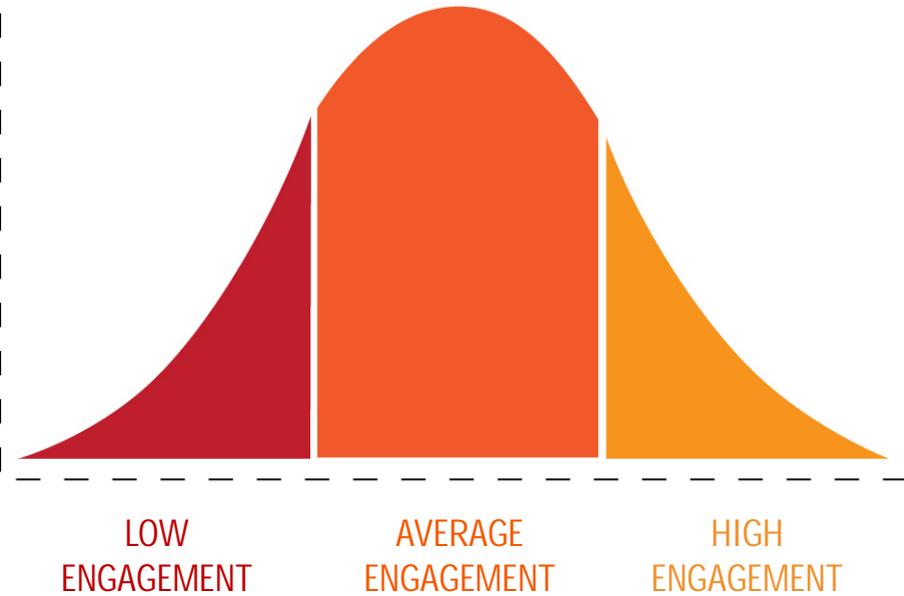


How can we drive down the water consumption at the Koster Islands *together*, in a *significant, measurable* and *quick* manner?



Islands



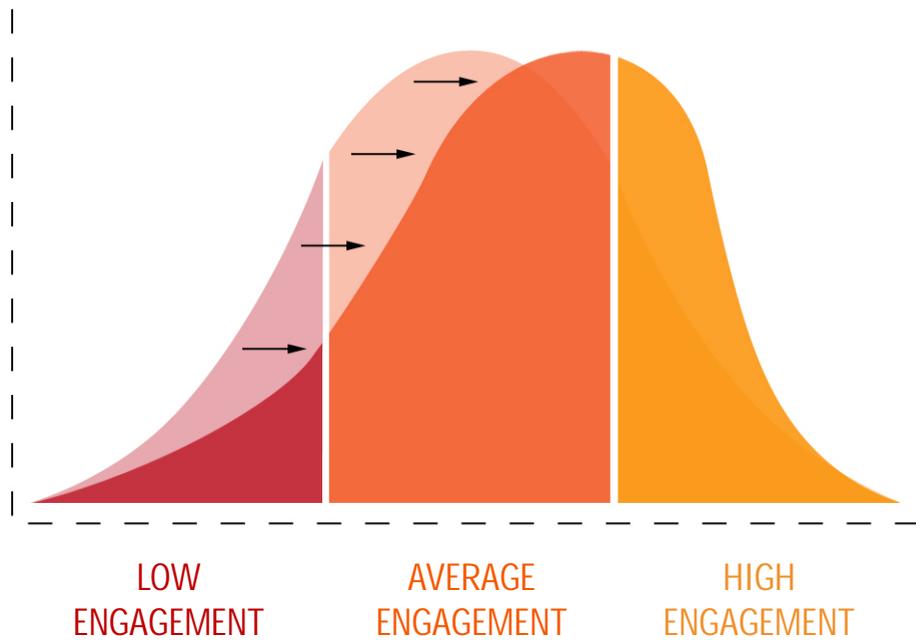
Full year residences



Summer homes



How can we drive down the water consumption at the Koster Islands *together*, in a *significant*, *measurable* and



Islands



Full year residences



Summer homes



It is possible. Example:

OP@WER

Welcome, Garrett · [Account Settings](#) · [Sign Out](#)

The screenshot displays the OP@WER user interface. At the top, there are navigation tabs: "Similar Homes" (selected), "Friend Rank", and "About Me". Below the tabs, a sidebar on the left shows "How I did in October" with a dropdown arrow, a red "Room for improvement" button, and two status indicators: "Used 12% more than September" and "Used less than yearly average". The main content area features three energy usage cards: "Efficient homes" (\$35.12, 300 kwh), "All homes" (\$37.12, 312 kwh), and "My home" (\$43.00, 340 kwh). A red dashed circle highlights the "My home" card and the "Efficient homes" card. Below the cards, there are three sections: "An easy way to save:" with a tip "Turn off lights when not needed" (1,021 people do this) and a "Show more tips" button; "Join a group, compete together!" with a "Search groups" button; and "You are being compared to 214,827 homes with these characteristics:" with filters for "0-500 sq ft", "Central A/C", "No fireplace", and "NE Climate", plus an "Edit my home information" link.

Opower: - 4% electric consumption.

(More electric power saved in the USA than the total renewable electricity produced by photovoltaics, in the USA, at a fraction of the cost).



It is possible. Example:

Mon, Feb 2, 2015, 4:03AM EST - US Markets open in 5 hrs and 27 mins

OP

Similar Ho

How I dic

Ro

Used

Used

Opower Utility Partners Save Six Terawatt-Hours of Energy, Over \$700 Million for Consumers

Enough Savings to Power all of the Homes in Alaska and Hawaii



Opower
January 20, 2015 4:05 PM



ARLINGTON, Va.--(BUSINESS WIRE)--

Opower (OPWR), the global leader in cloud-based



Show more tips

Search groups

Edit my home information

electric
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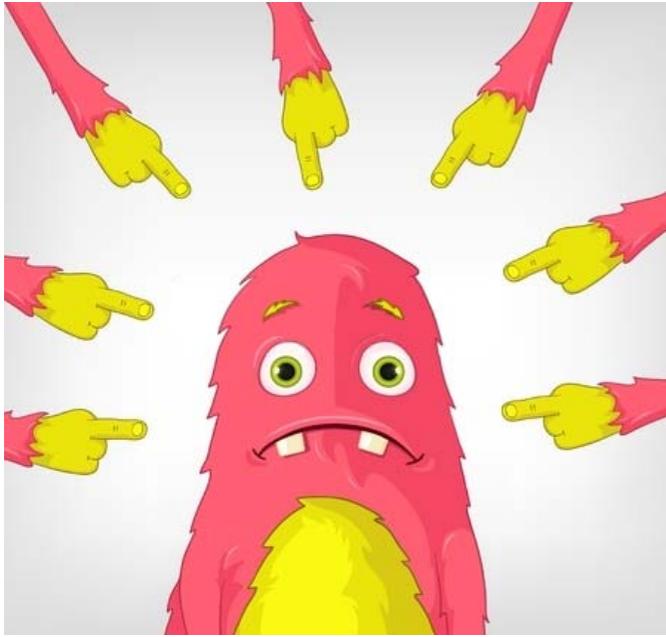
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renewable
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st).



Power applies strategies from the **field of behavioural science**.

In particular, *the (anonymous) comparison to others*.

Powerful motivational engines:



Shame

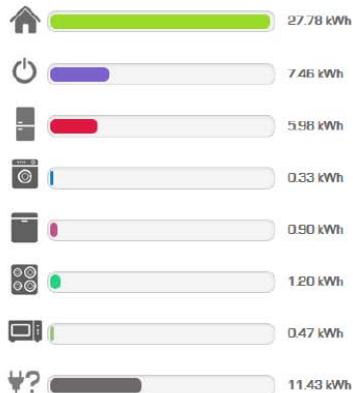
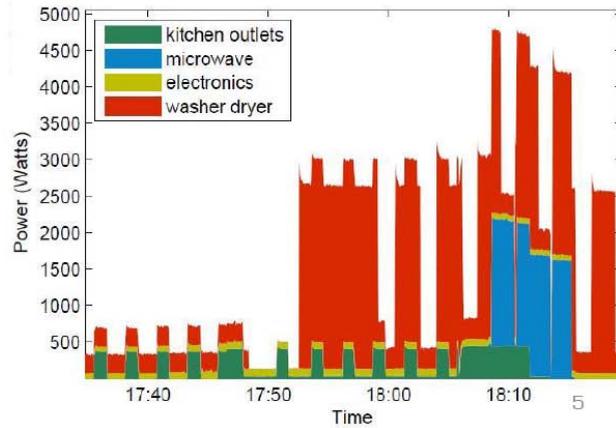


Pride

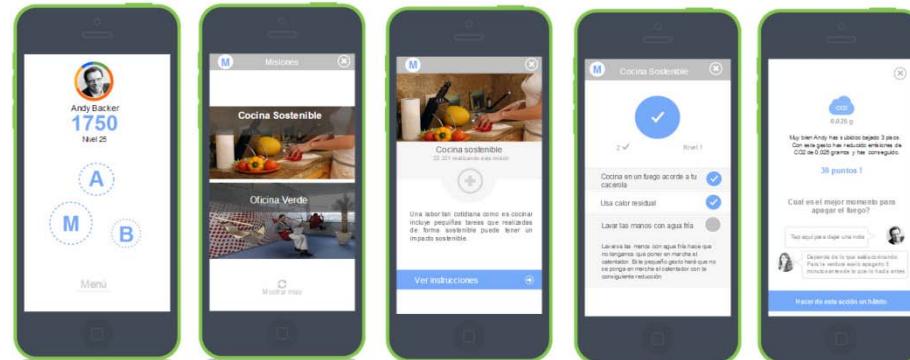


...some of the *ingredients*...

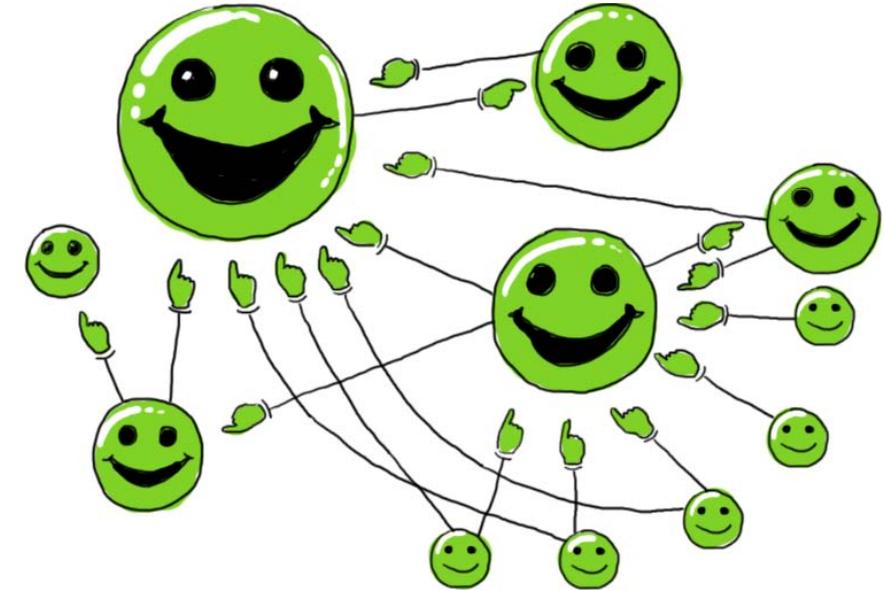
Measurements and real-time benchmarking



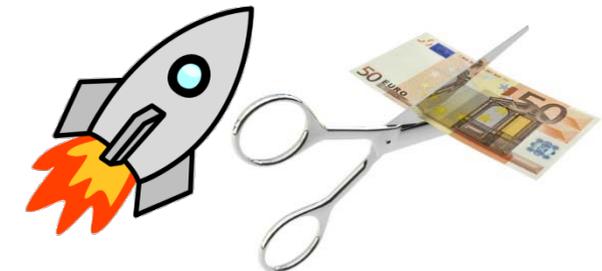
Breakdown of sustainable practices and personalized sustainable guide



Creating a sustainable network with supply & demand feed-back loops



Ideally to accelerate: *Economic incentives*



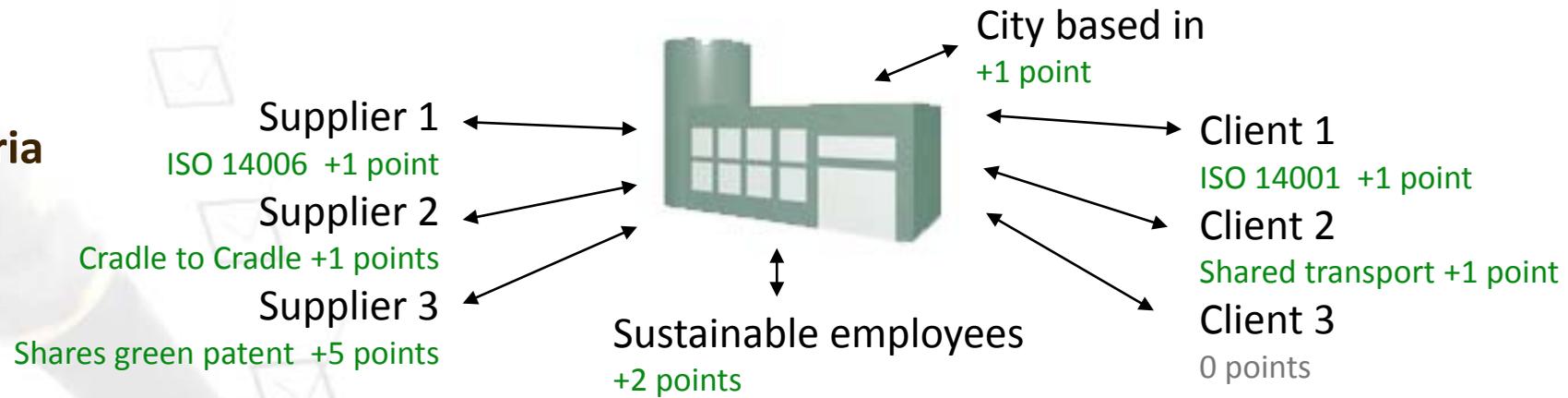
Example:

Internal criteria

Energy	+5 points	Transport	+1 points
Water	+2 points	Natural habitat	0 points
Waste	+5 points	Others	+22 points

Sub-total
35 points

External criteria



Sub-total
12 points



Total:
47 points

Certification:
SURE Silver

Ranking **SURE:**
Position 63,055

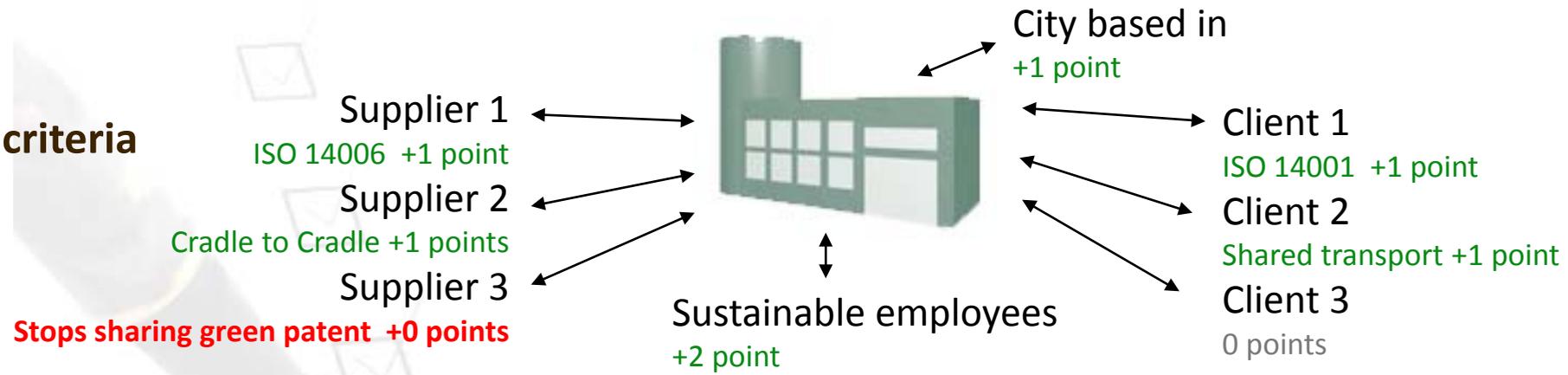
Example:

Internal criteria

Energy	+5 points	Transport	+1 points
Water	+2 points	Natural habitat	0 points
Waste	+5 points	Others	+22 points

Sub-total
35 points

External criteria



Sub-total
7 points



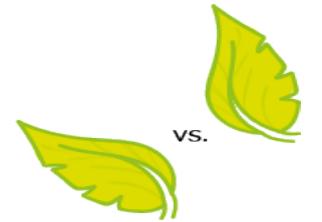
Total:
42 points

Certification:
SURE Bronze

Ranking **SURE:**
Position 93,055



Measure

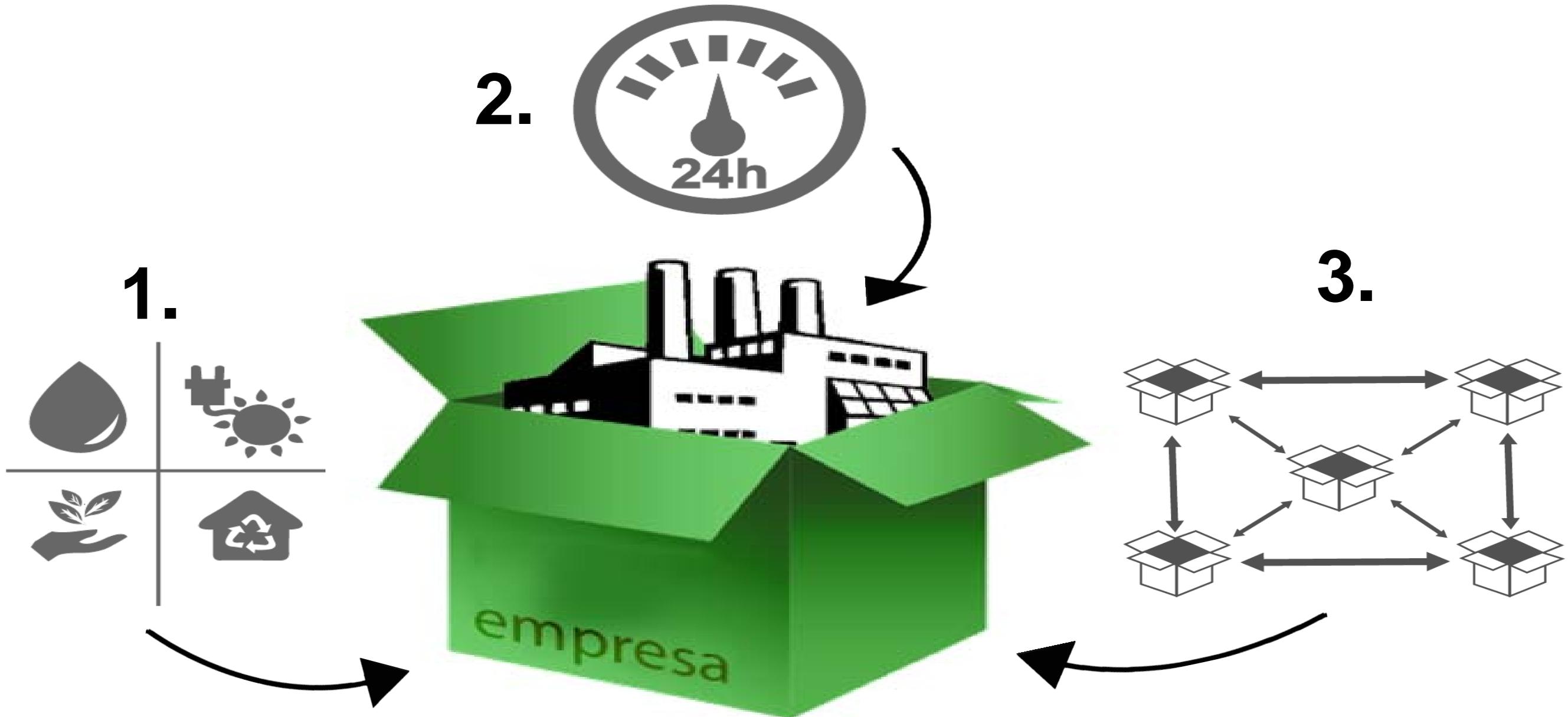


Benchmark



Help improve

SUSTAINABLE EVALUATION



RANKING



RANKINGS

sustcity Gente Entidades Ciudades Buscar Tu cuenta

People with the highest number of Sure points

100	01 de Costa Rica	Raúl Fernando	1 Sure points
99		Beatriz Combarros Estébanez	1 Sure points
98		sorgina cris	17 Sure points
83		Alberto Galego Zabala	0 Sure points
72		Lorena Barfon	1 Sure points
68		esther armas iglesias	1 Sure points
65		Alaitz Ajuri	3 Sure points
61		Illa Mibaelena Foronda	1 Sure points
59		Marta Casas Perez	0 Sure points
48		jacine Iturriga	0 Sure points

Citizens save in their utility bills and gain special discounts by being more sustainable.

sustcity Gente Entidades Ciudades Buscar Tu cuenta

120 comercios cerca de ti

72	Posada Rural Oasis	1 servicio
68	Posada Rural Río	3 servicio
67	Hotel Catarata Río	3 servicios
63	Hotel Vila Baula	2 servicios
54	La Laguna del Lagarto Lodge	4 servicios

Businesses save in their utility bills and gain customers by being more sustainable.

sustcity Gente Entidades Ciudades Buscar Tu cuenta

78

120 Sure Entidades

678 Sure Ciudadanos

98 Sure Ofertas

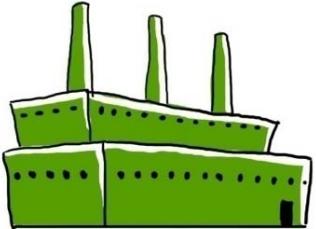
Heredia
Heredia-Costa Rica

BUENAS PRÁCTICAS

- Gobierno** (Government): Transparencia, Participación, Eficiencia de los procesos, Innovación TIC
- Población** (Population): Participación ciudadana, Red social cultural
- Economía** (Economy): Responsabilidad social, Sistema económico, Clusters locales, Acceso a la financiación, Incentivos fiscales

Cities are seen as more transparent and responsible.

What SustCity offers



**MEASURES
SUSTAINABILITY**

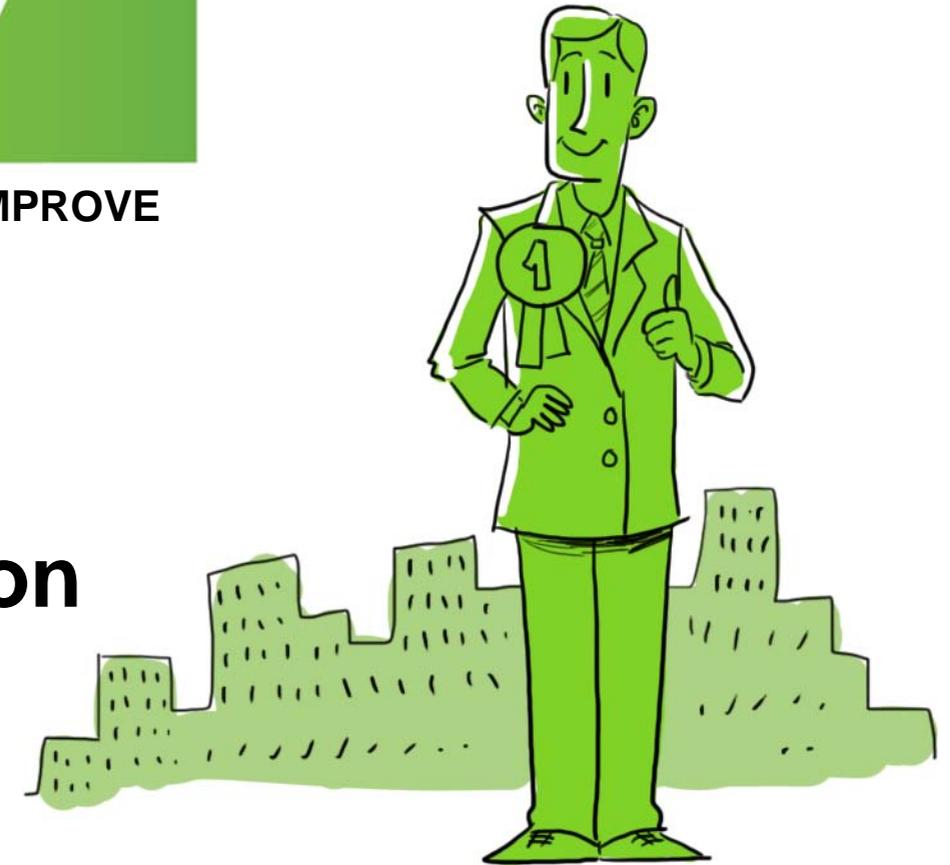


BENCHMARKS



HELPS IMPROVE

**Offers SUSTAINABLE
reputation and recognition**

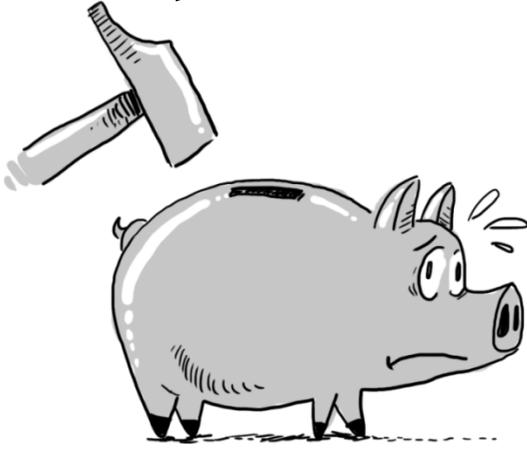


Comparing sustainable recognition

20th century



Autocratic



Expensive

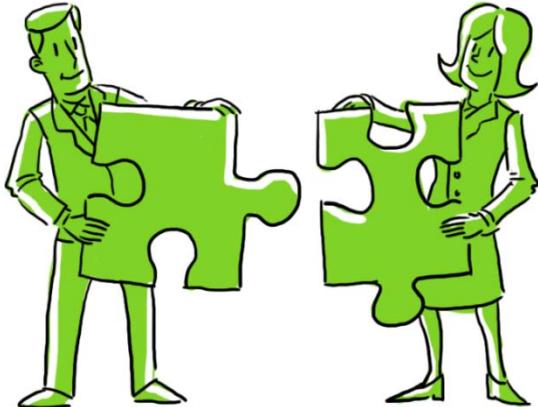


Manipulable



Borrowing

21st century



Collaborative



Economical

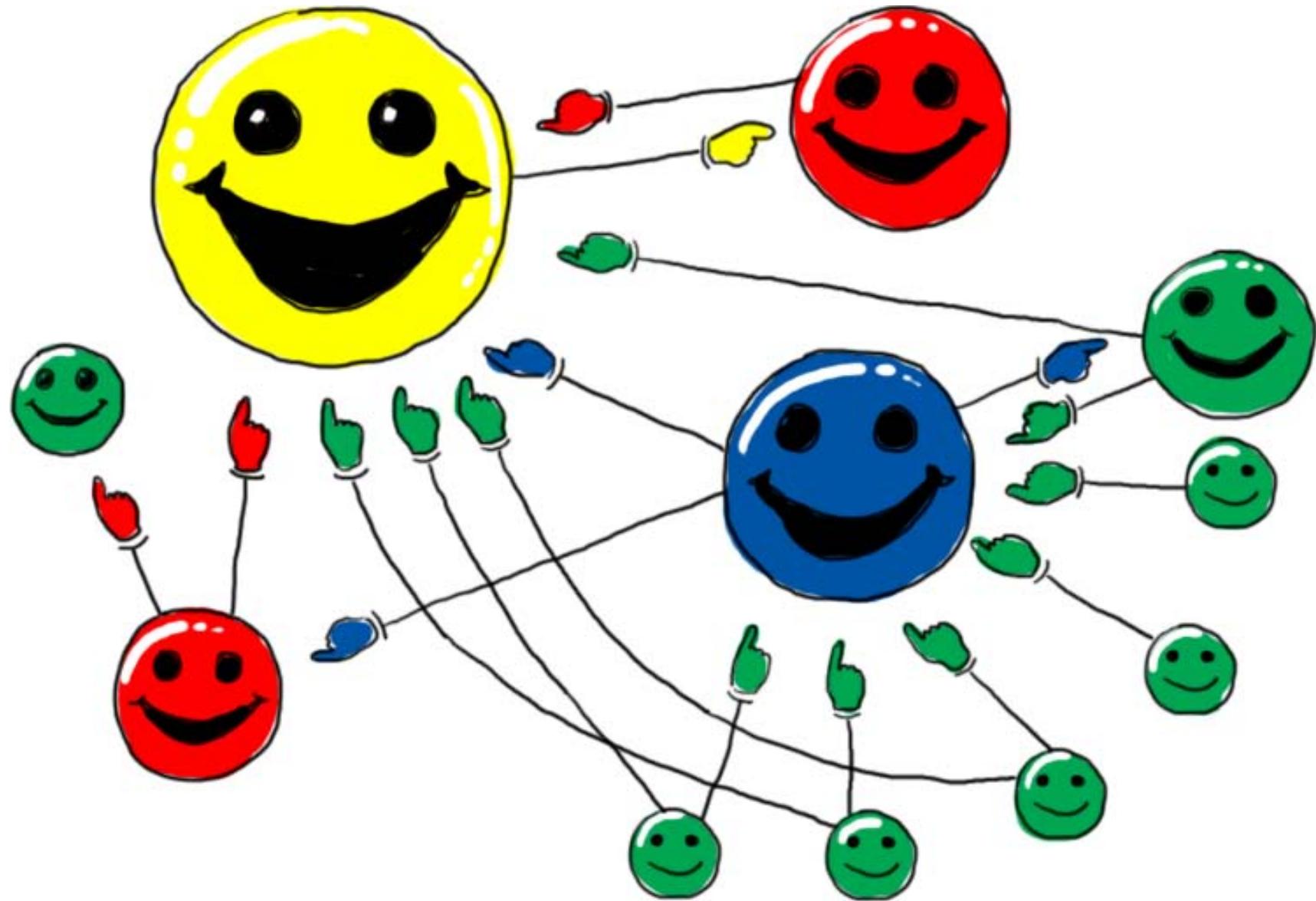


Reliable and real-time



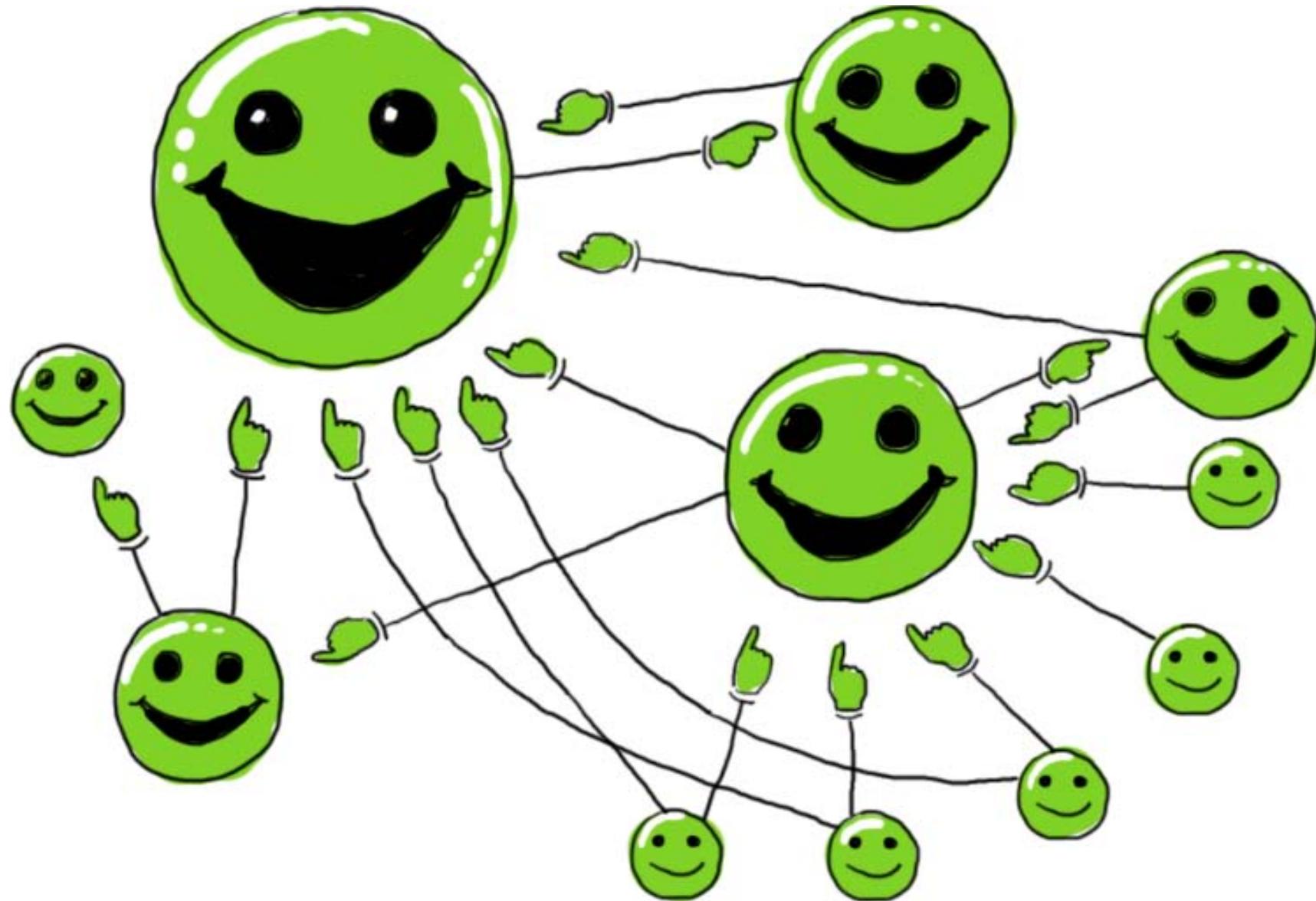
Engaging

How Google works



Google™

How SustCity works



Other profile and reputation platforms

Profiles



The image displays three social media profiles. At the top left is a Google+ profile for Rob Abdul, a Business Specialist in Birmingham. Below it is a Facebook profile for Mark Zuckerberg, showing his profile picture and some bio information. At the bottom is a LinkedIn profile for Garrett Ive, an Account Director at Airfoil Public Relations in the San Francisco Bay Area. The profiles are overlaid with icons for Google+, Facebook, and LinkedIn.

Reputation



The image shows a Klout reputation analysis for Leander Wattig. On the left, a large orange speech bubble contains the number 74. To the right is a profile for Leander Wattig, a consultant and blogger in Frankfurt, Germany, with a 'Thought Leader' badge. Below the profile is a 'Score Analysis' section with a line graph showing a score of 73.7. The graph shows a score of approximately 65 for most of the period, with a sharp increase to 73.7 at the end. To the right of the graph, the text 'Your Score: 73.7' is displayed in large orange font. Below the graph, there is a list of categories: TOPICS, INFLUENCERS, LISTS, KLOUT STYLE, and ACHIEVEMENTS. At the bottom right, there is a small Klout logo and text explaining that the Klout Score measures influence on a scale of 1 to 100.

Profiles in SustCity



Ciudadanos Empresas Ciudades Buscar Tu cuenta

99
↑04 Posición último mes

01
de Costa Rica

Posada Rural

Tel: +506/2471-1447
Fax: +506/2471-1148
posada@posadaoasis.com

10
Buenas prácticas

Heredia, Costa Rica
800 m al oeste de Villa Plencia

RESERVA



Datos generales

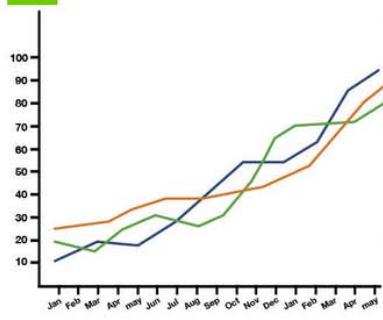
Posada Rural Oasis se ubica en Caño Negro, un sitio ubicado entre los cantones de Guatuso (45 km), Upala (35 km) y Los Chiles (25 km), en la provincia de Alajuela, al norte de Costa Rica. Es un pequeño pueblo de gente humilde, campesina y luchadora. Posee a su alrededor una enorme y bella laguna de agua dulce que, en época lluviosa, es anegada por el imponente río Frio. Además, la zona posee un Refugio Nacional de Vida Silvestre, sitio RAMSAR y corazón de la Biosfera Agua y Paz.

Caño Negro es un sitio agradable para descansar y disfrutar del aire puro.



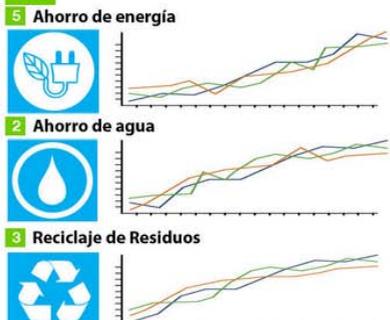
ACTIVIDAD LOS ÚLTIMOS 90 DÍAS

99 TU NIVEL SOSTENIBLE



■ Tu nivel ■ Nivel de tu vecindario ■ Nivel TOP Sostenibilidad

10 TUS BUENAS PRÁCTICAS



ACTIVIDADES MÁS RECIENTES

10 de junio, 2013: insertado el consumo mensual de electricidad
8 de junio, 2013: insertado el consumo mensual de agua
1 de junio, 2013: insertado la práctica de aireadores de grifos
25 de mayo, 2013: subido en el ranking a posición 99
25 de mayo, 2013: marcado la práctica de uso de lámparas de bajo consumo

BUENAS PRÁCTICAS

Agua



Energía



Reciclaje de Residuos



OBJETIVOS



OTROS DATOS

Oficina
500 trabajadores
2000 m²
4890 KhW ahorrados

Mapa

Fotos

Videos

Escríbete algo...

Posada Rural ha subido una foto
(hace 3 horas)

Raúl
Bonita foto de una bonita ciudad.
Escribe un comentario...

Posada Rural ha hecho una consulta
(hace 5 horas)
Queremos cambiar el menú del desayuno. ¿Qué opción te gusta más?

Acerca de nosotros

Somos Sustainable Reference También colaboran en este proyecto **Contacta con nosotros** Secciones Inicio

Integration with smart meters



sust city Ciudadanos Empresas Ciudades Buscar Tu cuenta

99 01 de Costa Rica
Tel: +506/2471-1447
Fax: +506/2471-1148
posada@posadaoasis.com

Posada Rural Oeste se ubica en Carfo Negro, un sitio ubicado entre los cantones de Guastamiza (43 km), Upala (25 km) y Los Chiles (25 km), en la provincia de Alajuela, al norte de Costa Rica. Es un pequeño pueblo de gente humilde, campesina y luchadora. Posee a su alrededor una enorme y bella laguna de agua dulce que, en época lluviosa, es arregada por el impetuoso río Frio. Además, la zona posee un Refugio Nacional de Vida Silvestre, sitio RAMSAR y corazón de la Biosfera Agua y Paz.

Carfo Negro es un sitio agradable para descansar y disfrutar del aire puro.

10 Buenas prácticas
Posición último mes: **04**

Datos generales

ACTIVIDAD LOS ÚLTIMOS 90 DÍAS

99 TU NIVEL SOSTENIBLE **10 TUS BUENAS PRÁCTICAS**

- 5 Ahorro de energía
- 2 Ahorro de agua
- 3 Reciclaje de Residuos

Tu nivel Nivel de tu vecindario Nivel TOP Sostenibilidad

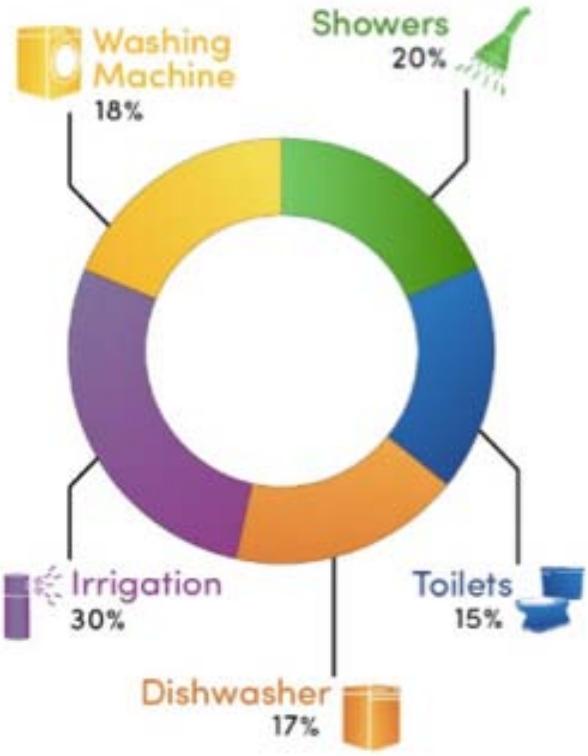


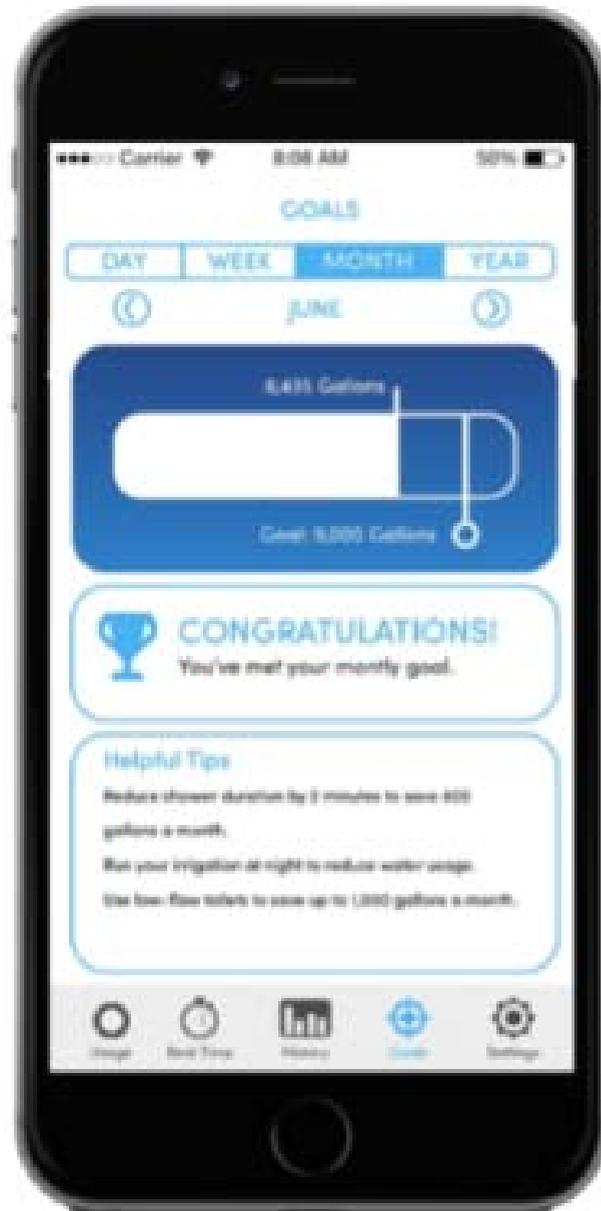


USAGE

DAY WEEK MONTH YEAR

JUNE 10, 2015





Sustainability rankings

sustcity Gente Entidades **Ciudades** Buscar Tu cuenta

120 comercios cerca de ti



72		Posada Rural Oasis Posada Rural Oasis se ubica en Caño Negro, un sitio ubicado entre los cantones de Guatuso (45 km), Upala (35 km) y Los Chiles...	1 servicio
68		Posada Rural Río La zona tiene excelentes atracciones como: Las cataratas del río celeste. Los humedales de Caño Negro. La comunidad de indígenas Maleku.	3 servicio
67		Hotel Catarata Río El Hotel Catarata Río Celeste está rodeado por maravillosos sitios naturales como el Parque Nacional Tenorio, el ...	3 servicio
63		Hotel Villa Baula El Hotel Villa Baula está justo frente al mar, en Playa Grande, Guanacaste, donde disfrutará de maravillosos ...	2 servicio
54		La Laguna del Lagarto Lodge Si está buscando un ambiente tropical verdaderamente inalterado, donde pueda explorar el ecosistema a su propio ...	4 servicio

Profile (citizen)

sustcity Ciudadanos Empresas Ciudades Buscar Tu cuenta

99 **01** de Costa Rica **Raúl Fernandez**
10 Buenas prácticas
Heredia, Costa Rica
Miraflores 3, 298
48000 Heredia (Costa Rica)

ACTIVIDAD LOS ÚLTIMOS 90 DÍAS

99 TU NIVEL SOSTENIBLE **10 TUS BUENAS PRÁCTICAS**

1 Ahorro de energía
2 Ahorro de agua
3 Reciclaje de Residuos

ACTIVIDADES MÁS RECIENTES

BUENAS PRÁCTICAS

Agua
Reducir el consumo de agua.
Reutilizar el agua.

Energía
Reducir el consumo de energía.
Usar lámparas de bajo consumo.
Usar aparatos electrónicos que estén apagados.
Usar aparatos electrónicos que estén apagados.

Reciclaje de Residuos
Separar los residuos.
Usar bolsas de basura.
Reciclar los residuos.

OBJETIVOS

50.000 toneladas de PET recogidas en 2013. **60%** logrado. Quedan 297 días

Bajar el consumo de electricidad en un 20% en 5 meses. **90%** logrado. Quedan 45 días

Reducir las emisiones de CO2 en un 25% en 10 meses. **20%** logrado. Quedan 127 días

AMIGOS

72 Alvaro Soriano ASoriano **30** Almudena Gon... AGMaza **20** Gabriel Castag... GCastagnino **49** Borja Nafria Bnafria
100 Laura Lopez Llopez **26** Enrique Alonso EnriqueA

EMPRESAS AMIGAS

66 Estetica Nasel Nasel **36** Tienda Biofood Biofood **77** Urban Bike UrbanBike

OTROS DATOS

Fotos

Escribe algo...

Raul ha subido una foto (hace 3 horas)

EnriqueA Subió foto de una bonita ciudad.
Escribe un comentario...

Raul ha hecho una consulta (hace 5 horas)

Videos

Acerca de nosotros

Somos Sostenible También colaboran Contacta con Secciones

Profile (city)

sustcity Ciudadanos Empresas Ciudades Buscar Tu cuenta

78 **120** **Heredia**
Sust Entidades Heredia-Costa Rica

678 **98**
Sust Ciudadanos Sust Ofertas

<http://www.heredia.go.cr/>

BUENAS PRÁCTICAS

- Gobierno**
Transparencia, Fiscalidad, Eficiencia de los servicios, Participación TIC.
- Población**
Participación ciudadana, Realización por la ciudad para mejorar ella con estrategias de sostenibilidad, Mejor uso de la cultura.
- Economía**
Diversificación de la actividad, Turismo sustentable, Ciudados verdes, Apoyo a la economía local, Incentivos fiscales y otros.

MAPA

LOS CIUDADANOS MÁS SOSTENIBLES DEL MES

100	Alvaro Soriano ASoriano	98	Almudena Gon... AGMaza	87	Gabriel Castag... GCastagnino	84	Borja Nafria Bnafria
-----	-------------------------	----	------------------------	----	-------------------------------	----	----------------------

LAS EMPRESAS MÁS SOSTENIBLES DEL MES

100	Estetica Nasel Nasel	97	Tienda Biofood Biofood	92	Urban Bike UrbanBike	86	Posada Rural PosadaRural
-----	----------------------	----	------------------------	----	----------------------	----	--------------------------

OTROS DATOS

Fotos

Escribele algo...

Heredia ha subido una foto (hace 3 horas)

EnriqueA
Bonita foto de una bonita ciudad.
Escribe un comentario...

Heredia ha hecho una consulta (hace 5 horas)

Videos

Rankings

People with the highest number of Sure points

Rank	Score	Name	Location	Surveys	Good practices
01	100	Raúl Fernandez	Costa Rica	1	13
2º	99	Beatriz Combarros Estébanez	Bilbao - Spain	1	13
3º	98	sorgina cris	Bilbao - Spain	1	17
4º	83	Alberto Galego Zabala	Orango - Spain	0	32
5º	72	Lorena Barfon	Bilbao - Spain	1	14
6º	68	Esther Armas Iglesias	Lezo - Spain	1	19
7º	65	Alaitz Ajuri	Bilbao - Spain	3	18
8º	61	Iria Mibalena Foronda	Bilbao - Spain	1	15
9º	59	María Casas Pérez	Undur - Spain	0	23
10º	49	Jacine Rumiaga	Bilbao - Spain	0	23

120 comercios cerca de ti

Score	Business Name	Services
72	Posada Rural Oasis	1 servicio
68	Posada Rural Río	3 servicios
67	Hotel Catarata Río	3 servicios
63	Hotel Vila Baula	2 servicios
54	La Laguna del Lagarto Lodge	4 servicios

78

120 Sure Entidades

678 Sure Ciudadanos

98 Sure Ofertas

Heredia
Heredia-Costa Rica

BUENAS PRÁCTICAS

- Gobierno
- Población
- Economía

Citizens: The most sustainable citizens get access to **special discounts** and awards.

Businesses: The most sustainable business are ranked higher and get more exposure resulting in **more sales**.

Cities: Have a tool to give citizens and business a **voice** and showcase their sustainable actions.

The Klout Perk effect what is your klout score worth?

by: @abelmint & @grutson

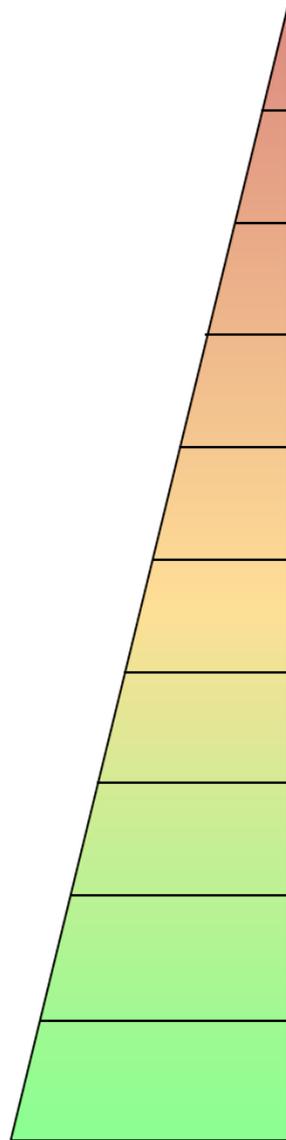
0-10		11-39		40-99	
<p><i>total value</i></p> <p>\$ 183</p>		<p><i>total value</i></p> <p>\$ 251</p>		<p><i>total value</i></p> <p>\$ 1,019</p>	
<i>perks</i>	<i>value</i>	<i>perks</i>	<i>value</i>	<i>perks</i>	<i>value</i>
MetroMint Water	\$6	All that +		Everything +	
Axe Hair Gel	\$3	2015 (RED) Quilt	\$0	Stephen Kings "Mile 81" book	\$4
Four Pack of Slim Fast	\$8	Evening with Chevrolet	\$0	BuzzFeed Membership	\$0
Hyundai Party	\$0	\$10 to Liftopia.com	\$10	Add Klout Topics	\$0
\$50 credit to Red Beacon	\$50	A jug of FitFrappe Protein	\$24	Chiquita Banana Bike	\$170
Gallon of International Delight	\$12	Pure Nighclub WOMMA Party	\$0	Autographed copy of "That is All"	\$20
Mercy Alcohol Beverage	\$5	A&E's bag of Bones Novel	\$9	A tube of Smashbox Photo Primer	\$17
Macy's Red Carpet	\$0	\$10 to Leftlane sports	\$10	Euro RSG Idea Book	\$50
Season 4 of NBC's 30 Rock	\$34	Wahooley membership	\$0	\$15 Itunes giftcard	\$15
Handbags.com \$25 credit	\$25	Two Degrees sample pack	\$15	Kia shuffle slam membership	\$0
VIP membership to CHILL	\$0	Windows Phone Launch party	\$0	Settlers of Catan Novel	\$7
Demand Media Contest	\$0			Free Windows Phone	\$300
TopChef Cook Book	\$15				
\$25 to ecomom.com	\$25				

* these are estimated values based on online research and perceived value may be different for dollar amounts equaling zero.

Levels of quality control



Levels of quality control



L10 Voluntary external verification: Users can hire an external inspection to review that their claims are genuine. This service can be provided by Sure staff or by associates. The verification is valid for a predetermined time period. Users that pass the process successfully, get a special visual distinction.

L9 Random checks: The legal terms that the users agrees to when registering in Sure in the name of self, company, etc. states that they allow random unannounced checks to verify the validity of their Sure statements. Not allowing for these checks to be conducted or finding a falsification will bring into effect the '3 strike policy'.

L8 3-strike policy: Each call-out regarding a false statement that the Sure team determines to be valid will represent one warning for the user. Three warnings in less than a predetermined time period will represent that the user will be barred from using SURE during a predetermined amount of time. Very serious offences can lead to immediate account closing.

L7 Calling out false statements: Anyone can call out presumably false statements on practices and/or transactions from a third party and they will be asked to provide as much evidence as possible to support their claim. These call outs are received exclusively by the Sure team and are not anonymous. The main objective is to act above all as a deterrent against false statements.

L6 Documentation: The more relevant documentation the users provide to help validate their claim, the more points they get out of the possible total.

L5 Getting third party approval: The more approvals that are received from third parties, the higher the factoring when calculating points out of the total possible. Approvals have higher value when made between individuals (less value when made to products, companies, cities, etc.). Approvals can be made to a Sure profile (of a product, individual, company, city...) in general, or to a particular sustainable practice and/or economic transactions. The better the reputation of the profile making the approval (based on longevity in the Sure platform, current and historic points, approvals received, etc.), the more weight it has.

L4 Validating economic transactions: When a purchase is made, either the buyer or the retailer can input the transaction into Sure. But both, buyer and seller will be able to see the transaction in their profile and the party that didn't insert it in the first place can either leave it without change, can validate it (which will provide a bonus in points), or can flag it as incorrect (which will cancel the points and will trigger a request for the Sure team to to check the operation.

L3 Uploading identification document: Knowing that a user, company, etc. is who they claim to be helps to reduce the risk of users creating fake accounts and abuse the system.

L2 Weighting of practices versus economic transactions: Since sustainable practices are mostly based on unilateral claims, these have in proportion less weighting in the overall Sure score than sustainable economic transactions (purchases, hires, etc.). An economic transaction involves normally at least 2 parties of which one of them tends to be a company that normally cares about its reputation and therefore may be less prompt in providing false statements.

L1 Good faith self-reporting: We trust in the overall good will of the users. Everyone can use Sure for free and it is simple and fast to get started. Users can make sustainable related claims and start earning points. This allows Sure to gain quickly a critical mass of users which is critical for it's growth and success. However, if a given action provides a maximum number of X points, at this level they get initially a lower % of these points.

157 resultados cerca de ti



- Transporte
 - Parada de metro
 - Parada de tranvía
 - Parada de autobús
 - Parada de taxi
 - Recarga vehículo eléctrico
- Aire limpio
 - Parque
 - Baldosa purificadora CO2
 - Sensores de calidad de aire
 - Cubiertas ajardinadas
 - Paredes ajardinadas
- Energía
 - Farolas de bajo consumo
- Bla bla
 - Bla bla bla
 - Bla bla bla bla

Productos/servicios

Servicios de transporte, espacios verdes, etc.

Entidades

Comercios, empresas, colegios, clínicas...

Ciudadanos

Amigos, familiares, compañeros del trabajo...

72



Metro

URBAN BIKE, somos un espacio dedicado al ciclismo en Bilbao. Especialistas en bicicletas urbanas, eléctricas, niños y accesorios.

67



Tranvía

La primera zapatería ecológica y sostenible especializada en Bizkaia, además encontrarás Comercio justo de ropa ecológica, artesanía lo...

66



Baldosa purificadora de CO2

Muziz Natur es un centro de apoyo a la maternidad y crianza, ubicado en Bilbao, que ofrece propuestas para l...

65



Farolas de bajo consumo

Multiespacio de belleza verde, donde se reúne una tienda con la mejor selección cosmética natural y orgá...

53



Parques

Tienda de complementos, en la cual puedes encontrar gran variedad de artículos en plata, bisutería italian...

41



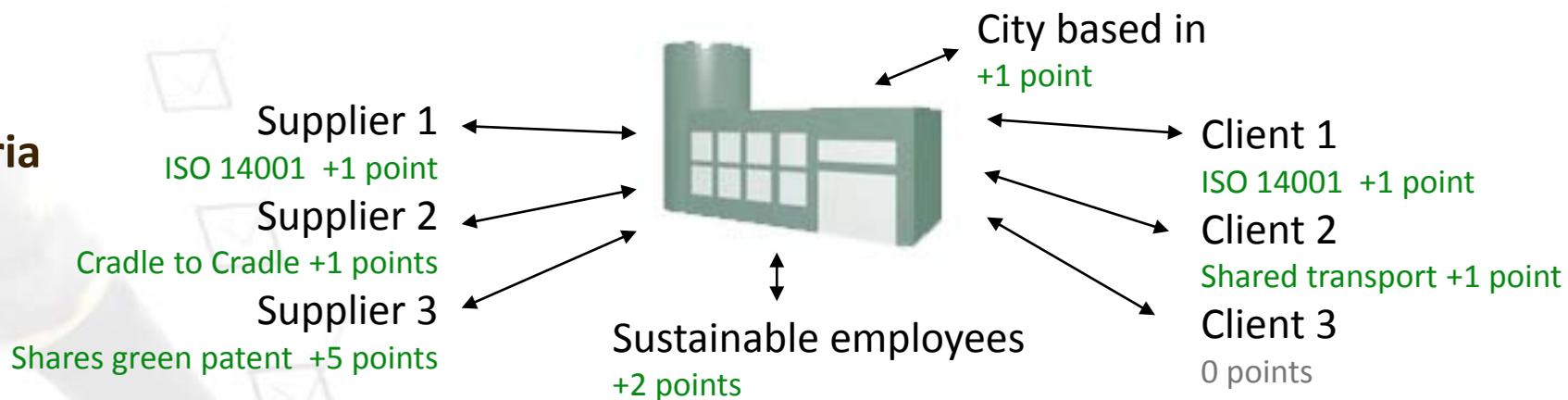
Punto de recarga para vehículo eléctrico

Internal criteria

Energy	+5 points	Transport	+1 points
Water	+2 points	Natural habitat	0 points
Waste	+5 points	Others	+22 points

Sub-total
 35 points

External criteria



Sub-total
 12 points



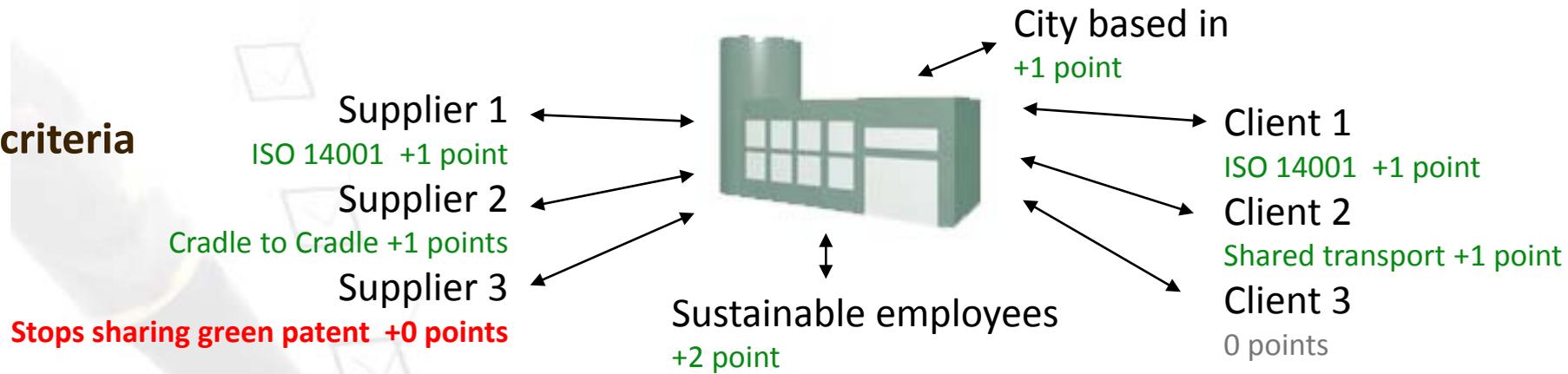
Total:
 47 points
 Certification:
SURE Silver
 Ranking **SURE:**
 Position 63,055

Internal criteria

Energy	+5 points	Transport	+1 points
Water	+2 points	Natural habitat	0 points
Waste	+5 points	Others	+22 points

Sub-total
35 points

External criteria



Sub-total
7 points



Total:
 42 points
 Certification:
SURE Bronze
 Ranking **SURE:**
 Position 93,055

Screenshots: Selecting sustainable practices

sureplanet.com/test-good-habits#

Sure Beta
Select your language English

People Shops Cities Search 50 Andy

Your good practices

Back to your profile

Select your good practices.

You are a Sure user.	You recycle your trash.	You reuse your shopping bags.	You don't heat your home above 73°F.
You only use the heater when you are at home.	You use green cleaning products.	You shower rather than take baths.	You check and compare your water bill.
You turn off the tap when you are not using the water.	You have water saving devices on taps.	You have water-saving toilets.	You've installed water leak detectors.
You use energy saving light bulbs.	You turn off the lights when not needed.	You maximize natural daylight.	
You purchase energy efficient electric devices.	You check and compare your electric bill.	You motivate others to be more sustainable.	
You plant local vegetation.	You purchase often ecological products.	You shop in family packs or bulk.	

You have **14** good practices.

Save and back to your profile

Citizen



sureplanet.com/test-good-habits#

Sure Beta
Select your language English

People Shops Cities Search 36 Sustainab...

Your good practices

Back to your profile

Select your good practices.

You are a Sure user.	You recycle your waste.	You promote the reuse of shopping bags.	You reuse packages.
You don't heat your space above 75°F.	You heat/cool mainly during business hours.	You use green cleaning products.	You check and compare your water bills.
You use water saving devices on taps.	You have low-flush toilets.	You've installed water leak detectors.	You store and reuse water.
You use energy efficient light bulbs.	You turn off the lights when not needed.	You maximize natural daylight.	You use sensors or timers on your lighting.
You use energy efficient electric devices.	You check and compare your electric bill.	You motivate others to be more sustainable.	
You use energy efficient company vehicles.	You plant local vegetation.	You sell products with ecological or social benefits.	

You have **12** good practices.

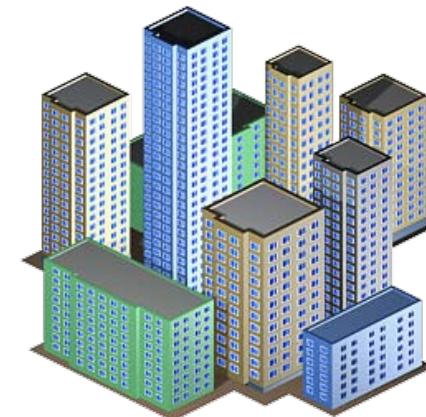
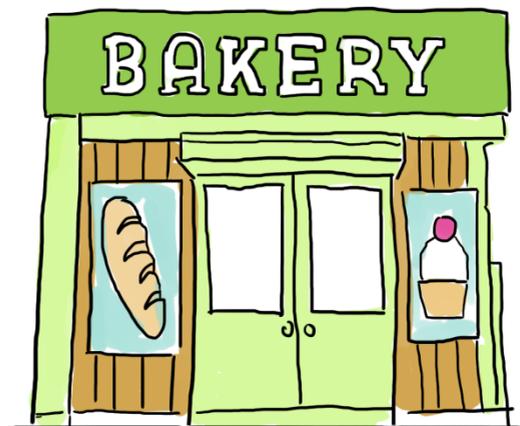
Save and back to your profile

Business



Example of how SustCity works

SURE! is an **open, transparent** and **scalable certification system** that helps **spread sustainable points** between products, companies, organizations, individuals, etc. for their sustainable efforts.



Farmer → **Organic flour**

SURE! points for:

- no chemical pesticides
- no chemical fertilizer
- no genetically modified seeds
- biofuel powered tractor

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etc.

Baker → **Organic bread**

SURE! points for:

- local ingredients
- energy efficient oven
- **Organic flour**
- non-toxic wall paint

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·
etc.

Individual → **Green lifestyle**

SURE! points for:

- **Organic bread**
- uses public transportation
- recycles rain water
- clothing from organic cotton

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·
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etc.

Company → **Green product**

SURE! points for:

- energy efficient building
- CO2 offset
- ISO 14001 certification
- **Green lifestyle employees**

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etc.

City → **Green Community**

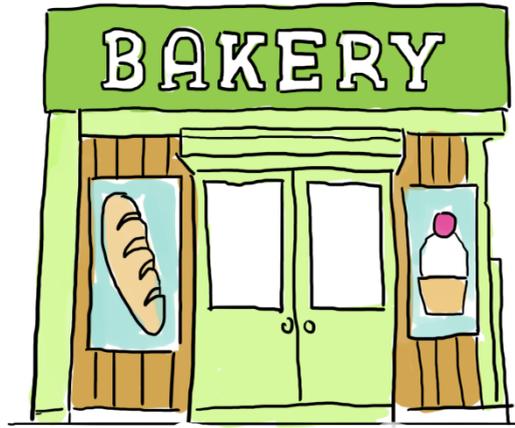
SURE! points for:

- energy efficient street lighting
- **Green product**
- bike lanes
- intelligent parking system

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·
·
etc.

Example of how SustCity works

SURE! spreads points, not only in a 'bottom-up' manner, but also 'top-down':



City

SURE! points for:

The more sustainable the county in which the city is located, the more SURE! points it will collect.

Company

SURE! points:

The company chooses to place its facilities in a city with sustainable features. The more sustainable the city, the more SURE! points get passed to the company.

Individual

SURE! points:

The employee chooses to work for a given company. The more sustainable the company, the more SURE! points the employee gets.

Baker

SURE! points:

The more sustainable the bakery's clients are (be these individuals or companies), the more SURE! points will pass to the bakery.

Farmer

SURE! points for:

The farmer receives more SURE! points by selling to the most sustainable bakeries.



Benefits of using SURE!



Reduce CO₂ emissions

