

## Case Study 17: Carbonarium

Hungary

### Summary

Carbonarium is an NGO in Hungary that was founded in 2005. Carbonarium was founded with the main aim of decreasing its members' CO<sub>2</sub> emissions and also increasing climate change awareness of the general population. The members of the association keep track of their own CO<sub>2</sub> emissions, compare them with one another, implement mitigation measures, and pay the membership fee based on their calculated CO<sub>2</sub> emissions.

The aim of the association is to create a voluntary community of its members who believe that it is their responsibility and task to reduce the CO<sub>2</sub> content of the atmosphere, accepting at the same time that the increase in the amount of CO<sub>2</sub> in the atmosphere is a global problem.

Members (individuals and organisations) are aware of the negative impacts of their own CO<sub>2</sub> emissions into the atmosphere, but undertake to use a certain part of their material and other resources to reduce their emissions or mitigate impacts.



The most important aims of the association were to help highlight the impacts of our lifestyles and its modifications using members' own (measured) consumption data (1); to create a community of members responsive to the global problem of rising atmospheric CO<sub>2</sub> content (2); to provide information to any interested party (3); to influence public opinion and knowledge, with particular attention to young generations (4).

### Lessons learned

Some of the most crucial factors in the context, focus, design and/or process of programme that contributed to its success in some areas and limited success in others:

1. The format of the association is good for implementing voluntary programmes
2. Participation on a voluntary basis contributes to the success and makes use of individual commitment.
3. Still, due to its voluntary nature, the initiative does not always provide the necessary structure for effective action.
4. The initiative operates in a context that is not yet supportive and appreciative of such programmes.
5. With a more effective communication programme, Carbonarium could target the so-called early-adopter individuals, convince them to join the association and offer them tools to monitor and reduce emissions.
6. The methodology developed is effective and illustrative. It has helped members understand the impact of their lifestyle and prioritise individual effort in the field of climate change.