



City Action Plan
Rotterdam

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City of Rotterdam

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Rotterdam

Nb. of inhabitants: in the city: **630 000**; in the agglomeration: **1 200 000**

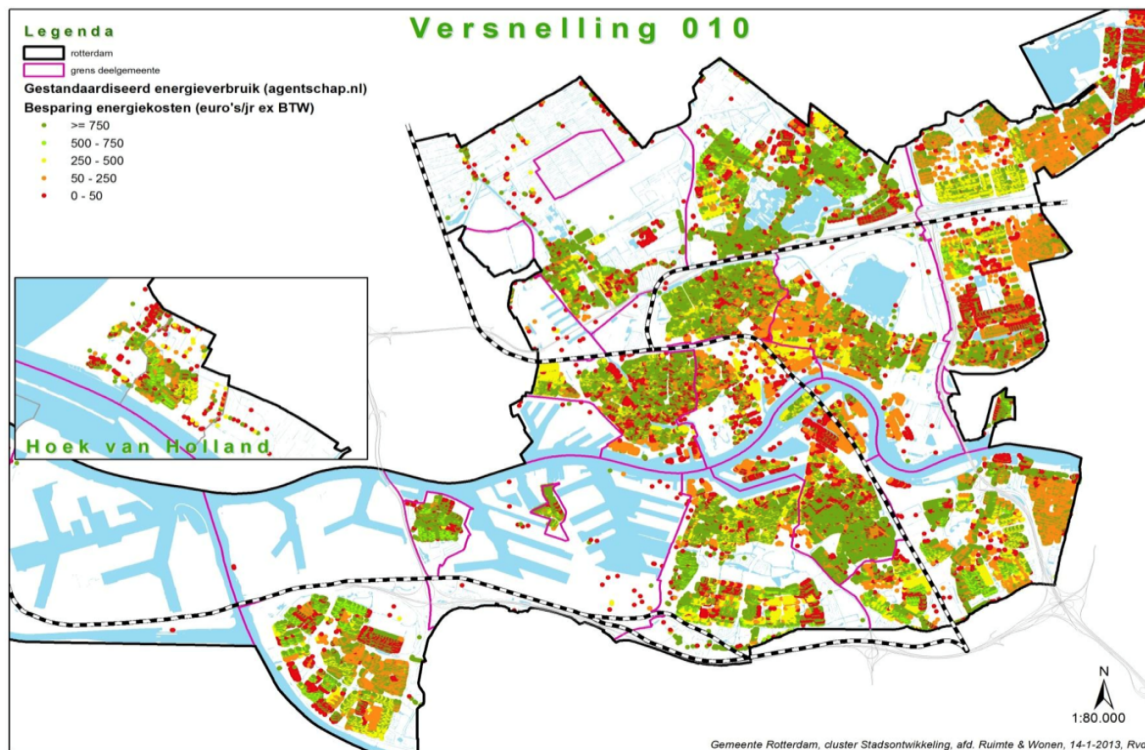
Area of city: **320 km²**; agglomeration: **807 km²**

Position of international port in Europe: **1st**, in the world: **4th**.



Background

- Savings potential on energy consumption: ~40 %.
In average: ~50 euros / month / household
In total: ~180 millions euro / year



Map of energy use and energy savings potentials in Rotterdam in 2013

- Rotterdam international port has the potential to heat about 1 000 000 homes (~ 20 PJ).

Target group(s)

- Social housing corporations
 - >>> yearly agreements on results to be achieved
- Private home-owners:
 - Individual private home-owners
 - Home-Owners Associations



“To produce more sustainable energy than the city consumes by 2030”

- Specific goals:

- Photovoltaics: Today: ~2 300 res. buildings,
By 2018 : 10 000 “

- District Heating from waste incineration:

Today: ~56 000 res. buildings,
By 2035: 150 000 “



Objectives: Acceleration (versnelling) 010

- **Main objectives are:**
 - To accelerate upgrading existing residential buildings
 - Use of cleaner & cheaper energy
- **10.000 residential buildings with green energy label by 2020**
 - 7000 owned by housing corporations,
 - 1500 individual private home-owners &
 - 1500 Home-Owners Associations.

- **How?**

- Stimulate owners
- In collaboration with the local partners
- Stimulate a market uptake at a regional scale



Private home-owners: specifications of activities

Strategy: Bringing energy efficiency closer to the Rotterdammer

Cityportal: Rotterdam.nl/energiebesparing

WoonWijzerWinkel.nl
(regional portal) + connection
with ICDuBo

Locating WoonWijzerWagen
on strategic spots in R'dam

Pop up store in top spots in
the city centre

Pop up store in neigh-
bourhoods as part of
neighbourhoodaction plans

Easy in / easy out expo's on
energy efficiency on several
locations

Campaigning: (social) media
strategy (press, facebook,
twitter, challenges, etc.)

Actively attracting SME's to
energy efficiency actions
(e.g. installers Uneto-VNI)

Special offers: e.g. energy
scans, vouchers for advice

Facilitating neighbourhood-,
and street actions, initiatives
from citizens

Stimulating energy efficiency
together with education:
pupils and their parents



- **Stimulation campaign in october 2016, city-wide**

- **Individual private home-owners**
Project TRIPLE-A started in dec. 2016
www.triple-a-interreg.eu



Actions plan in 2 focus areas: Prins Alexander & IJsselmonde
Pop up store opens in march 11th, 2017 in combination with ongoing neighbourhood actions.

- **Home-Owners Associations (VVE's)**

- Elena (EIB) www.eib.nl
- Service counter: VVE 010 (www.vve010.nl) opened in 2016
- Climate KIC action:
'Market challenge' started in feb. 2017



Thank you for your attention

www.project-nezer.eu



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