

Success Factors for Climate Change Mitigation & Adaptation

Communication Strategies for Climate Change Mitigation & Protection from Climatic Effects in Housing and Mobility

– A project of the Universities of Oldenburg, Kassel, Marburg and the company e-fect–



The Challenge

Addressing climate change demands coping with two challenges at the same time: mitigation and adaptation. The realization of mitigation and adaptation in Germany is far behind what is necessary and possible, especially regarding behaviour in housing and mobility:

> **Mitigation:** The existing strategies are neither sufficient to support a broad implementation of innovative technologies, nor do they trigger the desired changes in people's behavior; existing success could not be continued.

> **Adaptation:** There is little awareness of the necessity of, and the sensible measures for, the adaptation to climate change and its most serious consequence: an increase in weather extremes.

> **Synergies and Conflicts:** There are synergies and conflicts between mitigation and adaptation: for example, synergies occur by insulating buildings as a means of energy efficiency and protection from heat waves, conflicts by the susceptibility of solar panels to hail. These synergies and conflicts have hardly been clarified.

The Objectives

> **Analysis** of the reasons why some dissemination strategies for mitigation and adaptation have succeeded while others have not – this will be done with a focus on private households; analysis of the synergies and conflicts between mitigation and adaptation in housing and mobility.

> **Improvement** of strategies for an integrative promotion of mitigation and adaptation – especially considering insights from the field of environmental psychology concerning forms of communication that trigger behavioural changes.

> **Application** of the insights gained by developing new strategies to promote mitigation and adaptation.

The Approach

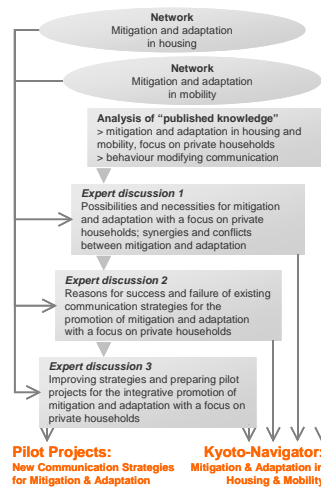
In order to achieve project objectives existing networks for the mitigation of, and adaptation to, climate change in the fields housing and mobility are extended. With these representatives from civil society, government, industry, and science expert workshops are conducted.

Project output will be a practical guide (the so-called **Kyoto navigator**) for housing and mobility. This guide contains the insights from the expert workshops and the scientific literature on behavioural change, focussing on:

> **effective strategies** for the promotion of climate change mitigation and adaptation in housing and mobility, and

> **sustainable combinations** of measures for using synergies and avoiding conflicts between mitigation and adaptation and other ecological, economic, and social objectives as well as between housing and mobility.

Based on the Kyoto navigator, **demand-oriented pilot projects** for the mitigation of, and the adaptation to, climate change, especially regarding private households, will be designed as the project progresses. The pilot projects are to be realized in the second phase of the project.



The Focus
Communication strategies for promoting mitigation & adaptation in private housing and mobility

For further information refer to www.erklm.de

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