



ANNEX 2 Best practice Identified and transferred

Section	Indication of content
1 Title of the best practice	Climate Street Party competition
2 Precise theme/issue tackled by the practice	Stimulating behavior change on saving energy and CO2 reduction
3 Objectives of the best practice	To make the general public more conscious about their energy consumption and how CO2 emissions affect the environment and to stimulate people to take action together with their neighbours.
4 Location	<ul style="list-style-type: none"> - The Netherlands - Noord-Brabant
5 Detailed description of the best practice	<p>Introduction</p> <p>The national climate street party competition (CSP) is an initiative within the ‘HIER’ Climate campaign and is all about conserving energy together (with the emphasis on “together”). The set-up is in the form of a climate competition and success depends on the initiatives and activities of the people that participate are motivated to take. The aim is to make the general public more conscious about their energy consumption and how CO2 emissions affect the environment and to stimulate them to take action.</p> <p>Who is “HIER”</p> <p>HIER (Dutch for ‘Here’) is the name of a large Dutch climate program whose fundamental idea it is to stress the immediate necessity to implement adaptation projects and initiatives to climate change. HIER introduces a new brand uniting and representing all initiatives that reduce the risk of climate change. This campaign involves not only >40 national charity organisations, but also government and businesses.</p> <p>Communication and project coordination for the HIER climate campaign are handled by an organization called ‘Het Klimaatbureau’ (the Climatebureau). Het Klimaatbureau is also responsible for organizing the Climate Street Party competition.</p>

Background Climate Street Party

The first Climate Street party was successfully organised in 2008-2009. From the 1st of September 2009 until the 29th of May 2010 the second edition took place. The Climate Street Party Competition reaches out to ordinary consumers to make them aware of the effects of CO2 emissions on the climate and the importance to reduce energy consumption. The set up is meant to stimulate people to take action and involve other persons around them in the competition as well.

People can register as a participant in the action website www.klimaatstraatfeest.nl (see figure 1 below) and for each measure they take to improve the environmental quality of their homes or streets, points are awarded. Neighbours in the same street can join the team (which gives extra points per new participating household) and with each other boost the collective score. In the end the street with the highest score wins the Super Climate Street Party with a performance of a famous Dutch singer. The 499 runners up win a smaller scale street party to reward their efforts and celebrate the results.

Tools and Techniques

One of the most important tools in the competition is the Climate Street Party website www.klimaatstraatfeest.nl. Besides for registration, the website is used to give the participants tips on actions that can be taken to cut down on energy use, individually or together with their neighbours and it has some fun tests to make people aware of their own energy consumption. Each action the participants take earns them points for the competition. To actually receive the points, any progress must be posted online, together with photograph evidence through the special participants login page (see figure 2 below).

The actions that are suggested on the website are addressing both technical measures as well as behaviour change related measures in order to accommodate both house owners and those who rent a house. To motivate people to take action not only 'green' arguments are used, but also the potential financial incentives of energy reduction are stressed.

Communication

To increase the awareness of the event the Climate Street Party competition organized in partnership with a national broadcast network, because of which it is possible to have large scale commercial campaigns and exposure on national TV. But participants are stimulated to increase visibility as well by rewarding any publicity generated with points for the competition.

Actions and activities

Within the website, the following suggestions to save energy and reduce CO2 are addressed:

1. Activities together with your Neighbours – Suggestions of activities in different categories, for examples of activities see ad. 1 below.
2. Situation in your own home – Questions that assess the energy use situation in your home, for examples of questions see ad. 2 below
3. Monitor your electricity and water meters: a tool to motivate people by visualising any energy savings achieved (see figure 3 below).
4. Measure your CO2 footprint – internet based awareness tool based on gas and electricity use, car kilometres, flying behaviour and public transportation use.
5. Check your driving-style – web based tool to check your knowledge about driving style and fuel use.
<http://www.adviesmodule.nl/ask?actor=test-uw-rijstijl&role=test&partner=klimaatstraatfeest&UID=35ff606e4148c4c08b129d2245784e86>
6. How to decrease your energy costs? Web based tool to get a situation specific advice on possibilities to reduce energy use, taking into account technical specifications of your house and equipment.
<http://www.energielastenverlager.nl/ELV/Energielastenverlager/Kb?init=true&partner=klimaatstraatfeest#>

Ad. 1: Examples of activities CSP participants can take together with their neighbours to earn points for the competition:

1. Awareness
 - Appoint a street team leader – 500 points
 - Form a Climate street team to inform neighbours – 1000 points
 - Organise meetings with the neighbours to discuss ways to save energy – 750 points
 - Organise an energy activity for children – 750 points or make a presentation about energy for your school – 780 points

	<ul style="list-style-type: none"> - Organise a film evening (e.g. An inconvenient truth) – 1000 points - Organise an information day about energy – 1000 points - Make your own neighbourhood energy newsletter – 1000 points - Participate in local energy discussions – 1000 points - Ask your housing cooperation to improve isolation of your house – 2000 points - Ask your Local Municipality to join the Climate Street Party competition – 2500 points - Organise an Energy Café amongst neighbours – 1500 points - Buy an energy meter to measure energy consumption of appliances – 1000 points - Participate with your street in the ‘Warm Sweater day’ – 1000 points <p>2. Gas</p> <ul style="list-style-type: none"> - Get a (collective) professional advice on how to insulate your house – 1500 points - Make an infrared scan of the houses in the street – 2000 points - Apply radiatorfoil – 500 points - Start using the shower coach hourglass to reduce shower time and therefore hot water use – 100 points - Install water saving shower heads – 300 points - Close gaps near windows and doors – 500 points - Insulate central heating pipes – 200 points - Get a collective quote for installing double glass in the street – 2000 points or install double glass – 1000 points - Insulate the roofs – 1000 points - Get a collective quote for high efficiency central heating – 2000 points or install high efficiency central heating – 1000 points - Get a collective quote for wall insulation – 2000 points or insulate walls – 1000 points - Get a collective quote for floor insulation – 2000 points or insulate floors – 1000 points - Get a collective quote for sun powered boiler – 2000 points or install sun powered boilers – 1000 points <p>3. Green</p> <ul style="list-style-type: none"> - Plant a tree during het National Tree Planting Day – 500 points
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	<ul style="list-style-type: none"> - Participate in an activity organised by a Nature conservation organisation – 500 points - Switch to an energy company that supplies green gas – 3000 points - Support a CO2 compensation initiative – 4000 points <p>4. Publicity</p> <ul style="list-style-type: none"> - Get press exposure in a newspaper, magazine or (local) TV with activities in your street – 1000 points - Organise a public activity around energy and CO2 – 1500 points <p>5. Energy</p> <ul style="list-style-type: none"> - Start using stand-by killers in all houses in the street – 3000 points - Switch to energy efficient or LED lamps – 5000 points - Install motion sensors for exterior lighting – 3000 points - Organise a ‘defrost your freezer relay race’ – 750 points - Switch to an energy company that supplies green energy – 2000 points - Get a collective quote for solar panels – 2000 points or install solar panels – 1000 points - Become a member of a wind energy association – 3000 points or start a wind energy association - 10.000 points - Ask your local authorities for energy efficient street lights – 3000 points - Start using a drying frame instead of a tumble dryer – 750 points - Buy LED Christmas lights – 750 points - Share a washing machine with neighbours – 300 points - Start washing at low temperatures – 1000 points <p>6. Transport</p> <ul style="list-style-type: none"> - Organise a meeting to discuss how to minimize fuel use and CO2 emissions by changing your driving style – 750 points - Check the tyre pressure of all vehicles in the street – 1500 points - Organise a car-free day – 2000 points - Sharing a car with your neighbours – 3000 points - Start carpooling – 1000 points <p>7. Food</p> <ul style="list-style-type: none"> - Organise a dinner to raise awareness for the relation between food and climate change
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- Decide collectively to cut down on meat consumption by not eating meat at least 1 day per week.

Ad. 2: Examples of questions to assess energy use in your own home:

1. Electronics

In my home I:

- Have [fill in number] energy efficient light bulbs
- Have a fridge with energy label A+ or A++
- Have a washing machine with energy label A+
- Don't have a dishwasher or if I do, it has energy label A

2. Holidays

- This year I:

- o Spent my holidays in Holland
- o Did not travel by airplane
- o Travelled by airplane but compensated my CO2 emissions

3. Laundry & bathroom

- In my home I:

- o Wash coloured clothes at 30 degrees
- o Use a drying rack
- o Have a tumble dryer with energy label A+
- o Use a water saving shower head

4. Heating

- In my home I:

- o The heating never exceeds 20 degrees
- o Don't heat spaces that are not used
- o Know the energy label that applies to my house
- o I took measures to improve the energy label of my house

5. Transport


- With regard to transportation I:

- o Decided not to have a car anymore or never owned one
- o Decided not to use the car for short distances
- o Decided to buy an A label car
- o Make an effort to drive fuel efficient

6. Green energy

- In my home I:

- o Am using 'green' electricity
- o Am using 'green' gas
- o Have a sun powered boiler or heat pump
- o Have solar panels

<p>6 Evaluation</p>	<p>Results Climate Street Party competition 2009/2010 for Noord-Brabant:</p> <p>12425 Total number of participants nation wide 2193 Total number of participants Noord-Brabant 48 Total nr. networks in Noord-Brabant 12,5 Average nr. of households/street network 101 Street parties held on 29 may 2010</p> <p>Possible success factors:</p> <ul style="list-style-type: none"> - Competition element of the Climate Street Party stimulates people in a fun way to actively work on their energy consumption - Social cohesion in streets is strengthened because of all the collective activities. - People are stimulated to involve other people around them in the climate debate and the necessity to reduce energy consumption. - Increased chances of structural behavior change as people participate engage in suggested actions and activities and will choose those that appeal most to them. <p>Difficulties encountered:</p> <ul style="list-style-type: none"> - The way in which points are awarded and should be revisited. As every neighbour that joins the street team is worth extra points, it is possible to advance considerably in the ranking just by convincing new neighbours to join, without taking actual actions. This favours large streets and apartment buildings and is not really stimulating behaviour change. - The CSP competition has been organised in its current form twice now. Possibly a next edition will have to be set up slightly different or with a different media partner to reach new households that still are at the early stages of energy awareness. Because for households that did well this edition, there might not be much more to improve next time.
<p>7 Lessons learnt from the best practice</p>	<p>Translating a serious topic into a fun activity helps to get the message across to a larger public. The competition element really stimulates actual actions being taken.</p>
<p>8 Contact information</p>	<p>HIER Klimaatbureau</p> <p>Niels de Heij Manager Campagnes en Organisatie niels@klimaatbureau.nl 030 234 82 59</p> 

	<p>Address Hamburgerstraat 28A 3512 NS Utrecht Telefoon: +31 (0)30 234 82 31 General e-mail: info@klimaatbureau.nl Website: www.hier.nu</p>
<p>9. Best practice transferred</p>	<p>The Climate Street Party competition is part of BMF's TrIsCo activities and was transferred to 2193 households in Noord Brabant.</p>

10 Other possible interesting information

Figure 1: Homepage CSP website

UITLOGGEN
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
 GO!

PIETSWEEER.NL

TOP 500

1. Peter Cornel..., Waalwijk
2. Boterbloemweg, Alphen aan Den Rijn
3. Kostertij, Venhuizen
4. Fruithof, Biddinghuizen
5. Langendijk, Tilburg
6. Overhagenseweg, Velp
7. Vrouwjutenhof, Utrecht
8. Tourslaan, Eindhoven
9. Prins Bernha..., Hoogerheide
10. Reijgerskamp, Maarssen
11. Heirweg, Balinge
12. Achterharing..., Rotterdam
13. Akkerwinde, Alphen aan Den Rijn
14. Bereklaauw, Best
15. Blijdestein, Sittard
16. Beatrixplein, Bennebroek
17. Finnmark, Leusden
18. Vondellaan, Alblasserdam
19. Burgemeester..., Vorden

[Bekijk hier de hele TOP 500](#)

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

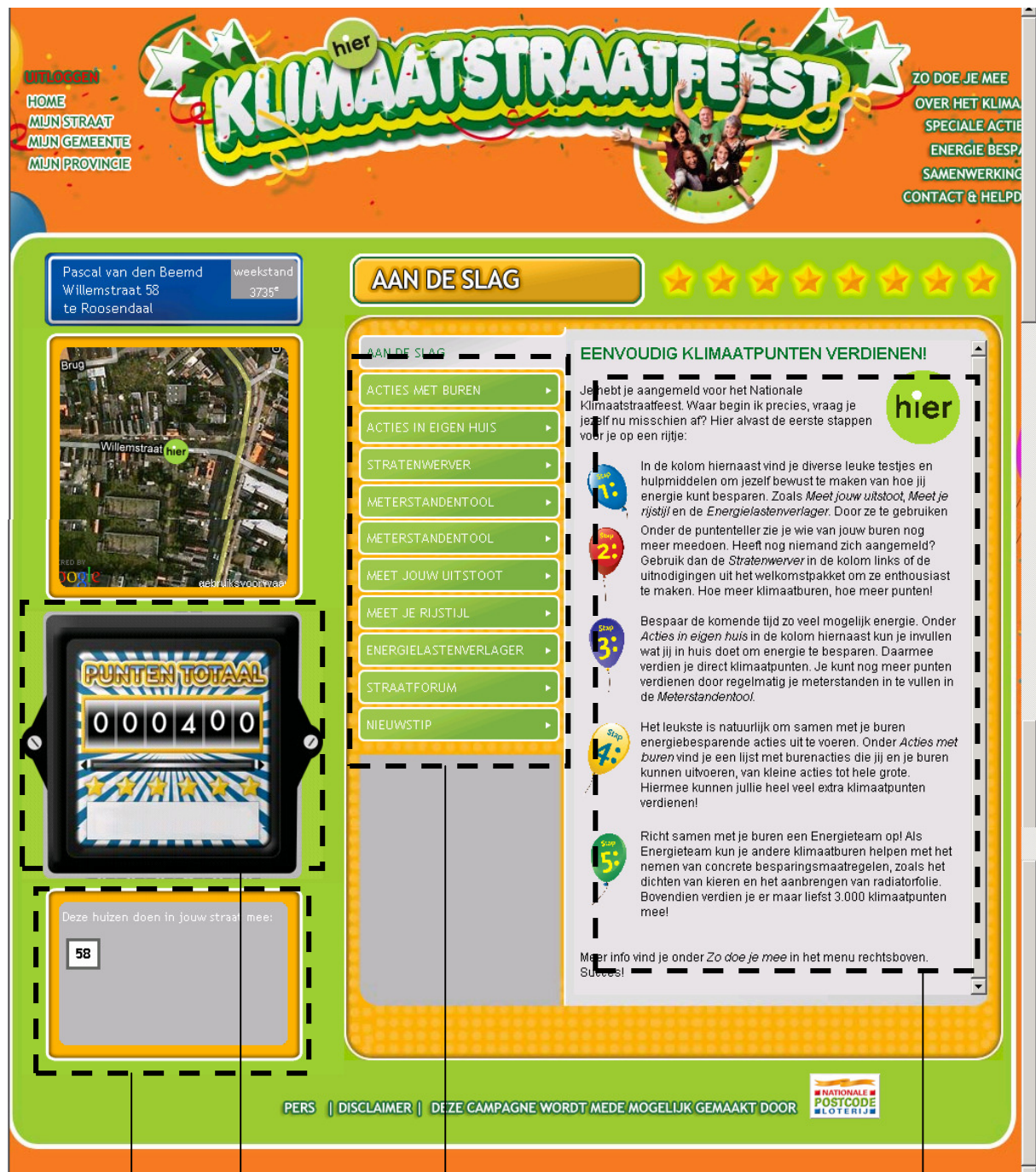
Laatste nieuws
Prachtige apotheose Klimaatstraatfeest
De inschrijvingen voor het Klimaatstraatfeest zijn gesloten...
[MEER NIEUWS](#)

Nieuwste straten

1. Keizersgracht, Meppel
2. Dubelestreek, Dronrijp
3. Graaf Bernadottelaan, Oisterwijk
4. Lindenhorst, Ede
5. Kleine Bear, Bleiswijk

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

Figure 2: CSP participant's login page



Total of points scored by all participants in the street

Menu with tips and activities to reduce energy and earn points for the competition. Also includes fun test to raise awareness.

The place to check which neighbours (house numbers) are participating in the CSP competition

Short instructions on how to participate in the CSP competition

Figure 3: Webbased tool to monitor electricity and water meters

UITSLOGGEN
HOME
MIJN STRAAT
MIJN GEMEENTE
MIJN PROVINCIE

KLIMAATSTRAATFEEST

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

Pascal van den Beemd weekstand
Willemstraat 58 3736*
te Roosendaal

METERSTANDENTOOL

- AAN DE SLAG
- ACTIES MET BUREN
- ACTIES IN EIGEN HUIS
- STRATENWERVER
- METERSTANDENTOOL
- MEET JOUW UITSTOOT
- MEET JE RIJSTIJL
- ENERGIELASTENVERLAGER
- STRAATFORUM
- NIEUWSTIP

Vul hieronder je meterstand en peildatum in.
Vul elke dag je meterstanden in en verdien daarmee 10 punten per dag voor je straat.

Laatste meting: Nog geen standen bekend!

Meterstand Gas: m³ (Gemiddeld 4.5 per dag)

Meterstand Electra: kWh (Gemiddeld 9.3 per dag)

Invullen

Deze huizen doen in jouw straat mee:
58

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Place to fill in and submit the readings on the gas and water meter