

# Experiences of eco-support activity

Kaisa Pajanen & Pirita Kuikka

City of Helsinki Environment Centre

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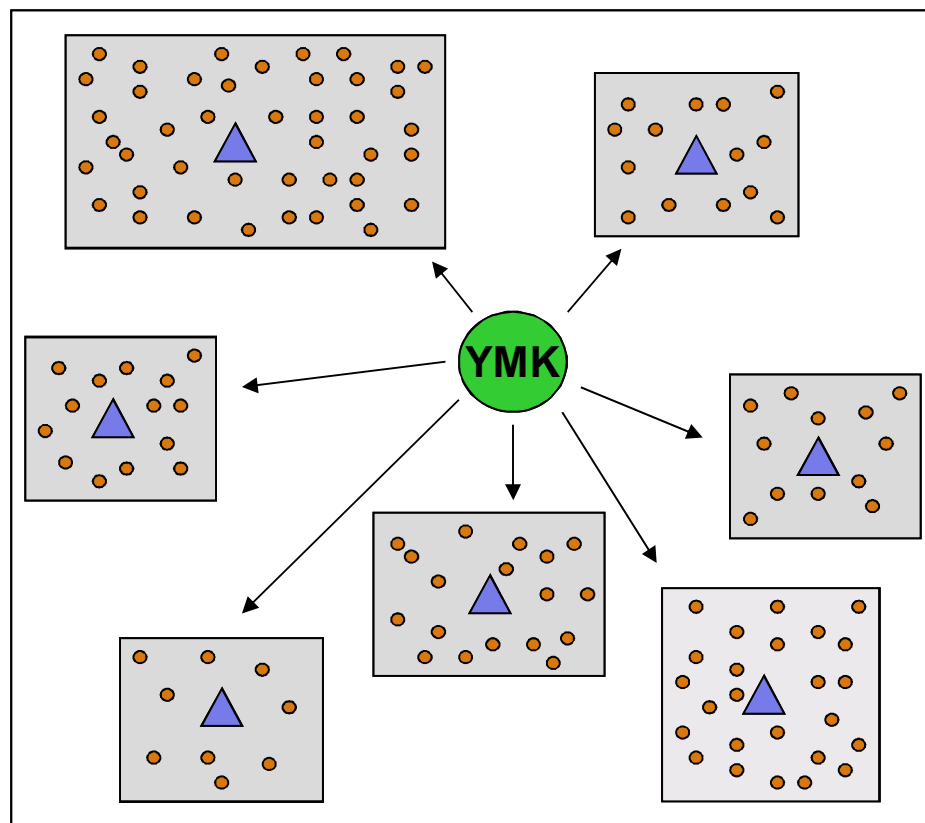


# Plans →← Action

- With the help of eco-support activity:
  - Strategies and environmental policy can be brought to the employee level and be changed to actions and practices.
  - Eco-supporters bring suggestions to plans and service development.



# Каким образом осуществляется деятельность?



Центр по охране окружающей среды города Хельсинки координирует деятельность и экологический менеджмент на городском уровне



Городское ведомство



Специалист по экологическим вопросам / Контактное лицо ведомства



Специалист системы экологической поддержки



# Strenghts of eco-support activity

Information transfer between employees and management from environmental issues

Exploiting the volunteer effort of motivated people

Advice by the everyday environmental challenges

Exploiting the city's own resources effectively

Energy and material efficiency and cost savings

A network of enthusiastic people will be formed

Spreading of the easy-to-understand practical information on the environment

Measurable environmental benefits



# Motivation?

- Searching of motivated persons
- Eco-supporters are trained to motivate their colleagues
- The motivation of the eco-supporters is studied



# Factors that contribute to the success of eco-support activity TOP 6

- Open discussion culture 57%
- A sufficient time will be allocated to eco-support activity 54%
- A pleasant working atmosphere 48%
- A flexible approach to own work tasks 38%
- Participatory / deliberative meeting culture 37%
- The tasks of eco-supporter are defined with their superior 27%



# Case: Cleaning unit of the City of Kotka

- The head of the cleaning unit:
  - Experiences that all people are responsible to act environmentally friendly
  - Got all supervisors along
  - Links the activity to the previous environmental work
  - Informs people actively, shows that she appreciates the activity
  - Provides all willing to participate in training sessions and meetings
  - Collaborates with building designers and architects (durable, easy-to-treat surfaces)
  - Evaluates the effectiveness of the activity to be high and it has also brought financial savings



# Начальный этап деятельности

2006

- Письмо вице-мэра Хельсинки Пекки Саурина руководителям десяти городских ведомств о назначении специалистов системы экологической поддержки
  - Необходимость в мотивированных специалистах
- Был запущен внутригородской механизм сотрудничества в области обучения и повышения квалификации
- Обучающий персонал подобран из специалистов городских предприятий и учреждений
  - В организации и финансировании деятельности принимает участие Департамент образования Хельсинки





- 2007

- Письмо Пекки Саурина остальным 27 городским ведомствам и коммерческим предприятиям
- Увеличено число курсов по обучению и повышению квалификации
- Проект сотрудничества с Таллинном

- 2008

- Продолжается развитие системы обучения и форм экологической поддержки

- 2009 - 2011

- Новый проект развития и расширения деятельности
- Стабилизация деятельности



## Вовлечение руководства в деятельность системы экологической поддержки

- Сотрудничество с группой, состоящей из специалистов по экологическому менеджменту
  - Начиная с 2007 года встречи с руководством десяти ведомств
  - Ежегодные семинары специалистов по экологическому менеджменту (2007 г. ->)
- По просьбе заинтересованных сторон возможна презентация деятельности системы экологической поддержки
- Важное значение имеет собственная активность опорных лиц системы экологической поддержки.



## Eco-support activity in different official documents

City	Internal Rules	Rules of order	Other
Rakvere	No	No	No need to mention in official documents
Tallinn	Yes (Tallinn Environmental Department)	Yes (Tallinn Environmental Department)	Tallinn Environmental Strategy until 2030, Statute of City Administration, Eco-supporters hope that the activity will be mentioned in as many official documents as possible
Tartu	No	No	Regulation of the Mayor until the end of 2011

Helsinki: Environmental Policy

Joensuu: Implementation Plan of the Climate Strategy and Energy Efficiency Contract

Kouvola: Environment Program of the city

Etc...

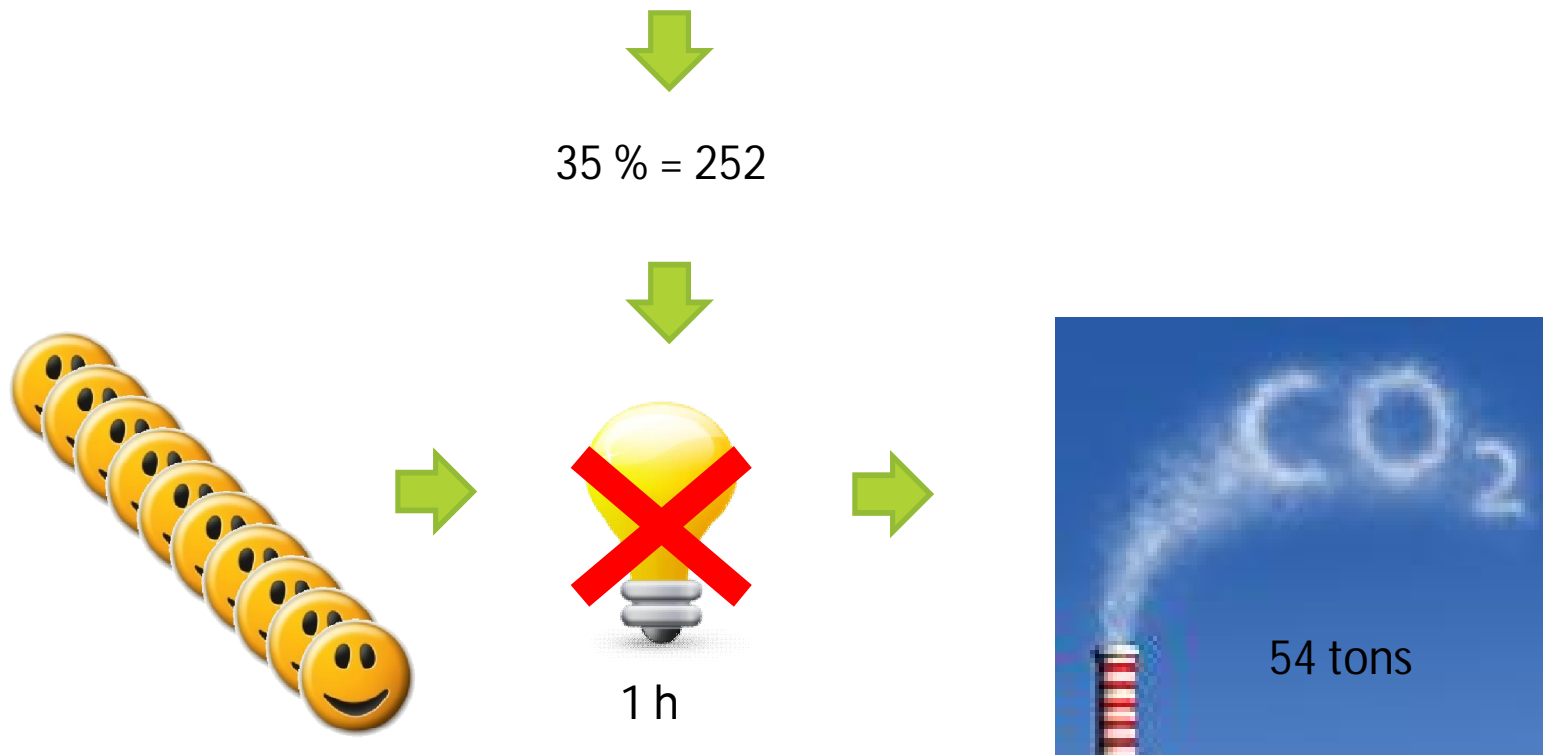


# RESULTS OF ECO-SUPPORT ACTIVITY



# Energy saving

At the end of 2010 there were 720 eco-supporters in Helsinki



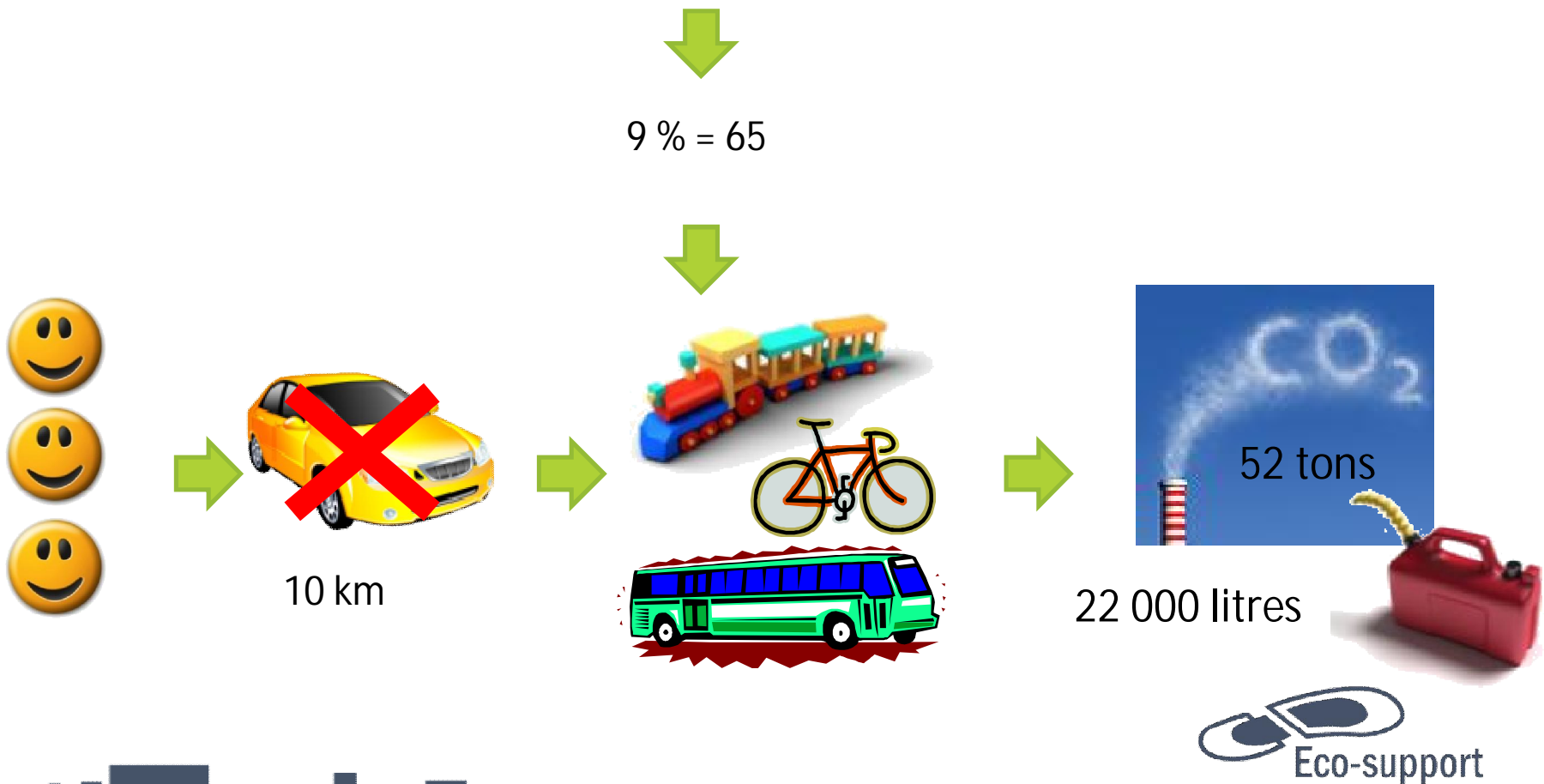
# Waste

- 81 % of eco-supporters experience that their colleagues have started to sort waste better
- Mixed waste is the most expensive waste fraction in Finland; better sorting has had a positive effect on waste disposal costs
- During 2007-2010 paper consumption has decreased 26,8 % (about 5 kg per person)



# Transportation

At the end of 2010 there were 720 eco-supporters in Helsinki



# Greenhouse gas emissions of the pilot buildings (Julia 2030 –project)

- 32 buildings as a pilots in the Helsinki Metropolitan Area
- Training and consulting visits were offered to the eco-supporters and service technicians of these buildings
- Heating, electricity, transportation, paper, waste > WWF climate calculator [www.ilmastolaskuri.fi](http://www.ilmastolaskuri.fi)
- In 2011 emissions were 8 % smaller than 2009 (large variation between buildings)
- Achieved mostly by changing behavior
- Savings 300.000 € during the project





# Light energy review in the Helsinki City Environment Centre

- Done by the eco-supporters
- Heating, lighting, office appliances...
- Energy saving plan: saving potential was calculated (5,04%), activities and responsibilities
- Communication campaign
- Result: During one year the **saving was 9% of the total energy consumption**

Employees were rewarded 😊



# How to ensure continuity?



# How to ensure continuity?

- Coordinator needed
- Networks are the **key** of the activity
- Different networks (coordination level, department level, eco-support level etc.)
- Peer to peer support
- Sharing of best practices
- Newsletter is a good way to remind people



# Actions and making are the key

- Our identity is built around things what we our selves are doing and what people like us are doing
- Our identity changes when we start to do new things and getting new reference groups

