

Sæt strøm på dit kvarter - erfaringer fra USA

v/Signe Sloth Hansen, Kuben Management



KUBEN | NRGI
MANAGEMENT

dansk byplan
laboratorium



MINISTERIET FOR
BY, BOLIG OG
LANDDISTRIKTER





Greenovate Boston/Mindmixer

Boston City Council

- Department of Innovation & Technology

Mission

Greenovate Boston is a community-driven movement to get all Bostonians involved in reducing the city's greenhouse gas emissions 25% by 2020 and 80% by 2050, as outlined in the City's Climate Action Plan.



GUIDE TO GREENOVATE BOSTON

Greenovate Boston is driven by everyday Bostonians – that’s the **People** section, where you can see what people around the city are doing to make Boston more sustainable. There are many resources that help Bostonians take those actions – that’s the **Resources** section, where the curious beginner to the veteran Greenovator can learn more. Search filters for both sections allow you to find exactly what you’re looking for. Finally, when you’re ready, submit your own Greenovate story!

What are your big ideas for the city? [Engage with Greenovate Boston now](#)

Resources

**ENERGY EFFICIENCY
RESOURCES FOR LARGE
BUILDINGS**

People



News

Next stop: 2114

What do a 2013 Boston Marathon medal, a David Ortiz bobble head, an empty Mike’s...

Greening Boston one alley way at

Tweets

Another comment on [#Boston's draft #Climate Action Plan: "Plant only NE Native Trees"](#) - Elisabeth G. engage.greenovateboston.org/to... [#EngageBos](#)

Ressources



GREENOVATE
BOSTON

[Home](#) [About](#) [Resources](#) [People](#) [Share](#) [News](#)

Search entire site:

Help

From the curious beginner to the veteran greenovator, this is a one-stop-shop for determining what you can do to make Boston a better, healthier place. “Quick Tips” are things you can do right away. “Do More” contains in-depth resources. Click on a box to read more. Feel free to email info@greenovateboston.org to submit tips as well!

All — [Energy](#) [Transportation](#) [Waste](#) [Water](#) — [Quick Tips](#) [Do More](#)

Filter: solar, bikes...

ENERGY EFFICIENCY RESOURCES FOR LARGE BUILDINGS

There are plenty of resources available for large buildings and institutions in Boston that are...



ENERGY AND CLIMATE ACTION PLANS FOR THE PRIVATE SECTOR

The City of Boston has ambitious goals to reduce their carbon footprint 25% by 2020...



GREEN & CLEAN SMALL BUSINESSES

Green & Clean Boston recognizes auto shops, nail salons, and other small industries that go...



CITY CLIMATE ACTION PLANS IN

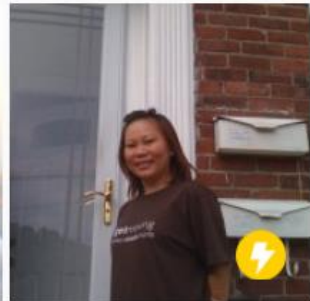
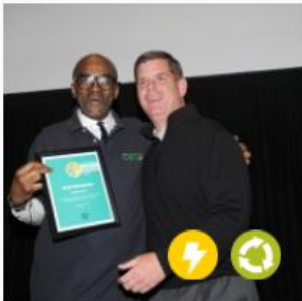
COMMUNITY YARD SALE

MAYOR'S CARBON CUP

People



Here are some people that are making Boston a cleaner, greener, and more prosperous city - click on a face to access a narrative. Type into the filter below to zero in on what you're looking for. Share these stories with your networks or submit your own story when you're ready!



CCAG YO

Share



GREENOVATE
BOSTON

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[Share a neighbor's story](#)

[Share my story](#)

Preview

Story Picture:

[Open](#)

Story Title:

Your Name:

Your E-Mail:

Category:

Energy Transportation Waste Water

Redaktionen

By submitting this form, I agree to Greenovate Boston's [terms and conditions](#). Please note that content takes a few days to appear on the website and though we strive to include all relevant stories, we reserve the right to not publish stories. We also may edit content for readability.

Back end



City of Boston

Social Media Policy

Digital Engagement Roadmap for City of Boston Government Social Media

Kanaler

- Web
- Nyhedsbrev
- Facebook
- Twitter (inkl. borgmester-sessions)
- Trykt materiale
- Workshops og events

Resultater

- 750 aktive på platformen
- Nye borgergrupper deltager
- Opmærksomhed omkring sagen
- En levende platform – tillid fra borgerne
- En værdifuld læringsproces for både borgere og kommune
- Begyndende effektivisering (311 linje vs Twitter)

Tillid og outsourcing



Home About Resources **People** Share News

Search entire site:

All — Energy Transportation Waste Water — At Home At Work Filter: solar, bikes...



Hvem lytter?

Who's Listening

Connect with these leaders. [View All Listeners](#)



Brian Swett
Chief of Environment and Energy



John Barros
Chief of Economic Development



Sheila Dillon
Chief of Housing

JOIN

Create an account and weigh in along with other members of our community.

CONTRIBUTE

Share your ideas and your perspective on how to make our community better.

CONNECT

Communicate directly with our local leaders to help the best ideas move forward.

Hvem svarer?

The image shows a screenshot of a web application interface. At the top, there is a navigation bar with four items: 'Home' (house icon), 'Topics' (stack of papers icon), 'Activity' (speech bubbles icon, highlighted in teal), and 'About' (document icon). Below the navigation bar, a message reads 'To comment, [Sign Up](#) or [Log In!](#)'. The main content area features a large, bold announcement: 'IDEA IMPLEMENTED!' in black, with the text 'Move downtown neighborhoods to bi-weekly collection by **Matthew M.** has been implemented!' in teal below it. The announcement is surrounded by decorative icons including lightbulbs, a star, and a person with a thought bubble. Below the announcement are social sharing icons for Facebook, Twitter, Google+, LinkedIn, and Email, with the text 'Share this great idea:' above them. At the bottom, there is a list of ideas. The first entry shows a person icon, the text 'Amanda S. added an idea in 2014 Climate Action Plan!', the date 'Nov 18', and the title 'Composting programs that fertilize rooftop gardens'.

Home Topics **Activity** About


To comment, [Sign Up](#) or [Log In!](#)

IDEA IMPLEMENTED!

Move downtown neighborhoods to bi-weekly collection by **Matthew M.** has been implemented!

Share this great idea:

[f](#) [t](#) [g+](#) [in](#) [✉](#)

 **Amanda S.** added an idea in 2014 Climate Action Plan! Nov 18

Composting programs that fertilize rooftop gardens

Erfaringer og anbefalinger

- Tillid tager tid og personlige relationer
- Anonymitet vs. data (alder, køn, postnr og email)
- Den digitale platform kan ikke stå alene
- Feed back er altafgørende (også selvom du ikke har et svar)
- Intern forankring og organisering med afsæt i politisk strategi kan anbefales

Spørgsmål?

- Hvilke muligheder og udfordringer ser du i at lancere en digital platform i dit lokalområde?
- Hvad skulle der til for at forankre platformen i organisationen?

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