

How to do it!

GET IN SHAPE WITH A PERSONAL CLIMATE TRAINER

In the personal climate trainer pilot six families living on Climate Streets spent a month learning about the climate effects of their everyday life and trying out a climate-friendly lifestyle. They were assisted in making the change by a personal climate trainer and an environmental expert.

car, comparing the prices of electric companies, eating vegetarian meals more often, trying out an electric car and saving warm water. As part of their climate training, the families tried out a variety of climate-friendly products and services, such as folding and freight bicycles and grocery bag services. The training was also adapted into tip videos posted online, so that anyone can take climate actions in their everyday life.

The families' varying climate training included trying a vegan diet, reducing food waste, living without a

- 1** Ask other people – gather experiences from similar pilots and utilise them in planning your own version.
- 2** Seek cooperation partners who provide climate-friendly products and services – approach potential companies well in advance with an inspiring message and follow up with a phone call to the most interesting companies. Promise visibility and user experiences.
- 3** Choose one or two good personal climate trainers. Trainers are needed for conducting initial assessments for the climate training, appearing on videos, planning the climate training, advising the families and appearing in media interviews.
- 4** Seek families for the climate training with an open call, at events and by promoting it on social media and in your own networks and target areas.
- 5** Get a skilled video maker to make the videos for social media. Specify what you want the videos to show, but leave the professionals with room for creativity.
- 6** Choose the families who will be trained.
- 7** Hold a kick-off session for the families to tell them about the climate training and give them the opportunity to get to know each other. Boost their commitment with a written “agreement” that also asks about the families’ expectations.

