



Oslo

Oslo European Green Capital 2019

– final report

OSLO

winner 2019

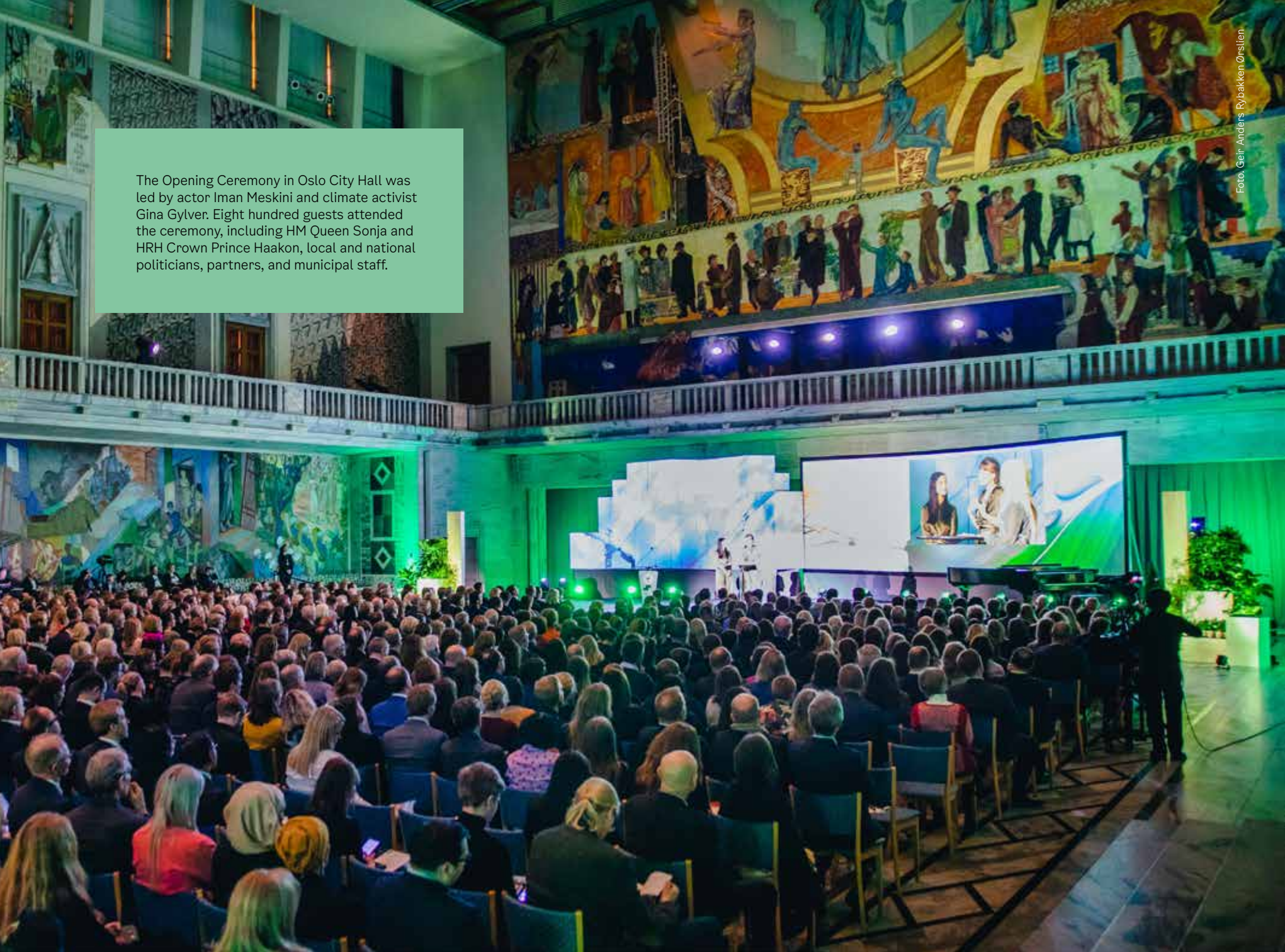


EUROPEAN
GREEN CAPITAL

An initiative of the
European Commission



The Opening Ceremony in Oslo City Hall was led by actor Iman Meskini and climate activist Gina Gylver. Eight hundred guests attended the ceremony, including HM Queen Sonja and HRH Crown Prince Haakon, local and national politicians, partners, and municipal staff.



The Food of the future workshop (including insect tasting) was one of many activities open for the public during the Opening Weekend.



Photo: Kilian Munch

Around 10.000 people visited the Winter Village at SALT in the Oslo harbour during the European Green Capital Opening Weekend, the first weekend in January. They days were filled with activities, workshops, concerts, and edutainment for young and old.



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The greenest year ever!

Receiving the European Green Capital title recognizes that Oslo, for decades, has delivered on ambitious climate and environment goals. But the title also comes with an obligation to develop further so that we can reach the goals we have set for 2030. We have already come a long way!

When we started planning the European Green Capital Year it was important to get as many people as possible on board. We wanted to share this year with everyone who contributes to the change on a daily basis. We hoped many would want to take part, but the level of engagement we saw took us by surprise. We are so grateful to all of you who have contributed. You have impressed us!

I want to thank our partners from the business sector, organizations, academic institutions, and the volunteer sector. You stepped up your efforts and contributed to creating a diverse programme for the European Green Capital Year. You have each taken steps – big and small – in a more sustainable direction. Together, all these steps represent a green transition in Oslo.

I also want to thank the municipal staff. You have shown adaptability, creativity, and huge dedication. During 2019, environment and climate have risen on our list of priorities. We have seen a

huge variety of projects: focusing on reducing food waste in kindergartens; emission free transport in the health sector; canteens cutting single-use plastic; pollinator friendly cemeteries and much more.

And, not least, I want to thank our citizens who contribute with their every-day choices and provide the support upon which our ambitious policies depend.

It is exciting to see that what we are doing in Oslo also receives international attention. Knowing that what we do in our city can influence other cities around the world is inspiring.

The European Green Capital Year is over, but there is no time to waste. The work has barely begun. Drastic measures are needed if we are to reach our goal of becoming a zero-emission city by 2030. That is why I am so glad to know that many want to contribute. I am proud of what we have achieved together, and I am looking forward to the work ahead.

Together we will continue to be a green capital!

Raymond Johansen
Governing Mayor



Photo: Thomas Haugersveen

An investment in the future

The City of Oslo has ambitious targets. But the municipality itself is only responsible for a small share of the city's total emissions. Therefore, we need the whole city on board to reach our targets. Together, with more than 350 partners and supporters, we have spent the European Green Capital Year mobilizing to accelerate the pace of the city's green transition. And we are proud of what we have accomplished!

We have mobilized a population that is evermore engaged and environmentally concerned. Oslo's population contributes to the green transition with their everyday choices. We have strengthened the municipality's work on climate and environment, from kindergartens to cemeteries. And, we have supported neighbourhoods, organizations, and associations that are building a greener city from the ground up.

The city's business community has stepped up to the challenge, contributing with green solutions for the future. They have challenged us, but we have also challenged them! We have facilitated new alliances and enabled cooperation across sectors. Throughout 2019, Oslo's innovative climate solutions have reached a worldwide

audience, leading to change far outside the city limits.

As a result of the year, more people are on board taking an active part in the city's green transition. Consequently, we are better equipped to reach our goal of becoming a zero-emission city in 2030. At the same time, the year has not been without debate or discussions, as expected from a huge public project. Critical voices have given us food for thought and, hopefully, the criticism has made us strive even harder.

This report gives an account of the European Green Capital Year and offers reflections and lessons learnt. It would be impossible to capture every detail, but the report provides an overview of the projects and activities accomplished throughout the year. Lessons learned can be found towards the end of the report, together with a financial overview.

Anita Lindahl Trosdahl
Project Manager
Oslo European Green Capital 2019



Photo: Peter Olav Hjertholm

Why did Oslo win?

Winning the European Green Capital title is a result of Oslo's long-term efforts and broad support for ambitious sustainable urban development targets.

Every year since 2010, the European Commission has awarded one city the European Green Capital title. The winner is chosen through an open competition where applicant cities document their progress during the last five to ten years, their current status, and their future plans.

The applicant cities are measured on 12 indicators including efforts to reduce greenhouse gas emissions, improve quality of air and water, environmental innovation, access to green areas, biodiversity, and green mobility. Oslo competed with 13 other cities when the application was assessed in 2017.

Oslo achieved the highest possible rank in 8 out of 12 indicators. The jury especially noted Oslo's holistic approach covering a broad range of topics such as biodiversity, public transport, social integration, and citizen health gathered under the overarching theme 'City for everyone, putting people first'. Although Oslo's work is not complete, its measures in many fields can inspire other cities.

The credit, however, needs to be shared with the city as a whole. Innovative businesses, grassroots organizations, academic institutions, and engaged citizens have worked together with the City of Oslo and it is their joint effort which won the European Green Capital title.

What makes Oslo a Green Capital?

- ▶ One of the world's most ambitious climate strategies - in line with the Paris agreement.
- ▶ The first city in the world with its own Climate Budget.
- ▶ A world leader on electric mobility.
- ▶ The first city to test Carbon Capture and Storage (CCS) from waste incineration.
- ▶ A pioneer in circular waste management, making sure waste becomes new resources.
- ▶ Using our purchasing power to accelerate the green transition, for example by creating a market for zero-emission construction machinery.
- ▶ Large investments in public transportation and bicycle infrastructure.
- ▶ Preserved our nature and biodiversity through decades of massive urban development.
- ▶ Reopened waterways that were covered and piped as the city grew.

Oslo's ranking among the applicant cities:

(1 is the best, 14 is the poorest)

Indicator	Ranking
1. Climate change: mitigation and adaption	1
2. Local transport	1
3. Green urban areas and sustainable land use	2
4. Nature and biodiversity	1
5. Ambient air quality	1
6. Quality of the acoustic environment	1
7. Waste production and management	1
8. Water management	6
9. Wastewater treatment	7
10. Eco innovation and sustainable employment	1
11. Energy performance	1
12. Integrated environmental management	2



Goals for the European Green Capital Year

Great ambitions and high expectations formed the basis of Oslo's European Green Capital Year.

When Oslo won the European Green Capital title in June 2017, it was a key goal to involve the entire Oslo community. From that moment, Oslo had one and a half years to dedicate to planning before the year began.

City Government Decision 1022/18 – *Strategy for Oslo European Green Capital 2019* sets out the principles and priorities for the planning and running of the year. The strategy designated involvement, joint contributions, and long-term value as guiding principles.

The following goals were defined:

Promote the citizens' green transition

Activate citizens' continued efforts in the green transition and engage the entire population.

Strengthen the green economy

Take advantage of the spotlight to promote innovative, green companies and stimulate further development of the green economy.

Be a role model for other cities

Facilitate knowledge sharing; exchange of best practice; and experience, debate, and dialogue to disseminate solutions that promote sustainable urban development. This is to be done in cooperation with Norwegian cities, the Oslo region, and in cooperation with the national government and international cities and networks.

Strengthen Oslo's international profile as a green city

Communicate the full story of Oslo's green urban city life internationally with the aim to attract the best talents, investments, companies, startups, visitors, and tourists.

Increase support for continued ambitious environmental and climate goals

Spread knowledge and engage the citizens, organizations, academia, and the business community to reach the target of becoming a zero-emission city in 2030.

The Oslo European Green Capital Year aimed to achieve its goals and implement its strategy through different components, developed in partnership between the secretariat, the municipal services, and partners.



Organising the year

The Governing Mayor's Office set up a secretariat to plan and execute the year. This was to be done in cooperation with all municipal services, other public actors, academia, organisations, and the business community. Staff came on board gradually, including nine employees when the secretariat was at peak activity.

The secretariat planned and ran a series of large events, coordinated the calendar of events, and kept track of all activities. It held dialogues and interactions with partners, managed the project grant scheme, and received visiting delegations and international press. The secretariat was also responsible for communication in different channels both nationally and internationally.

A coordinating group, consisting of representatives from all City Departments, contributed to cross-sectoral coordination in the City. All sectors suggested activities and measures, and these were then implemented in the responsible sector. In addition, informal groups were set up at a lower administrative level to coordinate activities and communication.

The Neighbourhood Programme set up a city districts network to facilitate sharing of knowledge.

An advisory board, with representatives from organisations, academia, and the business sector contributed with input in the planning of the European Green Capital Year.

Cross sectoral cooperation

The work with the European Green Capital Year became a test of the municipality's ability to cooperate across all sectors. The City was also challenged on its ability to make quick, but still good, decisions, while safeguarding the need for broad participation and ownership in all parts of the municipality.

Several of the City's agencies had dedicated staff to ensure good coordination of activities. Integrating the European Green Capital Year into the extensive climate- and environmental work already being carried out was a priority. Likewise, it was a priority to fill any gaps that were identified. Coordinating communication about the City's sustainability efforts was key as well as focusing on activities with long-term effects.

Target groups

- › Citizens, especially children and youth
- › International and Norwegian professionals in the areas of environment, climate, and sustainable urban development
- › International press
- › EU Institutions and European organisations
- › NGOs
- › Business Community



Photo: Isatn Kristiansen

Partners of Oslo European Green Capital 2019

In the spring of 2018, the City of Oslo issued an open invitation to grassroots organisations, businesses, academic institutions, and other actors that could be interested in taking part in the European Green Capital Year. The secretariat set an ambitious goal of gathering 200 partners.

The criteria for becoming a partner, in addition to signing the Oslo Green Capital Declaration, was to contribute with one or more events in the official programme. Partner events would be marketed in the official programme and partners could use the official Green Capital logo in their marketing material.

It was also an option to become a “supporter” by simply signing the Declaration, thereby signalling support to the European Green Capital Year and the city’s ambitious work on climate and environment. In addition to more than 250 partners, 100 supporters signed up.

Network meetings

Through 2018 and 2019, the City invited partners to network meetings. The objective of the meetings was to gather partners across sectors to share knowledge and information, get feedback on how the year was progressing, and facilitate continued cooperation.

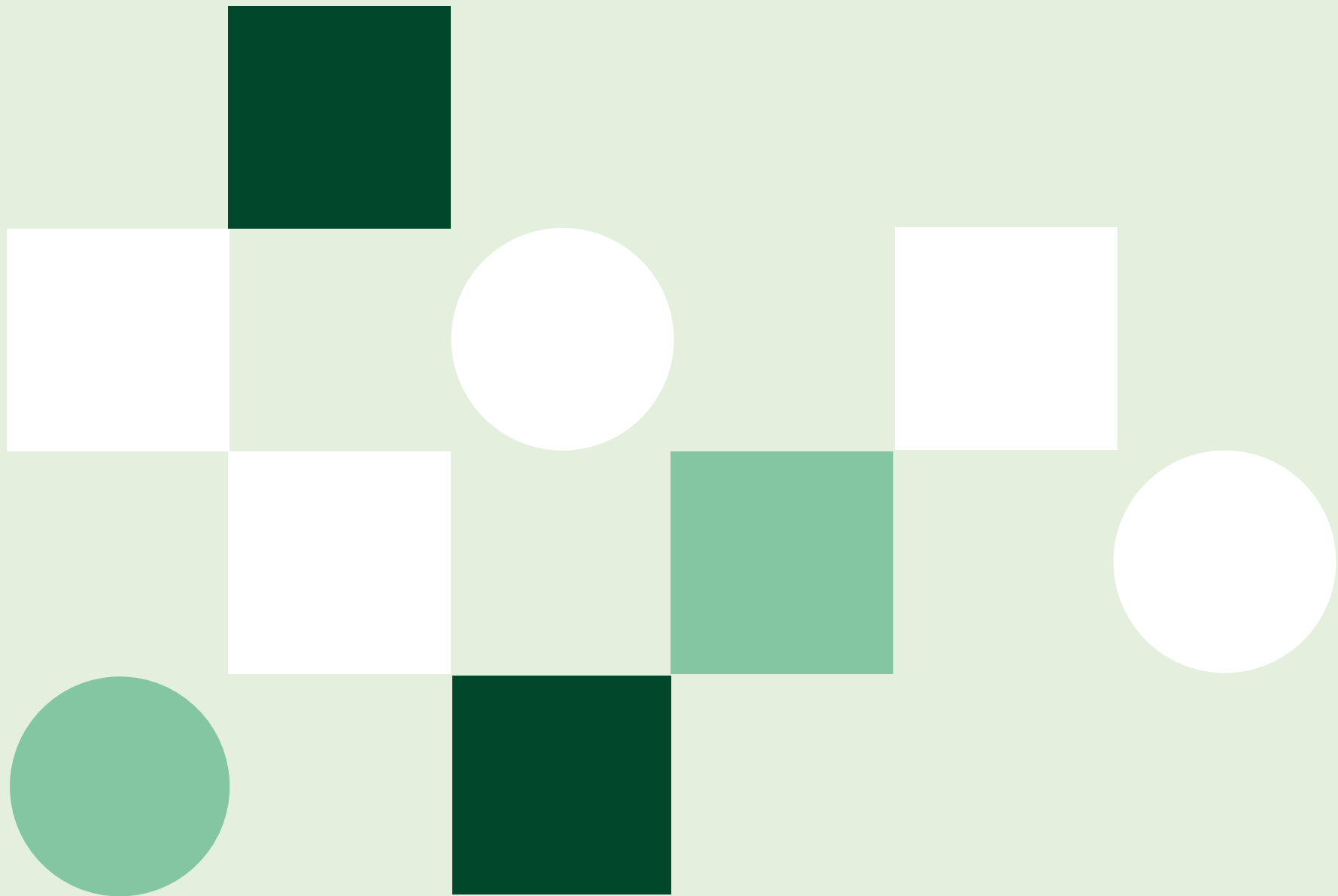
The partners who attended network meetings report that it was useful to have the Green Capital secretariat function as the point of contact with the municipality. They also appreciated getting to know other organizations and businesses working with climate and environment. Many have, as a result of the network meetings, initiated new collaborations.

Oslo Green Capital Declaration:

**Together we are the Green Capital.
Together we will:**

- 1.** Promote Oslo as a role model for other cities, sharing experiences and showcasing good environmental solutions, and broaden Oslo’s reputation as a leading green city
- 2.** Promote people and networks that, with their efforts and creativity, contribute to new solutions and capitalize on opportunities
- 3.** Showcase the citizens’ love of the parks, islands, forest, rivers and clean urban environment
- 4.** Showcase the citizens’ green transition, their will to change and make environmentally friendly choices
- 5.** Engage the whole population in the Green Capital year, focusing especially on children and youth
- 6.** Support green initiatives that contribute to social inclusion
- 7.** Strengthen Oslo’s innovative and climate-friendly business community, and highlight their central role in creating the city of the future
- 8.** Promote academic institutions and networks that contribute with new knowledge, solutions, and visions for the future
- 9.** Highlight the efforts of grassroots organisations and their value for the city and the citizens
- 10.** Strengthen citizens’ support for ambitious environment and climate policies





Promote the citizens' green transition

Goal:

The European Green Capital Year shall activate citizens' continued efforts in the green transition and engage the entire population.

It was important for the City to underline that the European Green Capital Year was for the entire city, not just the municipality. Therefore, the programme prioritized a broad appeal. It identified children and youth as main target groups, and all city districts were to take part. The social dimension of the sustainability work was clearly highlighted.

Participation, joint contributions, and long-term value were set as guiding principles. The City held an open call for contributions to the programme for the business community, academia, and NGOs.

Results:

- ▶ 250 partners from the business community, academia, and NGOs
- ▶ 100 supporting organisations
- ▶ Calendar with more than 600 events
 - 90 percent of events were open to the public
 - More than half of the events were relevant for children and youth
- ▶ All city districts participated with activities
- ▶ 107 projects received grants of max 200.000 NOK from a project grant scheme with a 10 million NOK budget

The official programme

The European Green Capital partners all contributed one or more events in the official programme. For the events to be approved by the secretariat they had to have a clear focus on climate or environment and, preferably, be open for a wide audience. Therefore, the complete programme available on the website consisted of events and activities organised both by partners and by municipal entities.

As the year went on, partners could add additional events. At the end of the year, the official programme contained more than 600 events ranging from large conferences and festivals, to guided walks along the rivers and neighbourhood cafés, seminars, and courses.

More than half of the events were considered suitable for children, while more than 40 percent were fully or partially directed towards a professional audience.

Impressive diversity

This is the first time hundreds of events focussing on climate and environment were gathered under a common “umbrella”. The programme contributed to raising awareness of the already existing

engagement in this area, and offered a platform for new actors to come on board. Many of the partners have reported that they stepped up their efforts in 2019 as a result of Oslo being European Green Capital.

The official programme played a central role in the year and has been communicated widely towards the public.

The secretariat advertised the programme in social media, sometimes through organic posts, but most often in paid ads. Ads typically included several events and were categorized either by timeframe (e.g. “programme of the week”) or with a thematic focus (e.g. “experience Oslo’s biodiversity”). Many partners have experienced increased participation in their events during 2019 compared with previous years.

Read more about the results from marketing and communication on page 58.

Reporting from partners

- ▶ A third (30%) would not have organised their event(s) if it were not the Green Capital year.
- ▶ A fourth (24%) organised their event(s) in a different way because of the Green Capital year.
- ▶ 70% reached new target groups.
- ▶ 69% had a specific focus on including youth in their event(s).
- ▶ 43% welcomed international participation in their event(s).
- ▶ When asked what the most important results from their events were, partners highlighted increased knowledge, new forms of cooperation, increased engagement, and concrete environmental actions.

*Based on 115 respondents reporting on 207 events (about 35% of all events).

Thematic weeks

To highlight specific themes within sustainable urban development, some parts of the official programme were framed as theme weeks. Mobility Week and Reuse Week, weeks which have been organised before, while the Biodiversity Week was organised for the first time.

Biodiversity Week, 15–23 June

Oslo is the municipality in Norway with the largest number of registered species and this diversity was one of the reasons why Oslo was awarded the European Green Capital title. Many organisations have worked for years to preserve and raise awareness of Oslo's biodiversity. In 2019, the Green Capital secretariat partnered with the Agency for Urban Environment, other municipal agencies, and more than 20 volunteer organisations to organise a week dedicated to spreading knowledge about Oslo's nature and animal life.

The week was filled with more than 40 different events and activities for everyone that wanted to discover, experience, and learn more about Oslo's biodiversity. Events included a "species hunt" where participants found and registered plants, animals, and mushrooms; walks and tours along Oslo's rivers; activity days for children; wild flower safaris; exhibition openings; debates about the role of biodiversity in urban development; and an outdoor screening of the documentary Oslo's wild heart (picture to the right).



The organisation Sabima received funding from the Green Capital grant to create the podcast BiodiversityOslo. It is available for download (in Norwegian).



Photo: Thomas Eckhoff

Mobility Week, 26–31 August

Around 55 percent of the emissions in Oslo come from the transport sector. Changing how we move around the city will be central to reaching our climate targets. During Mobility Week, several events and activities including seminars and conferences as well as outdoor events for the public, contributed to raising awareness about green mobility.

Through the week, people could take part in the Nordic conference on emission-free buses, see a replica of Oslo's new trams at City Hall square, and experience roads being transformed into pedestrian streets.

In cooperation with Evo Elsykler, the City of Oslo invited the public to a Cargo Bike Festival at City Hall Square. More than 2.000 citizens got the chance to test a cargo bike and the most eager participated in a cargo bike parade.



Photo: Geir Anders Rybakken Orslien

Reuse Week, 22–30 November

During Reuse week, 30 volunteer organisations and municipal agencies contributed to setting reuse and sustainable consumption on the agenda.

Reuse Week starkly contrasted with Black Friday which in 2019 was on the 29th of November. Norway is one of the countries in Europe with the highest level of consumption. If we can swap more clothes, buy second-hand, and repair what we already have, we can use less of the world's limited resources and reduce emissions. That was the main message in Reuse Week.

Close to 50 events were organised, among them a popular give away-market for used sports equipment, courses in sewing, swap-day for used toys, and a flea market especially for biking clothes.

Over a thousand people came to Oslo City Hall to swap clothes, demonstrating that clothes you no longer want can be a valuable addition to someone else's wardrobe. Organising the event in the prestigious City Hall signalled how the City of Oslo is taking the issue seriously.



Pop-up bicycle

To raise awareness and spread knowledge about climate and the environment, and let people know why Oslo was European Green Capital, the secretariat used a specially made cargo bicycle that could travel easily around the city and “pop-up” at different events.

The bike was staffed and equipped with information, both on the physical surfaces of the bike and on a digital screen. The bike had activities for children (e.g. a recycling version of the corn hole game) and quizzes for youth and adults.

The bike took part in 39 events in 11 of Oslo’s districts, from conferences and festivals to community events and street parties and had a special focus on conveying how individual citizens could get involved.

Kahoot-quizzes were used to spread knowledge about water use, mobility, recycling, urban farming, and biodiversity. Participants could win prizes like tote bags, lunch boxes, and vegetable nets.



Tigra – the Green Capital mascot

To raise awareness of environmental issues amongst younger children and families, the City introduced a new “environment mascot” in Oslo. This was how the tiger Tigra came to life.

Oslo is known affectionately to Norwegians as “The Tiger City”, which is why a tiger mascot was chosen. Tigra has her own song with an accompanying dance. In the song she sings about food waste, recycling, and littering in child appropriate and appealing language. The song and videos are available online and can be used together with other teaching materials and pedagogical tools about climate and environment.

Tigra took part in 47 events in 13 of Oslo’s districts, including children’s festivals, visits in kindergartens, and much more. The videos have been played close to 5.000 times on YouTube, while the song has been streamed more than 2.200 times on Spotify.

The Agency for Urban Environment will continue to use the pop-up bike and Tigra in their work to spread awareness among the public.

Tigra has been a popular guest at many of the events for children in the European Green Capital Year.



Photo: Kjetil Munch

Neighbourhood Programme

The districts in Oslo were given an important role in the European Green Capital Year. This ensured activity throughout the city and has contributed to strengthen work with environment issues at a local level.

Through the Neighbourhood Programme, all of Oslo's 15 districts were challenged to "activate citizens' continued efforts in the green transition." Each district received earmarked funds for activities that could engage the local population and strengthen local work on climate and environment.

The activities in the districts have been diverse – from local community festivals and swap markets, to youth projects and urban agriculture initiatives. Several districts used the opportunity to introduce so-called Green Grants to support local green community projects.

Some districts prioritised fewer, but larger projects. For example, Sagene District funded a local centre for ecology. Ullern and Nordre Aker established new hubs for lending out sporting equipment. Others chose to spend funds on several smaller initiatives such as, for example, Søndre Nordstrand where the district supported 37 different community projects.

In addition to ensuring activity in all districts throughout the year, the Neighbourhood Programme created a network for sharing knowledge and strengthened cooperation between the different districts. This network will continue its work after 2019.

The Neighbourhood Programme has:

- ▶ Increased citizen engagement and raised awareness about how local communities can contribute to the green transition
- ▶ Ensured that local municipal staff have created new relations to local volunteers, associations, and businesses, and strengthened local sustainability initiatives
- ▶ Contributed to increased participation and activity at the local level
- ▶ Helped increase attention to, and understanding of, the value of reuse and circular use of resources
- ▶ Raised awareness about urban agriculture and established several new agriculture projects

The Neighbourhood Programme:

- Coordinated by ByKuben, the municipal centre for urban ecology
- Every district received NOK 500.000 for local activities and projects
- All 15 districts took part with a total of more than 165 measures
- The network for cooperation between districts will become permanent



Objectives:

- Activate and motivate citizen participation in the green transition
- Mirror the citizens' diversity in age, ethnicity, and socio-economic background
- Prioritize involvement of children and youth
- Involve local partners, volunteers, organisations, and businesses



Green Grants:

- A grant scheme in the City of Oslo
- Managed at the district level
- Supports local environment and climate initiatives
- 12 districts offered Green Grants in 2020, six of these districts introduced the grant for the first time in 2019, as a direct result of the Green Capital year



Project grants

The City of Oslo established a new grant scheme to facilitate participation and involvement from actors across the city. Existing grant schemes were also given additional funds in the Green Capital year.

The new grant scheme was set up to support projects and initiatives that contributed to the overall objectives of the European Green Capital Year. Anyone was welcome to apply, but priority was given to volunteer organisations and local associations, as well as green and social entrepreneurs.

Originally, the City set aside five million NOK for the grant scheme. However, when the Green Capital secretariat received 177 applications applying for almost 24 million NOK, it was decided to increase the available funds to 10 million.

Each grant was limited to 200.000 NOK. To ensure a diversity of projects and maximise results, several applications were partially approved. In total, 107 projects received support.

Green guide for concert venues

The showcase festival by:Larm and the youth organisation 'Spire' received a grant to develop a green guide for concert venues in Oslo. Through cooperation with experts on energy efficiency, they analysed energy use in a selection of venues and organised a course and workshop for venue staff. Based on results from the analysis and feedback from the venues, they developed a guide that provides tips for venues on how to become more sustainable. The guide is very comprehensive including tips about procurement and waste, transport and communication, and much more.

The guide helps venues make informed decisions and will be distributed to more venues both locally and nationally. The project has, additionally, created an arena for cooperation and knowledge sharing.





Photo: Furuset Idrettsforening

A greener Furuset

Furuset Sports Association received a grant to establish a green roof over their arena, Furuset Forum. In addition, they created flowerbeds along a well-used path to support pollinators. The project has contributed to preserving the local biodiversity and has fostered knowledge amongst children, youth, and adults.

The project has included a wide variety of people including children in local kindergartens and the local youth club as well as participants from the Ahmadyya Congregation.



A more sustainable Pride festival

Oslo Pride received support to make their annual festival greener. Because of this support, the festival developed new routines for procurement and ensured greater efficiency in their use of energy. Through the project, the festival has come closer to their goal of becoming Eco-lighthouse certified.

Oslo Pride also made efforts to improve waste management, cut down on single-use plastic, and reduce food waste. The festival encouraged participants to use naturally biodegradable alternatives to confetti and glitter, and samples taken during the festival showed that participants willingly complied. New guidelines on environment were introduced and the awareness among participants, suppliers, and volunteers increased.

A green classroom at Ullevål Hospital

The Hospital School in Oslo received support for their project, *From concrete to roof garden*, in which hospitalised children and youth cooperated with hospital staff to create a green rooftop garden.

The garden has become a green space with mini golf, flowers, plants, and vegetables. It functions as an alternative learning arena and school garden, as well as a green sanctuary where patients can get a break from the regular hospital environment.

Teaching kindergarten children about nature

The Oslo Visitor Centre Wetland situated near the Østensjøvannet lake, received a grant to provide pedagogical learning experiences for Oslo's kindergartens. The project gave the visitor centre the opportunity to welcome close to 70 kindergarten groups with more than 1.000 children and 200 kindergarten assistants from different parts of the city. The children got to explore the wonders of nature together with expert guides and the assistants in the kindergartens gained valuable knowledge and ideas for new activities.

Strengthening existing grant schemes

Additional grants for recreation and nature organisations

This grant scheme gives support to civil society organisations that promote outdoor recreational activities in Oslo, and organisations that work on nature preservation. The grant scheme received an additional three million NOK in 2019, doubling its available funds. There was a large increase in the number of applicants.

Grants for green measures in the sports sector

Sports associations can apply for funding from the City of Oslo. In 2019, these associations were encouraged to think green. 500.000 NOK was provided to finance environmental measures within the sector and grants were awarded to eight projects.

Sustainable art and culture measures

The existing grant scheme for projects in the arts and culture sector received an additional 1.5 million NOK to fund measures aimed at making events more sustainable. A total of 635.000 NOK was awarded to five different projects. The remaining funds were not spent as a result of the budget cut in the European Green Capital project.

The Green Capital Year in Oslo's schools

As children and youth were a main target group, it was important to involve Oslo's schools in the European Green Capital Year. Investments in pedagogical tools and environmental management will ensure long-lasting results.

The Education Agency and the Agency for Climate have cooperated on a programme to strengthen climate education in schools. Through the website klimaskolen.no they have provided 122 teaching resources and materials to improve teaching about climate and environment. The website was launched in March 2019 and has around 500 visitors per week. It is open and available for

teachers all over the country, thus it has a wide impact outside the city borders. The feedback from teachers has been positive.

Climate pilots

The School Programme also included a circuit of lecturers. Pupils in Oslo were introduced to four young and inspiring climate lecturers, so called climate pilots. Through the year the climate pilots shared their knowledge on climate change, visiting 78 schools and 17.000 pupils.

The evaluation shows that teachers who booked a climate pilot were very satisfied (74%) or satisfied (26%). The four climate pilots have also shared knowledge and inspiration to youth via Instagram (3.600 followers).

The School Programme will continue as a valued feature in Oslo's schools and it will strengthen climate education for years to come.

Increased knowledge

The School Programme's goal is to raise awareness about the role of cities in combating climate change, make climate education easier for teachers, and move schools forward in their aim to achieve competence requirements.

In addition to teaching materials and activities directed at the pupils, the schools have also made concrete climate investments. 142 schools have been Eco-Lighthouse certified and 24 schools are awaiting approval. All schools in Oslo have introduced a standardised system for waste recycling.

According to the Education Agency, the programme has contributed to increased knowledge amongst students. It has also facilitated new forms of cooperation. The standardisation of waste recycling has, for example, been achieved through cooperation with the Municipal Undertaking for Educational Buildings and Property and the Agency for Waste Management. Implementation was strengthened through cooperation with the Agency for Climate.



Photo: Thomas Haugesveien

The climate pilots Ole Erik Lunder, Hauk Are Fjeld, Ingrid Holtan Søbstad, and Emilie Hernes Vereide, have conducted more than 100 lectures about climate and environment for pupils in Oslo.



Photo: Didrick Stenersen

An association for floating urban farmers initiated the Oslo Fjord Garden. Hersleb Upper Secondary School (H20) is responsible for its operation, while the environmental organisation, the Marine Repairers, is responsible for the educational activities.

Oslo Fjord Garden

The floating garden, launched in August, will teach pupils about urban agriculture and urban aquaculture. Teachers and pupils from schools in Oslo have already visited and a network of resource persons, organisations, and institutions have been established. The hope is that the Fjord Garden can serve as a learning arena for many years to come.

The air is for everyone!

The campaign The air is for everyone was the result of a cooperation between NILU – Norwegian Institute for Air Research, the Norwegian Asthma and Allergy Association, the Agency for Urban Development, the Agency for Climate, and the Education Agency.

The objective of the campaign was to get children, scientists, teachers, and volunteer organisations to work together to ensure cleaner air in Oslo.

Children in the 4th grade made simple tools to measure air quality and placed them in their local community. After a week they collected these tools and reported the data online. The students thus took part in creating an interactive air quality map, showing data from participating schools.

The project collected 300 measurements from 30 schools. NILU is continuing the project and a new national campaign is planned for 2020.

Other projects in Oslo's schools

Around 600 students from upper secondary schools in Oslo got the opportunity to meet decision-makers, activists, and artists during three days at Tellus 2019.

Climate conference

In June, the Deichman Library invited young people to participate in Tellus 2019 – a climate conference for, and by, youth.

The conference included short lectures, workshops, talks, and cultural performances. Students from Elvebakken and Edvard Munch Upper Secondary Schools were, among others, responsible for the programme.



Photo: Gorm K. Gaare

Green competition

To raise awareness in schools and challenge pupils and teachers to introduce new measures, the Municipal Undertaking for Educational Buildings and Property and the Agency for Waste Management launched a competition between schools in Oslo.

The student council or the environmental group in each of the different schools created campaigns and reported on the environmental measures taken in their school. Godlia School, which ended up winning the competition, managed to reduce their daily waste by almost 22 kilos.

Green roofs

In October, the Education Agency organised a workshop about green roofs on school buildings. The objective was to highlight how green roofs can be used as a resource and a pedagogical tool in schools. The workshop was aimed at staff involved in planning, designing, and building schools, as well as teachers and principals.

Strengthened municipal action



Photo: Max Lander

Cleaner city, cleaner fjord

Through community clean-up efforts along the shore and in the city, Oslo's citizens have contributed to making Oslo cleaner in 2019. Several organisations and associations have received support for clean-up projects, and the City of Oslo has stepped up its efforts to reduce the use of plastic and fight marine pollution.

The City Council approved an Action Plan against marine pollution in the Oslo fjord in 2019 and set out ambitious plans. The City of Oslo is, among other measures, phasing out the use of unnecessary single-use plastic and has developed guidelines for municipal canteens.

Through a grant scheme, the Agency for Urban Environment provides support to projects that aim to reduce plastic pollution. In 2019, 4.5 million NOK were granted to 24 projects. Grants will also be given out in 2020.

Rusken, a municipal office under the Agency for Urban Environment working on community clean-up efforts in the city and awareness-raising around pollution and littering, was strengthened with additional funds in 2019. This contributed to a *Rusken week* in May which included a series of events and community clean-up efforts around the city. There was also higher frequency of municipal street and park cleaning and waste was removed faster from public areas.

New technology also contributes to a cleaner city. 45 "smart" waste bins, that compress the waste and signal when they are full, were placed around the city centre in September.



Photo: Iselin Kristiansen

Urban farming

The City has strengthened its work on promoting urban farming through several projects and new initiatives. Among other consequences, the Neighbourhood Programme and grant schemes have provided support for a number of local cultivation projects. For example, the City Farmer at Losæter now has a permanent position in the City.

In cooperation with the architect collective Makers Hub, the Agency for Urban Development created the exhibition *Stabburet* (a traditional Norwegian storehouse). The exhibition, which tells the story of agriculture in Oslo, moved around the city and was part of 30 events, mobilising more citizens to take part in urban farming.



Sustainable food

Through the campaign *Cut Food Waste 2020*, all the municipal nursing homes (25), 41 schools, and 52 kindergartens have received guidance on how to increase the use of ecological and plant based food, for example through seasonal menus. The City is cooperating with a range of organisations and initiatives to follow up the campaign.

From waste to resources

Many of the objects Oslo's citizens throw away can be used by others. Through the European Green Capital Year, the Agency for Waste Management increased their focus on reuse.

Additional funds were, for instance, invested in a reuse tent at one of the biggest recycling stations. At this tent citizens could deliver used items and take away others for free.

In the course of 2019, around 8.500 individuals visited one of the 96 reuse events the City organised, during which more than 164 tons of items were taken away for reuse.

The City also launched a pilot project to introduce indoor and outdoor recycling at sports arenas. Due to budget cuts, the project will now be scaled down to encompass a smaller pilot project.

New parks along the fjord

In May, the Oslo Port Authority opened Bekkelagsbadet at Ormsund. The new activity park includes space for beach life, sports, and games, and was visited by many through the summer and autumn.

Four months later, the City opened Gasten Park along the waterfront. Construction of Gasten Park reused cobblestones from other parts of the city. A newly planted meadow contributes to preserving biodiversity in the area.

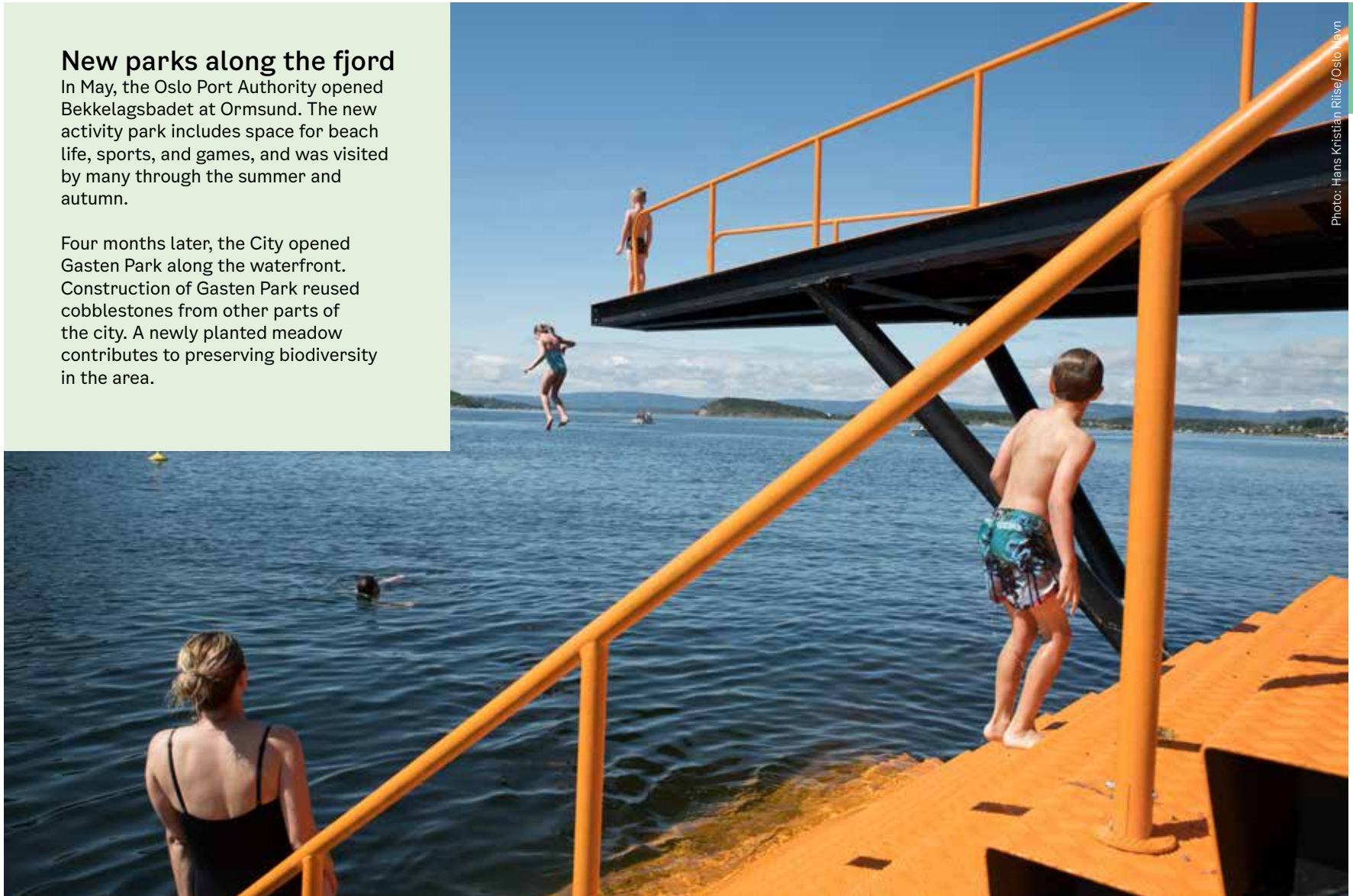
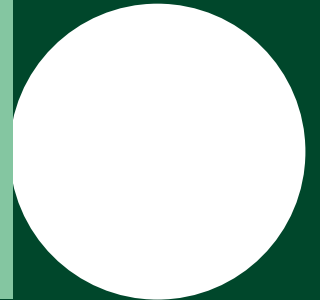
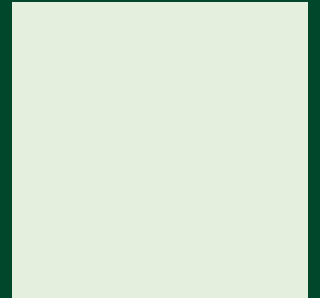
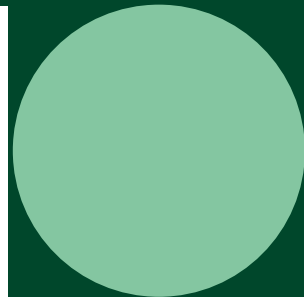
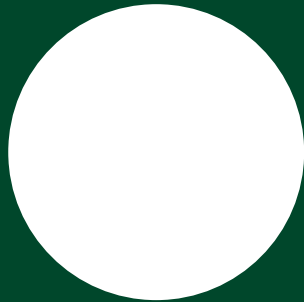
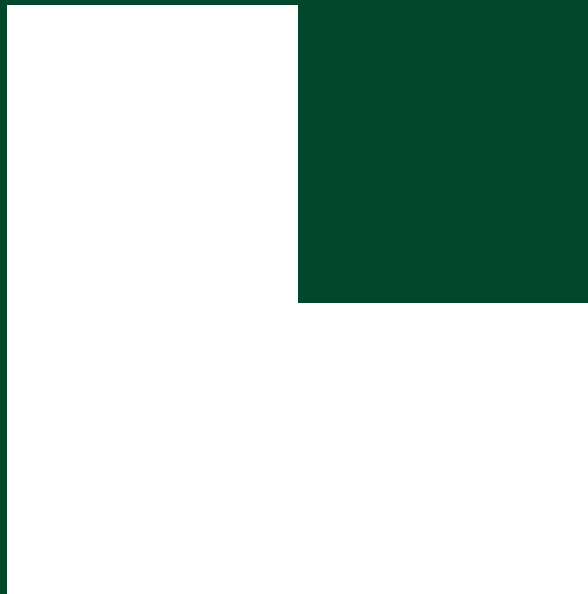


Photo: Hans Kristian Rise/Oslo havn



Strengthen the green economy

Goal:

Take advantage of the spotlight to promote innovative, green companies and stimulate further development of the green economy.

Under the coordination of Oslo Business Region (OBR), the City established a Business Programme to promote innovative, climate friendly companies and improve cooperation. Cooperation with the Business for Climate Network will ensure lasting change.

Members of the business community also contributed by adding activities to the calendar of events. Best practises from companies were showcased in communication activities.

Results:

- ✦ 19 percent of activities in the calendar of events were organised by the business sector
- ✦ 75 companies were involved in the Business Programme
 - 36 companies signed up for a green industry challenge
 - 48 companies participated in the Mentoring Programme
 - 35 green ambassadors were promoted
- ✦ 168 new companies were Eco-Lighthouse certified in 2019
- ✦ 10 new members joined the Business for Climate Network

The Oslo European Green Capital Business Programme

Oslo needs the business community on board to reach its climate targets. In the Green Capital Year new steps were taken to strengthen Oslo's green economy.

The Oslo European Green Capital Business Programme was coordinated by the City's Business Development Company: Oslo Business Region (OBR).

Through green industry challenges, a Mentoring Programme, and by promoting selected ambassadors, the programme aimed to strengthen the role of the private sector in Oslo's sustainability efforts.

Industry Challenges

Companies were asked to commit to one or more of the four Green Industry Challenges:

- ▶ 16 companies, including IKEA and ASKO, committed to finding solutions for emission free transportation.
- ▶ 19 companies, including Mills and McDonalds, committed to reducing plastic waste and actively search for plastic free alternatives.
- ▶ 6 companies, including Entra and Aspelin Ramm, committed to working for emission free construction sites. Participating companies report that making commitments creates an expectation to deliver results and contributes to improved efforts in the company. Contributions from companies did not exclusively result from the Industry Challenges but clear feedback shows that it has been a motivating factor.
- ▶ 10 companies, including Agera Venture and NP Bygg, committed to shifting to green investments.

The Industry Challenges will continue in different formats:

- ▶ The Business for Climate Network and OBR will continue working with the emission free transportation challenge.
- ▶ OBR and the Climate Network Skift are

considering further cooperation with Finance Norway on the green investment challenge.

- ▶ The Norwegian Green Building Council will cooperate with OBR to increase demand for fossil free and emission free construction sites, as well as working on circular economy in the construction sector.
- ▶ The Agency for Urban Environment in the City of Oslo will follow up on the Plastic Challenge.

Significant plastic reductions

Norway's largest brewing company, Ringnes, was one of the companies which signed up to the plastic challenge. Their target is to reduce plastic in their production by 1.000 tons and introduce at least 50 percent recycled plastics in their packaging by 2025.

In 2019, the company already reported a reduction of 200 tons of plastic.



Photo: Emil Bæk Holland

Plastic manifesto

In 2019, the City of Oslo launched a plastic manifesto for the private sector. The aim is for companies to contribute with solutions and implement measures, methods, and systems to reduce unnecessary use of plastic. The hope is that this reduction of plastic pollution in Oslo could influence behaviour nationally and internationally. Here Bård Bringsrud Svensen from Orkla and Johanna Engen Rostad from Ringnes sign the manifesto together with Oslo's plastic coordinator Anja Stokkan.

Mentoring Programme

With the goal to create new working relations and foster experience sharing on sustainable business development, the programme has connected experienced business leaders with young entrepreneurs.

What all the 48 participants have in common is that they are in charge of sustainability in their companies. The Mentoring Programme has created a much-needed space for exchange and dialogue on the topic.

Participants have requested a continuation of the programme after 2019 and other cities are considering setting up similar programmes. OBR will continue to facilitate existing mentor/mentee-relationships and plans to extend the programme to other cities.

Green business ambassadors

In order to showcase companies that have made innovative and climate friendly choices, OBR selected green business ambassadors. 35 persons, ranging from experienced business leaders to entrepreneurs, have shared their stories and emphasized the importance of green business models.

Jonas Tesfu was one of the ambassadors. He has 15 years of experience in the start-up sector in the tech-, food, and fashion industry.

He has also established Byspire, a green start-up, delivering locally grown sprouts to restaurants in Oslo.

“Oslo has the opportunity to be a role model and lead the world to become a more sustainable place to live. I want to be part of it!”

Jonas Tesfu



Photo: Dan Taylor



Oslo Innovation Week

This annual conference promotes sustainable solutions to global challenges through entrepreneurship, technology, and innovation. The programme in 2019 consisted of 63 events organized by 156 private and public organizations.

Sustainable urban development and Oslo's role as European Green Capital were highlighted throughout the week. Feedback from international journalists shows that the Green Capital title was a determining factor for their participation. Oslo's Climate Budget singled out the event as one of the most valuable.

Business for Climate

This network, which by the end of 2019 had 117 members, is an arena for dialogue and cooperation between the municipality and the business community. Companies are mobilized to actively contribute to Oslo's climate targets by reducing emissions in their operations. Ten new companies joined as members in 2019, and another ten will sign on during spring 2020.

Business for Climate increased its activities in 2019 by setting up a newsletter, a website, and introducing shorter thematic meetings in addition to ordinary network meetings and high-level meetings. The network used the European Green Capital Year to reaffirm the purpose of the network and raise the expectations for their members' climate action. It has been emphasized that the companies are expected to actively contribute to Oslo's climate targets by reducing their own emissions and promoting climate friendly solution.

Green Innovations

From trucks to cargo bikes

In April, the recycling company Ragn-Sells, the logistics company Bring, and KLP Eiendom launched the collaboration project Beloved City. Their concept is to have electric cargo bikes and electric vans bring parcels and goods to customers in the city centre and carry dry waste back upon their return route. This cuts emissions and saves time and space on the roads.

The international transportation company DB Schenker uses Oslo as a test bed for emission free deliveries. In May, they opened their Oslo City Hub at Filipstad. It is a hub for deliveries within Ring 3 with electric cargo bikes and electric vans. The new terminal makes the company's deliveries within Ring 3 80 percent emission free. The project came about as a result of the Port of Oslo's temporary development focus on green mobility as a part of their European Green Capital efforts.

Speeding up electrification

In spring 2019, 115 new electric buses hit the streets in Oslo and Akershus. The electric buses now constitute ten percent of the bus fleet and reduce the CO2 emissions by 5.500 tons a year. This equals the emissions of 3.500 diesel cars. In addition, the NOx emissions have been reduced by 38 tons, equalling 7.100 diesels cars, and exhaust particles equalling 3.300 diesel cars. These emission cuts come on top of emission reductions gained by the increasing number of people who choose to leave their car at home and use public transport instead.

Ruter has also tested autonomous buses. The test aims to evaluate how autonomous buses can operate as an integrated part of the public transport service.

During 2019, two of the commuter ferries to Nesodden: The King and The Queen, have been converted to battery electric power. In the spring of 2020, all three ferries that connect Nesodden to Oslo will be electric, making 65 percent of Ruter's travels by boat emission free. The target is to achieve emission free public transport by 2028. However, for the boat services, the ambition may be reached already in 2024.



Photo: Bindy/Bingtime Heneide



The five international ferries are responsible for a large share of the emissions in the Port. The shore power facility in the photo is important to realize the Action Plan for a zero-emission port. Expected CO2 emissions reductions equals the emissions from 1.300 cars each year.

Photo: Geir Anders Rybakken Ørslien

Shore power to all international ferries

In January 2019, the Port of Oslo opened the new shore power facility at Vippetangen. Color Line has had shore power supply since 2011, Stena Line since 2018, while DFDS started in 2019. In 2020 all international ferries will use shore power while docking in Oslo.

In addition, a shore power facility is under construction at Aker Brygge. This will supply power for the Nesodden commuter ferries from 2020, the new island ferries from 2021, and, in the long term, the speed boats as well.

The Port of Oslo signed cooperation agreements with Zero and Bellona in 2019. Both organizations have experts with extensive networks. They will be partners in the process of making the Port of Oslo emission free.

Green festivals

Large Oslo festivals that have been at the forefront of developing green solutions, have made use of the European Green Capital Year to take new steps.

The Øya festival has reduced its use of single use plastics for food and drinks. by:Larm has reduced the number of unnecessary giveaways. Piknik i Parken and Tons of Rock have introduced new measures for clean festival energy. Improved public transport services, systems for reuse of materials, and measures to reduce food waste have also been introduced at different large events.

In 2019, the City dedicated 1.2 million NOK to establish power outlets at sports- and cultural facilities. Both Tons of Rock and Norway Cup at Ekebergsletta could connect to power and reduce or eliminate the use of diesel generators.

In 2019, the City of Oslo set up an Events office. Event organizers are working increasingly with green events and are challenging the municipality to strengthen its efforts in this area.

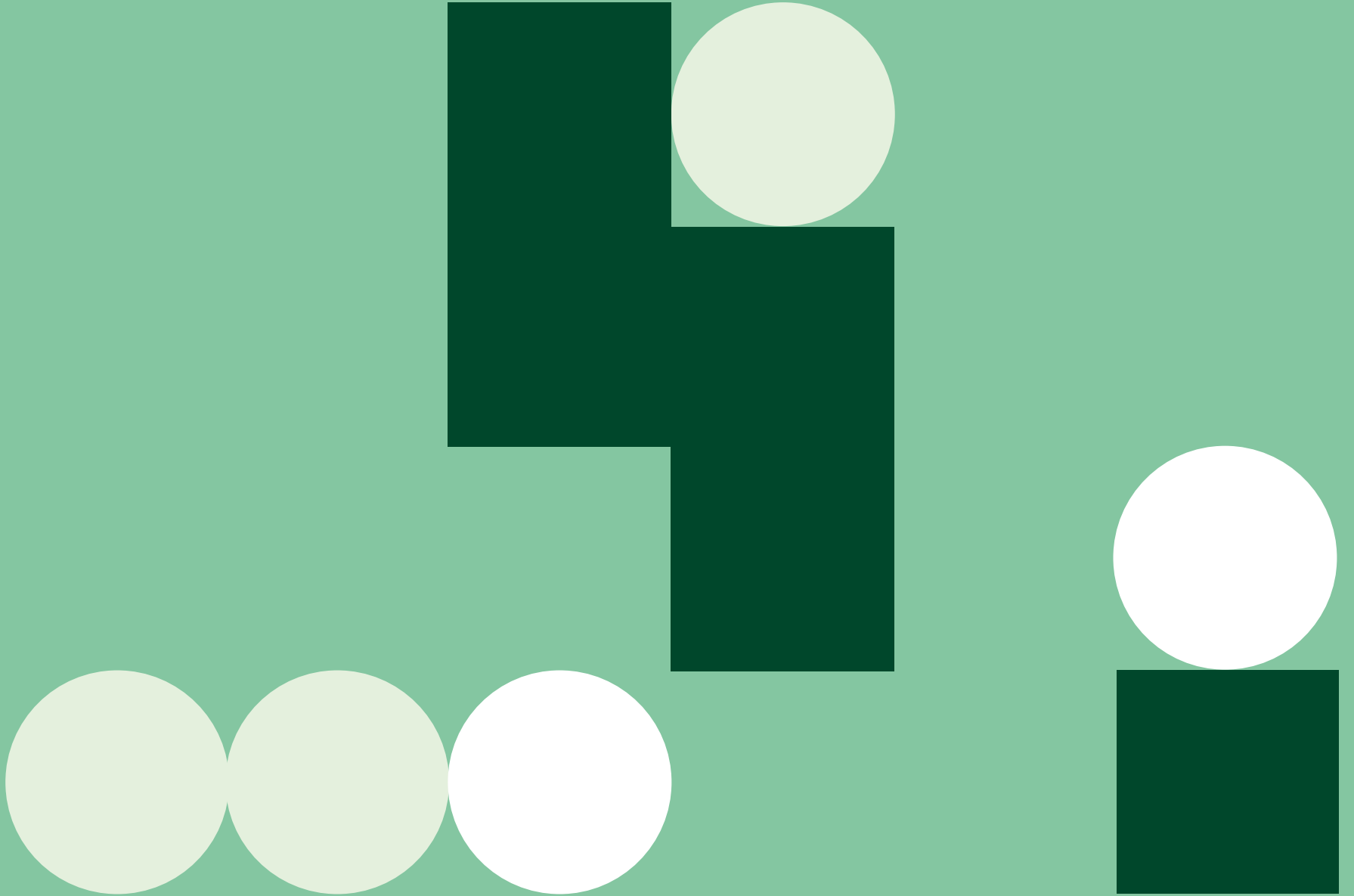


Photo: Johannes Granseth

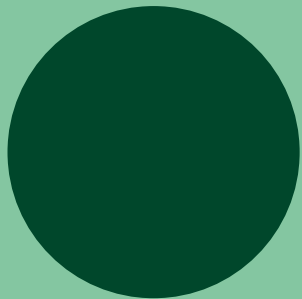
Floating waste collector

The Port of Oslo has procured a new and larger Port Bin which is placed at the Sørenga harbour bathing facilities. A Port Bin is a floating waste collector that sucks in plastic waste and debris from water in the harbour. The Port of Oslo now operates three such devices.

In 2019, Oslo became the first city to make use of a waste collector called Trashtrawl, which is placed in the culvert at Vaterland at Grønland. This is another device that collects debris which floats down the river before it reaches the ocean.



Role model for other cities



Goal:

During its European Green Capital Year, Oslo will facilitate knowledge sharing, exchange of best practice and experience, debate, and dialogue to disseminate solutions that promote sustainable urban development.

To facilitate knowledge sharing, debate, and dialogue, the City focused on events for professionals as a central part of the official programme. The Oslo Region was invited to collaborate and prepared a regional programme for the year.

The City of Oslo set up a Study Visit Programme to give visiting delegations in-depth knowledge of the City's solutions. Strengthened participation in international networks, such as C40, Eurocities, and ICLEI contributed to the exchange of experience and put Oslo's solutions on the international agenda.

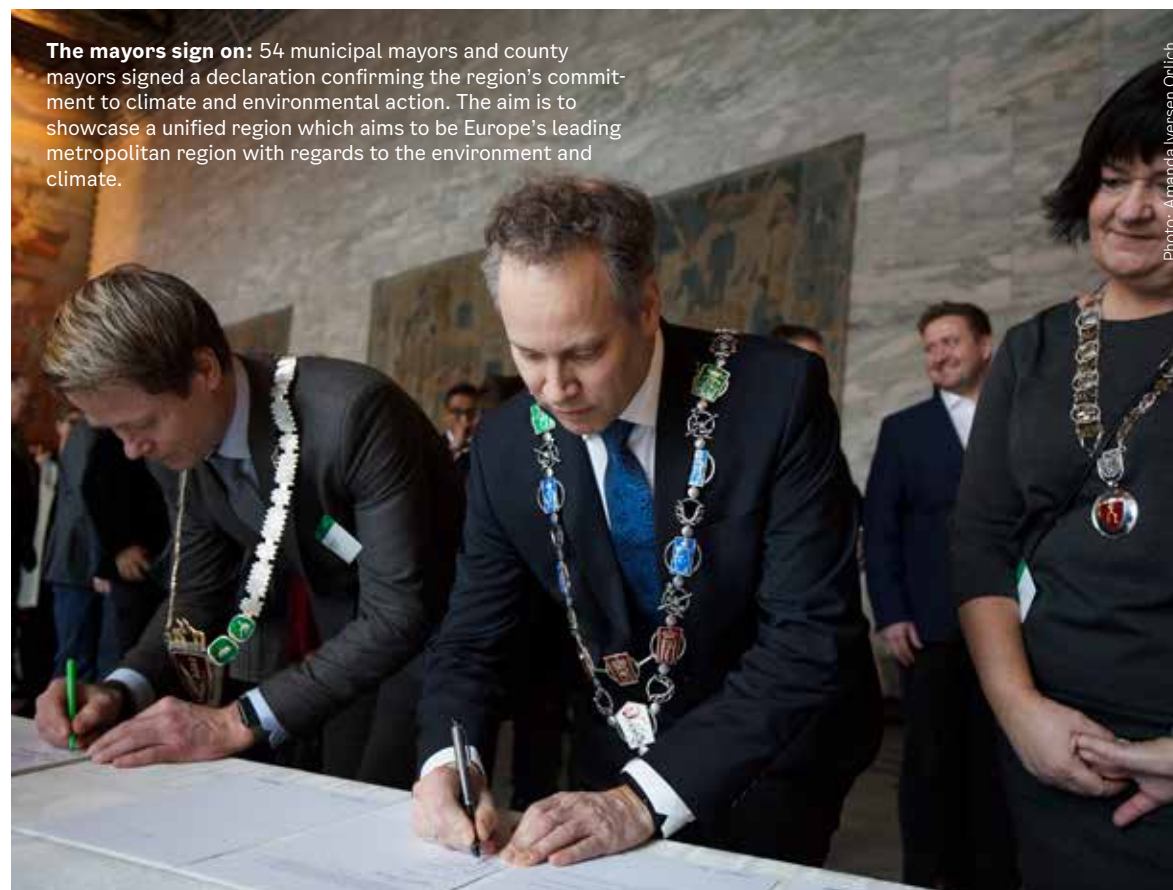
Results:

- ▶ 56 activities were carried out by the Oslo Region
- ▶ 54 mayors signed Oslo Region's declaration of mayors
- ▶ Five collaborative activities with the state including: cooperation on conferences, seminars on CCS, and representation and Site-Visit Programmes
- ▶ 15 international conferences
- ▶ 113 delegations from 37 countries, a total of 2.015 persons, participated in study visits
- ▶ Five events were organized to set the agenda in the EU and international meetings: two focused on circular economy, two on fossil-free construction sites, and a high-level meeting on CCS
- ▶ An agreement with the C40 Climate Leadership Group to establish an office in Oslo to share solutions

Regional cooperation

Oslo's work on climate and environment depends on close and good cooperation with surrounding municipalities. The participation of the Oslo Region was, therefore, a priority in 2019.

The Oslo Region Alliance consists of 69 municipalities and two counties in the Oslo metropolitan area. In addition to various campaigns, and the signing of a mayor's declaration, the Oslo Region contributed a supplemental calendar of events to compliment the official programme. It consisted of around 40 events and 20 projects throughout the year.



The mayors sign on: 54 municipal mayors and county mayors signed a declaration confirming the region's commitment to climate and environmental action. The aim is to showcase a unified region which aims to be Europe's leading metropolitan region with regards to the environment and climate.

Photo: Amanda Iversen Orlich



In the autumn of 2019, Ungt entreprenørskap (Young Entrepreneurship) organized an Innovation Camp at 20 secondary schools in Akershus, Hedmark, Oslo, and Østfold. The topic was *sustainable cities and communities for the future*. Fredrik 2. upper secondary school in Fredrikstad won.

Mayors changing habits:

In the *Climate Mayors* campaign, 13 mayors challenged themselves to change their habits for 30 days. County Mayor Even Hagen from Oppland County challenged himself to use cars less and to use public transport more.

Hagen blogged throughout the challenge and shared his experiences in videos.

“My experience from the project is that it is quite possible to leave the car at home more often than I have done before. But in a rural county like Oppland this can present a number of challenges. That is why our county government must become even better at organizing flexible and seamless public transport.”



På veg til fylkesting rikensareforme

The world looks to Oslo

Solutions which citizens in Oslo take for granted are groundbreaking on the international stage and attract a great deal of attention. In 2019, Oslo prioritized knowledge sharing - this way we could be a role model for cities around the world.

Climate targets in line with the Paris Agreement, a climate budget, emission-free construction sites, and a car park that is electrified at record pace are not common outside of Oslo. Although Oslo is a small city, disseminating its solutions through an International Professional Programme with seminars and conferences, a Study Visit Programme, and active participation in international networks can be of great international significance.

Study Visits

The City established a temporary Study Visit Programme in order to meet the high level of interest in Oslo's green solutions. By preparing a stream-lined system for receiving and coordinating professional study visit delegations, the municipality succeeded in accommodating all incoming inquiries in 2019.

A typical programme provided delegations with meetings, presentations, and site visits lasting from a half to one and a half days. The feedback has been good, and delegations give an average score of 5.8 out of 6 in their feedback. Topics for delegation visits have included: Oslo as the European Green Capital 2019 (39%), climate work in Oslo (12%), green mobility (20%), circular economy and waste management (6%), sustainable urban development (17%), and nature and recreation (2%).



Photo: Geir Anders Rybakken Orsløen

What can we learn from each other to create greener, healthier, and happier cities for the populations of today and tomorrow? was the topic when 2.600 participants from 285 cities on four continents gathered for the Urban Future Global Conference. The conference combined professional discussions and workshops with site visits and special Oslo experiences such as enjoying sea bathing and a sauna in Bjørvika.

Study visits in 2019:

- ▶ 113 delegations visited the City of Oslo
- ▶ 37 countries were represented
- ▶ A total of 2.015 people participated

International networks

Systematic work in organizations such as the C40 Climate Leadership Group, Eurocities, ICLEI, and direct dialogue with the European Commission have also contributed to results in 2019:

- ▶ Many cities look to Oslo and have developed, or are in the process of developing, their own climate budget. Among these are the major cities New York, Rio de Janeiro, Toronto, Vancouver, San Francisco, Stockholm, Amsterdam, Paris, Copenhagen, Sydney, and Portland.
- ▶ Oslo has initiated an international collaboration in C40 to create a larger market for Clean Construction. Copenhagen, London, Paris, Rotterdam, Stockholm, Los Angeles, Portland, San Francisco, Vancouver, and Tokyo participate in this collaboration.
- ▶ An agreement to establish an office in Oslo to continue the work of exporting Oslo's solutions to other cities.
- ▶ The EU's high-level CCS conference was held in Oslo and, at that conference, the Klemetsrud waste incineration facility was highlighted as a template for increased CCS investment in Europe.
- ▶ At Oslo's initiative, a European plastics declaration was launched in Eurocities and will be followed up in the coming years.

Vippetangen, where many of Oslo's electric buses charge during the day, was visited by many international delegations.



Photo: Orla Hveem

International conferences

Throughout 2019 several large, international conferences were held in Oslo. At these conferences, it was possible to share experiences about green solutions in different cities around the world.

International conferences in 2019 included:

- ▶ Nordic EV Summit
- ▶ Nordic Biogas Conference
- ▶ Nordic Capital Conference
- ▶ Urban Future Global Conference
- ▶ Nor-Shipping
- ▶ Nordic Conference on emission-free busses
- ▶ Oslo Urban Arena
- ▶ Oslo Innovation Week
- ▶ Greenport Cruise and Congress Conference
- ▶ Oslo Architecture Triennial
- ▶ International Federation of Landscape Architects (IFLA) World Congress
- ▶ The Hovinby Conference
- ▶ Cutting Edge
- ▶ Eurocities Environment Forum



Photo: Oda Hveem

"Oslo is like a crystal ball for us – a vision of the future",

Mark Simon, director of electric car planning in the New York Department of Transportation, on a study visit to Oslo in March 2019.

Zero-Emission construction sites

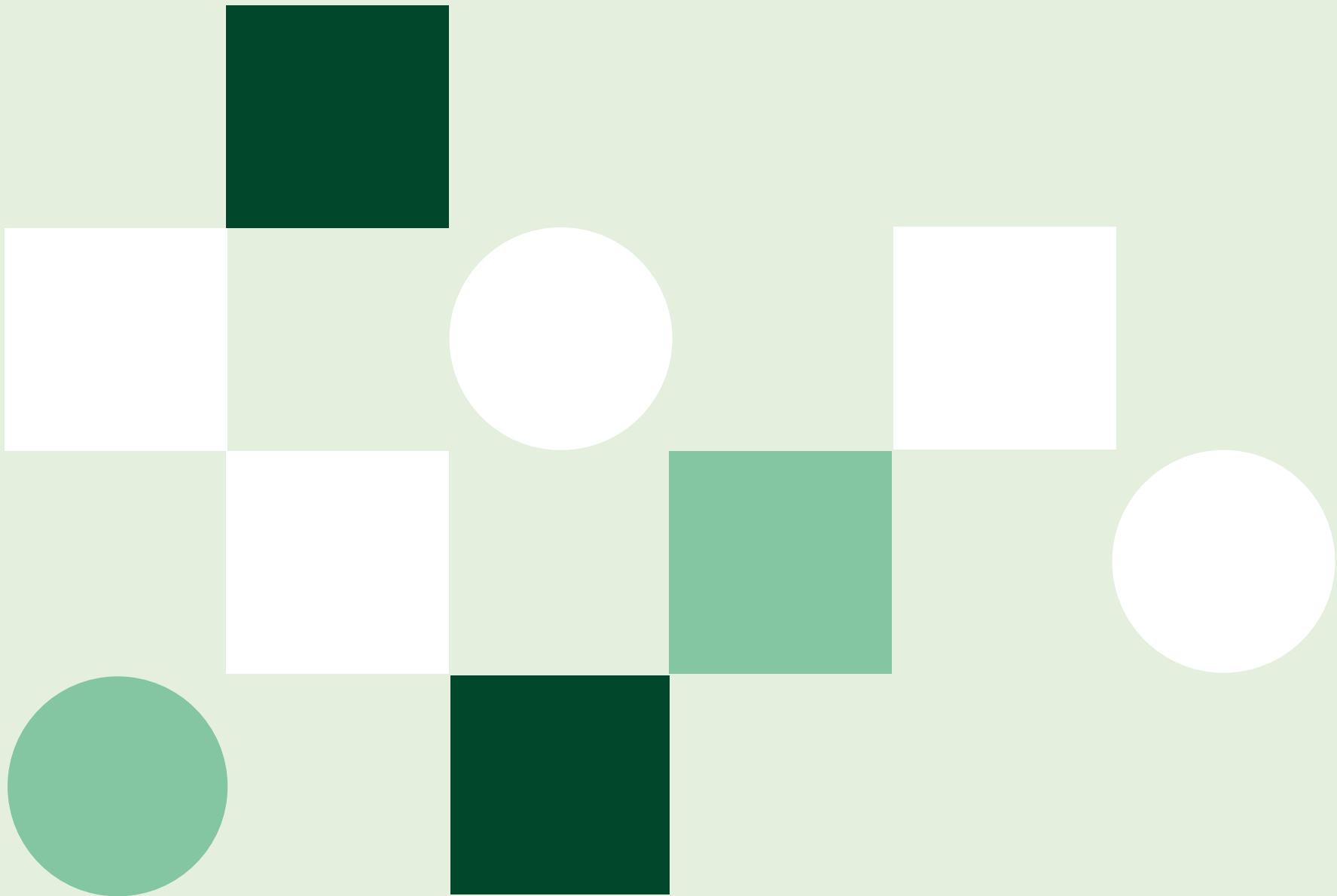
In 2019, construction work on a street conversion in Olav Vs gate – situated between Stortingsgata and Aker brygge – has attracted attention both nationally and internationally. Here, the City of Oslo set up the world's first zero-emission construction site. It is a clear example of how the municipality can use its purchasing power to push the building and construction industry in a more climate-friendly direction.

The City is actively working in international urban networks to encourage more cities to demand zero-emission construction machinery and low-emission building materials.

Engineer Kosuke Ogihara from manufacturer Hitachi Construction Machinery, and three of his colleagues, came from Tokyo to visit Oslo. They studied the electrification of Oslo, experienced how many of the city's construction sites have become fossil-free, and wanted to see the next step up close: the world's first zero-emission construction site.



Photo: Hampus Lundgren



Increase support for ambitious goals

Goal:

Increase support for continued ambitious environmental and climate goals in Oslo by spreading knowledge and engaging the citizens, organizations, academia, and the business community.

Collaboration is decisive if Oslo is to reach its climate- and environmental goals. Therefore, the City prioritized mobilizing partners and cross sectoral cooperation in the municipality. Information about Oslo's climate and environmental work was communicated through campaigns, visibility in the city, and on social media.

Communication efforts were crafted to simultaneously reach target groups that are already interested in information and events relating to sustainability, but also towards parts of the population less engaged in these issues.

Results:

- ▶ 90 percent of the population are aware that Oslo was European Green Capital in 2019
- ▶ 313.536 visited the Oslo Green Capital website miljohovedstaden.no
- ▶ 6.266 followers on the Green Capital Facebook page
- ▶ 4.331 followers on the Green Capital Instagram account
- ▶ 2.011 news articles about Oslo as Green Capital
- ▶ 42 percent of the population inspired to make an extra effort for the environment

Sharing knowledge

One of the main goals in the communication plan was to share Oslo's green solutions. The entire population was to become more engaged and inspired to make further efforts in the green transition.

The City of Oslo's climate and environmental work is spread across various City Departments, agencies, and municipal undertakings. The European Green Capital Year provided an opportunity to strengthen existing communication work. In its communication, Oslo strove to communicate more holistically on how the City meets the sustainability challenges; why Oslo was awarded the title European Green Capital; and to highlight the important role of the citizens.

The communication plan for the year was based on existing plans in the City. The plan prioritized certain topics and messages and defined specific target groups. During the planning phase, the City of Oslo chose an overall communication concept, The Sound of Oslo. The concept was to be used in various campaigns through digital channels and physically in different locations. It turned out to be challenging to execute the concept fully with the existing communication resources and the limited time available. However, the concept was nevertheless used, but less than originally planned.

The European Green Capital project piloted the new visual identity of the City of Oslo which the City adopted in the spring of 2019. Although piloting the visual identity was positive for the municipality as a whole, it posed a challenge to the secretariat. The challenge lay in the fact that content had to be designed in parallel with the phase-in of a new design profile.



Target groups:

Based on the goal of reaching out to a broad audience, the City of Oslo defined four “archetypes” representing different target groups. This made it easier to design content for these groups in different channels.

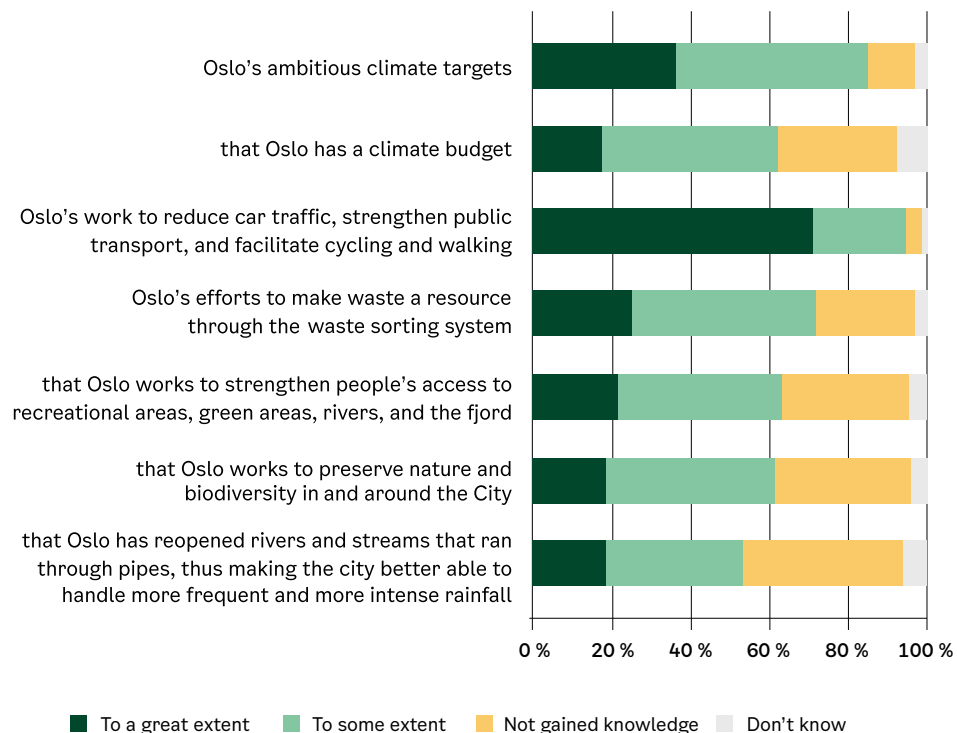
- ▶ **Woman (30–50):** Highly educated, environmental enthusiast and mother. Responsible. Influences: Spouse and children, friends, colleagues. Number of people in the target group: approx. 100.000
- ▶ **Youth (14–18):** Concerned about the environment, but many other priorities are also important. Large consumer of digital content and video. Influences: Friends, parents, siblings. Number of people in the target group: approx. 30.000
- ▶ **Male (40–60):** Lives outside of the city centre, cares about business and cars, but is also fond of nature. Influences: Colleagues, workplace, friends. Number of people in the target group: approx. 62.000
- ▶ **Male (25–35):** Lives in the city centre, student or early stage of career. Concerned about everything that makes life more convenient – and which does not cost too much. Influences: Friends, workplace. Number of people in the target group: approx. 70.000

In addition to these archetypes, the City defined an international target group of politicians, bureaucrats, journalists, and professionals working with climate and sustainable urban development.

Great awareness and increased knowledge

The initial target was for 70 percent of the population to know that Oslo was European Green Capital by the end of 2019. In November, a survey showed that as many as 90 percent of the population was aware of this, a 25 percent increase since April 2018.

The participants in the survey were also asked if they had gained more knowledge about...



* Survey conducted by Kantar TNS November 2019

Website

The City of Oslo launched Miljøhovedstaden.no in September 2018. The City simultaneously created an English equivalent: greencapital2019.com. The page served primarily as a calendar for events throughout the year. However, it was also an entry point to learn more about why Oslo had become the European Green Capital. The site has had 313.536 unique page views.

Dedicated webpages were also created on the City of Oslo website (oslo.kommune.no) with information on the municipality's sustainability work. Comprehensive and up-to-date information of this type shared across agencies, was needed.

Miljøhovedstaden.no also served as a toolbox where partners got access to relevant information and materials. It was also the landing page for the My Green Challenge campaign.

People could subscribe to newsletters through the website. The aim of the newsletters was to disseminate knowledge and information about the European Green Capital Year and Oslo's climate and environmental work. The newsletters were sent out monthly and had about 1.000 recipients.

Visibility in the city

To achieve visibility, the City initially planned to have outdoor installations such as advertising at bus stops and on buses. However, because of the high costs associated with this type of visibility, coupled with criticism of the level of funds allocated for the European Green Capital Year, and for communication services in particular, the plans were heavily scaled down.

Advertising, including on bus stops and buses was, nevertheless, purchased for certain events and for the opening campaign in February 2019. European Green Capital flags flew at the City Hall Square throughout the year and, in selected theme weeks, banners were displayed along Oslo's main street: Karl Johans gate.

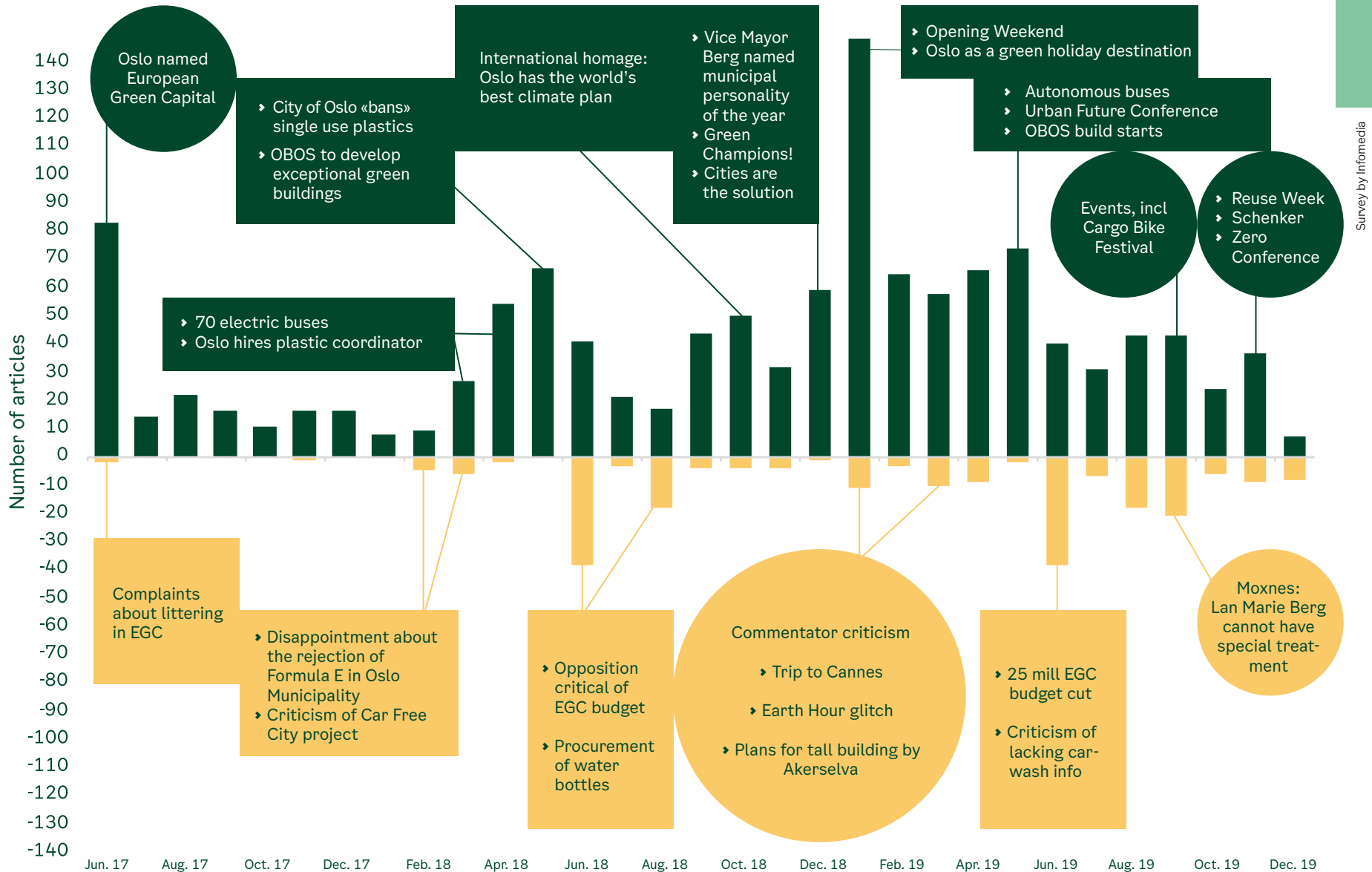
To achieve further visibility, cooperation was necessary. Bane NOR and KLP provided visibility at central transportation hubs. European Green Capital profiling materials were visible at the Oslo Central Station and at the National Theatre Station throughout the year. Oslo's public transport company Ruter foiled all the new electric buses with the European Green Capital logo, and Oslo Airport showed a promotional film at the Arrivals Hall throughout the year. In addition, a large banner, which was used

during the opening weekend at SALT, remained clearly visible for, among others, passengers on the ferry to and from Denmark during the first quarter of the year. Ruter also contributed with a congratulatory campaign at the beginning of the year. The city-owned public transport operator Sporveien conducted the campaign We give life to our city to show what role public transport plays in the work to make Oslo greener. The Agency for Urban Environment linked the European Green Capital to its #ExperienceOslo campaign.

Press Coverage

Oslo European Green Capital received a lot of press coverage and was mentioned in 2.011 Norwegian articles in the period between June 2017 and December 2019. Most of the publicity has been positive, but analyses from Infomedia show that negative publicity has a relatively larger reach. The negative publicity has mainly focused on the use of funds, including collaboration with the Youtuber Herman Dahl, but also highlighted more specific "mistakes" made by the City, such as when the City Hall kept its lights on during Earth Hour, when people are encouraged to save energy by turning off their lights. The negative mentions also include matters that are outside the remit of the European Green Capital project but which deal with related issues where the municipality

Positive and negative press coverage:



Survey by Infomedica

is responsible. This applies to cases where the municipality is criticized for, for example, the felling of trees in the city and the purchase of Chinese, rather than Norwegian, cobblestones for street renovation.

Much of the positive press coverage has been about events in the official programme. Other positive stories included the municipal decision to cut the use of single-use plastic, an effort in which Oslo is leading the international fight against climate change. The City Hall acting as the venue for a clothes swap market was another example of positive coverage. A lot of positive publicity also came as a result of collaborating partners testing new solutions. Ruter's new electric buses, Sporveien's new trams, and Schenker's new mobility hub, City Hub, are examples of this.

Social Media

Social media was the main tool for reaching the broader population. Facebook was the primary channel to promote events and to disseminate information. The communication on Instagram targeted a younger audience while Twitter was used to reach an international audience. The communication on Twitter was exclusively in English.

The main purpose of the communication on Facebook was to promote the events in the programme, inspire environmental and climate friendly behaviour, and to disseminate knowledge about the climate and environmental work in the City of Oslo.

For Facebook, the goal was to have 5.000 followers. By the end of the year, the page had more than 6.200 followers. There is reason to believe that the followers were mainly people who already had a certain interest in the environment. However, the City attempted to reach other target groups through paid advertising.

Where partners had created their own Facebook events, the European Green Capital Facebook page was made co-organizer. This contributed to increased visibility and dissemination. In total, these events received 198.751 responses (not unique users) and 3.6 million views. Other Facebook posts had about one million organic views, while paid content had approximately 4.7 million views.

Additionally, Oslo used advertising to raise awareness about Oslo's green policies and, for example, about the green capital ambassadors.

Instagram served as a channel to inspire and disseminate knowledge and facts, as well as to promote events. The Instagram account had over 4.300 followers at the end of the year. Feedback in this channel was nearly exclusively positive.

The hashtag #miljøhovedstaden (#TheGreenCapital) and #miljøhovedstaden2019 have been used on Instagram more than 3.000 times throughout 2018 and 2019. The posts primarily portray positive aspects of Oslo as European Green Capital, but some have used the hashtag to express criticism and to point out deficiencies, such as full waste bins or littering. Many of the critical posts indicate that the status of the European Green Capital gives the population higher expectations for the municipality to deliver on its climate and the environment goals.



Photo: Kilian Munch

The Agency for Water and Wastewater Management highlighted Oslo's water and the vulnerability of our drinking water supply in the campaign *Water is life*. The campaign ran on social media and was advertised. The event *Water and Science Show* at Havnelangs was the culmination of the campaign. Here, amongst other activities, participants could enjoy fresh Oslo drinking water.

Campaigns

To reach the various target groups, the City created campaigns for different communication channels. The largest campaign aimed at all target groups started in February of 2019 and lasted through much of the year. The focus was to make people aware of the extensive event calendar and to inspire people to come to the events. This dissemination of knowledge in turn would make people more environmentally aware. The campaign message was *Things are happening, all year, all over the city*. The campaign spread in social media (428.000 reached), on bus stops and as ads in the city, as well as in pre-screening video in cinemas (viewed by 619.738 people).

The *My Green Challenge* campaign (pp. 68-69) was aimed mainly at people who are already concerned about environmental issues yet, who want to learn more about how they can contribute. Oslo entered an agreement with YouTuber Herman Dahl to reach the youngest target group and with video bloggers Lars and Lars to reach men over 40.

Herman Dahl goes green

To reach the youth segment, the City of Oslo established a collaboration with Youtuber personality Herman Dahl. On behalf of the City, he created a YouTube series and published posts on social media. In the series, *Herman Dahl goes green*, the 17-year-old boy from Oslo, who is not particularly environmentally conscious, was challenged to explore ways to live greener. Many young people are very environmentally conscious and have a lot of knowledge but there are others who do not.

The series has been criticized because Herman did not start out with an environmentally friendly lifestyle. Yet, the whole basis of the series was that young people should explore ways to become environmentally friendly in a way which avoids moralizing or condescension. It comes across very clearly in the series that Herman has a great potential for improvement – which applies to most of us.

In six episodes, Herman covered topics such as reuse of clothing, *Fridays for Future*, marine littering, and green transport. The campaign exceeded expectations for the number of views, with a total of 472.593 views. The series hit the target audience well. The vast majority

of viewers are between the ages of 13 and 24. The distribution by gender shows a slight overrepresentation of boys.



Lars and Lars are popular video bloggers, and appeal especially to the target group of men who are 40+. In the European Green Capital Year, Lars Lendt and Lars Nilssen also contributed with lectures about urban fishing.



Photo: Kilian Munch

Urban fishing with Lars and Lars

To disseminate knowledge about Oslo's biodiversity, and about the work on reopening waterways, the City of Oslo initiated a collaboration with the established fishing bloggers Lars and Lars. Through the series, the City wanted to reach a demanding target group - adult men who enjoy nature but who are not necessarily environmentally conscious.

In a series of eight episodes, viewers receive an insight into Oslo's nature - where it is actually possible to fish in the middle of the city - but are also enlightened about the pollution and poor water quality challenges which remain. The series has had 655.939 views, an average of 82.000 views per episode, which was well above the target. The episodes from Mærradalsbekken and Alnaelva River were particularly well received. The series hit the target audience well: 79 percent of those who have seen the series were men, and the average age was 51 years old.

The series is available on VGTV.



Photo: Tomm W. Christiansen

Green ambassadors

Throughout 2019, selected Oslo citizens were showcased as green ambassadors, sharing their green stories and tips.

The green ambassadors highlight the importance of individuals in the green transition. By showcasing individuals, the ambassadors project shows that real people and their choices are at the core of climate and environmental work. The ambassadors are people who, in one way or another, personally contribute to the city's green transformation.

In high demand for interviews

The City included information about its green ambassadors in press packages aimed at international journalists. It has been very useful to be able to give journalists, who want to report on Oslo's climate and environmental work, access to "ordinary people" for interviewees. Some of the ambassadors are working in the municipality, others are not. Among the most popular ambassadors were the world's first electric taxi driver, Trond Sømme, and the electric gardener at Vestre gravlund cemetery Magnus Gommerud Nielsen.

Films about the ambassadors were used in presentations, in social media, and at conferences. They have had over 130.000 views in total. Some of the films were subtitled in English and shared via Twitter for an international audience.

Each of the ambassadors had their profile on the website of Oslo European Green Capital. They were read over 6.000 times all together.

Green ambassadors in 2019:

- Urban fishermen Lars Nilssen and Lars Lenth
- Cycling pensioner Ingeborg Moræus Hanssen
- River enthusiast Trine Johnsen
- Oslo's first electric taxi driver Trond Sømme
- "The Sun King" Aleksander Jørgenrud
- Cycling truck driver Benjamin Appiah
- Environment Manager Heidi Neilson
- Plastic warrior Anja Stokkan
- The electric gardener Magnus Gommerud Nielsen
- The green kindergarten Huseby
- Waste General Henry Austad



Magnus Gommerud Nielsen has worked as a gardener at Vestre gravlund cemetery for 12 years. He has been an important driver for the green transition in this and other cemeteries in Oslo and his dedication has left traces.

“When we use electrical equipment instead of gasoline-powered equipment we do not have to breathe in lots of exhaust and we are not exposed to loud noise.”



Benjamin Appiah works as a cargo bicycle courier and delivers goods for DB Schenker.

“I really notice how bad emissions from gasoline and diesel cars are when I’m cycling behind large vehicles on the road. It’s not comfortable and I’m glad I’m not one of them.”



Trine Johnsen Trine Johnsen has been the driving force in the Ljanselva Environment Project since 1990 and is active in the Oslo River Forum.

“Living waterways from the Marka forest all the way to the fjord. That is the goal of the Oslo River Forum – and that is also my goal.”

My Green Challenge

The My Green Challenge campaign inspired and engaged thousands of Oslo's residents to make small or large changes in their daily lives.

Between April and December 2019, a chatbot (an automated chat application) in Facebook Messenger invited participants to accept a new green challenge each week. These challenges then spread widely on social media and at physical events.

Every Sunday, participants received a message in their inbox on Messenger with information about the coming week's challenge. The message was linked to an in-depth article on miljøhovedstaden, no which shared tips and advice on how to manage the challenge.

Varied challenges

The City created 36 challenges in collaboration with municipal agencies, organizations, businesses, and selected partners. The campaign was wide-ranging and included topics such as

sustainable food, urban agriculture, recycling, marine and urban waste, and how to use less plastic in everyday life. It also aimed to promote, and make people aware of, green experiences in Oslo.

About 5.000 people participated in the campaign through the chatbot. The challenges were also advertised at festivals, neighbourhood days, and conferences, as well as through the Green Capital's pop-up bike and via the Climate Pilots at Oslo's schools. It is, therefore, likely that the campaign reached far more than 5.000 people. This is supported by the facts that the challenges received over 700.000 views on Facebook and that flyers were also printed for distribution at schools and in kindergartens.

To be continued in 2020

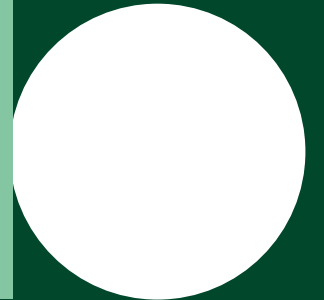
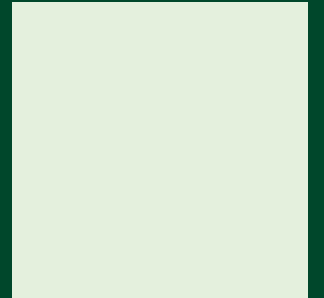
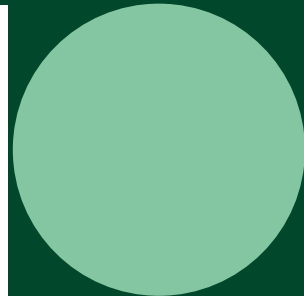
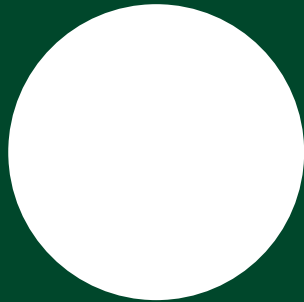
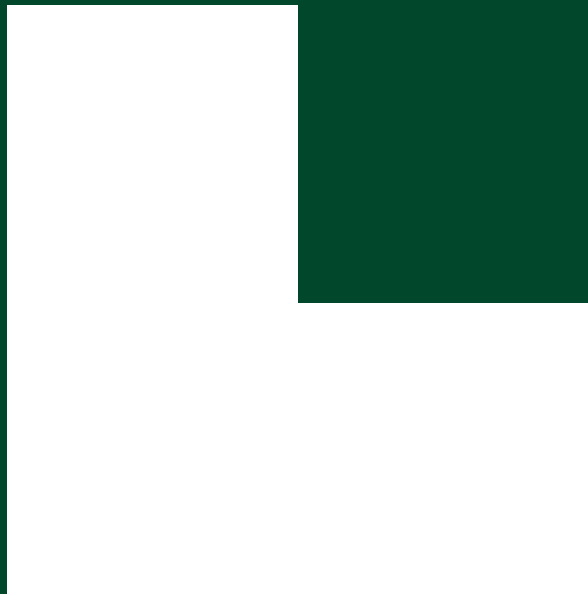
The goal of the campaign was to engage the population and to have a lasting positive effect through small and large lifestyle changes. Feedback shows that the campaign has inspired many to change their daily habits. The campaign will continue on a smaller scale in 2020.

Cuts in the European Green Capital budget

affected marketing and reach of the campaign.

The challenge Clean the attic was among the most popular and widely shared in social media.





Strengthen Oslo's international profile

Goal:

Communicate the full story of Oslo's green urban city life internationally with the aim to attract the best talents, investments, companies, startups, visitors, and tourists.

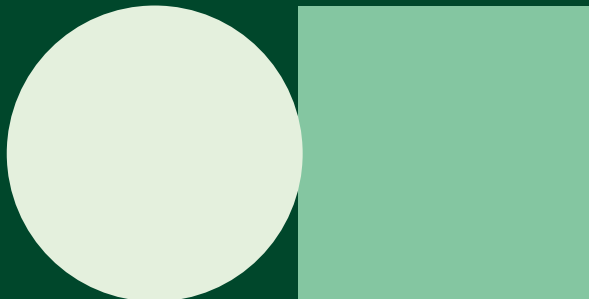
To achieve increased international attention for Oslo's solutions and the qualities that makes it a leading green city, the City prioritized facilitating international press requests and relationships and making information available in English.

Oslo was also showcased as a green city in selected international arenas.

The international target group was defined as international journalists; professionals in the areas of climate, environment, and urban development; politicians; and bureaucrats.

Results:

- ♦ 1.935 articles in international media
- ♦ 84 programmes planned for international press
- ♦ 10.100 followers on Twitter
- ♦ 29.159 visits on greencapital2019.com
- ♦ 14 branding activities abroad



Oslo's green solutions shared with the world

Facilitating the international press's coverage of Oslo's year as the European Green Capital has raised Oslo's reputation. Oslo has received increased attention in the international media which has contributed to Oslo's green solutions reaching a larger audience.

To assist international journalists, press materials were developed with information on Oslo's green solutions and suggestions for interviewees. Throughout the year, the City made programmes for more than 80 press teams from 30 countries. In addition, Oslo disseminated information through Visit Oslo, Norwegian embassies around the world, and in press releases.

The feedback has been positive and journalists have noted with pleasure the ease with which

they can interview regular citizens. Thematically, there has been great interest in electric mobility, car-free city life, and in why Oslo became the European Green Capital. Topics such as biodiversity, cycling, air quality, and green recreation were also discussed.

Press exposure included both printed media and television programming; almost all articles had a positive angle.

A list of digital press clippings that mention Oslo as the European Green Capital (176 articles) is available at greencapital2019.com

Twitter as an international channel

The City of Oslo used Twitter to reach an international audience of politicians, bureaucrats, journalists, and professionals working with climate, environment, and urban development. The Twitter account GreenOslo2019, created in 2018, is the municipality's first channel dedicated to international communication. The Twitter account gained more than 10.000 followers by January 2020. 92 percent of these came from countries other than Norway. In 2019, the tweets

from the account had 3.7 million exposures, this means the number of times a post is displayed. The top tweet on Oslo's new climate strategy had 125.556 views alone.

The focus has been on communicating solutions. Posts on specific solutions, such as how to live without a car in Oslo, emission-free construction sites, and electrification of the port and transport have received particularly good results.

Oslo in international media:

► “Oslo European Green Capital 2019” was mentioned in 1.935 articles between June 2017 and mid-November 2019.*

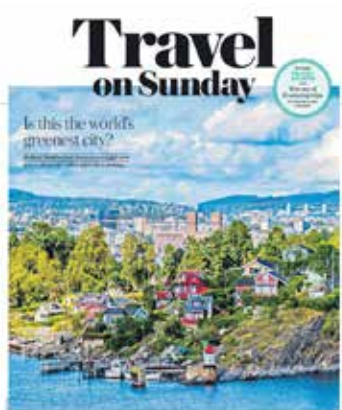
► Media outlets such as Le Monde, Le Figaro, El País, The Guardian, The Telegraph, The New York Times, La Stampa, Deutsche Welle, ZDF, RTVE, RAI, Politiken, Der Standard, Monocle Radio, Forbes, El Mundo, and the BBC are among those that covered Oslo’s green solutions.

► An analysis by Infomedia, based on a selection of 200 articles, concluded that the estimated value of advertising was equivalent to 31 million NOK.

* Radio and TV are not included in the statistics. This refers to mentions in English, German, French, Italian, and Spanish, but not Korean, Chinese, and Portuguese, even though we know that there have been mentions in these languages throughout the year.



Reportage: La "Operation Revolut" de la police norvégienne en matière de sécurité climatique



LEDEVOIR

Un gouvernement à l'ère des budgets climatiques



Les Espérances Oslo
La Norvège passe pour un pays modèle en matière de lutte contre les changements climatiques. Le climat est au cœur de son plan de développement à long terme. Quels enseignements tirer les gouvernements à partir de ce cas d'étude ?



International profiling activities

In 2019, Oslo's green qualities, urban life, and solutions were promoted in several international settings.

Throughout the year, there was a great deal of interest from cities, organizations, and other actors who wanted to learn about Oslo's green solutions. Most of the attention was directed towards Oslo's climate budget, the efforts to develop technology for CCS, emission-free construction sites, and electric mobility.

Oslo has received an increased number of invitations to attend international conferences. Representatives of the City of Oslo highlighted Oslo's solutions at arenas such as the MIPIM real estate exhibition, the Oslo Meets Hackney seminar in London, the EU's annual environmental week Green Week, and Eurocities Annual Meeting. In addition, the Nordic Capitals Conference gathered 65 representatives from the Nordic capitals for dialogue and debate on Nordic leadership in

climate policy. The Frankfurt Book Fair and a range of activities in Brussels deserve particular note for building Oslo's reputation among a long list of major international initiatives.



The Frankfurt Book Fair

Norway was the guest of honour at the Frankfurt Book Fair in the autumn of 2019. The Guest of Honour project was Norway's largest cultural export project ever. The City of Oslo was part of the project through a cooperation agreement with Norwegian Literature Abroad (NORLA).

The aim was to showcase Oslo as the European Green Capital and as an urban and green cultural city. Examples highlighted included opening new cultural buildings with an environmental profile in Bjørvika in 2020, as well as the art project Future Library which connects literature with nature and sustainability.

Oslo had two stands in the book fair's travel section at the entrance to the Norwegian Guest of Honour Pavilion. As a partner, the City of Oslo had two sessions on the main stage of the Norwegian pavilion. One session was dedicated to Oslo European Green Capital 2019 and citizen involvement. The second session focused on the Future Library, where the participation of the renowned author Margaret Atwood attracted much attention. It is estimated that 100.000 people visited the Norwegian pavilion.



Photo: Rusken

In 2019, Rusken established a school project with Mumbai and the Indian climate activist Afroz Shah. Shah visited Oslo in April and participated in a beach cleaning project at Hvervenbukta together with Kastellet school.



Photo: Osloregionens Europakontor

At the seminar *Zero is the New Hero - Big buyers joining forces to achieve zero emission construction sites* Oslo garnered attention during the EU Green Week.

Activities in Brussels

The Oslo Region European Office organized several activities in 2019 on the occasion of Oslo's year as the European Green Capital. The European Office set topics such as emission-free construction sites, CCS, climate budget, and the climate strategy for 2030 on the agenda.

The target group included representatives from European institutions, organizations, other regional offices, and private business. The European Office used the European Green Capital Year to showcase good examples from the Oslo Region and communicated how Oslo and the Oslo Region are leading the green transition.

Environmental status in Oslo

Since the fall of 2016, when Oslo applied for the Green Capital Award, the City's work on climate and environment has developed in several areas.

The European Commission requested that Oslo provide an updated report on its environmental status. This text does not give a full overview, but it highlights some developments within the 12 indicator areas.

2009–2017:
22% reduction in
climate emissions

Climate change: mitigation and adaptation (indicator 1)

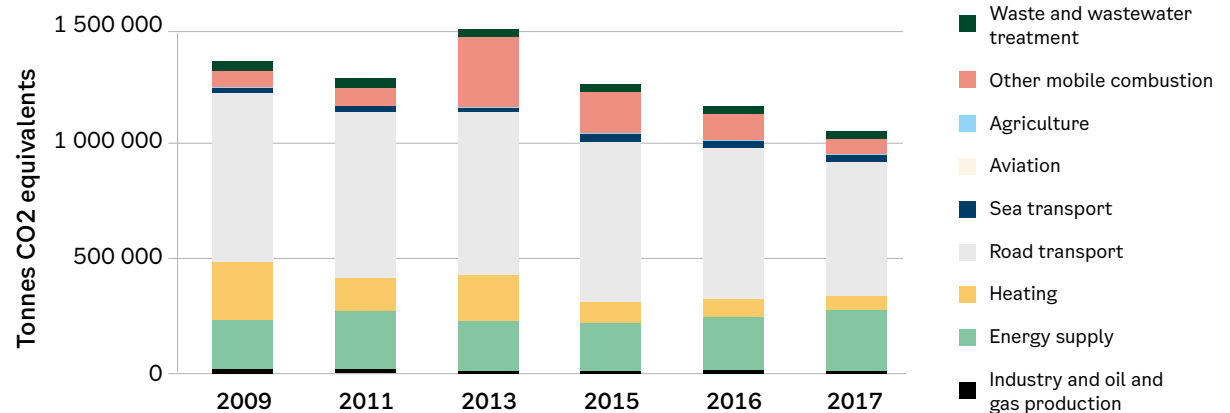
Oslo has strengthened its climate targets. Emissions shall be reduced by 95 percent by 2030, compared to 2009 levels, and we shall become a climate robust city through targeted work on climate adaptation.

Oslo reduced its total emissions by more than 22 percent between 2009 and 2017. Emissions reaching almost 1.37 million tons of Co₂-equivalents in 2009, were reduced by around 1.06 million tons in 2017. From 2016 to 2017 total emissions were reduced by over nine percent or 105.900 tons of Co₂-equivalents.

Emissions from road traffic amounted to around 55 percent of total emissions in 2017 and are thus the largest source of emissions. Oslo's reductions in emissions are mainly credited to reduced emissions from road traffic and heating.

Emissions per year, by sector

Source: Norwegian Environment Agency



Climate adaptation

Oslo shall become a climate robust city meaning that our city should be resilient to climate changes. Therefore, we must focus on both mitigation and adaptation. Oslo has undertaken a thorough vulnerability assessment based on the challenges climate change poses to our city and has strategized about how to face these challenges. Some of the challenges include storm water, sea level rise, and warmer temperatures. Oslo's Action Plan on storm water management (2019) lays out how we prepare to manage increased storm water which, so far, has received highest priority.

Storm water in Oslo will be managed locally and in the open. It will be exploited as a resource in the city landscape. Storm water management should be a natural part of early planning and is a shared responsibility between municipal agencies, private developers, and the citizens. Measures include reopening water ways, introducing new vegetation, and creating more green roofs.

New political guidelines:

- › Climate Strategy (City Government Proposition 214/19)
- › Addition to the Municipal Plan
- › Action Plan for storm water management (City Government Proposition 215/19)

17% of
Oslo's car fleet
is electric

Local transport (indicator 2)

The national travel survey:

	2013	2018
Percentage of those driving cars	31	26
Percentage of those using public transport	26	29
Percentage of those using bicycle	5,4	7
Percentage of those travelling by foot	32	31

Electrification of the car fleet

Since 2016, the market share of electric cars continues to rise. In 2017, 30 percent of new cars sold were electric compared to 42 percent in 2018 and 57 percent in 2019. If we include hybrids, the figure is 69 percent for 2019. Electric cars (excluding hybrids) now account for 17 percent of the total car fleet in Oslo. 16 percent of new commercial vehicles that were sold in 2019 were electric compared to 7 percent in 2017.

The increase in sales of electric cars creates a high demand for charging stations. In 2019, the City established 406 new municipal charging stations

(plus four fast chargers) and provided grants for the installation of 18.461 private charging stations.

The goal is that, starting from the year 2025, only zero-emission cars will be sold in Oslo.

Toll road system

Oslo's toll road system has two functions:

- ▶ Financing important infrastructure projects
- ▶ Contributing to traffic control: influencing the timing of travel, the amount of traffic, and the composition of the car fleet

Toll rates are differentiated by time of day and environmental standards. This contributes to reduce traffic, improve flow, and makes it more profitable to own an electric or hybrid car.

From June 1st, 2020, the rate charged for electric cars will increase to half of a regular rate. The exception for hydrogen cars will continue. The toll road system will be continued and developed to reach Oslo's climate targets.

The system is developed in cooperation with Viken County Council and is the central finance pillar of the Oslo Package 3 (plan for development and financing of roads and public transport in Oslo and

Viken). In 2018, 98 percent of the income from the toll roads in Oslo went to financing public transportation and measures to improve walking- and bicycle infrastructure.

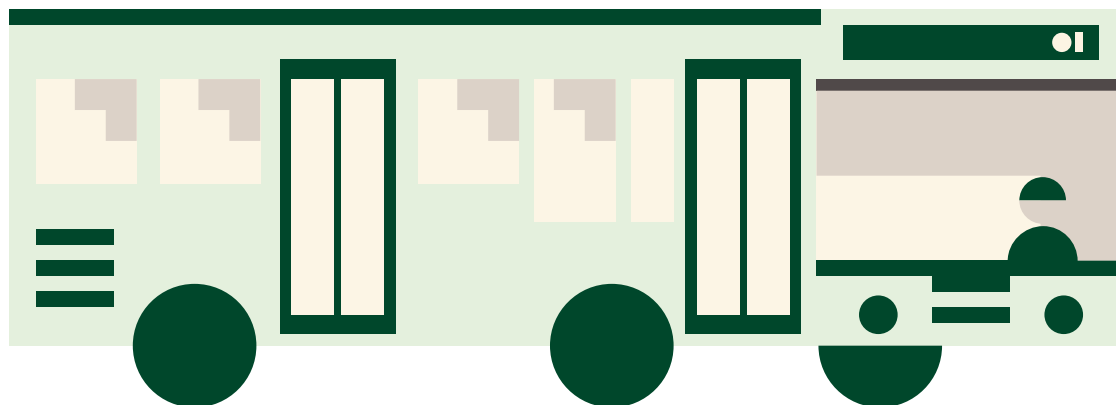
Electrification of public transport

Around 90 percent of Oslo's citizens live within 300 meters of public transportation with departure at least once an hour. This percentage has been stable since 2016.

Oslo has seen a formidable development of zero-emission public transportation since 2016. At that time, only the Metro and the tram were electric and Ruter, the public transportation company, had 5 hydrogen buses in service.

In 2017, Ruter started a two-year pilot project with six electric buses. In 2019, an additional 115 electric buses were introduced to the Oslo region, accounting for 10 percent of the fleet. The electric buses reduce the annual emissions by 5.500 tons of Co2, the equivalent of emissions from 3.500 diesel cars. Going forward, new electric buses will be introduced each year.

Two of the Nesodden ferries, serving Norway's largest car-free passenger link, were electrified in 2019 and the third ferry will be electrified in





2016–2020:
48 kilometres
of new bicycle
lanes

2020. The City of Oslo is constructing a shore power facility at Aker Brygge which will be able to serve the Nesodden ferries, the island ferries, and the speed boats. This will mean that all public transport by sea could be electric by 2024. The measures contribute to substantial cuts in emissions, cleaner air, and less noise. They are important steps towards making public transport in Oslo completely emission-free by 2028.

Bicycle commitment

From 2016 to the end of 2019, the City of Oslo built 48 kilometres of new bicycle lanes in Oslo. Verified numbers on changes in the percentage of bicycling do not exist for the period, however, from 2013/14 to 2018 the national transport survey measured a growth from 5.4 to 7 percent. For the period 2016-2019, the bicycle index, which is based on the number of bicyclists passing bicycle counters, showed an increase of 8.3 percent. Since the winter of 2014/15, prioritized parts of the bicycle lane network (80-120 kilometres) was maintained during winter. Winter bicycling increased by 67 percent from 2015/2016 to 2019/20.

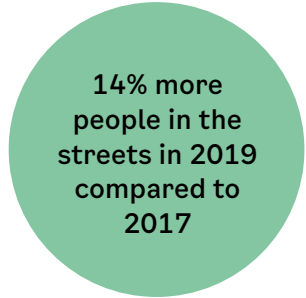
Shore power

In January 2019, the shore power facility for

international ferries at Vippetangen was opened. Here, the ferries of DFDS and Stena Line are connected to electricity while docking, which means that they can turn off their diesel engines. When the three vessels of Stena Line and DFDS are connected to shore power, the total annual emissions are reduced by 14 tonnes of NOx and 2,300 tonnes of CO2. This can be compared to the reduction in CO2 equivalents from over 1300 cars annually. This is an important milestone for the Port of Oslo to become emission-free in the future.

New political guidelines:

- ▶ Action Programme for Oslo Package 3
- ▶ Action Plan for Oslo Port Authority as a zero-emission port (City Council Proposition 352/18)
- ▶ Plan for the bicycle lane network in Oslo
- ▶ Revised agreement for Oslo Package 3 for 2017–2036
- ▶ Report on increased transport capacity to and through Oslo (KVU Oslo-Navet)
- ▶ Ruter's sustainability strategy
- ▶ Ruter's decision on emission-free public transportation by 2028



Green urban areas incorporating sustainable land use (indicator 3)

Oslo is continually developing and, even though the population growth is lower than it was a few years ago, there is still demand for new housing and to develop new parts of the city. Since 2016, much attention has been given to area development in Oslo.

Car-free city life

The *Car-free city life Programme* was established in 2016 to develop central streets and urban spaces. Its purpose was to make the city greener, friendlier, and easier to access. It set ambitious goals to prioritize walking, bicycling, and public transportation and reduce car traffic. Through the last four years, the City tested small and large measures, some temporary and some more long-term.

The City of Oslo removed 760 parking spaces from the streets of the city. The objective has been to reduce traffic, but it has also facilitated the redistribution of space for other purposes. This resulted in several conversions into playgrounds,

seating, and bicycle infrastructure. Many of the parking spaces have also been converted into parking for the handicapped, parking for commercial vehicles, and spaces for loading/unloading of goods. A new pedestrian street has been established in Øvre Slottsgate and Dronningens gate has been refurbished – two thirds of the street space is now pavement created for pedestrians and activities.

It can be observed that cars' driving pattern have changed to avoid driving through the city centre. The City has taken a range of measures to make public spaces more inviting including introducing more playgrounds, benches, drinking fountains, plants, increased lighting, and art.

In an evaluation conducted by SWECO, it was noted that compared to 2017, 2019 saw an increase of 14 percent more people in the streets and 43 percent more people who spent time in urban spaces.

Green areas

From 2016 to 2019, Oslo rehabilitated a number of parks and green spaces including St. Hanshaugen, Torshovdalen, Frognerparken, and Østensjøområdet miljøpark. Nedre Foss Park by the Akerselva River and Linjeparken at Stovner

have been completed. Several local measures have also been implemented and 25 playgrounds have been refurbished in 2019.

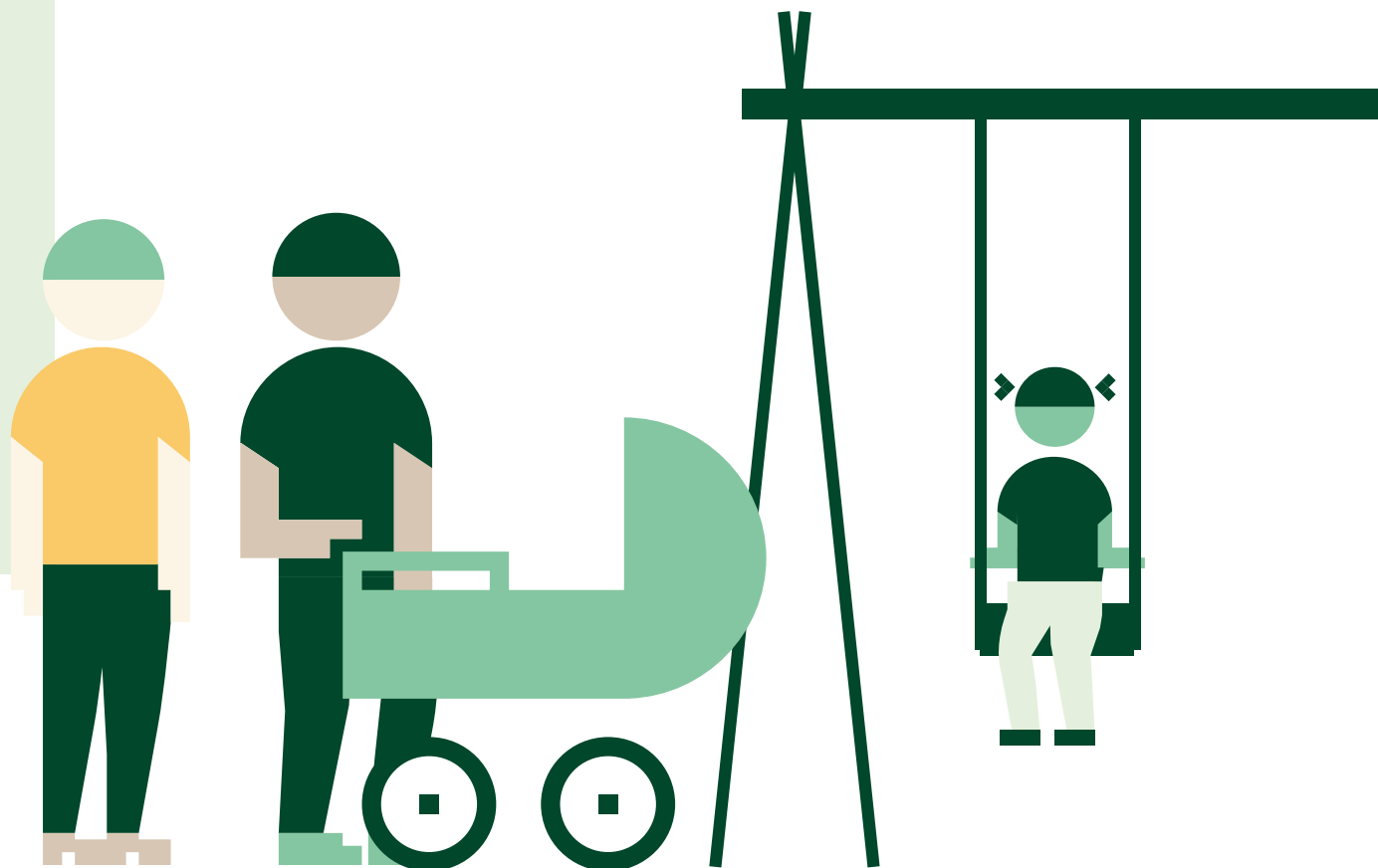
The City's work to develop a continuous walking path network has been continued and several new paths have been developed or upgraded in the period.

The work to reopen water ways has also continued. Hovinbekken stream has been reopened down to Ensjø square and there are plans to open the stream at Jordal and Klosterenga park in Gamlebyen. The project at Jordal will be finished in 2020, while the project at Klosterenga will begin in 2020.

The Agency for Planning and Building Services has developed green accounts. This is a method to monitor changes in the number of, and the distribution of, parks and green areas in the city over time and will be revised every four years.

New political guidelines:

- ▶ Norm for blue-green standards in housing projects (City Government Proposition 78/19)
- ▶ Action Plan for storm water management (City Government Proposition 215/19)
- ▶ Action Plan for increased city-life in Oslo City Centre 2018-2027



Nature and biodiversity (indicator 4)

Mapping and preserving biodiversity

Oslo has undertaken comprehensive work in the last few years to update habitat registrations. The City of Oslo has also registered some areas where mapping is inadequate.

The total area of mapped habitats has been reduced, but this is not due to encroachment in these areas. Mainly, the reduction is a result of old registrations which have been updated. Once updated, it was found that more precisely defined habitats cover a smaller area than before. In addition, methodological changes have reduced the total area.

The City of Oslo is working to preserve the nine most important areas of biodiversity in Oslo's building zone. This is done through regulations following the planning and building law. After focusing on three new areas in 2017 and two new areas in 2018, eight out of nine areas are now secured. The preservation of the last area is currently undergoing the political process. In addition, the City is undertaking continuous and cross-sectoral work to preserve important natural values.

Pollinator-friendly-city

The City of Oslo aims to create a network of meadows in the city. The network is meant to strengthen the number and diversity of pollinating insects, as well as secure their survival and propagation. In 2016, the Agency for Urban Development started systematic work to achieve this. Since then, the Agency has almost doubled the area of meadows considered important for biodiversity.

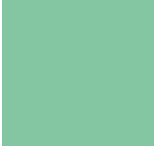
To preserve the quality of cultural landscapes, the City is undertaking a targeted management of established meadows. At the same time, meadows that are on the brink of disappearing are being restored. New meadows are established using wildflowers from the Oslo region and pesticides are not used. In several parks, the grass is mowed less frequently allowing flowers to blossom. Several other agencies, city districts, organizations, and housing associations have also established or restored meadows and implemented other pollinator friendly measures.

Urban agriculture and sustainable food

The City of Oslo has strengthened its focus on urban agriculture establishing a new grant scheme in 2017 for this purpose. Among other measures, the grant scheme has provided funding for over 3.200 raised beds encompassing the cultivation of more than 13.000 square meters. Annually, the municipality organizes popular cultivation courses around the city.

Support has also been given to a number of research projects on urban agriculture. In addition, the City has completed eight pilot projects where urban agriculture is used as a tool to support other municipal working areas, such as job training, kindergartens, and public health.

Since 2017, the City has participated in the project KuttMatsvinn2020 (Cut food waste 2020). The focus is to increase the share of ecological food and use more plant-based produce. The overarching goal is to cut food waste by 20 percent. In 2019, external experts have provided advice to all the 25 nursing homes, 41 schools, and 52 kindergartens.



New political guidelines:

- ▶ Sprouting Oslo – Strategy for urban agriculture (City Government Proposition 205/19)
- ▶ Consumption of the future – Strategy for sustainable and reduced consumption 2019-2030 (City Government Proposition 249/19)



Ambient air quality (indicator 5)

The City of Oslo is measuring pollution from particle dust, nitrogen dioxide, and ozone at 12 measuring stations around the city. 2018 and 2019 were the first years which showed no transgressions of the limits set by the EUs Ambient Air Quality Directive.

A revised Action Plan for improved air quality in Oslo was put into action in 2018. This Action Plan contains a number of measures such as: reducing road speed; efforts to reduce dust; reducing pollution from wood stoves and the port; emission-free transportation of goods; facilitating bicycle and public transportation; differentiating environmental standards in the toll roads; increasing the fees on studded winter tires; and increasing cooperation with the State Highway Authority. A number of these measures are financed through the Oslo Package 3.

The City can trace the improved air quality to, amongst other factors, the change in the car fleet. The car fleet has increased the number of electric cars and more heavy-duty trucks following the Euroclass 6 standard. The Action Plan will be revised again in 2020.

New political guidelines:

- ▶ Revised Action Plan for improved air quality in Oslo 2018–2020 (City Government Proposition 22/18)

Quality of the acoustic environment (indicator 6)

The most recent acoustic mapping of Oslo shows that the number of citizens exposed to noise above 55 decibels from rail- and road traffic increased from 62 percent in 2011 to 66 percent in 2016. As a baseline, the mapping uses the average noise level (Lden) outside a building. The mapping also shows that the percentage of citizens that were exposed to noise above 65 decibels increased from 19 percent to 22 percent in the same period. The percentage of Oslo's inhabitants exposed to average nightly noise above 55 decibels (Ln), increased from 26 percent to 29 percent (2011-2016).

Population growth and densification, especially around transportation hubs, contributes to an increased number of people experiencing noise. On the other hand, new housing in these areas is

subject to stricter restrictions on indoor noise and requirements for access to quiet areas.

Although public transport by rail is more sustainable, it still contributes to increased traffic noise because the frequency has increased. Metro traffic has increased by 20 percent from 2011 to 2016, which translates into increased noise for people living close to the metro line.

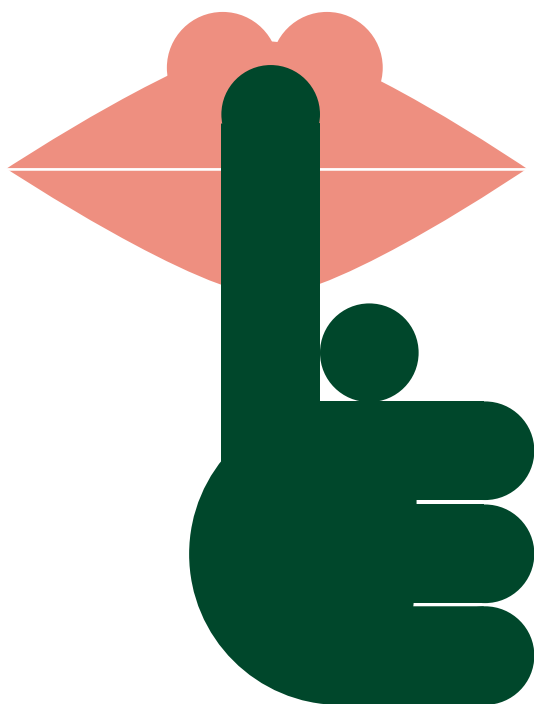
Silent areas

14 areas in Oslo are designated as silent areas. These areas have received formal protection in the Municipal Plan. The Municipal Master Plan states that new noise-prone activity shall be located or managed in a way that does not change, or lessens, the noise levels in these silent areas.

However, the Plan does not hinder a general increase in traffic. Therefore, in the period between 2006 and 2016, the area with an average noise level of below 55 decibels has therefore been reduced in 12 out of 14 areas.

New political guidelines:

- ▶ Action Plan against noise in Oslo 2018–2023



Waste production and management (indicator 7)

Numbers from the Agency of Waste Management show a decrease in household waste and an increase in household recycling:

	2015	2019
Household waste per inhabitant:	342 kilos	313 kilos
This happens to household waste:		
	2015 (%)	2019 (%)
Waste delivered to landfill	3.2	2.6
Waste delivered to incineration for district heating	57.1	55.4
Waste delivered to reuse and material recycling	39,7	42
Food waste sorted and turned to biofuel and biofertilizer	29	34
Plastic waste sorted and delivered for recycling	23	31
Glass and metal waste sorted and delivered for recycling	57	65
Cardboard and paper sorted and delivered for recycling*	76	78

**Total amount of cardboard and paper waste has also been reduced due to reduced consumption.*

The City of Oslo is increasingly facilitating reuse. The Strategy for sustainable and reduced consumption, approved in 2019, underlines how the consumption of the future is sustainable and circular.

Facilitating for sharing, repair, and reuse is central going forward. 1.768 tons of second-hand articles were given away from the municipal waste facilities in 2019, approximately one percent of the total household waste that the City is handling.

International cooperation

The City of Oslo is coordinating the Partnership for circular economy under the EU Urban Agenda. The partnership consists of six cities, four member states, the EU Commission, and several European institutions and organizations.

The objective of the partnerships is to propose changes to EU regulations, new financing schemes, and develop knowledge to help cities implement a circular economy. The partnership has developed 12 proposals for new measures and is now working on implementation.

New political guidelines:

- ▶ Consumption of the future:
Strategy for sustainable and reduced consumption 2019–2030
(City Government Proposition 249/19)



Water and wastewater management (indicator 8 and 9)

Drinking water

100 percent of Oslo's inhabitants have access to drinking water that satisfies all criteria in the drinking water regulations. After several years of decrease, household water consumption has stabilized around 160 litres per person per day. Reports suggest that there is a 36 percent leakage from the water pipe network.

In 2017, the City of Oslo was ordered by the Food Safety Authority to establish a reserve water supply by 2028. The selected solution will transport water via tunnel from Holsfjorden to be treated in Oslo. The project will be completed in 2028.

The water quality in Oslo's waterways

Oslo has eight main waterways. As of today, none of these can be classified as having "very good" water quality. The Lysaker River is the closest with a water quality classified as "good". The remaining water ways either have "moderate", "low", or "very low" water quality. The main sources of pollution are the sewer system, runoff from roads, or spills.

Sewage turned valuable

The City of Oslo is producing biogas and energy for its district heating system from the wastewater treatment plant at Bekkelaget. A biogas production facility is also under construction and will, according to the plan, start producing biogas in 2020.

VEAS, the operator of the wastewater treatment plant, has received 37.5 million NOK in support from Enova, a government sustainability fund, to build the new facility. At full capacity, the biogas facility will be able to produce an amount of biogas which is equivalent to six million litres of diesel, reducing climate emissions by more than 15.000 tons Co2-equivalents every year.

Eco innovation and sustainable employment (indicator 10)

Strategic use of public procurement

The City of Oslo buys goods and services for 27 billion NOK every year. The City's procurement strategy (2017), states that public procurements shall contribute to making Oslo greener. Through green procurement the City of Oslo can influence markets and contribute to innovative green solutions.

In 2019, the City decided that all procurements of goods and services, transport, and construction demand high environment and climate standards. In 2020, the City will begin measuring the numbers and percentage of these "green procurements".

The world's first zero-emission construction site opened in Olav Vs Street in the autumn of 2019. This is a pilot project operated by the Agency for Urban Development. It shows that already today it is possible to conduct construction with all-electric machines. The market is, however, not very developed. The City of Oslo will demand that all municipal construction sites are zero-emission by 2025, giving the industry a clear signal and five years to adjust to the new standards.

By leading the way, the City of Oslo contributes to creating larger markets for new technology, pushing prices down. In 2019, Oslo took an initiative within the C40 network to create a global market for emissions-free construction.

Business for Climate

Business for Climate is the City of Oslo's network for dialogue and cooperation with climate conscious businesses in Oslo. The network has grown from 73 to 117 businesses between 2016

and 2019. The network is active with several meetings through the year, at which businesses and the City learn from one other and discuss new climate solutions. Through the network, the City receives valuable advice and feedback that informs climate policy.

Efforts and measures from Oslo's business community will be central in the work towards becoming emission-free by 2030, and close cooperation with businesses is, therefore, a top priority.

Energy performance (indicator 11)

Ban on oil heating

On the 1st of January 2020, a national ban on fossil fuel heating was introduced. This has been communicated since 2012 and, therefore, businesses and private households have gradually replaced their fossil heating systems. The sale of oil for heating has decreased since 2016. In 2019, 10 million litres of light heating oil and kerosene for use in buildings was sold. This represented a 60 percent drop from 2018 when 26 million litres were sold.

Energy use in buildings

The City of Oslo is constantly working to reduce energy consumption in its buildings. Passive house standard is defined as a minimum. There is a clear political expectation that new buildings should be energy-positive meaning that buildings should produce more energy than they consume. Brynseng School, Kilden kindergarten, and the new Climate House in the Botanical Garden are some of the new municipal building projects that reach zero-energy or energy-positive standards. They are all part of the FutureBuilt Programme acting as role models within climate-friendly architecture and urban development.

Energy solutions at an area level

An important climate measure for the City of Oslo is to look at energy solutions at an area level. By developing solutions where buildings and infrastructure interact with each other, it is possible to exploit resources in a more sustainable way. These solutions will depend on the unique possibilities found in each project and each area. Currently projects are underway at Furuset, in Hovinbyen, and at Mortensrud.



Integrated environmental management (indicator 12)

Climate budget

In 2017, Oslo was the first municipality in Norway to launch its own climate budget. The climate budget is an effective management tool that translates long-term goals into actions made here and now. The climate budget contains an overview of the different measures that will be implemented; who is responsible for implementing them; and, in many instances, how large the reductions in emissions can be based on these different measures. In short, the climate budget shows how our climate targets shall be reached. The climate budget is presented annually together with the regular municipal budget.

Oslo received government support for a two-year project to develop a guide that can help other municipalities make their own climate budgets. In the first phase of the project Oslo, Trondheim, and Hamar are advising a group of other municipalities and counties which are making their climate budgets for 2021. The guide is being developed as part of this process and when finalized, it will be made available to all municipalities and counties in

Norway. In the spring of 2021, the Agency for Climate will organize training courses for all interested municipalities and counties.

The climate budget has also caught the interest of cities around the world. Such metropolises as New York, Rio de Janeiro, Toronto, Vancouver, San Francisco, Stockholm, Amsterdam, Paris, Copenhagen, Sydney, and Portland are either developing their own climate budgets or exploring whether to do so.

Eco-Lighthouse certification

The Eco-Lighthouse certification is a tool to secure good environmental management at all levels. The City of Oslo decided in 2003 that all the City's agencies should work to be certified, either as an Eco-Lighthouse or after the ISO 14001 standard. Almost 40 of Oslo's schools were certified in 2019. By the end of the year, there were over 1.250 Eco-Lighthouses in Oslo, 444 municipal and 819 private or governmental. In addition, around 160 agencies are certified following the ISO 14001 standard.

New political guidelines:

- ▶ Climate Strategy (City Government Proposition 214/19)
- ▶ City of Oslo's Procurement Strategy (City Government Proposition 1104/17)
- ▶ Standard climate and environmental criteria for the City of Oslo's construction sites (City Government Proposition 1091/19)
- ▶ Action Plan against plastic pollution
- ▶ Standard climate and environmental criteria for transportation for the City of Oslo's goods and services procurements (City Government Proposition 1123/19)

Lessons learnt

The European Green Capital Year has been rewarding but also challenging. The main lessons learned are gathered here. They derive from a self-assessment from the City of Oslo based on various forms of feedback which have been summarized by the secretariat.

From the moment the City received the award until the year started, the City of Oslo had one and a half years to plan. It was limited time for planning, however, the organising of the project had to satisfy principles of good governance and coordination. There was also a wish to make use of the creativity and commitment of all involved. Quick decisions and immediate action were required to achieve the goals that were set. The way the project was organized and executed has provided valuable learning experience for future projects in the City.

Assignment high in the hierarchy provides leverage

It was decided to set up a temporary secretariat in the Office of the Governing Mayor. This clearly signalled the political priority of the project. This assignment high in the hierarchy provided leverage internally and externally and has facilitated quick resolution of different matters.

Placement in the central administration rather than in an agency or an external body has facilitated coordination. It has been possible to use the ordinary municipal structure for giving instructions to agencies and entities in other parts of the hierarchy.

One drawback of setting up a temporary secretariat with several external staff is that it can be more challenging to keep the competence and experiences from the year in the municipality's institutional memory. This could have been avoided if an existing entity had been given the task.

Cross-sectoral cooperation works when it is prioritized – but requires time and ownership

Several departments report that work on the

European Green Capital Year has contributed to breaking down silos. Coordination and good dialogue are decisive for successful cross-sectoral projects. This has, for the most part, worked well. Yet ideally the secretariat should have had an even closer dialogue with the different parts of the municipality to better streamline activities and communication.

The high priority of the project has ensured that the municipal entities have allocated enough time to find good solutions across sectors. This insight will also be relevant for future projects. Many of the cooperation projects between different agencies will continue in 2020.

Partners also report that they have found new ways of cooperating in the European Green Capital Year and have engaged in new partnerships. Partners experienced improved dialogue with the municipality and felt recognized for their contributions. The municipality can appear to be large and fragmented from the outside. Partners report that the secretariat has made it easier to navigate the municipality as there has been one point of entry for making contact with relevant parts of the administration.

Partners have had various levels of activity. The secretariat's experience is that the most committed partners, those who participated in network meetings and sustained an active dialogue with the secretariat, have seen a higher added value of the partnership.

External factors may be both a strength and a weakness

The *Fridays for Future* movement, the mobilization around the Climate Roar, and other initiatives have given climate- and sustainability issues a lot of attention and sparked debate in 2019. These external factors have contributed positively to mobilizing the population and spreading knowledge about sustainability issues.

At the same time that climate has been put high on the agenda, polarization has increased. The combination of increased polarization and local elections in 2019 made it more difficult for the project to be perceived as politically neutral.

The European Green Capital Year was planned according to a politically approved strategy and without political influence in the choices of specific activities, events, or communication campaigns. These were planned and executed by different municipal agencies in the ordinary way.



Photo: Geir Anders Rybakken Ørnsletten/FutureBuilt

The European Green Capital title is a result of long-term efforts and broad support for ambitious urban development goals over a number of decades and under different City Governments.

Executing the European Green Capital Year in an inclusive manner has been more difficult in an election year because the project was perceived by some to be associated with the current City Government. This perception occurred despite efforts to communicate apolitically and in a fact-based manner.

The City Council received information in the planning and execution phases of the year. In hindsight, involving the City Council even more, preferably even before sending the application, could have been an advantage. Closer involvement

might have improved the common understanding of expectations and opportunities posed by the award.

Co-creation works – go for participation!

The great number and multitude of organizations signing up as partners shows that there are many approaches to a sustainable city. The commitment to sustainable urban development is great among grass root organizations, community groups, and universities as well as among the business community and NGOs. This commitment should be recognized and clearly valued as was the case in 2019.

The European Green Capital Year was about urban environment in a broad sense. The large climate measures in the city have naturally been given a



lot of attention, but the multitude of local sustainability efforts have also been showcased during the year. By supporting enthusiasts and local NGOs it has been possible to inspire, empower, and give knowledge to people who can be a long-term driving force in their community.

The Neighbourhood Programme and grant schemes have shown that small resources and smaller projects may have a large impact. Green funds, project grants, and local activities have contributed to translating enthusiasm into local green projects.

The projects in the city districts have clearly shown that sustainability projects can be easily matched with measures to promote social inclusion. It is a clear recommendation for future sustainability projects to strengthen efforts to combine environmental, economic, and social sustainability.

Communication is hard

- chose target groups and keep it simple!

All in all, the results from communication activities were very good. A survey shows high numbers for recognition and increased knowledge in the population. Target group-focused activities have worked well and the reach is good.

Balancing the expectation to reach the entire population with the political wish to use the minimal amount of external communication services has been challenging. The City of Oslo does not have all relevant competence in-house and the work would have been made easier by having in-house photo/video and graphic design resources. Video is an ever more relevant tool to reach citizens and professionals on social media.

Non-traditional choices have yielded good results but have also been criticized. The cooperation with YouTuber Herman Dahl is one example of this. The collaboration was criticized for its costs and claims that Dahl was not a good green role model for youth. However, the campaign reached exactly the intended target group, young people under 20. This is a target group which is hard to reach in other channels.

Visibility in public spaces was another priority. At this point, the municipality does not have access to advertising space in the city for public information. This type of space must be purchased at market price. This kind of visibility has been costly. It is recommended that the City explores arrangements whereby contracts for advertising space on bus stops and in similar circumstances can include a certain share designated for public information.

Initially, the City spent much time and resources developing a communication concept which, in the end, was too complicated. 'Keep it simple' is, therefore, an important lesson learnt.

The City must be a predictable partner for the business community

The business community has shown that they wish to be a part of the solution and many companies have raised their green ambitions and tested new solutions in 2019.

Companies report that tough policies from the City are welcomed, as it makes Oslo a testing ground for green solutions. Simultaneously, they report that it is important for businesses that the municipality is well coordinated. It can be challenging for all entities in the City to adjust to new targets and policies quickly enough. For example, the policy to promote innovative and green procurement is clear, but implementing the competence and routines in the entire organization takes time.

Feedback on the Green Industry Challenges have been positive. However, it would have been possible to engage even more companies had the challenges been better communicated earlier during the year.



Photo: VisitOSLO/Thomas Johannessen

The dialogue between the City and the business community has many forms. For example, OBR, which organized the Business Programme, has traditionally focused on start-ups. The Business for Climate network has its members, the Municipal Building Undertakings cooperates with entrepreneurs, while the Agency for Planning and Building Services is in contact with developers and architects. The retail and restaurant industry has yet another point of contact with the City. There is reason to believe that the Business Programme would have had a better total reach if the City's dialogue with the business community was even better coordinated and streamlined.

We are good at sharing solutions, but should be more open to learning from others

Through international activities, study visits, and conferences, the City has strengthened its position as a role model in sustainable urban development. Oslo has the potential to become an international hub for international cooperation in the field of sustainability.

Oslo may, however, come across as a bit arrogant. It would be advisable to develop a more curious attitude towards solutions in other

cities, including cities with other financial and administrative resources.

Being coordinated when receiving international press has been a priority. The City has built a close cooperation with different existing actors in this area. It is strongly recommended to continue this cooperation.

As European Green Capital, the City of Oslo has had a close dialogue with the European Commission. The year could have been used more strategically to promote relevant issues in the EU. It is recommended that a plan is made for future dialogue with the EU institutions.

Hard to preach to the locals

The assessment of Oslo's application shows good results compared to other European cities. Climate targets in line with the Paris Agreement, a climate budget, emission-free construction sites, and a car fleet that is electrified at record pace are not common outside Oslo. However, it may be that solutions which are state of the art internationally can be taken for granted by people in Oslo.

A survey shows that citizens now have more knowledge about Oslo's climate and environmental work. There is, however, always room for further improvement. It is important to carry on communicating the work that is done by the City and partners to develop an ever more climate friendly city where people can enjoy a good, green city life.

Great expectations make us better!

The European Green Capital title has given the population higher expectations for the City's climate and environmental efforts. The expectations that follow the title coincide with a general increase in environmental concern in the population.

A portion of the criticism of the European Green Capital Year has been directed towards issues outside the Green Capital programme. These are issues where the citizens perceive a gap between the European Green Capital title and measures or decisions made by the City. This could be reactions to littering, lack of maintenance, the felling of trees, or tenders without environmental criteria.

The City should embrace higher expectations and use this type of criticism to further improve its services. The expectations will hopefully contribute to an even stronger integration of climate and environmental concerns in all policy areas.

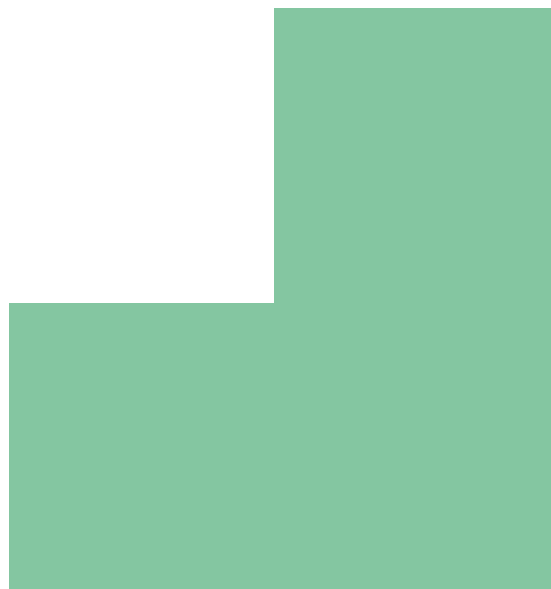
Financial overview

The allocated budget for the European Green Capital Year has contributed to good coordination, extensive activities, visibility, and specific projects. The annual audit shows that expenses did not exceed the allocated budget.

The City Council originally allocated a total budget of 118 million NOK for the years 2018 and 2019. This budget should cover planning and execution of the year. In the revised budget for 2019 in June 2019, the City Council decided to reduce the budget by 25 million NOK. In the same decision, a maximum of six million NOK was made transferable to 2020 for finalizing the project, documentation, and reporting. This gives a total budget of 93 million NOK for 2018–2020.

The allocation was spent in line with goals and expectations described in the Strategy for Oslo European Green Capital 2019 and as a supplement to the ongoing climate and environmental efforts in the municipality. Measures and activities that would strengthen the municipal sustainability work in broad terms were prioritized. The City aimed to initiate broad public engagement and ensure activities and communication towards all target groups defined in the strategy.

The budget cut was implemented according to the City Council decision and cuts were made in all sectors. The main part of the cut was made in the activities of the secretariat, especially in communication activities, events, and Study Visit Programme. In practice, the cut led to an extensive reduction in centrally organized activities and communication in the second half of 2019.



The total expenses for 2018 and 2019 add up to **84.3 million NOK**:

Municipal programmes and projects: 28.4 mill. NOK

Neighbourhood Programme, Business Programme, School Programme, My Green Challenge, measures on reuse and clean city, as well as other activities, projects, and investments.

Secretariat: 14.7 mill. NOK

Staff costs, operational costs (including travels).

Project grants to organizations: 13.6 mill. NOK

New project grants scheme and increased funds for selected existing schemes.

Events: 12.8 mill. NOK

Opening weekend, Night Trek for the SDGs, Water and Science Show, outdoor cinema during Biodiversity Week, Cargo Bike festival, Clothes swap at City Hall, EGCA Ceremony, closing event as well as activities relating to the Pop-up bike, and Tigra the mascot.

Communication: 11.2 mill. NOK

Developing website, piloting new visual profile, printed material, video/photo, citizens campaigns, and marketing.

International marketing: 2.7 mill. NOK

Marketing and events at conferences and fairs, including the Frankfurt Book Fair and Conference for Nordic Capitals.

Network activities, Study Visit Programme: 0.9 mill. NOK

Network meetings for partners, profiling articles, and operational costs in Study Visit Programme.

Six million NOK is transferred to 2020, this gives a maximum total budget of **90.3 million NOK**.

Partners in the European Green Capital Year have made significant contribution to the year by financing their own activities. Because of methodological challenges relating to gathering and comparing data, information about partners financial and human resource spending relating to the year has not been collected.

Thank you to all our partners!

07 Media

Acting for Climate
Akershus fylkeskommune
Alnaelvas venner
Arkitektur og designhøgskolen i Oslo (AHO)
Arthaus Stiftelsen for filmkunst
Asker næringsråd
Aspelin Ramm Eiendom
Asplan Viak
Avantor
Avfall Norge
Avinor
Bane NOR
Barnas Open House
Bergans
Besteforeldrenes klimaaksjon
Besøksenter Våtmark Oslo
Bilkollektivet
Bislett Alliansen
Bjørnvika Utvikling
Bondens marked
BUA
BULLBY
(Nettverk for byutviklingens lange linjer)
Business for Peace
By:Larm
ByBi
Bygdø Kongsgård
Bygg Reis Deg
Bækkelagets Sportsklub/Norway cup
Bærums Næringsråd
C. Ludens Ringnes stiftelse (Ekebergparken)
Choose

Cicero

CIENS, Forskningscenter for miljø og samfunn
Circular Ways
Clarion Hotel The Hub
Cleansounds
Coda Oslo International
Concerned Scientists Norway
Contemporary Music Festival
Dance Festival
Danseinformasjonen
Dansens Hus
Dark Arkitekter
Debio
Den norske kirke
DNT Oslo og omegn
Dyrvik arkitekter
Earth Charter Norge
Ecoteria
Eidsverket AS
Energiseminarer
Entra
Europabevegelsen i Norge
European Athletics
EVO elsykler
Evolve Arena
Fairtrade Norge
Fairtrade-hovedstaden Oslo
Fashion Mode
Finsk-Norsk Kulturinstitutt
FN-studentene Oslo
Folk Oslo
Food Studio
Footprint Communications

Forening til minne om Kristian og Øyvind
Foreningen Losæter
Foreningen Ungt entreprenørskap Oslo
Fortellerhuset
Fortidsminneforeningen Oslo og Akershus
Fortum Oslo Varme
Framtiden i våre hender Oslo
Fretex Øst-Norge
Futurebuilt
Geelmuyden Kiese
Geitmyra matkultursenter for barn
Geitmyra parsellhagelag
Green Cycling Norway
Greenbeat
Growlab Oslo
Gruuten
Grønlands flytende bybondelag
Hafslund
Hagecrew
Handelshøgskolen BI
Helene Müller Haugan
Herbanists
Hoi! Arkitektur
Hold Norge Rent
Holmenkollen Skifest
Interbridge
International Art Scene
International Business Machines (IBM)
Jernia
Jerstad Mari Kaape
Kampen Gårds Venner
Katapult Accelerator
Katapult Ocean

Kilden økosamfunn (Hurdal økolandsby)

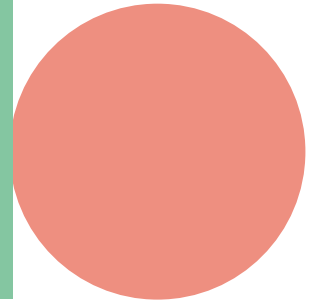
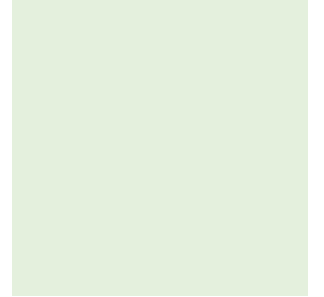
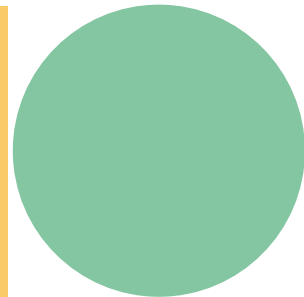
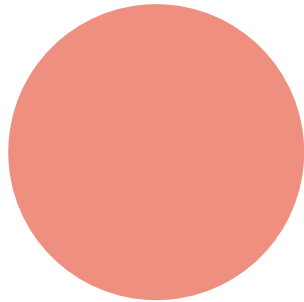
Klimabrølet
KLP
Knowit
Kompass & Co
Kon-Tiki Museet
Krafttak for sang
Kulturbyrået Mesén
Kunnskapsbyen Lillestrøm
Kunsthall Oslo
Kunsternes Hus
La Humla Suse
Lala Tøyen
Landbrukskvartalet Utvikling
Lif Laga
Liquid Gold AS
Locus
Matsentralen Norge
Matvett
Miniøya
Monark
(Miljøvern og bevaring av naturmangfold)
Mora Di
Musikk i Skolen
Musikkens studieforbund
Nabolagshager
Nasjonalmuseet for kunst
Natur vgs.
Naturvernforbundet
Naturvernforbundet Grouddalen
Naturvernforbundet Oslo og Akershus
Nedenfra
Nettverk for miljørettet helsearbeid

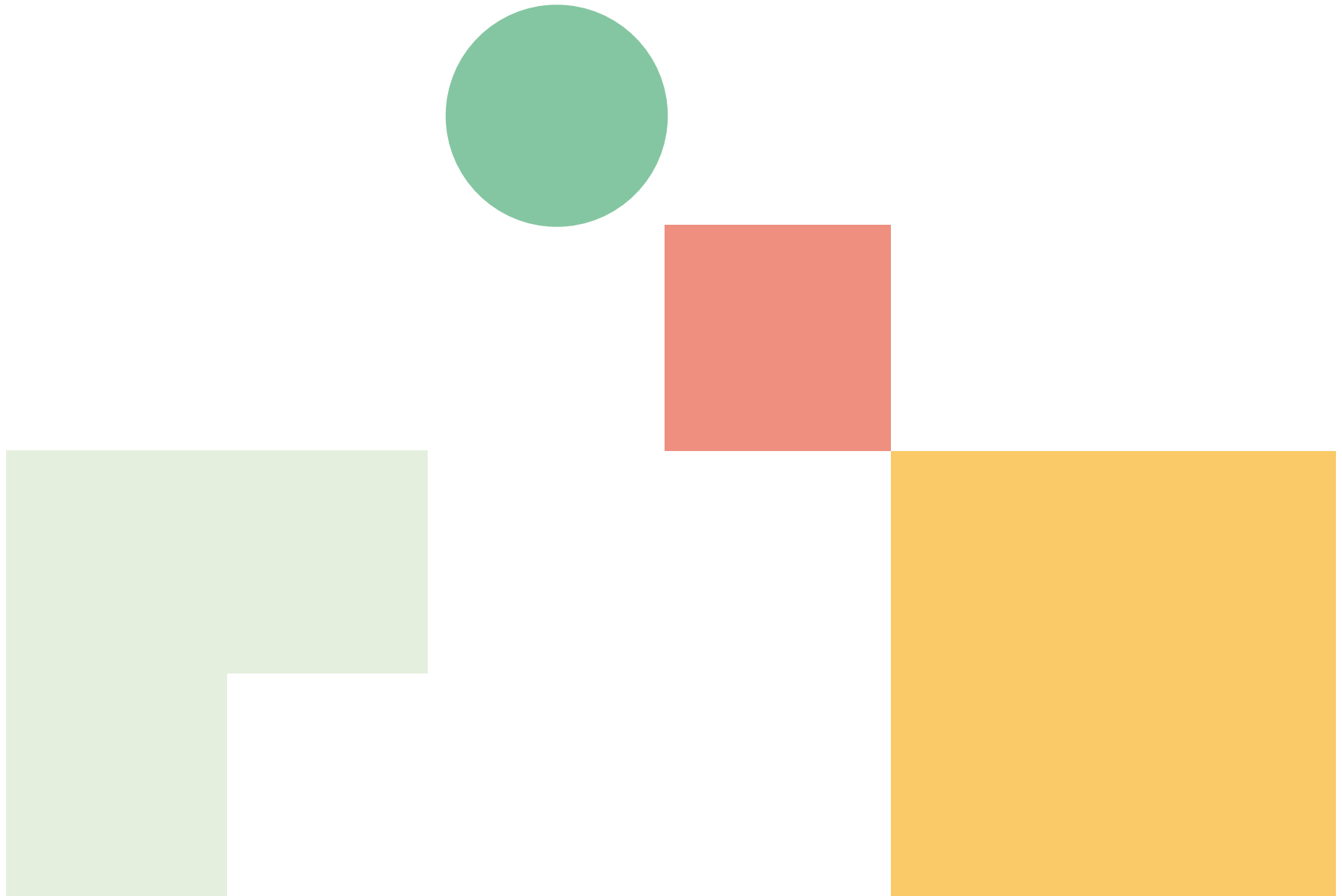
NHO Oslo og Akershus
NHO Transport
NITO Oslo og Akershus
Nobels Fredssenter
Norconsult
Norges Astma-og Allergiforbund
Norges Forskningsråd
Norges Fredsråd
Norges Geotekniske Institutt (NGI)
Norges Jeger- og Fiskerforbund Oslo
Norges miljø- og biovitenskapelige universitet (NMBU)
Norges Statsbaner (NSB)
Norges Tekniske
Nor-Shipping
Norsk Botanisk Forening
Norsk elbilforening
Norsk Folkemuseum
Norsk forening for grønn infrastruktur
Norsk forening mot støy
Norsk friluftsliv
Norsk Geologisk Forening
Norsk Hydrogenforum
Norsk ICOM
Norsk institutt for luftforskning (NILU)
Norsk institutt for naturforskning (NINA)
Norsk institutt for vannforskning (NIVA)
Norsk klimanettverk
Norsk kolonihageforbund,
Norsk Maritimt Museum
Norsk murforum

Norsk ornitologisk forening,
Oslo og Akershus
Norske landskapsarkitekters forening
Norway Alumni Association
OBOS
One People
Open House Oslo
Ormsundveien Økogrend
Oslo arkitekturtriennale
Oslo brukthandelforening
Oslo By Kayak
Oslo Elveforum
Oslo Freedom Forum Norway
Oslo handelsstands forening
Oslo krets av Norsk kolonihageforbund
Oslo Lysfestival
Oslo maraton
Oslo Museum
Oslo og Omland Sopp- og
Nyttevekstforening
Oslo Pix
Oslo Urban Arena
Oslo Vegetarfestival
Oslo Velforbund
Oslofjordens Friluftsråd
OsloMet
Osloregionen
Oslotech, Forskningsparken
Oslove Film Festiva
Passion for Ocean
Permadugnad Oslo
Posten Norge
Programmet Smartcity Bærum

Protectors Of Winter Norge
PS Paaby Prosess
Relogin
Relove
Restarters Norge
Rodeo arkitekter
Røde Kors Tøy og Tekstil
Sabima
Samarbeidsrådet for Nedre Romerike
Schive The Battery Specialist
Schneider Electric Norge
Senter for bylandbruk
Senter for utvikling og miljø, UiO
Skanska Norge
Skiforeningen
Slow Design Studio
Snøhetta
Socentral
Sogn Hagekoloni
Solvang Kolonihager
Spir Oslo
Spire
Sporveien AS
Stiftelsen Kirkens Bymisjon Oslo
Stiftelsen Miljøfyrtårn
Stiftelsen Norges Geotekniske Institutt
Stiftelsen Ultima Oslo
Stiftelsen Varde
Studentparlamentet ved Universitetet
i Oslo
Studieforbundet natur og miljø
Sweco Norge
Syklistenes Landsforening

Syklistenes Landsforening i Oslo
Sørenga Badstue og Badeanstalt
Tekna
Teknisk museum
The European Youth Parliament
Trade Shop
Transportøkonomisk institutt
Undervisningsbygg Oslo KF
Ung Norge
Unity
Universitetet i Oslo
Veidekke
Visit Oslo
Vitenskapsakademi (NTVA)
Voksenenga Nærmiljøhage
Vollebekk fabrikker
Vålerenga bydelshus
Vålerenga nabolagshager
Vålerenga sokn
White arkitekter
WSP Norge
WWF Verdens naturfond
Xynteo Exchange
Young Sustainable Impact
Zero
Æra Strategic Innovation
Økologisk Norge
Økologisk Oslo Akershus
Østmarkas Venner
Øyafestivalen







To close the European Green Capital Year a meal of surplus food feast was organised. A meal made of food that would otherwise have been wasted.



Photos: Sébastien Dant



Around 300 from partners, City staff and politicians were gathered to look back at a year full of highlights.

miljøhovedstaden.no

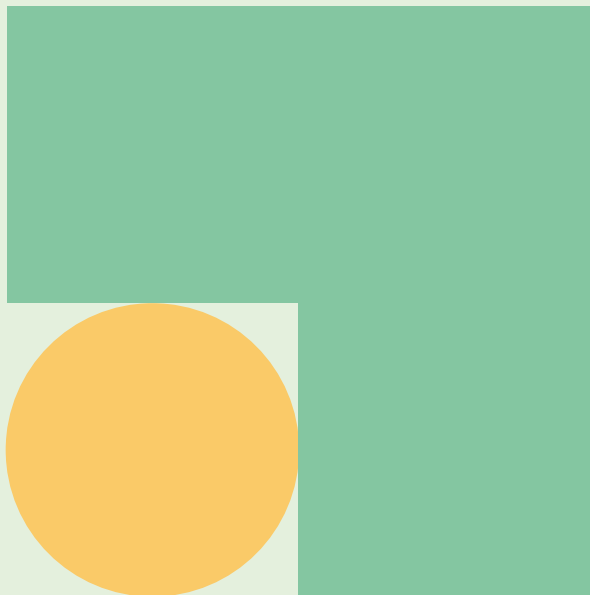


Photo: Claire Keogh/Europakommisjonen