

PRESS RELEASE

Luxembourg/Frankfurt, 28 April 2015



Climate Alliance

Kids on the move for climate action: EU-wide campaign kicks off 2015 season in Luxembourg

ZOOM launches with indigenous support at the 5th Luxembourg Climate Day

28 April 2015, Luxembourg/Frankfurt. The first steps for this year's European-wide ZOOM campaign have been taken by children from Luxembourg's Mamer School at Luxembourg's 5th national Climate Day. Thus far, children in 11 EU countries will be participating in Zoom for 2015; more are sure to follow. The campaign engages children in sustainable mobility in a playful way, encouraging them to earn special "Green Footprints" for each climate-friendly trip they make.

The pupils of Mamer School were supported by Marc Hansen of Luxembourg's Ministry of Education and Camille Gira of Luxembourg's Ministry of the Environment. Handing the children the necessary materials to track their activities in the fields of mobility, food and energy savings, Hansen declared, "I am very pleased to see that you children are already thinking about your future and the development of our planet by contributing to the protection of the global climate. It is a great pleasure for me to support you in this effort."

Thomas Brose, Executive Director of Climate Alliance called on the children to not only collect Green Footprints, but to also make "wishprints" with their suggestions and demands to climate politicians. These, along with the footprints collected across Europe in 2015, will be presented to the participants of the UN Climate Summit in December, reflective of the children of Europe's hope for the international adoption of a new and strong climate convention.

Eriberto Gualinga, an indigenous filmmaker from Sarayaku, Ecuador, was present as a special guest to also support the children. Gualinga, currently on a tour across the continent advising municipalities on the respectful treatment of our Mother Earth, affirmed, "We are grateful for the actions of you children, as they help to ensure that the oil in the rainforest can remain in the ground. We know that the Amazon is much more valuable than oil. For us, the forest is life. Its importance lies far beyond the money! "

An further proclamation of support came from the City of Trier in Germany. "All the best to the ZOOM Campaign from the neighbors in Trier! We are, as tens of thousands of boys and girls all over Europe, already waiting in the wings to save the global climate on silent feet and roaring kickboard tires."

Since 2002, young children across Europe have participated this annual climate action campaign by the Climate Alliance. ZOOM places grassroots measures above unfruitful negotiations. Children demonstrate to their parents and politicians alike

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that action is needed instead of empty promises. In so doing, they show that they are part of the solution to our common climate challenge.

Tens of thousands of children in kindergartens and schools in Austria, the Czech Republic, Germany, Hungary, Italy, Luxembourg, Poland, Macedonia, the Netherlands, Romania, Sweden and Ukraine will be “ZOOMing” in for sustainable mobility and collecting footprints for their actions in 2015.

Didactic materials

Available from the Climate Alliance European Secretariat and downloadable on the campaign website

www.zoom-kidsforclimate.eu

Photo gallery

Photos of the kick-off available on the campaign website and at

bit.ly/ClimateAlliance_Flickr

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THE GREEN FOOTPRINTS CAMPAIGN OF CLIMATE ALLIANCE

In 2002, 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 for Climate Action.” Since then, 1.5 million children from 35 countries have participated, more than 180,000 last year alone. Together over the years, they have collected over 20 million “Green Footprints.”

ABOUT THE CLIMATE ALLIANCE

Founded in 1990 with the aim of uniting European municipalities and the indigenous peoples of the Amazon Basin, Climate Alliance has been working for the benefit of the global climate for the past 25 years. Its member municipalities across Europe have committed to reducing greenhouse gas emissions locally as well as to helping to protect the rainforests in partnership with the indigenous peoples of the Amazon region. The Climate Alliance International Conference and General Assembly is an annual gathering of Climate Alliance members and other interested stakeholders in which topics surrounding municipal climate action, European policy, the international climate process and rainforest protection are explored. climatealliance.org