



KOZA

Campaigning and Communication Workshop

The best practices session

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The BLUE AP Project

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Good morning from Rome!

Our warmest thanks to:

the YUVA Association Colleagues for the invitation for today's presentation and to KOZA members, too.

Today I will tell you about the BLUE AP LIFE+ project, which took place from 2012 to 2015. Kyoto Club was a partner of the project together with other important partners: Ambiente Italia and ARPA Emilia-Romagna.

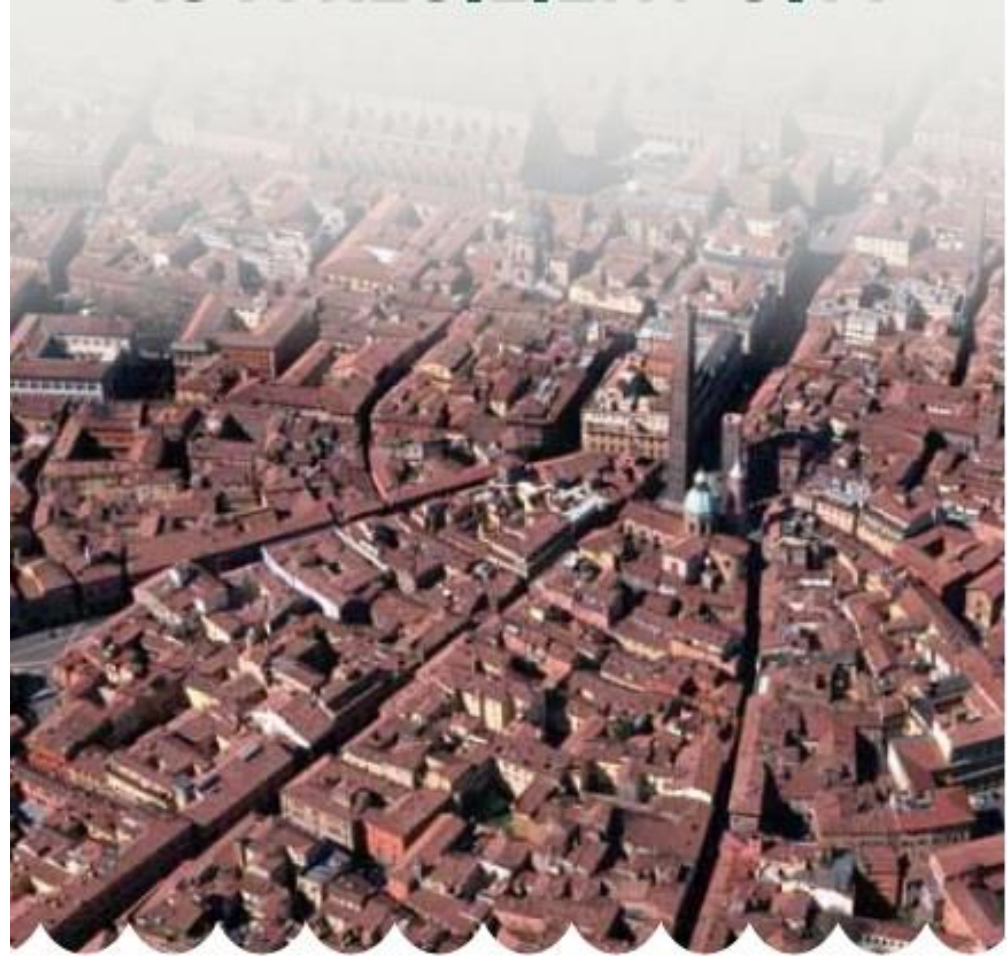
The leader of the project was the Municipality of Bologna.

BLUE AP was a successful campaign in terms of creating wide public support (nation wide or city wide) for the global warming cause and for the need for adaptation plan for cities (Bologna).



BLUEAP

Bologna adaptation plan
for a resilient city
Bologna città resiliente



BLUE AP – Bologna Local Urban Environment Adaptation Plan for a Resilient City was a LIFE+ project for the implementation of an Adaptation Plan to Climate Change for the Municipality of Bologna, providing for some concrete local measures to test, in order to make the city more resilient and able to meet the climate change challenges.



About BLUE AP project partners

Municipality of Bologna

Bologna is a founding member of ICLEI, the international network of governments for sustainability, partner of Eurocities and Local Agenda 21 in Italy.

Upon acceding to the Aalborg Commitments (2006) and the Covenant of Mayors (2008), the city of Bologna strengthens its presence among the European cities active in the field of sustainable development, aiming the development of solutions for a sustainable resource management in a time of profound economic and social changes.

Arpa Emilia-Romagna

ARPA is the Regional Agency for Environmental Protection in Emilia-Romagna. It is an environmental control technical support body to the regional and local authorities and is administratively and technically independent. In particular, The Hydro-Meteo-Climate. Service is responsible for operational meteorological, climatological, agrometeorological, radarmeteorological, hydrographical, hydrologic and meteo-environmental activities, providing short and medium-term, regional forecasts and local nowcasting products.

Ambiente Italia

Ambiente Italia is accredited as an expert European center for urban and environmental policies and has been approved as ESCO from the Italian Energy Authority.

Kyoto Club

Kyoto Club is a non-profit organisation founded in February 1999. Its members are business companies, associations and local municipalities and governments engaged in reaching the greenhouse gas reduction targets set by the Kyoto Protocol, by the EU ones for 2030 and by the December 2015 Paris Agreement.



Kyoto Club – Against climate change, with new energies



What is the BLUE AP project?

BLUE AP project was a successful communication campaign, conceived for the climate change Adaptation Plan for the city of Bologna.

Kyoto Club has followed all the communication activities and participatory processes (with the collaboration of “Centro Antartide” of Bologna). Participatory processes were meetings for the definition of the Plan.

Let's deepen the communication activities and all the steps of the project!



Bologna is one of the first pilot cities in Italy to equip itself with the necessary tools to face the challenge of global warming, which is now a priority for both public and private institutions. BLUE AP also fits within the framework of commitments that the city has taken on issues relating to climate change, including the SEAP (Action Plan for Sustainable Energy) and the Life GAIA project - urban forestry.

The project included an intense **communication, dissemination and networking activity** in order to inform citizens and increase their awareness on the issues of adaptation to climate change. The results of the project were also disseminated at local, national and European level through the creation of communication tools and participation in national and international events.

The project aimed to:

- create an innovative information system that integrates environmental and social data, capable of producing new information on environmental risks and the best strategies to deal with them;
- increase the awareness of local authorities, socio-economic actors and citizens on the real risks of the climate change in the Bologna area, motivating them to adopt more environmentally conscious behaviors and responsible management of water resources;
- offer local stakeholders technical and training support to plan and to implement some of the actions defined in the Adaptation Plan. BLUE AP also played a “start-up” role, launching pilot actions in the Bologna area, with the participation of local businesses and actors;
- monitor and to evaluate the effectiveness and sustainability of the actions implemented and the results that emerged during the implementation of the project;
- share and to communicate the guidelines and the results of the project, promoting the dissemination and sharing the know-how to allow other local communities to use the models developed.



In 2018, the European Commission's CRC recognized BLUE AP as the best climate adaptation practice for the cities

The template relating to the Bologna Adaptation Plan was found to be "the best and most consistent of all the templates that have been evaluated" by the Joint Research Center (CRC) of the European Commission. The CRC has the prerogative of evaluating the Covenant of Mayors and the Climate Adaptation Action Plans in Europe.

BLUE AP project steps



LIFE11 ENV/IT/119
With the contribution
of the LIFE financial instrument
of the European Community



**LOCAL
CLIMATE PROFILE**



**PARTICIPATORY
PROCESS**



ADAPTATION PLAN



MONITORING

BLUE AP for a resilient city

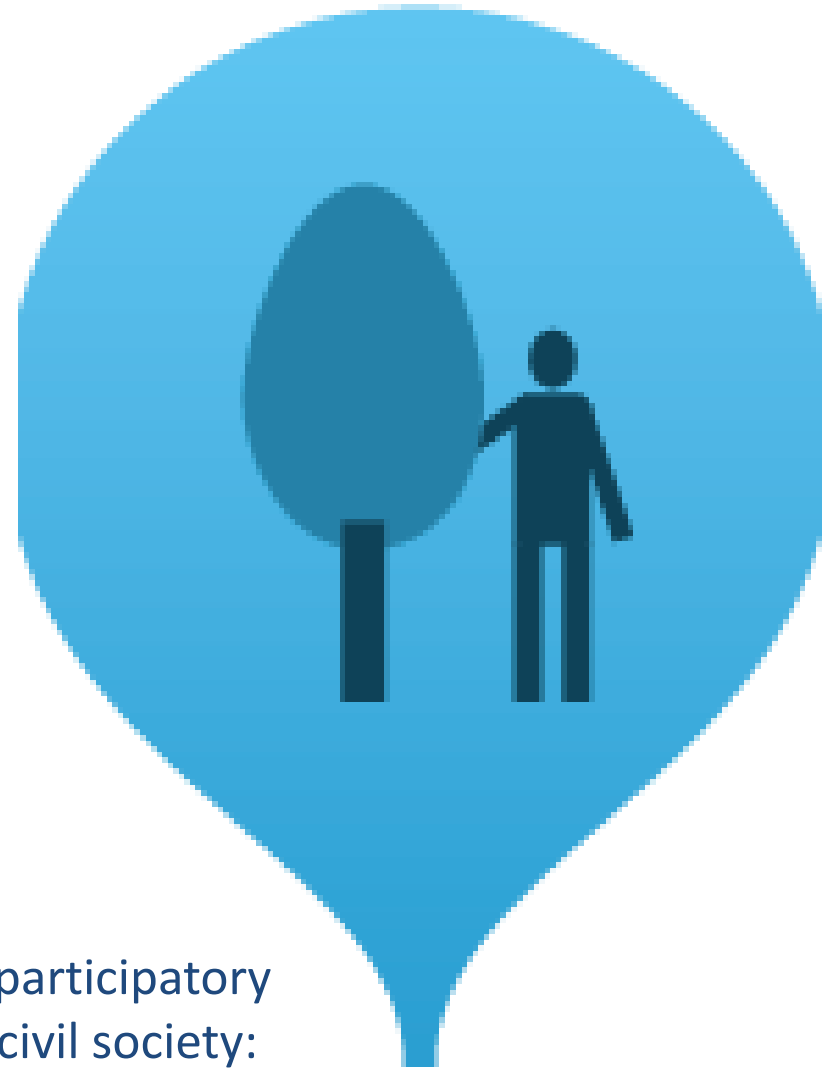
Bologna resilient city!

What does it mean to be a resilient community?

How to build resilient communities through a participatory process?

To build a resilient community thanks to a participatory process and thanks to the involvement of civil society:

This was the challenge of the BLUE AP project





HOW TO BUILD RESILIENT COMMUNITIES THROUGH A PARTICIPATORY PROCESS



CITY PLAN REGULATION: INSERT AT LEAST ONE ADAPTATION MEASURE



GUIDELINES FOR KEY INFRASTRUCTURES AT RISK



GREEN ROOFS PROMOTIONAL CAMPAIGN



PERMEABLE PARKING



RAINWATER HARVESTING



RESILIENT COMMUNITIES

BLUE AP created the Bologna Adaptation Plan and defined, with citizens and stakeholders, the six pilot actions.

Let's see how the participatory process of the Adaptation Plan of the city of Bologna took place!



BLUE AP

Participatory Process

Its goal was to bring together the stakeholders to discuss the definition of the Adaptation Plan of the city of Bologna.



During the first phase: environmental criticalities and the effects of climate change were assessed. The meetings were interactive. The goal was to collect proposals for the implementation of the plan.

In the second phase: the meetings took place with small focus groups. During the meetings discussed the proposals of the Plan and evaluating its implementation.

BLUE AP

Participatory Process

Its goal was developing, perfecting and implementing a replicable **bottom-up process** to address climate challenges thanks the support of the local community, politicians, citizens, representatives of the production sector, etc.

Within the participation process, the definition of the Adaptation Plan was outlined.

Strategies and a selection of actions were associated with each of the vulnerabilities identified by the Local Climate Profile.



BLUE AP

Participatory Process

It was a bottom-up replicable process that included:

3 public events in Bologna (50 participants)

18 workshops

100 surveys on financial challenges and on the topics of climate change

1 internal peer-review

1 discussion session with other EU cities

2 expert round tables

3 thematic sessions on agriculture, industry and civil society

5 focus groups (topics: urban greening, agriculture and urban gardens, extreme weather events, permeability projects for commercial and industrial areas, economy and development of the territory)

20 restricted sessions

1 session with the political decision makers of the Municipality.



BLUE AP focus groups



The five focus groups organized in the second phase of the participatory process addressed the following issues:

- 1) Urban greening
- 2) Agriculture and urban gardens
- 3) Interventions on the occasion of extreme weather events
- 4) Permeabilization projects for commercial, industrial and civil areas
- 5) Economy and development of the territory



#COOLIT!

COCKTAIL EVENT

COME TO ENJOY FRESH FOOD AND DRINK
AT THE BLUE AP NETWORKING EVENT

During the event we will ask to all the city's delegations to prepare a short presentation for 30mins of PechaKucha show. Each team will have 3minx6slides to present your most valuable Resilient Action.

The winner will be award with a travel to Bologna for the final conference of LIFE+ BLUEAP

BE GOOD! BE RESILIENT!



FRIDAY 30TH MAY 2014

H. 18.45 – 20.00

ROOM S34-35

RESILIENT CITIES 2014 – BONN

p.pelizzaro@kyotoclub.org

www.blueap.eu

BLUE AP Bologna Local Urban Environment Adaptation Plan for a Resilient City is a LIFE+ project that aim to define the Bologna Adaptation plan trough a participatory process and with six pilot actions on the ground.

A networking event was organized during *Resilient Cities 2014* in Bonn (Germany). It was a presentation event of the BLUE AP project and its activities for the adaptation plan. It was an event which involved stakeholders and public from civil society.

During the event, BLUE AP partners asked to all the city's delegations to prepare a short presentation for 30mins of PechaKucha show. (PechaKucha is a simple presentation format where the speaker shows 20 images, each for 20 seconds. The images advance automatically, and the speaker talks along to the images).

Each team had 3minx6slides to present its most valuable Resilient Action. The winner won a travel to Bologna for the Blue Ap final conference.





Local Climate Profile

Analysis of vulnerabilities and the impact of climate change

It is the main tool for the analysis of climate vulnerability and the consequent development of adaptation measures for the city. Its purpose was to provide knowledge of the territories from the point of view of its vulnerabilities related to climate change and projections for the next decades highlighting the risks and opportunities related to resilience.

Local climate dynamics

Land use and infrastructure

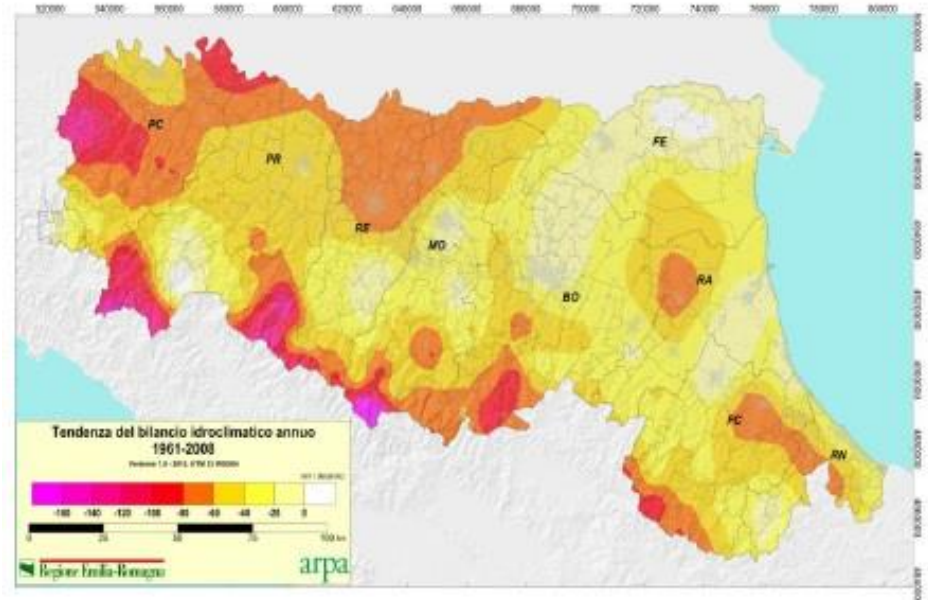
Impact of heat waves

Risks of flooding

Impacts on water quality

Drought risk

Resilient Capabilities



Source: Emilia Romagna Hydro-climatic Atlas

Local Climate Profile

This action concerned the analysis of climate variability, at different levels: European, Italian, regional (Emilia Romagna) and on a local scale (Bologna), on which future climate scenarios were built.

The climatic variables analyzed: the minimum, maximum temperature and the amount of precipitation, both medium and extreme fields.

The second part of the action was focused on the analysis of the territory, identifying the major vulnerabilities that emerge in relation to climate projections.





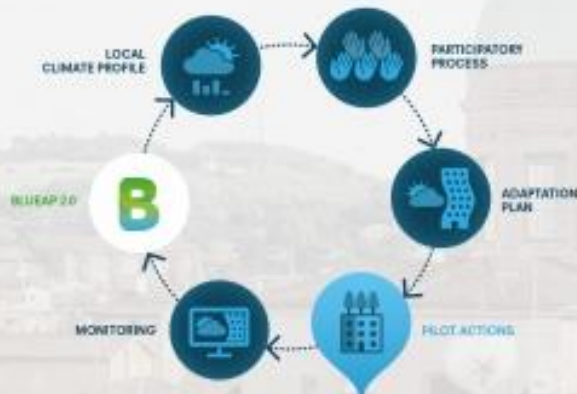
BLUE AP Adaptation Plan

The Adaptation Plan was approved on 8th September 2015 by the City Board: the Plan was discussed during the Environmental Commission on 30th September 2015 and approved by the City Council on 5th October 2015.

The development of the Plan, together with the involvement of stakeholders in the urban area, led to the selection of possible actions to be carried out in the public and private sectors.

Topics: climate, air quality, potable water, ground water and green.

BLUE AP (Bologna Local Urban Environment Adaptation Plan for a Resilient City) is a LIFE + project for the implementation of an Adaptation Plan to Climate Change for the Municipality of Bologna, providing for the testing of some concrete local measures to make the city more resilient and able to meet the climate change challenges.



CITY OF BOLOGNA ADAPTATION PLAN

VULNERABILITY	STRATEGY	PILOT ACTIONS
 DROUGHT AND WATER SHORTAGES	Reduce use of natural water resources Eliminate parasitic waters and the mixing of black and white waters Regulate the flow of Reno river Protect agricultural production	New goals for saving in Urban Building Regulations Reduction of water use in FICO Irrigation with non-potable water for the Margherita Gardens Collection of rainwater at the Agriculture Institute Recovery of the Aposa stream and Ficcacollo canal
 HEAT WAVES IN URBAN AREAS	Increase urban greening: Protect and enhance extensive tree-lined green areas and urban agriculture Increase insulation and greening in public and private buildings Reduce the vulnerability of the population exposed to health risks linked to temperature increase	New regulation of green areas New communal urban vegetable gardens GreenUP information campaign
	Improve the city's hydrogeological response	New guidelines for sustainable urban drainage Sustainable rain

Monitoring

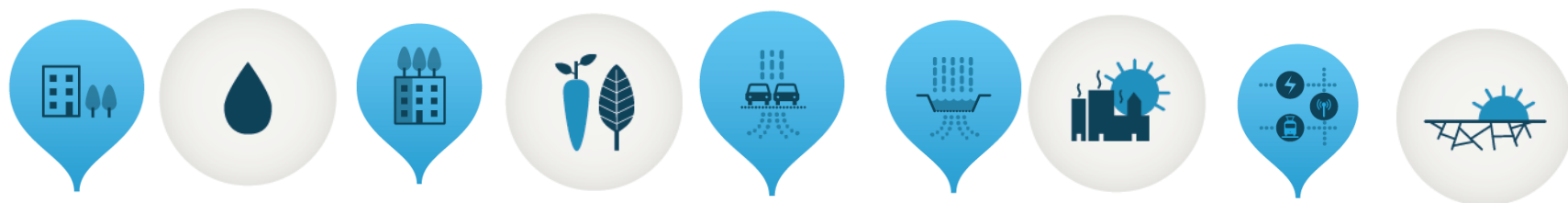
Monitoring actions of the impacts of the project was based on two main tools:

1. The Protocol "Monitoring the impact of climate change (risk and vulnerability)" based on what is defined in the Local Climate Profile
2. The Protocol "Monitoring the level of implementation of the actions envisaged by the Adaptation Plan ".



Stakeholders engagement

The “Stakeholder engagement outcomes” contained the 10 pilot actions tested in the Bologna area with the involvement of stakeholders. The actions concerned: the new objectives for water saving in the Urban Building Regulations; guidelines for infrastructures at risk; the launch of an information campaign “Green up Bologna”; improving the drainage capacity of waterproofed areas; the creation of rainwater collection systems and sustainable water management; the incentive of insurance mechanisms.



Stakeholders engagement outcome aimed to summarize the results obtained in the stakeholders engagement process.

It aimed to improve the **bottom-up participatory process**, many efforts have been done to build up an engagement programme which best suits the social environment and the production industry.

Stakeholders engagement in developing public policies depended on the level of participation in the making decision process.



Gadgets:

To spread the BLUE AP project, in addition to the classic gadgets (USB sticks and personalized handbags), gadgets were also created in consideration of the themes that emerged in the focus groups:

- "vegetable garden in the city" kit
- "Sow flowers" butterflies
- Fans (in graphic design);
- Billboards / posters

The information on the project, regarding the phases and actions of BLUE AP, was also reinforced by public billposting of posters in the territory of the Municipality of Bologna, with the main goal to attract citizens, informing them about the Bologna adaptation plan.

Brochure

A BlueAp booklet report was created in addition to the project leaflets.



A Bologna il clima sta cambiando



- Billboard in a street in Bologna
- Gadgets
- Corner, installed in Piazza Maggiore (central square) in Bologna



An online game in a web App was created: **@PlayBlueAp** was an application to raise awareness among the citizens of Bologna.



The PlayBlueAp game was created by imagining the city as a friend or a family member, with whom to share experiences and take care of.

In a confidential and easy-to-read tone, Bologna communicated its state of health in real time!



Thanks to all the communication actions that have had the objective of actively involving citizens, as well as stakeholders, Bologna has succeeded in its objective to raise awareness among citizens and civil society on this important issue of adaptation to climate change, preparing them for the adoption of all the measures contained in the final step of the project with the Adaptation Plan.





The project can be considered a good practice for the results achieved, not only as a planning tool, but also for the capacity to activate a collaboration between the various subjects involved. It is an example for the cities that share the same climatic, urban, social and environmental conditions. The structure of the plan can be re-proposed in other medium-sized cities.

www.blueap.eu

**Thank you very much
for your attention!**

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