



Together Towards Climate Neutrality

NANTES, FRANCE

Emissions domains addressed by the Pilot Activity



Consumption of non-electricity energy for thermal uses in buildings & facilities



Multi-sector waste management & disposal



Consumption of electricity generated for buildings, facilities & infrastructure



All vehicles & transport (mobile energy)

Key Focus Areas

Citizen challenge | Behaviour change | Co-benefits | Lifestyle emissions | Systemic governance | Climate challenges | Relay structures

Levers of Change

Democracy and participation Governance and policy | Learning and capabilities | Social innovation | Technology/infrastructure

Description of the Pilot Activity

Nantes Métropole launched a citizen-centred pilot aiming to scale up lifestyle change by engaging 1,000 households annually in individual and collective challenges—spanning energy, mobility, food, consumption, and digital habits. Supported by workshops, local networks, and a dedicated "Déclics" app for participation and impact tracking, the pilot combined citizen-led carbon reduction challenges with systemic policy feedback loops.

Impact & Results

The pilot exceeded its target of 1,000 households, with 1,200 residents registered via the dedicated climate challenges app. Many chose collective challenges organised by local relay structures.

A network of 52 engaged stakeholders—including NGOs, associations, universities, and businesses—facilitated activities across the metropolitan area. This decentralised approach extended outreach and built skills and confidence of facilitators, leaving stronger local capacity beyond the pilot.

A cultural event at Graslin Opera House drew over 500 people, with 200 seats reserved for climate challenge participants—demonstrating the value of cultural incentives.

In 2025, Nantes Métropole adopted a new climate plan (PCAET) that incorporated climate challenges as a flagship action of its "climate popular plan." The Climate Challenge Steering Committee confirmed continuation of the scheme beyond the pilot phase.

Innovation Highlights

The relay structure model works through NGOs, universities, associations, and local businesses rather than running challenges directly—extending outreach while building facilitator skills and leaving stronger local capacity.

Food proved especially effective as a gateway topic: because it was joyful, social, and culturally resonant, it encouraged experimentation and made climate action feel accessible rather than burdensome.

