



Ghent aims to become climate neutral by 2050. Together with citizens, local businesses and educational institutions, Ghent Climate Alliance uses awareness-raising activities, knowledge exchanges, new tools and incentives to promote greener living. The engagement of citizens and businesses is essential to the project's success.



### WHAT?

for all: 'transition arenas', climate working groups, social media channels  
&  
for students and children: Children's Climate Council, development of a climate oriented video game  
↓  
generating green ideas

### RETHINKING LIFESTYLE CHOICES

thermographic map  
&  
free support services for vulnerable groups  
&  
campaigns supported by citizens, e.g. 'CarrotMob' or 'Thursday Veggieday'

“ Together, consumers can provoke significant changes. Their behaviour can force the market to adapt and respond to new challenges.

Organiser,  
Ghent 'fairtrade' CarrotMob



### CITY SETTING AN EXAMPLE

energy efficiency in public spaces  
&  
district heating systems to use waste heat  
&  
tracking CO<sub>2</sub> levels while searching for more renewable options



### NUMBERS AND FIGURES

95%  
of children  
participate in  
'Thursday Veggieday'

40,000  
visitors to the  
thermographic map

71  
committed  
businesses

3,000  
citizens  
involved