

REPORT FORMAT FOR THE RESULTS OF THE CHALLENGE TEAM

Name of the Challenge: Mission-based climate neutral transition
Challenge Owner: Gabrovo Municipality
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Team members:

Name of the Proposal

The Green Foot experimental city area

Description of Proposed Actions [Action orientation is extremely important]

- forming a team who will coordinate the realisation of the project
- Create an engaging and interactive website where the competition for selecting the neighbourhood will take place
- wide communication programme (both online and in-person in every neighbourhood) to popularise the initiative and motivate citizens to submit an application (describe why their neighbourhood should be chosen to be the experimental area) for their neighbourhood
- Organising the voting and selection process (citizens decide based on their preference for the best neighbourhood profiles - everyone can)
- creating an experimental climate zone in the city/neighborhood where citizens, businesses and local institutions play a "game" together and score points for adapting sustainable daily habits, reducing energy and water consumption, cycle, walk and use public transport instead of cars, reduce, reuse and recycle their waste etc.
- creating and disseminating a guide and methodology for sustainable habits and actions - the municipality (създаване и разпространение на ръководство и методология за устойчив начин на живот)
- citizens and businesses involvement
- building a gamified incentive system for the implementation of activities - participants score points and are able to report them voluntarily in order to achieve a shared goal (ex. 10000 points and win a symbolic prize)(изграждане на геймифицирана система за поощрение при изпълнение на дейностите)
- application/fit/implementation in education, household and business (прилагане в образование, домакинство и бизнес)
- monitoring, evaluation of the activities (оценка и проверка)
- Upgrading the model based on the experience and challenges faced

What will this achieve? What is the societal impact?

Education in small steps. Gamification is innovative way to educate the community. Increasing personal responsibility to climate change. Reducing carbon emissions.

Who is Responsible?

- The municipality is responsible for setting up the conditions for participation
- They organise the neighbourhood level competition in order to select the pilot area in the city
- The municipality is in charge of creating a guidebook which put together all the necessary steps that each stakeholder agrees to take (the so-called "mini Green deal") in order to participate in the initiative
- All local stakeholders education, household and business who agree to take part in the experimental project

Who will be involved? (In society? In the Challenge team?)

- citizens
- educational institutions
- companies
- municipality

Description of the best ideas

- Event center-place, where the magic happens
- GABROVOIci- group of people/ volunteers (Габрово+Доброволци=ГАБРОВОлци), involved in the mission and trained to inform the citizens for the activities of the mission
- guide for sustainable living for education, household and business
- center
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1st Steps: What must happen in the next 6 weeks? Who should do what?

- (1) What to do + (2) Who takes part + (2) who is responsible
- Build site or page for application in campaign (GABROVOIci)
 - create methodology and information for the GABROVOIci
 - Organize the event center
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Prototyping: What must happen in the next 6 months? Who should do what?

- (1) What to do + (2) Who takes part + (2) who is responsible
- build an application network in one neighborhood
 - information campaign
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Impact in 6 Years

Expansion the good practices from the pilot neighbourhood to the whole town - lessons learnt from the pioneering experimental neighbourhood are incorporated to improve the initiative
Many neighbourhoods have joined the initiative and play the climate game in their area

Other relevant information

Some good activities:
workbooks for studying and implemented good activities in schools,
activities in households: monitoring electricity and water consumption bills
activities in business: monitoring electricity and water consumption bills, encouragement physical activities to the workers, financial encouragement green activities in schools, households and town

Suggestions for improving the effectiveness of the Camp