

# Project dossier «Climate Ball – Game with the Future»

## Interactive installation for a climate-neutral and sustainable society – Tour Ticino 2024

The Climate Ball is a mobile, outdoors installation that interactively raises awareness about the climate crisis and solutions while collecting opinions from visitors. In the summer of 2024, the Climate Ball will tour Ticino. The three-meter sphere has already been touring in Switzerland since June 2022 and has visited 17 locations in German-speaking Switzerland and three locations in French-speaking Switzerland. The Climate Ball is publicly accessible free of charge and accompanied by events. For more information, visit [www.klimaball.ch/klimaball-english](http://www.klimaball.ch/klimaball-english).



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# 1. Project Summary

## 1.1. Background

Currently, we are heading towards a global temperature warming of 4°C or more. This would – and already has – had catastrophic consequences locally and globally. Faced with the climate crisis, many people feel hopeless. Individual efforts often fail due to societal constraints. That's why we need to take action not just on an individual level, but also as a society as a whole.

The Climate Action Plan (CAP) ([www.climatestrike.ch/en/posts/cap-table-of-policies](http://www.climatestrike.ch/en/posts/cap-table-of-policies)) of the Swiss Climate Movement proposes 138 measures on the societal level that we can only achieve together.

## 1.2. Concept

We developed the Climate Ball as an installation that focuses on societal solutions to climate change rather than focusing on blaming individuals. It instills hope and fosters engagement in the general public. The goal is to collectively find solutions for a sustainable and resource-light society and create a unified vision for our society of tomorrow. To achieve this, the installation visits as many different public spaces as possible to engage in a dialogue with people.

The following illustration shows the components of the Climate Ball. In addition to the physical installation, a participative event takes place at each location, focusing on direct exchange between people.



## 1.3. Goals

Impact goals:

- Raising awareness about climate change and motivating public engagement
- Providing knowledge about current conditions
- At the societal level, suggesting different options for action
- Inspiring constructive citizen initiatives for a sustainable society

- Strengthening a positive sense of community for societal solutions in the climate crisis and promoting exchange among participants during events

Objectives for the implementation in 2024:

- Involving the third language region in Switzerland and facilitating a cross-linguistic dialogue
- Collecting opinions and ideas from passersby to present a current mood and sentiment

#### 1.4. Target Audience

The target audience are pedestrians in public spaces. Since the Climate Ball uses simple language to explain complex problems, the installation has a wide reach from secondary school children to the general public young and old.

## 2. Implementation 2024

The implementation in 2024 builds on the experiences and learnings from the development in 2021, the tour in 2022, and 2023. The comprehensive evaluation can be found in the 2022 final report (German only) in the appendix.

### 2.1. Tour Preparation and Adaptations

Preparation for the tour will begin once the funding has been secured, but no later than March 2024. Preliminary inquiries are conducted beforehand. The Climate Ball will be set up at three locations in Ticino, likely in Lugano, Locarno, and Bellinzona. The experiences from the previous 20 locations are taken into account: the locations are situated in pedestrian zones where people have time to stroll and are willing to engage. Ideally, there are nearby dining options, shade, and seating. Additional attention is given to the usual occupants of the location, ensuring diversity (young and old, mixed socio-economic backgrounds).

For the translation into Italian the following elements need to be translated:

- Text panels inside the Climate Ball
- Audi recordings for the «Greetings from the Future»
- In-depth background information on the website (available through QR-Codes on the Climate Ball)

The text for the AR-features, the titles and image captions have already been translated by volunteers.

For each location, a partnership with a local organization is formed. These organizations host the project locally, assist with media and public relations, and conduct at least one public event.

### 2.2. Tour

A tour is planned for at least three locations in Ticino from mid-April 2024 to no later than the end of November 2024. The Climate Ball will be present at each location for at least 3 days, but preferably for two weeks. In addition to the locations in Ticino, other locations in the German-speaking region are planned but are independently financed.

### 2.3. Supporting Programme

The supporting program is developed in collaboration with the local partners. Based on previous experiences, events use formats that are already familiar, ranging from guided tours, input sessions, Q&A, expert panels, role-playing, improv theater, to workshops. It is crucial that the supporting event takes place near or even within sight of the Climate Ball. The focus is also on small events that facilitate intensive exchange with participants and a low-threshold, playful approach to the topic.

### 2.4. Media Work

The Climate Ball is in the public space and generates public attention. A media kit, digital flyers, and Instagram posts ([www.instagram.com/klimaball/](https://www.instagram.com/klimaball/)) are created for local media and the public,

disseminated through the project's network and partners. Additionally, the existing project website ([www.klimaball.ch](http://www.klimaball.ch)) is maintained.

## 2.5. Evaluation

For evaluation, we use usage statistics from the digital platform and conduct informal evaluation conversations with visitors during events. Both serve as the basis for further development of the project in 2025.

# 3. Organisation

## 3.1. Project Team

The team for the 2024 tour consists of the following people:

- Project Management: Sonja Koch, scenographer
- Feedback Group: Markus Leupp, Rafael Freuler, Valentina De Marchi, Antonia Ulmann, Selina Lauener, Julia Sommerfeld
- Coordination with Partners: Markus Leupp, Sonja Koch
- Setup and Logistics: Raphael Fuchs, Markus Leupp, Sonja Koch
- Translations: Valentina De Marchi
- Proofreading: Prof. Antonella De Marchi-Pilotto
- Printing: Logo Reklamen AG

Additional members of the Climate Ball group are involved as needed: [www.klimaball.ch/dank](http://www.klimaball.ch/dank)

## 3.2. Partners and Network

The following partnerships are currently being established for the Ticino tour:

- Greenpeace, various local groups: Partner for locations
- One Planet Lab: Communication partner
- Beatrice Trussardi Foundation

# 4. Contact

The project is run by the non-profit association Permeable – Association for Interventions on Societal Issues in Public Spaces.

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# 5. Appendix

## 5.1. Contents

All contents are accessible on the website (German and French): <https://klimaball.ch/contents/>

## 5.2. Photo Documentation

<https://klimaball.ch/impressions/>

## 5.3. Project report 2022 (German)

<https://klimaball.ch/wp-content/uploads/2023/02/230118-Schlussbericht-KB-Webseite.pdf>.