

A GREENER AND BETTER EVERYDAY LIFE

LOCAL AGENDA 21 PLAN FOR COPENHAGEN
2012 - 2015



SHORT VERSION



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Many Copenhageners would like their everyday lives to be greener and would like to take positive steps favouring the environment. It is important that the City of Copenhagen actively supports the commitment of the citizens and provides them with tools to facilitate their actions in ‘going green’ on an everyday basis.

CITY OF COPENHAGEN

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LAYOUT TMF Design

PHOTO Ursula Bach and Birgitte Røddik

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TOWARDS A GREENER AND BETTER EVERYDAY LIFE

The core of the plan 'A Greener and Better Everyday Life' is a series of activities which create new opportunities for citizens, users and businesses that, in a natural way, incorporates environmental and climate considerations as a part of everyday life. The activities are grouped into five themes: at home, resources, urban spaces, transport and an interdisciplinary theme including innovation and education.

Copenhagen's visions for the environment and the climate are ambitious. Copenhagen must be a better, greener, cleaner and healthier metropolis for the benefit of everyone and green growth must be the basis for improving the quality of life and enhancing urban living. One major goal is a carbon neutral city by 2025.

At the same time, the pressure on Copenhagen is constantly growing. Great numbers of new citizens will be heading for Copenhagen. An increase in traffic is expected. The competition to create and attract green growth is tough and the challenges of achieving the goal to become a sustainable metropolis are numerous.

High ambitions and the pressure on the city make citizen involvement imperative. In fact, action taken by citizens, users and businesses is crucial in order to achieve the climate and environmental goals of Copenhagen. Roughly, one third of the potential CO₂ reductions by 2025 will come from initiatives where citizens have direct or indirect influence on whether the goal of a carbon neutral Copenhagen will be met. This includes green mobility, energy-saving measures and more recycling

CONCRETE ACTIVITIES TO MAKE EVERYDAY LIFE GREENER

When asked, Copenhageners say that they want to live in a green city providing a high quality of life. Environmental concerns are high on their agenda and they are basically very active in environmental and climate matters. There are, however, a number of challenges and barriers which, at times, makes it difficult for the citizens to act green on an everyday basis. 80% of the citizens believe that it is important for the City of Copenhagen to help create

the scope for them to do something for the environment themselves. This is why the City of Copenhagen has launched the plan 'A Greener and Better Everyday Life' which contains a number of concrete activities to facilitate being 'green' on an everyday basis.

THE CITIZENS ARE THE EXPERTS

All activities have been developed together with the Copenhageners themselves since they are the experts when it comes to living and working in Copenhagen: they know a lot about environmental and climate challenges and barriers, they possess a wealth of relevant competences and they have useful ideas about what is required to make everyday life greener. Their knowledge has been studied and used and they need to be involved in the innovation processes and the concrete solutions so that we, together, can create a greener and healthier city.

Ideas for activities and views on barriers and expectations from Copenhageners have been gathered at a series of meetings with the city's local committees and Copenhageners, at which children and young people were also heard. A series of home visits to Copenhageners have been made in order to gather information about the specific challenges and barriers experienced by citizens in their attempt to be more environment and climate friendly.

A total of 12 families and households in Copenhagen were visited and interviewed. These qualitative interviews were designed together with a research scientist in anthropology as part of a major research project on the life practice of citizens and the role of local government in this respect.

A REALISTIC AND HOLISTIC APPROACH

The core of the 'Better and Greener Everyday Life' plan consists of a series of activities which, together, extend the scope for citizens, users and businesses in Copenhagen to include environmental and climate considerations naturally in their everyday lives.

A total amount of 17 activities were developed which, taken individually, will help create a greener and better everyday life and contribute to the quality of life in Copenhagen. The activities are based on the ideas and experience received and will contribute to:

- develop the scope for going green
- facilitate environment and climate friendly behaviour for citizens in their everyday lives
- increase quality of life in the city

The activities will contribute to meeting the climate and environmental goals set by the City of Copenhagen. The activities have been selected on the basis of those goals requiring special action by the citizens, since meeting these goals is entirely dependent on citizens actively participating and changing their behaviour and habits. In addition, the activities have been designed according to their ability to eliminate or reduce barriers and challenges experienced by the citizens with regard to climate and the environment.

In this way, the activities are closely linked to the City of Copenhagen's other plans and visions for the environment. This is true, for example, of the Municipal Master Plan 2011, 'Green Growth and Quality of Life', which is the framework for the physical development of the City of Copenhagen, and also of the CPH 2025 Climate Plan which is intended to realise the vision about Copenhagen as the world's first carbon neutral capital.

Prior to the development of the activities, it became apparent that Copenhageners consider it important to be able to take action themselves in the areas of daily transport, energy saving measures in their homes and reducing the quantity of waste. At the same time, these are the same three areas where they find it most difficult to take action on their own. For this reason, these areas have become central for the selection and development of activities.

ACCOMMODATING THE BARRIERS FOR CITIZENS

The activities have been grouped into five themes: at home, resources, urban spaces, transport as well as an interdisciplinary theme including innovation and training. As regards their content, the activities span several essential aspects of the lives of Copenhageners: energy

consumption, homes and home renovation, climate adaptation, the handling of resources, the recycling and disposal of waste, transport and the use of the city's urban spaces and parks.

The activities also accommodate many of the challenges faced by citizens with regard to greener everyday living. Making it easier to try out new things which are environmentally sounder will help to accommodate the routines and the lack of time which characterise everyday life. The number of daily negotiations will be reduced concurrently with a reduction in the disparity between quality of life and green everyday living. Common and often voluntary activities in public spaces influence, and may serve to deepen and enrich, everyday relations while also strengthening the use and quality of public spaces.

A number of activities will be developed and implemented during the period 2012-2015. The individual activities will be realised in collaboration with various players: the City of Copenhagen, local committees, businesses, citizens etc. The activities can be realised provided the necessary resources will be allocated.

AN INPUT-BASED METHOD

The activities have been developed with direct participation by Copenhageners. The aim has been process-oriented planning where the City of Copenhagen together with citizens and users has identified problems and solutions in relation to set environmental goals and challenges.

The intentions have been centred on a legitimacy of input where the City of Copenhagen through choice of method, and style of participation ensures that the best information and ideas are obtained from those citizens choosing to participate in the relevant workshops, meetings, interviews and similar. It was not the intention of the citizen involvement to secure this information by means of classic, representative sampling.

The choice of method to involve citizens was based on the objectives of the plan: to generate new ideas for solving existing, selected goals within the environmental area - environmental objectives which require the participation of citizens for a solution to be found. Furthermore, the objective is to obtain information about the challenges and barriers which citizens experience in their everyday lives with regard to climate and the environment.

FOUR MEETINGS WITH CITIZENS

In practice, four types of meetings with citizens have been tested and held. Firstly, a citizens' workshop lasting a whole day on the theme of generating ideas for green





solutions, in which more than 100 citizens took part. On this occasion, a total of approximately 200 new ideas were submitted in writing and in the form of drawings. In addition to the ideas, a number of barriers and frustrations emerged and it became clear that many people wanted to integrate a number of green initiatives into their everyday lives, but were unaware of the existing possibilities. Following this, a workshop with the city's local committees was held where selected environmental and climate goals formed the basis for the generation of ideas.

One last meeting with the citizens focused on children and youth and took place at three municipal schools which were all working with the environment as an educational theme. A huge box measuring 3 x 3m was erected at the schools, and both selected pupils and pupils casually passing by were invited to come inside and share their ideas for a solution to the environmental challenges presented in words and pictures inside the box. This resulted in approximately 200 ideas.

All the involved citizens have been free to air their opinions and ideas within the set framework. Generally, the citizen involvement procedure, as described, has formed the basis for the development of the concrete activities. The subsequent work of qualifying the ideas has been done by the City of Copenhagen by e.g. arranging a qualification workshop with external experts.

During the process, a collaborative arrangement was made with anthropologist and PhD-student, Sara Kristine Gløjmar Berthou, University of Copenhagen. She wanted to study the ways of citizen involvement in the Technical and Environmental Administration in Copenhagen Municipality

as part of a major research project on the life practice of citizens and the role of local government in this respect. The collaborative project led to the idea about involving citizens through interviews with Copenhagen families in their own homes. This method has the distinct advantage that the meeting takes place in the family's own home within the framework of its everyday life, so to speak, where barriers and challenges are perceived more clearly. A total of 12 interviews were conducted with Copenhagen families. In addition, a series of ideas emerged on how to solve those challenges and barriers perceived by citizens on environmental issues.

PART OF THE AGENDA 21 WORK

The activities form part of the City of Copenhagen's Agenda 21 plan, 'A Greener and Better Everyday Life'. Agenda 21 is a plan to achieve sustainable development in the twenty-first century, adopted by heads of states and governments from 181 countries at the UN Conference on Environment and Development in Rio de Janeiro in 1992. Sustainable development means that the scope for future generations in meeting their needs must not be jeopardised.

The plan demonstrates that sustainable development depends on action at all levels – globally, nationally and locally. Local authorities should start a dialogue with commercial enterprises and citizens to secure sustainable development at a local level.

Since the UN conference in Rio, the City of Copenhagen has been working with far-reaching visions, environmental policies and strategies that will turn words into action. The action taken by citizens and city users is an essential prerequisite for realising the environmental and climate goals. A large part of the initiatives to achieve the goal of carbon neutrality is characterised by being general and structural, but the initiatives set in motion by the City of Copenhagen are not sufficient on their own. The citizens, the users and the businesses in the city are crucial if a solution to the challenges is to be found.

ACTIVITIES IN 'A GREENER AND BETTER EVERYDAY LIFE'

The 17 activities in 'A Greener and Better Everyday Life' will make it easier for citizens, users and businesses in Copenhagen to include environmental and climate considerations naturally in their everyday lives.

The activities have been grouped into five themes: 'at home', 'resources', 'urban spaces', 'transport' as well as an 'interdisciplinary theme' including innovation and training. Each theme comprises activities that span several essential aspects of the lives of Copenhageners.

‘At home’ refers to activities that Copenhageners can do in their private households such as retrofitting and minimizing energy consumption.

‘Resources’ refers to engaging citizens in waste collection schemes that will allow waste to transform into valuable resources. An example of this could be creative resource workshops and calls for citizen-driven initiatives on waste separation.

‘Urban spaces’ refers to how to make smart use of urban spaces, including green and blue spaces and the built environment. Examples of activities are voluntary greening and cleaning initiatives and increasing diversity of animal and plant life in the city by involving citizens in nature conservation, mapping and monitoring.

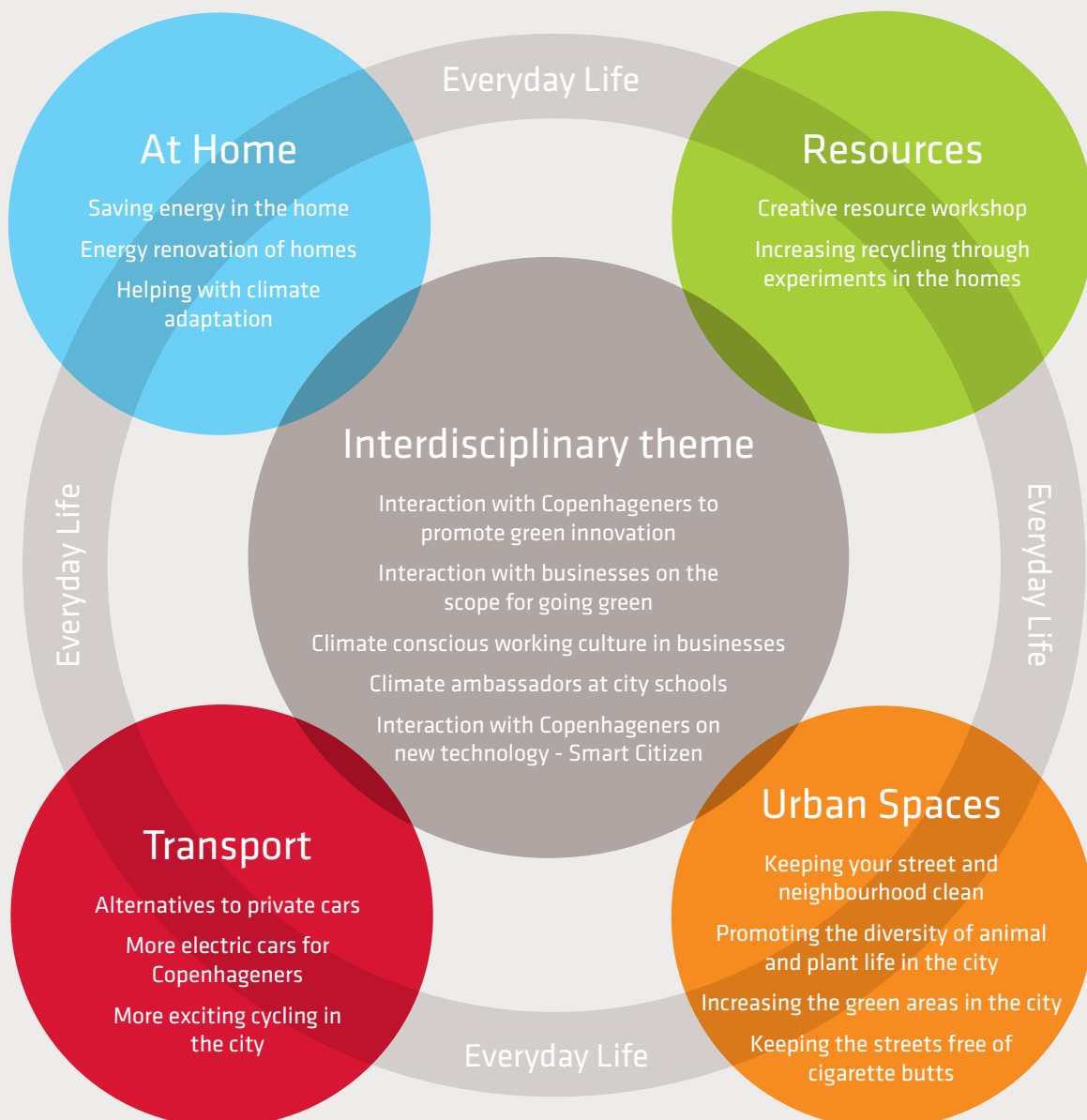
‘Transport’ refers to finding alternatives to private cars

and promoting green mobility. Examples include making cycling more attractive through the use of route planners, and making the citizens aware of the possibilities of and advantages to E-mobility.

‘Interdisciplinary theme’ refers to connecting the different themes with various initiatives aimed at involving Copenhageners in developing new solutions which enable green transition. Communal solutions to shared challenges could be reducing food waste in households and introducing climate ambassadors at public schools.

Each activity contributes to achieving the climate and environmental goals of Copenhagen Municipality. In total, the 17 activities reduce CO₂ emissions and resource consumption and make more efficient use of resources while focusing on enhancing urban life and urban health in the city of Copenhagen.

SUMMARY OF ACTIVITIES IN ‘A GREENER AND BETTER EVERYDAY LIFE’

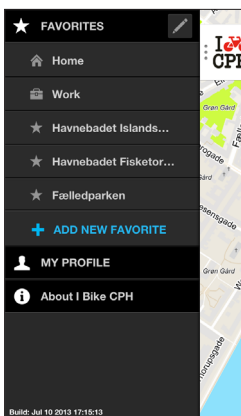


THREE EXAMPLES

Here the City of Copenhagen presents three different ways to guide Copenhageners to make the environmentally and climate-friendly choice. The City of Copenhagen wants to gently push Copenhageners in the right direction, nudging them towards the more environmentally and climate-friendly choices.

The three examples below show different ways the City of Copenhagen try to enhance green living for Copenhageners under the themes of 'transport', 'resources' and 'urban spaces'.

COPENHAGEN MUST BECOME THE WORLD'S BEST BICYCLE CITY

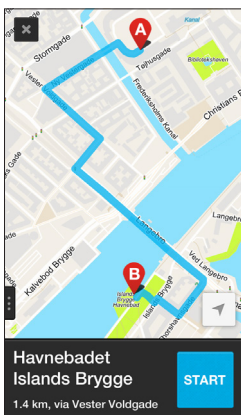


I BIKE CPH ROUTE PLANNER

I bike CPH route planner is a digital guide for smartphones and the web. The route planner makes life easier for cyclists and helps get more people to choose bikes as the means of transport in their busy lives.

The route planner gives you:

- a good cycling route through town with a map especially adapted for bikes.
- the clever shortcuts: the route planner knows which parks you are allowed to cycle through and where you are allowed to cycle against the direction of the one-way traffic.
- a route which is cargo bike-friendly, allowing you to get through town with no bars or steps.



WHAT DO COPENHAGENERS THINK? WHY ARE WE DOING IT?

69% of all car drivers living in Copenhagen view it as a positive thing that the City of Copenhagen is actively reducing the amount of car traffic in the city.

Copenhageners also see traffic as the area in which they can make their most active contribution to improving the environment. On top of that, Copenhageners are proud to live in one of the world's best cycling cities. That is why initiatives to strengthen this brand and helping Copenhageners choose the bike instead of the car are well received.

VISION

Copenhagen must become the world's best bicycle city. Cycling is not just a goal in itself. It is an important element in Copenhagen's goal for a good city life and in making Copenhagen carbon neutral by 2025. Good conditions for cycling are also part of the city's health policy.



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ibikecpH.dk/en

Resources



Urban Spaces



RECYCLING CLOSE TO COPENHAGENERS

GENBRUG
ER GULD



Herman Bang's Square combines local recycling hubs with recreational urban space functions such as playgrounds, benches, places to linger etc. A local recycling hub is a place where:

- you can dispose of 12 different types of waste
- you can hand in items for reuse at the swap shelves and find something you need – for free
- you can get help from a recycling guide on how to sort your waste correctly.

Recycling is the essence of a local recycling hub – because recycling is gold!

What do Copenhageners think? Why are we doing it?

Copenhageners want to sort their waste – but it has to be easy. 85% of users think it is a great idea to combine urban spaces and recycling facilities in a local recycling hub. Experience shows that the combination of an attractive urban space and a local recycling hub creates a social meeting place in the neighbourhood. This creates activity, safety and environmental consciousness in a neglected part of the city. A local recycling hub in the local park or square builds a bridge between people from different types of housing, e.g. villas and blocks of flats. And it draws people together, particularly through swap facilities, because one person's waste is another one's gold.

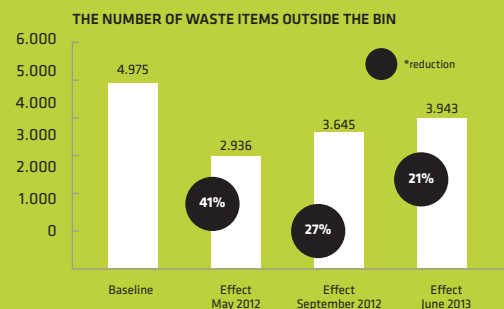
Vision

In Copenhagen we regard and handle waste as a resource. We want to become even better at utilising the valuable resources in our waste. Copenhagen strives to combine city life and recycling in a new way, making it attractive, easy and visible for Copenhageners to recycle and sort their waste close to their homes and in the city's urban spaces.

If you have any questions, you are welcome to contact Ida Bode on A02Y@tmf.kk.dk

REN
KÆRLIGHED TIL
KBH

We have covered the litter bins in green foil and show the way towards the litter bins with green footsteps. We are present at the big events in the city with pocket ashtrays, litter bags and a personal request to keep the city clean. And we do it because we CARE for Copenhagen. It is called nudging. And it works!



What do Copenhageners think?

Why are we doing it?

CARE for CPH is the latest in a series of campaigns from the City of Copenhagen to keep the city clean. It addresses the paradox that Copenhageners love their city; they have the right attitude towards waste, only very few think it is okay to litter, and yet the amount of waste in the city is growing. That is why we are gently pushing them in the right direction – nudging them towards the litter bin.

Vision

Copenhagen must be the cleanest capital in Europe. Because a clean city is a safe city. A clean city is used. For running and playing, for parties and concerts and for quiet moments on a bench.

If you have any questions, you are welcome to write to renkbh@tmf.kk.dk