



## Webinar

# *Climate action and lifestyle: Explaining and overcoming barriers to climate action*

15 December 2022, 15:30 – 17:00 on Zoom

The recent booklet "Closing the gap on climate action – Building new rope teams to support climate-neutral & resilient living in the Alps" of the Alpine Climate Board (ACB) gives insights into how the Alps can become a frontrunner for climate action. To really implement the vision of the Alpine Climate Target System 2050, the ACB needs broad support from different stakeholders and all Alpine citizens. But how to motivate people to join the rope team of the ACB, especially in this time of crisis and growing resignation?

Join us for our next webinar! Our inputs will look at barriers, drivers (and motivation) for behavioural change, focusing on mitigation to climate change, some featured good practices of the ACB booklet will share their experiences and, together, we want to develop ideas on how to change the mindset on climate action from a picture of uncertainty and regulation into a positive and motivating one.

### Language

The webinar will be held in English.

### Registration and link

The conference is free of charge. Please register [here](#) by 14 December 2022. All participants will receive the Zoom link prior to the webinar.

### Privacy policy

Due to the Data Protection Ordinance (GDPR), registration is only possible using the form. Individual inputs are recorded by the organisers with the consent of those responsible. Recording of audio or video of the event and/or parts of it is prohibited for copyright reasons.

### Contact

Please do not hesitate to get in touch with Katharina Zwettler from the Austrian Ministry for Climate Action ([katharina.zwettler@bmk.gv.at](mailto:katharina.zwettler@bmk.gv.at)) if you have any questions.

### Further information

This webinar is part of a series of events, organised by the Alpine Climate Board of the Alpine Convention. You will find more information about the ACB, our aims and activities on our [website](#).



## Programme

- 15:30**      **Welcome and introduction**  
Helmut Hojesky, Chair of the Alpine Climate Board
- 15:40**      **Input presentation**
- Practice what you preach!?! A positive mindset towards climate action in the Alps.*  
Stéphane La Branche, IPBC scientific coordinator independent researcher and social climatologist
- 16:05**      **About the booklet “Closing the gap on climate action – Building new rope teams to support climate-neutral & resilient living in the Alps” and best practices**
- The Grisons’ project on climate-neutral agriculture: enabling innovation through shared experiences, presented by Sibyl Huber
  - The project “VinziRast am Land – Hühnerstall” on ecological building and social sustainability, presented by Sebastian Held
  - The tourism shift starts at the heart of the ski resort of Métabief (an example from the Jura region), presented by Olivier Erard
  - The project Bahn zum Berg on reaching destinations for outdoor activities by public transportation, presented by Veronika Schöll
- 16:30**      **Interactive session**  
Building a bridge between barriers and best practices. Sharing insights and experiences on how to overcome barriers to act:
- Which solutions are most suitable to address the different barriers?
  - Can you share any experiences in implementing these solutions in your projects/ongoing activities?
- 16:50**      **Wrap-up and next steps**  
Helmut Hojesky and Tomaž Miklavčič, Slovenian Presidency of the Alpine Convention