

# Project: Mobilising a community to tackle climate change

## IMPACT

Through Civocracy, Ville de Lyon were able to:

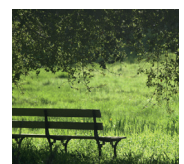
- ✔ Provide concrete and easily implementable project ideas
- ✔ Develop a citizen consensus on proposals
- ✔ Mobilisation of a range of stakeholders (civic, private, public)
- ✔ Creation of a volunteer network to tackle local environmental issues

## CONTEXT

“Let’s talk about climate” is a citizen consultation initiated by the city of Lyon, and is part of their strategy to combat climate change.

## OBJECTIVES

- To gather ideas, best practices and feedback from citizens and stakeholders, in order to co-create a 10-year Territorial Climate and Energy Plan (2020-2030)
- To better inform Lyon’s residents about the City’s current climate actions
- To develop a network of actors committed to tackling environmental challenges



## PROCESS

The City of Lyon divided participatory actions into official discussions (qualitative inputs) and Questionnaires (quantitative inputs), targeting both the general public and local stakeholders for more technical topics.

To ensure high levels of quality participation, the city played an active role in communicating about the consultation and stimulating citizen engagement. They published events (both online and offline) via the Civocracy platform, shared 14 key contextual news items, and responded directly and transparently to 20 citizen project ideas.

Finally, Civocracy analysed and presented the results of the consultation, specifically in terms of participation figures, community sentiment, repeated themes, and concrete project proposals.

## CIVOCRACY RECOMMENDATIONS

To ensure a concrete outcomes, our experts suggested the following things to increase engagement and the quality of ideas:

- Encourage the expansion of ideas to tease out the expertise of citizens and of professionals to ensure an inclusive and quality debate
- Diversify participatory actions (questionnaires and official discussions) while taking care not to over-solicit citizens

## RESULTS

 18 076 citoyens visited the platform

 1 859 contributions were submitted

**40%** of participants has participated in previous discussions.

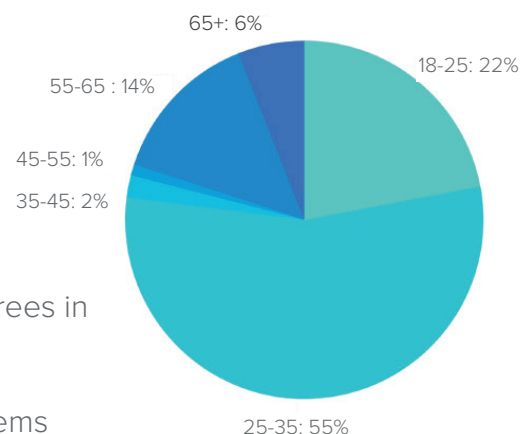
The top 3 most popular (upvoted) ideas:

1. Use green roofs to cool buildings by several degrees in summer (165 votes)
2. Limit the paradoxical use of air conditioning systems (102 votes)
3. Promote rainwater harvesting (88 votes)

**Zero**

moderated contributions.

Breakdown of participants by age:



“[Civocracy] has helped us develop future policies [...] and offers a new way of looking at the relationship between communities and residents. The project was a complete success that goes beyond our expectations.”

Jérôme Maleski

Deputy for Local Democracy and Citizen Participation City of Lyon

## RESULTS

There was a high quality of citizen contributions, many of which featured realistic and practical ideas for decreasing co2 and heat in the city. For instance, citizens proposed the addition of plants and vegetation on roofs, the reduction of non-essential city lighting during the night, and switching to a lighter coloured tar.

The high levels of participation are linked to Ville de Lyon’s communication efforts, which included social media marketing campaigns (52% of participants came via these campaigns) and the publication on 14 articles.