



ANNEX 2
Best practice Identified and transferred

Section	Indication of content
1 Title of the best practice	Golden Star Municipalities
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"> - boost local climate policies and initiatives - increase the visibility for existing climate initiatives of local authorities - stimulate interaction and communication between locals and local authorities - stimulate active involvement of local authorities in the Climate Street Party competition, by easy-to-use tools
4 Location	<ul style="list-style-type: none"> - The Netherlands - Noord-Brabant
5 Detailed description of the best practice	<p>Introduction</p> <p>The ‘Golden Star Municipalities’ concept is an initiative of the Dutch Climate Alliance ‘Het Klimaatverbond’ and is part of the Climate Street Party competition 2009/2010. It provides local authorities with knowledge and tools to promote interaction between municipalities and citizens with respect to CO2 reduction and saving energy.</p> <p>Who is “Het Klimaatverbond”</p> <p>“Het Klimaatverbond” is an NGO founded in 1991 to stimulate and support local authorities in their climate policies. Amongst its members are 140 municipalities, 12 provinces and 1 Water Authority. The members of “Het Klimaatverbond” represent a total about 7 million citizens. Main themes within the organisation are mobility, saving energy, sustainable procurement, climate & spatial planning and citizen participation.</p> <p>Background Golden Star Municipalities</p> <p>Following experiences and feedback from their membership, “Het Klimaatverbond” established that local authorities experienced difficulties in translating their climate ambitions into suitable activities.</p>

Furthermore they found that local authorities had trouble finding good ways to communicate their existing climate efforts to the larger public.

In the Climate Street Party competition, “Het Klimaatverbond” saw an opportunity for their members to either start or advertise their own climate projects and to get into contact with their target group (climate minded citizens within their own town), while benefiting from the high visibility and publicity flow generated by the project.

With the Golden Star Municipalities initiative, “Het Klimaatverbond” aims to:

- increase the visibility for climate initiatives of local authorities
- stimulate interaction and communication between locals and local authorities
- stimulate active involvement of local authorities in the competition, by easy-to-use tools

Tools and techniques

To become a Golden Star municipality, local authorities can purchase the Golden Star Municipality package, with a fee based on the number of citizens.


Number of citizens	Costs
< 30.000	400 euro
30.000 – 80.000	1000 euro
80.000 – 130.000	2000 euro
130.000 – 200.000	3000 euro
> 200.000	4000 euro

In terms of visibility the package offers local authorities:

- a sub-page within the national Climate Street Party (CSP) website (see figure 1 below), accessible by local authorities themselves by a simple back office structure to upload photos, texts and links to their own municipal website, their own municipal climate activities and agendas. Also included: a list of highest ranking of municipalities nation wide and highest ranking streets within the municipality in question to increase visibility of the results and to stimulate competition.

	<ul style="list-style-type: none"> - the gadget used to generate the list of participating streets can be added to local municipal websites as well. Visitors can see the most up-to-date score of the streets in their municipality and click to enter their own street into the competition. Changes in this list or the top three are an opportunity to create publicity and media exposure for the local authorities - every Golden Star Municipality gets a golden star on the map of The Netherlands on the (most visited) home page of the Climate Street Party competition website (See figure 2 below). Clicking on the star opens a pop-up where local authorities can display a text of choice, e.g. a quote from the Municipal Councillor or an example of good climate initiatives within the municipality. <p>Mechanisms to promote interaction between municipality and citizens:</p> <ul style="list-style-type: none"> - Through the CSP website, participants can send their local authorities an automated invitation to become actively involved in the Climate Street Party competition. Taking this action will add 2500 points to their personal score in the CSP competition. As soon as a municipality decides to respond to that invitation by becoming a Gold Star Municipality (paid option, incl. benefits) or by becoming a CSP supporter (no charge, just listed on CSP website), this will add 2000 extra points to each existing and future CSP participant's competition score. <p>As a side effect there is more visibility for the municipality in question, as each participant will receive an email explaining why they received the extra points. Furthermore the extra bonus points are an opportunity to create publicity and media exposure for the local authorities.</p> <ul style="list-style-type: none"> - The Golden Start Municipality package includes access for local authorities to address information and contact details CSP participants in their municipality in order facilitate contact and exchange of information between the authorities and participating streets.
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	<ul style="list-style-type: none"> - The Golden Star Municipality package includes an offer for local authorities to host fully organised, a free of charge Energy Café, an informal get-together for Climate Street Party participants to exchange information and tips on energy saving measures and CO2 reduction possibilities. <p>The Golden Star Municipalities package offers the following tools:</p> <ul style="list-style-type: none"> - Proportional to the package fee each Golden Star Municipality receives a number of 'Energysavingboxes', a gift box with practical energy-saving products for consumers (see figure 3 below). Handing out the 'Energysavingboxes' to selected CSP participants creates a ready-made opportunity for municipalities to create their own climate activity and publicity moment. - To facilitate active involvement of municipalities in the CSP competition and to reduce the amount of time and effort that needs to be invested in the project, the Golden Star Municipality package includes a handbook with amongst others: <ul style="list-style-type: none"> o a short summary of the rules and procedures of the CSP competition o time saving communication templates with respect to press invitations and press releases o a publicity agenda with the general CSP communication planning and the best opportunities for local authorities to free-ride on of the resulting publicity. o an example how to fill out the application form for a national subsidy to financially support climate initiatives by local authorities (SLOK, http://www.senternovem.nl/rgo/klimaatbeleid/slok/) o examples of climate websites and climate policies in other municipalities
<p>6 Evaluation</p>	<p>Nation wide 58 municipalities participated in the Golden Star Municipality project, of which 13 in Noord-Brabant. An evaluation amongst the Golden Start Municipalities showed the following:</p>

	<p>Possible success factors:</p> <ul style="list-style-type: none"> - Local authorities valued the fact that they could get access to contact details of inhabitants that were active in the Climate Street Party competition - 85% of the responding Municipalities used the opportunity to host an Energy Café. <p>About 80% of the respondents would make use of the Golden Star Municipality option again if a new edition of the Climate Street Party competition would take place.</p> <p>Difficulties encountered:</p> <ul style="list-style-type: none"> - Local authorities experienced difficulties with the navigation of the website and operation of the back office. - Because of organisational issues with the Climate Street Party competition, there was not much lead time for local authorities between the start of the competition and becoming a Golden Star Municipality. Because of time constraints some municipalities failed to use the full potential of the package. - For some local authorities it was unclear how their actions would help CSP participants to gain extra points in the competition and how they were calculated. - The handbook was judged to be too general. Municipalities would value specific information for their situation, for instance examples of activities they can organise together with the participants in the CSP streets.
<p>7 Lessons learnt from the best practice</p>	<p>Municipalities are positive about the Golden Star Municipality concept within the Climate Street Party. In general staff are strained for time. Therefore materials, explanations etc. should be short, clear, easy-to-use and turn key. The handbook should be tailored more specifically to the needs of Municipalities. Municipalities want more time to prepare in advance.</p>
<p>8 Contact information</p>	<p>Het Klimaatverbond</p> <p>Nienke Trap E-mail: nienke.trap@klimaatverbond.nl</p>  <p>Klimaatverbond Nederland</p>

	Vereniging Klimaatverbond Nederland Postbus 10056 7301GB Apeldoorn Tel:055 5260890 info@klimaatverbond.nl Website: www.klimaatverbond.nl
	Visitor Address: Librije 200 7311 VM Apeldoorn
9. Best practice transferred	The Golden Star Municipality is part of the Climate Street Party competition and reached 13 municipalities in Noord-Brabant

10 Other possible interesting information

Figure 1: Local authority sub-page on the CSP competition website

The screenshot shows the 'Klimaatstraatfeest' website for Tilburg. The page features a navigation menu, a map of Tilburg, a list of streets with their scores, a 'GEMEENTE LOGIN' section, and a 'KLIMAATSTRAATFEEST IN GEMEENTE TILBURG' section. Callouts on the right side of the image point to specific elements:

- Local authority in question:** Points to the 'Tilburg' header.
- Log in to back office:** Points to the 'GEMEENTE LOGIN' section.
- Highest ranking streets in the competition in the municipality in question:** Points to the list of streets and their scores.
- Info on local authority climate initiatives and links to municipal websites:** Points to the 'Tilburg bespaart energie' section.
- Highest ranking municipalities in the CSP competition nation wide:** Points to the 'Gemeente' list on the left.

KLIMAATSTRAATFEEST IN GEMEENTE TILBURG

De gemeentescore geeft aan hoeveel klimaatstraten er in de klimaatgemeenten al meedoen. Daarbij is het aantal deelnemende klimaatstraten gedeeld door het totale aantal straten in de gemeente.

Gemeente	Punten
best	1577
woensdrecht	1103
maarsse	1064
leusden	776
enschede	708
tilburg	672
den haag	666
almere	602
breukelen	600
langeveld	582
amsterdam	577
vaardingen	537
haarlemmermeer	536
geldrop-mierlo	512
apeldoorn	511
zaanstad	497
oirschot	151
lochem	149
reeuwijk	142
bladelp	132
bronckhorst	121
nieuwkerk aan den ijsel	84
mook en middelaar	0

Tilburg bespaart energie
 Woont u in Tilburg en wilt u energie besparen? Fantastisch! Doe, samen met uw bure, mee aan het Klimaatstraatfeest. De gemeente Tilburg ondersteunt het Klimaatstraatfeest. Dat levert extra punten op voor alle Tilburgse straten die deelnemen.

Filmpje
 Klik op [hier](#) voor een leuk filmpje. Eefje Wentelteeffe gaat op zoek naar mogelijkheden om energie te besparen.

Bespaartips
 Op de website www.milieucentraal.nl staan allerlei tips om energie te besparen.

Advies op maat
 Het A-team geeft gratis advies aan alle Tilburgers die zuinig en veilig willen wonen. Bel voor een afspraak: (013) 464 11 20.

Fleece dekantje
 Alle Tilburgse deelnemers aan het klimaatstraatfeest krijgen in maart 2010 een lekker warm fleece dekantje van de gemeente Tilburg. Dat is gemaakt van gerecycled plastic.

T-klimaat
 De gemeente Tilburg werkt samen met allerlei Tilburgse instellingen. Zij zetten gezamenlijk de schouders onder vele projecten. Over energiebesparing, maar ook over de overstap naar schone, duurzame energie. Kijk voor meer informatie op www.tilburg.nl/klimaat.

Figure 2: CSP competition homepage

UTLOOGEN
HOME
MIJN STRAAT
MIJN GEMEENTE
MIJN PROVINCIE

DOE MEE!
maanden feest in alle klimaatstraten
Nederland! MEEDOEN? Druk op de knop!

**DOET JOUW STRAAT MEE?
CHECK HET HIER!**
Vul hier je straat- en plaatsnaam in
Klimaatstraat Plaats **GO!**

PIETSWEEER.NL

Beste Wervers
Mail al je vrienden, buren en familie en maak kans op een led-tv of een superzuinige wasmachine!
Bovendien verdien je extra punten voor jouw straat!

Laatste nieuws
Prijzige apotheose
Klimaatstraatfeest
De inschrijvingen voor het
Klimaatstraatfeest zijn gesloten...
MEER NIEUWS

Nieuwste straten
1. Keizersgracht, Meppel
2. Dubelstreek, Dronrijp
3. Graaf Bernadottelaan, Oisterwijk
4. Lindenhorst, Ede
5. Kleine Beer, Bleiswijk

TOP 500
1. Peter Cornel..., Waalwijk
2. Boterbloemweg, Alphen aan Den Rijn
3. Kosterij, Venhuizen
4. Fruithof, Biddinghuizen
5. Langendijk, Tilburg
6. Overhagenseweg, Velp
7. Vrouwjuttenthof, Utrecht
8. Tourslaan, Eindhoven
9. Prins Bernha..., Hoogerheide
10. Raigerskamp, Maarsse
11. Herweg, Balinge
12. ...
13. Achterharing..., Rotterdam
14. Akkerwinde, Alphen aan Den Rijn
15. Bereklaauw, Best
16. Blijdestein, Sittard
17. Beatrixplein, Bennebroek
18. Finnmark, Leusden
19. Vondellaan, Alblasserdam
20. Burgemeester..., Vorden
[Bekijk hier de hele TOP 500](#)

ZO DOE JE MEE
OVER HET KLIMAAT
SPECIALE ACTIE
ENERGIE BESP.
SAMENWERKING
CONTACT & HELPDE

PERS | DISCLAIMER | DEZE CAMPAGNE WORDT MEDE MOGELIJK GEMAAKT DOOR **NATIONALE POSTCODE LOTERIJ**

Map of The Netherlands with indication of Golden Star Municipalities

Figure 3: Energysavingbox

Example of the Energysavingbox



Examples of products in the Energysavingbox:

- a shower coach: Average shower time is 8,5 minutes. The Shower Coach stimulates people to take shorter showers, which will save 42 litres of hot water each time.



- energy efficient lamp: saves 80% of the energy of a normal light bulb



- wind-up LED light for on your bike: fun gadget to promote the energy efficient LED technique



- standby killer: eliminates stand-by energy consumption from appliances like TV, Dvd player, mobile phone chargers etc., which can take up to 13% of your energy bill.

