

**Press release**

**17 May 2013**

## **ZOOM – Kids’ Climate Action starts in The Hague**

**European Campaign “ZOOM – Kids on the Move for Climate Action” officially launched at Climate Alliance International Annual Conference: Board members call on Europe’s children to ZOOM in and collect Green Footprints in 2013**

Since 2002 young children all over Europe are participating in Climate Alliance’s climate protection campaign “ZOOM – Kids on the Move for Climate Action”. Grassroots actions rather than unfruitful negotiations: the kids demonstrate to politicians and the adult public worldwide that they do not accept empty promises but contribute personally to climate protection by collecting Green Footprints eagerly.

The “step off” for this year’s action has been done by Board members of Climate Alliance and Klimaatverbond Nederland together with the Deputy Mayor of The Hague at the International Annual Conference in The Hague. Like the ZOOM-Kids they demand more ambitious and binding national and international conventions by climate change policies. Joachim Lorenz, President of Climate Alliance, says: “We at Climate Alliance envision our policies based on the fair and sustainable use of resources, but this is not enough. Better framework conditions are required, for instance, to enforce energy-saving measures. New policy approaches must be developed, new alliances must be created across all sections of society and new ways of economy implemented – let us undertake this transition process together!”

Tens of thousands of children in kindergartens and schools in Austria, Czechia, Germany, Hungary, Italy, Luxembourg, Netherlands, Sweden, Switzerland and Ukraine are ZOOMing in for sustainable mobility and climate protection in a playful way: The “Kids on the Move” travel climate-friendly by foot, bike, roller-skates, bus and train in their daily life and collect “Green Footprints” for a better global climate. Each journey travelled by sustainable means counts as one Green Footprint.

They are ready to find out how to contribute to a better climate by walking and cycling, they hear about the ways to school in other countries and they gain knowledge of the global climate situation on a symbolic, virtual trip around the world. This climate trip leads them through all continents and ends at the United Nations Climate Conference in Warsaw where Climate Alliance will hand over the Green Footprints collected all over Europe to the participants of the conference in November.

Photos from the “Step Off” in The Hague with Rabin Baldewsingh, Deputy Mayor of The Hague  
Arnoud Rodenburg, Klimaatverbond Nederland  
Anna Schoemakers, Klimaatverbond Nederland  
Eva Schobesberger, Climate Alliance  
can be seen at

[www.zoom-kidsforclimate.eu/news.html](http://www.zoom-kidsforclimate.eu/news.html)



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All didactic materials are ready to be downloaded at  
[www.zoom-kidsforclimate.eu](http://www.zoom-kidsforclimate.eu)  
(also available from Climate Alliance's office in Frankfurt)

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### **The Green Footprints Campaign of Climate Alliance**

In 2002, the Climate Alliance started the mobility campaign for children, extending it to the whole of Europe in 2003 under the motto "ZOOM – Kids on the Move for Climate Action". Since then over 1.2 million children from 35 countries have participated, more than 160.000 last year alone.

The "**Climate Alliance of European Cities with Indigenous Rainforest Peoples**" is the largest city network with more than 1,600 members in Europe advocating for climate protection and the preservation of tropical rainforests. The members commit to reduce their CO2 emissions by ten per cent every five years and to halve their per-capita emissions by 2030 (base year 1990).



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