



Interreg
South Baltic



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DIGICLIMACT

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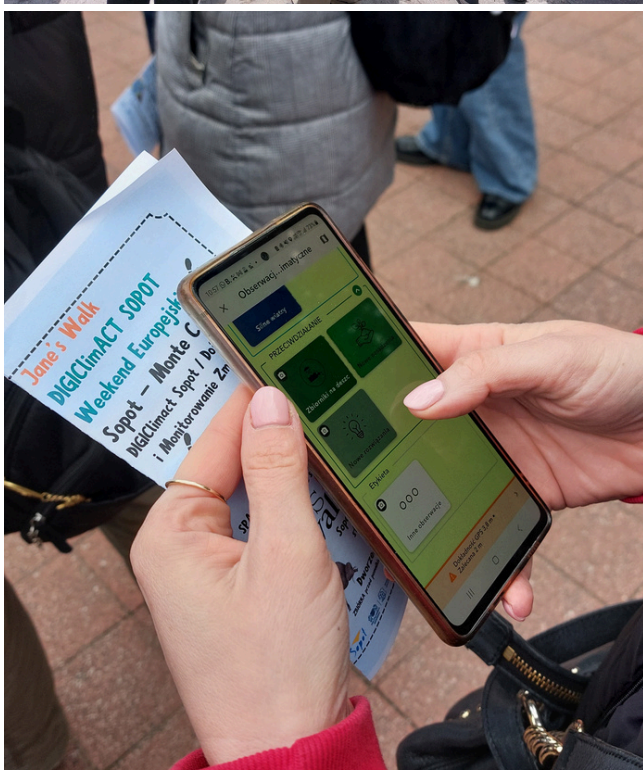
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FROM LOCAL CONVERSATIONS TO DIGITAL CLIMATE ACTION: THE DIGICLIMACT STORY (BISER)

Climate change is global, but people experience it locally.



They notice hotter summers, intense rainfall, changing green spaces or places in their neighbourhoods that become increasingly vulnerable to extreme weather. Yet climate change is still often communicated through scientific data, long-term scenarios and terminology that can feel distant from everyday life.

DigiClimAct – Climate Action in South Baltic Cities Goes Digital – set out to change this.

Working across Poland, Lithuania and Sweden, the project explored a simple but important question: **how can we make climate change easier to understand, discuss and act upon at the local level?**

For BISER, the answer started not with technology, but with **people**.



STARTING WITH REAL PLACES AND REAL EXPERIENCES

One of the lessons of DigiClimAct was that climate communication becomes much more powerful when people can connect it with places they know.

This was the idea behind activities such as **Jane's Walks**. Instead of discussing climate adaptation only in a meeting room, participants went outside and explored their surroundings through a climate lens. Familiar streets, buildings and green spaces became starting points for conversations about heat, heavy rainfall, urban development, resilience and possible adaptation measures.



The change in the conversation was noticeable. Climate change was no longer only a global challenge described by graphs and scenarios. Participants began talking about their own neighbourhoods, their observations and the changes they were already experiencing.

The project then added another layer: understanding why these changes are happening.

Using **Climate Fresk**, participants worked collaboratively with climate science and explored the relationships between causes and consequences of climate change. Rather than simply receiving information from an expert, they built connections themselves, discussed them and developed a shared understanding of the wider climate system.

Together, these approaches created a journey from **seeing climate change locally to understanding it systemically**.



FROM UNDERSTANDING TO CO-CREATION

Understanding the problem, however, was only part of the process.

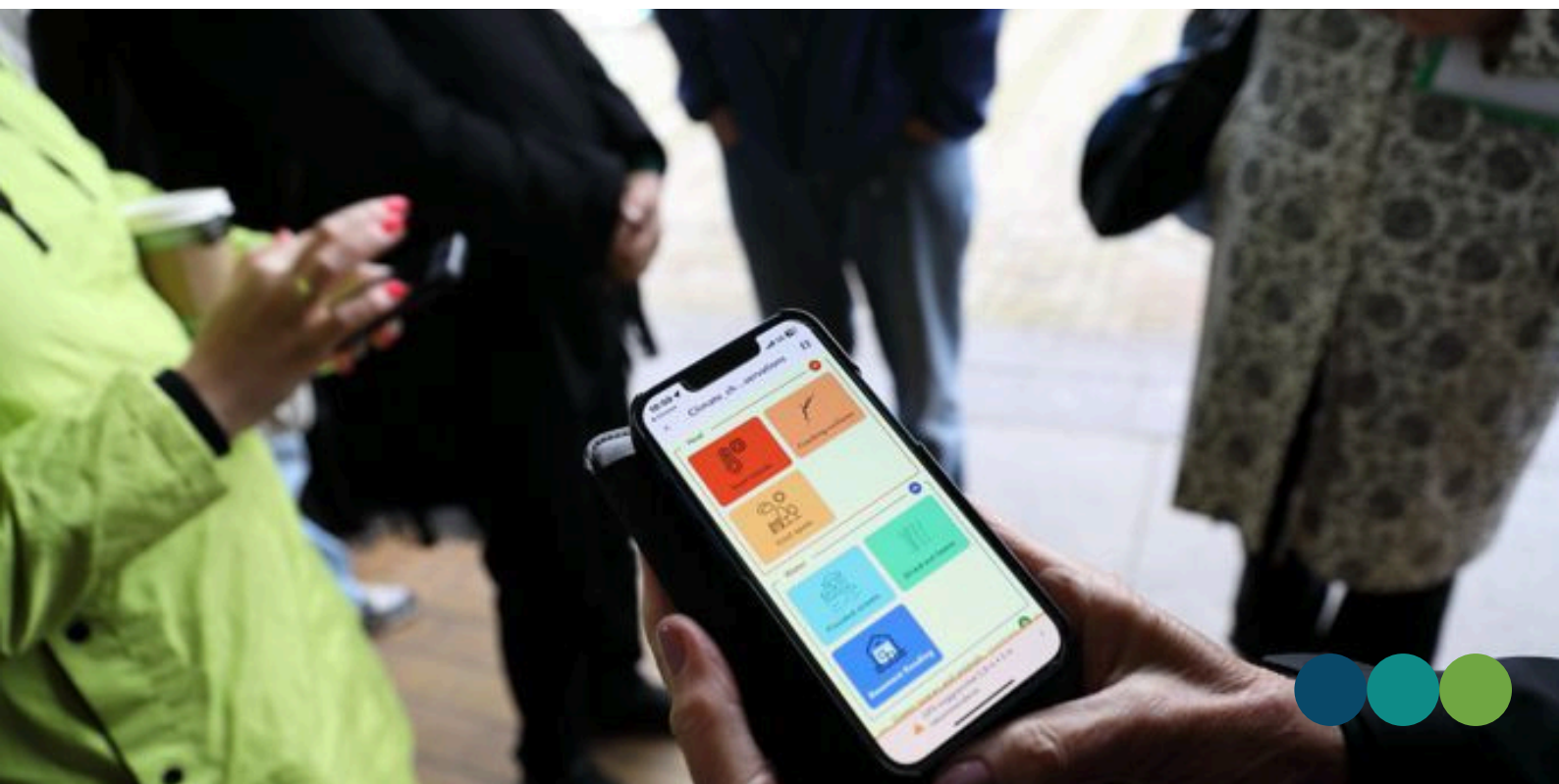
DigiClimAct also wanted communities and stakeholders to have a role in discussing possible responses. Co-creation workshops therefore brought together different perspectives, including municipalities, NGOs and civil society, academia, young people, climate professionals and local activists.

This diversity became one of the project's strengths.

Testing activities with different groups showed that there is no single climate communication method that works for everyone

.Young people may engage differently from municipal professionals. Climate experts bring different knowledge from residents or local activists. Some participants respond strongly to place-based activities, while others engage through systemic learning, facilitated discussion or digital interaction.

As the project progressed, this feedback shaped the approach. Instead of looking for one perfect tool, DigiClimAct increasingly focused on **combining methods and adapting them to different audiences and contexts.**



GOING DIGITAL BUT KEEPING PEOPLE AT THE CENTRE

Digitalisation was an important part of DigiClimAct, but the project experience also demonstrated something crucial: technology alone does not create meaningful participation.

Digital solutions work best when they build on real questions, experiences and conversations.

This thinking influenced the project's exploration of immersive and digital communication and the development and testing of the **DigiClimAct climate chatbot concept**. The objective was not to replace interaction between people, but to explore how technology could make climate knowledge easier to access and

extend engagement beyond individual workshops and meetings.

For BISER, this became one of the most important lessons of the project: **listen and engage first, co-create with people, and then use technology to extend what works.**

LEARNING ACROSS THREE COUNTRIES

Working simultaneously in **Poland, Lithuania and Sweden** made this learning process even richer.

Partners were able to compare how similar participatory approaches worked in different social, institutional and local contexts. Activities involved different combinations of municipalities, academia, NGOs, civil society, young people and other stakeholders.



There were differences between the three countries, but also many common challenges.

This helped DigiClimAct distinguish between approaches that need strong local adaptation and those that can be transferred across borders. Instead of producing a model designed for one city or one country, the project created knowledge that can be reused and adjusted throughout the South Baltic region and beyond.



TURNING EXPERIENCE INTO SOMETHING OTHERS CAN USE

DIGICLIMACT HANDBOOK

YOUR CLIMATE COMMUNICATION QUEST

Start



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The lessons collected throughout this journey are brought together in the **DigiClimAct Digital Handbook**.

Rather than presenting climate communication as a single activity, the Handbook reflects the process tested during the project: **Discovering Climate, Understanding Systems, Co-creating Solutions and Going Digital.**

It brings together approaches such as Jane's Walks, Climate Fresk and stakeholder co-creation with opportunities offered by digital climate communication.

In this way, experience gained during DigiClimAct becomes something municipalities, NGOs, schools, universities, community organisations and climate professionals can take forward and adapt to their own needs.

This may ultimately be the project's most important legacy.

DigiClimAct did not set out to find one digital tool capable of solving the challenge of climate communication. Instead, it demonstrated how different methods can work together – local observation, climate science, participation, co-creation and technology – to create a more meaningful process of climate engagement.

The journey started with a question about how to communicate climate change differently. It ended with a broader lesson about climate action itself:

Start with real people and real places. Help people understand the connections. Create solutions together. Then use digital tools to make that engagement travel further.

That is the DigiClimAct success story: **turning climate knowledge into understanding, understanding into dialogue, and dialogue into a starting point for local action.**



DIGICLIMACT SUCCESS STORY

What was the main challenge DigiClimAct wanted to address?

Climate change is often communicated through scientific data, long-term scenarios and messages that can feel distant from people's everyday lives. DigiClimAct wanted to bridge the gap between available climate knowledge and people's understanding of what climate change means locally – in their streets, neighbourhoods and communities – and to explore how participatory and digital methods can make climate communication more tangible, engaging and action-oriented.

What was the most important contribution of your organisation to DigiClimAct?

BISER contributed its experience in participatory methods, co-creation, climate education and working with local communities and stakeholders. We were particularly involved in testing and developing engagement methods – including Jane's Walks, Climate Fresk and co-creation workshops – and in translating the lessons from these activities into practical approaches that combine face-to-face participation with digital climate communication. BISER also contributed to developing the DigiClimAct Digital Handbook, which brings these experiences together in a format that can be reused by others.

Which DigiClimAct activity or tool worked particularly well? Why?

For us, the combination of place-based activities such as Jane's Walks with interactive workshops such as Climate Fresk worked particularly well. The walks connected climate challenges with real urban locations and participants' everyday observations, while Climate Fresk helped participants understand the wider system of causes and effects behind climate change. Together, these methods moved the conversation from simply providing information towards understanding, discussion and possible local action.

Can you give one concrete example of how participants or stakeholders responded to the project?

During the local activities, we saw how quickly the conversation changed when participants were asked to look at climate change through places and situations they knew personally. Instead of discussing only global trends, people raised very concrete questions about flooding, hotter summers, changing urban spaces and the future of their neighbourhoods. This showed us that climate communication becomes much more engaging when people can connect scientific knowledge with their own observations and experiences.



DIGICLIMACT SUCCESS STORY

What changed during the project as a result of testing and stakeholder feedback?

Testing through a number of project activities and meetings with very different stakeholder groups – including young people, students, climate professionals, municipalities, NGOs, academia and local activists – confirmed that there is no single communication method that works for everyone. We therefore moved towards a more flexible approach combining place-based activities, facilitated discussion, systemic learning and digital tools. An important lesson was that technology should extend participation rather than replace it: digital solutions work best when they are built on real conversations and respond to the questions people actually ask.

What was the value of working across Poland, Lithuania and Sweden?

The cross-border dimension allowed us to test and compare approaches in different social, institutional and local contexts. Co-creation activities in Poland, Lithuania and Sweden involved different combinations of municipalities, NGOs, academia, civil society and young people, showing both the diversity of local needs and the common challenges of climate communication. This helped us identify approaches that can be transferred across the South Baltic region while still being adapted to local circumstances.

What is the most important result of DigiClimAct that can continue after the project?

One of the most important tangible results is the DigiClimAct Digital Handbook, which turns project experience into a practical climate communication journey: discovering climate locally, understanding systems, co-creating solutions and using digital tools to extend engagement. It brings together tested methods such as Jane's Walks, Climate Fresk and stakeholder co-creation with ideas for digital communication, including the DigiClimAct climate chatbot concept. More broadly, its lasting value is the approach behind it: listen first, engage people locally, co-create, then use technology to scale what works.

Who could use DigiClimAct results in the future, and how?

Municipalities, NGOs, schools, universities, educators, community organisations and climate professionals can use the DigiClimAct results to design their own climate engagement processes. Depending on the audience and local challenge, they can use Jane's Walks to explore climate impacts in real places, Climate Fresk to build systemic understanding, co-creation workshops to bring different stakeholders together, and digital tools to make climate knowledge more accessible and extend participation beyond those who can attend physical activities.

In one sentence: what is the main DigiClimAct success story?

DigiClimAct showed that effective climate communication starts with real people and real places – and that participatory methods and digital tools can work together to turn climate knowledge into understanding, dialogue and local action.



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IM STRENGTHENS YOUNG PEOPLE'S ENGAGEMENT IN CLIMATE WORK



17 oktober 2025 Gdansk

Last week, young people and project partners from Sweden, Poland and Lithuania gathered in Gdansk for the next step in the project DigiClimAct – Climate Action goes Digital in South Baltic Cities. The aim of the project is to develop digital tools that strengthen citizens' participation in climate adaptation work in cities around the Baltic Sea.

During two intensive days, on 8–9 October, the participants tested how interactive and so-called immersive technologies can be used to arouse commitment and understanding of climate issues. Immersive technologies are digital environments that give a feeling of being completely surrounded by what you see – for example through VR (virtual reality), AR (augmented reality) or 3D projections.

The focus was on 3D models of the city of Sopot, produced with scans of three central city spaces. The models were displayed in various digital environments – including a so-called CAVE, a room where walls and ceilings form a virtual projection that participants can move around in. Through the technology, they were able to “step into” a digital version of Sopot and see how different parts of the city are affected by climate change.



Educational and inspiring

According to a survey after the workshop, 90 percent of the participants found the activity both inspiring and educational. The CAVE environment gave the strongest sense of presence, while the 3D screen was perceived as the most accessible and comfortable to use. Most saw clear opportunities to use these tools in teaching and in citizen dialogue about urban development.

Swedish participants on site

Three young people from IM participated together with a project manager from Lund. The journey began by train to Karlskrona, continued by ferry to Gdynia, and then to Gdansk where meetings and workshops took place. The first day included lectures, VR demonstrations and workshops together with around 30 young people from Poland.

On the second day, activities were held at the European Solidarity Center in Gdansk – a museum dedicated to the Polish solidarity movement and a meeting place for civil society. There, participants also got to test the chatbot being developed within the project, an AI assistant that will be able to analyze local strategy documents and support dialogue processes in municipalities.

Next steps for DigiClimAct

The DigiClimAct consortium now plans to further develop the platform for use in VR and AR, as well as to test the chatbot in more cities in the Baltic Sea region. The goal is to create a digital tool that facilitates participation and dialogue between residents, decision-makers and the education sector on climate transition. The project is implemented within the South Baltic Interreg program, with partners from Sweden, Poland and Lithuania. IM's role is to contribute with perspectives on citizen engagement and youth participation in climate work.

– It was very inspiring to see how digital tools can make the climate issue more concrete and engaging. This shows that technology can become a tool for participation and change, says one of the Swedish participants.

The digital transition for local climate work has already begun – and in the Baltic Sea region it is happening both inclusively and interactively.

Text: Malin Kihlström

Photo: Private

The picture shows Emilia Möller, Maria Bengtsson, Annika Thelin, Savithri Sellaperumage and Thomas Ericsson in front of the European Solidarity Center in Gdansk.





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CLIMATE COMMITMENT IN FOCUS AT CONFERENCE IN MALMÖ



19 mars 2026 Final Conference Malmö

How can digital innovation help people understand climate change – and become part of the solution? That question was at the center when IM co-organized the international conference DigiClimAct Final Conference in Malmö on March 11.

The conference brought together representatives from civil society, municipalities, educational organizations and climate initiatives to discuss how digital tools can strengthen local climate work and engagement. At the same time, the conference marked the end of the DigiClimAct project – an EU-funded collaboration between organizations in Sweden, Poland and Lithuania.

For IM, the project has been about making the climate issue more accessible and engaging – and strengthening people's opportunities to influence.

– The climate issue can feel abstract to many. Through digital tools, we can make it more concrete and create new ways for people – not least young people – to get involved and be part of influencing, says Thomas Ericsson at IM.



Collaboration for stronger climate engagement

DigiClimAct has brought together organizations, researchers and local actors around the southern Baltic Sea. Through the collaboration, the project has developed methods and tools to increase people's understanding of climate change and create dialogue about solutions.

During the course of the project, the partner organizations have worked on workshops, training courses and pilot projects together with municipalities, schools and civil society organizations. The aim has been to make climate knowledge more accessible and to create more opportunities for people to get involved in climate work in their own communities.

Digital technology has been an important part of the work. Among other things, the project has developed interactive visualizations, digital educational materials and new ways to communicate the climate issue.

New tools for communication and participation

Several of the project's results were presented during the conference. Among other things, a digital handbook for climate communication and a digitalization roadmap for organizations and municipalities that want to use digital tools in climate work were launched.

Participants also saw a demonstration of an AI-based chatbot that can help organizations communicate climate issues and make it easier for people to access information and get involved.

The experience from the project shows that digital tools can make climate knowledge more accessible – but also that real change requires meetings between people and the opportunity for dialogue.

Youth in focus

An important part of DigiClimAct has been to strengthen young people's involvement in climate work. Therefore, in connection with the conference, a special workshop was held where young participants worked together to develop ideas on how they can influence more sustainable climate work. During the workshop, the participants also had to place themselves on a timeline and reflect on what the world could look like in different future scenarios – and how their own lives could be affected. The exercise became a concrete way of connecting the climate issue to their own future.

The workshop was led by climate activist Veronika Österberg and gave participants the opportunity to discuss strategies, share experiences and develop new ideas for future climate work.

By giving young people space to meet and collaborate, the project wants to contribute to more people feeling involved in the climate transition.





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Experiences that live on

Although DigiClimAct is now ending, the work continues. The methods and tools developed in the project can be used by organizations, municipalities and initiatives around the region.

For IM, the project is an example of how civil society can contribute to strengthening both climate engagement and democratic participation.

When more people get knowledge, tools and the opportunity to get involved, more people can also help shape the solutions to the climate crisis.

Facts: DigiClimAct

- EU-funded project within Interreg South Baltic
- Partners from Sweden, Poland and Lithuania
- Focus on digital tools for climate communication and citizen engagement
- Includes workshops, training and digital climate tools

Link to workshop at final conference [video1418843801.mp4 - Google Drive](#)



FROM LOCAL CLIMATE CHALLENGES TO DIGITAL SOLUTIONS: DIGICLIMACT WORKSHOPS IN KLAIPĖDA

Climate challenges in Klaipėda turned into digital ideas for action

How do climate change impacts look in everyday city life — and how could digital tools help communities respond to them? In November, these questions brought together local stakeholders and students in Klaipėda during two separate DigiClimAct activities focused on climate adaptation and community resilience.

The workshops were organised as part of the project DigiClimAct – Climate Action goes Digital in South Baltic Cities, which seeks to develop digital tools that make climate adaptation more understandable, practical and participatory for citizens around the Baltic Sea.

Listening to local experience

The first workshop took place on 11 November 2025 and invited representatives of municipalities, port-related institutions, education, business and local communities to look at climate change through a very local lens. Participants from Klaipėda City Municipality, Klaipėda State Seaport Authority, Klaipėda District Municipality, the Klaipėda Communities Association, Klaipėda Business College and MC Baltics shared examples of how changing weather patterns are already being felt in Western Lithuania.



The discussion moved from everyday inconveniences to serious risks: flooded streets, yards and basements after heavy rainfall, heatwaves that make public spaces harder to use, tropical nights that affect residents' well-being, stronger winds and storms that damage infrastructure, and changes in water levels or water quality that influence recreation and safety. By the end of the workshop, these local stories had formed a clearer picture of the challenges that future digital tools should help address.



Turning challenges into digital solutions

A separate second workshop was held on 25 November 2025, this time bringing the topic into the hands of students. In a hackathon-style format, 39 students from higher education institutions worked in teams to imagine how digital technologies could help communities better understand, prepare for and respond to climate-related risks.

Their ideas showed a wide range of possible responses — from real-time urban monitoring and early warning tools to citizen information platforms, water-quality sensors, heat maps and AI-based risk assessment applications. The student teams demonstrated that climate adaptation does not have to remain an abstract topic: with the right digital tools, risks can become visible, understandable and easier to act on.

A digital pathway through to the South Baltic region

What happened in Klaipėda shows how climate adaptation can become easier to understand when it starts from real places, real people and real experiences. Local examples helped turn climate risks into something concrete, while the students' ideas showed how digital thinking can open new ways to visualise problems, discuss possible responses and involve communities more actively. It was an inspiring experience not only because different generations and sectors met around the same topic, but because it showed how climate action can become more engaging when people are invited to explore it together. For DigiClimAct, this is an important signal for the next stages of the project: similar approaches can help other South Baltic cities bring climate challenges closer to citizens and turn local knowledge into a more interactive basis for future action.

