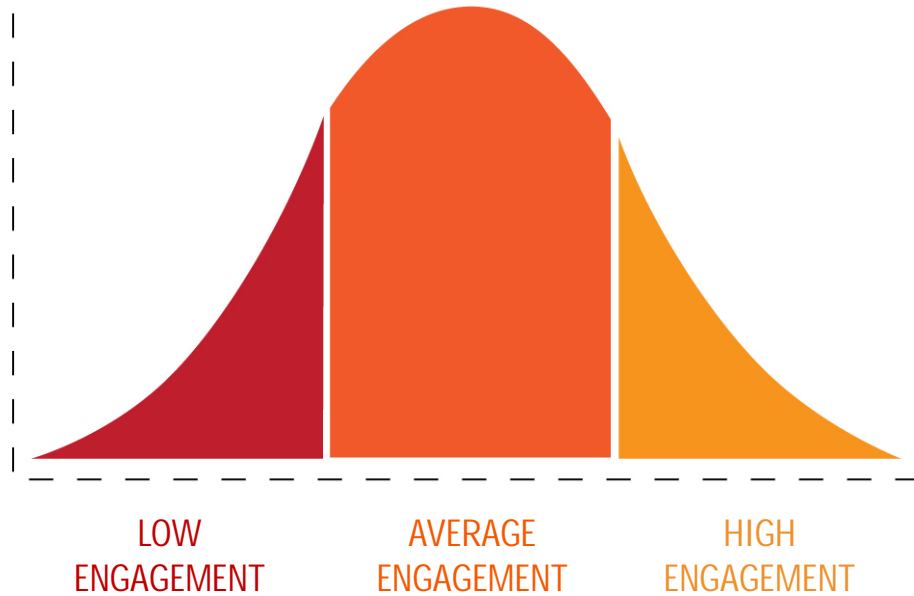


How can we drive down the water consumption at the Koster Islands *together*, in a *significant, measurable* and *quick* manner?



Islands



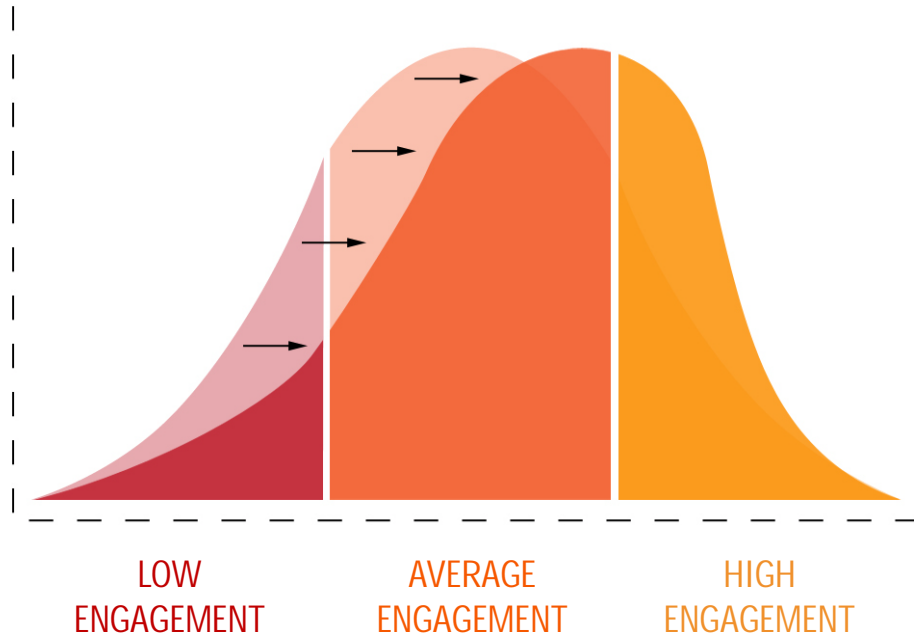
Full year residences



Summer homes



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



Islands



Full year residences



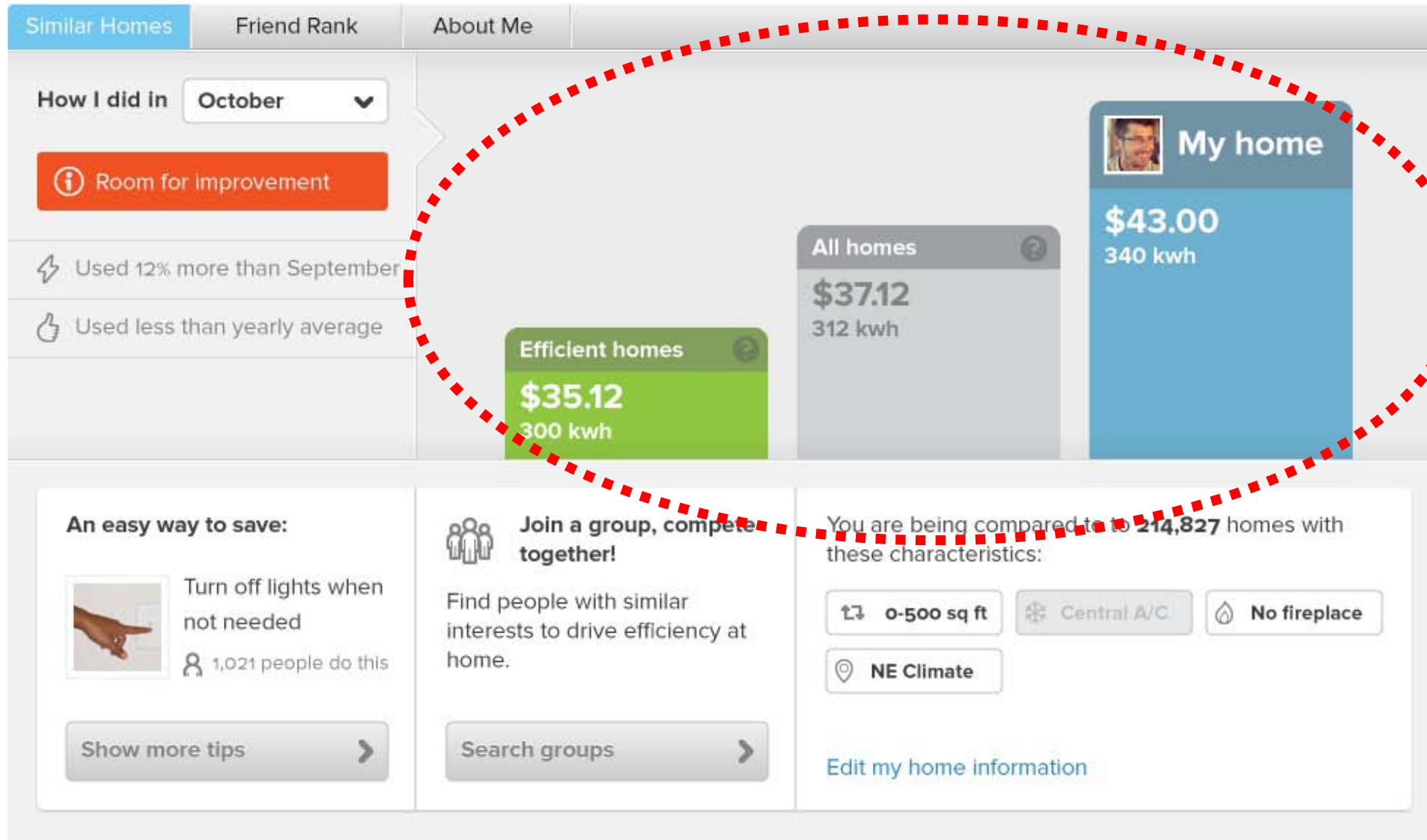
Summer homes



It is possible. Example:

OP@WER

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



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 Hor

How I dic



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
n.

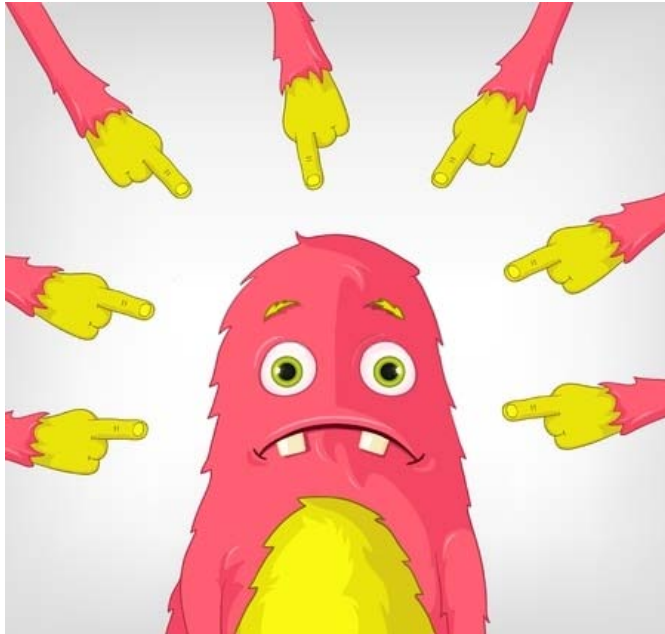
ved in the
renewable
d by
SA, at a
st).



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

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

Powerful motivational engines:



Shame

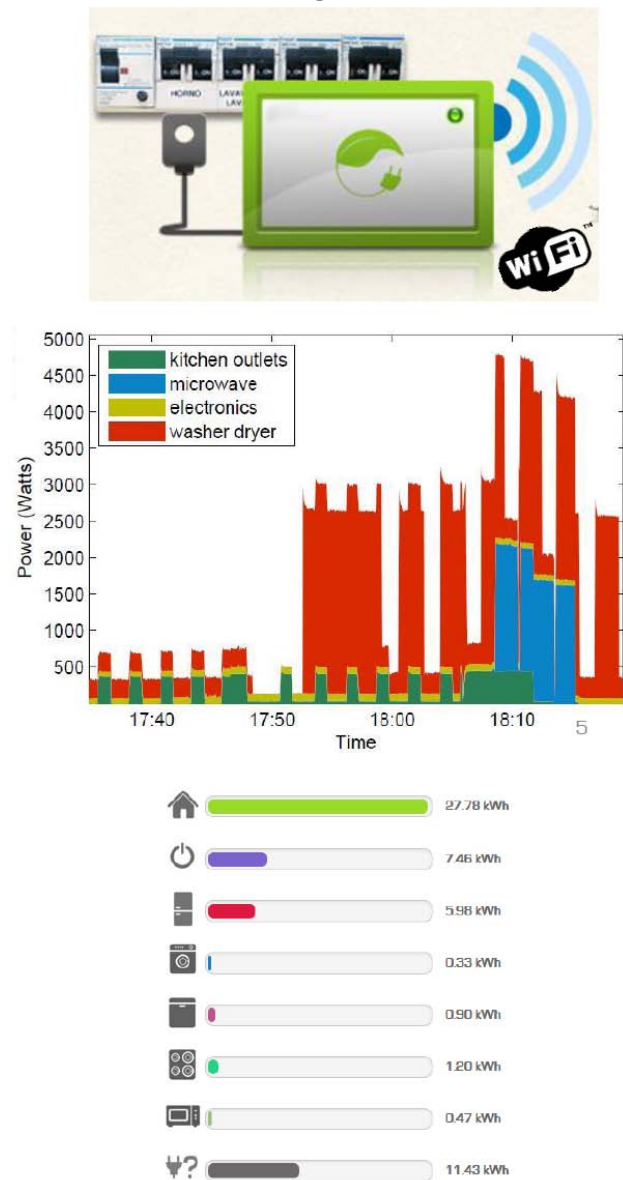


Pride



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

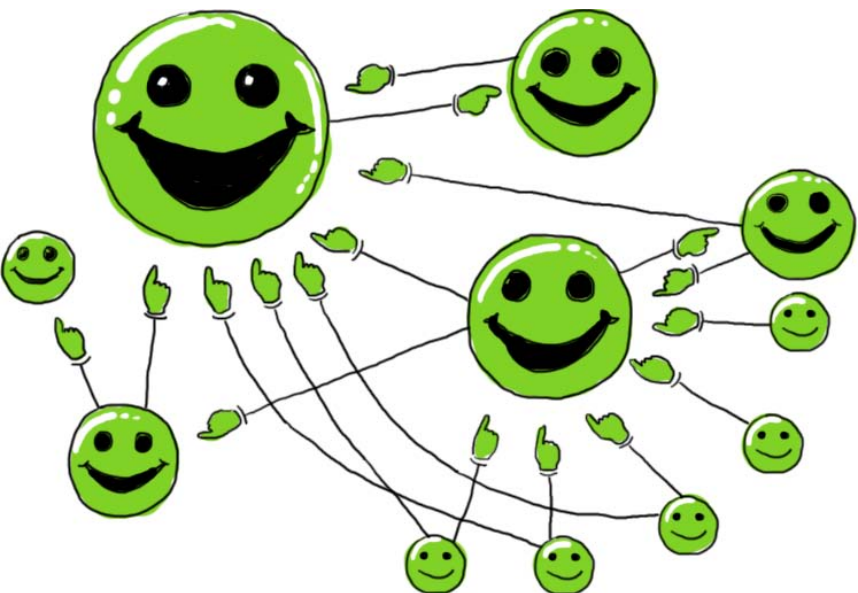
Measurements and real-time benchmarking



Breakdown of sustainable practices and personalized sustainable guide



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



Ideally to accelerate: *Economic incentives*



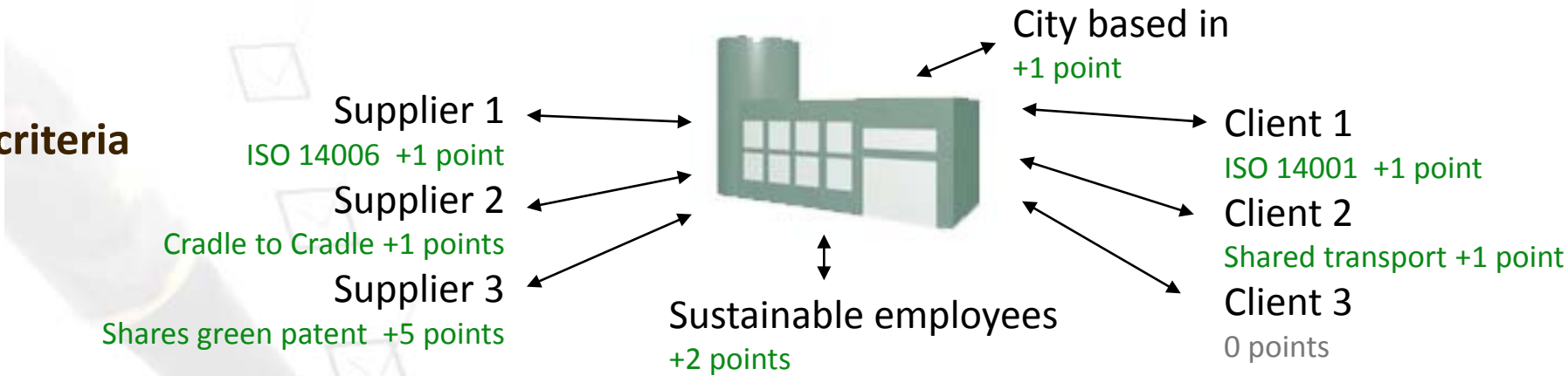
Example:

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

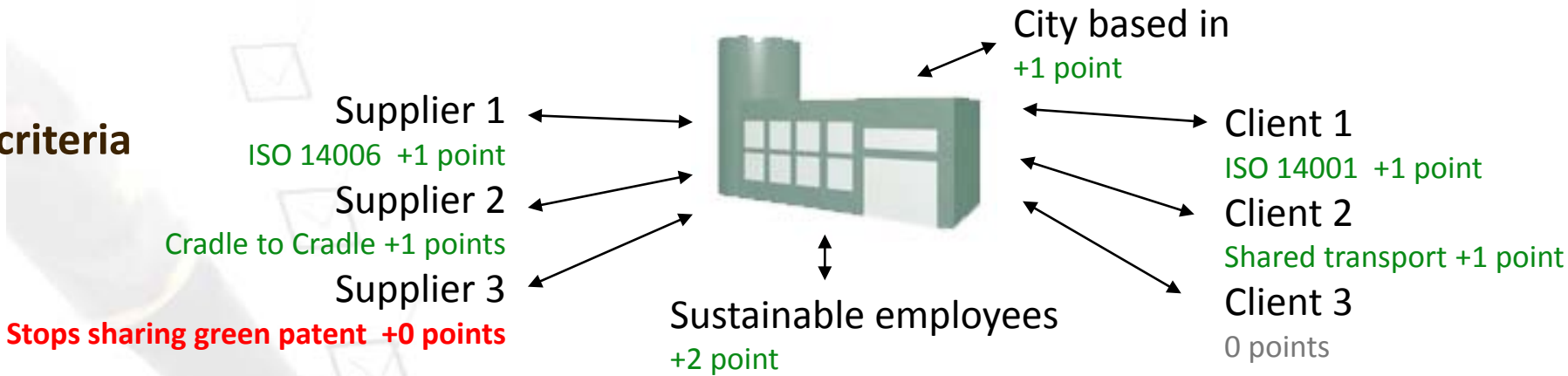
Example:

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Sub-total
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External criteria



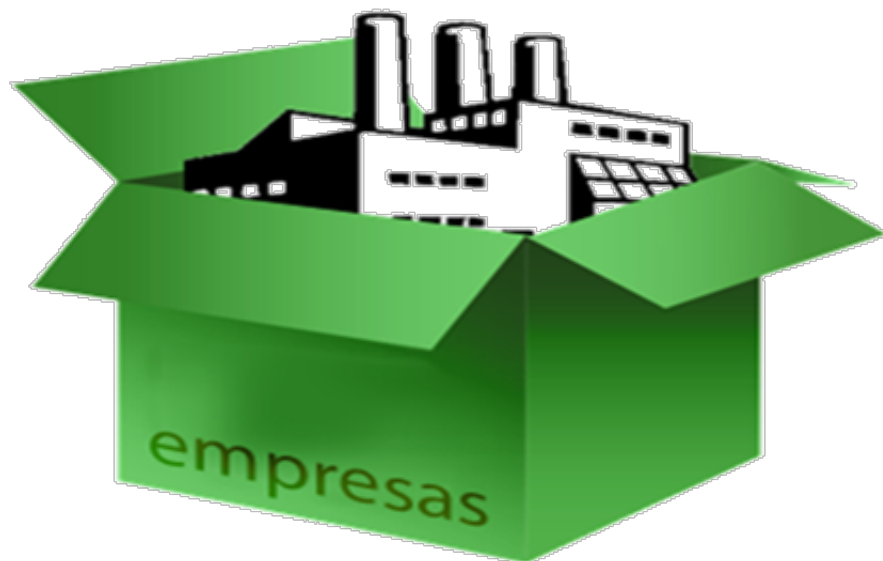
Sub-total
7 points



Total:
42 points

Certification:
SURE Bronze

Ranking **SURE:**
Position 93,055



Measure



Benchmark



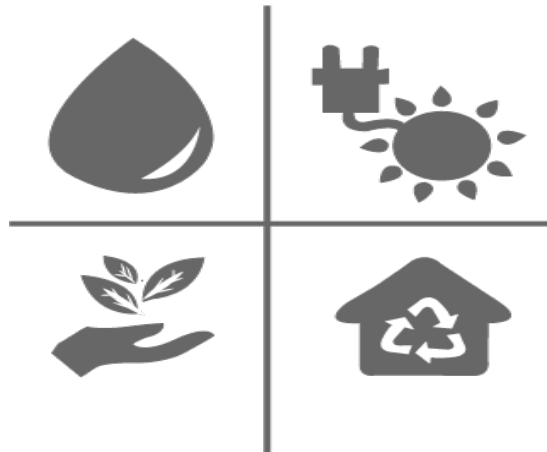
Help improve

SUSTAINABLE EVALUATION

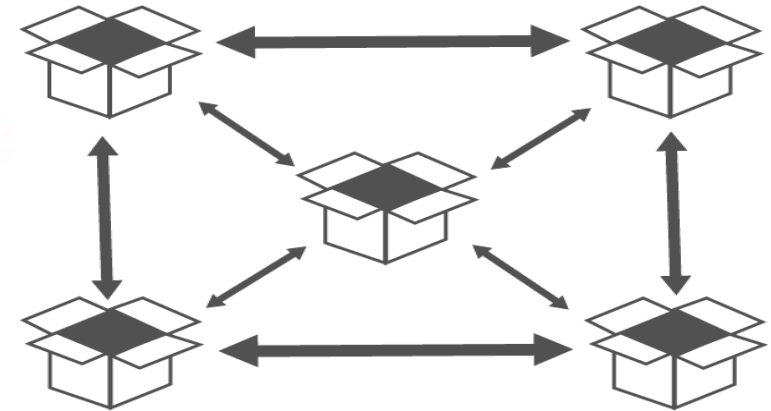
2.



1.



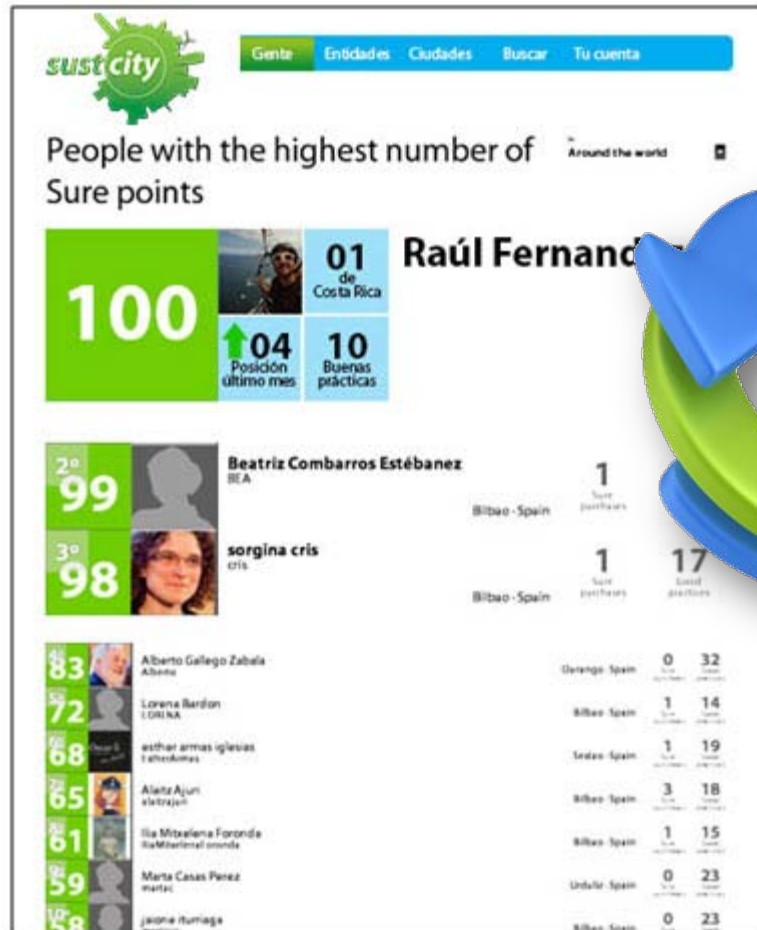
3.



RANKING



RANKINGS



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

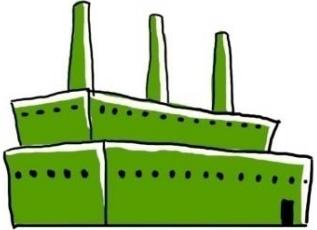
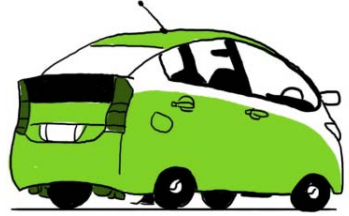


Businesses save in their utility bills and gain customers by being more sustainable.



Cities are seen as more transparent and responsible.

What SustCity offers



**MEASURES
SUSTAINABILITY**

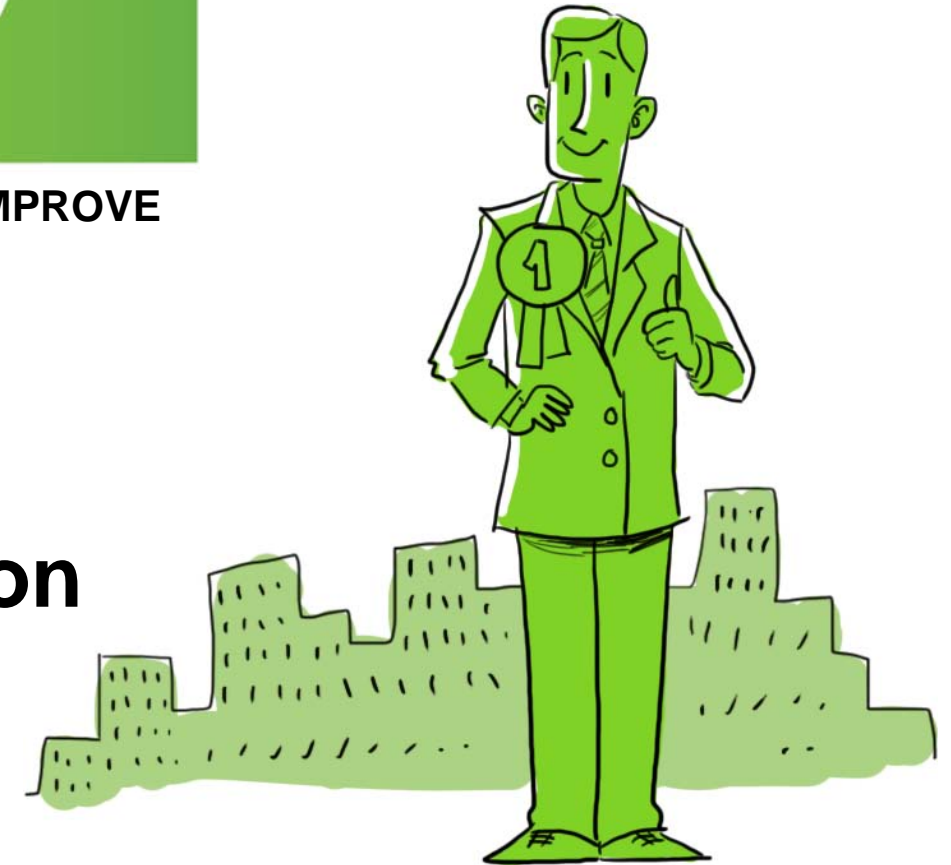


BENCHMARKS



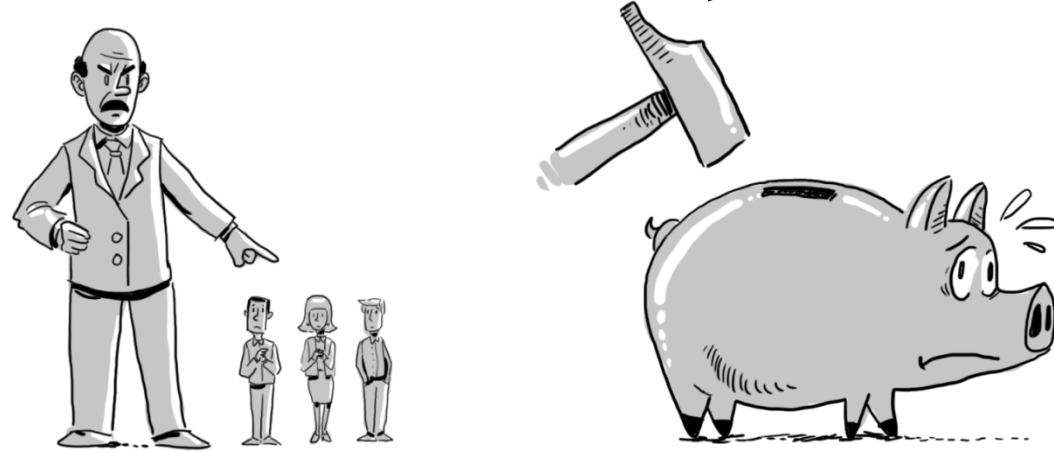
HELPS IMPROVE

**Offers SUSTAINABLE
reputation and recognition**



Comparing sustainable recognition

20th century



Autocratic

Expensive

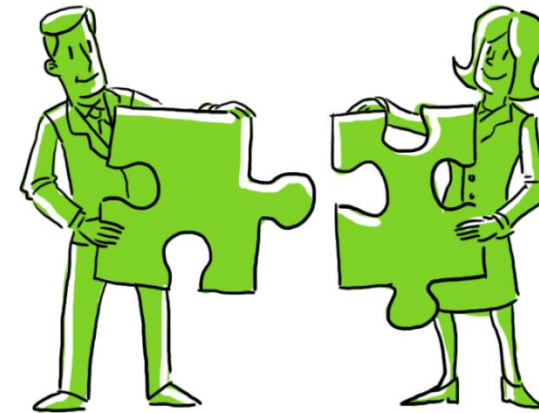


Manipulable



Borrowing

21st century



Collaborative



Economical

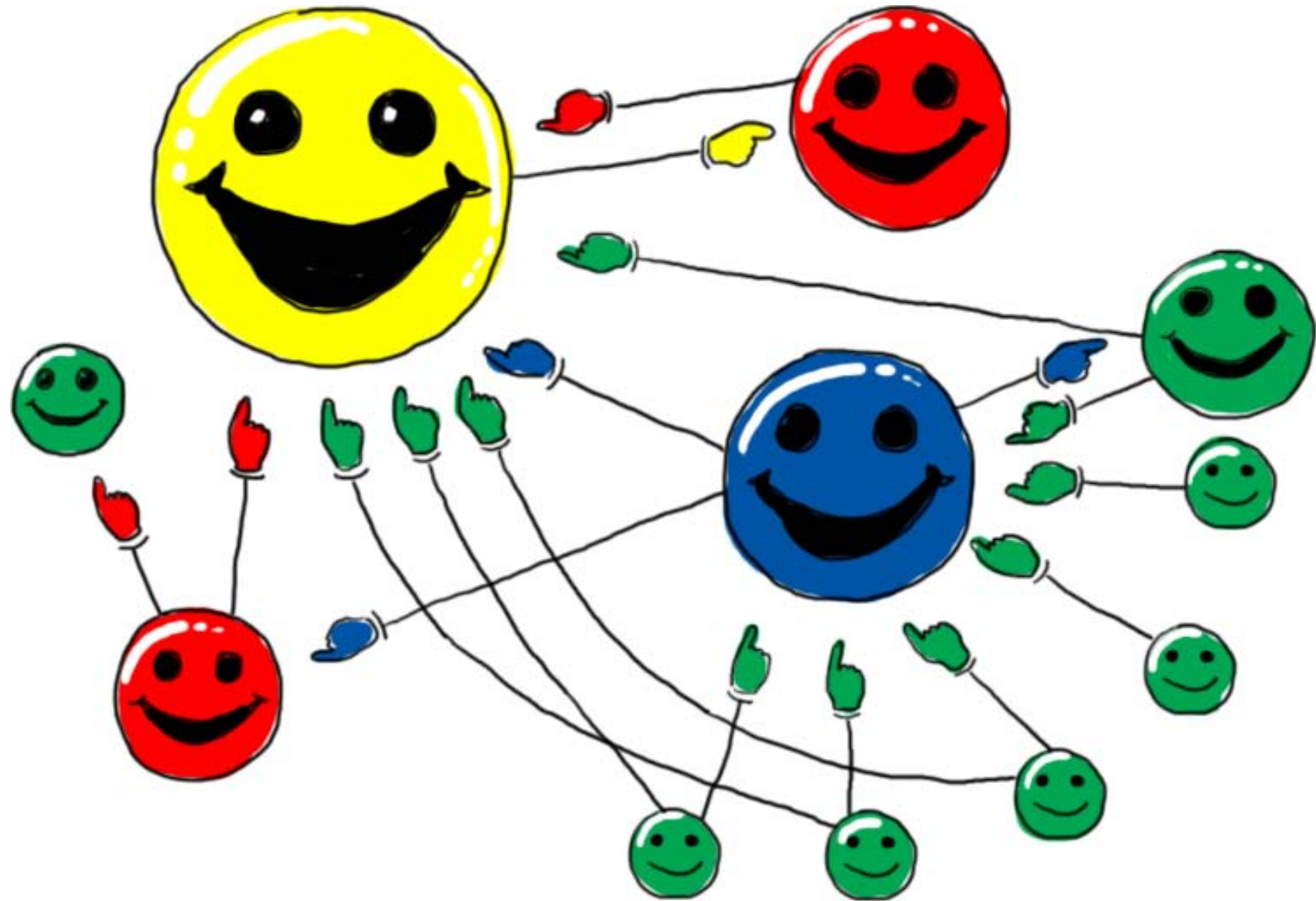


Reliable and real-time



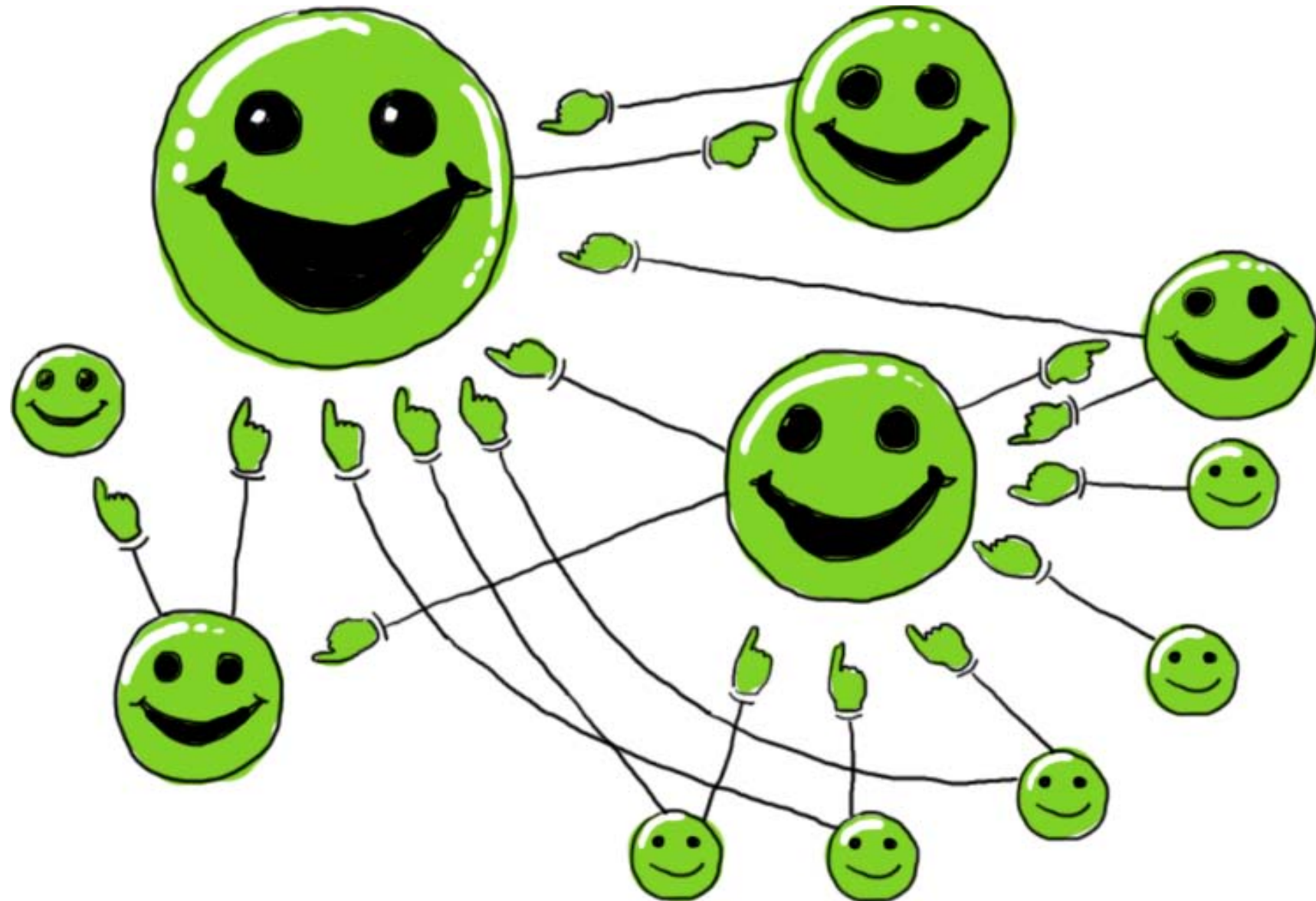
Engaging

How Google works



Google™

How SustCity works



Other profile and reputation platforms

Profiles



Reputation



Profiles in SustCity



Ciudadanos Empresas Ciudades Buscar Tu cuenta

99

01 de Costa Rica

↑04 Posición último mes

10 Buenas prácticas

Posada Rural

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

Heredia, Costa Rica
800 m al oeste de Villa Plencia

RESERVA



Datos generales

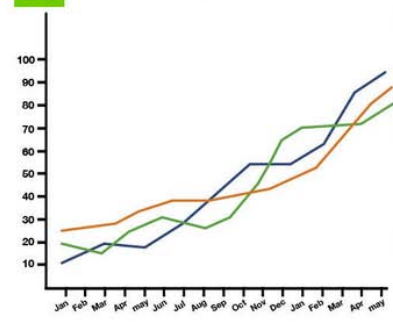
Posada Rural Oasis se ubica en Caño Negro, un sitio ubicado entre los cantones de Guatuso (45 km), Upala (35 km) y Los Chiles (25 km), en la provincia de Alajuela, al norte de Costa Rica. Es un pequeño pueblo de gente humilde, campesina y luchadora. Posee a su alrededor una enorme y bella laguna de agua 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.



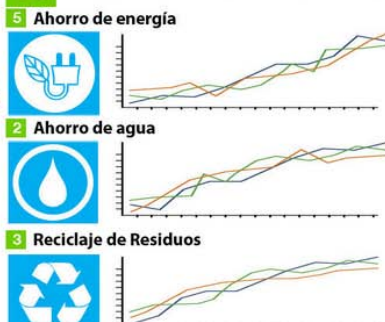
ACTIVIDAD LOS ÚLTIMOS 90 DÍAS

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 aposicion 99
25 de mayo, 2013: marcado la práctica de uso de lámparas de bajo consumo

BUENAS PRÁCTICAS

Agua



Energía



Reciclaje de 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

OTROS DATOS

Oficina

500 trabajadores

2000 m²

4890 KhW ahorrados

Mapa



Fotos



Videos



Escribele algo...

Posada Rural ha subido una foto (hace 3 horas)



Raúl
Bonita foto de una bonita ciudad.

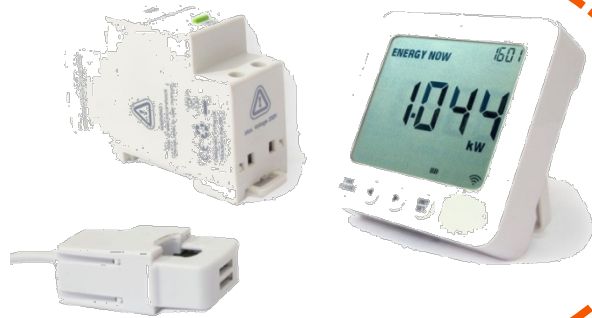
Escribe un comentario...

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

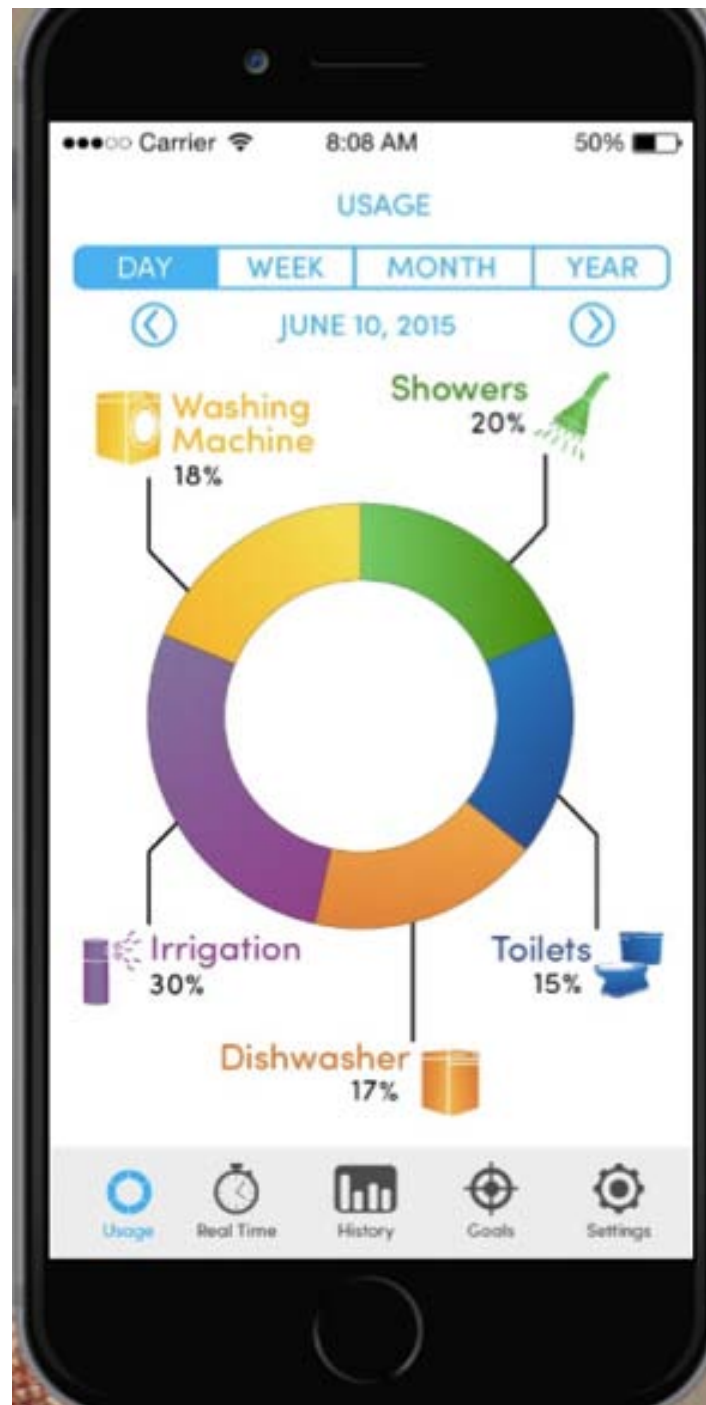
Acerca de nosotros

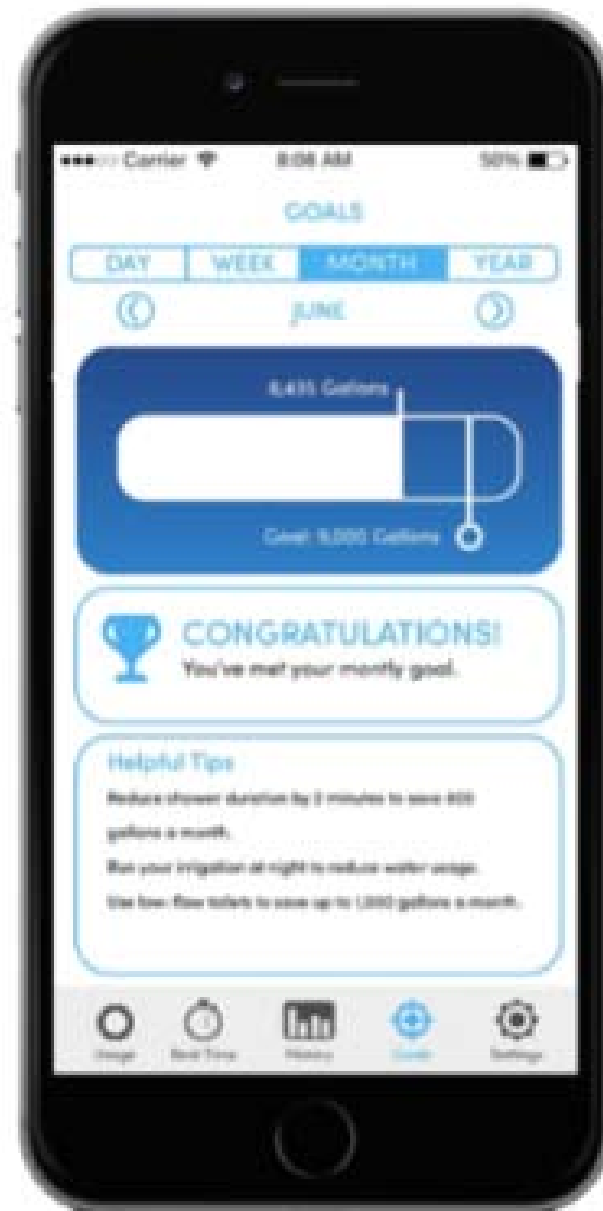
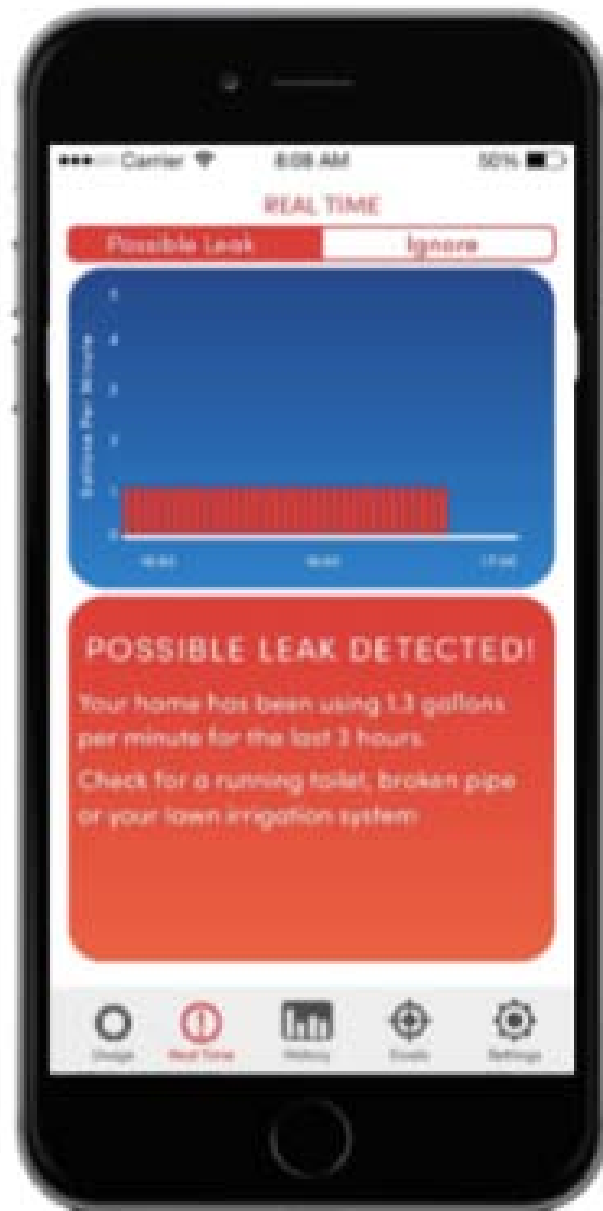
Somos Sustainable Reference También colaboran en este proyecto Contacta con nosotros Secciones Inicio

Integration with smart meters









Sustainability rankings



GenteEntidadesCiudadesBuscarTu 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

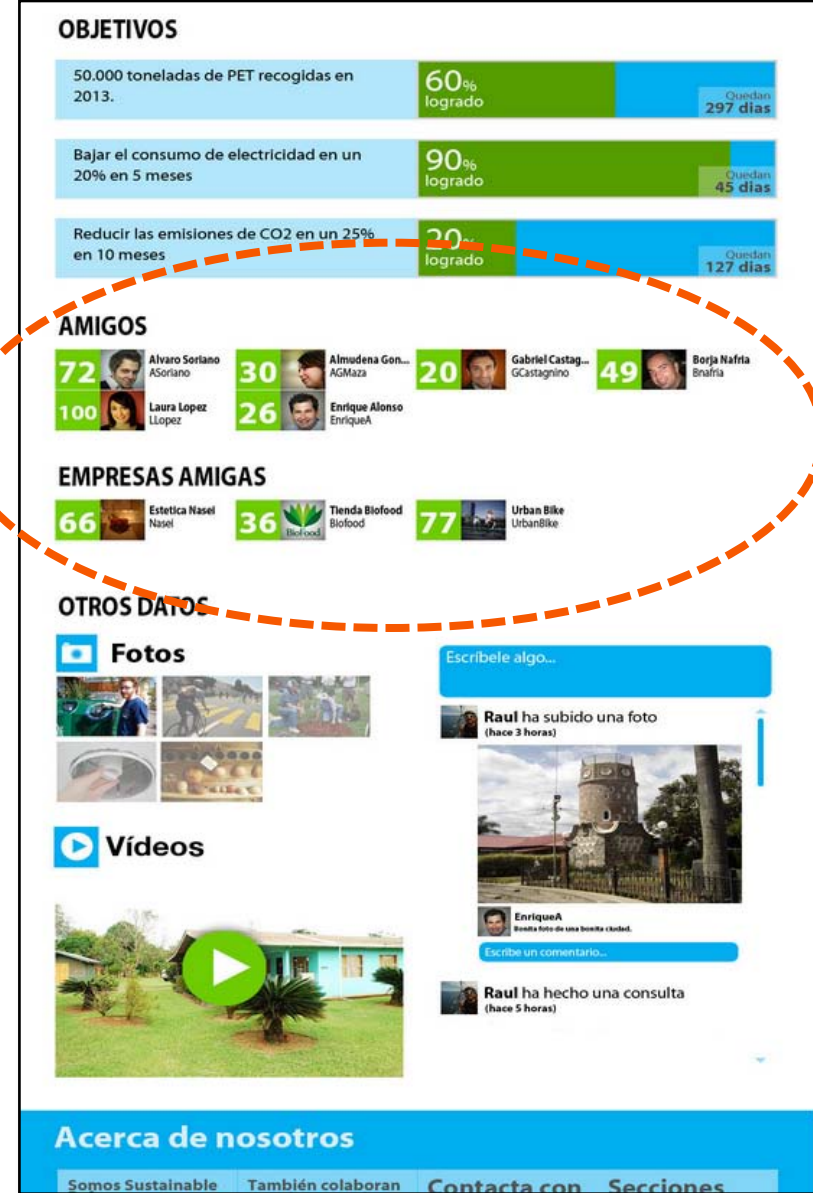
54




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)




Profile (city)



[Ciudadanos](#)
[Empresas](#)
[Ciudades](#)
[Buscar](#)
[Tu cuenta](#)

78



120
Sust
Entidades

678
Sust
Ciudadanos





98
Sust
Ofertas


Heredia

Heredia-Costa Rica


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam venenae gentium ante, suspendisse fermentum, variis non egestas elementum, enim massa blandi sed, et magna. Sed mi augue id non. Nullam condimentum tincidunt velit id accumsan. Pellentesque vestibulum in diam eu dapibus. Pellentesque vulputate ultricies vestibulum. Donec hendrerit mauris sed, ultricies porta erat molestie sit amet. Sed non volutpat sem. Vivamus sedibus etiam enim ullamcorper vulputate. Integer venenatis sapien vel leo elementum vestibulum.

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










BUENAS PRÁCTICAS




Gobierno




Transparencia




Mobilidad




Eficiencia de los servicios




Heredia GO!




Población




Participación ciudadana




Realizar por la ciudad una encuesta por una campaña de sostenibilidad




Miral en tu cultura!




Economía




Diversificación de los ingresos




Turismo sostenible



Ciudades verdes




Apoyar a la economía local



Investment Register a ciudad

MAPA



Mapa

Traffic



LOS CIUDADANOS MÁS SOSTENIBLES DEL MES

100  Alvaro Soriano ASoriano	98  Almudena González AGMaza	87  Gabriel Castagnino GCastagnino	84  Borja Nafria BNafria
--	--	--	--

LAS EMPRESAS MÁS SOSTENIBLES DEL MES

100  Estética Nasel Nasel	97  Tienda Biofood Biofood	92  Urban Bike Urbanbike	86  Posada Rural PosadaRural
---	--	--	--

OTROS DATOS



Fotos










Videos



Escribele algo...



Heredia ha subido una foto
(hace 3 horas)





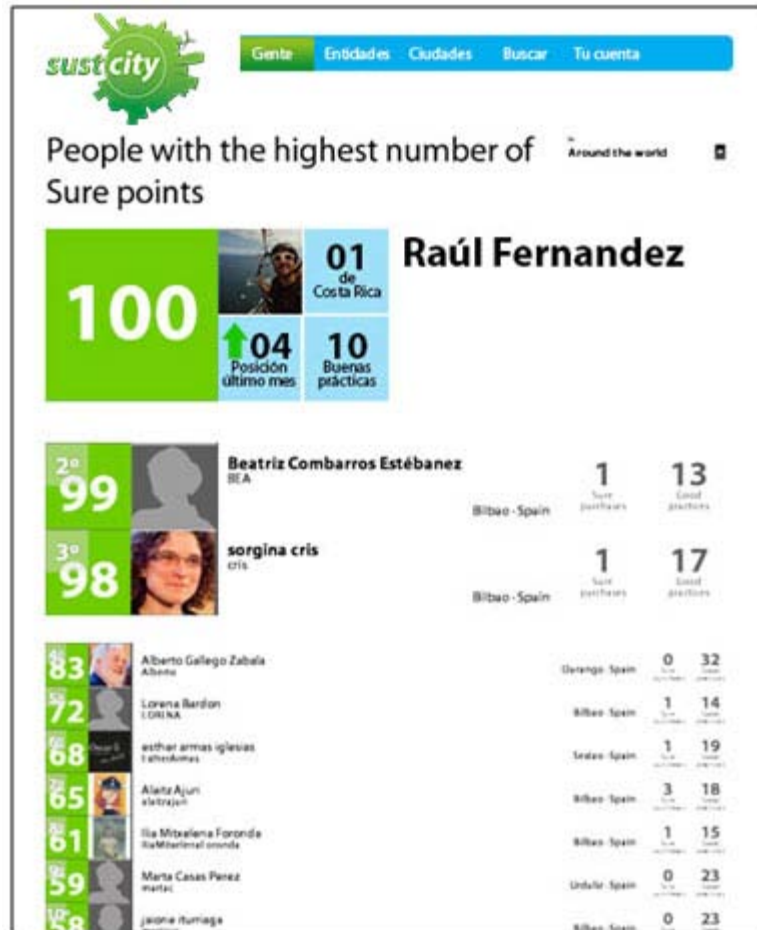
Enrique A
Bonita foto de una bonita ciudad.

Escribe un comentario...



Heredia ha hecho una consulta
(hace 5 horas)

Rankings



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 & @gbrulson

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

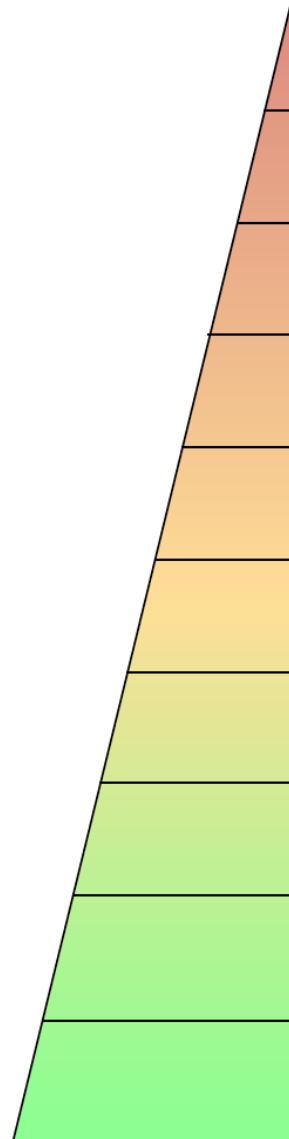
* these are estimated values based on online research
and perceived value may be different for dollar amounts equaling zero.

whattheklout.com

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 check the operation).

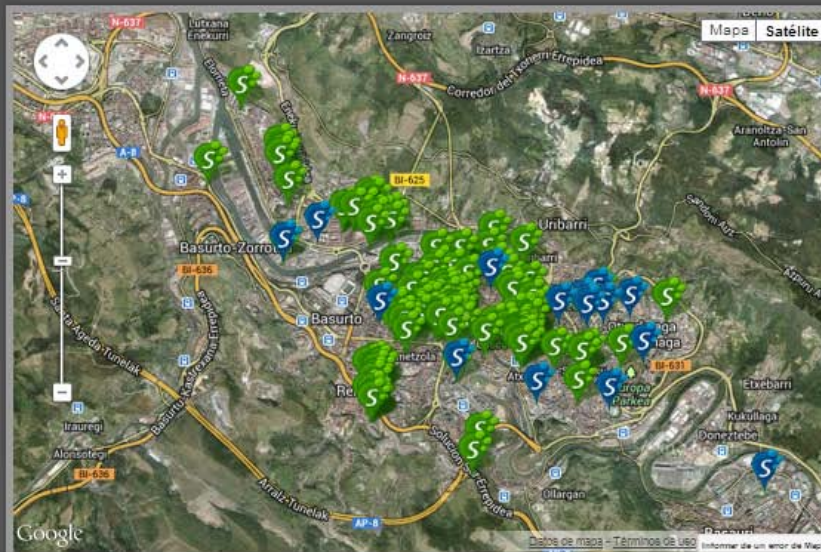
L3 Uploading identification document: Knowing that a user, company, etc. is who they claim to be helps to reduce the risk of users creating fake accounts and abuse the system.

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 its 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...



Metro

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



Tranvía

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



Baldosa purificadora de CO2

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



Farolas de bajo consumo

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



Parques

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



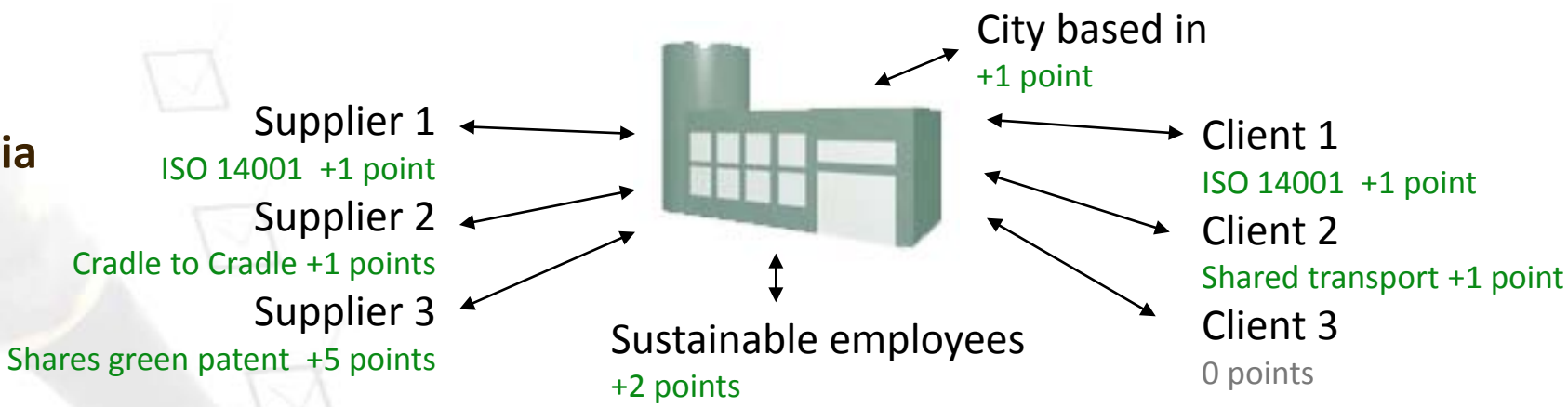
Punto de recarga para vehículo eléctrico

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

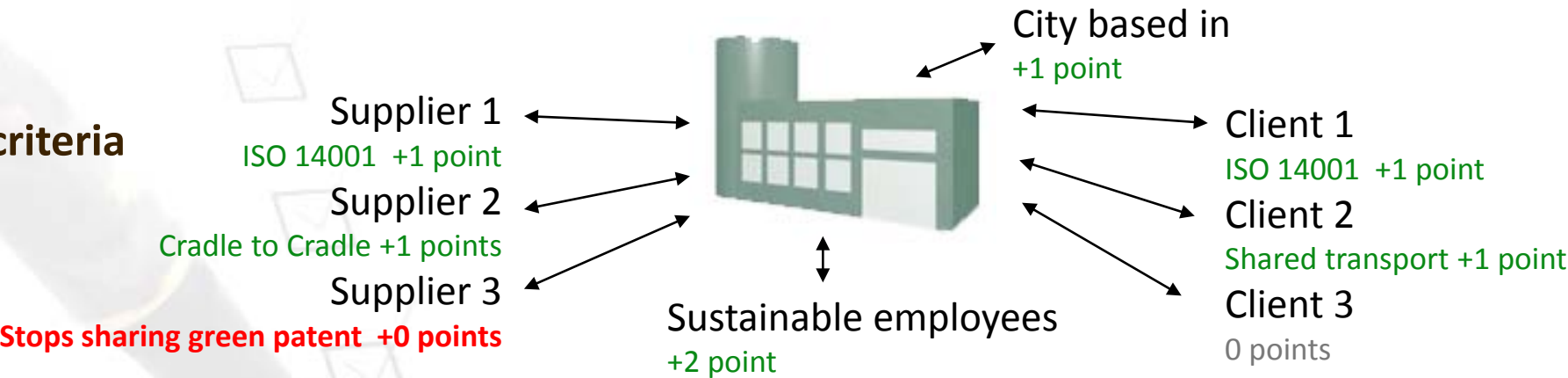
Ranking **SURE:**
Position 63,055

Internal criteria

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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

Citizen

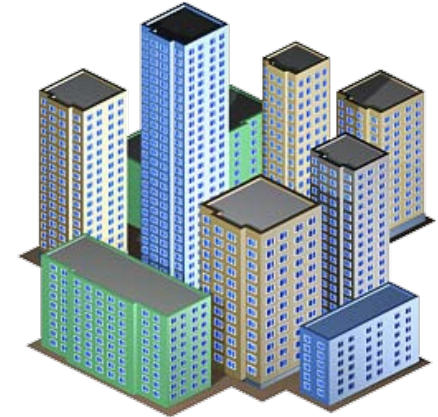
A cartoon illustration of a man with a large, prominent nose, a slight smile, and a white shirt. The drawing is simple, with bold outlines and a limited color palette. The man has dark hair and is looking slightly to the right. The background is white, and the entire image is framed by a thick black border.

Business

A cartoon-style illustration of a small, light green shop with a striped awning. The awning has alternating light green and white vertical stripes. The shop has a single door and a window, both with light green frames. The shop is set against a white background with a green border.

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

.
. .
etc.

Baker → Organic bread

SURE! points for:

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

.
. .
etc.

Individual → Green lifestyle

SURE! points for:

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

.
. .
etc.

Company → Green product

SURE! points for:

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

.
. .
etc.

City → Green Community

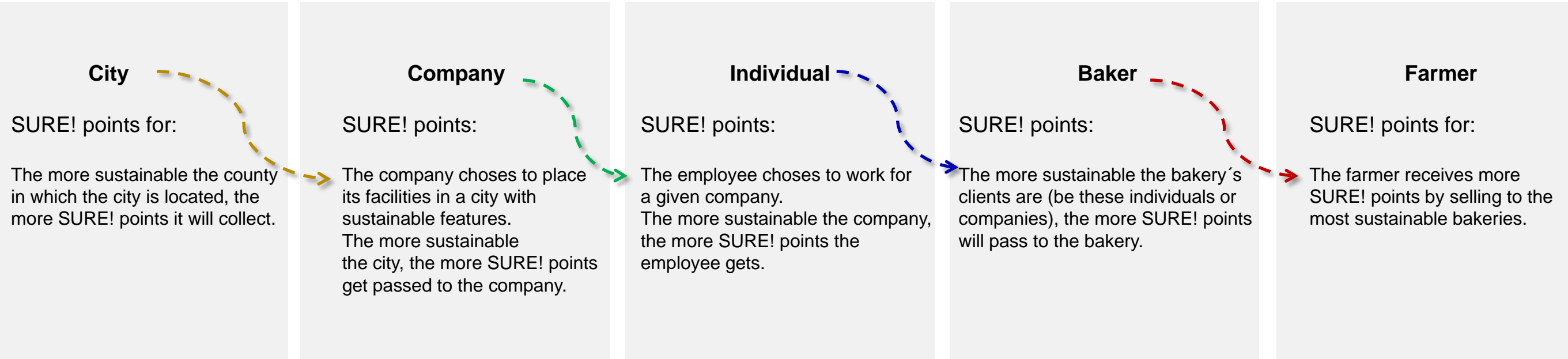
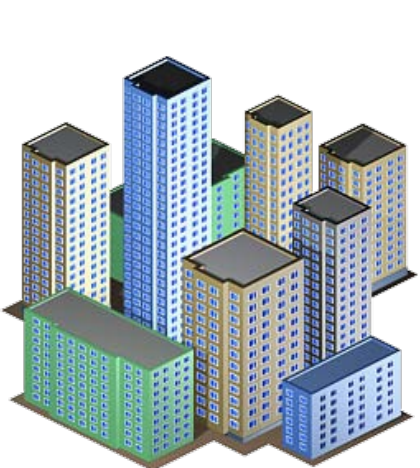
SURE! points for:

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

.
. .
etc.

Example of how SustCity works

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





Benefits of using SURE!

