



# ACTION FOR CLIMATE EMPOWERMENT IN SWEDEN

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## High public awareness in Sweden



- 8 out of 10 = YES WE CAN reduce Sweden's climate impact
- 7 out of 10 = YES I CAN contribute personally
- Knowledge, environmental and consumer behaviour change





## **The Education Act**

- In-depth teaching on climate provides a solid foundation
- The climate smart meal
- Our City 2030
- The Energy Fall







Huvudmeny



## **Tools & campaigns**

## Mission: Climate Earth

Learn more about what you can do to contribute to a better climate.

Everybody talks about the weather, but nobody does anything about it

Charles Dudley Warner

The temperature of the earth is rising. There are more and more signs that you and I are adding to the atmosphere's



- Climate account, calculator
- Hello Consumer
- Climate pods
- Exhibitions
- Climate maximizing: "Eat like a teenager, Travel like a girl, Sunbathe like a german, Think like a parent"



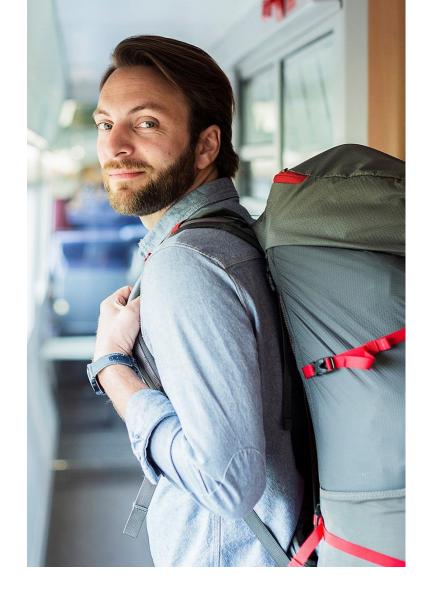
### The Climate Act 2017

"Today the Swedish parliament showed the climate leadership this planet needs by passing a new law stating that each government has an obligation to pursue a climate policy based on the climate goals adopted by the parliament"

Isabella Lövin Minister for Climate

- A climate policy framework
- Broad support for climate action





## **Conclusions**

- Strong public awareness and education are key factors
- Building on a tradition of transparancy, public participation and openess



## Thank you for listening – let's stay in touch

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