

## **6,000 km summer tour across Germany for better climate action under the motto 'Kick the ton!'**

**Germany, 21st June 2021**

The initiator of the German CO<sub>2</sub> saving campaign "The CLIMATE BET", Dr. Michael Bilharz, is cycling 100 days and 6,000 km across Germany this summer. The goal: ambitious climate protection! Under the motto "Kick the ton", he will stop in 200 cities with a cargo bike and a ton of CO<sub>2</sub> and wants to mobilise people for better climate protection. The campaign starts on Wednesday, 23rd June in Dessau. Until the 3rd October, hundreds of people across Germany will get to know "The Climate Bet", be mobilised for better climate protection and thus save tons of CO<sub>2</sub>. Everyone can accompany the team on the tour, travel along in stages, participate in their own city and, true to the motto, really "knock down the ton". The campaign shows in a playful way how everyone can make an important contribution to climate protection and save the next ton of CO<sub>2</sub>. The patron of the climate bet is the President of the Federal Environment Agency, Prof. Dirk Messner.

### **The CLIMATE BET**

"When working for climate protection, a lot of frustration can accumulate. That's why fun should not be neglected," says Michael Bilharz, promoting the playful approach. This principle applies to the "Kick the ton" campaign as well as to the entire savings campaign "The CLIMATE BET". This shows how important the commitment of each individual is and what working together really stands for. Until the next World Climate Conference in Glasgow at the beginning of November, the campaign wants to win one million people who together save one million tons of CO<sub>2</sub>. "That's 1.5 percent of the German population - it can be done and it would be an impressive sign for climate protection," says the initiator of the CLIMATE BET, Dr. Michael Bilharz from the association 3 fürs Klima, confidently. "To do this, we show what possibilities everyone has to save the next ton of CO<sub>2</sub> quickly and effectively."

### **How can I participate?**

If you would like to support the campaign, you have two options on the website [www.dieklimawette.de/en](http://www.dieklimawette.de/en). On the one hand, you can save CO<sub>2</sub> yourself and register it for the CLIMATE BET.

From a list of 20 suggestions from the CO<sub>2</sub> avatar, you can choose your own resolution for the climate summer: from changing LED lamps to a meat-free month or a car-free commute to a solar "balcony power plant" (*this so far only exists in German*).

On the other hand, you can donate to specific climate protection projects run by non-profit offsetting service providers and thus avoid tons of CO<sub>2</sub>. You can choose from solar and efficiency projects as well as reforestation and charcoal projects.

### **CO<sub>2</sub> Cities League: Who will be the champion in climate protection?**

As part of the summer tour, "The CLIMATE BET" is also calling on all 200 cities visited to launch their own municipal CLIMATE BETs. "In order to reach one million people, i.e. 1.5 percent of Germans, by November, the cities can do their part," Michael Bilharz encourages the municipal decision-makers. Cities and municipalities can mobilise 1.5 percent of their inhabitants and/or save tons of CO<sub>2</sub> in their own climate bet. Aachen, Haan, Potsdam and Backnang have already started their own CLIMATE BETs. The CO<sub>2</sub> city league, also part of the campaign "the CLIMATE BET", enables direct comparison with the neighbouring city or other cities. All participants are

automatically assigned to the respective cities via their postcode and credited. "Climate protection is easier if you see it not as a burden but as a sporting challenge," says Bilharz. "In sport, we often go all out and enjoy it. Why shouldn't the same be possible when it comes to safeguarding our livelihoods?"



## ABOUT THE CLIMATE BET

By the time of the World Climate Conference in Glasgow on November 1<sup>st</sup>, 2021, the Climate Bet wants to win

- 1 million people who each save at least
- 1 tonne of CO<sub>2</sub> each.

This is because one ton of CO<sub>2</sub> savings per person and year roughly corresponds to the requirements for achieving the 1.5 degree target according to the Paris agreement. The claim of the CLIMATE BET is: "Let's do it!"

Participation in the CLIMATE BET takes place at <https://www.dieklimawette.de/en/participate> through

- a pledge for personal CO<sub>2</sub>-saving measures and/or (*currently in German only*)
- a donation for effective climate protection projects with social added value.

The CO<sub>2</sub> saving measures are recorded with the CO<sub>2</sub>-avatar (<https://co2avatar.org/co2avatar-app/climate-bet-welcome>). This is an open source application on the sustainable data platform. The app is intended to make climate protection measurable for citizens, municipalities, administration and companies. The CO<sub>2</sub>-avatar was developed with the CO<sub>2</sub>COMPASS network ([www.co2compass.org](http://www.co2compass.org)), which supports municipalities in achieving climate neutrality by 2035.

The CLIMATE BET was initiated by the association "3 fürs Klima" ([www.3fuersklima.de](http://www.3fuersklima.de)), which motivates and supports people to achieve the Paris target on an individual level today. The members of the association commit themselves to a climate-neutral life and implement this goal with the "Triad for the Climate": Reduce one's own carbon footprint, compensate for the rest and finally take others with them on the path to a climate-neutral society in order to increase one's personal handprint.

The patron of the campaign is Prof. Dirk Messner, President of the Federal Environment Agency.

The members of the advisory board of the CLIMATE BET are:

- Prof. Christian Thorun (ConPolicy GmbH)
- Marieluise Hoppenbrock (Berlin Senate Department)
- Prof. Christian Berg (German Association Club of Rome)
- Gabriele C. Klug (Green Business Dialogue e.V.)
- Prof. Rainer Grießhammer (University of Freiburg)
- Wolfgang Brückner (Carbonbay GmbH)

30 bet sponsors have secured the start-up financing through an interest-free loan.

In addition, the CLIMATE BET cooperates with non-profit offsetting service providers (myclimate, Klima-Kollekte, atmosfair, PRIMAKLIMA, Fairventures Worldwide, Compensators\*), green electricity providers (Greenpeace Energy, NATURSTROM AG, EWS Schönau, Bürgerwerke) and eco-banks (GLS Bank, Triodos Bank, EthikBank, UmweltBank).

The campaign the CLIMATE BET is supported by numerous organisations: Climate protection initiatives such as GermanZero, Parents, Teachers, Psychologists and Omas for Future are on the list as well as church organisations (e.g. the Protestant Church of Saxony) or business associations such as the Federal Association for Sustainable Business or the Alliance for Development and Climate Foundation. Ambassadors on the homepage include the author and moderator Eckart von Hirschhausen, the meteorologist Sven Plöger, the chef Sarah Wiener and many more. ([www.dieklimawette.de/en](http://www.dieklimawette.de/en)).

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