Motivating citizens through the green roof programme and TreeCheck App in Brno

Climate Alliance International Conference, September 2019, Rostock
Brno – city in the center of Europe

- Capital of the South Moravia Region, 400,000 inhabitants
- Industrial tradition (textile, machinery)
- City of Universities, Science, Innovations
Brno is facing Urban Heat Island problem

- Number of tropical days and nights is rising
- Heat waves and drought endanger the population and nature

LIFE
Tree Check

www.lifetreecheck.eu
Climate Change Adaptation in Brno

- **UrbanAdapt**: 5 years ago we started Adaptation Strategy *participative process*
- Involvement of: active citizens, university experts, innovative enterprises
LIFE TreeCheck: from planning to action

- To help cities move from plans to realising adaptation measures
- To involve citizens in the care for trees and greenery
International project consortium:

• Nadace Partnerství /Environmental Partnership Foundation (CZ)
• Czech Globe (CZ)
• EKOTOXA (CZ)
• SafeTrees (CZ)
• Carpatian Development Institute (SK)
• LEMITOR (PL)
• Ökotárs Foundation (HU)
Green Roofs programme in Brno

- Financial support programme (run by the city) for building of green roofs
- More than 750,000 EUR were allocated for 2019
- The objective for 2019: 20,000 m2 of new green roofs
- Application is on-line
Green Roofs programme in Brno

- Any building owner can apply for a subsidy (individual citizen, cooperative or company)
- The amount depends on green roof type, size and status of the applicant
- Hundreds of citizens took part in seminars, more than 100 households started to prepare their application in the first 3 months
LIFE TreeCheck App

- Smartphone App for „tree lovers“:
- Recognition of tree species + cooling effect + other interesting information on trees
- Engaging people in tree care – tree adoption, gamification stimulates motivation
- More than awareness-rising – engaging people to action for trees (all types of greenery)
- Starting to pilot TreeCheck App in March 2020

[Image of trees and environmental benefits]
Adapterra Awards

- Contest: the best realized adaptation measures
- The public votes for the most likeable project
- 2019 – first round: we engage up to now more than 5,000 people
Green Oasis programme

- Grant scheme to support local citizens initiatives
- Every year: 20 projects, 60,000 EUR
Sázíme budoucnost – We Plant the Future

- Initiative for planting of **10 milion trees** in Czech Republic – in cities and countryside
- Connecting people for planting the trees
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