

UMEÅ, Sweden

- gender aspects in climate action
and urban planning

**UMEÅ
KOMMUN**

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A group of diverse children and an adult woman are shown from the chest up, with their arms raised in a gesture of joy or celebration. They are positioned in front of a red wooden building. The woman is in the background, and several children of various ethnicities are in the foreground. The image is overlaid with a semi-transparent grey banner at the bottom containing text, and four green circular callouts with white text are scattered around the scene.

**Social
sustainability**

**Environmental
sustainability**

**Economic
sustainability**

Vision for Umeå

200,000 residents in 2050

**Cultural
sustainability**



EUROPEAN UNION

EU MISSIONS

100 CLIMATE-NEUTRAL AND SMART CITIES

28 April 2022

MEET THE CITIES

OBJECTIVES OF THE EU CITIES MISSION

- 100 **climate-neutral** and **smart cities** by 2030
- Ensure that these cities act as **experimentation and innovation hubs** to put all European cities in a position to become climate-neutral by 2050



UMEÅ KOMMUN

Energimyndigheten

VINNOVA
Sveriges Innovationsmyndighet

tillväxtverket

FORMAS

Klimatkontrakt 2030

MELLAN UMEÅ KOMMUN OCH MYNDIGHETENA
ENERGI-MYNDIGHETEN, VINNOVA, FORMAS OCH TILLVÄXTVERKET
SÅMT VIABLE CITIES

21 DECEMBER 2020

ViableCities
Smart, sustainable and attractive

Climate neutrality: By and for the citizens

- The city of Umeå will be climate neutral by 2030 and the entire municipality by 2040.
- 1 of 100 cities in the mission on climate-neutral and smart cities



The gendered landscape

Challenging power



Travel habit survey

What if men travelled like women?



Consumer habit survey

Responsibility for unpaid housework



Solar panels

Who do we target?



Electric cars

Who is the user we visualize?



Challenging power, identity and norms is just as important as introducing new technology to reach climate neutrality

Thank you!

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