

Europeans for Climate

A world map in a light orange color serves as the background. A dark orange curved band sweeps across the bottom half of the image, starting from the left edge and curving towards the right.

**Idea Sketch for partners
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Europe is on its way towards a climate neutral economy

- the **Green Deal** is imperative
 - millions are taking to the streets for climate action
 - initiatives in politics, economies and societies throughout Europe
 - tremendous media attention
- **unmistakable scientific facts** lead the way
- growing significance of **certification**
- numerous **sustainability awards**
- **one clear goal for 2050**: a climate neutral economy for all of Europe!

What is missing?

**A unifying illustration of the joint progress
towards a climate neutral economy**

The Idea

A **pan-European competition** on climate neutral business activities of enterprises!

The European Climate Contest – ECC

- to generate identification, enthusiasm and hope
- to enhance the dynamism and speed
- to establish permanent public attention
- to set a framework for the European pursuit of climate neutrality
- **powered by the Citizens of Europe and crowd-financed!**

The European Climate Contest – Line-Up

- **Categories:** The categories within the competition correspond to the 13 NACE classifications (statistical classification of economic activities).
- **Qualification:** certified by EU taxonomy or a recognized rating agency
- **Ranking:**
 - 1) climate protection efforts within a given period
 - 2) progress towards the goal of climate neutrality
- **Computation model:** amount of harmful gas emissions per contestant applying **scope 1, 2 and 3** of the GHG-protocol
- establishing a **centralized data base** comprising all contestants
- identifying the **Top 10 EU** contestants for each category

The European Climate Contest – Start

- the “**European Climate Contest**” is generated through the **changes in ranking**, triggered by the contestants’ **concrete** and **measurable steps** towards climate neutrality
- **new contestants** will **continuously** receive the required qualification through certification and participating in already existing sustainability competitions
- annual gala-event celebrates the “**Winner of the European Climate Contest**”
- the winners of the contest are determined by their rank, a jury-decision (s. below) and an online voting via the central “**european-climate-contest.eu**” platform (s. below)

The Digital Stage: “european-climate-contest.eu (ecc.eu)”

- **information platform** on the “European Climate Contest”
- updates and progress reports generate a “**permanent public awareness**”
- **forum for EU Citizens** on climate neutral business activities, including “**user-generated content**”, **social media, voting, research ...**
- manifold **evaluation options** through the centralized data bank of contestants:
 - comparison by industry sector, region, methods, “up / down of the week” ...
 - source for media reports and scientific research
 - introduction of additional competition categories at national and European level
- **inclusion in data base** and **presence** on ecc.eu is **incentive** for participation in ECC
- permanent **countdown-visualisation** on current state of EU climate neutrality by 2050

Key Player ECC (1): European Commission

- **announce and authorise** the “European Climate Contest”
- become the **patron**
- **approach the winners of existing European sustainability competitions:**
“You are part of the contest!”
- **host the gala-event and present the ECC-prize**
- **call** for participation in **crowd funding** (s. below)
- **administrative support**

Key Player ECC (2): Jury of the ECC

- put together by European Commission
- **scientific experts** only
- **supervisory board** for the work of the “Europeans for Climate Association” (s. below)
- **votes** in the election of the “**Winner of the European Climate Contest**”
- **advocate of radical transparency**

Key Player ECC (3): Europeans for Climate Association

- association for the **organisation** and **implementation** of the “**European Climate Contest**”: concept, marketing, crowd funding management, digital platform, gala-event ...
- **bringing together** science, economy, politics and society
- supervised by the “Jury of the ECC”
- **members** of the “**Europeans for Climate Association**” are: Independent scientists, climate activists, rating agency experts, consultants, journalists
- organisational structure currently established
- **advocate of radical transparency**

Key Player (4): Citizens of the EU via Crowd Funding

- **crowd funding** is the **only financial basis** of the ECC, including the competition, the work of the “Europeans for Climate Association” and that of the jury
- **minimum contribution** of **€ 20.50**, includes the voting right for the final online-voting
- the initial **marketing** for the crowd funding project is financed separately through foundations, sponsors and investment trusts with a sustainable orientation
- the involvement of **individuals (testimonials)** via crowd funding or through participation in the “Europeans for Climate Association” is possible and desired
- further **options for cooperation**: media partners, NGOs, environmental movements, foundations, research institutes and sponsors, independent of any contestants

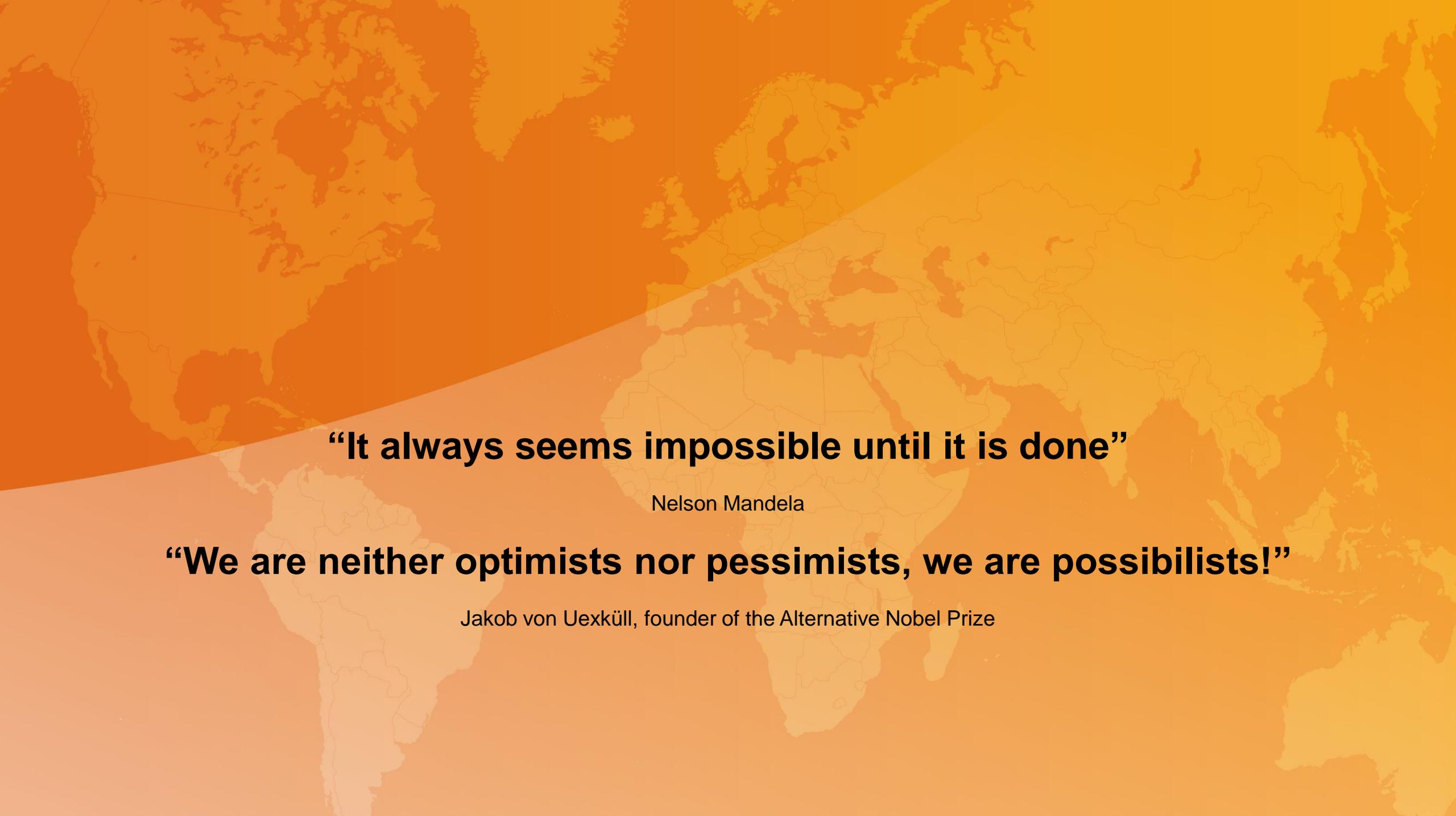
Why should European Enterprises participate in this contest?

- promotes positive **image**
- forms part of modern **business values** and **guidelines**
- has **economic impact** (i.e. in competitive and location advantages)
- in future a **requirement for certification** from rating agencies and for **state-granted funds**
- if a contestant reaches the goal of climate neutrality, they are admitted to the “**European Climate Contest Hall of Fame**”

Benefits: European Climate Contest

- **crowd funding: a contest** for the **Green Deal** initiated by the **Citizens of Europe**
- **visualisation** of the **efforts** towards a **climate neutral economy** in the EU
- **progress tracked** by a **centralised** European **data base**
- **comparable, simple** and **fair computation model**
- uses the **notion of competition** to achieve the common goal

A **unifying illustration** of the **joint progress**
towards a climate neutral economy



“It always seems impossible until it is done”

Nelson Mandela

“We are neither optimists nor pessimists, we are possibilists!”

Jakob von Uexküll, founder of the Alternative Nobel Prize