

### Stockholm Biochar Project

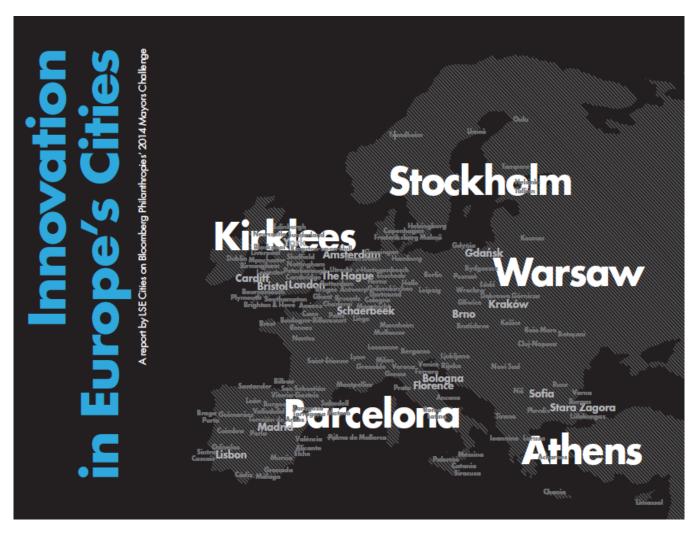
Project manager Mattias Gustafsson





Bloomberg Philanthropies

#### Mayors Challenge



- Bloomberg Philanthropies founder and financer
- Round 1: USA, Round 2: Europe,
  Round 3: Latin Amerika, Round 4:
  USA
- 155 participating cities in Europe
   5 winners
- Project support and collaboration between the winning cities for 3 years



## Stockholm's winning idea

- Collaboration between public and private sector
- Easy to replicate globally
- Joint commitment

## The Stockholmer's garden waste becomes a part of the cycle



Eff samarbele mellan









#### Moving forwards and upwards

Increasing collection of biomass

Turning waste into resource

 Substituting finite resources with organic biochar









# Building Support for the Stockholm Biochar Project





Trials with biochar Wanting to know more

PM on biochar technology

Writing thesis on biochar Searching for reference group

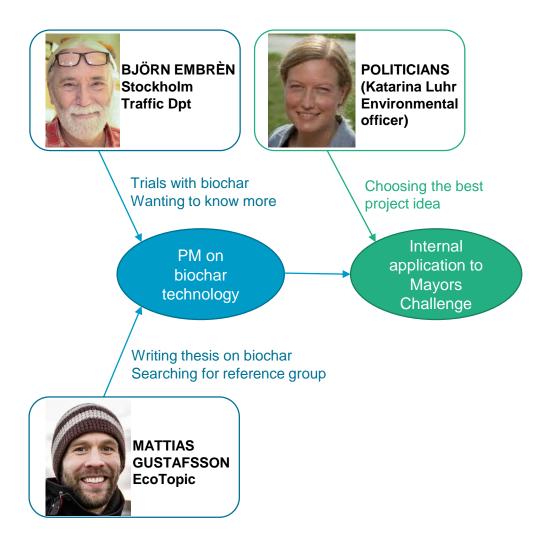




#### Find enthousiasm and will

- Passion
- Seeing the possiblities
- No one knows what biochar is



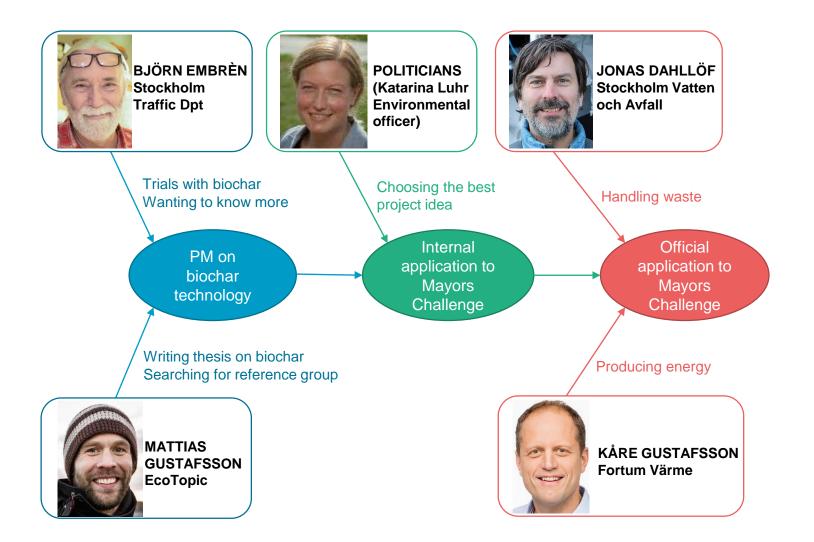




#### Political support

- Find your ambassadors
  - Circular economy
  - Climate change
  - Collaboration between municipal company, municipal department and semi-private company
  - Citizen engagement



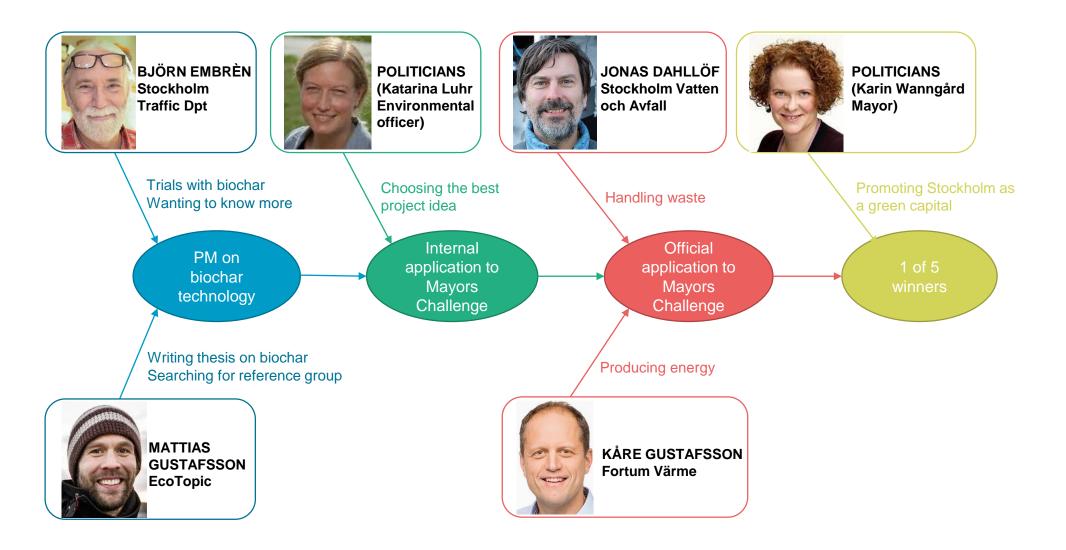




#### Building the team

- Different expertises
- Contact networks including decision makers
- Meeting frequency depending the project stage







#### Political engagement

- Progress update
  - Newsletter
  - Direct contact
- Launch





