



EARTH HOUR CITY CHALLENGE



Purpose of the Earth Hour City Challenge 2013-2014

- Mobilize action and support from cities in the global transition towards a climate friendly, sustainable future with **a focus on shifting from fossil to renewable energy solutions**
- Cities/local authorities report their ambitious, holistic, inspiring and credible commitments and actions for:
 - **dramatically increasing the use of renewable energy solutions in the next few decades**
 - **low-carbon development including emissions mitigation, energy efficiency and other sustainability cobenefits (focus long term sustainability and wellbeing of citizens)**
- The selection of the Earth Hour Capitals (both national and global) will also take into consideration **resources committed** in relation to the size of the sustainability challenge and the **capabilities** of the city/country



Earth Hour City Challenge: background

- Program inviting cities to lead the global transformation towards a renewable and sustainable economy
- Most ambitious city awarded global Earth Hour Capital of the year
- First international pilot 2012-2013 included 6 countries (Canada, US, India, Italy, Norway, Sweden)
- Vancouver awarded first global Earth Hour Capital



Earth Hour City Challenge Participating Countries 2013-2014



Earth Hour Capitals are selected by an international expert jury (2013-14)



Dan Hoornweg (Toronto)
Professor, Energy
Systems and Engineering,
University of Ontario



Simon Giles (London)
Senior Principal
Intelligent Cities
Accenture Global



Seth Schultz
(New York City)
Director, Research at C40
Cities Climate Leadership
Group



Gino van Begin
(Bonn)
Secretary General of ICLEI



Martha Delgado
(Mexico City)
Director of the Secretariat
of the Global Cities
Covenant on Climate



Aromar Revi (Bangalore)
Director, Indian Institute
of Human Settlements



Alexandre Meira da Rosa
(Washington D.C.)
Manager of Infrastructure
and Environment Sector,
IDB



Christiana Figueres
(Bonn)
UNFCCC Executive
Secretary



Gil-Hong Kim (Manila)
Sustainable Infrastructure
Division Director, ADB



Rigorous quality control process to identify strong sustainability actions

- Third party city pre-screening and evaluation process (conducted in 2013-14 by Accenture)
- Local-level consultations with urban experts based at local WWF offices
- Expert review and shortlisting process carried out by an international jury of experts
- Cities report actions that are ‘completed’, ‘in progress’, and ‘looking for funding’.



Partnerships

- 8 to 11 jury members 2013 to 2014
- In 2013 partnerships with:
 - **ICLEI – local governments for sustainability** (main supporting partner)
 - **Asian Development Bank** (potential outreach and city finance support)
 - **UN Habitat** (urban campaign)
 - **Ambassador Mayors** (EHCC candidate city and outreach support)
 - **Mexico City Pact** (jury and outreach support)
 - **C40 Network** (jury and outreach support)



WE LOVE CITIES

SÉ PARTE DE LA CELEBRACIÓN
VOTA Y ENVÍA IDEAS PARA QUE TU CIUDAD SEA AÚN MEJOR
welovecities.org



WE LOVE CITIES

JOIN THE GLOBAL CELEBRATION OF THE MOST LOVABLE SUSTAINABLE CITIES

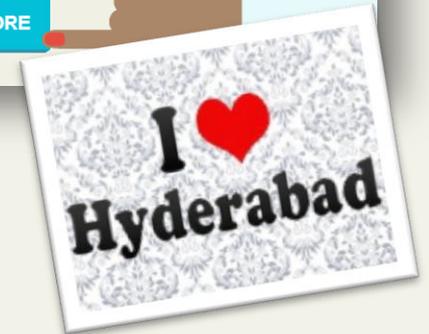


WHY WE LOVE CITIES

We all love our cities differently. But here are four reasons why they play a big role in a renewable and sustainable future.

- SMARTER TRANSPORTATION
- CLEANER ENERGY
- EFFICIENT BUILDINGS
- LESS WASTE

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EHCC also provides powerful public profiling opportunity for cities and partners



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To sum up

- Expected investment in cities can either lock us into fossil-fuel dependent and wasteful infrastructure or help drive a global transition
- The Earth Hour City Challenge highlights how cities can be global solution hotspots
- Engaging citizens to make sustainable lifestyle choices
- Engages with finance actors and decision makers to promote a rapid transition to renewable and sustainable urban economies





The Future

“our notions of the future are knotted together with our notions of middle-class status....”

Douglas Coupland



Unclassy

Greeciation

Aclassification

Blank-collar workers

Detroitus

Chinosis

Ebulliophobia

Ebulliolaria

Ebullioholism

Fortility

Centrosis

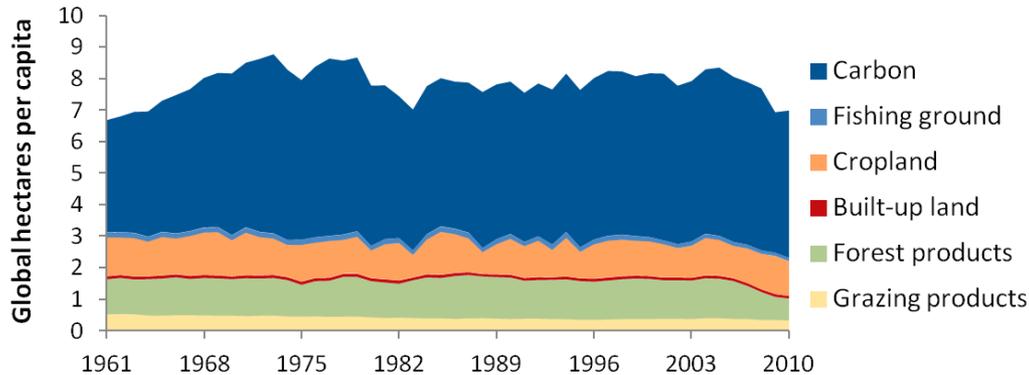
Suburbulation

The trade-off

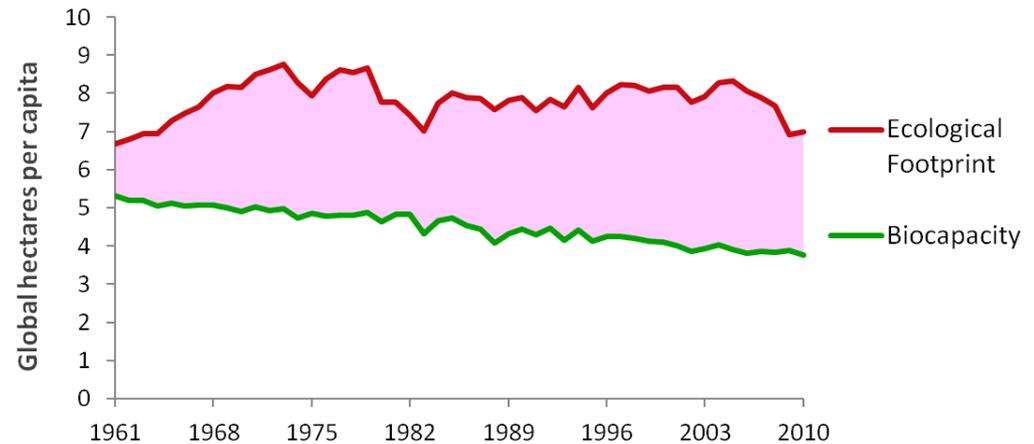


'Old' Middle Class: Ecological Footprint

U.S. Ecological Footprint Per Capita by Component



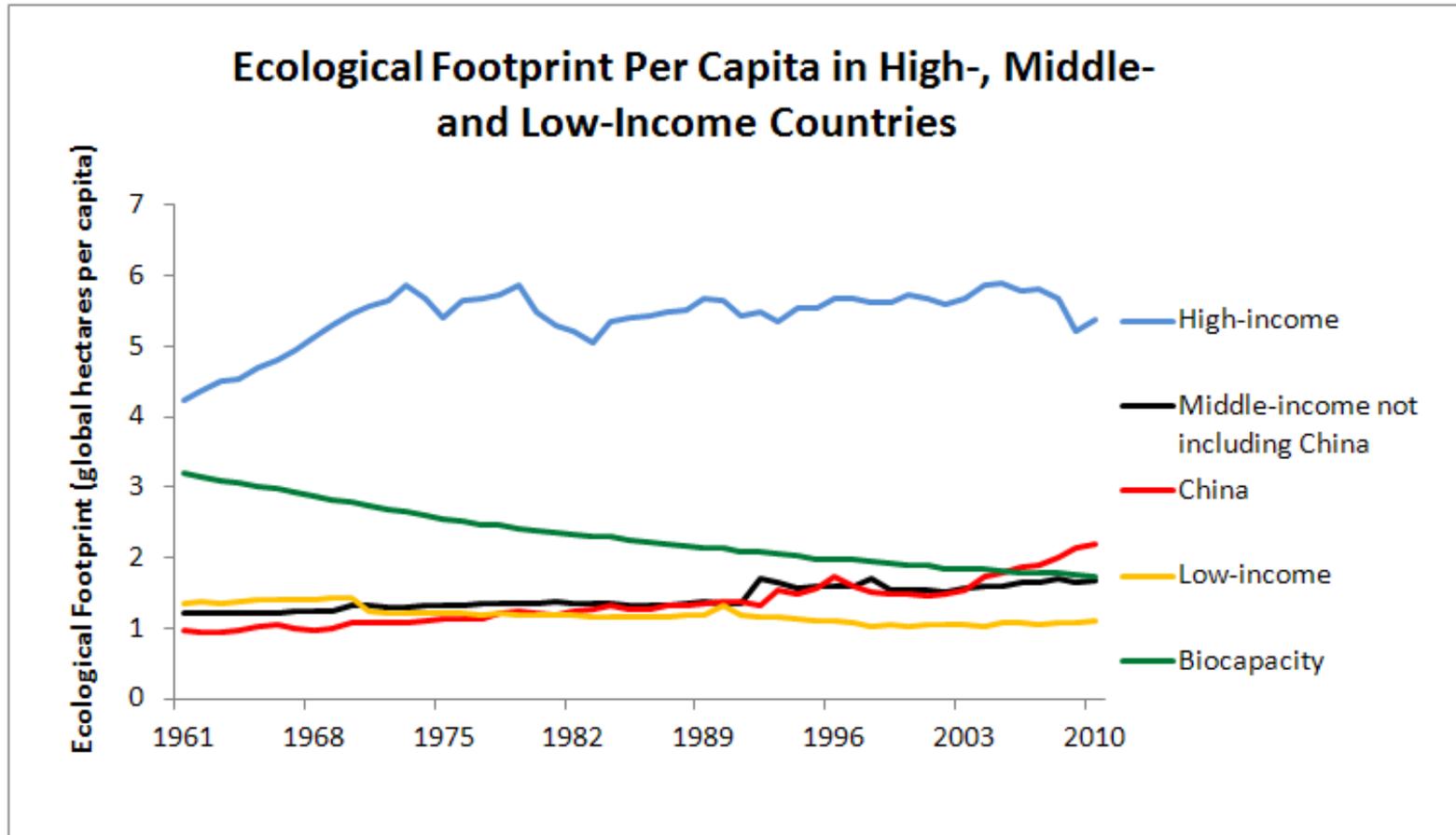
United States of America



SOURCE: http://www.footprintnetwork.org/en/index.php/newsletter/bv/new_release_national_footprint_accounts_2014



'New' Middle Class: Ecological Footprint



SOURCE: http://www.footprintnetwork.org/en/index.php/newsletter/bv/new_release_national_footprint_accounts_2014



Timeline

May – September	Recruitment and cities reports on ICLEI/carbonn platform
October – December	Pre-evaluation of finalist cities by Accenture and WWF offices
January – February	Jury meetings
March	Launch of national and Global Earth Hour Capitals

Cities must lead the global energy transition

- The global urban population is expected to have doubled by 2050
- Cities cause more than 70% of global CO2 emissions
- \$350 trillion will be invested and used in cities over the next three decades

