

# Zurich Climate Prize Special prizes

The Zurich Climate Award recognises sustainable projects from the three categories of Residential, Consumption and Mobility. The independent jury has selected a special prize of CHF 10,000 in every category:

**Special prize Residential** Kalkbreite cooperative

**Special prize Consumption** Ökozentrum Langenbruck

**Special prize Mobility** routeRANK

The prize money is sponsored by the Z Zurich Foundation. With its climate prize, Zurich promotes the dialogue relating to the topic of climate change.



New forms of living

## A sustainable piece of town

The Kalkbreite Zurich cooperative is creating urban life with its new residential and commercial building with reduced convenience – but that does not mean that it will be uncomfortable.

«Nobody's ever done this before: we are constructing a car-free residential and commercial building to Minergie-P-ECO standard,» says Thomas Sacchi, project manager of the Kalkbreite cooperative. Kalkbreite is promoting new residential forms and a broad social mix in a targeted manner. 88 flats are planned and commerce should make up 40 percent. 250 people of the most diverse income and age groups will live together in the new build – and 200 people will find a job there.

The trailblazing concept for the estate in the city of Zurich was designed by the organisers in cooperation with residents from the area as well as 750 members of the cooperative. When the first flats will be occupied in spring 2014, a sustainable piece of town will be created: only 35 sqm of living space is planned per person. «We offer contemporary flats for frugal inhabitants,»

explains Sacchi. But that will not make it uncomfortable: when a visitor comes by, for instance, communal living rooms can be used.

The sustainable handling of mobility is also important: anyone working from home can rent an office in the building. Employees of the commercial businesses renting premises in the building must also get to work on foot, by bike or public transport. Nearly all flats have been let in the meantime. The large proportion of families amongst the applicants surprised the organisers. «Kalkbreite is only the beginning. In ten years our second building is planned,» promises Sacchi. The cooperative has already applied for another premises on Zollstrasse.

More information available at: [www.kalkbreite.net](http://www.kalkbreite.net)



Res Keller (Managing Director)  
Thomas Sacchi (Project Manager) and  
Sabine Wolf (member of the Board of  
Directors) (from left to right)

### LOW ENERGY APPROACH

The Zurich Climate Prize jury is honouring the Kalkbreite cooperative with the special prize in the Residential category. Resource-saving building, supply with renewable energy, reduced area required: the focus is on low energy consumption and the comprehensive sustainability approach. «The city of Zurich has committed itself to become a 2000-watts society. By building the Kalkbreite estate, it is being shown in practice how this target can be implemented,» explain the experts. The estate has an important signalling effect. Sufficiency is key as a component of the project.



Consumption category



Mobility category

Raising awareness in everyday life

## Overrun by school classes

A new take on the stroll through town: the Ökozentrum Langenbruck offers guided city tours for young adults and shows them the global consequences of everyday consumption in the process.

What does buying a mobile phone have to do with conflicts in Congo? And why does the steak on the plate contribute to the deforestation of rainforests? These and similar questions are answered by the Ökozentrum Langenbruck in Basel and Berne on interactive guided city tours called konsumGLOBAL. The tours are organised by volunteer guides, and they are popular: «In Berne we are currently being overrun by requests from school classes,» says project manager Martina Patscheider with delight.

Since the first tour in Basel in 2008, more than 1,000 pupils and some 160 adults have taken part. «We want to raise awareness that consumption has a global impact,» explains Patscheider. To this end, the pupils are encouraged to critically question their buying decisions «and to do so without a teacher

telling them what is good and right.» The Ökozentrum plans to expand the project to the canton of Aargau soon: to the cities of Aarau, Baden and Wohlen. And the step after next is already organised too: «We certainly want to establish konsumGLOBAL in Zurich,» says Patscheider. As a long-term vision, she and her honorary colleagues plan to establish such city tours in all major cities in Switzerland. «But there is still a lot of work to be done.»

More information available at: [www.konsumglobal.ch](http://www.konsumglobal.ch)

Martina Patscheider,  
Project Manager



### GREAT POTENTIAL

The Zurich Climate Prize jury awards konsumGLOBAL with the special prize in the Consumption category. The project focuses on raising awareness amongst young adults and is a good example of how sustainability can be lived in everyday life. When starting with young adults, a lot can be achieved. The experts also commend the «innovative peer-to-peer approach» of the Ökozentrum Langenbruck and the voluntary work of the tour guides; a huge commitment that is not a matter of course. According to the assessment of the jury, the project has major potential to be enhanced and sets a precedent.

Total route under control

## Green travel

Anyone embarking on a trip can find the best connection from door to door on the routeRANK online platform: at the lowest fare, the quickest travel time and the lowest CO<sub>2</sub> emissions.

Flights, hired cars or rail trips can be booked on numerous websites today. But the innovative routeRANK tool offers everything at once: from here anyone embarking on a trip can plan the mode of transport for the entire route and then book using the relevant channels directly as usual. But the search engine does not only show the quickest connection. Criteria like CO<sub>2</sub> emissions, work productivity or the risk of missing a connection can also be displayed transparently. Anyone travelling from Zurich Oerlikon to Chur, for instance, quickly sees: by car it can take longer and CO<sub>2</sub> emissions are about 32 kilograms – by rail it would only be 1 kilogram.

That has a signalling effect. «We show the ecological components,» says Jochen Munding, routeRANK CEO. Customers are already acting in a greener fashion if they consider public transport or video conferencing. Mathematician Munding came up with this business idea in 2006 when

booking a business trip. «I had to google and search everything individually on Easyjet, Expedia and many other websites. That cost me a lot of time,» he remembers.

The Lausanne-based company currently works predominantly for major customers and has in the meantime entered into various partnerships, amongst others with companies like BCD Travel, one of the global market leaders for business travel. But routeRANK head Munding wants to expand the business to the SME area and offers another product for event organisers. «In ten years' time we could thereby indeed reach an audience size of more than 100 employees.»

More information available at: [www.routerank.com](http://www.routerank.com)  
[www.routerank.com/business](http://www.routerank.com/business)

Jochen Munding,  
routeRANK CEO



### GOOD TOOL FOR BUSINESSES

The Zurich Climate Prize jury awards the routeRANK project with the special prize in the Mobility category. This is because, unlike other solutions, the online platform searches and combines the various means of transport with a comprehensive view. This allows routeRANK to not only calculate the cheapest and quickest route, but also that with the lowest CO<sub>2</sub> emissions. The jury also recognises, in particular, the fact that routeRANK creates transparency in regards to CO<sub>2</sub> emissions of business travel. «This also makes it a good tool for businesses wishing to reduce their CO<sub>2</sub> emissions,» explain the experts.