



# Climate Swipe App: Engaging citizens for Kozani 2030 climate objectives



**Domain:**  
Climate action &  
Environment



**Place:**  
Kozani,  
Greece



**Duration:**  
Long-term presence of  
the app on Kozani's  
website



**Target audience:**  
Citizens

## Mission

The Declaration of Climate Neutrality of Kozani "Kozani 2030 - A Green and Smart City" aims at developing immediate and decisive climate action by "engaging citizens who are not only political actors in a governance structure, but also users, producers, consumers and owners". To do so, CluBE has been inspired by the "Climate Swipe" app, that aims to engage citizens in exploring and adopting sustainable lifestyle choices while enabling the municipality to understand their needs, preferences, and obstacles, ensuring tailored support for their transition—all through a simple, interactive app.

## Engagement activities

CluBE's researchers developed the Kozani's Climate Swipe App, integrated directly on the website of "Kozani 2030" where participants are invited to express their opinions, concerns and suggestions for the future of the city.

## Artistic activities

The core artistic activities of the Climate Swipe app were the photos that illustrated each of the questions.

## IMPACT

Citizens participation to  
local challenges

Artistic approach visualising  
Kozani's transition

## WHAT HAPPENED?

This interaction was developed through close collaboration between CluBE, which led the technical development and conceptual framing, and the Municipality of Kozani, the researchers at Kozani 2030 initiative, and the Region of Western Macedonia, responsible for digital transition.

Researchers identified key strategic questions related to Kozani's transition to climate neutrality, while a team of photographers was tasked to translate these challenges into visual form. This ensured that the resulting content was both scientifically grounded and artistically engaging.

A major strength of the project lay in transforming complex topics such as mobility, energy, waste management, and nature into accessible, user-friendly questions accompanied by striking visual prompts.

The prototype app was first introduced to the public at the Thessaloniki International Fair (HELEXPO), on the stand of the Region of Western Macedonia. Building on this debut, regular presentations are now planned throughout next year to encourage broad citizen participation and strengthen public awareness of Kozani's climate transition.

## PARTICIPANTS ENGAGEMENT

The early exchanges between the researchers at Kozani2030, CluBE and the group of young photographers focused on aligning scientific priorities for the municipality with artistic interpretation.

Representatives from Kozani2030 defined the core questions reflecting Kozani's path toward climate neutrality, ensuring that these questions addressed both future developments and citizens' current needs.

The young photographers then set out across the city to capture images that expressed these themes (mobility, energy, waste management, and nature) through their own creative perspectives. After reviewing the initial material, an app developer noted the need for higher-quality visuals to match the professional design standards of the app. A professional photographer was subsequently engaged to take additional photos, in continued dialogue with the Kozani2030 team.

Once the app integrated both the visual material and the thematic questions, it was presented to the Municipality of Kozani, followed by a public pitch at the Thessaloniki International Fair. More than 100 visitors explored the prototype during the event, with around 20 engaging in in-depth conversations about Kozani's sustainable future. The next phase foresees ongoing presentations by CluBE and the local institutions to sustain public engagement.

## Artistic activities

The artistic value of this interaction lies in the collaboration between young local photographers and a professional artist, guided by the researchers of the Kozani2030 initiative. Together, they transformed abstract sustainability topics (mobility, energy, waste management, and nature) into a series of powerful visual narratives.

Each question in the app is paired with a carefully selected photograph taken around Kozani, creating a dialogue between image and text. The user experience begins with a striking full-screen photo and a question inviting reflection. With a simple swipe, participants move between images, choosing guided answers to express their opinions.

The color palette of the app draws on the visual identity of the InteractionSeeds project. It makes the interface both playful and visually distinctive, encouraging intuitive participation. The navigation arrows and smooth transitions further contribute to a fluid, engaging rhythm, making reflection on climate transition feel effortless rather than academic.

The photographic process itself became a creative exploration of Kozani's identity in transition. The young photographers roamed the city and its surrounding landscapes to capture the best shots to illustrate each question. Their early submissions revealed genuine enthusiasm and curiosity, though not all images initially met the technical needs of the app. To refine the visual narrative, a professional photographer was invited to mentor the youth group, providing feedback and capturing additional high-quality images.

This collaboration became a learning journey, blending fresh, local perspectives with professional expertise. The professional ensured consistency in lighting, framing, and quality, while preserving the authenticity and spontaneity of the youth's work.

Meanwhile, the app developer acted as a creative partner rather than a purely technical one. The design of the interface required thoughtful experimentation with layout, font, and flow to ensure that the photographs remained central to the experience. The developer also helped balance functionality and aesthetics, ensuring that the artistic dimension wasn't overshadowed by usability.

[Try the app!](#)  
(In Greek)



## Impact of the interaction

The app, available on the Kozani2030's website, opens a new channel of dialogue between the municipality and citizens. Through a simple swipe-based interface, users can reflect on issues such as energy, mobility, waste, and nature—transforming abstract policy goals into personal reflections and everyday choices.

The photographs, captured by local youth, added an emotional and visual depth to these topics, allowing residents to see their own city through the lens of climate neutrality. Art here served as a bridge between science, policy, and lived experience, making complex sustainability goals tangible and relatable.

For the young photographers, this was more than a technical assignment, it was a creative contribution to Kozani's vision for a sustainable future. Their participation fostered a sense of ownership and demonstrated how intergenerational collaboration can enrich innovation ecosystems.

The app itself became a shared product of this diverse partnership, showing how artistic input can enhance scientific and policy-oriented work. Its presentation at the Thessaloniki International Fair gave the project visibility beyond Kozani, positioning the region as a pioneer in art-science engagement for climate action.

The dissemination of the app will continue in 2026, through several events and presentation organised both by CluBE and the municipality of Kozani.

Although introduced as a prototype, the app now exists as a scalable, living tool that can be reused and adapted (for schools, public consultations, or awareness campaigns) ensuring lasting impact beyond the initial event.

For successful replication, CluBE emphasises the importance of focusing on the following key aspects:

- Engage local artists early. Involving young photographers gave authenticity and a strong local identity to the project. Their photos served not just as decoration, but as visual entry points for public dialogue. Future replications should adapt the artistic medium to the local context, but maintain this principle of creative co-ownership.
- Balance creativity and quality. While youth involvement brought energy and authenticity, the addition of a professional photographer ensured visual consistency and polish.
- Involve municipalities from the start. Early institutional engagement ensures that artistic experiments translate into policy-relevant tools.
- Use simple, playful interfaces. The swipe format proved highly effective, intuitive, interactive, and inviting. Tools for public engagement should prioritise accessibility over complexity.
- Plan for continuity. An app alone does not create impact; it requires ongoing activation through presentations, school use, and city events. Future replications should plan from the outset how to integrate the tool into local education, engagement, and sustainability strategies.



## Resources

For this initiative, CluBE covered the main costs:

- Application development: 120€
- Professional photographer (mentoring and final production): 500€



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