



Instructions for Earth Hour City Challenge candidates

Guidance for Local Government Representatives to enter information
relevant to the Earth Hour City Challenge 2013-2014



EARTH HOUR CITY CHALLENGE



These instructions are complementary to the User Manual for Local Governments representatives which is available on <http://citiesclimateregistry.org/wwf-earth-hour-city-challenge-2014/>

The Earth Hour City Challenge 2013-2014 is open to cities in 15 countries including Belgium, Brazil, Canada, Colombia, Denmark, Finland, India, Indonesia, Mexico, Netherlands, Sweden, South Africa, South Korea and USA. See panda.org for updates on countries included.

Webinars will be held to instruct participating cities in the reporting process for the Earth Hour City Challenge.

To find out more about the Earth Hour City Challenge and register your interest, go to www.panda.org/citychallenge

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INTRODUCTION

Earth Hour City Challenge – Background and objective

The world is currently in a state of rapid urbanization and cities already account for over 70% of the world's fossil fuel related CO₂ emissions. By 2050 more than two-thirds of the global population will live in cities, and it is forecasted that USD 350 trillion will be invested in urban infrastructure and used over the next 30 years. If everyone on the planet lived as the average developed country urban resident does today, we would need more than three planets to provide the natural resources and absorption of the carbon dioxide emissions that this lifestyle would demand.

If future investments in cities follow a business-as-usual (BAU) trajectory, our dependence on fossil fuel energy will continue. As a result energy-intensive infrastructures and lifestyles would be reinforced and appropriate more than half of humanity's global carbon budget in only 30 years. As a result billions of people may have to pay the economic, social and ecological costs of carbon lock-in. The good news is that solutions already exist that can dramatically reduce the carbon footprints of cities while better meeting human needs. Based on progressive development strategies, using best urban planning practice and best available energy-efficiency and renewable energy solutions, global investment can leverage the potential of cities to become solution hotspots for a future in which the human economy fits within the capacity of one living planet.

The Earth Hour City Challenge (EHCC) is an initiative designed by WWF to mobilize action and support from cities in the global transition towards a climate friendly, one-planet future, and to stimulate the development and dissemination of best practices for climate mitigation and adaptation. It will be run as a recurrent and increasingly global challenge for cities to present ambitious, holistic, inspiring and credible plans for low carbon development and for dramatically increasing the use of sustainable and efficient renewable energy solutions in the next few decades. The primary focus of the challenge in 2013-2014 is on city actions that help move investment flows from fossil fuels to renewable and sustainable energy solutions.

The EHCC builds on the understanding that cities in different parts of the world have different roles in the transition towards a climate-friendly, one-planet future. Cities in the developing world may focus more on low-carbon development and efficiency measures to reduce energy need relative to BAU, while cities in the developed world should emphasize actions to reduce the total carbon footprint of their citizens and to dramatically increase the share of renewable energy in their energy mix. The EHCC aims to highlight diverse solutions and challenges for cities in different parts of the world, but also to identify options for more networking and collaboration between these cities. This also builds on the understanding that all cities will ultimately face similar challenges in securing human needs in a carbon constrained world.



Evaluation procedure and criteria

WWF has commissioned an internationally recognized consultancy to provide quality control of the evaluation process and refines the evaluation criteria in dialogue with experts from an international jury (representing, for example, ICLEI, CDP and C40). When the application window closes in October 2013, the information provided in the carbonn Cities Climate Registry (cCCR) will be analyzed to identify up to three finalist cities per country. Based on the selection of finalist cities, the international jury of experts will identify a national Earth Hour Capital for each country, and one global Earth Hour Capital for the world. Both finalist cities and Earth Hour Capitals will be announced and celebrated in conjunction with Earth Hour in March 2014 and onwards.

For the awards, the jury will be looking for cities that demonstrate an inspiring, ambitious and credible agenda to move towards a renewable and sustainable economy with pace and a clear strategic connection between actions and targets. Actions that contribute to a shift of money flows from fossil to renewable energy solutions will be particularly favoured. Engagement in multi-city initiatives at the international level, such as the Covenant of Mayors or the Mexico City Pact, or at the national level, such as the U.S. Mayor's Climate Protection Agreement, will also be considered a positive attribute in the evaluation procedure.

In order to level the playing field, the jury will take into account differences in resources and starting points; the Earth Hour City Challenge is not about having the most hi-tech plans, but about commitment and innovative thinking that focuses on renewable and sustainable solutions to the benefit of both people and the planet. The jury's focus will be on identifying inspiring cases of leadership in this regard, also including consideration of the local context, eg national/regional support for urban sustainability, resources available, local challenges such as urban poverty, and city size.

Overall, the international jury will be particularly looking for cities that are:

- Moving toward a low carbon economy and strongly promoting the use of renewable energy solutions. *Reported actions, commitments and inventories will be evaluated to assess to the extent to which the cities are strategically shifting from a fossil fuel dependent to a renewable and energy efficient economy.*
- Taking ambitious and strategic actions to meet commitments. *City actions will be assessed for level of ambition and ability to target the areas where change is most needed in order to meet their mitigation targets while also meeting human needs in a sustainable way - particularly in housing, energy, mobility and food.*
- Integrating actions into coherent strategies for sustainability. *Action and engagement information will be analyzed to find cities with the most comprehensive strategies to meet their climate targets, including multiple sustainability challenges such as adaptation and also engaging the public.*
- Innovation and thinking outside the box. *Where relevant, the jury will look for actions and strategies that include transboundary approaches, eg promoting low footprint lifestyles to also reduce transboundary emissions caused by local consumption, as well as making use of the city's networking power to support the scaling up of climate smart urban solutions also beyond their own boundaries.*
- Significant leadership and credibility with respect to local context. *The degree of leadership and credibility will be assessed in terms of analyzing the level of commitments and actions reported in relation to the size of the challenges faced by the city, including the availability of resources and mandate to act.*

Any city in the participating countries can register for the EHCC. To become an EHCC candidate a city needs to report the minimum level of at least one mitigation action and one commitment.

To indicate which cities have qualified as EHCC candidates an EHCC logo will be attached to their names in the list of cCCR Reporting cities.

To become selected as a finalist city, a city needs to demonstrate, either through commitments, actions or inventories, that it is undergoing a real transition toward a renewable and sustainable economy.

The more ambitious, credible, strategic and innovative a city's approaches are, the greater its chances are of being selected a national or global Earth Hour Capital.

Up to three finalist cities per country will be promoted in a social media based campaign. The Earth Hour Capitals that are selected for each country and the global Earth Hour Capital will also be celebrated and promoted through social media, web, films, conferences and a global award ceremony close to Earth Hour in 2014.

How to participate in the EHCC

Cities wanting to participate in the EHCC need to do two things:

1. Register your interest with your local WWF office in order to receive more detailed information about EHCC. Click the links below to register your interest by email:

[Belgium](#)

[Brazil](#)

[Canada](#)

[Denmark](#)

[Colombia](#)

[The Netherlands](#)

[Finland](#)

[India](#)

[Indonesia](#)

[South Korea](#)

[Mexico](#)

[South Africa](#)

[Sweden](#)

[Thailand](#)

[USA](#)

2. Register for EHCC directly online on the cCCR platform or by filling in and sending or uploading the offline reporting sheet. Report the relevant information to cCCR before October 13, which is the closing date for EHCC candidates. Register on cCCR [here](#)

Registration for EHCC on cCCR

Participating cities are invited to visit <http://citiesclimateregistry.org/login/ehcc> to login directly or to download the offline reporting sheet.

WWF EHCC Registration

The screenshot shows the 'carbonn Cities Climate Registry' website with the 'WWF EHCC 2014 registration' form. The form is titled 'Your information' and includes a sidebar with navigation links. The main content area contains a large graphic for the 'EARTH HOUR CITY CHALLENGE' and a series of input fields for city and contact information. The form is divided into three main sections: 1. Designated Contact Point, 2. Designated political liaison, and 3. Mayor's information. Each section has fields for Name, Title, Email, and Phone Number. There are also checkboxes for agreeing to terms and conditions.

carbonn Cities Climate Registry
Local Climate Action the World can count on

WWF EHCC 2014 registration

Choose a language

- Announcement
- Home
- About
- Cities
- City Search
- Join the cCCR
- Tips for local climate action
- FAQs
- Login
- WWF Earth Hour City Challenge 2014

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

Name of your city *
Country * Belgium

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) * +32 (3876) 64.3210

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 Code, Phone Number) *

3. Mayor's information

Title
Mayor's First Name *
Mayor's Last Name *

☐ I have read and agreed to the Terms and Conditions *
☐ I have read and agreed to the EHCC Terms and Conditions *

Submit

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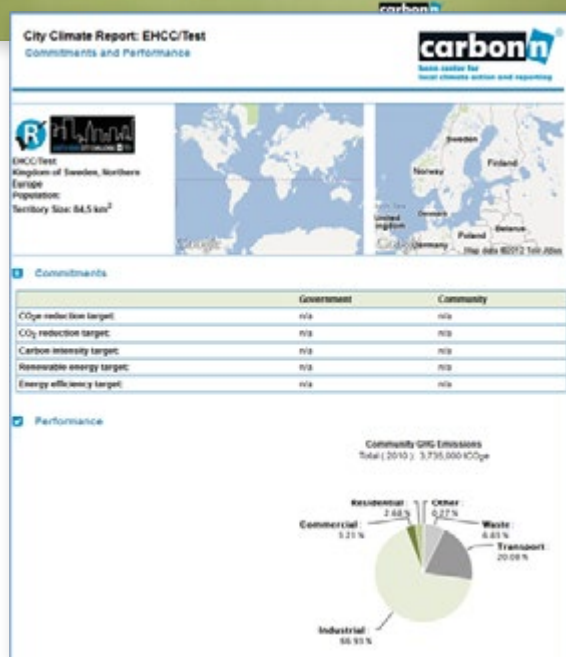
Registration can be done either online or by sending a completed offline reporting sheet to ICLEI World Secretariat at carbonn@iclei.org

Registration will commence once all information is provided and the candidate approves to agree with relevant “cCCR Terms and Conditions” and “cCCR Terms and Conditions for EHCC Candidates!”, by ticking appropriate boxes.

1 cCCR Terms of Conditions for EHCC Candidates:

- Terms and Conditions for “cCCR Registered City” and “cCCR Reporting City” applies to local governments that register to EHCC Candidates as appropriate.
- Any EHCC Registered City can become a EHCC candidate City only after reporting at least one commitment and one mitigation action, which enables the city to use the logo of EHCC in relevant cCCR documents.
- By enrolling to the EHCC, the local government gives the authority to carbonn to share the reported information with WWF and its relevant partners engaged in the EHCC process. These data will be solely used for the purpose of the EHCC National/Global Capital selection process.

6. The participating city is recognized as “cCCR Registered City” at <http://citiesclimateregistry.org/cities/registered-cities/>, as long as data is reported only in the section “City Info”.
7. Once at least one mitigation action and one commitment are reported, the registered city is recognized as a EHCC Candidate City. From that time on, the city will carry the logo of EHCC in all relevant documents of cCCR. The name of the EHCC Candidate will also carry a hyperlink at the <http://citiesclimateregistry.org/cities/earth-hour-city-challenge/>



DATA INPUT FOR EHCC

Once the city has registered for the EHCC it can begin to enter relevant information. Guidance is provided below as a complement to the existing manual for cCCR, indicating information that is particularly relevant to provide as a candidate for the EHCC.

City Info

By providing general information about your local government and community you will help the jury understand and assess the background of your strategies and actions.

Information of particular interest for the evaluation procedure includes:

Population: current and projected population within the next few decades.

- Economy: Select the predominant economic sector and indicate the total budget of your city.
- Community Type: Select your community type. 'District municipality' describes a community which constitutes part of a city (City municipality).

City Commitments

Having commitments is a key indicator of the level of ambition of a local government. Therefore, reporting at least one commitment is required in order to enter as a EHCC candidate. Ideally, commitments include several or all of the following:

- CO₂: an absolute or BAU target for reducing CO₂ emissions
- CO₂e: an absolute or BAU target for reducing CO₂ equivalent emissions
- Carbon Intensity: reduction target of the carbon intensity per unit output (US\$ 1000)
- Energy Efficiency: improvement target for energy efficiency
- Renewable energy: target value of energy sourced from renewables

The 2013-2014 round of EHCC will put particular focus on city commitments and actions that will support a shift in financial flows from fossil fuels towards renewable energy based solutions. This also means that having renewable energy commitments will increase the chances for your city to be selected as a National or Global Earth Hour Capital. For emission reduction targets, cities in OECD countries are expected to use absolute targets.

City Performance

This year it will be possible also for cities that have not yet completed their inventories to enter as candidates in the EHCC. However, for a city to be selected as a National or Global Earth Hour Capital it is expected to report at least one community level GHG inventory. This is required in order to have a baseline against which commitments and actions can be compared. Ideally the city will report inventories of both government and community operations on a sector level. Reporting inventories for more than one year is a sign of even higher level of ambition and credibility.

For cities from OECD countries, it is beneficial for the scoring if, in addition to reporting standard inventories, the city has also begun to analyze scope 3 emissions of government operations and community actions. Scope 3 emissions include indirect emissions not covered in scope 2, for example those attributed to outsourced activities or services or in the supply chain of purchased products. This is considered an important step toward a greater understanding of (and actions to remedy) the impact of its citizens beyond the local municipal boundaries.

City Actions

In order to be eligible for evaluation, a city must register at least one mitigation action. This year, actions that contribute to shifting investments from fossil fuels to renewable energy sources will be given extra weight, while respecting the different local contexts of cities in different countries/states. The option for cities to promote this shift vary, but direct technology based actions, renewable energy procurement or bylaws with financial incentives are some examples of relevant actions in this context.

Overall, the more powerful, strategically integrated and ambitious the reported actions are, the better the city's chances for becoming an Earth Hour Capital. Local governments are welcome to report not only those actions and action plans that have already been implemented during the latest five years, but also those actions that are in progress or still seeking funding. Cities are asked to provide a concise summary of every action. If relevant, supporting documents can be uploaded for an action. However these cannot replace the mandatory summaries and information fields, which are the primary sources of information for the evaluation of city actions.

If the city has specific, more overarching strategies and action plans that it wants to draw the jury's attention to as particularly indicative of its strategic, ambitious and innovative work, this should be reported (with summary and supporting document) under the more overarching category Strategy-Action plans.

Under Boundary, a drop down menu requires specification of whether the actions will mainly affect government emissions, or community level emissions. Because of the significance of emissions from citizens, the existence of community level actions is of particular importance.

Furthermore, in order to encourage and reward actions that affect emissions beyond the local boundaries, this drop down menu also allows the specification of actions as transboundary-consumption, meaning that they aim at reducing indirect emissions beyond city boundaries caused by consumption activities of local residents. This can include indirect GHG emissions resulting from travel abroad or local consumption of food and consumer products that have created emissions elsewhere. It is also possible to specify actions of another transboundary kind, ie networking and city-to-city-partnerships. This may include transboundary policywork and collaboration

undertaken by the city and which aims to enable the diffusion and implementation of climate-friendly and renewable solutions beyond local boundaries.

Source of finance and a total budget should be specified for all reported actions. In case of co-financing, cities can also clearly state what are the costs of an action that are or will be borne by the city's finance.

For all mitigation actions, cities are also asked to specify the method, which requires indicating if the action relates to an increase of the share of renewable energy in the energy mix (eg by increasing the share of renewable sources of energy in transport), management/efficiency improvements in energy use (eg reducing energy needs in buildings), or transition from high carbon-intensive fossil fuels to lower carbon fossil fuels (eg shift from carbon or diesel to natural gas).

For all actions where it is possible to realistically estimate quantified achievements of the actions, eg expected increase in total production or consumption of renewable energy, expected emission reductions or energy use reductions, cities are requested to provide such estimates. This is important information that increases a city's chance of making it to the list of finalists in the evaluation procedure.

Due to the importance of public participation in developing sustainable solutions, the existence of actions that include public participation and awareness raising actions are also considered a plus in the evaluation process.

Finally, in order to highlight the existence of a holistic and integrated approach in any action plan, cities are also asked to indicate for any action if there are co-benefits for local sustainable development (list of options that can be chosen by tick box). The evaluation of actions from cities where social inequalities are significant will particularly reward actions with strong social cobenefits.

Questions? Please contact the WWF office in your country (see list above) or the WWF international EHCC [core team](#). Technical questions related specifically to reporting should be directed to ICLEI World Secretariat at carbonn@iclei.org