

**Press release**

**26 April 2011**

## **Green Footprints for a Better Climate European Mobility Campaign “ZOOM Kids on the Move” Celebrates Tenth Anniversary**

**Climate Alliance launches 2011 campaign “ZOOM Kids on the Move”  
Campaign includes 5th and 6th graders for the first time**

Grassroots actions rather than unfruitful negotiations: Kids on the move demonstrate to politicians and the adult public worldwide that they do not accept empty promises. They cannot be prevented from contributing personally to climate protection. Children between four and twelve years of age may participate in the 2011 campaign actions weeks.

For ten years, the Climate Alliance’s Green Footprints Campaign has been motivating young children all over Europe to participate in grassroots climate protection activities.

“Kids on the move” travel climate-friendly by foot, bike, roller-skates, bus and train etc. in their daily life and collect “green footprints” for a better global climate. Each journey travelled by sustainable means counts as a green footprint. Climate Alliance will hand over the footprints collected all over Europe to the participants at the United Nations Climate Conference in Durban, South Africa, at the end of the year. The campaign is hoping to topple the 2009 record of incredible 2.9 million green footprints.

In 2011, the campaign starts in its tenth year of action: the young climate activists collect green footprints for the tenth time – that means ten years of fun and mobility on their everyday journeys. A novelty in 2011 is the participation of school children in 5<sup>th</sup> and 6<sup>th</sup> grade as well as the competition “My way to school 2011” which calls on children from 3<sup>rd</sup> grade upwards to picture themselves on their daily way to school and present their most impressive experiences on that way artistically.

Tens of thousands of children in kindergartens and schools all over Europe are ready to learn more about sustainable mobility and climate protection in a playful way. They find out how to contribute to a better climate by walking or cycling, they hear about the ways to school in other countries and they gain knowledge of the global climate situation on a symbolic, virtual trip around the world. This climate trip leads them through all continents and ends at the United Nations Climate Conference in Durban, South Africa – the country where it all started, as the campaign set off at the Sustainability Conference in Johannesburg in 2002.

Just in time for the anniversary, the campaign’s website has been re-launched. All didactic materials are ready to be downloaded (they are also available from Climate



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Alliance's office in Frankfurt). Thanks to the friendly support by astramedia, a short image film could be produced with 4<sup>th</sup>-graders from Hardtwaldschule in Friedrichsdorf/Germany, which is also available on our new website.

<http://www.zoom-kidsforclimate.eu>

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### **The Green Footprints Campaign of Climate Alliance**

In 2002, the Climate Alliance started the mobility campaign for children, extending it to the whole of Europe in 2003 under the motto "ZOOM – Kids on the Move". Since then, children from over 20 countries have participated, more than 160.000 last year alone.

The "**Climate Alliance of European Cities with Indigenous Rainforest Peoples**" is the largest city network with more than 1,600 members in Europe advocating for climate protection and the preservation of tropical rainforests. The members commit to reduce their CO2 emissions by ten per cent every five years and to halve their per-capita emissions by 2030 (base year 1990).



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