

Climathon 2017 Handbook

Join the Climathon movement, drive climate action



Climathon

Climathon.climate-kic.org



Climate-KIC is supported by the
EIT, a body of the European Union



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Introduction

How this handbook will help you?

This handbook is for city hosts to help with the setup of your Climathon challenge , the set up of your local event and the recruitment of participants in your country . Climathon is a unique experience that drives climate action and supports the creation of city solutions around the world.

What will you find in this handbook?

Enclosed you will find a step-by-step planning for your Climathon event, from the first steps and introduction of the challenge, through to recruitment of participants and running of your local Climathon challenge.

Climate-KIC

What is Climate-KIC?

Climate-KIC is the EU's largest public private partnership addressing climate change through innovation to build a zero carbon economy.

We address climate change across four priority themes: urban areas, land use, production systems, climate metrics and finance. Education is at the heart of these themes to inspire and empower the next generation of climate leaders.

We run programmes for students, start-ups and innovators across Europe via centres in major cities, convening a community of the best people and organisations.

Our approach starts with improving the way people live in cities. Our focus on industry creates the products required for a better living environment, and we look to optimise land use to produce the food people need.

Climate-KIC is supported by the European Institute of Innovation and Technology (EIT), a body of the European Union.

Our mission is to bring together, inspire and empower a dynamic community to build a zero carbon economy and climate resilient society.

Our vision is to enable Europe to lead the global transformation towards sustainability.

Climathon

What is Climathon?

Climathon is a global **24-hour** climate change event organised by Climate-KIC which will take place simultaneously in major cities around the world on 27 October 2017.

Climathon brings together the challenges of the world's cities with the people who have the passion and ability to solve them.

City citizens around the world get to take direct climate action in their own cities by coming up with innovative solutions to local climate change problems.

Aim of Climathon

The aim of Climathon is to bring together the challenges of the world's cities with the people who have the passion and ability to do something about them. Participants gather for 24 hours to engage in a climate-related problem solving workshop.

The Challenge

Each city sets up its own local climate change challenge reflecting what impacts their urban life most. These challenges include urban planning, infrastructure, housing and water/waste removal, use of city satellite data etc. City hosts can get inspiration from the Climate-KIC's four thematic areas.

Participants can come along with a pre-existing idea and work with a team to develop this during the 24 hours, or can develop an idea on the day.

After 24 intense hours of collaboration, excitement and solution-finding, the best idea in each city will be selected by a jury consisting of relevant local stakeholders. These ideas can develop into tangible sustainable solutions and businesses that address city climate challenges across the globe.

City hosts

Engage your citizens to take real climate action in your city!

How will you benefit from Climathon?

- Crowdsourcing local ideas to solve climate challenges of your city
- Engagement of local students, entrepreneurs and innovators
- Forge strong links between local businesses, academia and public bodies
- Empower and showcase your local communities climate action across the globe
- Engage with new global partners through Climate-KIC

Joining Climathon

Host locations can join the Global Climathon until **1 August 2017** by registering on our website with their chosen local city challenge.

A member of our Climathon management team will contact you to set up an initial call.

We encourage city representatives to join regular Climathon management calls in preparation for the event, and to help answer any queries you may have. The regular call will be set up from September 2017. Through the climathon@climate-kic email address you can always get in contact with us if you have any queries.

Once you have joined the Climathon you must undertake the following to ensure that your location is able to deliver the Climathon:

1. Engage the city (or area) you plan to set the Climathon within.
2. Go out to city officials, local government, important companies in the area and seek challenges and sponsorship from them to frame your local Climathon.
3. Gather potential challenges from these stakeholders and work with them to refine and define a single challenge for your Climathon.

A good challenge will:

- Address a local climate change problem
- Provide data sets or interesting information
- Have an engaged set of stakeholders who have an interest in solving the challenge and will support the Climathon with input, data, and mentoring

Participants

Invite your fellow citizens to become a Climathon Innovator to create real solutions to your city's climate challenge, and to take action in your city!

How will participants benefit from Climathon?

- Help solve their city's local climate challenge, and make the city more resilient to climate change
- Network with local leaders from academia, business and public authorities
- Develop their skills in public speaking, innovative thinking, prioritisation, and explore new tools and methodologies
- Join forces with other like-minded entrepreneurs and innovators
- Become a part of a global community working together to take climate action!

Participant registration

Participants can register their interest in taking part in local Climathon challenges until **15 October 2017**.

Participants are encouraged to join either with or without a pre-existing idea, or with or without a team. Teams can be set up on the day to work together on the challenge, and to develop their ideas during the 24 hours.

How to run your local Climathon

How does Climate-KIC support host organisations?

Climate-KIC will support city hosts throughout the Climathon process from recruitment of participants through to on the day support throughout the 24 hour global Climathon.

We will supply:

- Climate-KIC & Global Climathon branding tools

- Ready-made informative Climathon event webpage
- Online registration portal for participants
- Online portal for city hosts to receive information and tools for your Climathon challenge
- Climathon handbook (this booklet) and an event planning guide
- Communication toolkits: online marketing materials, customizable flyers and posters etc.
- On-going advisory forum to plan and run Climathon

Local responsibilities

Each location that is hosting a Climathon must provide the following:

- A venue for the 24 hour event
- Coaching to accompany the Climathon
- Agenda with speakers, coaches (a draft agenda will be provided)
- A city challenge, or the broad challenge of climate change in cities
- Data from the city as hacking stimulus
- Local prize for the winning team (meeting with respective decision makers, coaching, incubation etc.)

The Climathon will take place in a 24-hour period starting on 27th October.

Create your challenge

We encourage cities to set their own Climathon to highlight their local climate-related challenges but to also encourage their local citizens to help solve the problems and create innovative solutions.

Example of a city challenge used in the city of Helsinki, Finland:

1.
 - ✓ **Location:** Helsinki, Finland
Open Invitation House, Aalto University, Otaniementie 19B, 02150 Espoo, Finland
 - ✓ **Challenge:** Make schools more energy efficient and healthy by innovative data visualization and other applications.
How can pupils and staff be motivated to change their behaviour by getting insight into the energy they use? The aim of the Climathon event was to develop innovative tools that visualize energy use to support more efficient and healthier learning environments.
 - ✓ **Partners:** ICT Labs, Helsinki node, Finland, City of Helsinki

2.

- ✓ **Location:** Boston, Massachusetts, U.S.A.
- ✓ **Challenge:** How can we Increase climate change resiliency in the city of Boston? How can the city of Boston prepare for the multifaceted threats posed by climate change-associated sea level rise? Climathon teams considered innovative solutions that included reporting tools, remote sensing applications, early warning systems, shelter location maps, and emergency response plans.
- ✓ **Partners:** Tufts University Institute of the Environment Tufts Water Diplomacy IGERT Program

3.

- ✓ **Location:** Addis Ababa, Ethiopia
- ✓ **Challenge:** How can local business contribute to more sustainable, climate-smart urban water management? Climate change - in addition to the rapid urbanisation - places pressure on the availability of water resources for Addis Ababa and the surrounding metropolitan region. The pressure concerns the catchment areas, the groundwater resources, but also the areas that source food to the city region. In addition, the quality of the water resources is affected by increasing waste streams.
- ✓ **Partners:** Energy Internet Finance, The Climate Group, Climate-KIC, China Energy Storage Alliance CNESA, ECO Capital, MadNet, Youth Lead.

City challenges will be promoted via our Climathon website to allow participants to view challenges across the globe.

Branding, marketing & communications

Before the launch of the participant recruitment campaign, we will provide you with a Communications Toolkit to make your local marketing activities as easy and as low-cost as possible.

The toolkit will include the following:

- Flyer templates
- Pull-up banner templates
- Climathon posters A2 and A4 size
- Social media banners
- Media guide
- Climathon presentation
- Branded templates (agenda, Climathon certificate, name tags, jury's scorecard etc)

- Press release and local article templates

In the toolkit you will find the necessary frameworks, ready for production. In some cases, design might need adaptation to make it more city specific by adding names, dates, sponsor logos and contact people.

We will also provide a second toolkit which will help you run your Climathon event locally, and will describe the communications plan for 24 hour period. We will provide this to you in our detailed event planning manual which you will receive in due course.

Recruitment

Recruitment of participants will take place locally with support from Climate-KIC. A web page with an application form will be provided soon by Climate-KIC for participants to register their interest. The registered participant details will be shared with the city hosts. We will also provide you with marketing materials to promote your Climathon locally.

The recommended number of people for a Climathon is considered to be 15-50.

Recruitment can be targeted at:

- Students with various backgrounds
- Citizens
- Young professionals
- Entrepreneurs
- Designers, creators, and geeks!

Running the Climathon

The Climathon has the following format:

- Welcome session
- Team formation / team welcome
- Ideation/creation
- Parallel workshops (optional for participants)
- Yoga/Zumba/Activity to keep energy levels high
- Final presentations to the jury
- Wrap-up and closure: winning team announced and prizes are given

The winning team is selected by a local panel appointed by the local organiser. The criteria for selecting the winning team must include the following:

- The idea should clearly address climate change issue with a potential of positive impact
- Passionate team with motivation to implement the idea
- The idea must be feasible and the business model viable (applicable to the real world and able to attract funding)
- The idea should focus on the local challenge set by the city host

You can also add additional scoring criteria that are relevant to your location. It is strongly suggested that there are some criteria set around the local challenges offered.

We recommend that the prizes be for several teams (the first three teams). Potential prizes may be sponsorship, incubation, etc. Small prizes can also be provided, these could be awarded throughout the day to provide excitement or at the end to ensure all participants are rewarded.

Detailed event guide

We will provide you with a detailed event guide on how to run your Climathon event in due course. The detailed event guide will include information on topics such as:

- Venue choice
- Workshops and coaching
- Organiser support
- Food
- On the day running of the event
- Global coordination
- Communications plan
- Event toolkits
- After the event
- Publicising your event (Media)

Timeline

Climathon: 27 October 2017

Milestones:

Application for Cities: 1 August 2017

Application deadline for participants: 15 October 2017

Contact

If you have any queries about the Climathon please contact:

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