



Växjö kommun  
7th Greenest City in Europe

- The story behind The greenest city in Europe
- Introduction to the environmental work
- Cooperation with stakeholders
- Environmental targets and using an ecological budget

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## This is Växjö

- Population ~82 000
- Founded 1342
- 290 municipalities in Sweden
- Centre of glass & furniture manufacturing

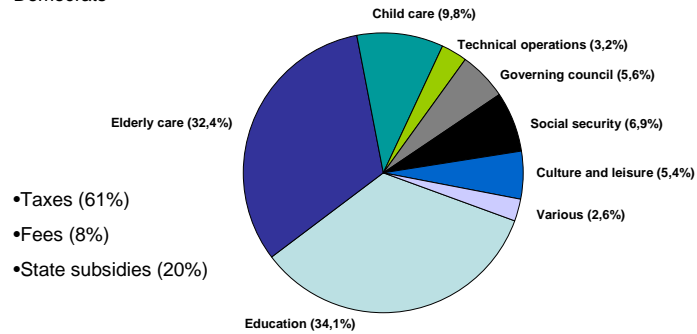
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## Växjö – the local authority

- Education, from pre-schools to upper secondary schools
- Care of elderly and disabled
- Libraries
- Emergency and rescue services
- Cultural development
- **City planning**
- **Environmental and health protection**
- **Energy production**
- **Waste management**
- **Drinking water**
- **Sewage system**
- **Street cleaning**
- **Strategic environmental issues**
- **Building and maintaining dwellings**

**City budget 300 M Euro**

**Political majority – Right wing:**  
Conservative, Centre, Liberal and Christian Democrats



**Local Alarm bell  
Lake Trummen  
(restoration 1970-1971)**



**Before restoration**

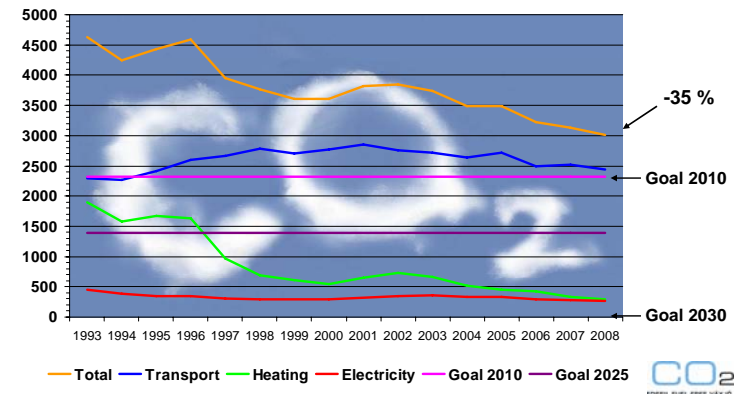


**After restoration**

- **1980** district heating from bio energy, 2010: 90 % of the energy is renewable.
- **1995 - 97** successful co-operation with the Swedish Society for Nature Conservation.
- **1996** decision to be Fossil Fuel Free Växjö.

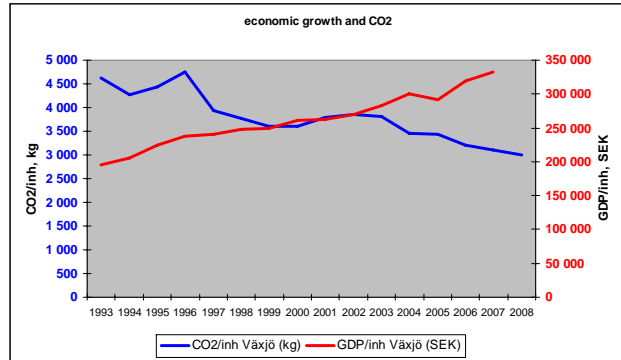


**Emissions of fossil CO<sub>2</sub> (kg/inh) in Växjö**



### Fossil Fuel Free Växjö – results

-35 % CO2 emissions and +70 % economic growth at the same time



In Europe's **greenest** city,  
even its power plant smells more like a sauna



### Sustainable electricity production at roofs of schools



### Passive wood houses, Portvakten South



### Energy efficient wooden houses Välle Broar





## Sustainable heat and electricity production with bio fuel



## Climate Centre

- 126 groups visits Växjö 2009
- Joint venture with industry, the university, organizations and the municipality
- Sell environmental technique and services on the international arena, e.g.
  - Green Governance, green city planning, energy strategy
  - Energy efficient houses + wooden houses
- How to sell:
  - study visits
  - education
  - pre-studies
  - facility/plant



## Greening companies

- The municipality offer smaller companies to implement an "easy" environmental management system "Environmental Diploma"
- Guarantee that legislation is followed + voluntary environmental targets
- Certification once a year by external part
- Allowed to use logo for promotion purpose



## Environmental targets

### Environmental program:

- Targets, for the organization as well as the whole geographical area
- Steered and followed-up by ecoBUDGET,
  - An EMS for politically steered organisations
  - An imitation of the financial budget system, method for developing an ecological budget, contains no monetary values



## Ecological budget

Indicator	Start value	Outcome 2009	Budget 2011	Goal
Reduced fossil fuel emissions From municipal transports (%) (from 1999)	0	11	14	20 (2015)
Increased number of passing cycles per measuring point (%) (from 2002)	0	2	7	20 (2015)



## Why should the municipality focus on sustainable lifestyle?

### Why?

- Less emissions
- More physical active citizens and less costs for infrastructure and health care
- Stimulate the local commercial life, more competitive
- Become a fossil fuel free city



### Obstacles?

- Decrease of economical growth, less workplaces
- Interfere with private life
- Free establishments of stores/super markets
- Shopping as hobby and life style

•shopping life style → sustainable life, transformation of economy

## How?

- Awareness raising campaigns; electricity saving, transports, sustainable consumption
- Stimulate local commercial life that offers climate friendly products
- Make the municipality/local area more attractive
- Stimulate culture and sports by supporting local organizations → more attractive city
- Communicate good quality of life, more time for friends and family, better health, wellness, trendy life style?



### The Climate Idols

- 7 local celebrities
- 5 challenges (energy, food, consumption, transport x 2), coached by the project team
- Role models for the rest of the citizens, Future for citizens in the Greenest City in Europe
- Using celebrities creates media opportunities, networks
- Consumption challenge, purpose: sustainable consumption: 2 x 2 weeks
  - Ask questions
  - Buy nothing in 2 weeks



### Ask question when consuming:

Choose 10 articles and ask:

- Does it fill a need
- Can I live without it?
- How many hours do I need to work in order to afford it?
- Other options than buy a new item?
- More environmentally friendly options?
- Do I get happy buying it?
- In what way will it improve my quality of life?
- For how long will appreciate it?



### Sustainable energy consumption

- Monitors electricity, water and heating (www)
- Makes it easier to understand if a change is made in consumption patterns
- Electricity and water display
- -3% electricity in dwellings (goal to save 5 % electricity in households )



### Promoting climate friendly business

- Cooperation w/ NGO Swedish Society for Nature Conservation
- Inventory of shops, restaurants, cafes, hotels,
- Where to consume sustainable
- Organic food and clothes, second-hand,
- Eco labels, locally produced, fair trade





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*Thank you for listening!*