- So far, about **2 000 citizens involved** in different thematic challenges : zero waste, food and energy
- **Real changes** for the participants:
 - **- 10 % energy consumption**
 - **- 30 % waste**
 - more **local and organic food** with the same budget



Go further : new challenge – increased ambitions
→ Pilot Cities « Together towards climate neutrality »

The pilot cities project – a springboard to accelerate transformations

GOALS

- **More** participants : 1000 households per year
- Reach out to more **diverse target groups** : students, leaders and employees ...
- Support the trajectory **9T → 2T carbon emissions per capita**
- **Broader scope** : include all topics of our way of life - mobility, consumption, energy, digital, etc.
- Support **sustainable behavioural changes**





A collective programme

- **Bring up experience** of historical and new partners
- Involve **partners** to reach out to defined target groups
- **Evaluation** and participants' **feedback** for policy-making

Together towards climate neutrality

7 partners, lead Nantes Métropole

1.5M€ EU funding

2 years

**NET
ZERO
CITIES**

EU MISSION PLATFORM
CLIMATE NEUTRAL AND SMART CITIES

TOGETHER TOWARDS CLIMATE NEUTRALITY

PCP Partners

Nantes
Métropole

Nantes
Université

SAMOA
(urban planning
Isle of Nantes)

DRNA
(association
of companies)

Alisée
&
Hespul

Univ.
G Eiffel

Citizen challenges

Local relays

(NGOs / associations, local communities, etc)

1)Promote → 2)Engage → 3)Support → 4)Reward

Inhabitants

Students

Inhabitants
Isle of Nantes

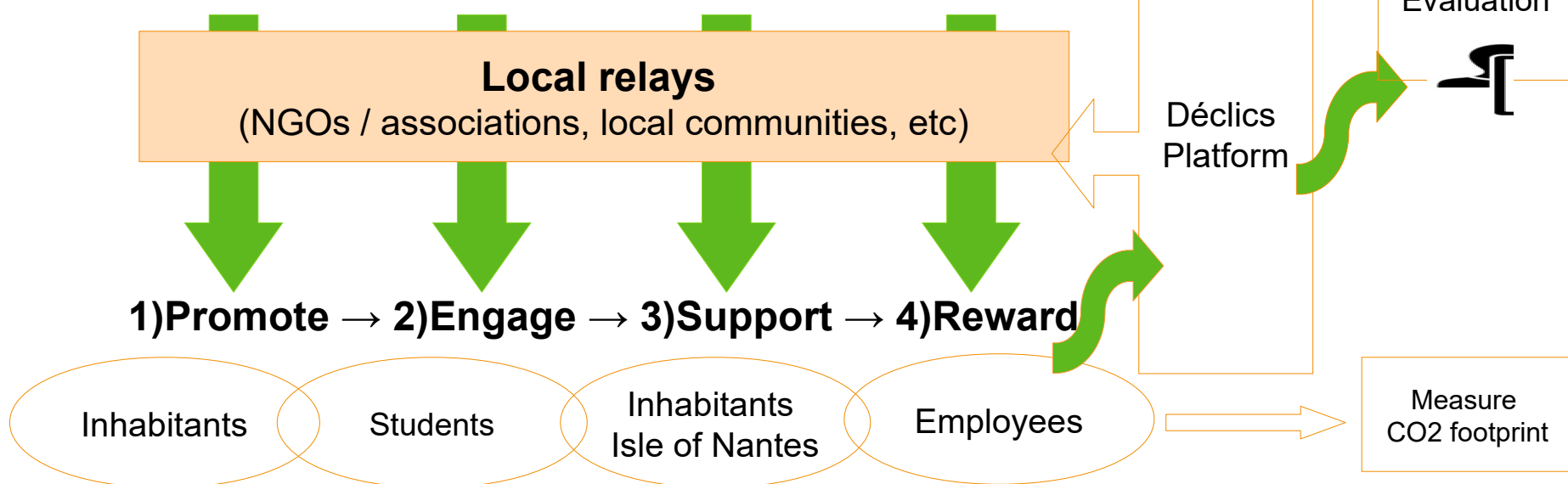
Employees

Déclics
Platform

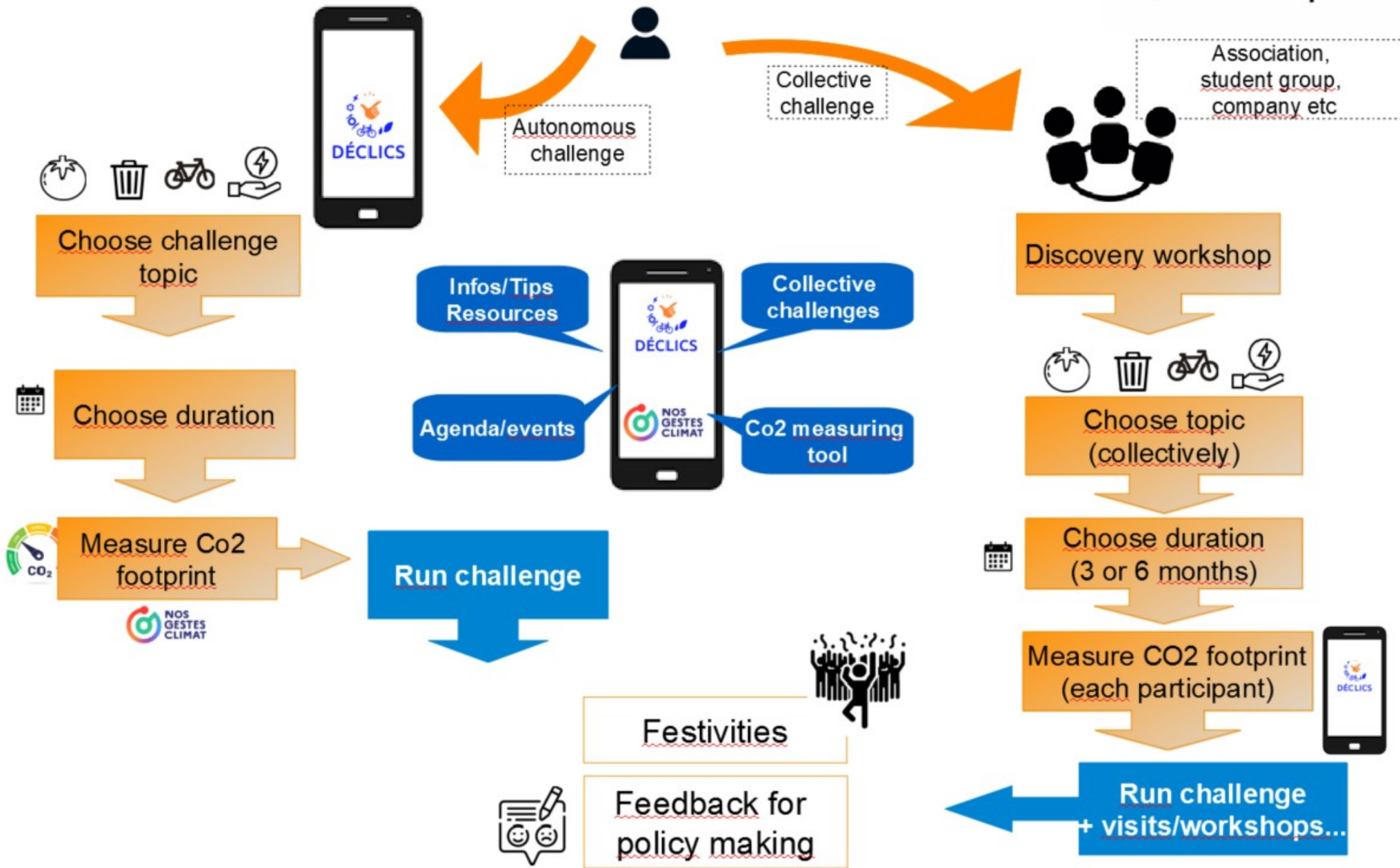
Evaluation



Measure
CO2 footprint

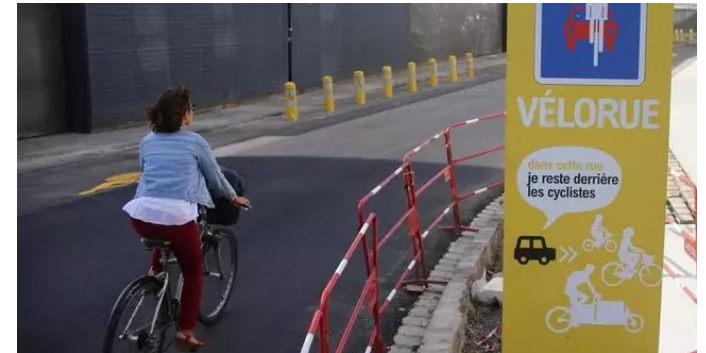


THE NEW FORMAT OF CITIZEN CHALLENGES



How do we manage to engage citizens ?

- **« Challenge » format**
- **App as « one-stop-shop »** : all challenges, infos, CO2 measuring tool
- **Attractive programme** – mix of individual/collective challenges + workshops, online information/tips, site visits...
- Collective challenges : **co-construction of programme** with local relays
- **Customisation** : participants choose their challenge(s) and format
- **Make impact visible** : CO2 reduction for each challenge visible on the app
- **Reward programme : Ambassadors, festivities + incentives** at the end of challenges



TOGETHER TOWARDS CLIMATE NEUTRALITY



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