

Work Package 2: International collaboration and knowledge creation

- *Case studies per project city*

ICLEI

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Abstract	<i>Case studies per project city reflecting on the individual process, the applied support methodology and the monitoring of outcomes. These [...] 5 case studies will be set up in a modular way, starting with content on the selected local climate actions and the social equity assessments as available. The case studies will be expanded with additional sections in parallel to the work in the cities.</i>
Keywords	Analysis; Case Study; Climate Measures; Social equity outcomes



Case study: Ludwigsburg

1. Climate measure

In alignment with the United Nations' Global Sustainable Development Goals (SDGs) and the Leipzig Charter, the city of Ludwigsburg is dedicated to reducing carbon emissions, using energy more efficiently and driving the energy transition in order to attain climate neutrality by 2035. As part of the city's efforts for climate protection, Ludwigsburg has launched a 'Climate Bonus' programme in 2022, offering subsidies for climate friendly housing. The programme is tailored to the interest of homeowners and tenants but also integrates the needs of social welfare recipients. The city provides 350.000 € for this purpose.

As part of INCLU:DE, the city focuses on two tenant-focused measures of the programme, namely **the subsidy for plug-in solar devices** and **the replacement of energy inefficient cooling systems**. Social welfare recipients are eligible for subsidies of up to 100 € for a new cooling device, while tenants not receiving social welfare can apply for a 300 € subsidy for a plug-in solar module. For social welfare recipients that are holders of the Ludwigsburg Card (a card for low-income residents that offers city wide discounts on visits to educational and cultural institutions), the city offers its subsidy for plug-in solar modules in the form of a 'care-free package'. Applicants can indicate their interest and the city directly coordinates the purchase and installation of the device. The package covers all service and installation costs (totalling 1,450 €), rendering the device free of charge and ensuring that no money needs to be transferred by the applicant.

2. Support measures

In collaboration with the INCLU:DE project, the city of Ludwigsburg has identified a set of tentative supportive measures with the goal of making the subsidy scheme more accessible. Ludwigsburg is dedicated towards further developing the subsidy programme with a special focus on strengthening communication and advisory strategies aimed at attracting low-income households. The individual support measures include:

Completed measures:

1. Accessibility Assessment: Development of a **follow-up questionnaire** after the application submission. This survey was set up within the current round of subsidies to evaluate how participants experienced the application process in terms of:



- a. Communication of the program (e.g how the applicants got aware of the program);
 - b. Access to relevant information regarding the application process (e.g how to apply and what documents are needed).
2. Community Engagement Event: Participation in an **event with the local church** to promote the solar modules, share information and engage residents.

Further measures to be conducted:

3. Development of a **flyer in multiple languages** to use as a communication tool. By spreading them in underprivileged neighbourhoods (through local multipliers e.g. in libraries, family centres) and advertising the funding program online, the aim is to increase the target group’s awareness. Potential access barriers will be reduced, particularly by improving the design and including translations.
4. By closely **collaborating with local multipliers**, the aim is to generate a broader reach among the target group to adequately incorporate their interests and needs within the INCLU:DE project. To achieve this, a trusted relationship between the multipliers and the target group is considered essential.

3. Interim project learnings

The INCLU:DE project is still ongoing at the time of writing. An overview of *interim* learnings for the project as a whole can be [found here](#).

ABOUT THE PROJECT

Cities' climate initiatives and ambitions need to be socially just and consider vulnerable populations, to ensure that no-one is left behind.

Through the INCLU:DE project, the Mercator Foundation is supporting ICLEI to undertake a two-year project that seeks to support local inclusive transformations and foster dialogue exchanges to generate positive equity outcomes for all citizens involved.



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