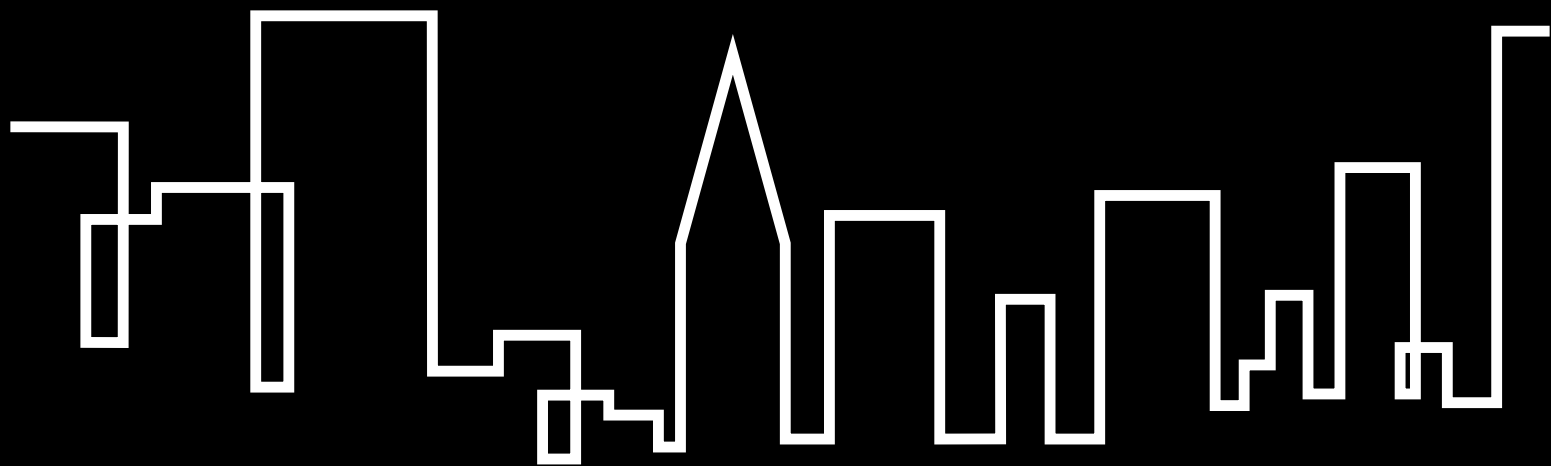




Instructions for Earth Hour City Challenge candidates

Guidance for Local Government Representatives to enter information
relevant to the Earth Hour City Challenge



EARTH HOUR CITY CHALLENGE



These instructions are complementary to the User Manual for Local Governments representatives which is available on <http://carbonn.org/login/ehcc/>

The first international pilot of the Earth Hour City Challenge which runs through 2012 is open to cities in six pilot countries: Canada, India, Italy, Sweden, Norway and USA. In future Challenges more countries will be included.

Webinars will be held to instruct participating cities in the reporting process for the Earth Hour City Challenge.

To find out more about the Earth Hour City Challenge and register your interest, go to www.panda.org/citychallenge

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INTRODUCTION

Earth Hour City Challenge – Background and objective

The world is currently in a state of rapid urbanization and cities already account for over

70% of the world's fossil fuel related CO₂ emissions. By 2050 more than two-thirds of the global population will live in cities, and it is forecasted that USD 350 trillion will be invested in urban infrastructure and use over the next 30 years. If everyone on the planet lived as the average developed country urban resident does today, we would need more than three planets to provide the natural resources and absorption of carbon dioxide emissions that this lifestyle would demand.

If future investments in cities follow a business-as-usual (BAU) trajectory, our dependency on fossil fuel energy will continue. As a result energy- intensive infrastructures and lifestyles would be reinforced and appropriate more than half of humanity's global carbon budget in only 30 years. As a result billions of people may have to pay the economic, social and ecological costs of carbon lock-in. The good news is that solutions already exist that can dramatically reduce the carbon footprints of cities while better meeting human needs. Based on progressive development strategies, using best urban planning practice and best available energy-efficiency and renewable energy solutions, the global investment in cities can leverage their potential to become solution hotspots for a future in which the human economy fits within the capacity of one living planet.

The Earth Hour City Challenge is an initiative designed by WWF to mobilize action and support from cities in the global transition towards a climate friendly, one-planet future, and to stimulate the development and dissemination of best practices for climate mitigation and adaptation. It will be run as a recurrent and increasingly global challenge to cities to present ambitious, holistic, inspiring and credible plans for low carbon development and for dramatically increasing the use of sustainable and efficient renewable energy solutions in the next few decades. The primary focus of the challenge in 2012 is on actions to address climate change, including both low carbon development and renewable energy solutions, and facilitating attractive, "one-planet lifestyles" of urban residents.

The EHCC builds on the understanding that cities in different parts of the world have different roles in the transition towards a climate-friendly, one-planet future. Cities in the developing world may focus more on low-carbon development and efficiency measures to reduce energy need relative to BAU, while cities in the developed world should emphasize actions to reduce the carbon footprint of their citizens and the promotion of renewable energy solutions. The EHCC aims to highlight diverse solutions and challenges for cities in different parts of the world, but also to identify options for more networking and collaboration between these cities. The challenge also builds on the understanding that all cities will ultimately face similar challenges in securing human needs in a carbon constrained world.



Evaluation procedure and criteria

When the application window closes on 19 November 2012, an international jury of experts will assess the information provided in the carbon Cities Climate Registry (cCCR) to identify a national Earth Hour Capital in each country, and one global Earth Hour Capital from the selected finalists. These cities will be announced in conjunction with Earth Hour in March 2013. If needed, finalist cities will be approached in the end of January with requests for some complementary information for the final stages of the evaluation procedure. WWF has commissioned Accenture to provide quality control of the evaluation process, while developing evaluation criteria in dialogue with experts from ICLEI, CDP and C40.

For the awards, the jury will be looking for cities that have not only recognized the climate challenge, but that have also started to measure and report their emissions. Special attention will be given to cities launching innovative, ambitious, participation-based initiatives. These initiatives should demonstrate how the city will move towards a renewable and sustainable economy and how it will advance the low-carbon agenda with pace and a clear strategic connection between actions and targets. Involvement in networks or multi-city initiatives at the international level, such as the Covenant of Mayors or the Mexico City Pact, or at the national level, such as the U.S. Mayor's Climate Protection Agreement, will also be considered a positive attribute in the evaluation procedure.

In order to level the playing field, the jury will take into account differences in resources and starting points; the Earth Hour City Challenge is not about having the most hi-tech plans, but about commitment and innovative thinking that focuses on solutions that promote attractive, one-planet lifestyles. The jury's focus will be on identifying inspiring cases based on respect for the local context, as well applicability of those local solutions to other cities around the world.

The international jury will be particularly interested in cities characterized by:

- Moving toward a low carbon economy and strongly promoting the use of renewable energy solutions. *Carbon and energy data of cities will be evaluated to assess if the city is moving forward on sustainability in a holistic way. WWF's global Energy Vision will work as a foundation document.*
- Taking ambitious actions to meet commitments. *City actions will be assessed for level of ambition and potential to meet human needs in a sustainable way - particularly in housing, energy, mobility and food.*
- Integrating actions into coherent strategies for sustainability. *Action and engagement information will be analyzed to find cities with the most comprehensive strategies, covering mitigation as well as adaptation and involving the public.*
- Innovating and thinking outside the box. *Actions promoting "one-planet lifestyles" through sustainable consumption initiatives and by making use of the networking power of cities will be rewarded.*
- Radical, yet credible, ambitions. *Commitments, actions and strategic plans will be assessed for credibility in terms of resources committed in relation to the size of the challenge and the capabilities of the city / country*

Any city in the six pilot countries can register for the EHCC. However in order to be eligible for the evaluation procedure leading up to the selection of Earth Hour capitals, a city needs to report a minimum level of information, which includes reporting at least one community level GHG inventory, and actions to reduce carbon emissions.

The more a city's reporting demonstrates performance, commitments and actions in addition to these minimum requirements, and the more ambitious, credible, strategic and innovative its approaches are, the greater its chances are for being selected a national or global Earth Hour Capital.

To indicate which cities have made themselves eligible for the evaluation procedure an EHCC logo will be attached to their names in the list of cCCR Reporting cities.

How to participate in the EHCC

Cities wanting to participate in the EHCC need to do two things:

1. Register your interest with WWF in order to receive more detailed information about EHCC. Register interest with your local WWF office:
 - Canadian cities
 - Indian cities
 - Italian cities
 - Norwegian cities
 - Swedish cities
 - U.S. cities
2. Register for EHCC on the cCCR platform and provide the relevant information before November 19, which is the closing date for EHCC candidates.
Register here.

Registration for EHCC on cCCR

EHCC Candidates are invited to visit <http://carbons.org/login/ehcc/> to login WWF EHCC Registration

The screenshot shows the WWF EHCC Registration form on the carbonn.org website. The page features a green header with the carbonn logo and navigation links for city commitments, performance, actions, local climate action and reporting, standards, and tools. A central banner for the 'EARTH HOUR CITY CHALLENGE' includes the WWF logo and a 'GO+' button. Below the banner, a deadline notice states: '19 November 2012 is the deadline for EHCC Candidate Cities for site input. Visit panda.org/citychallenge for more info. And for questions: ehcc@wwf.se'. The registration form itself is titled 'Your Information' and includes fields for 'Name of your city' and 'Country' (set to Canada). It is divided into three sections: 1. Designated Contact Point, 2. Designated political liaison for contacts with the Mayor/Governor's office, and 3. Mayor's Information. Each section contains fields for First Name, Last Name, Official Title and Department, Division/Department, Email Address, and Phone Number. At the bottom, there are two checkboxes for agreeing to the 'Terms and Conditions' and 'EHCC Terms and Conditions', followed by a 'SUBMIT' button.

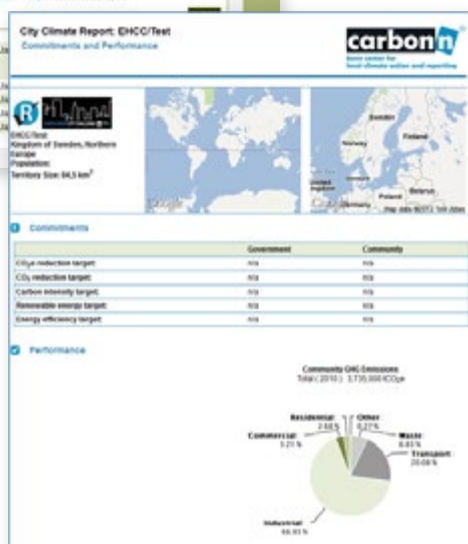
Registration will commence once all information is provided and the candidate approves to agree with relevant “cCCR Terms and Conditions” and “cCCR Terms and Conditions for EHCC Candidates”¹, by ticking appropriate boxes.

¹ cCCR Terms of Conditions for EHCC Candidates:

- Terms and Conditions for “cCCR Registered City” and “cCCR Reporting City” applies to local governments that register to EHCC Candidates as appropriate.
- Any EHCC Registered City can become a EHCC Reporting City only after reporting at least one community GHG inventory and one mitigation action, which enables the city to use the logo of EHCC in relevant cCCR documents.
- By enrolling to the EHCC, the local government gives the authority to carbonn to share the reported information with WWF and its relevant partners engaged in the EHCC process. These data will be solely used for the purpose of the EHCC National/Global Capital selection process.

1. Once the above procedures are completed, an automated message appears on the screen informing EHCC Candidate that a message to advance the registration is sent to the email address of the “Designated Contact Point”.
2. Registration email will be sent from “Your Carbonn Team”, carbonn@iclei.org with a subject line “Please confirm your registration with EHCC via carbonn”.
3. EHCC Candidate should follow the link that leads to carbonn homepage to complete registration.
4. Once logged out from the system, a second email will be sent from “Your Carbonn Team”, carbonn@iclei.org with a subject line “You have successfully registered EHCC via carbonn”. This message will include a user specific password which has to be used in the next login at <http://carbonn.org/login/> EHCC Candidate can change the password after logging in the system with this first password.
5. The EHCC Candidate city is recognized as “cCCR Registered City” at <http://citiesclimateregistry.org/cities/registered-cities/> , as long as data is reported only in the section “City Info”. The name of the city also appears at <http://citiesclimateregistry.org/cities/earth-hour-city-challenge/> without any hyperlink.
6. Once any information is reported in any of the “City Commitments”, “City Performance”, “City Actions” sections, the EHCC Candidate is recognized as “cCCR Reporting City” at <http://citiesclimateregistry.org/cities/reporting-cities/>.

7. Once at least one community GHG inventory at “City Performance” and one mitigation action in “City Actions” sections is reported, EHCC Candidate is recognized as EHCC Reporting City. From that time on, the EHCC Candidate will carry the logo of EHCC in all relevant documents of cCCR. The name of the EHCC Candidate will also carry a hyperlink at the <http://citiesclimateregistry.org/cities/earth-hour-city-challenge/>



DATA INPUT FOR EHCC

Once the city has registered for the EHCC it can begin to enter relevant information. Guidance is provided below as a complement to the existing manual for cCCR, indicating information that is

particularly relevant to provide as a candidate for the EHCC.

City Info

By providing general information about your local government and community you will help the jury understand and assess the background of your strategies and actions.

Information of particular interest for the evaluation procedure includes:

- **Economy:** Select the predominant economic sector and the total economy of your city (in terms of GDP).
- **Community Type:** Select your community type. 'District municipality' describes a community which constitutes part of a city (City municipality).
- **Membership Info:** your local government's participation in different city and climate networks

City Commitments

Although commitments are not required in order to be eligible for the evaluation procedure, these are key indicators of the level of ambition of a local government. The existence of commitments will thus dramatically increase the chances of your city to become a finalist in the evaluation procedure. Ideally, commitments include several or all of the following:

- **CO₂:** an absolute or BAU target for reducing CO₂ emissions
- **CO₂e:** an absolute or BAU target for reducing CO₂ equivalent emissions
- **Carbon Intensity:** reduction target of the carbon intensity per unit output (US\$ 1000)
- **Energy Efficiency:** improvement target for energy efficiency
- **Renewable energy:** target value of energy sourced from renewables

City Performance

In order to be eligible for the evaluation procedure a city must report at least one community GHG inventory. This is required in order to have a baseline against which commitments and actions can be compared. Ideally the city will report inventories of both government and community operations on a sector level. Reporting inventories for more than one year is a sign of a higher level of ambition and credibility.

For cities from OECD countries, it is beneficial for the scoring if, in addition to reporting standard inventories, the city has also begun to analyze scope 3 emissions of government operations and community actions. Scope 3 emissions include indirect emissions not covered in scope 2, for example those attributed to outsourced activities or services or in the supply chain of purchased products. This is considered an important step toward a greater understanding of (and actions to remedy) the impact of its citizens beyond the local municipal boundaries.

City Actions

In order to be eligible for evaluation, a city must register basic mitigation actions. The more powerful, strategically integrated and ambitious the reported actions are, the better the city's chances for becoming an Earth Hour Capital. Local governments are welcome to report not only those actions and action plans that have already been implemented, but even those actions that are in the planning stages and still seeking funding. Cities are asked to provide a concise summary of every action. If deemed necessary to clearly illustrate the ambitious, integrated and innovative approach of the action, short supporting documents can also be uploaded on the platform. However these cannot replace the mandatory summaries, which are the primary sources of information for the evaluation of city actions.

If the city has a specific, strategic and overarching action plan that it wants to draw the jury's attention to as particularly indicative of its strategic, ambitious and innovative work, the recommendation is to upload this single action plan under the tab Action Plans. If such a plan is uploaded, EHCC should be used as a prefix in its title to indicate that this is an overarching plan provided particularly for the scrutiny of the EHCC jury.

A total budget should be specified for all reported actions.

A special drop down menu will allow specification of the extent to which the local government is including government emissions, as well as emissions from the community within its boundaries in a particular action. Because of the challenge to promote one-planet lifestyles of citizens, the existence of community level actions is of particular importance.

In order to encourage and reward actions that affect emissions beyond the local boundaries, this drop down menu also allows the specification of actions as transboundary-consumption, meaning that they aim at reducing indirect emissions beyond city boundaries caused by consumption activities of local residents. This can include indirect GHG emissions resulting from travel abroad or local consumption of food and consumer products that have created emissions elsewhere. It is also possible to specify actions that cover another kind of transboundary emissions, ie networking and city-to-city-partnerships. This may include transboundary policywork and collaboration undertaken by the city and which aims to enable the diffusion and implementation of climate-friendly and renewable solutions beyond local boundaries.

For mitigation actions within the energy sector, where possible, cities are asked to specify if their action relates to a transition toward less carbon-intensive fossil fuels or to renewable energy.

In order to highlight measures to reduce the total need for energy compared to BAU, it is also possible to specify “estimated reductions in energy consumption” for every mitigation action.

Due to the importance of public participation in developing sustainable solutions, actions that include engaging the public are asked for specifically (please also specify methods used, number of citizens mobilized and (expected) outcomes)

Actions including public private partnerships are seen as an indication of level of innovation and networking. For any such activity reported, please also specify the share of funding provided by local government.

Finally, in order to promote a holistic and integrated approach in any action plan, cities can also indicate for any action if there are co-benefits for local sustainable development (list of options that can be chosen by tick box).

Questions? Please contact the WWF representative in your country (see list below). Technical questions related specifically to reporting should be directed to ICLEI World Secretariat at carbonn@iclei.org.

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ADDITIONAL INFORMATION FOR PARTICIPANTS FROM THE USA

Earth Hour City Challenge participants within the United States are eligible to receive grant awards from WWF US to be used for expanding public engagement and outreach around local climate vulnerabilities and action.

Public Engagement Grants

WWF US will be awarding between two (2) and five (5) grants ranging from \$30,000 to \$100,000 to encourage public participation and engagement around preparing for local vulnerabilities to climate change. Any city, township, or county government within the United States is eligible. All applicants must be a registered participant in the Earth Hour City Challenge.

Grant Selection Criteria

Proposals of public engagement strategies to be funded by these grants will be evaluated based on the following criteria:

1. Inclusion of an audience representative of the community at-large. Proposals should attempt to reach as many citizens as credibly and meaningfully as possible.
2. Participants are informed about local climate vulnerabilities and strategies taken or proposed to address those vulnerabilities.
3. Input is solicited from all participants.
4. The content, materials, and/or outcomes of the proposed engagement strategy are publicized and made available to the wider community at-large.
5. If applicable, previous efforts in public engagement related to climate, energy, and/or sustainability programming, reported in carbonn Cities Climate Registry.

There is no prescriptive model for how you must implement your engagement strategy beyond these basic criteria. Your proposal may be a new outreach strategy or continue an existing engagement program. WWF encourages applicants to think innovatively as well as to draw upon existing strengths and resources in their local contexts to demonstrate the potential for meaningful interaction with citizens.

Semi-finalists will be determined based on the description of the proposed activity as entered in the carbonn Cities Climate Registry. See the section on “How to apply” below for detailed instructions on entering your proposal.

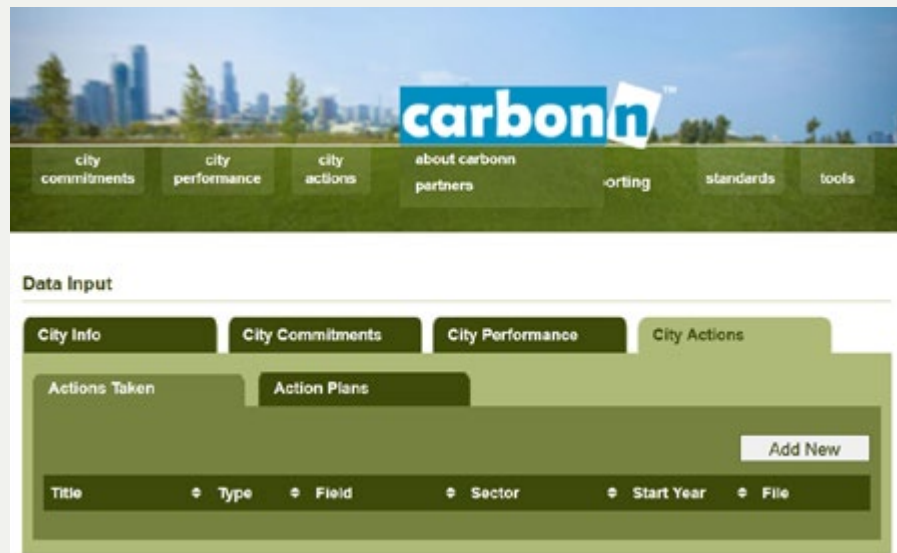
WWF US will conduct follow up phone interviews with semi-finalists to make the final grant decisions.

ADDITIONAL INFORMATION FOR PARTICIPANTS FROM THE USA

How to apply

Applications for public engagement grants available to EHCC candidates in US cities, townships, and counties will be received using the carbonn Cities Climate Registry. As stated above, to be eligible, the local government must meet the minimum reporting requirements for the Earth Hour City Challenge; which are to report at least one community level greenhouse gas emissions inventory and report at least one action to reduce emissions.

To submit your proposed public engagement strategy to be funded by the grant, choose the **CITY ACTION** tab from the **DATA INPUT** menu. Select the **ACTIONS TAKEN** tab and click the button to **ADD NEW**.



After typing a title for this entry, select the menu box for “Type” and choose “Adaptation”. [Note: Your engagement proposal may certainly incorporate mitigation, or emissions reduction components in addition to adaptation, but must include discussion of local climate vulnerabilities risks reduction strategies. See selection criteria #2 above.]

Select the menu box for “Field” and choose “Public Participation”. Then choose the appropriate option from the menu box for “Adaptation Sector”.

ADDITIONAL INFORMATION FOR PARTICIPANTS FROM THE USA

To complete your application, scroll down to the entry called “Status” and choose the option “Looking for funding” from the menu box. Next, designate the “Starting Year of Project” as “2013”.

Finally, in the text field marked “Summary” enter a full description, with as much detail as you have at the time, for how you intend to use the funds if you are selected as a grantee. Include how many citizens you expect to engage directly and through outreach. This description should include how the strategy meets each of the grant selection criteria outlined above. All other fields on the page are not required but should be used, if applicable, to support the overall application. If you would like, you can also upload a Microsoft Word document of your proposal using the “Upload File” option at the bottom of the input page. Please title the document “[City Name] Grant Proposal 2012”.

You may also choose to report an existing public participation effort and designate the “Status” as either “Completed” or “In-progress”. Use the same fields in the form to report supporting and summary information on these efforts. Past successes in public engagement on climate, energy, and/or sustainability programs will be taken into account in the selection of semi-finalists.

The screenshot shows a web form with a green background. The fields are as follows:

- Status: A dropdown menu with "Looking for Funding" selected.
- Starting Year of Project: A dropdown menu with "2013" selected.
- Summary: A large text area.
- Lessons Learned: A large text area.
- Web Page Link (http://google.com): A text input field.
- Contact Person Name: A text input field.
- Contact Person E-Mail: A text input field.
- Action Approval Date: A dropdown menu.
- Upload File (max. 1 file(s)): A green "Upload" button.
- At the bottom: "Cancel" and "Save" buttons.

Once you have completed entering your information, click the SAVE button on the bottom of the page. You can revisit your application and make edits anytime before the program deadline of November 19, 2012.

For questions regarding the public engagement grant, please contact WWF US at ehcc@wwfus.org