



ANNEX 2
Best practice Identified and transferred

Section	Indication of content
1 Title of the best practice	Energy Café
2 Precise theme/issue tackled by the practice	Stimulating behavior change on saving energy and CO2 reduction
3 Objectives of the best practice	<ul style="list-style-type: none"> - Increase energy awareness - Increase knowledge of technical solutions and concrete activities to save energy
4 Location	<ul style="list-style-type: none"> - The Netherlands - Noord-Brabant
5 Detailed description of the best practice	<p>Introduction</p> <p>The ‘Energy Café’ concept is an initiative of Brand New Energy, Stichting Collusie and Essent and is part of the Climate Street Party (CSP) competition 2009/2010. However this concept could also very well work as a stand-alone project. Energy Cafés offer people a chance to come together with a professional energy advisor to exchange knowledge on energy reduction and energy saving techniques and to find answers to questions they might have about energy issues.</p> <p>Who is “Brand New Energy”</p> <p>“Brand New Energy” is an energy consultancy company with a network of advisors that deliver bespoke advise on energy reduction, sustainable energy and energy purchase.</p> <p>Who is “Stichting Collusie”</p> <p>“Stichting Collusie” is an non-profit organisation that trains people that are long term unemployed or have other constraints to become professional energy advisors.</p> <p>Who is “Essent”</p> <p>“Essent is a Dutch energy company that delivers gas, electricity and to consumers and businesses.</p>

Background Energy Café

Evaluation of the first edition of the Climate Street Party showed that despite all the tips and examples for energy saving activities on the CSP website, too many participants got stuck at the level of subscription. Also the step to start involving neighbours seemed to big.

Therefore an activity was introduced in the form of an Energy Café to help people to become active and at the same time offer an informal low key platform to meet and involve the neighbours.

The set-up of the Energy Café is more or less derived from the Tupperware party concept. At a Tupperware party friends, family and/or neighbours come together in somebody's home, where a Tupperware consultant then presents and discusses the different products. Key success factors are:

- the informal setting
- the venue is usually close to home
- participants are invited by somebody they know.
- the presence of a professional to answer questions and discuss options

These key ingredients also form the backbone of the Energy Cafés, with the difference that in this case practical ways and opportunities to save energy are presented and discussed amongst the people present.




Tools and techniques

For the best results, the initiative to organise an Energy Café has to come from the participants. To stimulate this, organising an Energy Café will add 1500 points to the collective score of the street in the CSP competition.

Through the CSP website the participants can apply online for an Energy Café, after which they are contacted by one of the partners in the CSP competition for assistance in practical matters like organising the program for the evening and the presence of an (free of charge) energy consultant.

	<p>The programme of an Energy Café follows the following structure:</p> <ul style="list-style-type: none"> - Introduction by the local host (which normally is the one that applied for the Energy Café), of the CSP competition for those who are new to it and a short explanation of the purpose of the evening (discussing options and actions to save energy) - Presentation by the energy consultant on practical energy saving measures and techniques tailored to the needs of the group (house owners, people who rent etc.) - Discussion between the participants and exchange of tips and ideas. If possible agreement on joint street/neighbourhood actions.
<p>6 Evaluation</p>	<p>In Noord-Brabant in total 5 Energy Cafés were organized:</p> <ul style="list-style-type: none"> - 3 in cooperation with CSP participants - 2 on the initiative of local municipalities that saw an opportunity to provide a service for their citizens. <p>The two kinds of Energy Cafés differed in scope and atmosphere. The street Energy Cafés were organized as originally intended in the CSP competition set up described above. The ones organized in cooperation with local municipalities were held in a more formal setting in terms of venue, with more (unrelated) visitors from different parts of the city and in one case in combination with an energy market where suppliers of green energy technologies (solar panels, energy efficient glass) were present. Another difference was that at the municipal Energy Cafés the energy consultant was a representative from a large energy company, whereas the energy consultant at the street Energy Cafés was an independent expert.</p> <p>Possible success factors street Energy Cafés:</p> <ul style="list-style-type: none"> - The informal atmosphere triggered a lot of useful discussions amongst the participants. - providing an organised platform made it easier for the neighbours to get into contact with each other which was beneficial for future collective activities. - The street Energy Cafés contributed to social

	<p>cohesion in the streets.</p> <ul style="list-style-type: none"> - To get the discussion going the energy expert used an energy quiz in which people had to answer all kinds of energy related questions. This turned out to be a good introduction to discuss all kinds of facts, figures and myths about energy use and saving energy. <p>Possible success factors municipal Energy Cafés:</p> <ul style="list-style-type: none"> - this set-up managed to attract a wider audience, which also included people that were not participating in the CSP competition - the energy market in combination with an Energy Café was valued by visitors as they had an opportunity to ask suppliers detailed technical questions, specific for their situation. <p>Difficulties encountered in municipal Energy Cafés</p> <ul style="list-style-type: none"> - the experts from the energy company were not perceived as independent advisors and people sometimes were reluctant to answer questions about their energy consumption as they were afraid of a hidden agenda. - The main interaction was with the energy expert that presented the evening and not between the visitors themselves, because of which there was little sharing and exchange of experiences. - In one event failure to make clear agreements on who was responsible for the promotion of the Energy Cafés lead to a disappointing attendance of the event.
<p>7 Lessons learnt from the best practice</p>	<p>Both the street Energy Cafés and municipal Energy Cafés proved to be valuable instruments. Each set-up in its own way helped to make people aware about their energy consumption and to provide them with concrete possibilities to reduce their energy footprint.</p> <p>However where results of the municipality Energy Cafés were more informative by nature, the street Energy Cafés led to actual applications for an energy label research and requests for proposals for energy measures.</p>

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<p>9. Best practice transferred</p>	<p>The Energy Cafés are part of the Climate Street Party competition. The 3 street Energy Cafés reached 50 people. The 2 municipal Energy Cafés involved about 5 local businesses and had an estimated amount of 60 visitors.</p>

10 Other possible interesting information