

# CARBON NEUTRAL ACTIONS

## A guide to resident-oriented climate and nature work

**"No one can do  
everything, but  
everyone can do  
something"**



### Involve residents in climate action and nature work!

The Carbon Neutral Actions development programme invited residents and businesses to participate in the City of Tampere's climate action and nature work. The aim of the programme was to work with the residents to find ways in which everyone can promote carbon neutrality and circular economy in their daily lives. This brochure explains how residents and businesses can be involved in promoting sustainable daily life and how cross-administrative cooperation in the City's organisation can work.

Promoting participation was achieved by:

- Residents' opportunities to participate in and influence the City's actions for the climate and environment.
- Residents' agency in supporting the achievement of the City's climate and environmental targets.

### At the practical level, promoting inclusion meant:

- Encounters and presence at events and wherever people come together.
- Co-creation: drafting plans and taking action together with residents and communities.
- Strong emphasis on local knowledge: development based on residents' experiences.
- Clearer communication: offering residents easily understandable information about climate action and nature work as well as the impacts of their everyday choices.
- Support for self-motivated action and communities.

The development programme focused on four different residential areas in Tampere. Residential areas in the City with different housing forms, income levels and public transport connections were selected, where sustainable everyday choices may also be different.



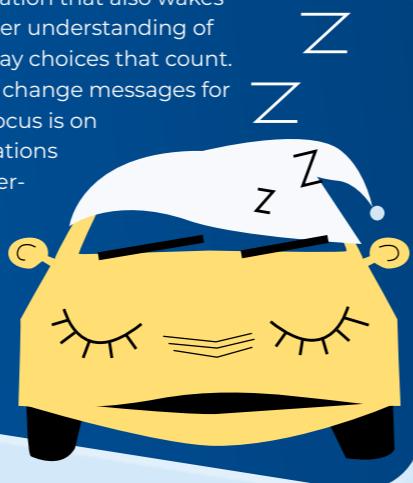
# The challenges we tackled when promoting a sustainable lifestyle

The Carbon Neutral Actions programme promoted residents' and businesses' fair transition towards a sustainable future. The aim was significantly reducing emissions from mobility and consumption and promoting the circular economy and biodiversity. The backdrop to the programme was understanding that the actions of the City alone are not enough to achieve its climate and environmental targets – the residents, communities and businesses must all be involved. When scaled up, even small everyday choices are important. **For example, calculations show that if every resident with a private car chose other modes of transport once a week, Tampere could achieve on the emissions reduction targets and be carbon neutral by 2030.** The climate does not care where the emissions are generated. Climate emissions from consumption are a particular challenge: what we buy and how we live, travel and eat have many types of impacts on the environment, both in Finland and outside our country's borders. Biodiversity loss resulting from human activity is progressing at an unprecedented rate. The City of Tampere aims to foster biodiversity in the face of an increasingly compact urban structure. One of the goals set in the City's Biodiversity Programme is that residents know their local nature values and wish to work for them. By their actions and choices, residents and communities can influence not only the state of their local nature but also biodiversity loss globally. When people feel they can make a difference, they are more likely to opt for choices that are in line with their personal values and also ecological goals.



## Give your car a break for a day, fill your shopping basket with fruit and vegetables, housing company activism is now fashionable – change messages motivate people

Habits, customs and routines structure our daily lives. Everyone knows that changing them is not easy, however much we would like to. Travel more sustainably, opt for vegetarian food, do not buy things you don't need – more concrete communication is needed to speed up sustainable consumption. The Carbon Neutral Actions programme set out to consider how we could produce more approachable climate communication that also wakes people up to a better understanding of the kinds of everyday choices that count. The end result was change messages for consumers. Their focus is on reducing confrontations and awakening interest. This also made the City's climate targets more relevant for the residents.



## The City's climate actions are set out in the Climate Neutral Tampere 2030 Roadmap.

The Biodiversity Programme contains the measures for combating biodiversity loss. To track the progress made with both programmes, see Tampere's climate and environmental watch:

### TAMPERE'S CLIMATE AND ENVIRONMENTAL WATCH



# This is how the development programme approached it: working together for a smooth and sustainable everyday life

We used co-creation and the double diamond model favoured in service design, which starts from a deep understanding of the problem and, through defining more specific goals, progresses to planning, testing and carrying out development measures. Here are some examples of how a change in mobility and consumption habits can be supported.

- 2022  
Closer cooperation within the City and gathering of understanding at Tampere level.
- 2023  
Residents' thoughts and ideas of a smooth and sustainable everyday life were collected locally at different events.
- 2024  
Baseline study on four different areas in Tampere: how do residents in the target areas experience the opportunities of and obstacles to a sustainable life? What motivates them to make sustainable choice?
- 2025  
Development themes were selected for the target areas.
- Practical experiments on the themes of a sustainable daily life were conducted in the target areas.
- Carbon Neutral Actions follow-up study: has there been any change in the target areas?
- Impact evaluation and ensuring that the work will continue. While the programme ends, work in the City's organisation continues, and the themes are prominent in the new strategy of Tampere.

## Adventure maps

Adventure maps for sustainable mobility put families' favourite local spots on the map for others to enjoy, too. They also support children in learning to rely on walking and cycling for everyday mobility. The adventure maps were co-created with day-care centres. They highlight some of the favourite places of the children, families and day-care centre staff as well as show safe cycling and walking routes and suggest physical activity tasks that can be completed in these favourite spots. The work also included organising outdoor activity events in day-care centre playgrounds to encourage children's sustainable mobility. A handbook was additionally created that helps each day-care centre or school to draw up its own adventure map of its local area free of charge.

## Family cooking classes

Family cooking classes taught the participants to prepare easy, nutritious and affordable vegetarian meals. Fruit and vegetables are expensive, preparing vegetarian food is difficult, vegetarian food is not tasty – these myths were dispelled. The classes brought primary school children and the adults in their lives to cook together in the school's home economy class. Enjoying a meal together at the end was an important part of each class.



## Sharing economy experiment

A sharing economy experiment conducted in the City's districts created possibilities for shared use in people's daily lives. This experiment launched in summer 2024 comprised rentals of household goods as well as cargo bikes in shared use. The extended duration of this 18-month experiment gave residents time to familiarise themselves with the services over time and allowed renting and lending to become embedded in everyday routines. The possibility of testing cargo bikes for free at day-care centres and similar proved a really effective way of spreading awareness of both the bikes as a mode of transport and the shared use experiment.

## We encountered residents at around 160 events!

We have participated actively in community events and organised events and workshops together with the City's actors, research and development organisations and associations.

**We have not been working alone: around 100 partners are involved!** Associations, NGOs, businesses, units of the City of Tampere organisation, research and development organisations and many others have helped to build preconditions for sustainable daily life in Tampere.



# The City's roles in promoting sustainable everyday life!

In the Carbon Neutral Actions programme, we crystallised our roles and created a model that demonstrates the importance of the different functions as well as the municipalities' and cities' comprehensive possibilities of making an impact. The City's organisation provides services, plans everyday environments, supports communities' and businesses' activities and makes procurements. Promoting sustainable everyday life is a game plan that gives everyone a possibility to be part of the change. Climate action and work for nature must be integrated into basic activities. Providing support and developing the staff's competence play an essential role in this.

A cross-administrative approach is the key, and identifying common goals can also provide additional resources for climate action and work for nature. Collaboration is the only way to effectively build up residents' knowledge, skills and interest in more sustainable choices and to make these choices feel possible in their daily lives.

Based on the model, we will continue the work for a smooth and sustainable daily life in Tampere that started with the development programme.



**The seeds of change have been sown!**

## Sparring and support to strengthen the competence of the City's staff



## Keys to involving residents in climate action and nature work

1. Co-benefits as an opportunity: identify common goals within the City's organisation.
2. Take advantage of existing structures, tools and networks.
3. Collect data and gain understanding, also through encounters and discussions.
4. Be open and invite residents and communities to co-create and plan solutions.
5. Promote the creation of new services that advance sustainable everyday life.

