

The Climate Scale



The Concept: Making Abstract Knowledge Tangible

The Climate Scale is a hands-on haptic tool that makes the climate impact of everyday actions physically experienceable. Instead of dry statistics, it focuses on **self-efficacy and guidance**.



How it Works:

A classic balance scale compares the greenhouse gas savings potential of everyday actions.

- **49 canisters** represent daily actions in the areas of nutrition, heating & housing, electricity, mobility, conscious consumption, and the "handprint"—ranging from low-flow showerheads to streaming and donations.
- **The heavier the canister**, the greater the CO₂ savings per person per year. This allows users to **discover for themselves** which daily decisions truly "carry weight". The **"Aha!" moment** sticks in the mind and provides orientation.

Application Possibilities

Thanks to its playful approach, the Climate Scale is flexible and can be used without prior knowledge:

- **Municipalities & NGOs:** Ideal as an eye-catcher for information booths, citizen dialogues, or neighborhood projects.
- **Schools & Education:** Accompanying teaching materials available according to ESD (Education for Sustainable Development) guidelines.
- **Workshops & Seminars:** Perfect as a discussion prompt or break activity.

Formats at a Glance



The "Real" Climate Scale

- Great eye-catcher & haptic experience.
- Ideal for trade fairs, foyers, and events.
- Borrow for free at nearly 30 rental locations nationwide or build it yourself (approx. 2 hours of work + €70 in materials).



The Climate Scale Card Game

- Compact version: same concept but using color codes instead of physical weight.
- Ideal for group work and (extra-)curricular education.
- Can be ordered for free online via the Federal Environment Agency (Umweltbundesamt) or printed out.

Transparent scientific basis "translated" into experienceable knowledge

The Climate Scale offers a transparent, scientifically sound database and "translates" it into an easily understandable and experienceable educational tool. Methodologically, it focuses on motivation, self-efficacy, and diversity. All calculations and interpretation aids are available online.

Extensive accompanying materials

- **Action materials:** DIY instructions, practical tips, communication aids, etc.
- **Design materials & print templates:** ready-to-print posters and roll-ups, as well as infographics & sharepics (also available as open files for individual customization)

Kontakt: mail@nachhaltigerkonsum.info
Weitere Informationen: www.klimawaage.de

