



# EMPOWERING ZERO EMISSION CITIZENS



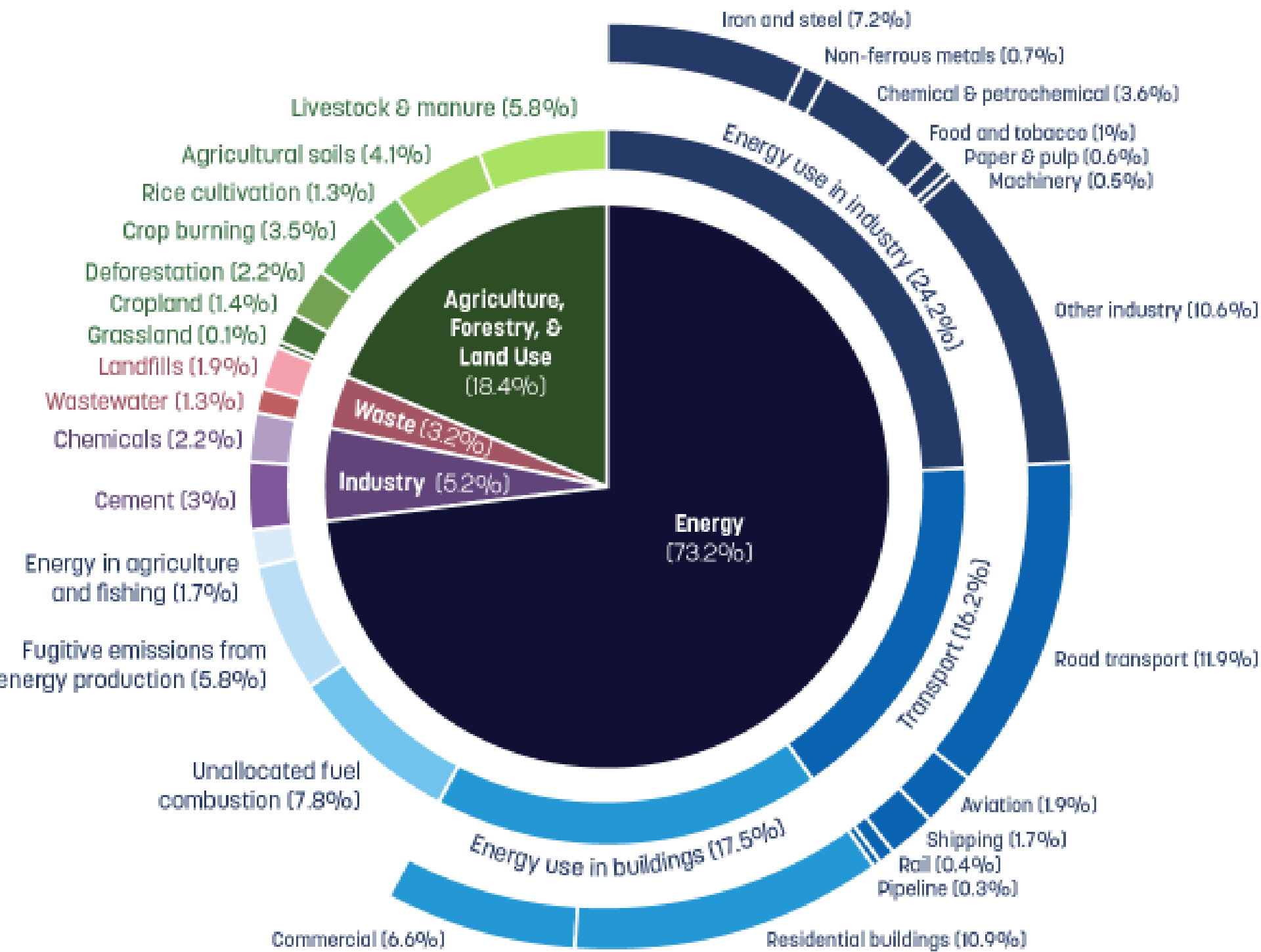
## AURORA

**AURORA APP WEBINAR**  
2<sup>nd</sup> October 2025

Dr. Ana Cristóbal



# ENERGY IS THE LARGEST CONTRIBUTOR TO THE GLOBAL GREENHOUSE EMISSIONS



Key actions and Indicators to achieve a transformation in the energy system [1].

Actions to achieve 50% to 55% GHGs reductions by 2030		Key indicators
Energy demand	General	↓19%-21% compared to 2015
	Industrial	↓ 25-28% compared to 2015
	Transport	↓ 14-16% compared to 2015
	Residential	↓ 22%-25% compared to 2015
Increase renewables		From 15% of Gross Inland Consumption -GIC- in 2015 (around 18% today) to 31%-34% in 2030

- Technologies → Industrial and Academic Sector
- Proper Policies → Policy Sector
- Behavioral changes → Citizenship . Potential energy demand reduction by 19% [2].

Source: Adapted from Hannah Ritchie, Our World in Data, 2020: <https://ourworldindata.org/emissions-by-sector>. Data sources: Climate Watch, World Resources Institute, 2020.

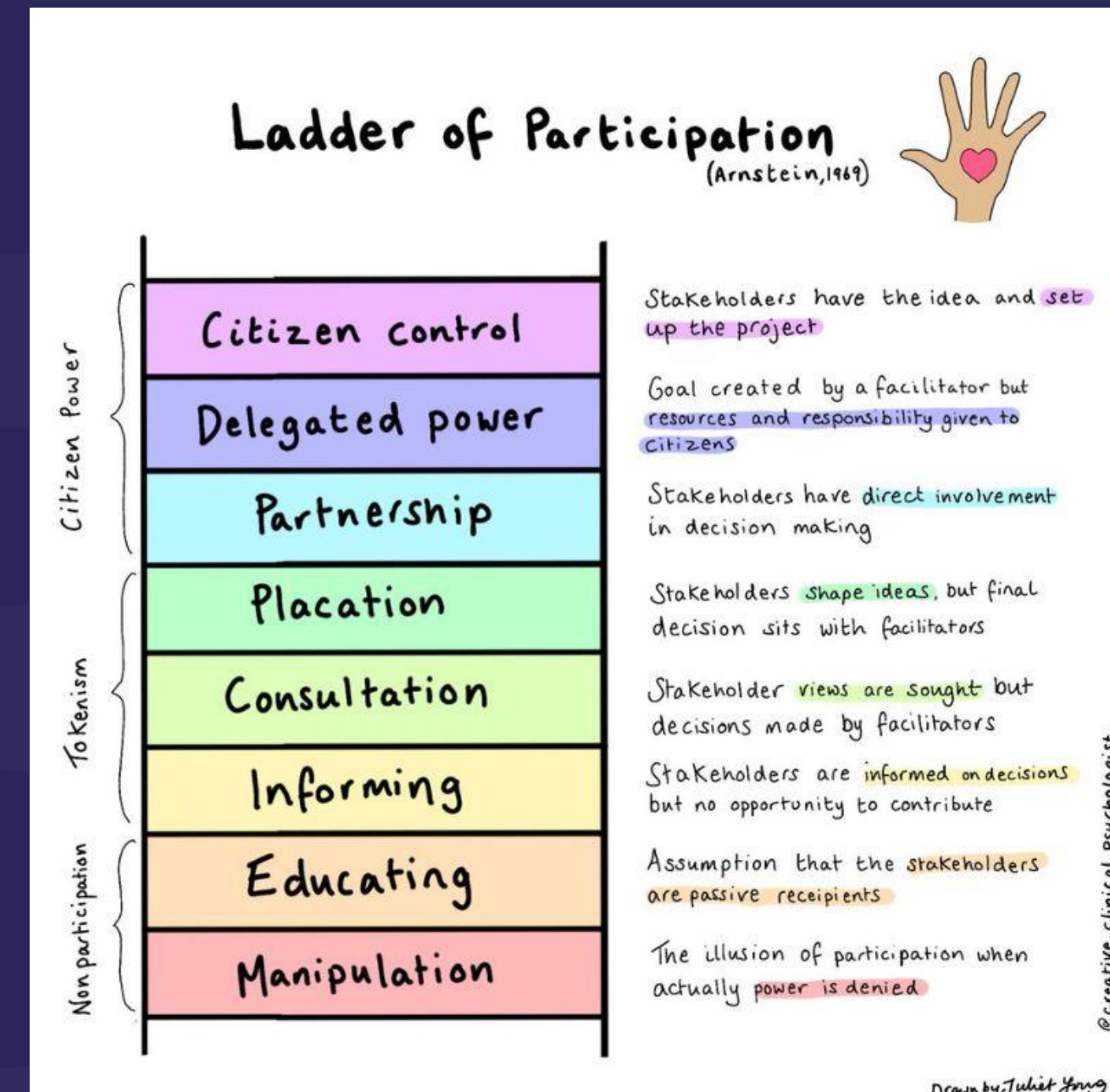
[1] SWD(2020) 176 final. IMPACT ASSESSMENT PART1/2. accompanying the document Stepping up Europe's 2030 climate ambition 17/09/2020  
 [2] Uitdenbogerd D, Egmond C, Jonkers R, Kok G (2007) Energy-related intervention success factors: A literature review. European Council for an Energy Efficient Economy: 2007 Summer Study 1:1853-1857

# WHAT IS AURORA ABOUT?

To support the energy transition by promoting local and individual actions that help create better-informed and more engaged citizens

# HOW DO WE DO IT?

First-hand, locally based experiences adapted to the community we work with, pursuing the highest levels of participation. Arnstein, Sherry R. 'A Ladder of Citizen Participation,' Journal of the American Institute of Planners, vol. 35, no. 4 (1969)



## RATIONALE

TO OPERATIONALIZE AN ENERGY BEHAVIORAL CHANGE RATIONALE



**LOCAL ENERGY COMMUNITIES**

• **5 DEMOSTRATORS**  
**7000 PEOPLE**

Behaviour Monitoring – Energy demand and CO2 emissions

PV production Monitoring



 usb chargers for bicycle dinamo	 home made sensors
 Citizen Researches meetings	 home made collective
 Civic Local Roadmap	 Hands-on training on PV

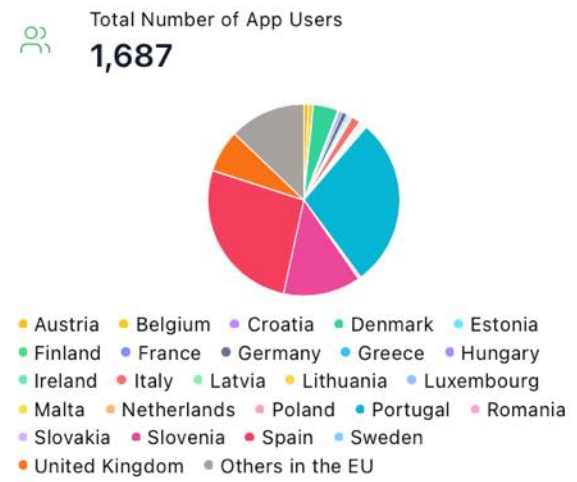
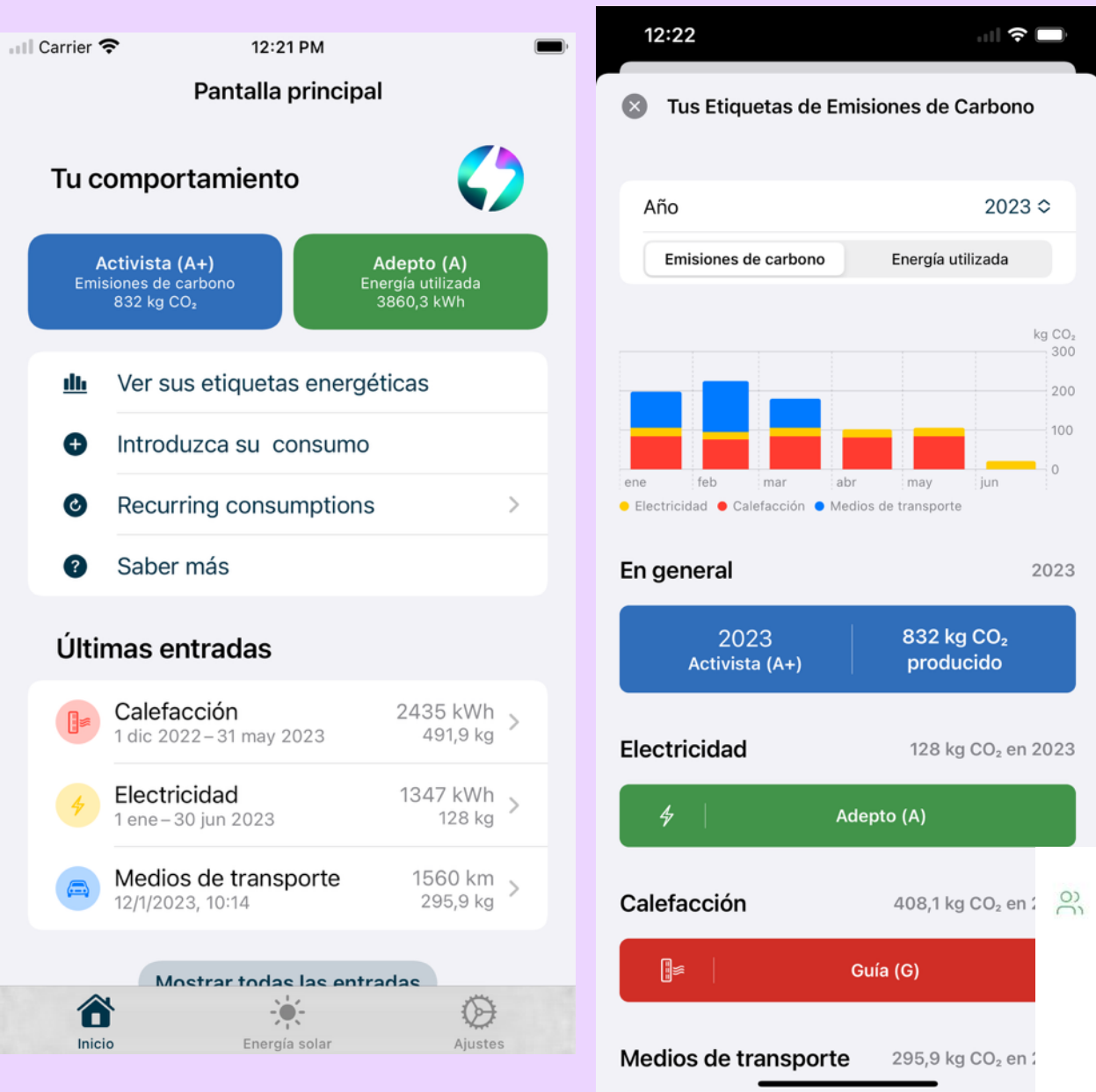
**AMBASSADORS**

**3500 PEOPLE NEAR ZERO**



# AURORA ENERGY TRACKER

## DIRECT INVOLVEMENT IN DECISION-MAKING

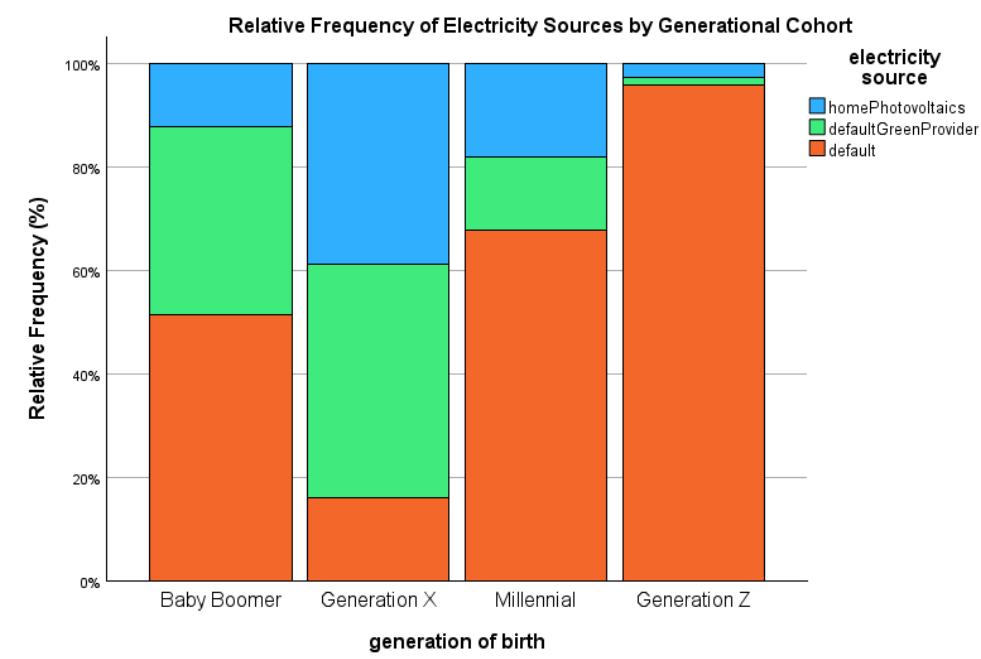
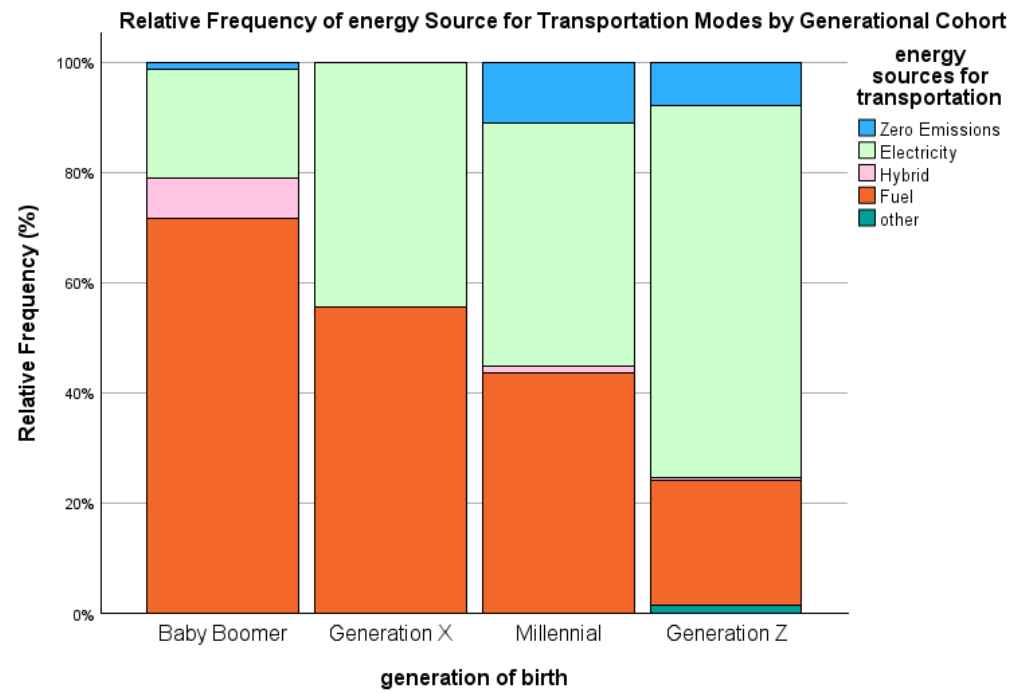


All users can:

To understand their level of commitment to the energy objectives of the European Pact using their real data on electricity, heating/cooling, and transport in their country

To contribute to scientific research aimed at establishing links between behavioral patterns and socio-economic variables

To decide and verify which actions can improve their profile in order to contribute to climate change mitigation



- Algorithm Developed for 27 EU countries (<https://doi.org/10.5281/zenodo.8028181>)

## ACTIVITIES

>8000 people

Contests

Workshops

Debates

Co-Creation



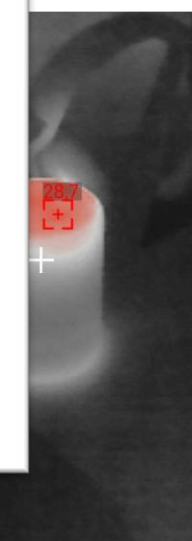
### GUIDE FOR CITIZEN WORKSHOPS ON ENERGY MATTER

Workshop Guides



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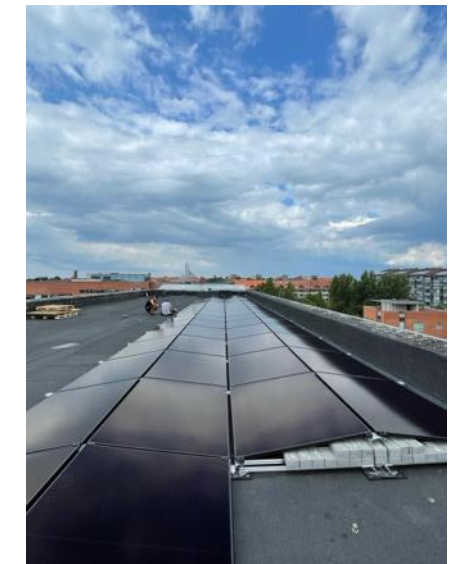
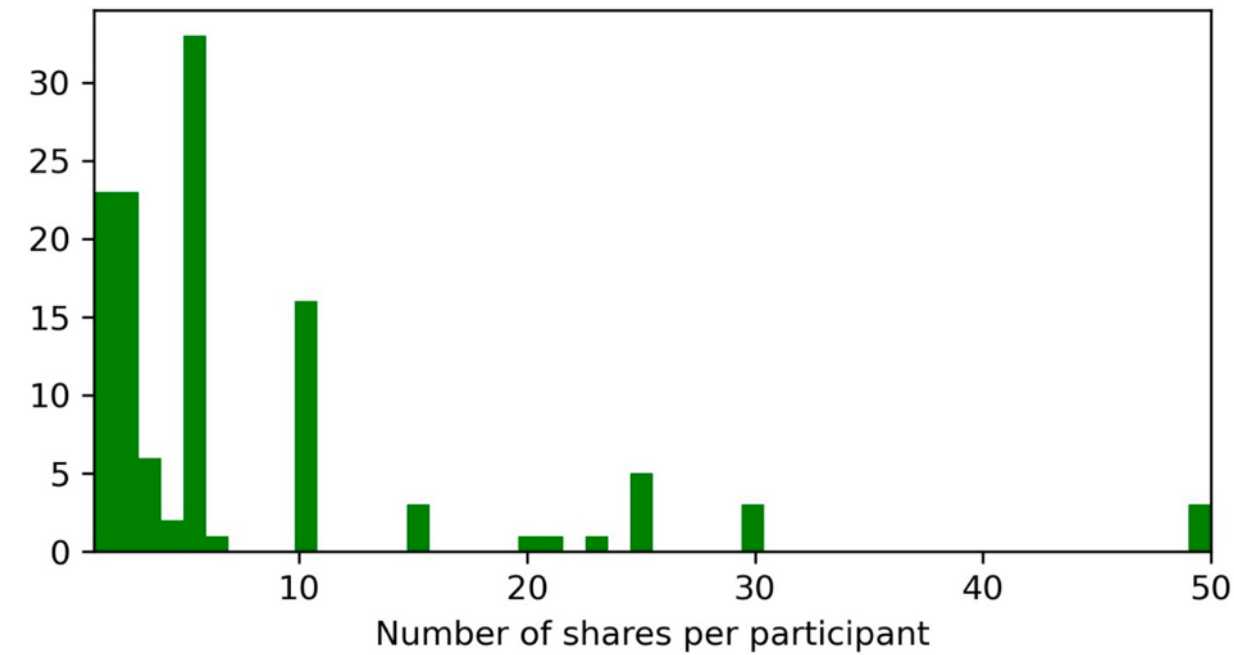


## INVEST IN YOUR ENVIRONMENT

- Innovative Local Energy Community Models.**

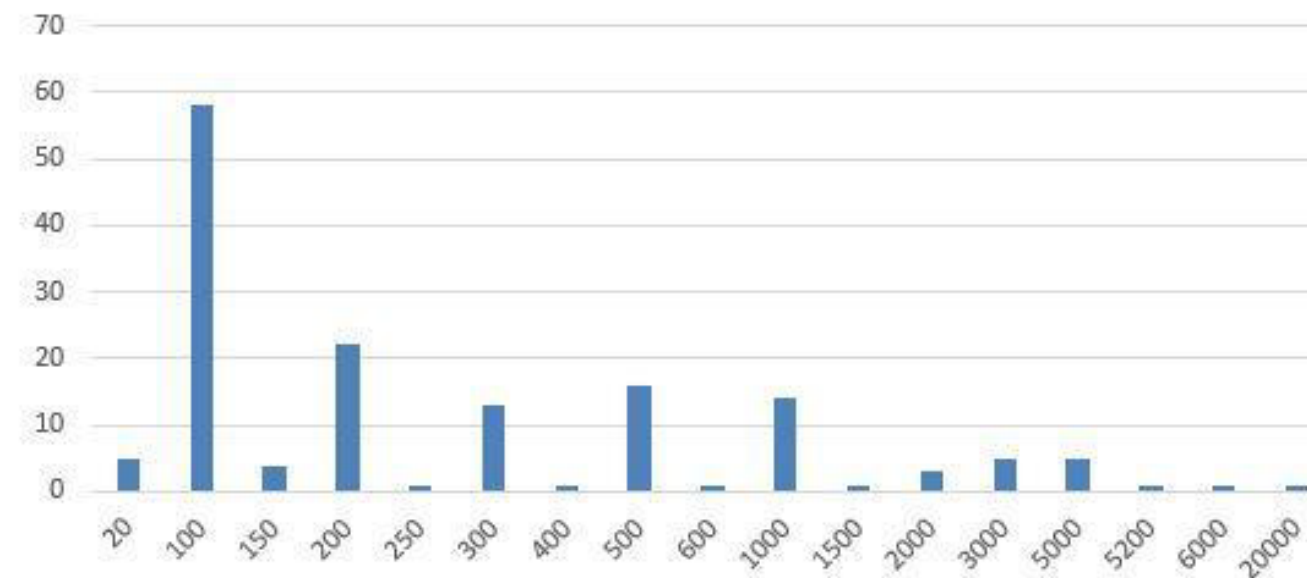
Microfinancing of local installations starting from €100 by citizens (not necessarily the consumer).

This allows social organizations to avoid making an initial investment. It is not a donation — the organization repays the collaborative loan, and the remaining savings can be used for their social work.



- Two nice examples:

- Aarhus University
- Palomeras Cultural School (Madrid)



# AMBASSADORS PROGRAM: WHY TO JOIN US?



Support for project dissemination

Connect us with potential users: organizations such as schools, universities, NGOs, care homes, etc. (REC models)

Replication and use of Project's results, i.e. the app, workshops, etc.

Lead by example and inspire others by using AURORA ENERGY TRACKER while supporting climate science

Support the value of citizen science as a driver of change

Keep us informed about actions that might interest us or people who might be interested.

A community of more than 150 people!!!



Patrick Ole Letura  
PROFILE »



Professor  
Jacqueline  
McGlade  
PROFILE »



Paula Carroll  
PROFILE »



Yolanda Lechón  
PROFILE »



María Gálvez del  
Castillo Luna  
PROFILE »



Mendel Wong  
PROFILE »



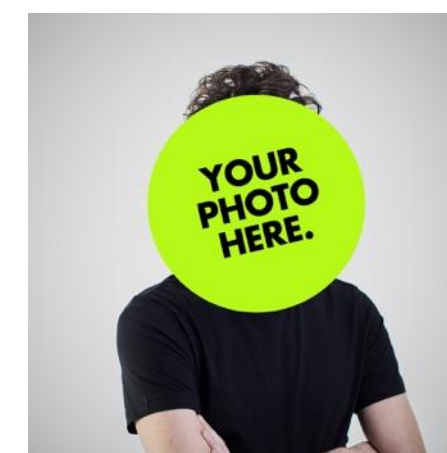
Ram Dayal  
Vaishnav  
PROFIL »



José Segarra  
PROFILE »



Marta Higuera  
Garrobo  
PROFILE »



## Become an AURORA Ambassador

It's time to take action and do things differently  
Are you ready?



### What is the call for AURORA Ambassadors about?

We want to create a network of AURORA Citizen Science Ambassadors (EU-27 + the UK) to support the activities of the AURORA Citizen Science project, to replicate our successful approach to tackling climate change in Universities and Municipalities in Europe and beyond. This is an open call for Ambassadors prepared to champion the AURORA approach to tackling climate change in your university, your municipality or your community group.

### Who are we looking for?

We are looking for three groups of people with different profiles and expertise to become part of a network of AURORA Ambassadors, including:

- Academics (including staff and students).
- Citizens (including young people under the age of 18)
- Policy makers and institutional representatives (including NGOs).

### What are you expected to do as an AURORA Ambassador?

As an AURORA Ambassador, you will be expected to:

