



CITY OF ZAGREB

Coaching schemes for Local Governments

Centralized training for Supporting Structures

March 10, 2016



The MAYORS in ACTION project...

The MAYORS in ACTION project underlines the C&S' importance and significance in the process of providing successful development of the Covenant of Mayors initiative. Thereby, the C&S need to improve their capacities and prepare instruments for consolidating their role in order to ensure efficient and effective support for local authorities.



How to provide support for the C&S through the form of coaching schemes aimed at local governments?

 Development of the Guidelines for coaching activities for local governments

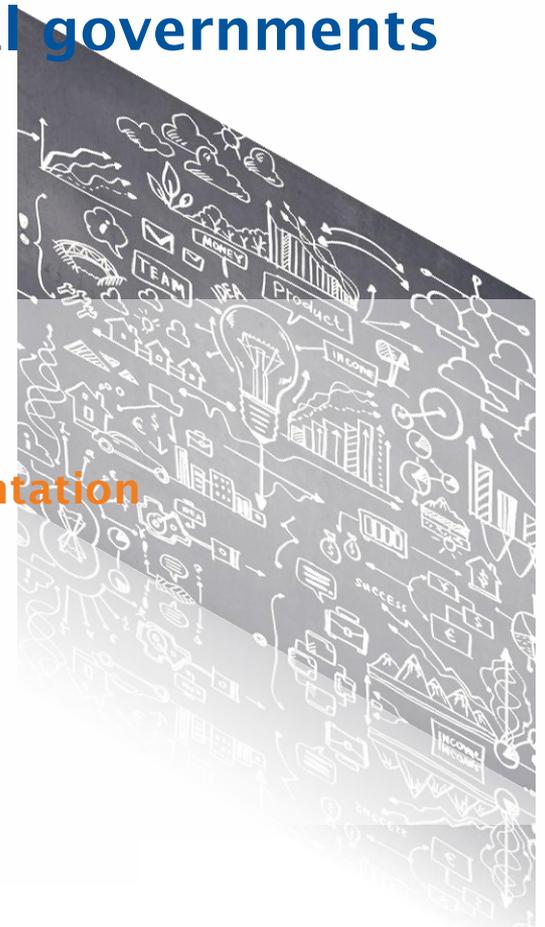
GUIDELINE MAIN OBJECTIVE: Assisting the C&S through the process of active envisioning support for local governments in order to meet the commitments from the Covenant of Mayors initiative.



Guidelines for coaching activities for local governments

GUIDELINE CONTENT

1. Introduction
2. City needs in the process of energy policy implementation
3. Tools for coaching activities
4. Conclusion and recommendations



Guidelines for coaching activities for Local Governments

City needs through the process of energy policy implementation

1. Research of the city needs
2. Process of accessing and obligations from the CoM
3. Internal organization
4. Development of the SEAP
5. Financing of measures
6. Implementation of measures
7. Monitoring of the SEAP implementation
8. Organization of the energy days



Guidelines for coaching activities for Local Governments

City needs through the process of energy policy implementation

1. Research of the city needs

- Holding workshops with local government representatives,
- Development of the SWOT analysis with the help of relevant stakeholders,
- Implementation of survey in order to identify needs and possibilities of the cities,
- Meetings with people responsible for a specific area.

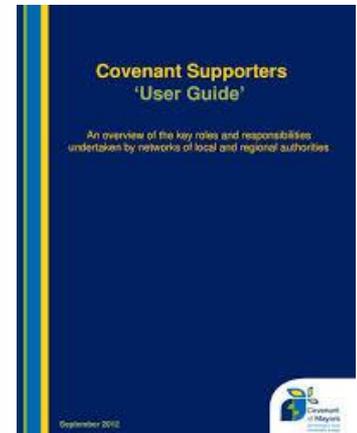


Guidelines for coaching activities for Local Governments

City needs through the process of energy policy implementation

2. Process of accessing and obligations from the CoM

C&S have to communicate with the Covenant of Mayors Office and keep up with the news as concerns accessing to the initiative and obligations assumed.



Familiarization with the legal procedure of the city on the acceptance of accessing to the CoM initiative as well as with the legal procedure regarding implementation of obligations assumed from the CoM.



Guidelines for coaching activities for Local Governments

City needs through the process of energy policy implementation

3. Internal organization

- **Energy team** - Team responsible for implementation of obligations assumed from the CoM.
- **Energy Management System** – Establishing EnMS involves identifying and allocating rules and resources required to put energy policy and energy objectives into practice
- **Continuous monitoring of energy consumption** for buildings owned by local government through the informational system
- **Green Office** - Set of activities and measures aimed at helping to reduce energy costs and decreasing the negative impact on the environment as well as increasing the quality of work and contributing to the protection of environment as well as encouraging higher performance and efficiency in daily operations.



GREEN OFFICE

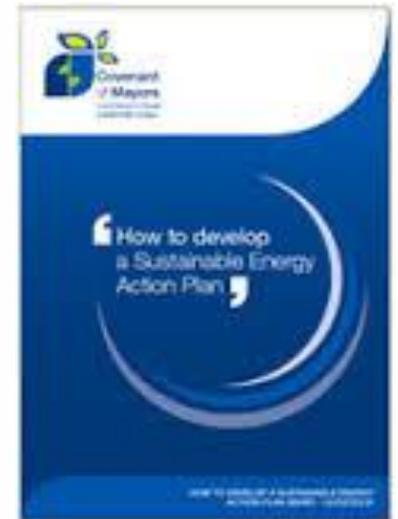


Guidelines for coaching activities for Local Governments

City needs through the process of energy policy implementation

4. Development of the SEAP

- 4.1. Methodology
- 4.2. Analysis of energy consumption and Baseline Emission Inventory
- 4.3. Selection of measures in accordance with the development strategy of the city
- 4.4. Planning the implementation of measures (potential of energy savings, timeframe, financing possibilities, investment expenses, etc.)
- 4.5. Estimation of the reduction of CO₂ emissions
- 4.6. Process of SEAP acceptance



Guidelines for coaching activities for Local Governments

City needs through the process of energy policy implementation

5. Financing of measures

- Overview of the possible financing sources on the national and European level
- Innovative financing mechanisms (EPC, revolving fund, etc.)
- Financing sources acceptable for the city (in accordance with legal framework for the budget of respective cities)



Guidelines for coaching activities for Local Governments

City needs through the process of energy policy implementation

6. Implementation of measures

- Preparation of technical documentation
- Defining sources of financing in order to implement measures
- Determining the annual city budget (selection of measures for implementation)
- The implementation of public procurement process in accordance with the law
- The realization of measures
- Controlling the results of the implemented measures



Guidelines for coaching activities for Local Governments

City needs through the process of energy policy implementation

7. Monitoring of the SEAP implementation

- Continuous collection of the data about the implementation of measures taken by all stakeholders
- Data input concerning the implemented measures in online Monitoring template
- Revision of the SEAP



Guidelines for coaching activities for Local Governments

City needs through the process of energy policy implementation

8. Organization of the energy days



Organization in accordance with city capabilities, stakeholder engagement

Inclusion of wider public with minimum costs



Guidelines for coaching activities for Local Governments

Tools for coaching activities

1. Communication and networking
2. Conferences, seminars, workshops, training sessions
3. Tutoring and peer support activities
4. Examples of best practices and study visits
5. Fairs, open door days and permanent exhibition
6. Media
7. Educational and promotional materials
8. Monitoring of events



Guidelines for coaching activities for Local Governments

Tools for coaching activities

1. Communication and networking

- Stakeholders included in SEAP implementation
- Networking
- Associations
- Covenant of Mayors Clubs



Smart Cities and Communities



Empowering Covenant of Mayors Coordinators and Supporters to assist municipalities in implementing and monitoring their Sustainable Energy Action Plan

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Guidelines for coaching activities for Local Governments

Tools for coaching activities

2. Conferences, seminars, workshops, training sessions, webinar



Guidelines for coaching activities for Local Governments

Tools for coaching activities

3. Tutoring and peer support activities

- Transfer of knowledge and experience
- Exchange of knowledge and experiences through direct communication



Guidelines for coaching activities for Local Governments

Tools for coaching activities

4. Examples of best practices and study visits

- Benchmark of best practices



Guidelines for coaching activities for Local Governments

Tools for coaching activities

5. Fairs, open door days and permanent exhibition



Exhibition in the main square in Zagreb



Technical museum in Zagreb

EE info galleries in administrative offices



Guidelines for coaching activities for Local Governments

Tools for coaching activities

6. Media

TV, radio, newspapers:

- Press conference,
- Promotion activities concerning events
- Interviews for TV, radio and newspapers
- Participation in TV shows

Internet:

- Web pages

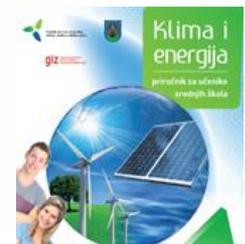
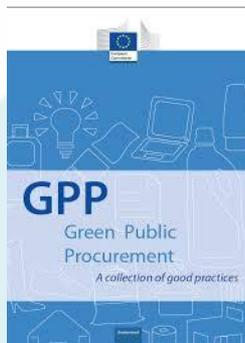


Guidelines for coaching activities for Local Governments

Tools for coaching activities

7. Educational and promotional materials

- guidelines, brochures, leaflets, films
- promotional materials
- e-newsletters (e-materials)



Guidelines for coaching activities for Local Governments

Tools for coaching activities

8. Monitoring of events

- Evaluation of events,
- Analysis of event implementation success and need for further education



Guidelines for coaching activities for Local Governments

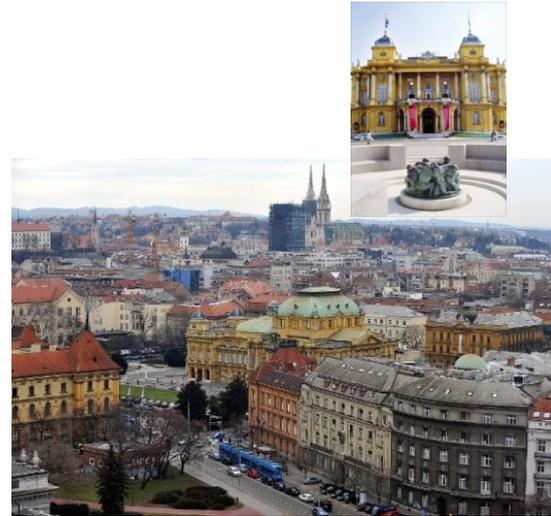
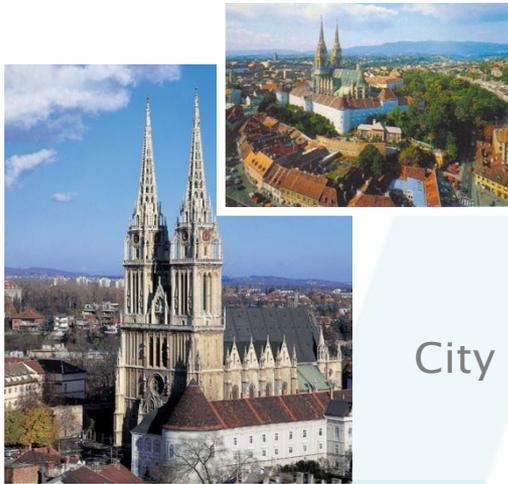
Conclusion and recommendations

- C&S need to improve their capacities and prepare instruments for consolidating their role of efficient and effective support to small towns in the concrete realization phase
- C&S have find models and propose solutions that are acceptable to cities for the implementation of their SEAPs
- Networking and development of cooperation between all stakeholders is key for success
- C&S need to pay full attention to raising public awareness and dissemination knowledge to citizens
- The level of support that C&S can provide to local administration depends on their own competences and capacities, therefore they have to continuously upgrade their capacities and strengthen their own forces



THANK YOU FOR YOUR ATTENTION!

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The City of Zagreb
City Office for Energy, Environment and
Sustainable Development

