



EMPOWERING ZERO-EMISSION CITIZENS

## Take positive action on climate change: Join Project AURORA as an Ambassador for Change



Project AURORA has issued an open call for Ambassadors prepared to champion the AURORA approach to tackling climate change. We want you to be able to exploit our results and develop a growing citizen science movement able to tackle climate change.

Launched in December 2021 under the European 'Green Deal' initiative, Project AURORA ("Achieving a New European Energy Awareness") is at the forefront of empowering citizens to actively transform the energy sector. Funded by the EU's Horizon 2020 programme with an investment of €4.6 million, AURORA aims to show how citizens can cut their greenhouse gas emissions by 50% within the next decade, accelerating and supporting Europe towards becoming the first climate-neutral continent by 2050.

The project is particularly targeting universities, centres of learning, and municipalities to build on the five pilot schemes now operational under project AURORA. We are reaching out to the 140 000 municipalities and 5 000 higher education institutes in Europe. We want to empower the 17.5 million students, 1.35 million educators and 1.17 million researchers in Europe to get involved and replicate our approach, not only in their own universities but in the towns and cities that surround them.

The project coordinator from the Technical University of Madrid, Dr Ana Belén Cristóbal López, emphasises that "It is people who can make the difference in climate change, particularly the poorest in our society, who stand to gain most from reducing their carbon emissions."



The AURORA project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036418

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Project AURORA has developed techniques to engage citizens, students, academics and researchers in the energy transition. We have working business models that reduce energy costs, lower carbon emissions and deliver a return on personal capital invested. We are working with the Red Cross to show that with innovative interventions everyone in society can benefit. We are demonstrating that our approach works in socially deprived communities as well as in the wealthy towns and cities of Europe. We believe that universities, academic institutions and municipalities should be key drivers of the energy transition across Europe.

With up to 30% of all carbon emissions arising from the way we heat and power our homes, and the transport choices we all make, changes in our behaviour can make a difference. It is easy to protest about climate change, but this is a focused way you can take practical action and give a brighter future to the children of tomorrow.

Project AURORA has linked the drive to lower personal carbon emissions with the energy transition. The project has tested how to set up and develop energy communities working with four pilot universities and one municipality to show how lower energy costs can be delivered, carbon reduced and an economic and carbon benefit can accrue for all participants. [By investing in the energy transition you have the potential to generate a financial return above your national base rate of interest.](#)

**It's time to take action  
and do things differently**



**SIGN UP TODAY!**

Project AURORA has developed a range of tools and techniques people can use to measure their energy use, drive down their carbon emissions and make a real difference. The scheme has pioneered a simple labelling system so you can see how you compare to citizens across Europe and track your progress through a simple app on your mobile phone.

**Join Project AURORA as an Ambassadors for Change.**

With over 500 million citizens living and working in the EU and the UK, we can drive this change and do not need to wait for Governments to act.



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**Further information:**

Project communications lead, Martin Brocklehurst: [martin.brocklehurst@me.com](mailto:martin.brocklehurst@me.com) or +44 7500 043 485.

We can provide representatives to conduct media interviews in Spanish, Portuguese, Danish, Slovenian, German and English. The project coordinator and the representatives of all five demonstration sites are available for media enquiries/interviews.

**Notes for editors:**

**Empowering Citizen Science to tackle climate change: The AURORA Project**

Launched in December 2021 under the European 'Green Deal' initiative, Project AURORA ("Achieving a New European Energy Awareness") is at the forefront of empowering citizens to transform the energy sector actively. Funded by the EU's Horizon 2020 programme with an investment of €4.6 million, AURORA aims to cut greenhouse gas emissions by 50% within the next decade, moving Europe towards becoming the first climate-neutral continent by 2050.

This innovative project has established five demonstration sites in Denmark, England, Portugal, Slovenia, and Spain, collectively reducing the carbon footprint of 7,000 citizens. These sites are not only focused on harnessing leading-edge photovoltaic technology but are also fostering local energy communities where citizens become both producers and consumers of energy ('prosumers'). Through this approach, AURORA is making the energy system more transparent, fair, and sustainable.

**Citizen Science at the core of AURORA**

Citizen science plays a pivotal role in AURORA, involving citizens directly in scientific endeavours that generate new knowledge and understanding about energy consumption and production. Participants in these projects act as contributors, collaborators, or even project leaders, engaging in activities from data collection to analysis and dissemination of results. This hands-on involvement helps demystify the climate crisis by making individuals aware of their 'carbon footprints' and providing tailored recommendations to improve energy decisions.



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AURORA's approach is explicitly citizen-led, contrasting with top-down strategies and political statements, such as those seen at the recent government summit in Glasgow (COP26). The project coordinator from the Technical University of Madrid, Dr Ana Belén Cristóbal López, emphasises that "It is people who make the difference in climate change, particularly the poorest in our society, who stand to gain most from reducing their carbon emissions."

### Project expansion and community engagement

The project is ready to expand its reach through Ambassadors across Europe, aiming to ignite a bottom-up movement for change. AURORA engages with university management, municipalities, and policymakers across the UK and Europe, advocating for a more citizen-driven approach to climate crisis solutions. The project consortium includes nine institutions from six countries, demonstrating a robust collaborative network.

Visit our website or contact our team to learn more about citizen science and AURORA's transformative strategies. We are dedicated to democratising energy governance and empowering citizens to make sustainable energy decisions.

### The AURORA project consortium:

- [Technical University of Madrid](#), Spain (Project Coordinator)
- [Aarhus University](#), Denmark
- [Centre for Sustainable Energy](#), United Kingdom
- [Forest of Dean District Council](#), United Kingdom
- [Institute for Science & Innovation Communication](#), Germany
- [KempleyGreen Consultants](#), United Kingdom
- [Qualifying Photovoltaics](#), Spain
- [University of Ljubljana](#), Slovenia
- [University of Évora](#), Portugal



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