



DigitechProject

FOR A BETTER WORLD

DIGITECH GUIDE



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CLIMATE HERO GUIDE

DigiTech for Climate actions
Free emission calculator for
you to use!

1



This guide is designed to be useful for any NGO's, Associations and Social enterprises. We will give you the tools needed to be a Climate Hero within your project, also when travel is mandatory. Work hard to be a climate changemaker and ensure we all contribute to meet the UNs environment goal.

The guide is a practical tool for leadership within NGO organizations, associations and social enterprises to use within your projects and for your travels. You can measure all your travels and activities attached to it with the app we have created. The result from your input gives a statistical overview of your activities and climate footprint.

The output from this tool is useful both for your project reports and your annual report for your organization. You can make your KPI's (Key Performance Indicators) for your organization and use the tool to measure if you meet your goals and even better, to improve the results.



THIS GUIDE WILL ALSO GIVE HINTS AND TIPS ON HOW YOU CAN BECOME A CLIMATE HERO FOR YOUR ORGANIZATION, OR BECOME AN EVEN BETTER VERSION OF THE CLIMATE HERO YOU ALREADY ARE.



Designed for NGO's, Associations and Social enterprises with a mission to make a more climate friendly planet



Use this guide and our Tools to make you an even better Climate Hero within your organization



Take concrete actions to reduce carbon emissions within your organization on all your projects and travels.

DigiTech deliver this Climate Hero Guide including a free carbon emission web-app for you to take action within your organization to



Build the capacity of your organizations and train providers to plan, develop, conduct, and evaluate climate-focused projects

Improve the competences in your staff / members / associates by connecting them with apps and other technologies they can use to measure and understand their carbon emissions in their future activities / projects

Reinforcing NGOs, associations, social enterprises' skills and ability to better communicate the climate impact of their economic activity

Use this new software for **measuring** the carbon footprint of projects, travel and events in your organizations which also can be used in other contexts

The climate crisis is not only the most urgent threat to society today, but is also directly linked with other acute threats to nature: wildlife, water, land and oceans. The aim of this Climate Hero Guide is to ensure that climate goals and action also support the protection and rewilding of nature – for human prosperity and equity. By implementing this in your organization you will also help address the UN Sustainable Development Goals.



ARE YOU READY TO START YOUR JOURNEY?



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PILLAR 1 - A Climate Hero motivate, educate and collaborate

Climate change is already causing severe harm to societies and the global economy. Evidence shows that humanity is taking grave risks with the stability of Earth's life support systems if global average temperatures continue to rise. Global greenhouse gas emissions need to decrease now. Take part to reduce biodiversity loss and pollution to improve health and economic development. You can contribute in several ways.

Why a Climate Hero Guide?

The climate crisis is not only the most urgent threat to society today, but is also directly linked with other acute threats to nature: wildlife, water, land and oceans. The aim of this Climate Hero Guide is to ensure that climate goals and action also support the protection and rewilding of nature – for human prosperity and equity. By implementing this in your organization you will also help address the UN Sustainable Development Goals.

01**FIRST,**

by collaborating with other NGOs, associations or social enterprises and taking action to influence your team to focus on climate solutions within your area. Create Climate Heroes and make sure you are a Climate Hero yourself.

02**SECOND,**

by rapidly reducing carbon emissions in your projects and within your organization with high focus on travel.

03**THIRD,**

by accelerating climate action in society and helping to protect and restore nature. Post and follow climate actions on social media and take this into action.

04**FINALLY,**

by setting goals for your NGO, association or your social enterprise on how to actually reduce your carbon emission. Ensure your next project or/and travel has a better score and promote this and include the results and sharing examples within your team and in your reports.



Based on the results from the research done in this project we will give you this guide and also a tool to be able to register and reduce your carbon footprint. A Carbon Climate app who gives you a digital solution you can use for making a concrete and measurable impact.

We are all Climate Heroes when we fight together for climate change. Below are some tips and easy steps to follow for you to be a gamechanger, to be a Climate Hero we want to follow.



Motivation to become or be an even better Climate Hero is so important. You as a leader need to show how to do things, not only tell how to.

Use this guide and our WebApp to ensure you prove your organization's carbon footprint makes a difference. Create awareness-raising campaigns within your own organization, but also in collaboration with others.

We have many green-minded entrepreneurs who want to collaborate with NGOs, make sure it happens within your organization. Within the circular economy we can improve a lot when it comes to events and travel.



Education is key in all aspects. The more you know about climate pollution, the more you will feel obligated to do the changes needed to be a Climate Hero.

We all have a purpose to create a healthier planet. Let's achieve our targets with new ways of working, using innovative new technologies and also increase cooperation with other organizations.



Collaborate with other organizations, set targets, have a plan. Define goals within your organization on how you can contribute to climate change. Stretch yourself, make competitions between teams and put your target on paper to measure against every time you have an event or you need to travel.





Engage your team members, both employees, project staff, volunteers, yes everyone who can contribute needs to be engaged, Bring the good message about the climate goal set for your organization. Make everyone a Hero by dividing tasks. Together you are much stronger than one by one.



Believe that you and your team can make a huge difference with your portion of climate friendly activities. Encourage your team to take a bike to work if possible. Eat more salad or vegan options once in a while. All matters.

SET GOAL

MAKE ACTIONS

GET RESULTS



PILLAR 2 - Reduce carbon emissions in your project and travel

2.1. INTRODUCTION TO CO₂ FOOTPRINT AND CARBON ACCOUNTING

Many individuals know how to reduce our carbon footprint by taking our bottle instead of buying one, or reusing the trowel instead of asking for a new one. For companies and organizations to minimize the climate impact of their operations and projects they need to plan and manage.

We cannot change what is not managed, and we cannot manage what is not measured. For this reason, in order to make concrete changes we need to make an assessment of the current situation, and only then we can start planning accordingly. Every project manager needs to plan to reduce the carbon emissions from the projects industry and it requires an assessment and accounting of the current emissions.

What is the carbon footprint?

A carbon footprint is the measure of carbon dioxide (CO₂) and other greenhouse gas (GHG) emissions caused by an individual, organization, product, service, or activity. The size of your carbon footprint depends on a variety of factors, including, but not limited to, modes of transportation, frequency of travel, home or operational energy consumption, shopping and eating habits, and overall waste production.



Carbon footprints can be divided into two categories:



DIRECT EMISSIONS

These are the emissions that come from activities that you directly control, such as driving your car or running your air conditioner.



INDIRECT EMISSIONS

These are the emissions that come from the production of goods and services that you consume, such as the electricity used to power your home, or the water used to grow your food.

Source:

[Reduce your carbon footprint: Building a brighter future together](#)



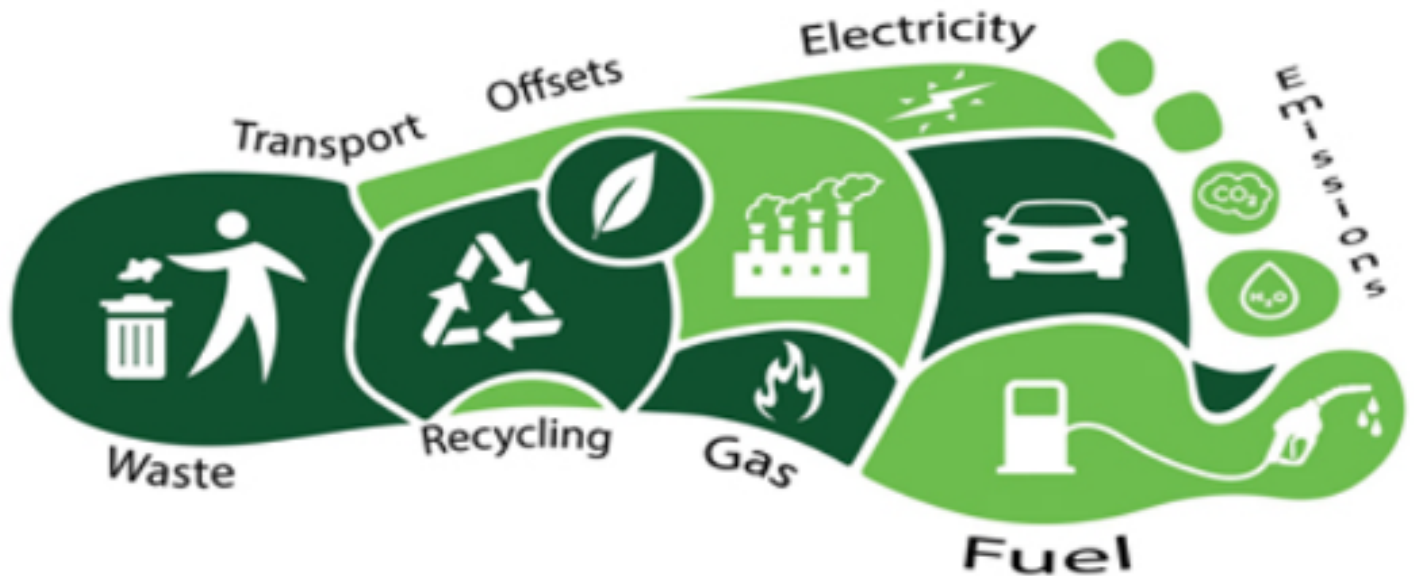


Image by Ecowatcher : *The Basics of a Carbon Footprint*

Climate change is the main challenge of the 21st century and it poses great threats to individuals as well as great risks to companies and organizations. It is, therefore, important for companies not only to understand their carbon footprint but also start planning for the right actions that will reduce this footprint.

From the business perspective, reducing the carbon footprint of our projects is a critical step for every organization mainly because reducing the carbon footprint is equivalent to reducing the costs of the operations and saving resources that will automatically translate into cost optimization.

Many factors lead to waste of resources and measuring the losses is only the first step every project manager should be taking when considering the carbon footprint of their project. Not only that, measuring or accounting for emissions will lead to cutting losses and increase profits but your company will foster the global sustainability goals, attract new customers, be seen as a partner with a long term vision, and most importantly, everything while actually doing good for the planet.

EVERY PROJECT SHOULD INCLUDE A CARBON REDUCTION STRATEGY CONSISTING OF 5 STEPS:

1 MEASURE YOUR PROJECTS CARBON EMISSIONS

Across the project lifespan, we need to start measuring the emissions of each section (materials, transportation, accommodation etc) and keep track of the emission throughout the entire lifecycle of the project.

2 SET A BASELINE

Once we understand the total carbon footprint of our project, we can use this data as a baseline and start implementing actions and targets that will reduce the carbon footprint as the project is being implemented. Our carbon footprint and info about the main sources of emissions, as well as our target and our approach towards reduction must be available to the stakeholders and the official partners of the project. In this way, the project manager can be held accountable and the results will be transparent and clear.

3 USE BEST PRACTICES

You must take concrete steps that will lead towards the achievement of those targets. There are many ways of doing that, but one of the most common approaches is by carefully selecting to buy your materials only from suppliers having sustainability certificates. There are many sustainability standards you can choose from, but you should be careful as some of them are not very reliable.

4 DESIGN CLIMATE FRIENDLY PROJECTS

Project writers and the project designers must be considering sustainability and the carbon footprint of their project from the start. By implementing a low carbon design in your project, the manager will find it easier to deal with other aspects of the project's performance such as material, water and energy needs across the entire lifecycle.

5 LEAD BY EXAMPLE

Public and private investors are already prioritizing projects that are climate friendly. As a project manager, you need to consider this important aspect if you want to implement successful and truly sustainable projects.

Once your company/organization is aware about the carbon footprint, you can move on to implement the right measure for reducing it. Reforestation or tree planting activities, educating your employees about green practices or running an internal recycling program. There are millions of green organizations and initiatives that would be interested in partnering with you and finding mutually beneficial ways of reducing your carbon footprint.

2.2 GHG PROTOCOL - BEST PRACTICE FOR CO₂ ACCOUNTING

GHG Protocol establishes comprehensive global standardized frameworks to measure and manage greenhouse gas (GHG) emissions from private and public sector operations, value chains and mitigation actions. Building on a 20-year partnership between World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD), GHG Protocol works with governments, industry associations, NGOs, businesses and other organizations.

WHO USES THE GHG PROTOCOL?

GHG Protocol supplies the world's most widely used greenhouse gas accounting standards. The Corporate Accounting and Reporting Standard provides the accounting platform for virtually every corporate GHG reporting program in the world. In 2016, 92% of Fortune 500 companies responding to the CDP used GHG Protocol directly or indirectly through a program based on GHG Protocol.

Source: [What is GHG Protocol?](#)

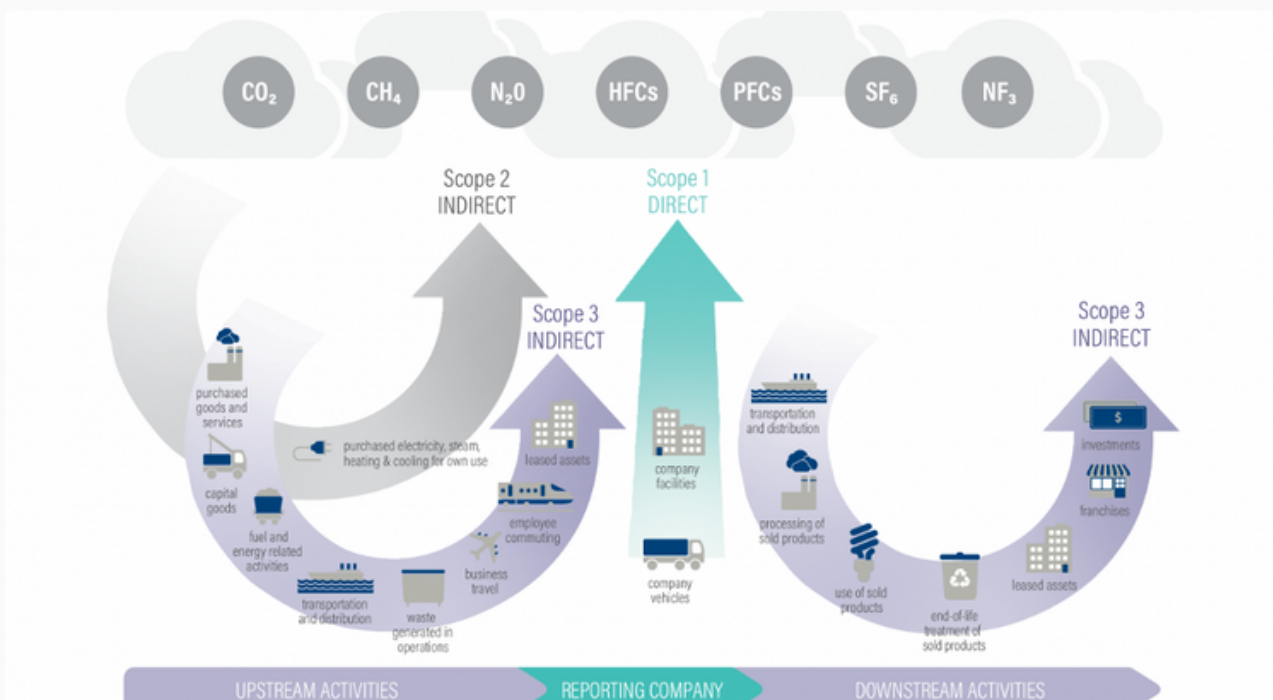







Image: [The GHG Protocol: A corporate reporting and accounting standard \(revised edition\)](#).

The standard and guidance were designed with the following objectives in mind:

-  **To help** companies and organizations prepare a GHG inventory that represents a true and fair account of their emissions, through the use of standardized approaches and principles
-  **To simplify** and reduce the costs of compiling a GHG inventory
-  **To provide** business with information that can be used to build an effective strategy to manage and reduce GHG emissions
-  **To provide** information that facilitates participation in voluntary and mandatory GHG programs
-  **To increase** consistency and transparency in GHG accounting and reporting among various companies and GHG programs.

Business, project based organizations, nonprofits as well as other stakeholders benefit from converging on a common standard. For projects, it reduces costs if their GHG inventory is capable of meeting different internal and external information requirements. For others, it improves the consistency, transparency, and understandability of reported information, making it easier to track and compare progress over time.

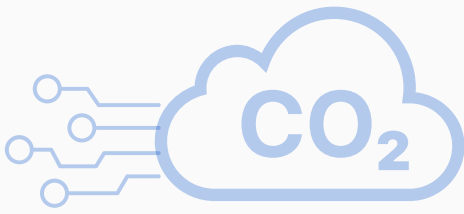
2.3. DIGITECH CO2 CALCULATOR

Many project managers choose to have a CO2 accounting report or even a full Lifecycle Assessment of their projects by accredited consultants. This is important if you are aiming to have low carbon footprint projects and you want to communicate that to your stakeholders. It is therefore important to use a tool that will help you in the planning process but also mitigate and support the offsetting possibilities of your emissions.

Using this free CO2 calculator will help with your project estimate, for you to measure and take the right action or offset the carbon emission all throughout the project lifecycle. This carbon calculator, developed by the DIGITECH partners, guides project managers and staff of the BSOs and social enterprises in calculating their carbon footprint and then using that information to make decisions about how to reduce their carbon emissions.

The image shows the DigitechProject CO2 calculator interface. The header includes the logo 'gitechProject' and the tagline 'FOR A BETTER WORLD'. A 'Select Lang' button is located in the top right corner. The main navigation bar contains tabs for 'General', 'Transportation', 'Local transportation', 'Meal', 'Accommodation', 'Materials', and 'Resources'. The 'General' tab is currently selected. The 'General Information' section includes three dropdown menus: 'Where is your organization based?' (Country), 'Where does your event take place?' (Country), and 'What type of event are you organizing?' (Type of event). Below this is the 'Duration and attendance' section, which features a text input field for 'Duration of event' followed by the unit 'days'.

Image: DIGITECH CO2 calculator



The structure and the design of the calculator has been developed using input from project managers experienced in implementing transnational capacity building events. Based on their input, the calculator has been structured in 7 sections:

1**GENERAL**

This is an introductory section that offers the possibility of selecting various aspects of the project, such as the European country of implementation as well as the coordinating organization.

2**TRANSPORTATION**

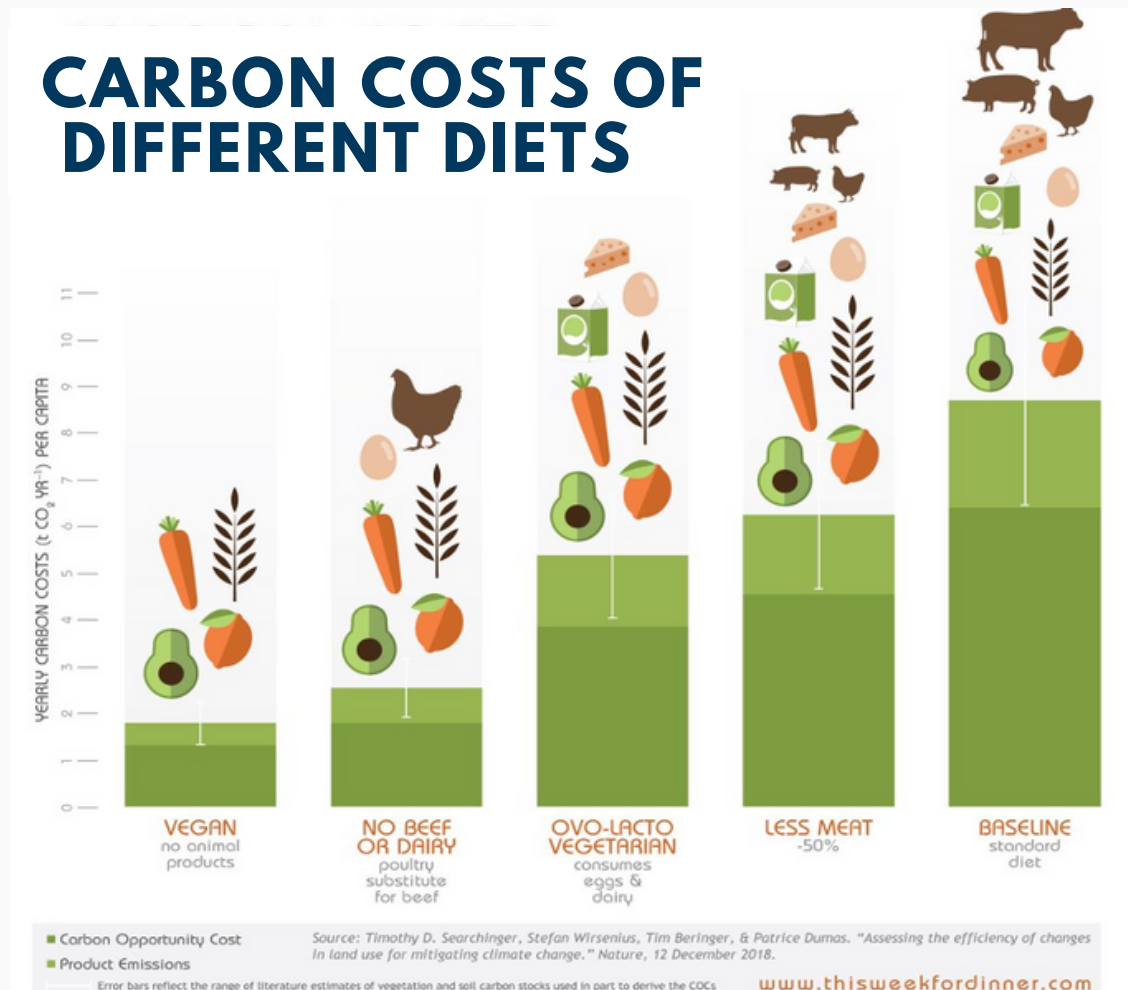
Transportation is always an important source of emissions especially for projects including international participants. As flying is faster and cheaper than most terrestrial means of transportation, this section will probably be the largest source of emissions in your project.

3**LOCAL TRANSPORTATION**

Based on what activities are included in your programme, the local transportation could take a large part of your overall carbon footprint. Some projects do not involve any local study trips, and therefore do not have a need for local transportation at all.

4**MEALS**

Some projects do not include any meals, but provided that your event will offer food to the participants, it is important for the food related emissions to be included in your carbon footprint calculation. As most of the meat based meals have considerably higher emission factors, introducing vegetarian options can be a very simple way of reducing the overall carbon footprint of your project.



5

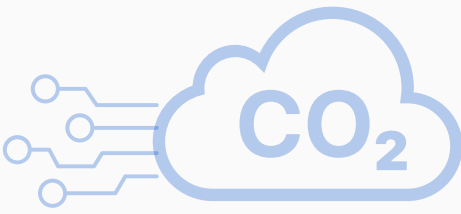
ACCOMODATION

Where you choose to host your project will affect the carbon footprint both in terms of meeting venue but also in terms of accommodation of the participants. One hotel's impact can be double to a hostel or a Bed & Breakfast, and the choice of accommodation can have been crucial to reducing the emissions of your project. However, sometimes the choice of accommodation belongs to the participants and that is not something that can be influenced by the project manager.

6

MATERIALS

The choice of materials will be very different depending on the type of event, the number of participants and the sort of activities to be implemented. Nevertheless, the materials are a crucial component of the carbon footprint of any event and they must be included in the calculation. Our calculator includes the choice of materials such as pens, A4 papers, flipcharts, markers etc.



7

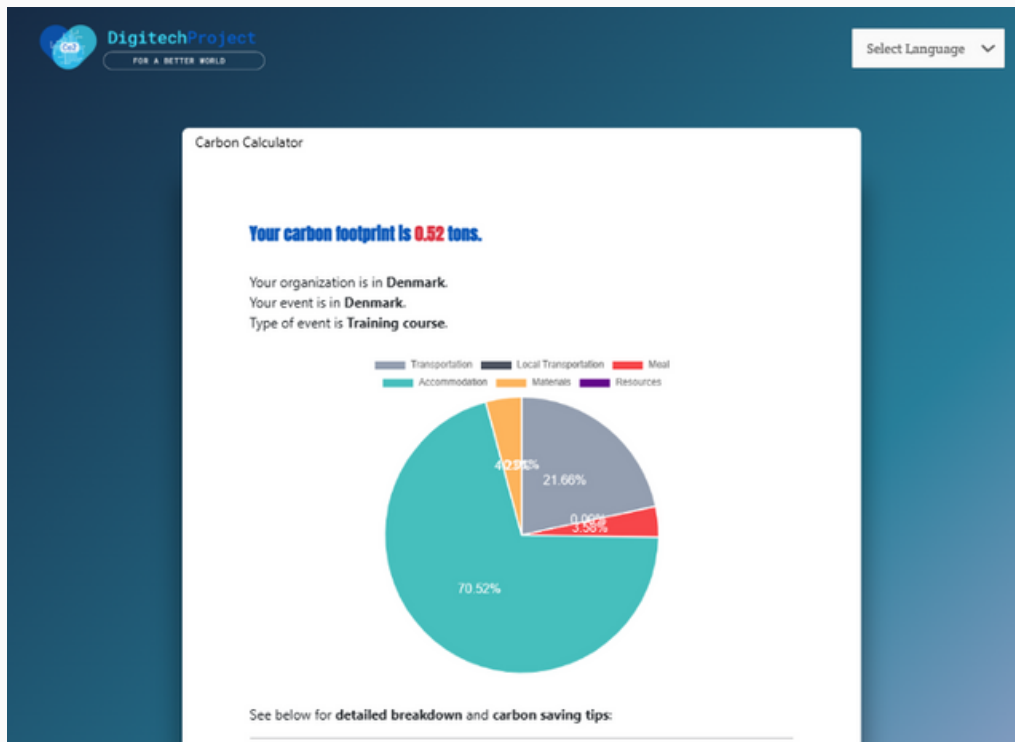
RESOURCES

Getting the right data about the usage of electricity from your project’s venue can be quite challenging for any project manager, especially when the venue has been rented only for the implementation of this specific event. To measure the usage of electricity we quantified the consumption using the number of lightbulbs in the activity room.

8

RESULTS

In the end, the user will get a report including a detailed breakdown of each section of the project. The results will include the total carbon footprint of the event, as well as calculations and comparisons between accommodation, food, transportation, materials and resource. The project manager can download the report in a pdf format, and use it for transparency, accountability and communication purposes.



PILLAR 3 - Influence climate actions in your society

Social media can be a powerful tool for team collaboration, organizing campaigns, and promoting environmental awareness if used effectively in climate actions. To optimize your social media efforts, it's important to define your goals and target audience, choose the appropriate platforms, develop a content plan, engage with your audience, and measure your performance to improve your strategy in climate action.

Determine your goals: Before you start using social media, it's important to determine what you want to achieve. Do you want to improve team communication, increase brand awareness, or build a stronger community around your project or organization? Knowing your goals will help you choose the right channels and create content that will resonate with your audience.





Once you have determined your goals, you can then develop a strategic plan that outlines how you will use social media to achieve them. This plan should include specific objectives, target audience, content strategies, and a schedule for posting and engaging with followers.

It's also important to regularly evaluate your social media efforts and adjust your strategy as needed. By staying focused on your goals and continually measuring and refining your approach, you can maximize the impact of your social media campaigns and drive meaningful results for your team or organization.

On social media, the goals of an activity are directly linked to the objectives of a social media activity and should be implemented with the rigor of a business plan. When you know your goals, you know what you want, where to start and where you want to go.

Resources: *Cum sa stabiliti obiective si telurile de marketing.*

Choose the right platform: Different social media platforms have different audiences, features, and strengths. For example, LinkedIn is great for professional networking and B2B marketing, while Instagram is more visual and geared toward younger audiences. Choose the platforms that are most relevant to your goals and audience.

When choosing the right social media platform, it's important to consider your target audience and the type of content you want to share. Some popular platforms and their strengths include:



Facebook

With over 2.8 billion monthly active users, Facebook is the largest social network and offers a broad range of features, including groups, pages, and events. It's a good choice if you want to reach a wide audience and connect with friends, family, and colleagues



Twitter

Twitter is a fast-paced microblogging platform that's great for sharing short, timely updates and engaging with a wider audience. It's a popular choice for businesses and organizations that want to share news and insights with a large, global audience.



LinkedIn

LinkedIn is a professional networking platform that's specifically designed for job seekers and business professionals. It's a great choice for B2B marketing and building professional relationships with other organizations and influencers.



Instagram

Instagram is a visually-focused social network that's popular among younger audiences. It's a good choice if you want to share photos and videos and connect with a creative community.



Youtube

YouTube is the largest video sharing platform and is a great choice if you want to share videos and tutorials related to your business or organization. It's also a good choice for content that requires a longer form format, such as webinars and product demos



The conclusion we can draw is that, just like in life, it's pointless to sell someone glasses if they don't wear them. Similarly, in social media, we need to use the ones our target groups use.

Resources:

- [Cum alegi platforma de social media potrivita pentru a te promova online](#)
- [Cum alegi cea mai potrivita platforma de social media pentru business-ul tau?](#)

Create a content calendar: Having a content calendar can help you stay organized and ensure that you're consistently sharing relevant, valuable content. Consider including a mix of content types, such as articles, videos, infographics, and images.


 Social Media Content Calendar			
Log			Twitter
Date	Day	Time	Message
			Link

Foto: microsoft.com

When creating your content calendar, consider the following:

THEMES AND TOPICS:

Decide on the themes and topics you want to focus on each week or month. This can help you create a consistent message and build your brand.

MIX OF CONTENT TYPES:

Mix up the type of content you share to keep things interesting for your audience. Consider including articles, videos, infographics, and images.

SCHEDULING AND FREQUENCY:

Decide how often you want to post and stick to a consistent schedule. This will help you build an engaged audience and keep your followers interested.

HOLIDAYS AND EVENTS:

Plan content around holidays and events that are relevant to your audience and brand.

CAMPAIGNS AND PROMOTIONS

Plan and schedule any campaigns or promotions in advance, giving you time to create engaging content and build excitement around the event



By following a content calendar, you can stay organized, build a consistent message, and engage your audience with relevant and valuable content.

It is important for organizations focused on environmental issues and climate change to lead by example and motivate others through their actions. While access to information is readily available, it is not possible to change everyone, but being a climate hero can inspire others to follow suit. Satisfaction comes from small actions and projects that confirm, clarify, and encourage action towards positive change.

Engage with your followers: Social media is a two-way street, so it's important to engage with your followers by responding to comments, asking questions, and starting conversations. This can help build relationships, increase brand loyalty, and improve team morale.

This includes responding to comments and messages, sharing user-generated content, and participating in online discussions. Engaging with your followers can help build a strong community around your brand and increase brand loyalty.



This includes responding to comments and messages, sharing user-generated content, and participating in online discussions. Engaging with your followers can help build a strong community around your brand and increase brand loyalty.

Here are some tips for engaging with your followers on social media:



RESPOND TO COMMENTS AND MESSAGES:

Respond to comments and messages in a timely and professional manner. This will help build a relationship with your followers and show that you value their input.



SHARE USER-GENERATED CONTENT:

Share user-generated content, such as photos and videos, to show your appreciation for your followers and highlight their contributions to your community.



PARTICIPATE IN ONLINE DISCUSSIONS:

Participate in online discussions related to your industry or brand to demonstrate your expertise and thought leadership.



ASK QUESTIONS:

Ask your followers questions to encourage engagement and start a conversation.



RUN CONTESTS AND PROMOTIONS:

Run contests and promotions to encourage engagement and build excitement around your brand.

By actively engaging with your followers, you can build a strong community and increase brand loyalty. This will help you achieve your goals and drive meaningful results for your team or organization. Growing these communities, around your brand or your creed or idea, these communities will become your reliable allies in your journey through social networks. There are moments when you can have problems, but 'keeping the fire burning' on these social networks will give you medium and long-term support in what you believe otherwise.

Resources:

- [15 Strategies To Engage Followers And Stay At The Top Of User Feeds](#)
- [How to Engage With Your Social Media Followers Quickly and Authentically](#)

Measure your results: Regularly track your social media metrics to see what's working and what's not. This will help you make informed decisions about your social media strategy and adjust it as needed to achieve your goals.

To measure the success of your campaigns and adjust your strategy as needed. This will help you determine what's working and what's not, and make informed decisions about your social media efforts.



SOURCE: ANA MATEI`S BLOG

Some of the metrics you may want to track include:

- **Reach:** The number of people who have seen your content.
- **Engagement:** The number of likes, comments, shares, and other forms of interaction with your content.
- **Click-through rate (CTR):** The number of clicks on a link divided by the number of impressions.
- **Conversion rate:** The number of conversions (such as a sale or sign-up) divided by the number of clicks.
- **Audience growth:** The number of followers you have gained over time.
- **Sentiment analysis:** An analysis of the tone and emotion expressed in comments and other forms of engagement with your content.

By regularly tracking these metrics, you can understand how your social media efforts are impacting your business or organization, and make informed decisions about your strategy moving forward.

Performance doesn't exist if you don't have something tangible that needs to be improved, and when we refer to performance measurement we can say that this is a basic component of performance management.

Resources:

- [7 Metrici Importanți Pentru Social Media](#)
- [MĂSURAREA REZULTATELOR CAMPANIILOR](#)



PILLAR 4 - Successful green business models

A **sustainable business**, or a **green business**, has a minimal negative impact or potentially a positive effect on the global or local environment, community, society or economy.

Sustainable transformation is an important focal topic for all NGOs, Associations and Social enterprises. But how can we develop and build our future with limited resources? In order to achieve a more sustainable future by 2030, the EU wants to reduce CO₂ emissions by 55 percent compared to 1990 levels. Companies are also called to act more sustainably.



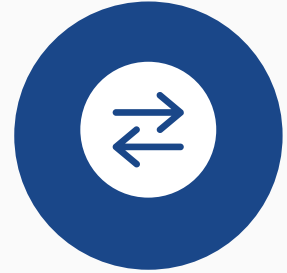
Green business models cover new and more environmentally friendly ways to conduct business. Normally a green business model involves one or more of the following elements:



**Recycling of products
and materials**



**Sharing
economy, Technology**



**Substitution of
unwanted or toxic
substances**

Can we do more with less? This is one of the key questions for a more sustainable future. After all, tomorrow's climate targets cannot be achieved using yesterday's technologies. We need to focus on digital growth and sustainability.

You can become more sustainable by supporting digital transformation. Use a green business mode and become more climate neutral. A change in awareness is also guiding the behavior.

New climate protection targets and regulatory stipulations are placing companies' focus on sustainability. For example, net zero emissions, ecological transformation and climate neutrality are becoming the most important strategic targets. The prerequisite for this is innovation, a green value chain and a sustainable, digital transformation that are influenced by ecological factors such as greenhouse gas emissions, CO2 certificates and mobility concepts.

Systems theory identifies **5 elements for a sustainable business model:**

- **DIVERSITY**
- **MODULARITY**
- **OPENNESS**
- **SLACK RESOURCES**
- **MATCHING CYCLES**

A green business uses sustainable materials to make its products. Green businesses aim to use as little water, energy and raw materials as possible while cutting carbon emissions, or find ways to utilize materials in renewable and eco-friendly ways.



SET GOAL, MAKE ACTIONS, GET RESULTS

You can stop changes in climate!

This is not wishful thinking, because conscious consumption has a real impact on our climate. By choosing products made from wood pulp or fiber instead of synthetic materials, the amount of greenhouse gasses emitted into the air shall be reduced.

Did you know that producing textiles is one of the most polluting industries in the world? The textile industry produces 1,2 billion tonnes of CO₂ every year, which is more than in international aviation and sea transport. Even just one pair of jeans produces about 33,4 kg of CO₂ from their production to the point of throwing them away, which is equal to driving a car about 111 kilometers.

As a large amount of the carbon dioxide that is produced is related to producing the fabric, your superpower could already be consciously looking at the composition of clothes before buying them. Next time you buy clothes, prefer products made from **viscose** and **lyocell**, which have been made from cellulose pulp. These biodegradable fabrics do not produce more rubbish that pollutes nature.

You can capture the excess CO₂ in the air!

This superpower lies in planting trees because it is the forest that binds carbon dioxide from the air.

Carbon is definitely essential in the atmosphere, keeping the heat that radiates into Earth so it does not escape, but an excess amount of heat may turn the climate system upside down. The forest is the world's carbon bank and young growing trees bind most carbon from the air.

You can tame the greenhouse gasses!

The key to fighting the CO₂ emissions caused by human activities lies in changing the behavior of people. It is becoming more common to have several cars per family and reduce distances covered on foot. Everyday comfort does have its price. In 2017, the gross emissions of greenhouse gasses were **20,9 million tonnes**. The carbon emitted by one person driving a car for one year could be balanced by planting at least 30 trees in a year. For the entire lifetime, this would mean about 2,000 trees. Changing habits requires long-term dedication but it has a long-term impact as well. You can release your superpower already by making small changes – when going to work in the morning, prefer public transport, and if possible, make your rides comfortable and carpool with a friend; cover short distances on foot.

**THERE IS A CLIMATE HERO IN EVERY
ONE OF US, RELEASING YOUR
SUPERPOWERS!**



4.1 SHARING MODELS

Rent a car, a motorbike, bike, scooter, house etc. **when you need it.**

4.1.1 RENT A CAR

Self-service cars are available around the clock.

Download an app, ex Getaround in Europe and rent a car. You get access to the car you want, when you need it.

Pick the car you need at the time, for you alone, for your family, your group of people or when you need to transport equipment from A to Z.

You get a car nearby that suits your needs, for an hour, a day or week. Just after your needs.

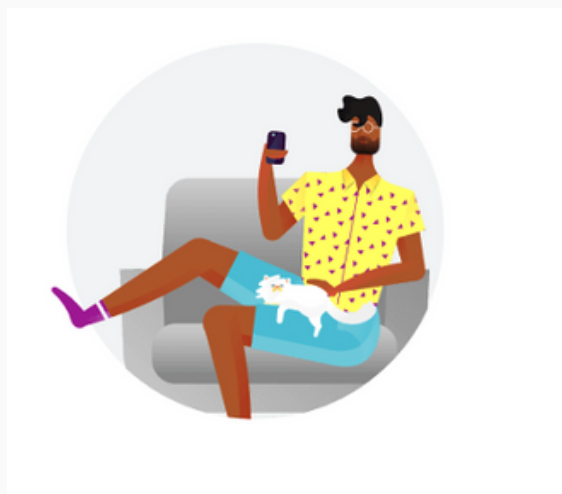
Download the app and make your registration and payment details.

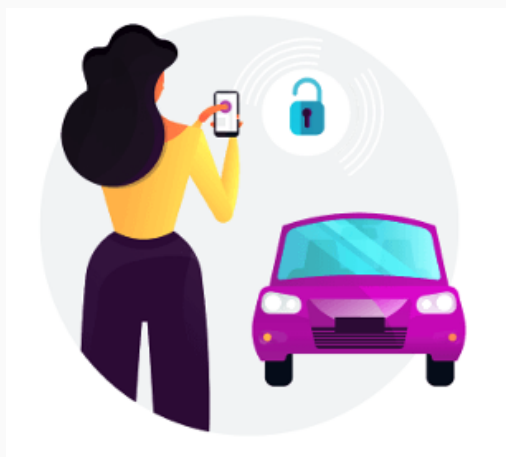
Use the app when you pick up the car. You can unlock the car with the app after you have ordered the car and it is confirmed for you. The keys is inside the car.

You can park the car during your rental period and use the app to lock and unlock as many times you like.

When you want to deliver the car, you confirm the rental period is over and settlement is done.

Do you want to rent out your car? It's easy and a wonderful way to be part of a very successful green business model.





4.1.2 RENT A BIKE

You can rent a bike, el-bike or scooter in most of the cities in Europe. This is a wonderful way to see more of the city and if you use el it is quiet and you get a good feeling, you are green.

To travel around on el-bike gives you an opportunity to find the hidden gems that often are surprisingly rich in culture and unusually close to nature. Try it out!

4.1.3 RENT A PLACE TO STAY

Around the world you can rent your place to stay easily. You don't need to own your own place or stay at a hotel which often is non eco-friendly.

Try out agriculture tourism. A very nice and eco-friendly way to stay when you are on travel.



ATTACHMENTS:

UN environment programme; Sustainable development goals

<https://www.unep.org/explore-topics/sustainable-development-goals>

Carbon Law

The IPCC Special Report on Global Warming of 1.5°C concluded that we need to keep temperature rise to a maximum of 1.5°C to avoid high risk of catastrophic consequences for people and nature. To do so, the world needs to halve emissions every decade by 2050 from a 2020 baseline, which amounts to a year-on-year reduction rate of 7%. This is called the Carbon Law. As a simple rule of thumb, it can be applied to companies, cities, nations and citizens. Since the Carbon Law outlines the global average it must be viewed as a minimum ambition and the wealthiest should go fastest. Therefore, companies acting in line with the 1.5°C ambition should strive to become net zero by 2040 at the latest, and acknowledge that this is an intermediate step towards absolute zero and net negative emissions. Although positive trends can be identified, global emissions are still increasing and not yet following the required 7% yearly reduction trajectory. Starting the first halving after 2020 will require a faster reduction rate than 7%. To halve emissions every decade is a huge challenge but also an enormous business opportunity. The first halving is the biggest, but for many companies it is the easiest.

Exponential Roadmap

The Exponential Roadmap highlighted 36 key solutions that together can halve global emissions by 2030. These solutions are market-ready, they are affordable (like renewable energy), can be scaled rapidly (like electrical vehicles) and can save money (like energy efficiencies). For businesses, reducing greenhouse gas emissions and providing solutions that help customers and society to cut their emissions opens up new exponential growth opportunities and an opportunity to reduce costs and increase performance and profitability.



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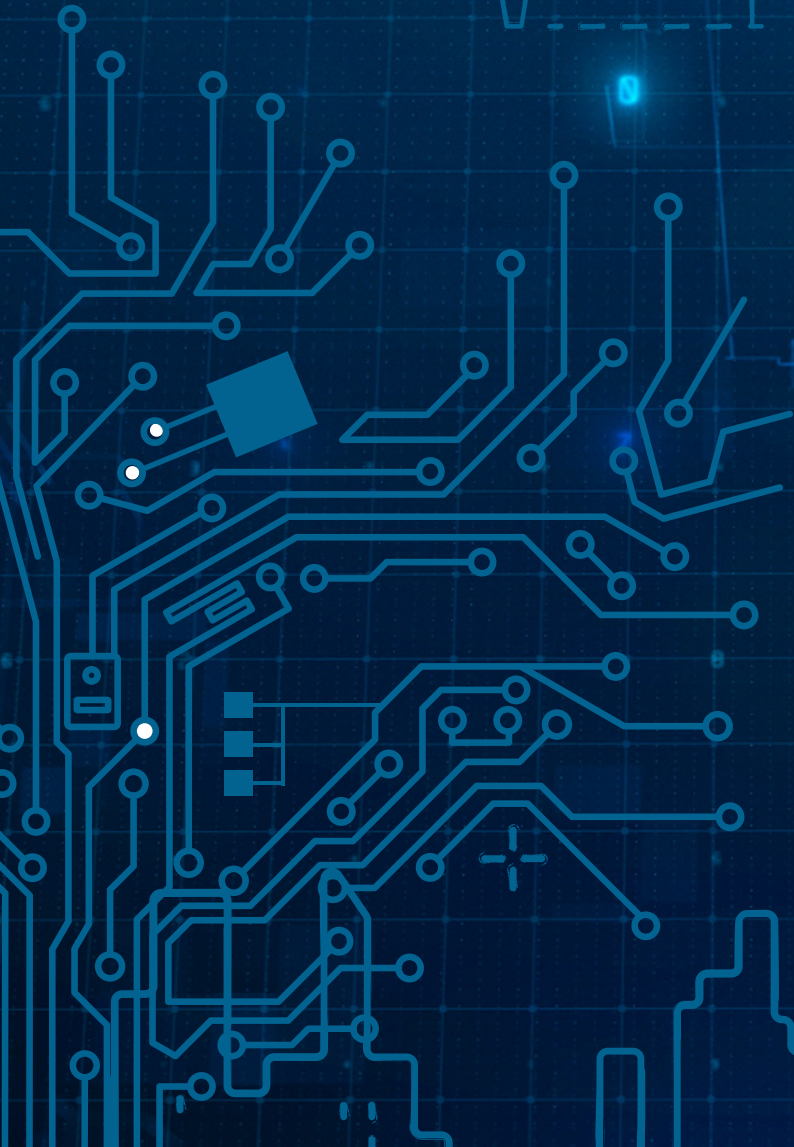
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