



FORM BEST PRACTICES CONTEST 2023

Municipality Midden-Delfland

Country The Netherlands

Contact person Mr. Wim van Dalen

Telephone +31 6820 56 579

E-mail wvandalen@middendelfland.nl

Name project

Local network energy coaches

Category Certification Criteria: mark the category of your project

- Energy and environmental policies (politiche energetiche e ambientali);
- Infrastructure policies (politiche infrastrutturali);
- Quality of urban life policies (politiche per la qualita' urbana);
- Agricultural, touristic and artisan policies (politiche agricole, turistiche, artigianali);
- Policies for hospitality, awareness and training (politiche per l'ospitalita, la consapevolezza e la formazione);
- Social cohesion (coesione sociale).

Summary project

The genesis of energy coaches was the increasing demand residents for support in making homes more sustainable. Other municipalities in the region were also in the process of setting up a similar concept. After conducting some inquiries, it became clear that there were differences in approach among them, but they all had a similar goal: providing residents with advice on taking sustainable measures.

As a municipality, we wanted to organize our approach as locally as possible and in collaboration with the community. We then contacted local initiatives to brainstorm and offer possible assistance. From these discussions, the eventual collaboration with a local neighborhood initiative and a local energy cooperative emerged. The neighborhood initiative was trained as coaches and served as a pilot project for the energy cooperative to scale up the concept of energy coaches. The energy cooperative is now active throughout the entire municipality and handles the training, monitoring, and pairing of coaches with residents.

Currently, around 20 energy coaches have been trained. The energy coaches are volunteers who reside in the municipality and have knowledge and expertise in energy conservation, sustainable energy use, and environmental awareness. They visit residents for *kitchen table conversations* (a Dutch saying), where they provide advice on making their homes more sustainable. They share their knowledge and help residents make informed choices regarding energy use. Thanks to the collaboration between the municipality, the energy cooperative, and the local neighborhood initiative, residents in the municipality are now supported in a personal and engaged manner in their efforts towards sustainability.



Goal project

The aim of local energy coaches is to assist residents in reducing their energy usage, improving energy efficiency, and promoting more sustainable energy behaviors, all in order to contribute to the transition towards a more sustainable and environmentally friendly society.

Result project

In collaboration with the local energy cooperative, a network of local volunteer coaches has been established. This network consists of about 20 coaches who provide requested advice to fellow residents. The energy coaches contribute to one or more of the following 5 main outcomes:

1. Raising awareness: Energy coaches can raise awareness about the importance of energy conservation, sustainable energy use, and the impact of energy behavior on the environment. They can provide information and education about energy efficiency, renewable energy sources, and environmentally-friendly practices.
2. Providing advice: Energy coaches can provide advice on specific measures that people can take to reduce their energy consumption, such as improving insulation, upgrading appliances to energy-efficient models, optimizing heating and cooling, and using renewable energy sources.
3. Promoting behavior change: Energy coaches can guide people in making behavior changes that lead to energy savings, such as adjusting thermostats, reducing unnecessary energy use, promoting energy-conscious shopping, and encouraging sustainable transportation.
4. Achieving financial savings: Energy coaches can help people understand the financial benefits of energy conservation, such as lowering energy bills, utilizing subsidies and financial incentives for energy efficiency, and maximizing the return on investment of energy-related investments.
5. Increasing environmental awareness: Energy coaches can raise awareness among people about the environmental benefits of energy conservation and sustainable energy use, such as reducing greenhouse gas emissions, decreasing air pollution, and protecting natural resources.

In addition, energy coaches contribute to increasing innovation and participation in the following ways:

Innovation:

1. Experimentation and implementation of new technologies: Energy coaches can encourage residents to try out new energy-saving technologies, such as smart thermostats, energy monitoring systems, or renewable energy sources, and provide them with advice on their implementation and use. This can lead to innovative solutions to improve energy efficiency and promote sustainable energy use.
2. Solution-oriented approach: Energy coaches can help residents think in a solution-oriented manner and seek innovative ways to save energy, such as identifying energy-wasting appliances, optimizing energy consumption patterns, or developing new ways to promote energy-conscious behavior.

Participation:



1. Engaging residents: Energy coaches can actively involve residents in energy-saving and sustainability initiatives through education, awareness, and training. This can help residents play an active role in reducing their own energy consumption and contributing to the transition towards a more sustainable society.
2. Customized and social approach: Energy coaches can adopt a customized or social approach, taking into account the specific needs and preferences of residents. This way, residents can feel more engaged in energy-saving and sustainability initiatives, which can increase their participation rate in the long term. In addition, the personal interaction between the energy coach and residents leads to an increase in social contact, allowing residents to support each other in their energy-saving efforts.

Finance (costs and benefits)

- Training costs: €5-€10K (including start-up costs)
- Quarterly use of the canteen of the municipality: 1-2
- Promotion costs: €1.000/year
- Volunteer reimbursements: €25 per conversation
- Hours of municipal employee: 10-20hours/month

Staff (staff involved and use of time)

Municipal employee

Additional information (if necessarily)

Link website (if available)

- <https://www.energiecmiddendelfland.nl/projecten/energiecoaches/>
- <https://www.middendelfland.nl/gemeente-midden-delfland-zoekt-energiecoaches>

Once filled in this form please send it to: info@cittaslow.net

- Participation Deadline, 15 May 2023 -