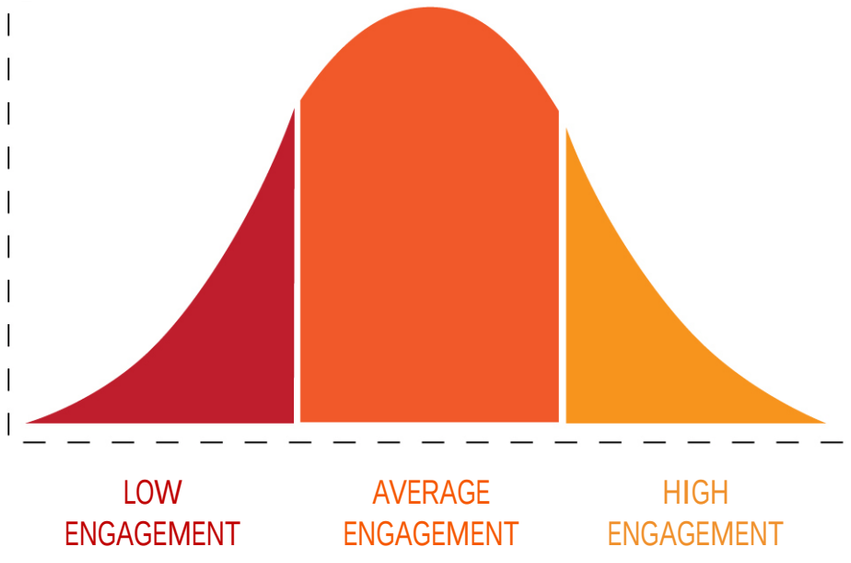
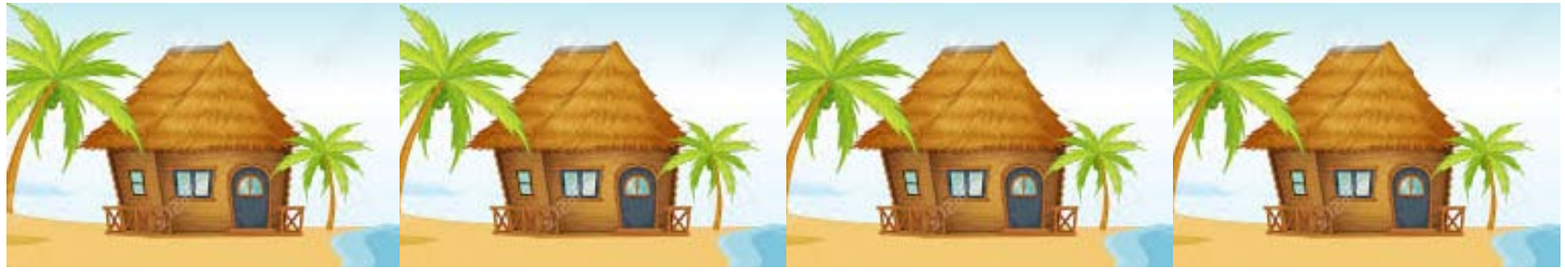
How can we drive down the water consumption at the Koster Islands *together,* in a *significant*, *measurable* and *quick* manner?



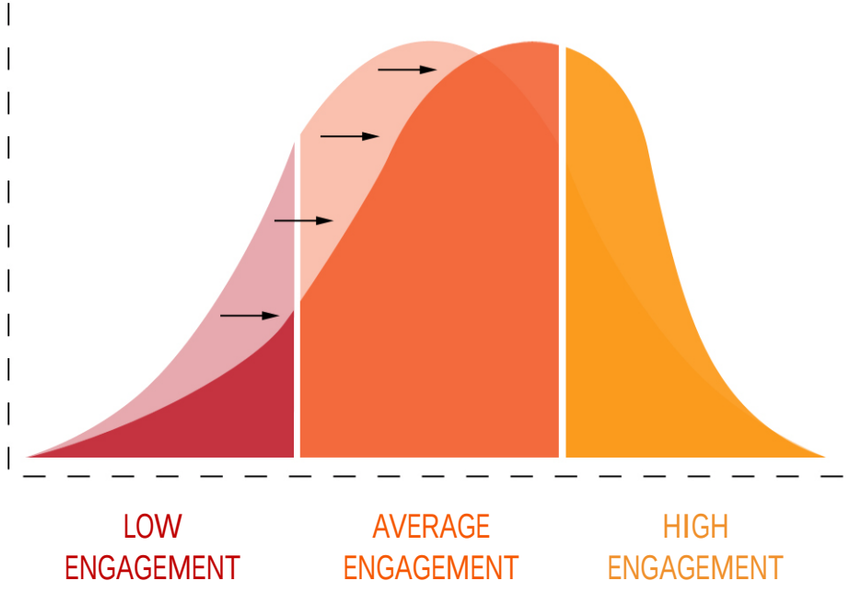
Islands

Full year residences

Summer homes



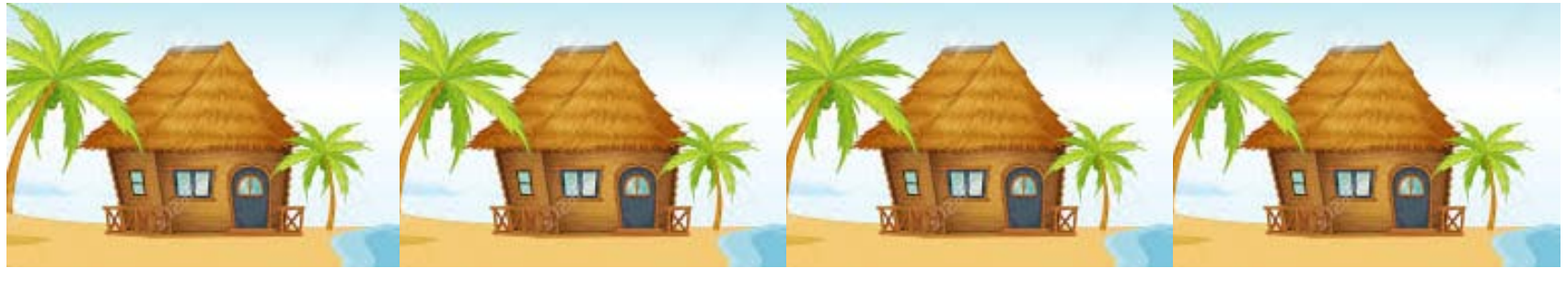
How can we drive down the water consumption at the Koster Islands *together,* in a *significant*, *measurable* and



Islands

Full year residences

Summer homes



It is possible. Example:

OPOWER

Welcome, Garrett · Account Settings · Sign Out

Similar Homes | Friend Rank | About Me

How I did in October

Room for improvement

Used 12% more than September

Used less than yearly average

Efficient homes
$35.12
300 kwh

All homes
$37.12
312 kwh

My home
$43.00
340 kwh

An easy way to save:

Turn off lights when not needed

1,021 people do this

Show more tips

Join a group, compete together!

Find people with similar interests to drive efficiency at home.

Search groups

You are being compared to 214,827 homes with these characteristics:

0-500 sq ft | Central A/C | No fireplace | NE Climate

Edit my home information

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

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

BusinessWire

Opower
January 20, 2015 4:05 PM

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

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

APUESTA YA!

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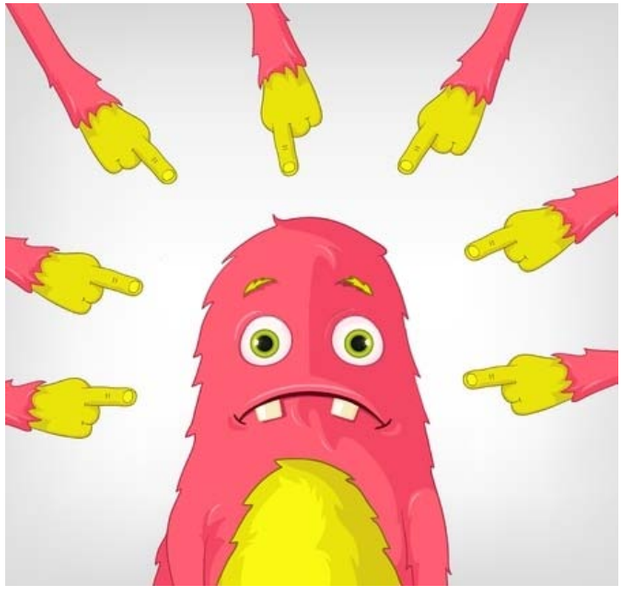
st).

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

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

Powerful motivational engines:

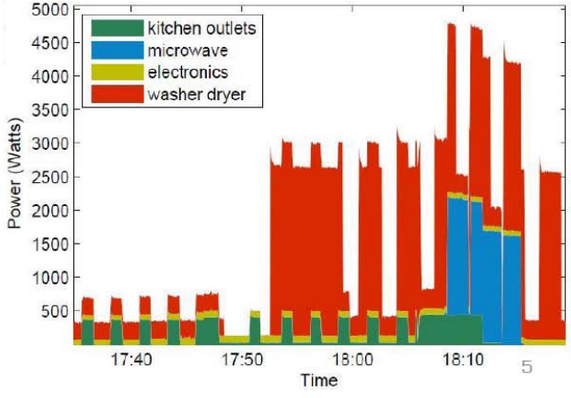


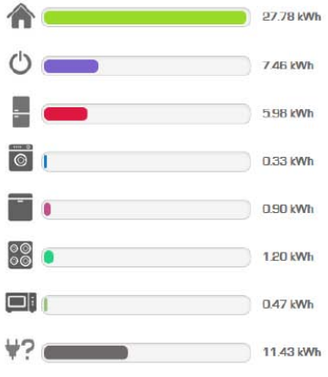
Shame

Pride

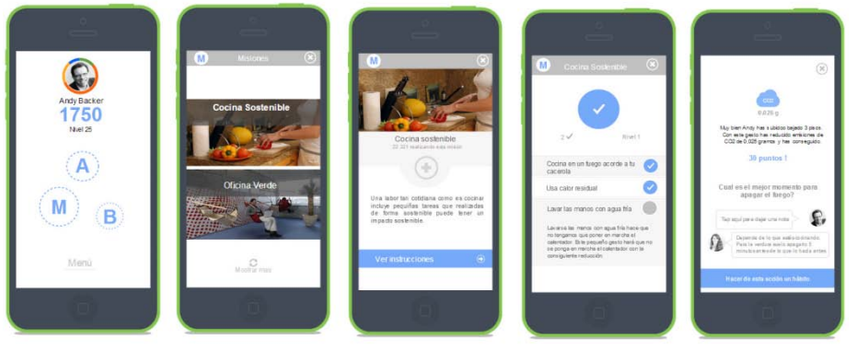
…some of the *ingredients*…

Measurements and real-time benchmarking

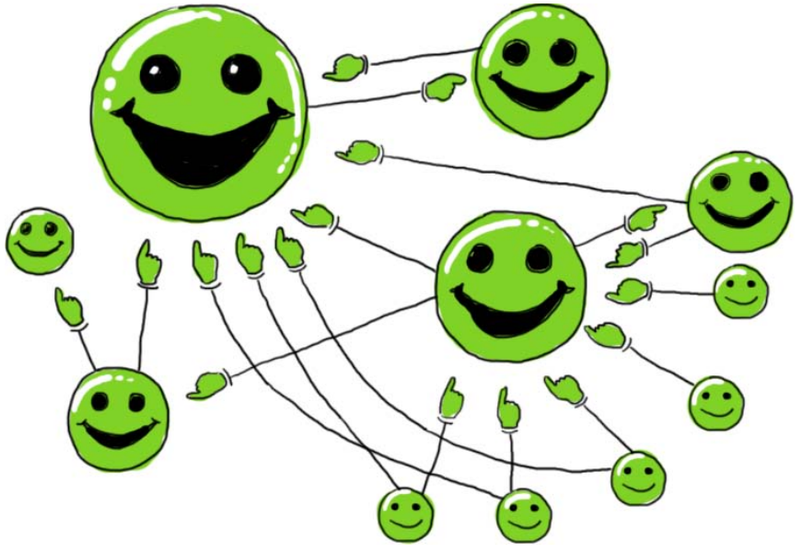




Breakdown of sustainable practices and personalized sustainable guide



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

Supplier 1
ISO 14006 +1 point

Supplier 2
Cradle to Cradle +1 points

Supplier 3
Shares green patent +5 points

City based in
+1 point

Client 1
ISO 14001 +1 point

Client 2
Shared transport +1 point

Client 3
0 points

Sustainable employees
+2 points

Sub-total
12 points

Total:
47 points

Certification:
SURE Silver

Ranking **SURE:**
Position 63,055

Example:

Internal criteria

Energy	+5 points	Transport	+1 points
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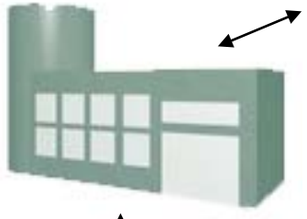
Sub-total
35 points

External criteria



Supplier 1
ISO 14006 +1 point

Supplier 2
Cradle to Cradle +1 points

Supplier 3
Stops sharing green patent +0 points

City based in
+1 point

Client 1
ISO 14001 +1 point

Client 2
Shared transport +1 point

Client 3
0 points

Sustainable employees
+2 point

Sub-total
7 points

Total:
42 points

Certificaction:
SURE Bronze

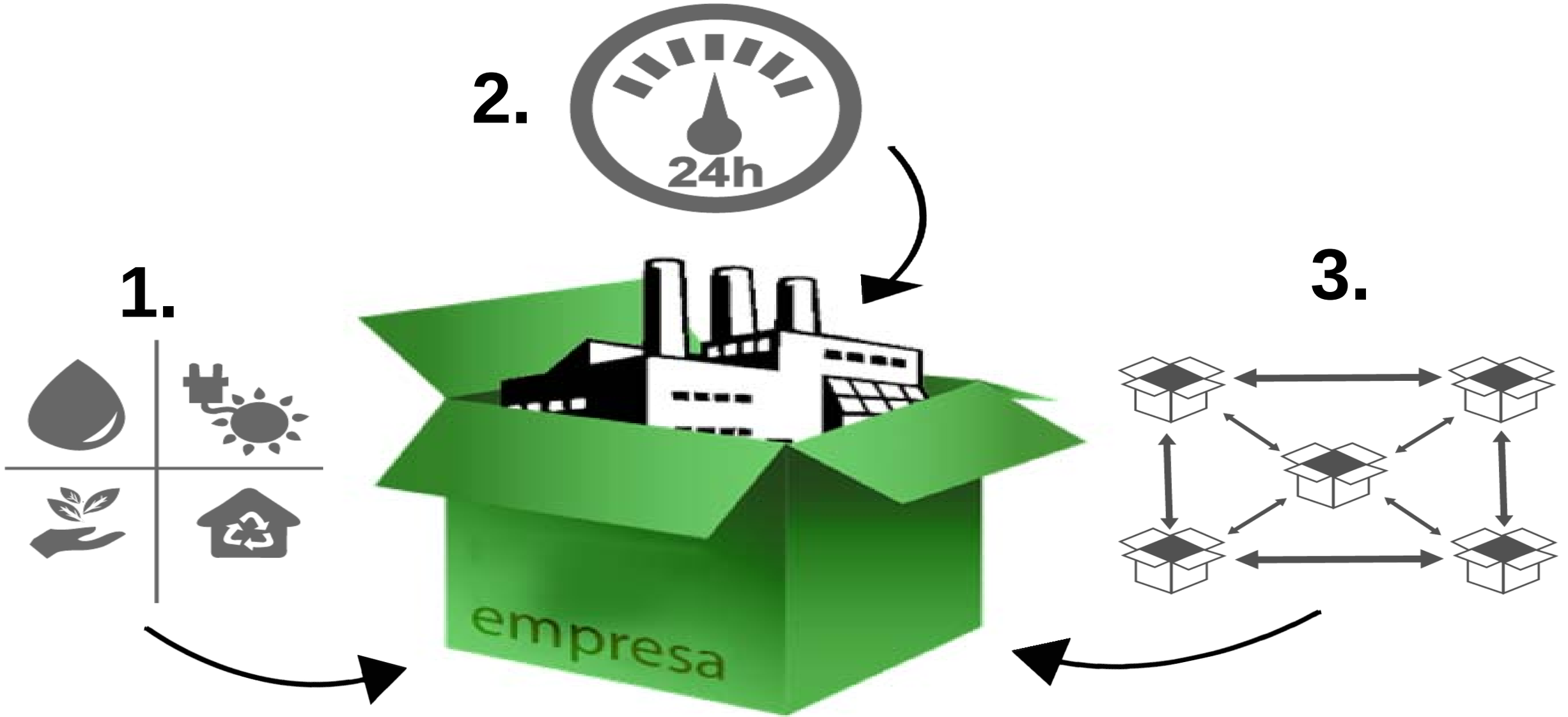
Ranking **SURE:**
Position 93,055

Measure

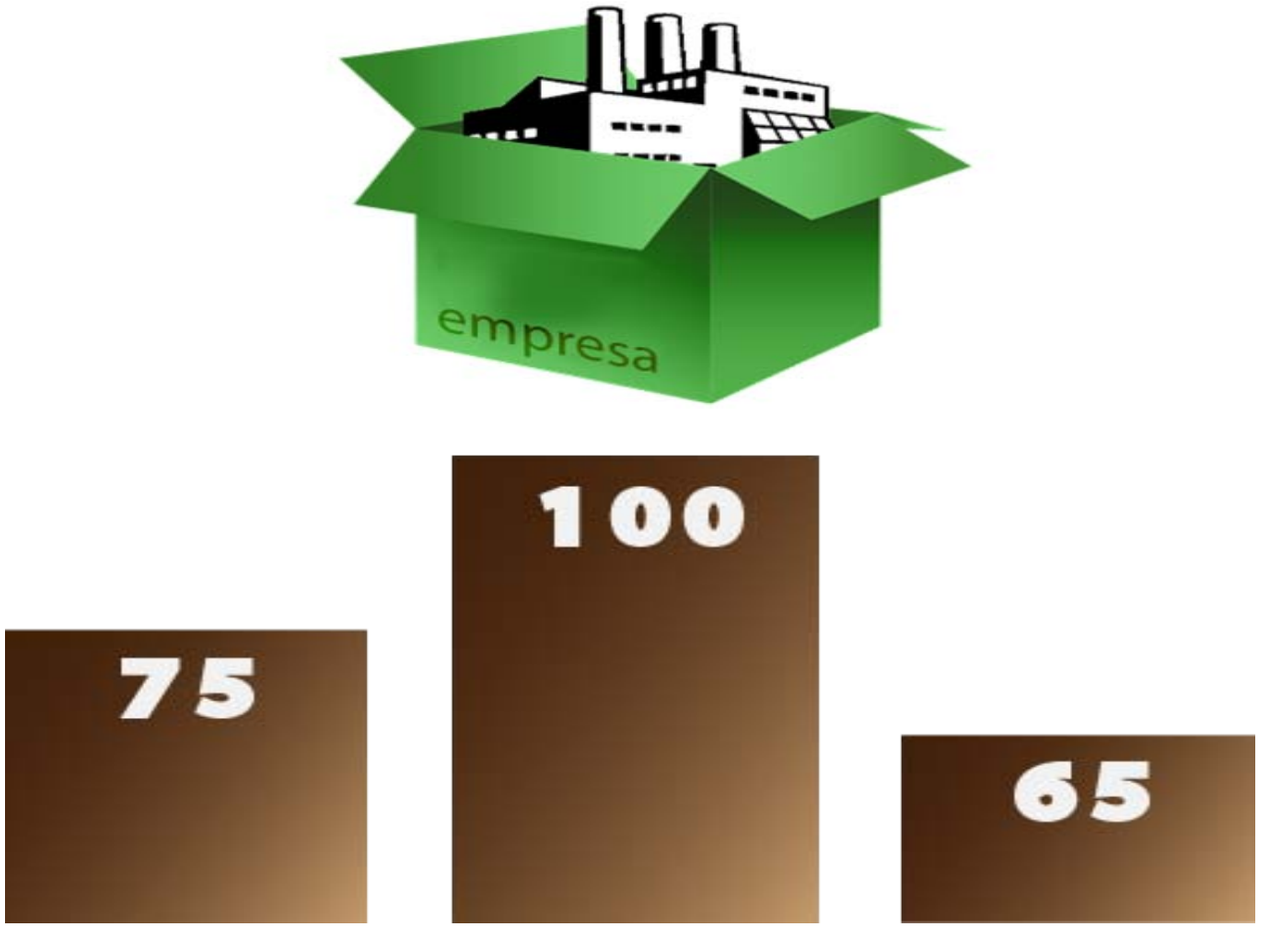
Benchmark

Help improve

SUSTAINABLE EVALUATION



RANKING



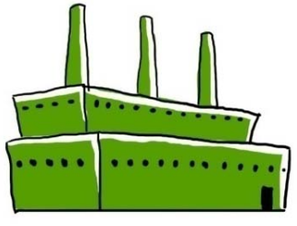
RANKINGS

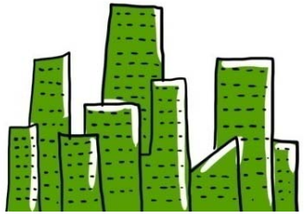
Citizens save in their utility bills and gain special discounts by being more sustainable.

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

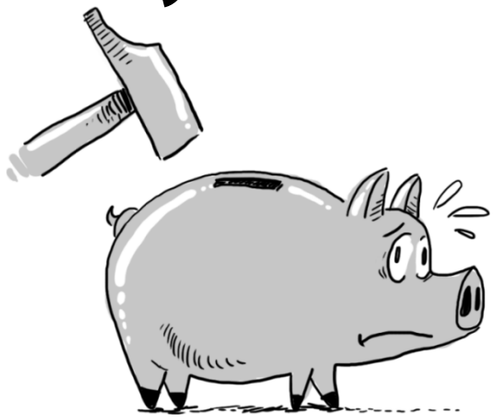
HELPS IMPROVE

Offers SUSTAINABLE reputation and recognition

Comparing sustainable recognition

20th century

Autocratic

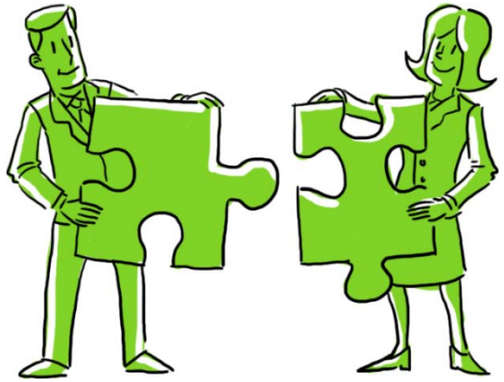


Expensive

Manipulable

Borring

21st century



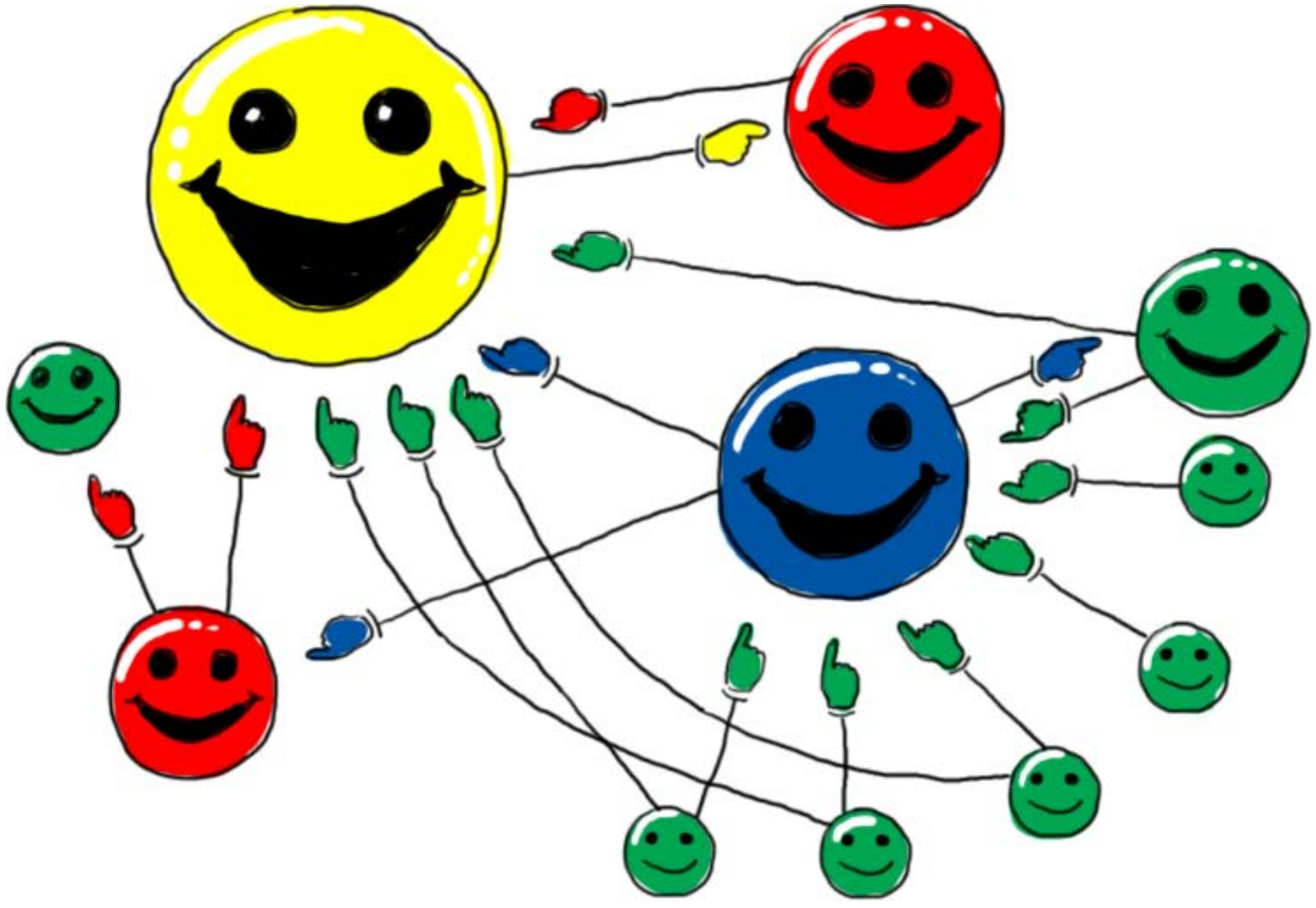
Collaborative

Economical

Reliable and real-time

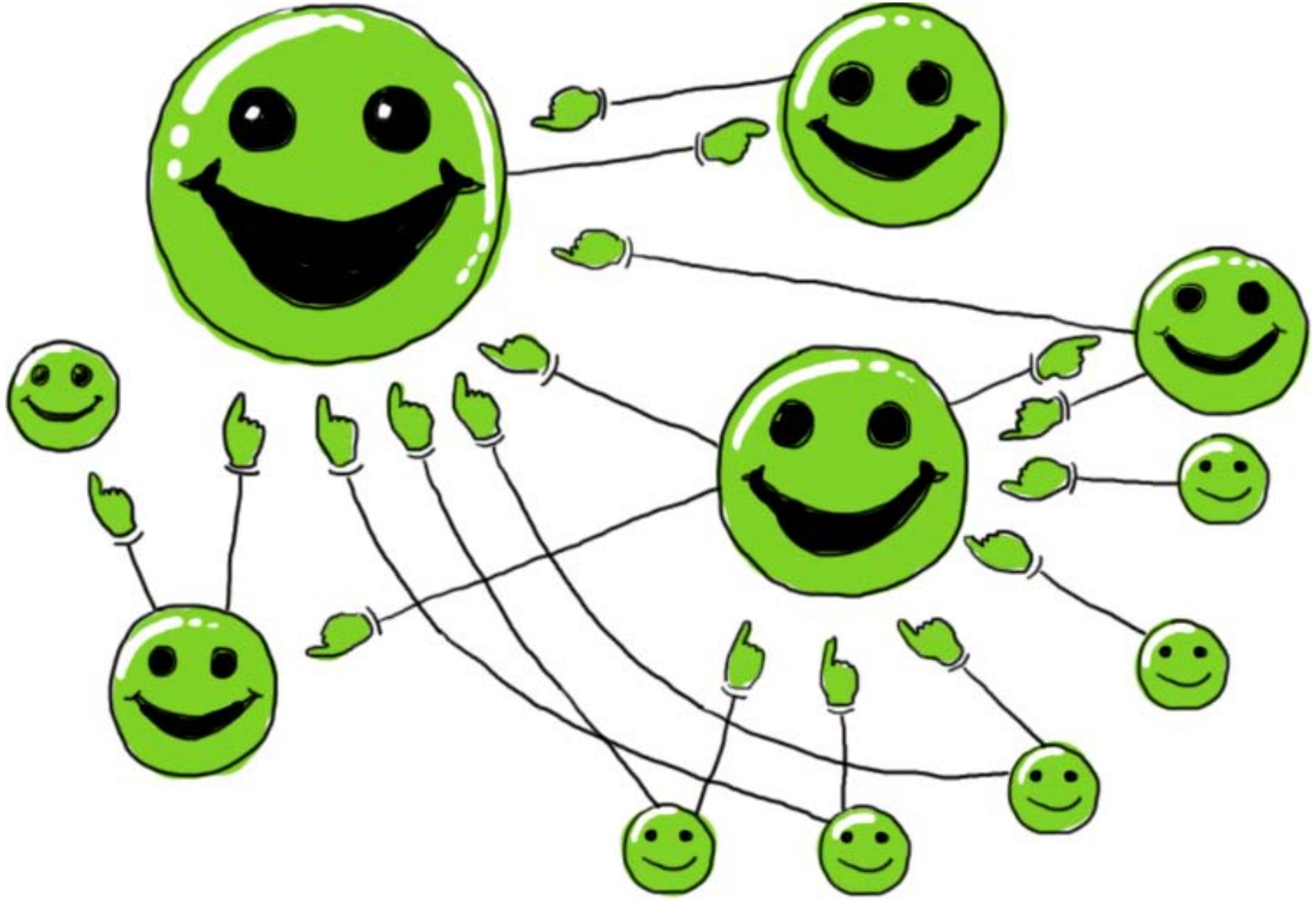
Engaging

How Google works



Google™

How SustCity works

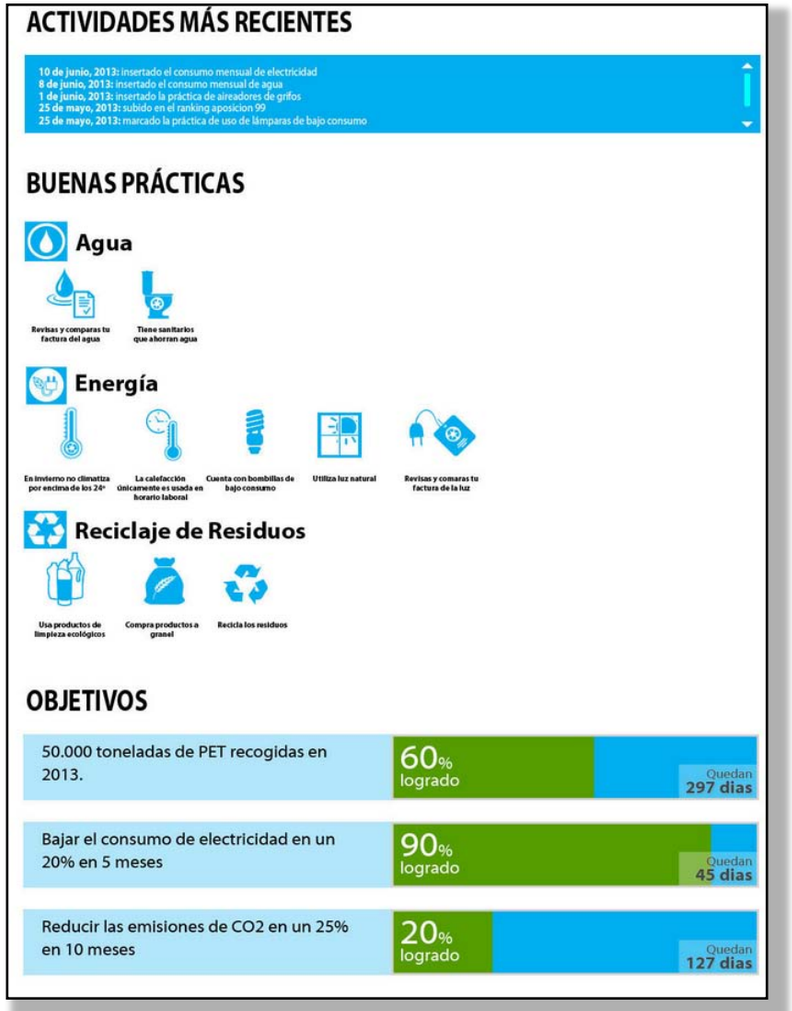


Other profile and reputation platforms

Profiles

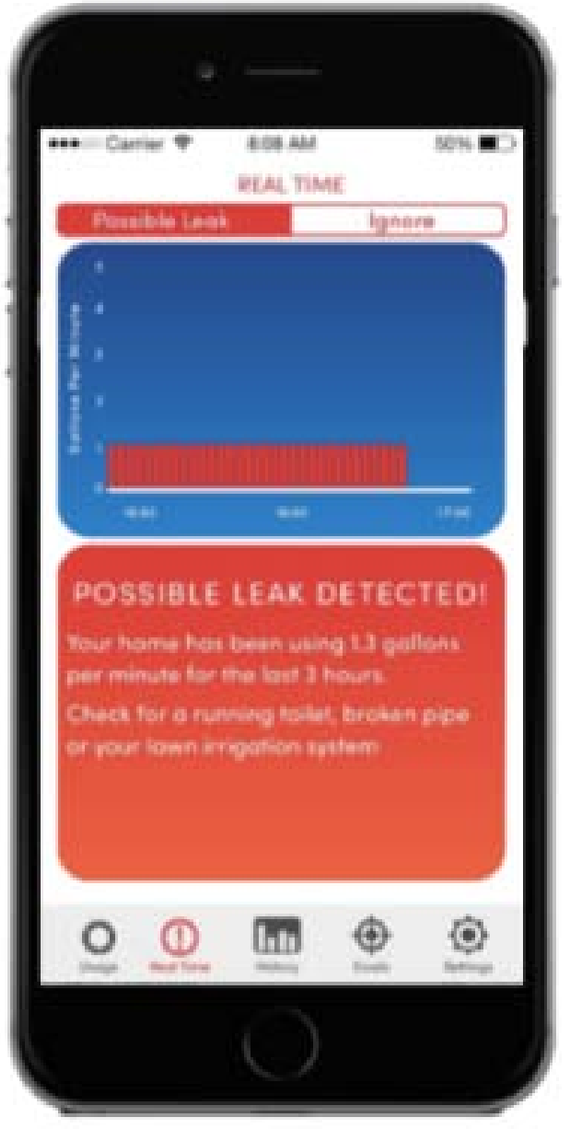
Reputation

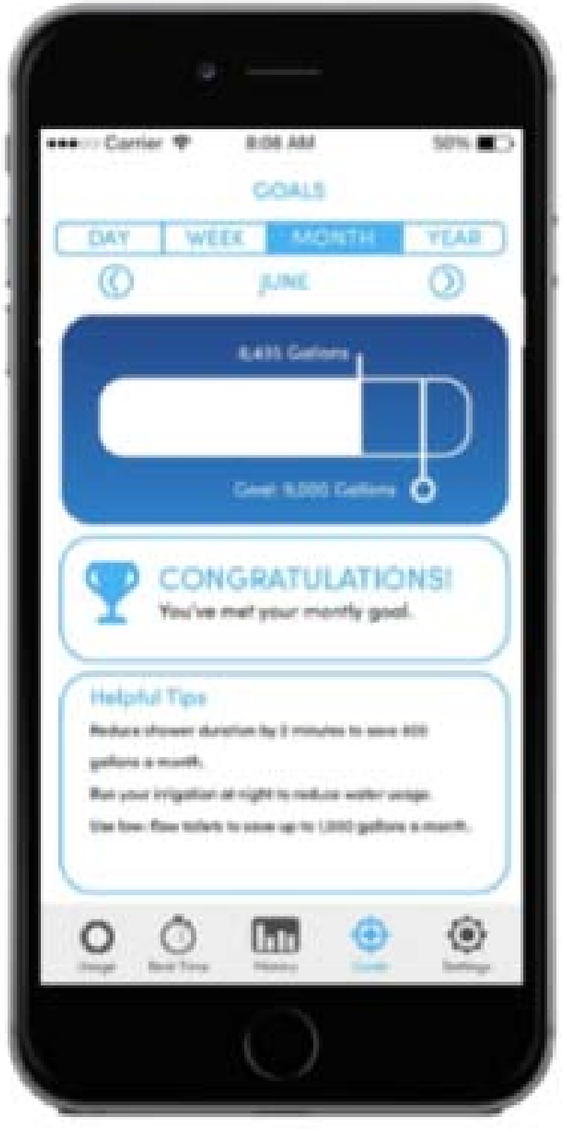
Profiles in SustCity



Integration with smart meters

Carrier
8:08 AM
50%
USAGE
DAY
WEEK
MONTH
YEAR
JUNE 10, 2015
Washing Machine
18%
Showers
20%
Irrigation
30%
Toilets
15%
Dishwasher
17%
Usage
Real Time
History
Goals
Settings


Carrier
8:08 AM
50%
REAL TIME
Possible Leak
Ignore
POSSIBLE LEAK DETECTED!
Your home has been using 1.3 gallons per minute for the last 3 hours.
Check for a running toilet, broken pipe or your lawn irrigation system


Carrier
8:08 AM
50%
GOALS
DAY
WEEK
MONTH
YEAR
JUNE
CONGRATULATIONS!
You've met your montly goal.
Helpful Tips

Sustainability rankings

Profile (citizen)

Profile (city)

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: @abeilmind & @ghnutson

0-10

total value

$ 183

perks	value
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

11-39

total value

$ 251

perks	value
All that +	
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

40-99

total value

$ 1,019

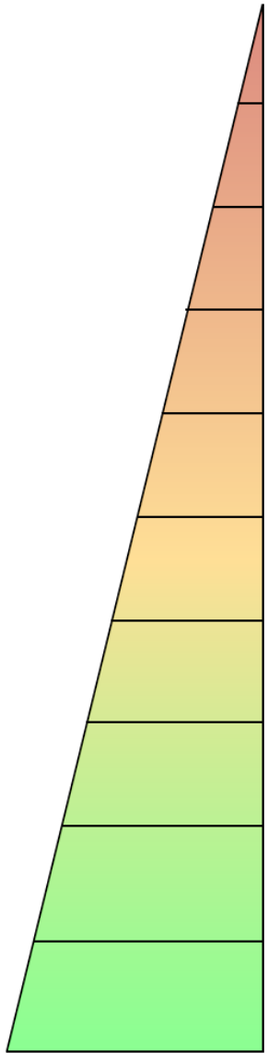
perks	value
Everything +	
Stephen Kings "Mile 81" book	$4
BuzzFeed Membership	$0
Add Klout Topics	$0
Chiquita Banana Bike	$170
Autographed copy of "That is All"	$20
A tube of Smashbox Photo Primer	$17
Euro RSG Idea Book	$50
$15 Itunes giftcard	$15
Kia shuffle slam membership	$0
Settlers of Catan Novel	$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 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.

Español

Ciudad
Bilbao

¿Qué quieres encontrar?

[illegible] cerca de ti

- [x] Transporte
  - [ ] Parada de metro
  - [ ] Parada de tranvia
  - [x] Parada de autobus
  - [x] Parada de taxi
  - [ ] Recarga vehiculo electrico
- [ ] Aire limpio
  - [ ] Parque
  - [ ] Baldosa purificadora CO2
  - [ ] Sensores de calidad de aire
  - [ ] Cubiertas ajardinadas
  - [ ] Paredes ajardinadas
- [ ] Energia
  - [ ] 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

67

Tranvía

66 Baldosa purificadora de CO_2

65 Farolas de bajo consumo

53 Parques

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

Supplier 1
ISO 14001 +1 point

Supplier 2
Cradle to Cradle +1 points

Supplier 3
Shares green patent +5 points

City based in
+1 point

Sustainable employees
+2 points

Client 1
ISO 14001 +1 point

Client 2
Shared transport +1 point

Client 3
0 points

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
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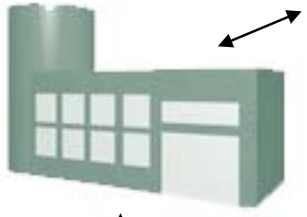
Sub-total
35 points

External criteria

Supplier 1
ISO 14001 +1 point

Supplier 2
Cradle to Cradle +1 points

Supplier 3
Stops sharing green patent +0 points



City based in
+1 point

Client 1
ISO 14001 +1 point

Client 2
Shared transport +1 point

Client 3
0 points

Sustainable employees
+2 point

Sub-total
7 points

Total:
42 points

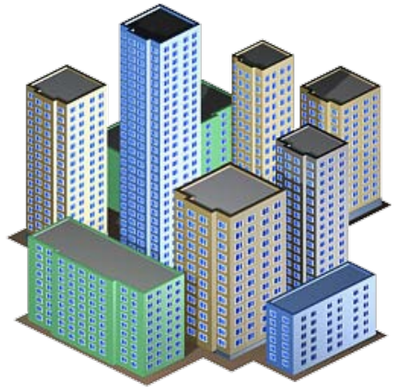
Certificaction:
SURE Bronze

Ranking **SURE:**
Position 93,055

Screenshots: Selecting sustainable practices

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

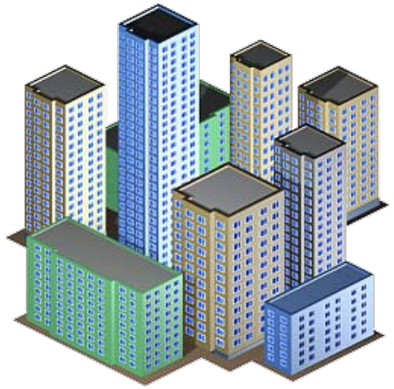
SURE! points for:

- 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´:



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 choses 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 choses 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.

SURE! Gold
SURE! Silver
SURE! Bronze
BAKERY
SURE! Silver
BIO
SURE! Gold

Benefits of using SURE!