




# ENCOURAGING CLIMATE ACTION

BY THE CLIMATE SQUARE PROJECT  
IN JOENSUU




# ABOUT CLIMATE SQUARE

You are now reading the summary material of the Climate Square – tools for a low carbon society – project implemented in 2015–2017 by the City of Joensuu. The Encouraging Climate Action information material highlights the best practices developed in the project and offers inspiration for stimulating and experimental climate action.

The Climate Square project encouraged residents, companies and communities in the Joensuu Region to be more climate positive in their everyday activities. Low-carbon solutions were implemented through inspiring experiments, campaigns and cooperation models. At the same time, new low-carbon activity was established in the Joensuu Region and the Carbon Neutral Joensuu 2025 objective was promoted. The Climate Square project was funded by the European Regional Development Fund (ERDF) and the City of Joensuu.

## CLIMATE SQUARE PROJECT HIGHLIGHTS

2015

- Everyday Renewable Energy start-up seminar
  - Joensuu Region climate partnership initiation
  - Solar panel information events
  - First climate responsibility project: Climate Square buses
  - Energy saving week theme event
  - Future Transportation seminar
- 

40

CAMPAIGNS, EXPERIMENTS  
AND EVENTS

30

MEDIA RELEASES



2016

- First Climate Square courses at the adult education centre
- Solar energy event
- Solar energy campaign 2016
- Low-carbon April experiment
- Low-carbon Living in Joensuu 2030 seminar
- Climate Square at Keskintekijäiset event
- Theme week on sharing
- First annual meeting of climate partners
- Second climate responsibility project: Edible park



2017

- Clinic on sustainable product development
- First Environment Week in Joensuu
- Our Future Food discussion
- Climate Square and Food Stall at the Joensuu-Jukola orienteering event
- Take a Bus Session: Trash Heroes at Joen Yö festival
- Third climate responsibility project: Urban wetland
- 25 climate partners by October
- Closing seminar



400

COMPANY CONTACTS

650

PARTICIPANTS AT PROJECT EVENTS

# JOENSUU REGION CLIMATE PARTNERSHIP

The climate partnership network was developed in order to encourage companies and communities in the Joensuu Region to take part in structured climate action. It also increased climate cooperation between regional operators and created low-threshold opportunities for participation. The network can be joined by signing a climate commitment. The concept was modelled on other cities developing climate partnerships. The City of Joensuu will continue to develop the network after the Climate Square project has ended. Climate cooperation between companies, communities and the city will go on!

**TEEMME  
ILMASTOTYÖTÄ!**

*A company or community becoming a climate partner can freely use the partnership logo.*

# CLIMATE PARTNERSHIP FOR YOUR REGION?

## THIS IS HOW WE GOT STARTED:

**Target group.** What kinds of operators require climate partnership? Define a preliminary target group: for example, companies and communities regardless of sector. **Leave** room for the target group to develop!

**Climate commitment content.** The operator selects climate actions that will improve the current state of affairs. The content is formed in cooperation with the Climate Square project. **Make** the climate partnership transparent: publish commitment details online.

**Interaction.** Arrange annual network meetings and experiment with

theme-specific trainings during the project. **Engage** network operators in developing the concept!

**Communication.** Create a look for the climate partnership and communicate actively. Try out different ways of marketing the climate partnership to companies and communities in the region. **Offer** visibility to the climate partners by highlighting encouraging action!

**Be ambitious.** Lay the groundwork for the concept and make sure that the actions and targets are clear to all network parties. **Put in effort** so that the next person is able to continue your work!

## SECTORAL CLIMATE PROGRAMMES FOR COMPANIES:

### [joensuu.fi/yrittysten-ilmasto-ohjelmat](https://joensuu.fi/yrittysten-ilmasto-ohjelmat)

- Primary production
- Well-being production
- Stone and extractive industry
- Tourism
- Forestry
- Restaurants, cafés and bakeries
- Events
- Technology industry

# CLIMATE RESPONSIBILITY PROJECTS

Climate responsibility projects act as a low-threshold form of cooperation for companies and communities in the region. These annual climate projects made low-carbon solutions visible to the residents of Joensuu. The project themes promoted the targets of the city's climate programme.

**TUEMME  
ILMASTOTYÖTÄ!**

*Climate responsibility project participants can freely use the project logo.*

## COMMUNICATE ACTIVELY

Active communication brings multiple benefits for the project. The theme must be attractive and the implementation should have a novel approach.

In the Urban Wetland project, for instance, we increased attractiveness by organising an EM mudball challenge for the company and community partners.

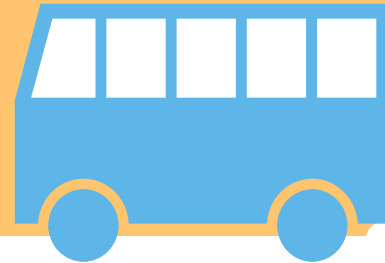
**CLIMATE SQUARE BUSES 2015:** Drivers were encouraged to take an affordable bus ride to major events in Joensuu. Three regional routes were tailored and the transports were implemented with help from four local companies.

**EDIBLE PARK 2016:** 23 companies and communities from the region joined forces in creating a cherry orchard to Penttilänranta in Joensuu. The edible park acts as a carbon sink and residents can freely pick cherries from the trees.

**URBAN WETLAND 2017:** An open ditch in Niini-vaara was restored into a wetland with support from 12 company and community partners. The urban wetland promotes adaptation to climate change as well as local water protection.

# ENTHUSIASM THROUGH CAMPAIGNS AND EXPERIMENTS

The Climate Square organised several experiments and campaigns encouraging companies, communities and residents to be more climate-friendly in their everyday activities. The selected themes are central in combating climate change: housing, transportation and food.



## SOLAR ENERGY CAMPAIGN 2016

The six-month campaign offered consumers information about turnkey solar power system deliveries in the Joensuu Region. The campaign was implemented together with seven regional solar power entrepreneurs. The information was published online including theoretical examples for detached houses and apartment blocks. The implementation was modelled on a solar power campaign of the Helsinki Region Environmental Services Authority.

## CLIMATE LUNCH CAMPAIGN 2016

Restaurants in Joensuu were challenged to a Climate Lunch campaign during a week focused on food waste. The objective was for each restaurant in turn to create a climate-friendly lunch menu. The climate lunches had three criteria: 1) The focus is on vegetables and fish, 2) seasonal vegetables are promoted and 3) food waste is minimised. Five local restaurants took part in the campaign – one for each working day.

## TAKE A BUS CAMPAIGN 2017

The campaign encouraged daily drivers in the Joensuu Region to try taking a bus instead. The participants received a Waltti travel card for a month, and the objective was to make as many everyday journeys as possible by bus. Campaign videos were published and the participants communicated their experiences on social media. The implementation was modelled on a bus campaign by the Turku Region Public Transport.

## LOW-CARBON APRIL IN 2016

The trial examined how a resident of Joensuu might minimise their material and carbon footprint to a level sustainable in the future.

Five different households were selected to the experiment through an open application, and their carbon and material footprints were calculated before the trial period. The results were used to plan resource smart

everyday changes, and their impact was assessed by recalculating the carbon and material footprints during the trial.

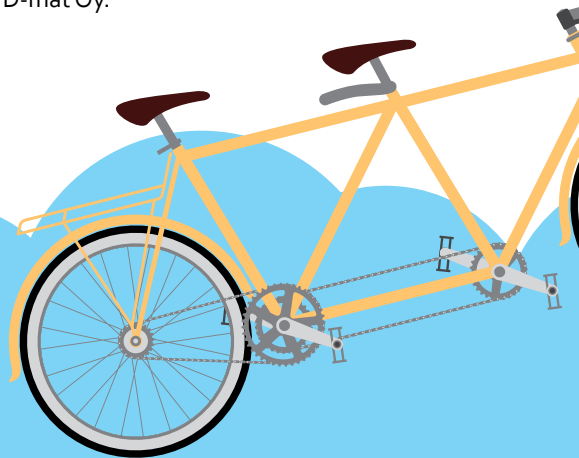
In addition to everyday changes, the households had a chance to try out various products and services. These included an electric car, an electrically assisted bicycle and a heating optimisation system. Experiences were

shared in the project blog and on social media.

The trial was modelled on a project on the future household implemented in the Jyväskylä Region. The low-carbon April was implemented in cooperation with D-mat Oy.

### HOUSEHOLDS

were able to reduce their carbon and material footprints with relatively small everyday changes even in a short period of time.







## **MAKE LOW-CARBON ACTION FUN!**

The Climate Square events were accompanied by an exercise bike producing electricity, for example, in order to charge a phone battery or listen to music. People could also calculate carbon footprints for food portions and were awarded bicycle seat rain covers as prizes.



## **COME UP WITH NEW EXPERIMENTS!**

The Climate Square project allowed us to test themes as well as methods of implementation. For instance, we arranged a carbon clinic for companies with innovative themes and a theme week focused on the sharing economy.

# **BOOST FROM EVENTS**

Ideally, events can provide the needed push to adopt new everyday routines! The Climate Square project arranged a variety of events, such as seminars, workshops and courses. We promoted low-carbon everyday life and encouraged operators in the region to take practical climate action.

Not everything needs to be done from scratch; Join forces with other events. Our project did indeed spice up regional events with a little climate talk! Highlights of our events are found in the timeline on the first pages of this material.

# TOWARDS A CARBON NEUTRAL CITY

The Climate Square campaign provided a gentle nudge towards low-carbon living in Joensuu. Campaigns, trials and events were well-received and cooperation with the city, companies and communities was strengthened.

The campaign examples will keep on encouraging residents to try out new climate-positive approaches. Ambitious climate activity will continue through the climate part-

nership network established in the project. The urban wetland and the cherry orchard will also keep on delighting the residents of Joensuu for a long time to come.

Cooperation made the Climate Square project a success. Many thanks to everyone who has taken part! The work in the city will continue – towards a carbon neutral Joensuu 2025!



**P.S. DID YOU FIND GOOD  
TIPS IN THIS MATERIAL?  
FEEL FREE TO USE THEM!**



JOENSUU.FI/ILMASTOTORI



REGIONAL COUNCIL OF  
**North Karelia**

**JOENSUU**  
ILMASTOTORI



European Union  
European Regional  
Development Fund

Leverage from  
**the EU**  
2014–2020

