



#COP 21: LAUNCH OF CAIRE GAME, A PLAYFUL AND INTUITIVE WEBSITE AIMING TO REDUCE CO2 EMISSIONS

On November 25th 2015 in Paris, France: Art of Change 21 launches www.cairegame.org an educational tool designed to allow all citizens to take action against global warming each at their own level. This website proposes over 150 specific actions, accessible and sometimes surprising, beneficial both for climate and citizens, for their health, their spending habits, social life, etc. This tool was created by 21 artists, social entrepreneurs and young leaders engaged in environmental action and coming from 12 different countries worldwide. It is the second great project launched by Art of Change 21 for COP21 after [Maskbook](#).



Why "Caire"? Caire is the combination of "Care" and "Air", and allows us to take care of the air that we breathe, thanks to actions in our daily life: housing, transport, entertainment, consumption etc. [Caire Game](#) seeks to become an international tool and a long-term initiative. Already 7kgs of CO2 saved and more than 600 players!

How to play? After quickly creating a profile, the user chooses a personal benefit (saving money, meeting people, etc.) and a level of difficulty. Depending on the choices made, three actions are proposed, which have to be accomplished before a set deadline. Once an action is selected, the countdown begins! Depending on their actions, the player collects points, and in doing so, is rewarded.

DID YOU KNOW?

Unsubscribing from 5 newsletters that are no longer read, helps you save 0.38 kilos of CO2. Carpooling allows you to save 0,98 kilos of CO2. Joining a "shared garden" saves 1.04kg of CO2. These are only a few of the actions available in the game. More romantic actions such as having a candlelit dinner are also proposed!

A POSTER CAMPAIGN BY THE CITY OF PARIS

The city of Paris, a major partner in the project, has chosen [Caire Game](#) to raise awareness on the reduction of CO2 emissions for the Cop 21.

The city of Paris promotes www.cairegame.org up until the Cop 21 with a poster campaign throughout the city as well as on taxi-bikes, but also with flyers and on its social networks with the #copoupascop (see paris.fr).



Today, I cycle to work. Today, I buy local fruits, I don't print...

A CROWD-FUNDING CAMPAIGN WITH HELLOASSO

Caire Game is amongst the ten winners of the "10 projects for Climate" competition organised by 'HelloAsso', in partnership with EDF, aiming to gather and promote 10 associations engaged in battling climate change issues on the same funding platform. Every "Like" here <https://objectif2degres.edf.fr/-part-campagne> will allow Art of Change 21 to earn 10 euro, donated by EDF (please, participate ! ☺). It will allow to develop a mobile app and add new functions for its website, as well as launching the Chinese version of the website, all in partnership with Carbonstop.

Caire Game is a project developed by Art of Change 21 in partnership with Avenir Climatique, an association which places emphasis on the link between energy and climate. Caire Game was awarded the "Cop21" label by the French government and "Paris for Climate" by the city of Paris. The project is financially supported by the Schneider Electric Foundation, its main partner, as well as Enercoop, the ADEME, Orange, the City of Paris and the Region of Ile de France.

ART OF CHANGE 21

The Art of Change 21 association based in Paris, France aims to mobilize the general public through innovation and creativity, offering to all a way of becoming actors of change. Located in Paris and founded in 2014 by Alice Audoin, Art of Change 21 implements three other actions for the Climate: Maskbook, Bridges and World-Cop. Maskbook is the other flagship initiative launched during the Cop 21 : an international citizen action of mask making on the health-climate link. www.maskbook.org



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