



POWER
Low Carbon Economies



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ANNEX 2

Best practice Identified and transferred

Section	Indication of content
1 Title of the best practice	Night of the Night
2 Precise theme/issue tackled by the practice	Stimulating awareness on saving energy and CO2 reduction
3 Objectives of the best practice	<ul style="list-style-type: none"> - Raising questions on (un)necessary energy use - Stressing the importance of darkness for nature
4 Location	<ul style="list-style-type: none"> - The Netherlands - Noord-Brabant
5 Detailed description of the best practice	<p>Introduction and background</p> <p>The Netherlands are one of the most illuminated countries in the world and the light intensity keeps increasing. Since 2005 the 'Provinciale Milieufederaties' and 'Stichting Natuur en Milieu' organise a campaign to raise awareness for the importance of darkness for the natural environment and stimulate the debate on the necessity of lighting and (un)necessary energy use. The Night of the Night (www.laathetdonkerdonker.nl) is the highlight of the campaign, each year organised around the end of October. It is a national event, which is coordinated province by province. In the province of Noord-Brabant it is the 'Brabantse Milieufederatie' that is responsible for coordinating and promoting Night of the Night activities.</p> <p>Who are the "Provinciale Milieufederaties"</p> <p>The 'Provinciale Milieufederaties' are 12 collaborating environmental organisations that each in their own province and together on a national scale advocate a healthy and divers natural environment and promote sustainability.</p>

Who is 'Stichting Natuur en Milieu'

Stichting Natuur en Milieu is a foundation that aims to protect nature and environment by influencing public policy, coordinating third party initiatives and mobilising public opinion.

Who is 'Brabantse Milieufederatie' (BMF)

The Brabantse Milieufederatie is an organisation that advocates a clean environment, vital nature and a varied landscape in the province of Noord-Brabant. In addition the BMF promotes sustainability and a sustainable society.

Tools and Techniques

The main role of the 'Provinciale Milieufederaties' and 'Stichting Natuur en Milieu' and more specific the BMF in the Night of the Night is:

1. To stimulate the organisation of nightly activities for the general public.
2. To encourage local authorities to become active participants in the night of the night and to raise awareness for the problem of light pollution.

Ad 1.

The BMF is supported by 115 volunteer organisations in the field of nature, environment and landscape. Preceding the Night of the Night the BMF encourages and supports these local groups, as well as other partners like observatories and rangers to organise a nightly activity during the Night of the Night such as night walks in the woods or nature reserves, searching for stars, night photography, searching for night animals, night poetry or making a boat ride in the dark. Main aim is to offer visitors the opportunity to experience the darkness.

Ad 2.

The BMF approaches all municipalities in Noord-Brabant to invite them to actively join the Night of the Night by:

- extinguishing decorative lighting, illuminated signs and lighting in municipal buildings.
- Organising nightly activities for its citizens to experience darkness

- Asking local authorities to address companies in their municipality to extinguish their lighting as well.

Night of the Night in Den Bosch

An example of an activity is the Night of the Night as organised by the BMF and the municipality of Den Bosch, one of the five largest cities in Noord-Brabant. Together with guides from local nature preservation organisations a nightly walk is organised in 'Bossche Broek', a unique protected natural area right at the edge of the town. The aim is to show visitors the beauty of the night. Halfway through the walk the city lights in Den Bosch go out to show the impact of city lights and decorative lighting.

At the point where the walks start a small information market is organised where the general public is informed about the importance of darkness for nature, consequences of light pollutions.

The BMF is present at this market with a stand to raise awareness for (un)necessary lighting and energy use. Amongst others an activity is organised for kids in the form of a game where they race against each other with hand-powered toy racecars on a mini race track. This to get across the idea that it takes effort to generate energy/electricity and that its not a 'free' resource.

Star count

Another specific activity the BMF promotes is a nation wide 'star count' campaign. Citizens are called upon to help determine the 'darkness factor' in their own city or town by comparing the sky and the stars they see at a clear night to a set of 7 star-maps that each show star sign Cassiopeia and surrounding stars with different gradations of star visibility. The less stars you see, the more light pollution there is. The star count lasts for a month and in the end the darkest municipality in Brabant receives a prize.

6 Evaluation

In Noord-Brabant in total 20 activities were organised which attracted around 5500 visitors.

Some examples of activities:


- in several natural area's guided night walks were organised in combination with other activities like story tellers, treasure hunts, owl searches, poetry recitals etc.
- opening of an art exposition with darkness as theme combined with a lecture about the importance of darkness for nature
- Stargazing at observatories

Possible success factors:

- The Night of the Night is an activity (always planned in a weekend) that is a fun and suitable outdoor experience for the whole family
- there is a great variety in activities, which all have the unique and (often for children) exciting characteristic of being held in the dark.
- the Night of the Night has been organised for the 6th year in a row. Because of this continuity every year more people learn about the event and each year the media attention for the activities increases.
- The Night of the Night is promoting sustainability, but in a very easy and accessible way that appeals to the general public and not only to people with specific interest in nature an environment.

Difficulties encountered

- In previous years a regular letter was sent to the municipalities to invite them to participate in Night of the Night activities. However it seemed that these letters were not being noticed anymore by the people that were targeted. To draw new attention to the Night of the Night and ways in which a municipality can join the activities, this year the mailing was sent in an original new format with the message displayed in 'postcard' style with a glow in the dark star attached to the front (see example below).

	<p>- Sometimes it proves to be difficult to persuade organisations to extinguish the lights for one night. For instance construction companies do not want to leave their building sites in the dark out of fear for theft of equipment or vandalism. Often it is forbidden to extinguish street lights because of safety reasons or it is impossible to extinguish them because by providing power for street lighting energy companies are able to regulate the nightly overcapacity of their facility.</p>
<p>7 Lessons learnt from the best practice</p>	<p>Despite the new and original attempts to stimulate local authorities to get involved in the Night of the Night it proves difficult to actually activate municipalities as they often feel they are already doing their share regarding this topic. It is however important to keep looking for new ways to involve municipalities to maximize the impact of the message the Night of the Night is trying to send. A way to increase the 'pressure' on local authorities is to keep stimulating public activities by nature conservation organisations, observatories and other groups, because the more people show interest in the subject the more important it will become for local political parties to address the issue in local policy plans.</p>
<p>8 Contact information</p>	<p>Provinciale Milieufederaties</p> <p>Press officer De Provinciale Milieufederaties Night of the Night for the Provinciale Milieufederaties is</p> <p>Kim Boerboom Telephone: +31(0) 320 253 505 Mobile: +31(0)6 17883071</p> <p>Stichting Natuur en Milieu Anita Direcks info@natuurenmilieu.nl Telephone: +31(0)30 2348 229 Mobile: +31(0)6 144 87 427.</p> <p>P.O. Box 1578 3500 BN Utrecht Telephone: +31 (0)30-2331328</p>  <p>Natuur en Milieu</p>

	<p>Visitor address: Hamburgerstraat 28a (hoek Korte Nieuwstraat) 3512 NS Utrecht The Netherlands Website: www.natuurenmilieu.nl</p> <p>Brabantse Milieufederatie </p> <p>Ilse Hoenderdos Ilse.hoenderdos@bmf.antenna.nl Mobile: +31 6 231 86 505</p> <p>P.O. Box 591 5000 AN Tilburg Telephone: +31 (0)13 535 62 25</p> <p>Visitors Address Spoorlaan 434b 5038 CH Tilburg Website: www.brabantsemilieufederatie.nl General email: info@bmf.antenna.nl</p>
<p>9. Best practice transferred</p>	<p>The Night of the Night in Den Bosch attracted (to be added) visitors.</p>

10 Other possible interesting information

Figure 1: Night of the Night website www.nachtvandenacht.nl

The screenshot shows the homepage of the website for the 'Nacht van de Nacht' event. The header features a stylized owl logo with glasses, the text 'nacht vande nacht', and the date '30 oktober 2010'. A green progress bar indicates 'nog 37 dagen 3 uren 7 min 10 sec' remaining. The navigation menu includes 'Home', 'Nacht van de Nacht', 'Nieuws', 'Sterrentelling 2010', 'Donkerste plek van Nederland', 'Activiteiten', 'Gemeenten & Bedrijven', 'Pers', 'Kids', 'Fotowedstrijd', 'Downloads', 'Links', and 'Steun ons'. There is also a link to 'aanmelden nieuwsbrief' (sign up for newsletter).

Three featured articles are displayed in colored boxes:

- Sterrentelling 2010**: 'Hoe donker is de nacht bij jou in de buurt? Doe mee aan de...'. Includes a 'Lees meer' link.
- Aandacht voor de Nacht bij NVWK**: 'De Natuur en vogelwerkgroep Krimpenerwaard (NVWK) zal in het septembernummer van haar verenigingsblad aandacht...'. Includes a 'Lees meer' link.
- Help de donkere nacht te behouden!**: 'Wilt u blijven genieten van de duisternis in ons veel te verlichte land? Steun de Nacht van de Nacht met een gift en blijf op de hoogte van nieuwe activiteiten!'. Includes a 'Lees meer' link.

The main content area features a section for 'Nacht van de Nacht 2010' with the following text:

De volgende Nacht van de Nacht wordt gevierd op zaterdag 30 oktober 2010. Heb jij leuke ideeën voor een thema of activiteiten? Of weet jij een leuke en goede manier om bedrijven en gemeenten bij de Nacht te betrekken? Stuur dan een e-mail naar campagnes@natuurenmilieu.nl. Samen maken we van de Nacht van de Nacht 2010 weer een groot succes!

Impressie Nacht van de Nacht 2009
Ondanks de regen trokken ruim 18 duizend mensen, waaronder veel kinderen, er in het donker op uit tijdens de 5e Nacht van de Nacht. Ze namen deel aan een recordaantal van 300 'duistere' evenementen, verspreid over alle provincies. Ook doofden 120 gemeenten en tientallen bedrijven samen duizenden lampen. De Dom, Euromast, de Zaanse Schans en alle vestigingen van IKEA stonden in het donker, samen met honderden kantoren, kerken, bruggen, torens en monumenten.

Lees [hier](#) meer over de Nacht van de Nacht 2009

Below the text are three images: a group of people at night, a woman holding an owl, and a large illuminated tree structure with the text 'NACHT VAN DE NACHT'.

Foto: Jan Koeman

On the right side, there is a map of the Netherlands with a call to action: 'Klik op een provincie voor de activiteiten bij jou in de buurt.' Below the map is a photo of Vincent Bijlo with the text 'Vincent Bijlo steunt de Nacht van de Nacht!' and 'Met dank aan: NATIONALE POSTCODE LOTERIJ'.

Figure 2: Front of the 'postcard style' letter to municipalities



Figure 3: Pictures of the Night of the Night Den Bosch with lights on and lights off





Figure 3: Light intensity map of Europe (source: First Atlas of Artificial Night Sky Brightness)

