

SUMMARY DESCRIPTION OF THE PROJECT

Project title: Carbon 20 – Public Private Partnerships for Climate Solutions

The bulletins of the Intergovernmental Panel for Climate Change are warning that the expected rise in the average temperature on earth caused by emissions of Green House Gases will have severe impact on the environment and cause significant problems for present and especially future generations. Effective initiatives for reduction of GHG emissions in all parts of society are needed. Investigations in the municipalities submitting this application has shown that the private sector is responsible for up to 60 % of the total GHG emission in respective areas. As the traditional interfaces between municipalities and enterprises (environmental inspection, business support etc.) do not include carbon initiatives, there is a great need for innovating and testing options for carbon related cooperation.

Tools for business sector climate efforts exist, but are primarily in use in larger manufacturing enterprises. Many smaller enterprises (manufacturing and service) are still in a reactive waiting position in terms of climate initiatives – in spite of obvious potentials for cost-effective GHG savings.

Public Private Partnerships (PPPs) have been used primarily at national level and involving major companies. The present project intends to exploit the options for creating public private partnerships at the local level and harvest the benefits of a joint, proactive effort for carbon emission reduction between local authorities and local enterprises, especially SMEs.

In Denmark, the municipal responsibilities related to the environmental performance of the business sector are wide-ranging – from physical planning and waste management to supply of heat, water and water treatment to environmental inspection and promotion of prevention of pollution. The number of staff of the seven partner municipalities with direct environmental duties related to the business sector surpasses 200 full time academicians. Thus, municipal administrations, supply plants and public owned organisations have in different ways access to develop and promote climate friendly frameworks for local enterprises – e.g. through support to the enterprises' own proactive carbon efforts, carbon conscious physical planning, energy supply, planning of transport infrastructure, green public procurement, and public construction activities.

Project objectives:

The overall objectives of the project is:

To innovate local Public Private Partnerships for Climate Solutions and to reduce the emission of green house gases from private enterprises through Public Private Partnerships.

The specific objectives of the project are:

1. Development, implementation and demonstration of efficient models for Public Private Partnerships for climate planning and carbon reductions in private enterprises.
2. Development of organisational and technical competences and tools in local administrations to analyse and document climate reduction potentials and to initiate and facilitate climate friendly initiatives in private companies.
3. Reduction of Carbon Footprint by 20% for at least 100 enterprises (within both industry and the service sector) involved in the partnerships.

4. Analysis and comparative assessment of the developed and applied PPP approaches and dissemination of findings and recommendations to European municipalities and enterprise associations.

In developing the PPP-models a combination of planning and operational competences will be applied, introducing a holistic approach to the daily interaction between municipalities and businesses with the aim to develop and implement ambitious joint visions, strategies and solutions regarding climate mitigation.

The key innovative feature of the project is to develop and apply PPP models at local level, based on collaboration between the municipality and local enterprises, especially SME's, but also including NGOs and other interested parties, for example cultural and educational institutions.

Different models of Public Private Partnerships will be developed and to applied in different combinations, depending on the respective priorities of the seven participating cities' and the business sector within each city:

- Network – exchange of experience, knowledge, etc.
- Strategic alliance – binding agreements on common goals
- Triple-helix-collaboration – involving research and development at the universities

The project will be carried out by the members of the Danish Green Cities' network together with the National Organisation for Local Governments in Denmark (LGDK), and the two key universities within climate action in Denmark: The Technical University of Denmark and Aalborg University. The project proponents have achieved statements of positive interest from the following business associations: The Confederation of Danish Industries, The Danish Chamber of Commerce, The Danish Federation of Small and Medium-Sized Enterprises, and a series of municipal departments for business cooperation.

Green Cities Denmark is an ambitious and binding cooperation between seven Danish municipalities with a number of shared targets towards a better environment and increased sustainability. The municipalities have committed themselves to 16 binding targets for sustainability, among these a 25 % reduction of their local Carbon Footprint before 2015. The municipalities in total cover around 1.1 million inhabitants (20 % of the Danish population) and differ widely with regard to size, urbanization, organisational structure etc.

The project will provide valuable knowledge on how different types of municipalities and cooperative constructions can support carbon emission reductions in private companies. The comprehensive efforts of the project are designed additional to national and European efforts both at government and local level and at business level.

Models for local public-private partnerships for carbon reductions will benefit not only the climate agenda but also provide the enterprises a competitive advantage in terms of fulfilling the market's growing climate related requirements.

The public private partnerships will be continued after LIFE with further carbon footprint reductions and other important environmental initiatives.

Actions and means involved:

The Green Cities have for many years intensively supported greening of urban activities. Continuing this line, considerable staff resources have been budgeted for the coming years' further environmental efforts with a much larger involvement of the private sector.

The project embraces the following actions and means:

1: Development of models for public/private partnership and implementation in the seven cities. Sub-actions: a) Study of carbon relevant interactions between municipalities and the business sector; b) Survey and analysis of existing partnership and networking models and experience; c) Investigation of private sector expectations to climate cooperation; d) Conceptualization of generic Public Private Partnership model for carbon footprint reductions; e) Implementation of PPP in each municipality;

2: Development of improved competences and tools. Sub-actions: a) Compilation and modification of existing approaches and tools for carbon reduction initiatives in the private sector; b) Improvement of competences for municipal staff within the identified climate relevant interfaces with the business sector and within facilitating and supporting climate processes at enterprise level; c) Preparation of training material and training concepts; d) Establishment of an experienced project corps of municipal carbon experts.

3: 20 % Carbon Footprint Reduction in at least 100 participating enterprises. This action will include the following means: a) Workshops for companies; b) Hands on support for Carbon Footprint calculation, identification of initiatives to reduce GHG emissions, staff involvement, strategy and action plan preparation; c) Improvement and modification of municipal planning and services to obtain immediate and long term carbon reductions in enterprises; e) Development and implementation of Carbon Weight Watcher System; f) Follow up workshops, g) Assessing environmental and market impact of the project.

4: Innovation of climate friendly manufacturing/servicing methods, services and products, to be achieved through: a) Support to establishment of climate innovative organisations in the enterprises; b) Facilitation of staff driven innovation processes for carbon footprint reductions; c) Facilitation of staff and user driven innovation processes for climate friendly products.

5: Information and dissemination: a) Preparation of Communication Plan; b) Establishment of project web-site; c) Establishment of IT communication platform for the public-private partnerships; d) Dissemination to national and international audiences.

6: Monitoring of project accomplishment and results by the means of: a) Monitoring and evaluation of enterprise processes, action plans and consequences; b) Monitoring of municipal improvements of carbon relevant interfaces between authority and the business sector; c) Monitoring of GHG emission reductions achieved; d) Monitoring of partnership experience and pros and cons; e) Monitoring of innovation processes and output; f) Overall project monitoring.

7: Project management, reporting and coordination.

8 After LIFE –communication.

Expected results (outputs and quantified achievements):

- An SME oriented framework model for Public Private Partnership for carbon action at local level has been developed and practically applied and demonstrated by seven municipalities from the Danish Green Cities' network.
- A core team of 30 public officials from the participating municipalities have been trained to assume the role as "Municipal Climate Change Agents".
- At least 100 companies and organisations have participated and pursued a binding carbon reduction target in the project.

- The partnership model with its accompanying differentiated GHG emission reduction initiatives has demonstrated its value through achievement of a 20% Carbon Footprint Reduction in the participating enterprises.
- Organisational, planning, administrative and practical tools and training material to support climate initiatives in the private sector have been developed and tested - and made available for all European municipalities in English version on the project website.
- A series of climate relevant interfaces between municipality and business sector have been improved, including physical planning, planning of infrastructure, transport, energy supply, construction, and public procurement.

The partnership model will be continued and developed after the project for further carbon reduction targets, other environmental and corporate responsibility issues