



“Low Carbon Together----- Strategic Communication
Small Grant for Low Carbon Consumption”

Executive Summary

All-China Environment Federation
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1. Project overview

Low Carbon Together---- Strategic Communication Small Grant for Low Carbon Consumption(abbreviate as Low Carbon Together Program) aims to select projects that can effectively promote the transformation of public low-carbon consumption behavior and improve the communication and advocacy capability of relevant organizations on low-carbon consumption through funding and capacity-building, which, at last, help low-carbon consumption move from concept to action.

2. Main Outputs

In the first phase of the Low Carbon Together Program, five projects were selected and funded, producing innovative and effective low-carbon consumption communication models, as well as relevant tools and knowledge products from different perspectives, such as personal carbon account, daily low-carbon behavior recording , green graduation, riding map, public narration of low-carbon consumption and so on. It has stimulated more than 1 million low-carbon consumption behaviors and nearly 300 tons of direct emission reduction. Relevant reports and online activities have received more than 4 million hits, and the potential for continuous emission reduction from behavior changing is about 54000 tons / year.

3. Key Findings

3.1 Carrying out low-carbon consumption activities on the basis of establishing and maintaining communities will benefit the transformation of long-term low-carbon behavior;

3.2 Cooperating with various organizations to carry out training of low-carbon consumption for employees is a effective way to disseminate low-carbon consumption into different fields;

3.3 The rewards to motivate low-carbon consumption actions of public need to be diversified in order to fit pluralistic society;

3.4 The mode of NGOs to mobilize and maintain online community needs to be further explored;

3.5 Carbon reduction tools lack unified calculation standards for carbon emission scenarios of consumption;

3.6 Capacity building activities with complex content, such as behavior changing, need to be sustained.

4. Policy Recommendation

4.1 Establish effective ways for the public to participate in low-carbon consumption, including building online community for low-carbon consumption and strengthening the public participation mechanism of low-carbon consumption in physical communities, so as to make low-carbon consumption fully enter people's daily life;

4.2 Accelerate the promotion of green product standards, certification and labeling system, in order to stimulate consumers with awareness of low-carbon consumption to quickly identify relevant products and making low-carbon choices;

4.3 Encourage internet companies in the public consumption field, like JD,Taobao, Meituan, etc., to carry out joint actions with environmental protection organizations, fully utilizing the channel and technical advantages of the internet companies to guide their partners and users to participate in low-carbon consumption activities;

4.4 Encourage relevant enterprises to disclose their product carbon footprint and give full play to

the regulatory function of NGOs to avoid the hype of low-carbon concept that affecting consumers' trust in low-carbon consumption issues;

4.5 Optimize the incentive mechanism for low-carbon consumption of youth groups, including strengthening support for campus-based environmental protection associations, providing diversified incentives for low-carbon consumption actions, and integrating low-carbon consumption into primary and secondary schools, so as to give full play to the potential of youth groups for low carbon consumption;

4.6 Take cycling as the main driving point of urban slow infrastructure construction, enrich scenarios of urban bicycle utilization and quality of rental service which directly influence the convenience of public cycling;

4.7 Unifying the methodology of carbon emission measurement for different low-carbon consumption behaviors which will provide strong support for relevant carbon accounting software and personal carbon account for low carbon consumption;

4.8 Provide financial and capacity-building support to NGO unions or coalitions in low-carbon consumption field to improve their knowledge reserves and organizational capability , making them to play a better role in continuously support and drive more social forces to participate in the communication and advocacy of low-carbon consumption.

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