

PRESS RELEASE

FRANKFURT, 03 MAY 2017



Climate Alliance

Children across Europe show climate commitment for 15th year running

Climate Alliance celebrates the Zoom campaign's 15 years of success with art competition

Frankfurt, 03 May 2017.

This year for the 15th time in a row, children collect Green Footprints across Europe. Since 2002, children have been helping to protect the global climate by every climate-friendly journey – on foot, by scooter or bike, bus or train. To celebrate the 15th anniversary of the ZOOM – Kids on the Move! campaign, Climate Alliance is holding a creative competition: children are invited to design their own version of the ZOOM – Kids on the Move! logo and to add their own ideas for climate protection. Climate Alliance will reward the children from the most creative group with a climate friendly present.

In the last 15 years, 25 million Green Footprints were collected by nearly two million children in 35 countries. In 2017 tens of thousands of children in kindergartens and schools will once again be on the move and collect Green Footprints to help protect the global climate. In November, Climate Alliance will hand over the Green Footprints collected as well as the most creative results of the creative competition to politicians during the 23rd UN Climate Change Conference in Bonn.

Since 2002, children have phrased their wishes for climate protection and have called on the participants in the UN Climate Change Conference to support them with concrete measures and to define and implement specific national and international goals. Thomas Brose, Executive Director of Climate Alliance, accentuates the successful work with the participating municipalities and educational institutions: “For 15 years children have shown us that you can make a difference in climate protection by starting with yourself and working as one. I’m looking forward to presenting their commitment at the UN Climate Change Conference in Bonn this year”. The campaign has evolved over the years, this year Climate Alliance has updated the accompanying teaching guide. The organization has also added new implementation and game ideas, break time games and worksheets. In addition the subjects of climate justice, consumption and sufficiency are covered in greater depth.

The ZOOM – Kids on the Move! campaign opens up new insights to the world to children at a young age. It introduces the subjects of climate change, sustainability and globalization. Climate Alliance will continue to attract new participants as well as motivate already participating municipalities. Participation for 2017 is possible until October.

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Climate Alliance

FURTHER INFORMATION

- www.zoom-kidsforclimate.eu
- Campaign Materials
- 15 years Kids on the Move – Creative Competition
- Photos (Flickr)

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THE ZOOM CAMPAIGN

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, 1.7 million children from 39 countries have participated, more than 185,000 last year alone. Together over the years, they have collected over 22 million "Green Footprints." zoom-kidsforclimate.eu

THE CLIMATE ALLIANCE

For more than 25 years, Climate Alliance member municipalities have been acting in partnership with indigenous rainforest peoples for the benefit of the global climate. With some 1,700 members spread across 26 European countries, Climate Alliance is the world's largest city network dedicated to climate action and the only one to set tangible targets: each member city, town and district has committed itself to reducing greenhouse gas emissions by 10 percent every 5 years. Recognising the impact our lifestyles can have on the world's most vulnerable people and places, Climate Alliance pairs local action with global responsibility. climatealliance.org