



Climate Art City

KLAGENFURT AM WÖRTHERSEE, AUSTRIA

Emissions domains addressed by the ECT Activity



Multi-sector
waste
management &
disposal



Land use
(agriculture,
forestry & other
land uses)

Key Terms

Culture | Art | Climate Fund | Youth
Engagement | Green Events | Storytelling

Levers of Change

Democracy and participation | Financing and
funding | Learning and capabilities | Social
innovation

Context & Challenges

Klagenfurt is enhancing its climate neutrality strategy through cultural activation. Despite holding the EU Mission Label, public engagement and financial mobilization remain limited. Climate Art City leverages arts and leisure events to raise awareness, attract private climate finance, and integrate sustainability into public life. By combining storytelling, biodiversity exhibitions, and green event standards, the project revitalizes climate communication and activates community support through the city's vibrant cultural ecosystem.

Objectives

- Strengthen climate awareness through cultural programming
- Generate private contributions to the Climate Fund
- Implement and promote green event standards
- Foster citizen and youth engagement via arts
- Enhance visibility of the EU Mission Label

Activities & Innovations

- Cultural events and exhibitions with climate themes
- Green event standards integrated into city-wide programming
- Climate mission merchandise and fundraising auctions
- Art competitions for professionals and schoolchildren
- Development of a sustainability-themed theater production

Expected Impact & Outcomes

- Increased community awareness and visibility of climate neutrality goals
- Mobilisation of private contributions to the city's Climate Fund
- Scalable model linking culture with climate action
- Broader participation through events targeting various demographics

