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Low Emission Lifestyles in Megacities: Communication and Participation Strategies in Hyderabad

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The paper presents the first results of the research project "Low Emission Lifestyles – Communication and Participation Strategies for Hyderabad". This project addresses the challenges of a society-wide transition towards sustainability in the context of so-called "Megacities" by taking into account their complex social and economic characteristics. The project is part of an Indo-German research project "Climate and Energy in a Complex Transition Process towards Sustainable Hyderabad". The aims of the project are to develop adaptation strategies ("manage the unavoidable") and mitigation strategies ("avoid the unmanageable") by changing institutions, governance structures, lifestyles and consumption patterns. The geographic focus of the project is the Indian city of Hyderabad, capital of Andhra Pradesh, a southern state of India. The objective of the research project is to integrate methods of public awareness raising, participation and communication in the local context, for example web-based and direct interactive forms of dialogue (online dialogue, citizens' panels) as well as participatory methods like citizens' exhibitions, citizens' juries and citizens' forums. One of them, the citizens' exhibition, is presented in detail in this paper.

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Low Emission Lifestyles in Megacities
Communication and Participation Strategies in Hyderabad

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The risks of climate change, driven mainly by the consumption of fossil fuels, require a fundamental shift in energy consumption patterns and the emergence of a low-emission society implying massive changes in many domains, e.g. mobility and energy consumption. Megacities, which are a recent phenomenon resulting from the dynamic growth of cities especially in the South during the last decades, are a focus area of calling for lifestyle changes since they frequently give rise to massive sustainability problems caused by the conglomeration of people, resources, goods and capital. Their economic, social and ecological effects gain global momentum, because these cities absorb resources from all over the world and act as hubs for global economic and social networks. The rapid (and often uncontrolled) growth of the megacities in developing countries and the rising demand for water, food and energy associated with it leads to environmental side effects, including an increase in greenhouse gas emissions (Korff/Rothfuß 2009). Therefore, the rapid growth of Megacities necessitates environmental planning, which includes strategies to reduce CO_2 emissions.

Recent climate phenomena have shown that the region surrounding Hyderabad is vulnerable to climate change. Severe floods in 2002, strong heat waves in 2003 and altogether three drought years between 2000 and 2007 in Hyderabad and its surrounding region have caused serious damage to human life, property and economic advancement. These effects fully correspond to predicted levels of vulnerability to climate change in the region (IPCC 2007). Therefore, the assessment of the role of climate change in the everyday life of people in Hyderabad has become a central issue.

The research project "Low Emission Lifestyles – Communication and Participation Strategies for Hyderabad" addresses the challenges of a society-wide transition towards sustainability in the context of so-called "Megacities" by taking into account their complex social and economic characteristics. The project is part of an Indo-German research project "Climate and Energy in a Complex Transition Process towards Sustainable Hyderabad". The aims of the project are to develop adaptation strategies ("manage the unavoidable") and mitigation strategies ("avoid the unmanageable") by changing institutions, governance structures, lifestyles and consumption patterns. The geographic focus of the project is the Indian city of Hyderabad, capital of Andhra Pradesh, a southern state of India. Hyderabad is rated as the fourth fastest growing city in the world with an estimated population of about seven million people today and an estimated population of 13 million in 2021 (Pawan Kumar et al. 2009).

Hyderabad is the hub for Information Technology and this brought many changes in lifestyle and culture. With the investor-friendly atmosphere, it has become an attractive choice for investment. The city government has opened up Hyderabad to private enterprise. In the last few years the city has emerged as an important centre for software professionals. A lot of people, however, do not benefit from this industrial revolution. Only a particular segment of the society is receiving the fruits of Multi-National Companies. For those who live in slums with a meagre income, life has remained almost the same in spite of the recent development.

There are three major categories of problems by which the megacity is plagued today: social, economic, and ecological. Although distinct and separate on the surface, these issues are intertwined and require very broad responses. For example, the fact that megacities often lack adequate transportation infrastructure is a social, ecological and economic issue. Therefore it is important to consider the difficulties associated with megacities from a multifaceted and interdisciplinary perspective – requiring the expansion of contemporary educational and disciplinary boundaries, melding sociology, engineering, environmental studies, economics (among others) into a style of planning needed to tackle the problems associated with megacities (Hanisch 2008).

The economic and cultural diversity of Hyderabad is a challenge when it comes to planning and implementing development policies. Wide economic, religious and sectarian differences can be hindrances towards achieving sustainable development, which inevitably calls for social cohesiveness and collective action of all sections of society. Therefore the capacity and willingness of individual and collective actors to support or even participate in institutional innovation, policy reform, modernisation of administrative structures and organisation of self-

help arrangements will be the focus of the research project. Not only the size and composition, but also the evaluation of the social and environmental effects of the emerging middle classes in India has to be considered.

The most notable trend in the changing lifestyle of India's population is the growth of its middle classes, in spite of a persistent and apparent underclass (including the large population of genuinely poor people). The middle class is defined as households with a monthly income of about € 300 – 1,400 (Fernandes 2006; Jaffrelot and van der Veer 2008; James 2000). While in 2005 approximately 5% of all Indian households could be classified as middle class, in 2015 that number is predicted to rise to 20% and in 2025 to 40% (MGI 2007).

On the one hand, a growing middle class is assumed to have different positive implications for the Indian society, such as growing entrepreneurship, savings and investment, and demand for goods and services. A growing demand for political participation is usually attributed to the middle classes, leading to improved checks and balances and, eventually, an increased probability of improved policy outcomes. Indirectly, a growing and prospering middle class can increase the economic and political power of the whole nation (Bhalla 2007). In India, many NGOs have been founded during the last decades which are mainly led by middle class leaders. However, when it comes to voting, the participation of the middle classes is rather low in comparison to other classes (Harriss 2005).

On the other hand, the growth of the middle classes leads to an increasing demand for energy, goods and services, transportation capacity and services and food – primarily through changes in consumption practices and lifestyles. It is expected that consumer spending will rise by 400% until 2025 (Mawdsley 2004). The increased demand leads to increased resource consumption (water, energy, space, food) and thus greenhouse gas emissions. Driven by population growth as well as consumption and lifestyle changes, per capita greenhouse gas emissions are constantly increasing in Hyderabad.

Improving the efficiency of technical measures is certainly part of a solution to reduce CO_2-emissions, especially as Andhra Pradesh's energy system already suffers from high inefficiencies and many system failures. However, technical improvements in the efficiency of individual devices or services, which may be achieved to meet the growing demand, run the risk of being overshadowed by the expansion of consumption that will be generated by changes in lifestyle. Therefore raising the awareness for low-emission lifestyles and behaviour through participation and communication strategies is essential to cope with the implications of climate change.

The question posed by the research project is why Hyderabad, though having developed an expanding sector of knowledge, does not foster public interest in environmental protection and prevention of resource degradation, or does so insufficiently. Based on our experience of work so far in Hyderabad, we interpret the relatively low degree of problem awareness on climate change not mainly as a function of lacking public understanding of science, but rather of issue framing, i.e. a question of linking climate change to problems of livelihood and social

equity. Interestingly, many studies also show that if climate change is framed exclusively as an isolated scientific matter, very few people will be interested, especially if facing pressing everyday needs (Weber 2006). On the other hand, many other studies show that climate change, if framed as a matter of affecting people's livelihoods in concrete ways, is in fact by no means a luxury concern of affluent and well educated middle-class members of developed countries (WWF-India 2006).

The growing complexity of climate issues is a challenge for individuals not only in terms of understanding the problem, but also in terms of translating the information into local action. The objective of our research is to integrate methods of public awareness raising, participation and communication in the local context. Participatory approaches are essential in order to include sources of knowledge about sustainability and making that knowledge accessible to all groups concerned. Accordingly, the research and communications strategies of this project focus on the following questions: what is happening with environmental awareness concerning global issues such as climate change? How does the public in Hyderabad perceive global warming? Do people feel responsible and willing to act? The purpose of our research is 1) to identify the relevant actors, 2) to implement participative processes in selected areas, 4) to accompany policy learning processes within the fields of environmental awareness and low emission lifestyles, and 5) to evaluate the communication and participation processes.

Any approach to altering people's lifestyles in accordance with climate change has to address the question of whether climate change matters to people. Otherwise, any attempt to communicate about the issue and to change governance structures (e.g. via participatory approaches) is doomed to fail. If climate change is framed as a scientific matter exclusively (e.g. by referring to the anthropogenic greenhouse effect), very few people will be interested, especially if facing pressing everyday needs. Climate change and changing requirements regarding low emissions make new forms and ways of communication and participation processes necessary (Walk 2008).

The application of communication and participation methods and the implementation of tools have to be designed as learning processes. According to Obser (2003), people have to be architects and engineers of concepts (concerning their environs) to achieve sustainable development. This is reflected in systematic participation, which means to integrate these ideas within the planning processes and the implementation of projects at all scales. Through different elements and levels of communication and participation, different effects can be achieved: Transparency of information and public awareness can be improved through different forms of presentation, e.g. visual elements like the documentary films or the homepage. Sustainable learning can be achieved through activating participation methods like Spatial Partnerships and Citizens' Exhibitions (see below).

Participation and public awareness raising in India

Much of the debate surrounding climate change concerns education, training and public awareness. Several major policy documents on climate change refer to 'participation', 'stakeholder engagement' and 'bottom-up' processes. For example, Article 6 of the 1992 United Nations Framework Convention on Climate Change calls for Governments to promote 'public participation in addressing climate change and its effects and developing adequate responses' (UNFCCC, 1992, p17). There is another example in the Third Assessment Report of the IPCC: the guidelines emphasize stakeholder engagement at all levels, including 'grassroots stakeholder participation' (Wilbanks, 2003: 150). Yet despite a lot of references to participation, there are no guidelines about how much participation is needed? What should participation be about? Should it be about knowledge or methods or scientific uncertainties? And what form should be chosen?

Participation and how to organise it is highly dependent on the context. Participation occurs in many different contexts: for example in social movements, in organisations or in politcal decision-making. There are various aims and reasons for stakeholder participation. They can be divided into four main categories: quality aims, instrumental aims, democratic aims and emancipation aims:

- **Quality aims** are concerned with improving the product itself (for example knowledge that is not available).
- In the case of **instrumental aims,** participation is about gaining support for a product, for example the wider distribution of the content of a report or a technology.
- **Democratic aims** are concerned with participation for its own sake. The consideration here is that stakeholders are entitled to participate in certain processes, to be informed and to make contributions.
- **Emancipation aims** assume that society benefits from participation. Society is improved in some way: Change processes and mutual learning processes are stimulated. Emancipation aims overlap with democratic aims on this point.

It is very important to think about these aims before a participatory process is started. Knowledge and mutual learning processes are the key to participation in our project on low-emission lifestyles in Hyderabad. Once the aims and reasons for participation are clear, the next question is what aspects of knowledge production should be taken into consideration? Low emission lifestyles encompass numerous problems of contradictory nature. Consequently, there are heavily conflicting interests and positions, not only in politics, but also between individual interests.

In summer 2008, India released its national action plan on climate change[1]. The national action plan on climate change identifies measures that will promote India's development objectives while also yielding co-benefits for addressing climate change effectively. It outlines a number of steps to simultaneously advance India's development and climate change-related objectives of adaptation and mitigation.

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[1] The plan does not spell out greenhouse gas emission targets.

The National Action Plan encompasses a broad and extensive range of measures, and focuses on eight missions:

1. Solar Energy
2. Enhanced Energy Efficiency
3. Sustainable Habitat
4. Conserving Water
5. Sustaining the Himalayan Ecosystem
6. A "Green India"
7. Sustainable agriculture
8. Strategic Knowledge Platform for Climate Change

All eight missions should integrate activities towards education, training and public awareness. Civil society groups and environmentalists in India have expressed their disappointment over the lack of transparency in the preparation of the National Action Plan. Any policy document that intends to govern the manner in which India addresses this issue should be given more space and time for public debate – a public debate on global warming: how will global warming cause the sea level to rise, glaciers to melt, coastlines to be destroyed, the ecosystems to be damaged and what can we do about it? There are examples indicating that this public debate is already happening: in August 2008 the nation's first Youth Summit on Climate Change was organized in Hyderabad by the Indian Youth Climate Network. Young people from all over India showed that they have a strong vested interest in helping to bring climate change under control because they will otherwise have to live with its increasingly severe consequences over the coming decades. The second Hyderabad Youth Summit on Climate Change was held in June 2009.

That is only one example of public awareness and participatory processes falling on fertile ground and there are many more examples. Following the discussions of Indian sociologists (Rajini Kothari, André Béteille, Dipankar Gupta, Partha Chatterjiee, and others), it seems to be necessary to extend the concept of civil society for India in a way that allows integrating caste councils and caste associations as these institutions represent an area of civic engagement and participatory decision-making and form a forum for solidarity and a civic culture of discussion and debate (Randeira et al. 2004).

Looking at participation in India always means taking a stand regarding a principal methodology in the fields of societal and cultural research. Based on empirical studies, Shalini Randeria describes a "[…] cosmopolitan approach towards civil society […]" (Randeira et al. 2004), which distances itself from eurocentrism and seeks an Indian modernism and a specifically Indian definition of civil society. She explains that civil society changes its borders according to the respective political and social theory. "Instead of regarding Civil Society as a unique European achievement and using this as a measure for the difference between Europe and non-European societies or for their underdevelopment, it would be more

appropriate to understand the field of Civil Society and the relevant modes of action as being subject to continuous change – inside as well as outside Europe."

The great challenge of tackling the eight missions of the national climate action plan can be met with an emphasis on empowering local communities. This means that participatory processes should be planned in line with societal and cultural structures in India. In conclusion, the objective of our research project is to integrate methods of participation and communication in the local Indian context. The first step is to analyze the relevant actors and to identify the different interests, tasks and responsibilities of the concerned groups. Based on this, we will evaluate the capacities of various organizations (both civil society groups as well as governmental organizations). How they influence the decision making and general management of energy security and Hyderabad's climate change policy.

Participation and Communication Processes in Hyderabad

Participative und communicative approaches are essential to create and increase awareness for the consequences of climate change and mitigation- and adaptation-strategies among affected stakeholders. It is likewise essential, to integrate the local knowledge and the needs of the affected groups in developing these strategies and to activate the stakeholders to take self-initiative. The discussion on the reasons and consequences of climate change is taking place at different levels today, but is only marginally reaching the population. To ensure a sustainable growth process for the megacity Hyderabad there is a need for close co-operation between stakeholders of civil society, economy and science in developing political strategies and for raising awareness on the set of problems connected with climate change and for individual action in changing consumption patterns. Climate change and the changing circumstances concerning reduced emissions demand new forms and ways of communication and participation. These consist in an intensive discussion on the reasons and consequences of climate change, which is not only oriented on possibilities to solve them politically, but also includes possibilities of self-action in daily routines.

Within the project "Low Emission Lifestyles – Communication and Participation Strategies for Hyderabad" new methods and tools of communication, co-operation and participation for developing mitigation and adaptation strategies in Hyderabad are being formulated and implemented, for example web-based and direct interactive forms of dialogue (online dialogue, citizens' panels) as well as participatory methods like citizens' exhibitions, citizens' juries and citizens' forums.

Citizens' Exhibition – a new form of public participation for urban planning

The Citizens' Exhibition represents a new method of public participation, presenting the local people's views and attitudes in the form of excerpts from interviews together with photographs of the people and their urban quarter in a public exhibition, and thus linking

participative elements with aesthetic components, affording a visual impression and experience of various persons, players and group representatives and their personal perspectives, attitudes and desires. The objective of the Citizens' Exhibition is to present the attitudes, goals and motivation of stakeholders – such as the residents in a neighbourhood, the municipal administration, private investors – and thus to spur public dialogue and promote understanding concerning the selected issue. In addition, plans and activities can be made transparent.

The joint exhibition can contribute to a stronger identification of the participants with their group, with the goals of their activities, and with their neighbourhood, while at the same time increasing the understanding for the viewpoints of other interest groups. The major strength of the approach is the aesthetic and emotional power of pictures in combination with the relevant quotations (Dienel/ Schophaus 2002). The points of view in the public can be examined in a direct way, and statements can be linked to specific individuals and places.

In Hyderabad a Citizens Exhibition regarding the issue of traffic and transportation was organized in co-operation with the "Tarnaka Residents Welfare Association", a very active neighbourhood initiative in Tarnaka, a locality of Hyderabad city.[2] The topic for the Citizens Exhibition was chosen in cooperation with the Tarnaka Residents' Welfare association. During several group discussions and round tables the problems associated to the traffic situation and transport system in Hyderabad recurred many times as a problem that affects almost every citizen in different ways.

The vehicular traffic is one major factor which greatly influences the greenhouse gas emissions in Hyderabad. In 2008, there were a total of 2.4 Million vehicles in Hyderabad. Due to a constant rise in the number of vehicles at an estimated rate of 0.2 Millions per annum, the total vehicle population is projected to reach 7.4 Millions by 2025. Therefore, a main focus within the project is to develop a sustainable, energy efficient transportation management scheme by integrating citizens' views and needs into the planning process at the local level. Sustainable transportation planning aims at providing a safe, climate friendly, cost-effective and equitable transportation system. As Hyderabad is a rapidly emerging Megacity with already approximately seven million inhabitants, many complex traffic and transportation problems exist in the metropolitan area and different mass transportation systems are being

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[2] Residents' welfare associations are associations of residents of one or more houses or apartment buildings which are mainly concerned with issues of public services and maintenance and security of the buildings. However, they normally do not attempt to address any greater community or citywide issues. Therefore, the Tarnaka Residents' Welfare Association (TRWA) forms an exemption, beleiving that citizens participation is a part of decision making in the community and that citizens should play an active role in the maintaining of their communities. Being actually a federation of local Residents' Welfare Associations, the TRWA represents the residents of over 200 apartment buildings in the area today. The TRWA holds informal annual Ward Sabhas (ward meetings) – comparable to the Gram Sabhas (village meetings) common in rural areas in India – which are organised with officials and community members to discuss pressing problems of the community and to develop a micro-plan for the area. Other successful activities of the TRWA are, amongst others, the saving of a green space in Tarnaka from encroachment and turning it into a public park, getting funds and land from the city administration to build a public library, improving the community's water drainage, forming a community pact between consumers and local shop keepers to raise quality and fairness of local business practices and filing Public Interest Litigation suits, for example to save a local lake from encroachment. Other activities include awareness raising campaigns, for instance, for the Right to Information Act.

discussed. Currently, the construction of a Metro Rail system for Hyderabad is discussed very controversially among experts, politicians and civil society. In the spring of 2009, due to financial constraints, the project has temporarily been put to a halt. But as studies show, there is basically no knowledge about the demand side of the traffic system; citizens haven't been asked which kind of transport they prefer. Does the traffic and transportation system meet the needs of Hyderabad's citizens? How can it be organized in way that it is safer, more secure, more citizen-friendly and more energy efficient at the same time? In order to answer these questions and to bring the topic of traffic and transportation to the fore, a Citizens' Exhibition "Ready to Move…?!" was organized by the project. The aim of the Citizens' Exhibition is to foster the dialogue on the topic of energy-efficient transportation and traffic, to integrate the knowledge of citizens into planning processes, to analyse the citizens' awareness on problems in the transport sector and to develop innovative solutions that are supported by the local stakeholders.

The method of the Citizens Exhibition is comprised of the following stages. At first, it is necessary to select an appropriate topic that should ideally be a matter that every citizen can refer to. If possible the topic should be selected in cooperation with representatives from the involved interest groups (Boehm/Legewie/Dienel 2008). In the case of the Tarnaka Citizens Exhibition the topic was selected in cooperation with the Tarnaka Residents Welfare Association.

In a second step, the interview partners are identified. It is important to clarify whether a group wants to present themselves and the topic they are concerned about, or whether the focus should be placed on cooperation and conflicts between various stakeholders, all of which should then be interviewed (e.g. local residents, administration, businesses). It is advisable to select interview partners with differing profiles (on the principle of contrasts), in order to provide the broadest possible range of views about a problem. This also means that numerically underrepresented perspectives will find a voice in the discussion. In a third step the semi-structured, qualitative interviews are conducted. For the Citizens Exhibition "Ready to Move…?!" we did not identify specific interview partners beforehand, but interviewed inhabitants of Tarnaka, or those who regularly come to Tarnaka, either on the street or at their home or bureau spontaneously, as traffic and transportation is a topic that every citizen can refer to[3]. We looked for a broad range of views and thus interviewed citizens varying in sex, age, background and occupation (school children, elderly, businessmen, rikshaw drivers, street food vendors, housewifes and representatives of the local administration) in Tarnaka to find out which problems different citizens face in transportation and traffic every day and what kind of solutions they suggest for a sustainable traffic and transportation. The interviews are recorded and transcribed literally. The qualitative interviews are designed in such a way that the interviewees are able to talk extensively about their personal view and perspective of the topic. During or after the interview a picture of the interviewees is taken for the poster of the exhibition, provided they do not object. Further pictures were taken of different situations in traffic that the interviewees talked about to visualize their views. Another option would be to ask the interviewees to take these pictures themselves.

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[3] In the Indian context the spontaneous interviewing did not pose a problem to most people.

In the next step the images and excerpts of the interviews are prepared for a public exhibition. This exhibition can be prepared on a very low budget, but the exhibits should always combine images and texts so that the inner views can be presented in more detail. The texts should be short, characteristic excerpts from the interviews.

The interviews with Tarnaka residents showed that all of the interviewees were very aware of and to a more or lesser extent affected by the different problems associated with the traffic and transportation situation in Hyderabad. The lack of safety for pedestrians due to pedestrian crossings and traffic lights that are either missing or not followed as well as missing or obstructed footpaths was seen as a severe problem leading to a high number of traffic accidents involving especially pedestrians and motorcycles. In Hyderabad, the footpaths – if existing at all– are mostly obstructed by parking cars and motorcycles, by street vendors or by encroachment through businesses or home owners, which forces pedestrians to use the streets as walkways. Further issues are the inadequate public transport facilities, heavily overcrowded busses, the lack of a functioning public transport system and the exceedingly long commuting hours during peak hours.

Some of the solutions suggested to improve the traffic situation were: children should already be taught in school about traffic behaviour, the existing Multi-Modal-Transport-System (MMTS) should be strengthened and the timings of schools, offices and shops should be differentiated. Furthermore the food vendors should be provided designated vending spaces.
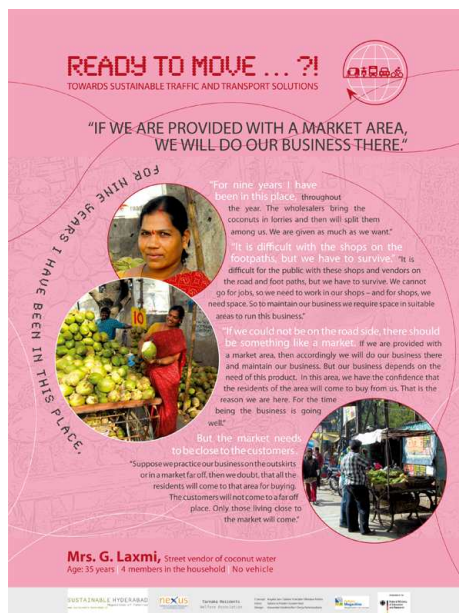
Poster of the Citizen Exhibition

The opening of the exhibition plays a key role (Dienel/Schophaus 2002). All the participating interest groups can be invited to come together, along with interested members of the public. For the opening it is important that the venue is a local one. The participants are highly motivated to come to this opening event, because they will find themselves in the exhibition. In addition to its public impact, another very important aspect of the exhibition opening is the opportunity it provides for initiating dialog within and between the interest groups. This can take place either informally while looking at the exhibition or in a structured form by integrating further participation processes in the exhibition.

In the case of Tarnaka, the Citizens Exhibition was inaugurated on March 1st, 2009 within the "5th Ward Sabha" (Ward meeting) of the Tarnaka Residents' Welfare Association in the community hall of Tarnaka. A large number of residents from Tarnaka and Hyderabad and representatives from Osmania University, Hyderabad, and from Delhi and Bangalore were present. The exhibition was on display until the middle of March 2009 in the community hall of Tarnaka. In June 2009 it was shown on the Hyderabad Youth Summit on Climate Change. On both events reactions of visitors were captured on paper to collect more views from the visitors. It is planned to show the Citizens Exhibition "Ready to Move…?!" in further public buildings in Hyderabad. The attention generated through the citizens' exhibition for the matter of sustainable traffic shall be utilised to develop new

Poster of the Citizen Exhibition

projects to reduce emissions in traffic and to raise awareness for the topic of an energy-efficient transport and traffic system.
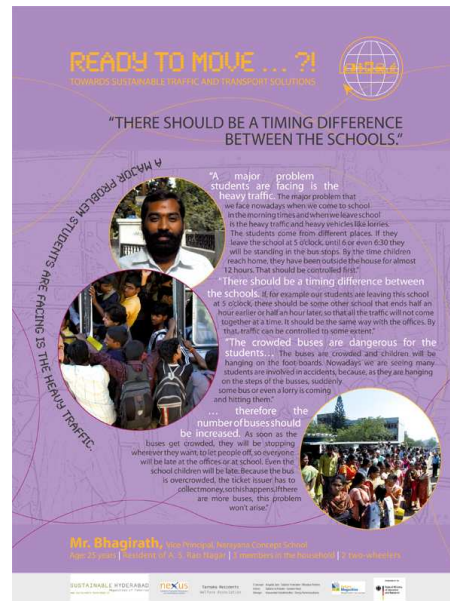
The Citizens' Exhibition offers unusual but attractive new roles for the participants. The expectations arising from this new role alone can be enough to motivate the actors to call on abilities which in many cases have been lying dormant. This leads to an empowerment experience. One of the effects of this is that the participants find themselves in the political process. In addition, the exhibition underlines their new role as representatives of their neighbourhood and of their political concern. They present themselves and their cause to the public. They are the hosts of the exhibition. The exhibits are portraits of internal views, needs, problems, political goals, concerning which they are the experts.

Furthermore, the Citizens' Exhibition has an important function in generating public interest. It provides a "stage" for the participatory process. The participants can exhibit their concerns here in public. That can have effects both internally and externally. The internal effects results from participants meeting one another and exchanging views, and the external effects result from the opportunities provided for the public to inform themselves about the issues and then to involve themselves in the process. Furthermore, by inviting political representatives and the press it is possible to achieve public impact beyond the immediate neighbourhood.

Interactive Communication Process – Online-Dialogue "Ready to Move"

The Citizens Exhibition is accompanied by an interactive online-dialogue, which is a further participative communication tool to develop solutions for a climate friendly and energy efficient traffic and transport system in Hyderabad. The online-dialogue was initially developed on a website and later on created as a discussion forum on the social internet networks "Facebook" and "Orkut" (Orkut is mainly used in India but less in Europe) to gain

greater attention for the online-dialogue especially among the target group of young internet users.

The online-dialogue aims at activating as many citizens and actors from Hyderabad as possible to give their views and discuss about 1. the problems they face with the prevailing traffic conditions in Hyderabad 2. their visions and ideas – according to their personal situation – for an ideal climate-friendly, energy efficient transport system in their neighbourhood or the city of Hyderabad in the year 2020 and 3. feasible solutions or action strategies for a more sustainable traffic system with lower emission levels which can be realised for their neighbourhood or the city of Hyderabad. The knowledge and the ideas generated in the online-dialogue shall be analysed and incorporated in future planning processes of the project.

Participative Governance and Climate Change in Megacities

The proposed research activities and the implementation of communication, participation and community building strategies will hopefully result in the institutionalization of participatory governance processes in Hyderabad (civil society as well as governmental and entrepreneurial). The implementation of methods of public awareness raising, participation and communication in the local context are main activities of the project, directed towards policy learning and improvement of participative governance structures. To promote networking for analysis and action, the participative projects have been jointly organised with partners in close collaboration with civil society organisations in Hyderabad.

Public awareness raising, participation and communication addressing key issues of regulatory reforms and urban governance in the fields of low-emission lifestyles, will not only address institutional change in politics and administration, but also such adjustments in norms, rules and lifestyles as well as consumption patterns. These changes will need to take place in civil society, families and households in order to facilitate low energy use and avoid greenhouse gas emissions.

Picking the example of traffic and transportation, the project will – in close cooperation with the Indian Partners – create public awareness and know-how regarding energy-efficient and overall sustainable transport planning. This also includes learning processes and capacity building in participatory approaches in the planning process and developing a suitable mechanism to coordinate the different stakeholders as well as the different levels of planning and implementation.

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