



**CIPRA**  
**LIVING IN**  
**THE ALPS**



# EIN FACH MACHEN ... EN

Just do it!

13.01.2025

CLIMATE & MUNICIPALITIES



Kofinanziert von der  
Europäischen Union



Vorarlberg  
unser Land

Picture: Cristian Castelnuovo



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# What is “Einfach machen” ?

“Einfach Machen” = JUST DO IT

...is the empowerment of people & local communities.

...is supporting the implementation of DIY climate protection measures.



Picture: Lisa Vesely / Hak





# Diversity of activities to reduce CO<sup>2</sup> emissions





# Importance for Municipalities

- **Municipalities as drivers of change**

Municipalities are at the forefront when it comes to climate protection, urbanization, and the quality of life of their citizens.

They are directly in contact with citizens, unions, communities and organizations.

- **Closing the gap**

For many small municipalities it is challenging to provide the resources, networks and expertise to implement this variety of sustainability measures.

“EINFACH MACHEN” can provide a blueprint for activities and support their implementation.

- **Scalable solutions**

From small villages to bigger regions – our approach adapts to local circumstances





# Central Elements

- **Workshops & Community projects**
  - Hands-on workshops to implement sustainable activities
- **Small project fund**
  - Support for joint DIY climate protection ideas
  - Community projects
- **Online Platform & App**
  - Life Hacks = inspiration for sustainability projects + Step-by-Step guides
  - Visualisation of CO<sup>2</sup>-savings
  - Tips for further activities
- **Success stories**
  - Inspiring best-practice examples



EIN...  
FACH  
MACH  
...EN





# Why join EINFACH MACHEN?

Benefits for municipalities:

- Promotes climate change resilience
- Strengthens local sense of community
- Inspires people to take action to reduce CO<sub>2</sub> emissions themselves
- Saves time and resources - you can learn from each other and use our Toolkit, instead of reinventing the wheel over and over again



Picture: Cristian Castelnovo



**EIN** . . .  
**FACH**  
**MACHEN**  
. . . **EN**

...together we can turn  
ambition into action!

For more information visit  
[einfachmachen.community](https://einfachmachen.community)