



**CLIMATE-FRIENDLY
SHOPPING –
SAVING CO₂!**

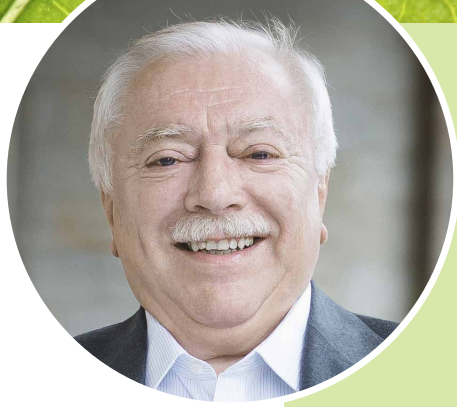
An initiative of the City of Vienna

Report 2014

Campaign “Climate-friendly shopping”



Stadt + Wien
Wien ist anders.



Mayor Michael Häupl
supports the initiative
„Climate-friendly shopping“

CLIMATE-FRIENDLY SHOPPING – SAVING CO₂!

Our shopping behaviour has a great impact on climate protection. Therefore, the City of Vienna launched the initiative „Climate-friendly shopping“ under the patronage of Mayor Michael Häupl.

All products and services that we consume generate greenhouse gas emissions, thereby contributing to climate change. This leads to a rise in atmospheric temperature and more frequent extreme weather events.

The initiative „Climate-friendly shopping“ initiative of the Vienna Climate Protection Programme KliP is an important contribution to the reduction of harmful greenhouse gas emissions. Its target groups are private households, businesses, and public administration.

The activities range from useful tips and seasonal recipes to events and information videos.

Mayor Michael Häupl stresses the importance of the issue: „There are many ways in which we can contribute to climate protection as well as our own health and well-being while doing our daily shopping.“



For more information on the initiative, visit
www.klimafreundlich-einkaufen.at

GOODBYE, PLASTIC BAGS – HERE COMES FAIRD!

Every year, some 1500 to 2000 t of plastic bags are thrown away in Vienna. This initiative encourages the Viennese to use bags made from organic cotton or linen. They are washable, do not tear and have a long life, making them ideally suited as shopping bags.

The cloth bag „Fairdl“ is available for free from the City of Vienna via the campaign website while stocks last.

5000 of the bags were produced. Due to their high popularity, nearly all of them had been distributed by the end of the year.



FAIRD! THE TESTIMONIAL

„Fairdl“ is the mascot of the campaign „Climate-friendly shopping“ and makes his appearance in all campaign activities.



MEDIA DARLING FAIRDL

Fairdl is popular among the Viennese and accompanies many of them to the shops every day.

In order to spread the idea of climate-friendly shopping, the citizens were asked to send in pictures of their Fairdl in action. A selection of pictures from the numerous contributions and published on the campaign website.

Fairdl has also been busy as the testimonial for the initiative „Climate-friendly shopping“. „I was happy to do it all for climate protection,“ says Fairdl about his presence in countless contributions in newspapers, online media, on info screens, and on Facebook.

Selected photos were published at www.klimafreundlicher-einkauf.wien.gv.at/site/schick-uns-deinen-fairdl/



REPAIR, DON'T REPLACE!

If the World Cup wore your TV out or proved too much for your sofa, the repair network is just the ticket.

The folder provides a comprehensive overview of the wide range of member companies of the repair network Reparaturnetzwerk Wien.

The folder is available for download at: <http://images.umweltberatung.at/html/reparaturnetzwerks-broschuere.pdf>

EXEMPLARY PROCUREMENT WITH „ÖKOKAUFWIEN“

The City of Vienna sets a good example with green and climate-friendly public procurement.

The eco-purchasing project includes everything from food, textiles, detergents, office materials, furniture and building materials to construction contracts and cleaning services. Events of the City of Vienna are also organised following strict ecological guidelines, such as using reusable cups. The city's ecological procurement system has gained great international attention and received several awards.

The guidelines of "ÖkoKauf Wien" are used in all parts of the city administration, from the Vienna Hospital Association to Housing in Vienna and the various municipal departments.



Our shopping behaviour has a great impact on climate protection. Small measures often have big results. That is what we are trying to show with this campaign.

Christine Fohler-Norek
Climate Protection Co-ordinator of the City of Vienna

The City of Vienna protects the climate in two ways: It uses climate criteria for procurement and provides climate-friendly products and services. Public transport is the best example.

Renate Brauner
Deputy Mayor



TEST YOUR CLIMATE FITNESS

Take the online climate quiz to see how much you know about climate-friendly shopping.

Consumers are faced with a large selection of products. Information about the products, their production and disposal, and about certifications is important for making climate-friendly shopping decisions.

Background information on the individual questions teaches participants even more about the topic.

Climate quiz:
www.klimafreundlicher-einkauf.wien.gv.at/site/klimaquiz



Choose from four possible answers.
Have fun!

99 CLEVER CLIMATE TIPS

The new folder “Gut für Sie. Gut fürs Klima. 99 Tipps von ‘ÖkoKauf Wien’ contains practical advice on climate-friendly shopping.

The tips are organised by subjects, ranging from food and drink, cleaning supplies and waste disposal to climate-friendly celebrations and gifts, fashion and textiles, crafting, home and garden. The tips are also available online:

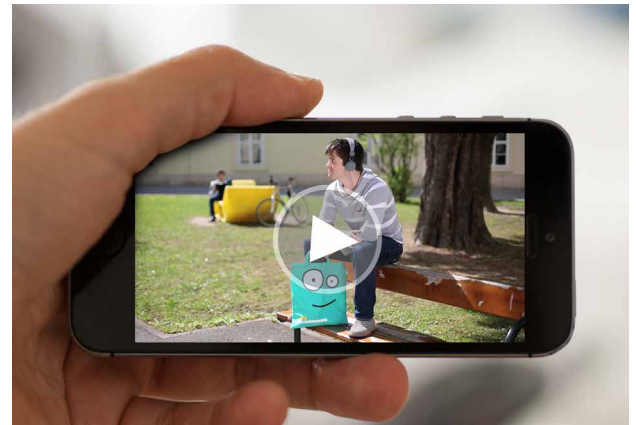
www.klimafreundlicher-einkauf.wien.gv.at/site/einkaufstipps

FAIRDL FIGHTS FOR THE CLIMATE

Three short, entertaining videos transport important messages about climate-friendly consumer behaviour. Fairdl, the fabric bag, is their main protagonist.

The topics of the spots are “use cloth bags, not plastic bags”, “climate-friendly products” and “shopping on Vienna’s markets”. In all three videos, Fairdl suddenly comes to life and interacts with human protagonists.

These spots were distributed on the initiative’s website and the online channels of the City of Vienna.



See all 3 spots here:
www.klimafreundlicher-einkauf.wien.gv.at/site/fairdl-video



Download at:
www.wien.gv.at/umwelt/klimaschutz/pdf/einkaufstipps.pdf

The Vienna Hospital Association and the Trust of the Vienna Homes for the Elderly are trailblazers in climate-friendly shopping. Ecological criteria are considered not only for food, but also for other products, such as cleaning supplies and the vehicle fleet.

Sonja Wehsely
Executive City Councillor
for Health and Social Affairs



TASTY AND CLIMATE-FRIENDLY RECIPES

The initiative presents climate-friendly recipes. Using regional ingredients that are in season means shorter transport distances and reduces CO₂ emissions.

The recipes, which were assembled by the Vienna Hospital Association, are without meat, because eating less meat is better for the environment as well.

The recipes are organised by season to make it easy to find just the right one:

www.klimafreundlicher-einkauf.wien.gv.at/site/kochrezepte

As regional suppliers, markets are popular with the Viennese.

Sandra Frauenberger
Executive City Councillor
for Consumer Protection



SHOW COOKING ON SCHRÖDINGERPLATZ

Employees of the Vienna Hospital Association cooked a vegetable and potato fry-up in an enormous pan.

The food was handed out for free for shoppers at the market to try, along with the recipe.



Plenty of food for everyone: The show cooking event on Friday, 25 April 2014, attracted many hungry visitors.

DELICIOUS TREATS ON KUTSCHKERMARKT

Climate-friendly delicacies and recipes inspire people to shop with the climate in mind.

On Wednesday, 25 June 2014, selected market stalls treated their customers to tasters of seasonal products.



The tasters were served on the market in beautiful weather.



Fun, games and learning:
The perfect mix

Fun and games are the best way to reach children.
That is why we chose an original approach to the
challenging topic of climate protection.

Christian Oxonitsch
Executive City Councillor
for Education



Christian Oxonitsch, Executive City Councillor for Education,
with focused puzzle fans

LEARNING BY PLAYING

A new puzzle teaches children about climate-friendly shopping in a fun way.

This kind of approach makes it easy to reach children of kindergarten and primary school age and start them early on awareness for climate-friendly shopping.

“Fun and games are the best way to reach children. That is why we chose an original approach to the challenging topic of climate protection,” says Executive City Councillor for Education **Christian Oxonitsch**.



FairERleben at Vienna City Hall

FAIRERLEBEN

Fine food meets fair trade and sustainable living.

With tastings, talks and activities, FAIRTRADE Austria and “ÖkoKauf Wien”/ Vienna Municipal Department for Environmental Protection encourage visitors to choose sustainable lifestyle and shopping options.

The food and drink fair on 24 and 25 April at Vienna City Hall presented a wide range of fair and sustainable products.



CLIMATE SAVINGS BOOK

Vouchers and tips help put ecological awareness into practice.

The Vienna climate savings book helps people think about and change their consumption behaviour. As an incentive, it offers discounts on sustainable alternatives in all parts of life. This not only allows citizens to rediscover their city from a climate-friendly perspective, but also supports local businesses that offer sustainable products and services.

For more information on the climate savings book, visit: www.klimasparbuch.at
You can order your free climate savings book at post@ma20.wien.gv.at

HOUSING FAIR 2014 – BETTER, CLIMATE-FRIENDLY LIVING

More and more people want to contribute to climate protection when building their home.

Experts from the construction industry and the Climate Alliance Austria provided information about energy-efficient, sustainable and environmentally sound methods and climate protection at home.

The climate quiz wheel allowed visitors to prove their knowledge about climate issues. The attractive prizes included the brand new climate savings book and climate colouring books for children with useful advice to read and colour.



It's all about the climate: Executive City Councillor for Housing Michael Ludwig and Andrea Fellner of the Executive Office for the Co-ordination of Climate Protection Measures (MD-KLI) with the climate quiz wheel Klima-Quizrad.



The Covenant of Mayors was founded by the European Commission in 2008. With their signature, the participating municipalities and cities voluntarily commit to increasing energy efficiency and use of renewable energy sources.

The City of Vienna is also a part of the Covenant; it was signed in 2012 by Mayor Michael Häupl. Vienna committed to reducing CO₂ emissions by 21% from 1990 levels by 2020. The participating cities also organise Local Energy Days or Covenant Days to allow citizens to benefit directly from the possibilities and advantages of intelligent energy use. The City of Vienna organised a varied public programme to accompany the expert conference mentioned on the next page.

New buildings built with housing promotion funds in Vienna and subsidised refurbishment of old residential buildings are making climate-friendly living a reality. Investing in green living at home pays off by lowering heating costs, creating a win-win situation for the climate and our wallets.



Michael Ludwig
Executive City Councillor for Housing,
Housing Construction and Urban Renewal

SMART LAMPS

A new information folder helps you choose efficient lamps.



The old light bulbs are history. Because of their high energy consumption, they are disappearing completely from stores. Instead, consumers have the choice between a large number of different lamps with big differences in quality and energy efficiency. The City of Vienna has published an information folder to make it easier for consumers to pick the right lamp.

The technology guide "Licht voraus!" provides useful information on energy-efficient interior lighting in the service sector.

The folder is available for download free of charge at:

www.wien.gv.at/stadtentwicklung/energieplanung/publikationen

www.wien.gv.at/stadtentwicklung/energieplanung/pdf/licht-voraus.pdf



If all Viennese households used only high-efficiency lamps, we would save some 470 gigawatt-hours. That is the amount of energy all subways and trams in Vienna use in a year.

Maria Vassilakou | Deputy Mayor



The City of Vienna sets a good example with green and climate-friendly procurement. The „ÖkoBusinessPlan Wien“ advises companies on how they can protect the environment and reduce operating costs.

Ulli Sima

Executive City Councillor for Environmental Affairs

ÖkoBusinessPlan WORKSHOPS

„ÖkoBusinessPlan Wien“ is the Environmental Service Package of the City of Vienna for enterprises. The workshops on fair procurement for Viennese companies proved very popular.

“Climate-friendly shopping”, May 2014

The workshop showed how companies can purchase green and resource-saving materials and lower costs by reusing products and changing user behaviour. The products range from eco-friendly stationery and printing paper and office supplies such as pens and glue to green cleaning supplies.

“Climate-friendly and fair food procurement”, June 2014

This workshop focused on environmental and social criteria for food procurement. The experts and entrepreneurs discussed the meaning and criteria of ‘organic’ and ‘fair’.

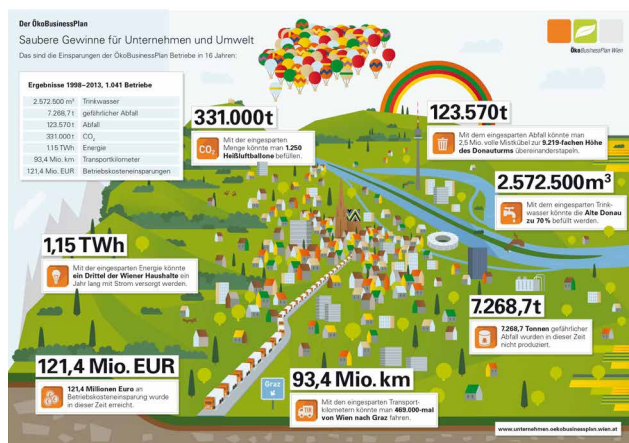


Image available at:
<http://www.wien.gov.at/rk/msg/2014/09/15001.html>

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„ÖKOKAUFWIEN“ TURNS 15

15 years of „ÖkoKauf Wien“ – a good reason for the City of Vienna to look back at its successes and learn for the future. The city celebrated the anniversary with a one-day expert forum for the advancement of sustainable public procurement, the “Smart Public Procurement Lab”, at Vienna City Hall as part of the Covenant of Mayors.

An impact analysis showed that the sustainable procurement programme “ÖkoKauf Wien” has had considerable positive effects.

15.000 of CO₂ saved

Every year, „ÖkoKauf Wien“ prevents the generation of some 15,000 tonnes of climate-damaging CO₂. Through the use of efficient appliances and modern building technologies, the energy costs of the City of Vienna are €1.5 million lower than they would be without “ÖkoKauf Wien”. The city also only uses green disinfectants and cleaning agents. That protects the employees, reduces health impacts and is very efficient: The city now uses up to 40 percent less cleaning agents while maintaining the same cleaning power. The procurement of eco-friendly building materials saves over 4,000 kg of harmful solvents a year. The reduction of air pollutants and particulate matter achieved through the procurement of low-emission vehicles and the reduction of traffic at construction sights generate economic benefits of €300,000 annually. And of course, stationery also has to meet the high ecological standards.

Exhibition: 15 years of „ÖkoKauf Wien“

The concept for the exhibition was developed by students of the University of Applied Arts Vienna under the guidance of lecturers of the Department of Industrial Design. It shows the positive impacts of the guidelines of “ÖkoKauf Wien” on different aspects of daily life. The exhibition was constructed from eco-friendly materials and domestic timber and will travel around Vienna for the next months.

You can find the results of the impact analysis at
<https://klimafreundlicher-einkauf.wien.gov.at/site/forum-nachhaltige-beschaffung-ergebnisse/>