

# Fostering Science-Informed Climate Initiatives for Disengaged Audiences

Annexes: potential areas of intervention  
and external sources



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## A. CONSUMPTION PATTERNS AND SUFFICIENCY

This section explores how consumer awareness is driving changes in consumption patterns, the challenges in verifying sustainable practices, and the importance of certifications in guiding ethical decisions.

More and more consumers are aware of the impact of their consumer choices not only on their health (e.g. appropriate foods, safe cleaning products and cosmetics) but also their local community and environment (local and seasonal food). They also consider ethical aspects, such as animal welfare (or even sourcing ingredients from animals) and labour conditions of employees and farmers who contribute to the creation of consumer products.

Unfortunately, for most products on store shelves, the consumer does not know if a product meets these requirements. Traceability information and supply chains are so complicated that the consumer is unable to independently verify whether the product is healthy for them and for the environment, whether it was produced and delivered for sale in an ethical manner and it and its packaging will be managed at the end of its life cycle.

Certifications confirming the fulfilment of specific criteria can be useful. It is worth remembering that the substantive nature of certification schemes varies, and there is no certificate to ensure that all sustainable development criteria are met. For example, packaging with an "environmentally friendly" certification may contain a product that was not produced in accordance with the principles of organic agriculture. Similarly, a product with an organic farming certification does not have to be in environmentally friendly packaging.

Certification schemes can be divided into the following groups:

1. Certification based on legal provisions, e.g. some mandatory product safety certificates (e.g. toys) or an organic farming certificate.
2. Certification developed and verified by independent entities.
3. Companies' own declarations. Whether these should be considered as certification is questionable as the specific criteria are not always defined or verified through research.

Knowing existing certifications, their meaning (label literacy) and their reliability can guide consumers towards more sustainable consumption options.

### *Excursus: Fairtrade criteria for sustainable consumption*

- Guaranteed minimum price: protects farmers in the event of sudden price drops on world markets. Where the market price is higher than the guaranteed minimum price, producers receive the market price for their crops.
- Fairtrade premium: in addition to the purchase price, producers receive additional funds that can be used to finance the construction of schools, health centres or access to drinking water, or are invested in the modernization of production to increase the efficiency and quality of crops.
- Advance payments and stable, long-term contracts: allow you to better manage your household budget and invest in the development of your farms.
- Protection of the local environment: caring for the local natural environment is necessary for Fairtrade producers to be able to live and work in appropriate conditions. Therefore, Fairtrade standards regulate issues such as proper use of water, waste management, the use of safe plant protection products and the preservation of biodiversity.
- Respect for human and labour rights: Fairtrade standards absolutely prohibit all forms of discrimination, e.g. based on gender, origin or religion, slave labour and forced child labour. Employees have the right to form democratic trade unions.



It is owned by Fairtrade International, which develops detailed criteria and standards. Their fulfilment is verified by FloCERT GmbH. This certificate applies to products from the Global South e.g.: coffee, tea, bananas, cotton and those that contain ingredients from the Global South, e.g. cocoa in chocolate, sweets and ice cream, cotton in clothes and bags, shea butter and cane sugar in cosmetics.

Alongside changes in consumption preferences in relation to the origins and nature of the product (green item produced by environmentally and socially friendly process), changes in consumption, production and trade patterns in relation to quantity are necessary. Overexploitation of resources has exceeded the Earth's capacity to regenerate making it necessary to reduce consumption levels (individual and collective levels), which implies changing consumption and production behaviour toward more sufficiency-oriented practices, such as using renewable materials, minimizing waste and supporting a circular economy.

The 6R philosophy: Reduce, Reuse, Recycle, Refuse, Rething and Repair.

## Waste Framework Directive

The Waste Framework Directive outlines basic waste management concepts, definitions and principles. It requires that waste be managed without endangering human health and harming the environment without risk to water, air, soil, plants or animals without causing a nuisance through noise or odours and without adversely affecting the countryside or places of special interest. It explains when waste ceases to be waste and becomes a secondary raw material, and how to distinguish between waste and by-products. The Directive also introduces the "polluter pays principle" and the "extended producer responsibility". The foundation of EU waste management is the five-step "waste hierarchy", established in the Waste Framework Directive. It establishes an order of preference for managing and disposing of waste.

*Figure 1: Waste Pyramid*



**Table 1: Useful Links on Consumption Patterns and Sufficiency**

What	Source	Short description
Sufficiency transitions: A review of consumption changes for environmental sustainability (Author: Maria Sandberg – Hanken School of Economics, Helsinki, Finland) Language: English	<a href="https://www.sciencedirect.com/science/article/pii/S0959652621003176">https://www.sciencedirect.com/science/article/pii/S0959652621003176</a>	The article shows that sufficiency may entail four types of consumption changes: absolute reductions, modal shifts, product longevity, and sharing practices. It provides an overview of sufficiency practices across four consumption categories: housing, nutrition, mobility, and miscellaneous consumption.
Awareness raising campaigns for stakeholders' behavioural change (Author: Climate Adapt – European Union) Language: English	<a href="https://climate-adapt.eea.europa.eu/en/metadata/adaptation-options/awareness-campaigns-for-behavioural-change">https://climate-adapt.eea.europa.eu/en/metadata/adaptation-options/awareness-campaigns-for-behavioural-change</a>	Public awareness is important to increase enthusiasm and support, stimulate self-mobilisation and action, and to mobilise local knowledge and resources. Awareness raising requires strategies of effective communication to reach the desired outcome. The combination of these communication strategies for a targeted audience for a given period can broadly be described as an 'awareness raising campaign'. The aim of awareness raising campaigns differs between contexts, but generally involves informing the targeted audience of the specific concerns and suggesting ways to change behaviour to overcome or reduce these concerns.
Green procurement for a circular economy: What influences purchasing of products with recycled material and recovered content by public sector organisations? (Authors: Mayuri Wijayasundara, Michael Polonsky, Winston Noel, Andrea Vocino – Deakin University, Australia) Language: English	<a href="https://www.sciencedirect.com/science/article/abs/pii/S0959652622034898">https://www.sciencedirect.com/science/article/abs/pii/S0959652622034898</a>	Green procurement did not appear to have been systematically incorporated into the three governmental organizations that were examined in this study. The study participants indicated that the level of green procurement initiatives varied across the different internal departments and buying centre members. They were impacted by a range of drivers and/or barriers identified in this research.
Ethical consumption in three stages: a focus on sufficiency and care (Authors: Sara Karimzadeh and Magnus Boström, Örebro University, Sweden) Language: English	<a href="https://www.tandfonline.com/doi/full/10.1080/23251042.2023.2277971">https://www.tandfonline.com/doi/full/10.1080/23251042.2023.2277971</a>	Given the excessive consumption of natural resources in affluent contexts across the world, this paper argues that there is a need to discuss, critique, and advance the concept of ethical consumption, which is commonly understood as involving only relatively minor practices of consumption refinement, such as acts of boycotting and buycotting. The paper does so by linking ethical consumption to the concepts of sufficiency and care and suggesting a temporal categorization. The sufficiency lens is applied to show why and how the understanding of ethical consumption cannot be restricted to that of consumption refinement but must also address consumption reduction, due to high ecological and climate footprints in many countries. A temporal categorization is helpful for further expanding on this idea. Therefore, this article proposes understanding ethical consumption in three stages: pre-consumption, consumption and post-consumption.

Additional useful links related to this theme will be constantly updated on the NOPLANETB website ([www.noplanetb.net](http://www.noplanetb.net))

## B. GREEN AND SOCIAL LABOUR

As the world grapples with the consequences of climate change, the intersection of green initiatives and labour practices has become critical in shaping a sustainable future.

EFFECTS	EXAMPLES
NEW JOBS WILL BE CREATED (IN EXISTING AND NEW)	Solar panel technicians, organic farmers, recycling managers, staff in eco-tourism resorts, workers in natural resource conservation and restoration, environmental advisers, workers in bicycle shops
CERTAIN JOBS MAY BE ELIMINATED	Cool miners, workers in the packaging industry that adopt water - and material - saving technologies
JOBS WILL BE SUBSTITUTED (OCCUPATIONS CHANGE)	Jobs in transport systems moving to rail, electric cars and shared vehicles, waste management jobs in landfilling/dump sites moving to incineration and recycling, jobs in quarries for construction using new building materials and the reuse of leftovers and waster
MOST JOBS WILL BE TRANSFORMED (OCCUPATIONAL PROFILES CHANGE)	Operators and managers adopting practices and technologies that reduce environmental impacts or improve environmental quality across a range of sector (e.g. agriculture, construction); workers in all sectors where energy and resource efficiency is introduced (cleaner production in manufacturing, retail services without bags and packaging, bottling companies changing to new materials and products); staff in financial institutions adopting sustainable investment strategies

The resource- and greenhouse gas (GHG)-intensive model of development that has largely been followed so far has led to various forms of environmental degradation, including climate change, scarcity of natural resources, air and water pollution, soil degradation, biodiversity loss and changes in biochemical flows. All of these affect the world of work directly.

**Figure 2: Impact of Environmental and Technological Changes on Employment**

To achieve the targets set by the EU in the Climate Law for net greenhouse gas reductions, many countries are considering green growth scenarios, where economic growth is considered with from resource use and environmental impacts.

Climate change mitigation and adaptation measures will be necessary to transition to greener economies, affecting labour markets and occupations in different ways, both negatively and positively. Certain jobs may disappear, other existing jobs will need to be converted or transformed, and new jobs will be created.

Climate change is expected to affect labour markets in several ways, each of which will have different implications on businesses and workforces. The three major channels through which climate change may affect labour markets are: changes in consumer habits and preferences, direct impacts on natural and built environments, and impacts from regulations.

### *Excursus on Green Jobs*

The green transition is expected to lead to the creation of new 'green' jobs (created from scratch or transformation of existing ones), i.e. jobs that reduce the environmental impact of economic activity. In this context, the meaning of green jobs can be understood in two ways:

- employment that contributes to producing an environmentally sustainable *output* or
- employment that contributes to making the production *process* more environmentally friendly.

Social values need to be included in green jobs to ensure they are dignified (decent work). Entrepreneurship models such as those within the Social and Solidarity Economy, other Transformative Economies and Fairtrade are able to bridge these concerns, including a focus on environmental responsibility within economic activity as well as social aspect including gender considerations. These elements must go hand in hand to ensure a just climate transition.

Thus, **promoting and supporting entrepreneurship under these models** is positive both for those who lead and work for these entities and for the environment in which they operate.

In this green, social and labour market transition, the role that training and improving labour skills play is key. Giving workers (potential workers and already employed) the skills needed is essential, including **plans for skills training, retraining, upskilling and capacity development measures**. Not only technical skills are important, but also core/soft skills such as **environmental awareness** (climate literacy) and **digital skills**, not only for current workers but potential future workers and entrepreneurs.

On the one hand, this will lead to changes in demand (as a consumer) and production (as a producer) of products and services perceived as environmentally harmful, and on the other, it will lead to improving the technical and competitive capabilities market actors, improving their positioning in the market.

**Table 2: Useful Links on Green and Social Labour**

What	Source	Short description
Green jobs and skills: the local labour market implications of addressing climate change Author: Organisation for Economic Co-operation and Development (OECD) Language: English	<a href="https://www.oecd.org/regional/leed/44683169.pdf">https://www.oecd.org/regional/leed/44683169.pdf</a>	This paper discusses some of the impacts of climate change including its impact on labour markets, the dynamics of green growth in terms of jobs and skills development, and local implications in terms of mitigating impacts of and enabling green growth. Although the paper does not provide all the answers to the green enigma (green jobs will come but how?), it argues that benefit will come from focusing efforts on the skill transformation tools and initiatives.
Proposal of a Methodology for Supporting Eco-Business Planning Author: International Journal of Automation Technology Language: English	<a href="https://www.researchgate.net/publication/292415702_Proposal_of_a_Methodology_for_Supporting_Eco-Business_Planning">https://www.researchgate.net/publication/292415702_Proposal_of_a_Methodology_for_Supporting_Eco-Business_Planning</a>	This paper proposes a methodology that supports eco-business planning, in which a design team utilizes eighteen rules to generate ideas for eco-business. Through an investigation of 50 existing eco-business, they combine these eco-business ideas to generate eco-business model prototypes, and modify them. The feasibility of this method is then verified through a workshop, especially in generating eco-business ideas by using the eighteen rules, combining ideas with other ideas, and evaluating them from the three perspectives of market attractiveness, company suitability, and environmental consciousness.
Green Business Guide Author: International Training Centre of the International Labour Organization (ILO) Language: English	<a href="https://www.ilo.org/media/363681/download">https://www.ilo.org/media/363681/download</a>	This guidebook offers practical advice for entrepreneurs who want to start or improve a sustainable business. It outlines the benefits of going green and provides a step-by-step approach to creating a green business, focusing on greenhouse gas emission reduction, life cycle management, resource efficiency and cleaner production, environmental management systems and environmental certification. The guide also explores green value chains, circular economy and offers further support and resources for green businesses.
Greening TVET and skills development: A practical guidance tool Author: International Training Centre of the International Labour Organization (ILO) Language: English	<a href="https://www.ilo.org/publications/greening-tvet-and-skills-development-practical-guidance-tool">https://www.ilo.org/publications/greening-tvet-and-skills-development-practical-guidance-tool</a>	The tool provides “how-to” guidance on designing competency standards and curricula for greener jobs, adapting training delivery and assessments to support greener learning, adapting practices to maintain a greener campus, capacitating teachers and trainers, and sensitizing enterprises.
New economics for sustainable development Author: United Nations Language: English Resolution concerning decent work and the social and solidarity economy (SSE) Author: International Training Centre of the International Labour Organization (ILO) Language: English	<a href="https://www.un.org/sites/un2.un.org/files/social_and_solidarity_economy_29_march_2023.pdf">https://www.un.org/sites/un2.un.org/files/social_and_solidarity_economy_29_march_2023.pdf</a> <a href="https://www.ilo.org/resolution/ilc/110/resolution-concerning-decent-work-and-social-and-solidarity-economy">https://www.ilo.org/resolution/ilc/110/resolution-concerning-decent-work-and-social-and-solidarity-economy</a>	The social and solidarity economy (SSE) contributes to decent work, inclusive and sustainable economies, social justice and sustainable development. The SSE encompasses enterprises, organizations and other entities that are engaged in economic, social, and environmental activities to serve the collective and/or general interest, which are based on the principles of voluntary cooperation and mutual aid, democratic and/or participatory governance, autonomy and independence, and the primacy of people and social purpose over capital in the distribution and use of surpluses and/or profits as well as assets. The SSE includes cooperatives, associations, mutual societies, foundations, social enterprises, self-help groups and other entities operating in accordance with the values and principles of the SSE.

Additional useful links to this field will be constantly updated on the NOPLANETB website ([www.noplanetb.net](http://www.noplanetb.net))



## C. GREEN WORKING ENVIRONMENT

Growing ecological awareness causes companies from various industries to announce their Corporate Social Responsibility policies. This may be manifested by the "greening" of workplaces. This refers to organisational and technical solutions that promote and support pro-ecological, health-promoting and socially responsible behaviour of employees.

Companies are increasingly recognizing the importance of encouraging and supporting positive employee activities and behaviours such as cycling, e.g. through financial incentives. This is important to demonstrate company values and a positive company culture, which can also have a positive effect on employee retention and motivation. This can be achieved through various company initiatives such as:

- Employees are provided the opportunity to dedicate some workdays for a selected NGOs (employee volunteering), through which they can support a cause that interests them while also learning about their actions and challenges.
- Companies create special funds, the allocation of which to a selected initiative is decided by employees.
- Employees are educated on pro-ecological behaviours that they can apply in the office and at home (not wasting water, energy, paper, limiting the amount of waste and segregation it). At company integration events, invited specialists talk about, for example, ethical and responsible fashion.
- Companies try to ensure that the items they order for their own needs, such as paper, coffee, tea, come from sustainable and responsible sources (**green procurement**). Conferences etc. organised by companies are to be guided by similar principles (**green events**).
- Fruit Thursdays are organised, during which the employer provides its employees with fruit snacks. Ecological products appear in employee canteens.

### *Example from Fairtrade*

An example of such activities is the Fair Trade Friendly Workplace campaign, also known as Fairtrade@Work (Fairtrade at Work Places). It requires that products purchased by the company for its own consumption, for events organised by the company or for gadgets produced for customers must be Fairtrade certified. It may be coffee, tea or sugar for the office with this certificate, promotional chocolates or company coffee with the Fairtrade mark or company clothing (work clothes, uniforms), t-shirts and advertising bags made of Fairtrade cotton, flowers with the Fairtrade certificate during celebrations, sports balls with this certificate during sporting events.

Example criteria from Poland:

1. The entity's authorities indicate a contact person with the organisers of the Fair Trade Friendly Communities campaign.
2. The entity's authorities adopt and make public a declaration of commitment to supporting the idea of Fair Trade.
3. Fair Trade products are regularly used on the entity's premises and during organised events.
4. The entity promotes the idea of Fair Trade among its stakeholders.
5. The entity engages in the promotion of the idea of Fair Trade in its area and in the local community. Employees and other stakeholders of the entity engage in activities that promote Fair Trade and impact the local community.

**Table 3: Useful Links on Green the Working Environment**

What	Source	Short description
30 ways to make your workplace culture more eco-friendly (Author: Cooleaf, employee engagement technology company) Language: English	<a href="https://www.cooleaf.com/blog/green-workplace">https://www.cooleaf.com/blog/green-workplace</a>	Examples of measures that can create an eco-friendly office culture.
How to become a cycle-friendly employer (Author: CyclingUK) Language: English	<a href="https://www.cyclinguk.org/article/campaigns-guide/becoming-cycle-friendly-employer">https://www.cyclinguk.org/article/campaigns-guide/becoming-cycle-friendly-employer</a>	Becoming a cycle-friendly employer is a great way for a business to be recognised for improving and encouraging the health and wellbeing of its staff.
18 sustainability events to raise awareness (Author: Green office movement) Language: English	<a href="https://www.greenofficemovement.org/sustainability-events/">https://www.greenofficemovement.org/sustainability-events/</a>	Provides examples of how to organize sustainable events.

*Additional useful links to this field will be constantly updated on the NOPLANETB website ([www.noplanetb.net](http://www.noplanetb.net))*

## D. GREEN CITIES

Urbanisation and climate change call for new solutions to maintain and improve the quality of life in our cities. Public green space has a positive effect on biodiversity, climate, wellness and air quality. This impact ensures that cities are becoming better places to live and work. City authorities and urban activists around the world are taking various actions to make their towns greener, sustainable and responsible. Those actions address certain themes: health, climate, the economy, biodiversity and social cohesion.

### *Some examples how they do it*

Zones with limited or excluded access for combustion vehicles are created, as well as facilities for pedestrians, cyclists and people in wheelchairs. Public transport is improved and even free travel is provided. Photovoltaic panels (Solar panels) and green roofs are installed at tram stops. Both large and small parks are created – pocket parks and even urban micro-forests. Places are created where hedgehogs can spend the winter, as well as watering holes for birds and insects. To care for the latter, lawns are not mowed and melliferous plants are even sown on them. The possibilities of selective disposal of all types of waste are being improved, including old clothes, medicines, electronics, bulky waste and even food. Urban markets are created or revitalized. Cities apply the principles of sustainable public procurement – when purchasing products and services for their purposes, they require suppliers to comply with specific criteria of sustainable development, confirmed by appropriate labels (certificates).

Most of the national and regional governments, city councils and recreational boards are already aware of the dangers of climate change. In many cases, however, there is not enough accessible knowledge or scientific backing available to convince decision-makers that mitigation of the negative consequences of climate change is one of the most crucial issues when developing new housing projects and improving living conditions in existing projects and older cities.

There are countless good examples of the development of green cities in the world; reviewing positive case studies and existing knowledge products on this theme is essential for executing a green city initiative.

### *International Fair Trade Town movement (an example)*

Communities across the world are working to promote Fair Trade in their area, in order to enable more farmers and workers to get a better deal.

After almost a decade of campaigning on Fair Trade and other international development issues the local Oxfam Group in Garstang, UK started establishing groups in thousands of cities around the world to coordinate campaigns in their communities. Currently, the Fair Trade Towns initiative covers over 2,200 towns on six continents. The title can be obtained not only by cities, communities or villages, but also by schools, universities, workplaces, religious communities, etc.

**Table 4: Useful Links on Green Cities**

What	Source	Short description
Impact of paved front gardens on current and future urban flooding (Author: David Alexander Kelly, Heriot-Watt University, Edinburgh, UK). Language: English	<a href="https://onlinelibrary.wiley.com/doi/abs/10.1111/jfr3.12231">https://onlinelibrary.wiley.com/doi/abs/10.1111/jfr3.12231</a>  <a href="https://www.futuroprosimo.it/2024/02/depaving-sostituire-il-cemento-col-verde-ecco-le-citta-piu-depavimentate">https://www.futuroprosimo.it/2024/02/depaving-sostituire-il-cemento-col-verde-ecco-le-citta-piu-depavimentate</a>	Front gardens reduce urban water runoff, but paving them increases flood risk. This paper quantifies runoff under different rainfall and surface conditions.  Article: Depaving, replacing concrete with greenery: here are the most “depaved” cities (Italian)

What	Source	Short description
Youth Engagement Playbook for Cities (Author: C40 Global Youth and Mayors Forum) Language: English, French, Spanish, Portuguese	<a href="https://www.c40.org/what-we-do/building-a-movement/youth-engagement/playbook">https://www.c40.org/what-we-do/building-a-movement/youth-engagement/playbook</a>	Youth Engagement Playbook for Cities: a guide to tackling the climate crisis through collaboration with youth.
15-minute cities: Debunking the myths (Author: C40 Cities Climate Leadership Group, C40 Knowledge Hub) Language: English	<a href="https://www.c40knowledgehub.org/s/article/15-minute-cities-Debunking-the-myths?language=en_US">https://www.c40knowledgehub.org/s/article/15-minute-cities-Debunking-the-myths?language=en_US</a>	Article describing the concept of “15-minute cities”
Urban adaptation in Europe: what works? (Author: European Environment Agency) Language: English	<a href="https://www.eea.europa.eu/publications/urban-adaptation-in-europe-what-works">https://www.eea.europa.eu/publications/urban-adaptation-in-europe-what-works</a>	Report about implementing climate actions in European cities: what actions are being taken and what actions are working.

Additional useful links to this field will be constantly updated on the NOPLANETB website ([www.noplanetb.net](http://www.noplanetb.net))

## E. MOBILITY

The EU Climate Law (2021) sets legally binding targets for reducing greenhouse gas (GHG) emissions, the gases that contribute to global warming: by 2030 they must be 55% below 1990 levels and the EU must reach net zero emissions by 2050. These targets require ambitious changes in the transport sector, as transport emissions currently account for around 25% of total EU GHG emissions.

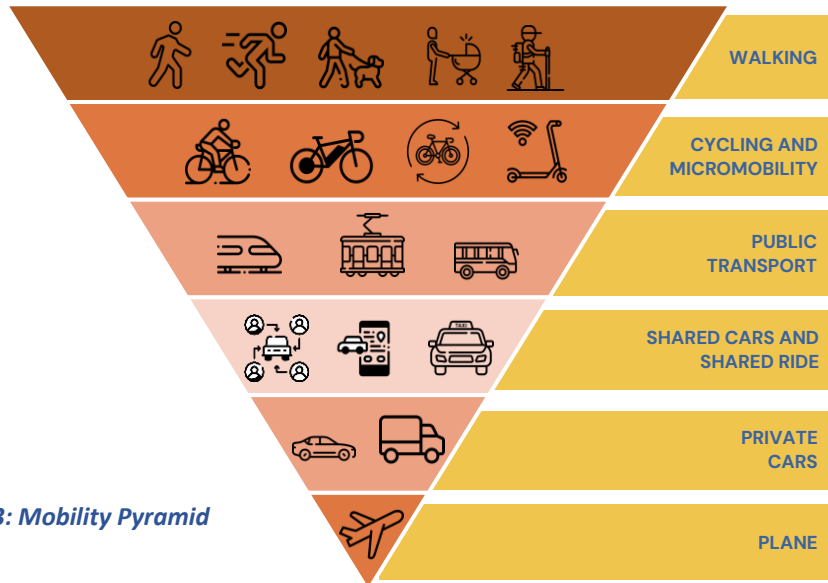


Figure 3: Mobility Pyramid

Of this, national and international road transport generates more than 70% of these gases. There is therefore an urgent need to accelerate the transition to decarbonised, environmentally and health-friendly mobility by adapting the transport system towards clean mobility, less linked to the use of private vehicles.

### The needs for mobility polices and behavioural change

To this end, mobility policies must include dissuasive measures on the use of this type of vehicle but also measures to promote collective public transport (renewable sources) and forms of active mobility (walking and cycling) in order to generate municipalities with optimal air quality, healthier, more liveable, sustainable and resilient, under the public-private partnership and cooperation between local governments, businesses and citizens.

Along with strategies for the revision of urban mobility planning and cultural and behavioural changes in mobility, the involvement of universities, technical schools and research centres will be necessary for the qualification and preparation of professionals and experts to enable the development of innovative technology to accelerate this transition.

From a scientific standpoint, the international literature has been and continues to be massively interested in the subject, from multiple points of view (technological, territorial, urban, social, economic, health, etc.).

**Table 5: some useful link on Mobility**

What	Source	Short description
Sustainable Mobility: A Review of Possible Actions and Policies (Author: Mariano Gallo and Mario Marinelli – Department of Engineering, University of Sannio, Italy)  Language: English	<a href="https://www.mdpi.com/2071-1050/12/18/7499">https://www.mdpi.com/2071-1050/12/18/7499</a>	In this paper, a review of the main actions and policies that can be implemented to promote sustainable mobility is proposed. In the first part of the paper, there is a preliminary analysis of the concept of sustainable mobility, the main transport policies implemented by the European Union and the USA. Next, the main policies that can promote sustainable mobility are examined, classifying them into three topics: Environmental, socio-economic, and technological. For each of them, there is a description and the main literature work on which the topic can be analyzed in more detail.
Strengthening the Human Infrastructure of cycling: soft strategies for inclusive uptake (Author: BYCS- Amsterdam NGO) Language: English	<a href="https://bycs.org/our-work/strengthening-the-human-infrastructure-of-cycling/">https://bycs.org/our-work/strengthening-the-human-infrastructure-of-cycling/</a>	This report highlights the benefits of cycling promotion measures and presents key learnings from successful initiatives in order for them to be further considered and prioritised by cities and regions as they implement cycling strategies. It uses the framework of “human infrastructure” to advocate for greater attention to the emotional and social aspects of cycling cultures. The report also aims to guide cities and organisations by providing a framework to ensure all populations can identify with and access cycling.
Sustainable Mobility Podcast Collection  (Author: UMI – the Transformative Urban Mobility Initiative) Language: English	<a href="https://transformative-mobility.org/knowledge-hub/partner-podcasts/">https://transformative-mobility.org/knowledge-hub/partner-podcasts/</a>	Different podcasts about sustainable mobility solutions in cities. Meet inspiring experts and pioneers working on resilient urban transport systems, e-mobility, gender-sensitive transport planning and many more.
The 15-minute city concept  (Author: ‘Pedestrian Space’) Language: English	<a href="https://pedestrianspace.org/15-minute-city/">https://pedestrianspace.org/15-minute-city/</a>	‘Pedestrian Space’ is a platform dedicated to issues related to the central role of walkability in sustainable urbanism. Some themes this website focus on are: pedestrian streets, urban mobility, 15/30 minute city, mobility equity, etc.

*Additional useful links to this field will be constantly updated on the NOPLANETB website ([www.noplanetb.net](http://www.noplanetb.net))*

## F. WATER MANAGEMENT

The scientific evidence is clear: the climate is changing and will continue to change, affecting societies mainly through water. The global climate crisis is inextricably linked to water. Climate change increases variability in the water cycle, inducing extreme weather events (heavier rainfall, heat, prolonged droughts), reducing the predictability of water availability, affecting water quality and threatening sustainable development, biodiversity and the enjoyment of the human rights to water and sanitation worldwide.



*Figure 4: Water Footprint Calculator*

Water management needs to be scrutinized through a climate resilience lens. We have less and less water available and scientific forecasts indicate that less water resources will be available on a global scale in the future. In addition, global water use has increased six-fold in the last 100 years and continues to increase at a steady rate of 1% per year due to population growth and changes in production, consumption and trade patterns.

Responsible water use is essential. If we are to create a sustainable future, business as usual is no longer an option and it is necessary to work towards behavioural change amongst all actors (public, private and civil society), knowing each has a particular role to play. Our use of water can help reduce floods, droughts, scarcity and pollution, and help fight climate change itself. Taking water efficiency measures and implementing water saving strategies are key actions for climate change adaptation and mitigation.

The study “European Water Footprint Scenarios for 2050” shows that the most critical driver of change affecting Europe’s future water footprint is the consumption pattern. This study develops water footprint scenarios for Europe for 2050, at the country level, based on projections regarding population and economic growth, production and trade patterns, consumption patterns (diets and bioenergy use) and technological development<sup>1</sup>.

The objective is to estimate possible future changes in the green, blue and grey water footprint (WF) of production and consumption, to analyse the main drivers of projected changes and to assess Europe’s future dependence on water resources elsewhere in the world. The study shows that the most critical driver of change affecting Europe’s future WF is the consumption pattern.

The WFs of both production and consumption in Western Europe increase under scenarios with high meat consumption and decrease with low-meat scenarios. Besides, additional water demands from increasing biofuel needs will put further pressure on European water resources. The European countries

<sup>1</sup> Four scenarios are developed, considering globalization versus regional self-sufficiency, and development driven by economic objectives versus development driven by social and environmental objectives.

with a large ratio of external to total WF of consumption in 2000 should decrease their dependencies on foreign water resources in 2050.

**Table 6: Useful Links on Water Management**

What	Source	Short description
Different optimisation tools for water minimisation Language: English	<a href="https://www.sciencedirect.com/topics/agricultural-and-biological-sciences/water-reuse">https://www.sciencedirect.com/topics/agricultural-and-biological-sciences/water-reuse</a>	A collection of various articles about wastewater treatment and reuse.
Research: Changing Attitudes Towards Water  Consumption: Influencer Communication on Instagram Author: European Water Association (EWA) Language: English	<a href="https://www.ewa-online.eu/tl_files/_media/content/documents_pdf/Publications/E-Water/documents/Changing%20Attitudes%20Towards%20Water%20Consumption%20Influencer%20Communication%20on%20Instagram.pdf">https://www.ewa-online.eu/tl_files/_media/content/documents_pdf/Publications/E-Water/documents/Changing%20Attitudes%20Towards%20Water%20Consumption%20Influencer%20Communication%20on%20Instagram.pdf</a>	Due to environmental challenges, water scarcity has become a global issue, and consumers' water conservation attitudes (WCA) have become crucial. Although traditional media campaigns have a power on consumers' motivation to change their sustainable water consumption behaviours, social media campaigns can be more influential in changing negative attitudes into positive ones toward water conservation.
SWA Tools Portal Overview  Author: Sanitation and Water for All (SWA) global partnership Language: English	<a href="https://www.sanitationandwaterforall.org/tools-portal">https://www.sanitationandwaterforall.org/tools-portal</a>	Different tools to strengthen and support the implementation of Water Sanitation and Hygiene (WASH) Building Blocks and Collaborative Behaviours appropriate to the specific context and purpose for which they are needed.

Additional useful links to this field will be constantly updated on the NOPLANETB website ([www.noplanetb.net](http://www.noplanetb.net))



## G.SOIL

Understanding the science of the soil, including its composition and how it interacts with the atmosphere, is crucial for developing strategies for climate change, as soil plays a significant role in this fight acting as a sink for greenhouse gases as it can be a natural reservoir that absorbs and stores carbon dioxide from the atmosphere, helping to mitigate climate change. In addition, rising temperatures can accelerate the decomposition of organic matter and alter the balance of carbon storage and release. Precipitation also plays a critical role, as changes in rainfall can affect soil moisture, which in turn affects microbial activity and plant growth. On the other hand, droughts can reduce soil moisture, limiting growth and carbon sequestration. Any extreme scenario (heavy rainfall or prolonged drought) will always have a major impact on the soil.

Healthy soils absorb carbon from the atmosphere, helping to mitigate the effects of climate change. Conversely, poor soil management can release stored carbon back into the atmosphere, exacerbating global warming.



Figure 5: Soil

Practices like deforestation and overgrazing lead to soil degradation. This not only reduces the soil's ability to store carbon, but also increases the risk of floods and landslides further contributing to climate change. On the other hand, initiatives like reforestation, community gardening and the promotion of land management practices, like agroecological management and regenerative agriculture, can play a significant role in protecting soil. Also adopting farming practices, such as crop rotation, cover cropping and reduced tillage, can significantly improve soil health. These methods increase soil organic matter and biodiversity, enhancing its ability to store carbon and reduce greenhouse gas emissions.

### *The example of Regenerative agriculture*

Regenerative agriculture explores soil functioning and promotes a deeper understanding of soil life. Regenerative agricultural practices recognise that it is not enough to maintain what we have as too much damage has already been done. The goal of regenerative agriculture is to rebuild the health of our soils. The following regenerative farming practices can achieve this:

- Mixed-species rotational cropping
- Using a diverse range of animals with crops
- Minimise tillage and reduce tillage depth (15 cm)
- Plant diverse cover crops, perennials and green manures
- Reduce pesticides, herbicides and chemical fertilisers
- Compost on the farm
- Agroforestry

Urban areas can also protect soil from climate change by implementing green roofs, creating more parks and green spaces and promoting urban agriculture.

For environmental projects focusing on soil use and its impact on climate change, possible axes of actions and changes expected are presented in the following table.

**Table 6: axes of actions and changes expected in soil projects**

Possible axes of actions	Type of activities	Changes expected
Promotion of Sustainable Agricultural Practices	Advice and training workshops for farmers on sustainable farmer techniques within agroecological management or regenerative agriculture methods that improve soil health.	Behavioural and practice change among farmers
Enhancing soil carbon sequestration	Encouraging the planting of perennial crops that sequester more carbon. Implementing reforestation programs specifically designated to increase soil organic matter.	Environmental / technical innovation
Community-based soil conservation initiatives	Organising community clean-up days focused on removing non-biodegradable waste from agricultural lands which can degrade soil quality. Advocacy campaigns aimed at local authorities for policies supporting green spaces or urban gardening initiatives that contribute positively to urban soils.	Community engagement and policy support
Educational programs awareness campaigns	Distribution of educational materials at schools and in the communities, highlighting the importance of healthy soils to fight climate change. Launch of social media campaign showcasing easy steps that individuals can take by home gardening in order to improve conservation efforts.	Knowledge increase and public awareness

**Table 7: Useful Links on Soil**

What	Source	Short description
Soils: Our ally against climate change (Author: Food and Agriculture Organization (FAO) of the United Nations)	<a href="https://www.youtube.com/watch?v=8_69vy7ZBxE">https://www.youtube.com/watch?v=8_69vy7ZBxE</a>	Video on how our soils help to combat climate change given their role of sequestering CO <sub>2</sub> , and how our collective habits can damage this benefit with potentially devastating consequences. It provides some data and it can be used in schools. 2 min. 30 sec. video in English (also available in Arabic, Chinese, French, Russian and Spanish)
Video AGROOTER. The Plant Waterer (Author: Hungarian Baptist Aid)	<a href="https://agrohelp.org/en/home/">https://agrohelp.org/en/home/</a>	Video demonstration on the use of the AGROOTER. 8 min. 07 sec. video, in English.
The state of the world's land and water resources for food and agriculture. (Author: Food and Agriculture Organization (FAO) of the United Nations)	<a href="https://openknowledge.fao.org/server/api/core/bitstreams/bc8810ae-2a13-4cfe-b019-339158c7e608/content/cb7654en.html">https://openknowledge.fao.org/server/api/core/bitstreams/bc8810ae-2a13-4cfe-b019-339158c7e608/content/cb7654en.html</a>	A report from FAO in 2021 regarding the availability of land and water for food and agriculture. It is a technical resource, available in Spanish and French.
How farming could become the ultimate climate-change tool. (Author: Bianca Nogrady. Nature Magazine, Volume 630, June 2024) Language: English	<a href="https://www.nature.com/articles/d41586-024-02036-x">https://www.nature.com/articles/d41586-024-02036-x</a>	Article about how agricultural techniques can protect the planet. Agriculture has an ace up its sleeve: although it's currently a carbon source, it also has the potential to be a carbon sink, which could alter the planet's climate-change trajectory.

What	Source	Short description
Global Land Outlook (Author: United Nations Convention to Combat Desertification – UNCCD)	<a href="https://www.unccd.int/resources/global-land-outlook/overview">https://www.unccd.int/resources/global-land-outlook/overview</a>	The Global Land Outlook (GLO), the UNCCD flagship publication, underscores land system challenges, showcases transformative policies and practices, and points to cost-effective pathways to scale up sustainable land and water management.

*Additional useful links to this field will be constantly updated on the NOPLANETB website ([www.noplanetb.net](http://www.noplanetb.net))*

## H. KNOWLEDGE SHARING

Sharing knowledge related to best environmental practices and climate change mitigation measures is essential for fostering global collaboration and innovation. This can accelerate the adoption of sustainable practices and technologies, ultimately reducing greenhouse gas emissions. Nowadays, there are ample resources available worldwide offering measures to fight climate change and work towards a greener environment. However, the challenge lies in ensuring these resources are accessible to all and effectively implemented. Improving accessibility and effectiveness of climate change measures can be achieved by enhancing digital literacy, ensuring information is available in multiple languages and fostering partnerships between governments, CSOs and the private sector.

**NOPLANETB** is looking for practical measures to make environmental action more inclusive and impactful. Some of these measures might include creating engaging educational programs, utilising social media platforms to raise awareness, and organising community-based projects that encourage local participation.

Communicating environmental and green measures to disengaged people can be a challenge, but communication can be tailored to highlight the direct impact of climate change on individual lives, presenting simple actions they can take and from which they can benefit. For example, community-supported agriculture programs not only support the environment by promoting sustainable practices, but also benefit individuals by providing them with fresh, locally sourced products. A different example could be carpooling, where individuals share rides to the city, as it can significantly reduce carbon emissions and traffic congestion while offering a cost-effective way for commuters to travel. Finally, installing solar panels not only benefits the environment by reducing reliance on fossil fuels, but also lowers energy bills for homeowners, offering long-term financial savings.



*Figure 6: Practical Measures for Environmental Action*

For environmental projects focusing on knowledge sharing aimed at reducing the impact on climate change, possible axes of actions and changes expected could be:

**Table 8: axes of actions and Changes Expected in Share Knowledge and**

Possible axes of actions	Type of activities	Changes expected
Community workshops and training sessions	Organising local workshops that teach sustainable living practices, such as waste reduction, recycling techniques, energy conservation methods, and the importance of biodiversity.	Increased awareness and understanding among community members about climate change, its impacts, and individual or collective actions to mitigate these effects.
Development of digital platforms for knowledge sharing	Creating an online portal that hosts resources on environmental sustainability practices for individuals, communities or businesses. Webinars of success stories. Best practice guidance notes.	Enhanced access to information on climate change mitigation strategies across wider audiences, fostering a culture of knowledge Exchange.
Green tech incubators accelerators	Setting up incubator' accelerator programs to provide mentorship and to promote networking, funding opportunities and innovative ideas in the fields of renewable energy, sustainable agriculture, etc.	Promotion of the growth of green technologies start-ups focused on developing solutions to reduce the carbon footprint and to enhance resource efficiency.
Public-private partnerships for sustainable infrastructure projects	Facilitating partnerships to design and implement projects like urban green spaces, mass transit systems, water management, facilities with eco-friendly designs and technologies.	Improved infrastructures, increased resilience, reduced environmental impact, through collaborative efforts between CSOs, private sector and local authorities.

The following table aims to share some useful resources as well as services that might be used by target-groups of the granted actions and/or by the CSOs (beneficiaries of the grants).

**Table 9: Useful Links on Knowledge Sharing**

What	Source	Short description
Transformative coalitions: Success stories for knowledge sharing on climate action and social justice (Author: United Nations Climate Change)	<a href="https://unfccc.int/event/transformative-coalitions-success-stories-for-knowledge-sharing-on-climate-action-and-social-justice">https://unfccc.int/event/transformative-coalitions-success-stories-for-knowledge-sharing-on-climate-action-and-social-justice</a>	Video conference organized by the UNCC where experts from research and implementation shared their success stories on socially inclusive climate action. The focus was on their expertise in capacity building on soft skills for successful and motivated climate action, such as awareness, communication, visioning, leadership, and collaboration. These skills are essential for triggering transformative change. (length: 1hr20min)
Something to talk about – success stories of public engagement to tackle climate change (Author: Climate Outreach)	<a href="https://climateoutreach.org/public-engagement-case-studies/">https://climateoutreach.org/public-engagement-case-studies/</a>	This resource provides important information on strategies for effective public engagement. Organizations can draw inspiration from these strategies and successfully apply them to other contexts in which effective public engagement can be carried out to achieve long-lasting and impactful change.
Connecting with European societies on climate change (Author: Climate Outreach)	<a href="https://climateoutreach.org/media/european-societies-climate/">https://climateoutreach.org/media/european-societies-climate/</a>	This webinar explores Climate Outreach's approach to evidence-based climate communications, including methodologies from recent European projects, in particular Übers Klima reden (Germany Talks Climate), SPARK and Fair Energy Transition for All (FETA). (length: 1h07min)

Additional useful links to this field be constantly updated on the NOPLANETB website ([www.noplanetb.net](http://www.noplanetb.net))

# I. CROSS-CUTTING RESOURCES

## Types of Sources

The table below outlines some examples of different sources and the reliability and usability associated with them.

**Table 9: Sources of Information**

<b>Books/ E-books</b>	Academic books are a trusted source of information because they are written by experts and usually edited by peers before they can be published. They will also contain a full reference list of sources used and often an index to help quickly finding the information.
<b>Academic Journals</b>	These are scholarly publications, written by researchers and their primary audience is other experts. They often focus on a single piece of research or case study, but can also be literature reviews or systematic reviews that compare research from several articles. Many of these publications require that articles are "peer reviewed", meaning that they are reviewed by other experts for things like validity and reliability, before they can be published. They will also contain a full reference list or bibliography.
<b>Websites</b>	Websites are often the first place people go to learn about a topic. They are highly accessible to anyone with a computer and internet connection and are often a good source of up-to-date information. The free content on the web is usually written for a wide-audience and is therefore free of technical jargon. Of course, anyone can add a webpage to the internet so it is important to evaluate the quality of the information. Users must also navigate pay-walls where the content is not free.
<b>Newspapers</b>	Most newspapers can be accessed online, although not all are free to read. Newspapers and news websites can be a great source for current events. They are not without bias, however. Be aware of the political slant of the newspaper and do not expect the content to be completely objective. It is a good idea to read papers with the opposite bias to get a fuller picture of certain issues.
<b>Social Media</b>	Social media such as Twitter, Facebook, YouTube, etc. can be a useful source of current events and even special information. However, be aware that social media is also used by both nefarious and unwitting individuals to share fake news. It is a good idea to fact check any information before using or sharing with others.
<b>Conference Proceedings</b>	When searching through databases, conference proceedings can be found. This source is usually a compilation of papers and research that has been presented at a conference. It is not unusual to find that the information in these proceedings has also been published in other scholarly publications such as academic journals.
<b>Theses and Dissertations</b>	Both theses and dissertations are scholarly works written by students within a graduate program. They have not been published, nor peer-reviewed, but have been written with the guidance of a major professor and academic committee.
<b>Government Documents</b>	The government publishes reports of statistics, data, white papers, consumer information, health guidelines, legislation, and more. This is usually considered to be a reliable source of information. They are not without bias, it represents the government stand points on certain issues.

NOPLANETB has collected additional useful links (below) in English from certain professional fields related to climate change, environmental protection and affiliated fields.

## Useful links

What	Link
How to talk about climate change so people actually care. Communications strategist John Marshall explains why we need to rethink how we talk about climate change and offers powerful language adjustments that can help people to more intuitively understand	<a href="https://www.c40knowledgehub.org/s/article/John-Marshall-How-to-talk-about-climate-change-so-people-actually-care?language=en_US">https://www.c40knowledgehub.org/s/article/John-Marshall-How-to-talk-about-climate-change-so-people-actually-care?language=en_US</a>
What Is Climate Change? Climate change refers to long-term shifts in temperatures and weather patterns. Such shifts can be natural, due to changes in the sun's activity or large volcanic eruptions. But since the 1800s, human activities have been the main driver of climate change, primarily due to the burning of fossil fuels like coal, oil and gas	<a href="https://www.un.org/en/climatechange/what-is-climate-change">https://www.un.org/en/climatechange/what-is-climate-change</a>
Climate Just is a free webtool for public service providers designed to: <ul style="list-style-type: none"> <li>Identify who is vulnerable to climate change and fuel poverty and why</li> </ul>	<a href="https://www.climatejust.org.uk/welcome-climate-just-web-tool">https://www.climatejust.org.uk/welcome-climate-just-web-tool</a>

What	Link
<ul style="list-style-type: none"> <li>• Highlight neighbourhoods where climate disadvantage is highest</li> <li>• Explain the factors involved and help you decide what actions to take</li> </ul>	
Gender inequality coupled with the climate crisis is one of the greatest challenges of our time. It poses threats to ways of life, livelihoods, health, safety and security for women and girls around the world	<a href="https://www.unwomen.org/en/news-stories/explainer/2022/02/explainer-how-gender-inequality-and-climate-change-are-interconnected">https://www.unwomen.org/en/news-stories/explainer/2022/02/explainer-how-gender-inequality-and-climate-change-are-interconnected</a>
Climate change. It's real, and our response will take two forms: slowing it down if we can ... and learning to live with the change we can't stop anymore. Watch these TED Talks for a primer on the issue of our times.	<a href="https://www.ted.com/topics/climate+change">https://www.ted.com/topics/climate+change</a>
Climate of Change sees the climate crisis as intertwined with migration, rooted in an unfair economic system. Participation is core to securing a just transition to a sustainable system that works for all	<a href="https://climateofchange.info/">https://climateofchange.info/</a>
Emotion and images, key to effective climate change communication on social networks 21 researchers have elaborated a decalogue of good practices. (Navarra University-Spain)	<a href="https://en.unav.edu/news/-/contents/22/12/2021/la-emocion-y-las-imagenes-claves-en-la-comunicacion-efectiva-del-cambio-climatico-en-redes-sociales/content/lovPbIWfC7O/36163174">https://en.unav.edu/news/-/contents/22/12/2021/la-emocion-y-las-imagenes-claves-en-la-comunicacion-efectiva-del-cambio-climatico-en-redes-sociales/content/lovPbIWfC7O/36163174</a>
The Intergovernmental Panel on Climate Change (IPCC) is the United Nations body for assessing the science related to climate change. It provides regular assessments of the scientific basis of climate change, its impacts and future risks, and options for adaptation and mitigation.	<a href="https://www.ipcc.ch/library/">https://www.ipcc.ch/library/</a>
Fact checking – dubunking. The website monitors the factual accuracy of what is said by major U.S. political players in the form of TV ads, debates, speeches, interviews and news releases. Its goal is to apply the best practices of both journalism and scholarship, and to increase public knowledge and understanding	<a href="https://www.factcheck.org/hot-topics/">https://www.factcheck.org/hot-topics/</a>
Eurostat is the statistical office of the European Union. Its mission is to provide high-quality statistics and data on Europe.	<a href="https://ec.europa.eu/eurostat/data/database">https://ec.europa.eu/eurostat/data/database</a>
FAOSTAT provides free access to food and agriculture data for over 245 countries and territories and covers all FAO regional groupings from 1961 to the most recent year available.	<a href="http://www.fao.org/faostat/en/#home">http://www.fao.org/faostat/en/#home</a>
The OECD (Organisation for Economic Co-operation and Development) is a forum and knowledge hub for data, analysis and best practices in public policy. Trusted statistics supporting evidence-based policy	<a href="https://data.oecd.org/environment.htm">https://data.oecd.org/environment.htm</a>
DataBank is an analysis and visualisation tool that contains collections of time series data on a variety of topics. You can create your own queries; generate tables, charts, and maps; and easily save, embed, and share them	<a href="https://databank.worldbank.org/home.aspx">https://databank.worldbank.org/home.aspx</a>
Fact checking – dubunking: Gapminder is an independent educational non-profit fighting global misconceptions.	<a href="https://www.gapminder.org/">https://www.gapminder.org/</a>
Fact checking – dubunking: The European Data Journalism Network (EDJNet) is a network of media organisations from all across Europe, producing and promoting data-driven coverage of European issues in several languages. The network brings together dozens of journalists, data analysts, developers, and designers	<a href="https://www.edjnet.org/">Environment – European Data Journalism Network – EDJNet</a>
Towards a clean, green, resilient world for all. The World Bank Group's Environment Strategy 2012–2022 lays out an ambitious agenda to support "green, clean, resilient" paths for developing countries, as they pursue poverty reduction and development in an increasingly fragile environment	<a href="https://www.worldbank.org/en/topic/environment/publication/environment-strategy-toward-clean-green-resilient-world">https://www.worldbank.org/en/topic/environment/publication/environment-strategy-toward-clean-green-resilient-world</a>
Debunking on climate (with pages in many languages). Explaining climate change science & rebutting global warming misinformation	<a href="https://skepticalscience.com/">https://skepticalscience.com/</a>
Organization that focuses on research to improve communications on climate change issues	<a href="https://climateoutreach.org/">https://climateoutreach.org/</a>



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