

# Case Study 1: The Green Energy Train in The Hague. A demand driven approach based on 'Live Energy'

## The Netherlands

### Summary

This case study focuses on the implementation of the Green Energy Train programme in apartment buildings in The Hague between September 2001 and May 2003 targeting 228 households in eight apartment blocks. It was performed by consultancy firm Aarde-Werk in close cooperation with housing association Vestia who owned the apartments. The project aimed at reducing the energy, heat and water use of these households with 5%. This target was not reached due to several reasons.

The most important 'indicators of failure' were problems with monitoring, the used education and information materials, no alignment with a planned renovation and not enough knowledge about the target group and their relation with Vestia at the start of the project. However although the primary goal of the project was not reached, many other secondary goals of the different project partners have been reached.

The Green Energy Train was based on the philosophy of 'Leve Energie' (Live Energy) The method is demand driven. This means that the education and information materials were adapted to the demands of the target group.



### Lessons learned

1. A success factor for education and information campaigns is knowing the demands of the target group before starting the project.
2. Although it is a success factor to inform a project on theory, this theory must be translated completely into practice and not be visible anymore in at least the beginning of the project.
3. It is important to check in advance whether the needed (accurate) data for measuring effects of the project are/will be available.
4. Projects aiming at decreasing gas and electricity use in households should at least last for three years.
5. There are many advantages of working together with project partner who have real interests in reaching the goals of the project.