

Utrecht creates New Energy (Utrecht, Netherlands)	
Keywords	Municipal Management and Organisation, Integrated Policy Development, Co-operation, Stakeholders, Economic Opportunity
Pictures	
Objectives	The objective of Utrecht is to be a carbon neutral city in 2030. This is a very ambitious goal, considering the growth of the city in the next few years. In 2012 Utrecht wants to reduce the CO ₂ emission with 6% (Kyoto objective of the Netherlands).
Description	<p>Utrecht has years of experience in energy actions. Examples are the first district heating system in the Netherlands (1923) which has expanded over the years to one third of the houses in Utrecht. Other examples are energy saving at residential homes (several actions), an energy saving campaign in the municipal buildings for more than ten years, innovative solar tiles at an environmental education centre and much more. These actions resulted in a reduction of the CO₂ emission in Utrecht, however the growth of the city caused the CO₂ - emission to increase.</p> <p>With the growing sense of urgency for climate change and the opportunity to act as is presented in these successful actions, there is a new view on energy actions in Utrecht. Key of the policy is that the municipality itself can only do this much, but with the active participation of stakeholders in the city / region (e.g. social housing corporations, commercial partners, university et cetera) much more is possible. Considering the number and kind of stakeholders present in the region, Utrecht foresees a new economic opportunity; New Energy. Especially in the field of energy efficiency Utrecht has a lot of knowledge to offer. The municipality wants to mobilise these stakeholders, solve the 'knowledge' paradox within these stakeholders by activating co-operation between them and make the driving force a win-win situation for the stakeholders involved (see picture).</p>
Results / Achievements	Utrecht started in September 2007 with this approach, thus results in terms of reduction of CO ₂ emissions are not available. A few achievements are worth mentioning. Actions to increase the interest of the house owners in energy efficiency have been developed and will be carried out and evaluated in 2008. These are new concepts because marketing experts were mixed with technician et cetera. Besides this the university has shown a great interest in the approach. However the biggest achievement should come from the integration of the different policies into the energy & climate policy. More knowledge, actions and financing possibilities should be available in the near future to reach the objective of Utrecht; carbon neutral in 2030.
Friendly advice for replication	As the action just started, it is difficult to advice other municipalities in a general context. Replication of the approach of the action is possible, however should be customised to your municipality. Analyse the important stakeholders in your municipal or region, make them co-operate with each other, initiate or participate in actions and measure the effects of these actions.
Online information	(In Dutch only): www.utrecht.nl/milieu
Contact	Inge VAN DE KLUNDERT Advisor environmental policy.. City of Utrecht Tel : + 31 (0) 30 286 4115 E-mail : I.van.de.klundert@utrecht.nl Website : www.utrecht.nl