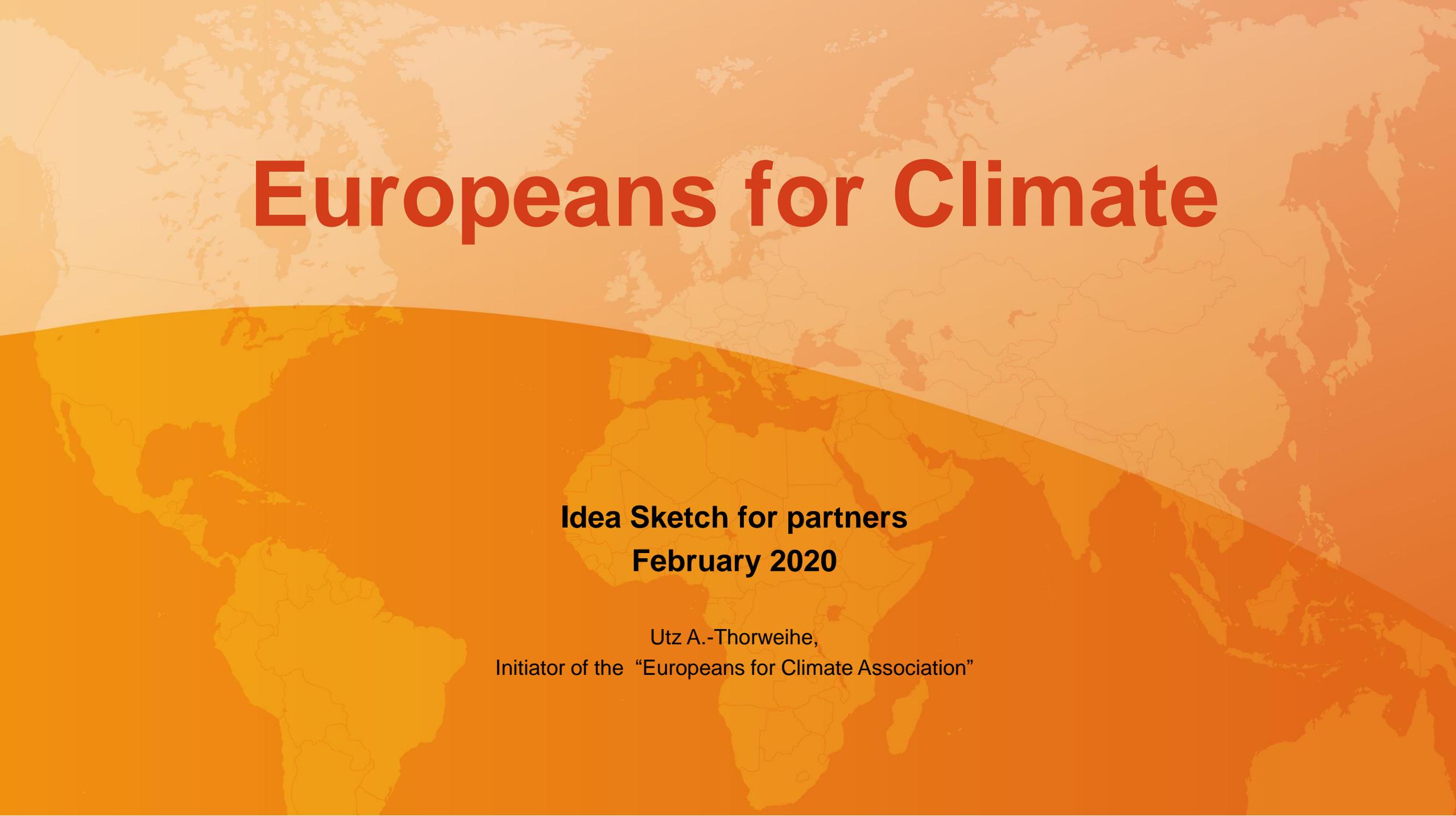


# Europeans for Climate

A world map is visible in the background, rendered in a light orange color. A curved, semi-transparent orange gradient overlay covers the bottom half of the image, creating a sense of depth and focus on the text below.

**Idea Sketch for partners  
February 2020**

Utz A.-Thorweihe,  
Initiator of the “Europeans for Climate Association”

# 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

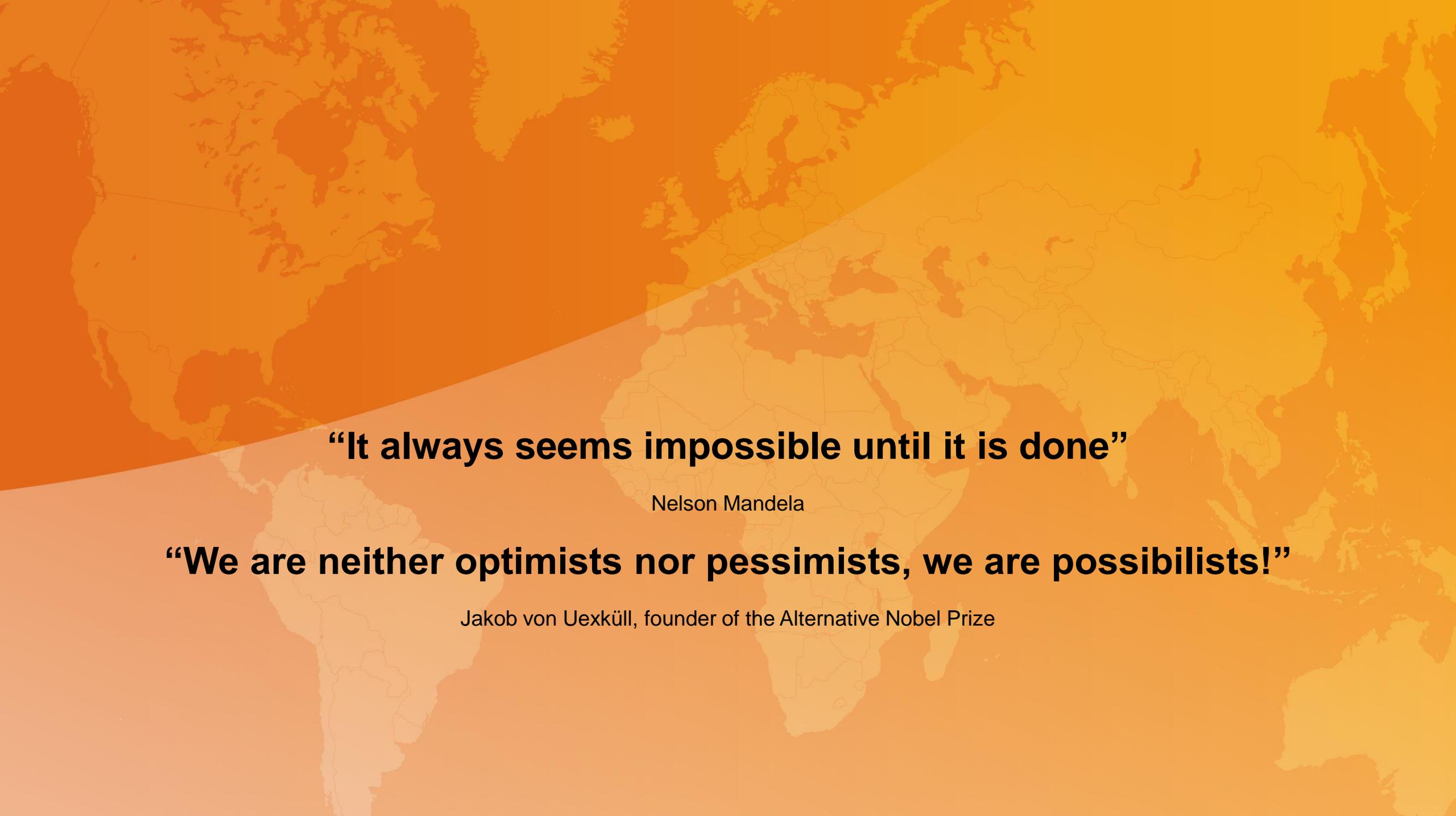
# Why should European Enterprises participate in this contest?

- 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