



Introducing the Earth Hour City Challenge



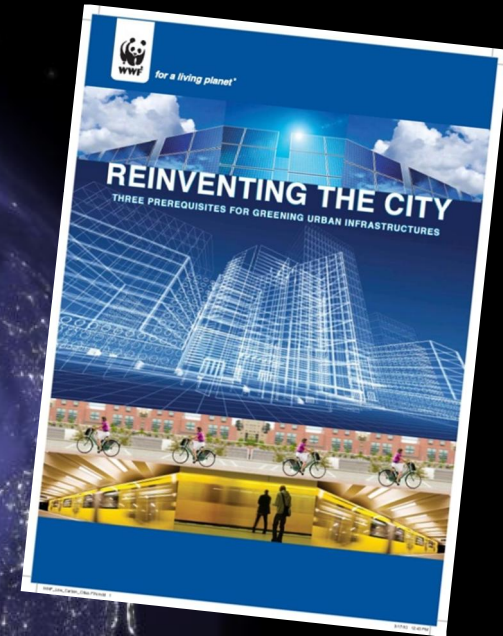
EARTH HOUR CITY CHALLENGE



60+
EARTH HOUR



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



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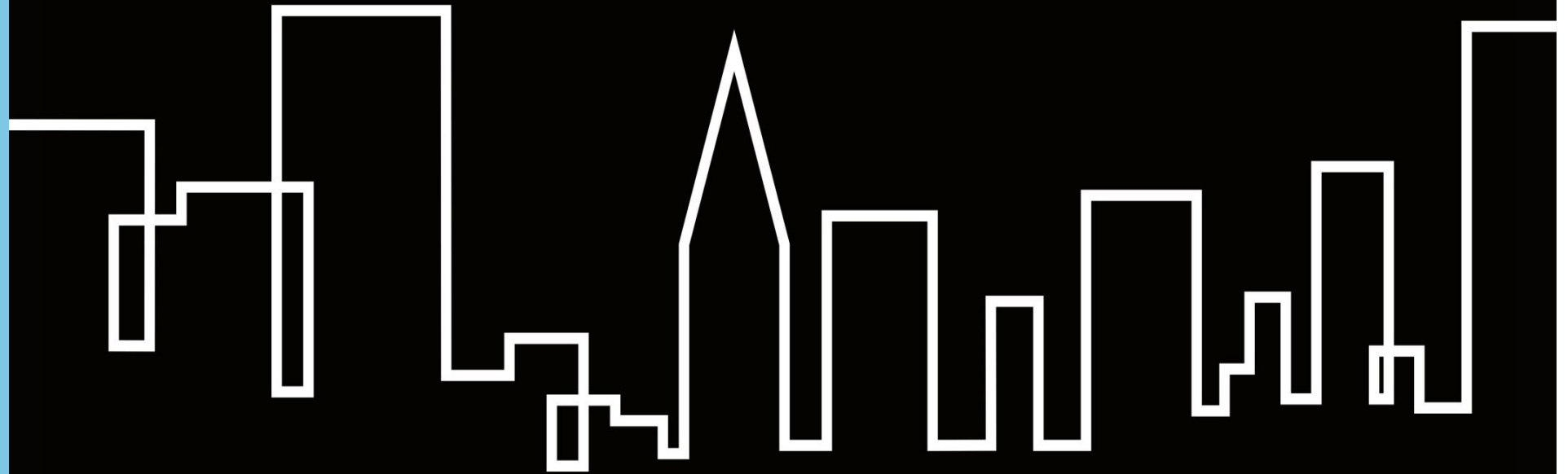
- Future investment is a window of opportunity to implement urban solutions that can minimize footprints and meet human needs
- Egs: climate-smart planning, mobility management, energy efficiency, ICT, RE and sustainable consumption policies
- Will require a massive effort to redirect investment towards one planet solutions



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Earth Hour City Challenge 2010-2013

- Aims to identify and highlight cities that prepared to become leaders in the global transformation towards a one planet economy
- First international pilot launched in 6 countries with 66 city candidates
- Cities report on ICLEI's **cCCR platform** (same used for Mexico City Pact)
- **Evaluation by high-level jury** including experts from ICLEI, C40, CDP, UNFCCC
- Awards in first pilot to Oslo, Forli, Uppsala, San Francisco, Delhi, Vancouver



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Earth Hour City Challenge 2013-14

In this year's round of EHCC 15 countries will be participating



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WWF EHCC 2014 registration



Your Information
Please fill in the information requested in the form (mandatory fields)*

Name of your city *

Country *

1. Designated Contact Point

First Name *

Last Name *

Official Title and Department *

Division/Department *

Email Address *

Confirm your Email Address *

Phone Number [Country, Area Code, Phone Number] *

2. Designated political liaison for contacts with the Mayor/Governor's office

First Name *

Last Name *

Official Title and Department *

Email Address *

Phone Number [Country, Area





Rigorous quality control process to identify low carbon and renewable energy plans

1. Third party city pre-screening and evaluation process
2. Local-level consultations with local WWF offices
3. Expert review by an international jury of experts



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Overview of selection procedure



January – first half of February 2014

- Actions of top 1-3 cities in each country are promoted in public media campaigns. Finalist cities may be invited to submit complementary information based on questions from the jury

May - October 2013

- Cities submit data on commitments, actions and emissions on cCCR platform at <http://carbonn.org/login/ehcc/>

January - February 2014

- *Meeting 1:* An expert jury discuss city actions and select the most ambitious city in each country
- *Meeting 2:* The jury makes deeper level scrutiny of city strategies and selects the Global EH capital

November-December 2013

- Data is analyzed by Accenture & top 1-3 cities with most complete data and promising actions are shortlisted
- Local WWF offices are consulted in nominating top 1-3 cities from shortlist

EHCC capital

Jury #2

Jury #1

screening

Submit city data



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A powerful public profiling opportunity for cities and partners



<http://www.ehcitychallenge.org/peopleschoice>





To sum up

- Expected investment in cities can either lock us into fossil-fuel dependency 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
- Promoting a rapid transition to renewable energy systems



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Thank You

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