

FOR IMMEDIATE RELEASE



City of Duluth Communications Office

Mayor Emily Larson
411 West First Street • Duluth, Minnesota 55802 • www.duluthmn.gov

For more information, please call 218-730-5309

DATE: 11/3/2022

SUBJECT: City of Duluth and community partners celebrate launch of pilot climate action app

BY: Kelli Latuska, Public Information Officer

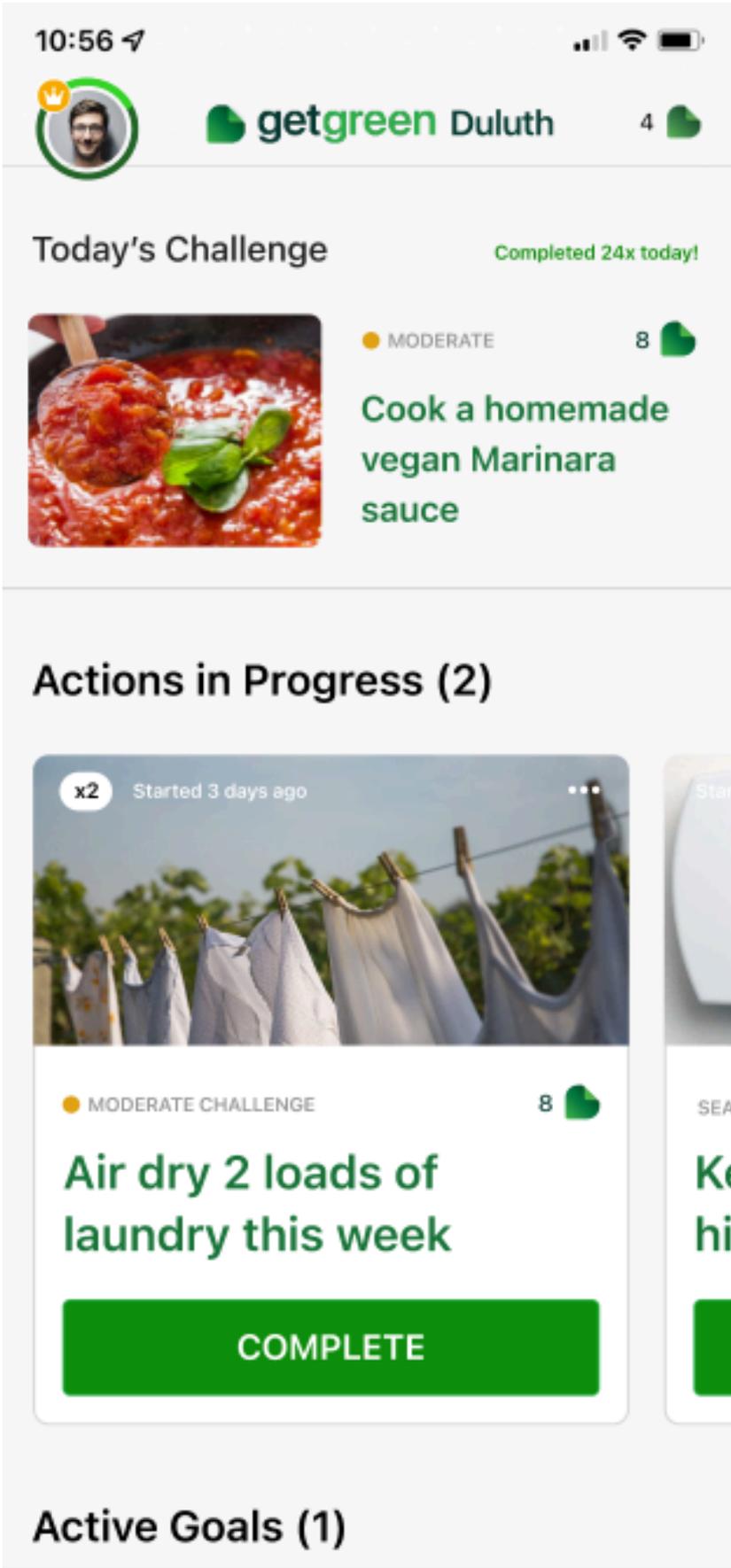
City of Duluth and community partners celebrate launch of pilot climate action app

[Duluth, MN] Duluth residents are invited to download GetGreen, a mobile app that inspires daily climate action. A Duluth version of the app was developed to include actions from the Duluth Citizens' Climate Action Plan. GetGreen, a Seattle-based startup founded in 2020, developed the nationwide app to put easy-to-understand sustainable solutions in peoples' pockets. App users can earn leaves for completing relevant tasks, and the leaves translate into donations for local projects. The pilot of GetGreen Duluth will benefit fundraising to support a micro-mobility hub in Lincoln Park.

Duluth was chosen as the pilot site for a location-specific version of the app through collaboration between the City of Duluth and Minnesota-based accelerator Grid Catalyst. The tailoring of the app to Duluth was completed by local non-profit Ecolibrium3 and GetGreen to incorporate the Duluth Citizens' Climate Action Plan. Ecolibrium3 developed the Plan in the Spring of 2020 as a citizen-led effort to inspire community-wide action to reduce Duluth's greenhouse gas emissions and envision a future for Duluth that is sustainable and equitable.

In March 2022, Mayor Emily Larson announced a new carbon emissions goal for Duluth: a 50% reduction by 2030, and carbon neutrality by 2050. "Duluth is committed to being a climate leader and it is exciting to be part of a pilot project that elevates community action and innovation." Says Mayor Larson. "Our city has been identified as a future climate haven, so it is important to do what we can to become a sustainable and resilient region."

Many goals of the app align well with those of the Duluth Climate Action Work Plan, adopted in early 2022 and led by Sustainability Officer Mindy Granley and the City Sustainability Advisory Team. "It is awesome that Duluth can be a pilot city for testing this app," said Mindy Granley. "This app will make it easier for folks to connect, get involved, and learn how to take local action for the climate."



App example 3



GetGreen App News Conference