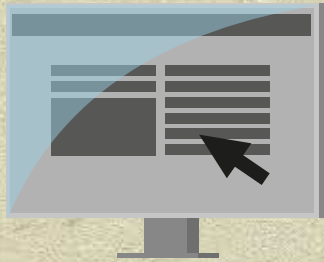


How to do it!

VISIBILITY TO CLIMATE ACTIONS WITH WINDOW STICKERS

With window stickers, companies and properties can inform their customers and passers-by about their climate actions. This also provides customers with information that supports their choices. Climate Street is visible on the street through the concrete actions of its target groups.

1 Identify the company/property's climate actions and interest in telling about them to residents and passers-by with a window sticker.



2



For the window sticker, draft an apt text about the climate actions in standard language together with the company/property.

3 Find out how large a sticker the company/property wants. The sticker should not be so small that passers-by cannot see the text. Sizes A3 and up work well.

4 Find out where on the door or window the sticker will be placed (left or right edge, upper or lower corner) so that it can be adapted to suit its location.



5 Have a professional design the sticker's layout.



7

Have the sticker printed on an easily removable background (such as easy dot) that will leave no residue on the window. This ensures that the company/property will not have to make any extra effort to scratch off the adhesive residue when the sticker is removed.

6 Ask the print shop what kind of conditions are required for attaching the sticker. For example, not all stickers can be attached in a freezing temperature.

8 Now let's attach that sticker! Large stickers are easier to attach with a squeegee (request one from the print shop) and a pair of helping hands.

9

Stickers and climate actions gain more visibility if you photograph the end result and post it on social media.

