

EUROPEAN GREEN CAPITAL APPLICANT WORKSHOP



How to complete a successful application

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DG Environment, Brussels, 30th August 2013

HOW APPLICATION FORMS ARE EVALUATED – EVALUATION PANEL

- Reviewed by a primary and secondary expert (peer-review)
- Primary expert will evaluate each application based on its own merit
- Each section of the Indicator Area is given equal consideration
- Applications are not given a score but benchmarked and ranked against all applications
- Expert Panel members have the opportunity to clarify information – *only based on information already provided in the application form*
- Secondary expert undertakes an additional review to ensure quality and consistency of the initial review process
- Final combined ranking is achieved only when agreed by primary and secondary expert

HOW APPLICATION FORMS ARE EVALUATED – JURY

- Jury reviews the Evaluation Panel's complete Technical Assessment Report
- Confirm the cities to be shortlisted as per Expert Panels recommendation *or otherwise!*
- Shortlisted Cities present to the Jury under the following indicator areas:
 - The city's overall commitment, vision and enthusiasm, as assessed by the expert panel and conveyed through the presentation.
 - The city's capacity to act as a role model to inspire other cities, promote best practices and spread the EGC model further.
 - The city's communication actions, citizen engagement, local partnering and communication strategy

HOW TO COMPLETE A HIGH QUALITY APPLICATION?

Each Indicator area has four parts:

- A. Describe the present situation
- B. Describe the measures implemented over the last five to ten years.
- C. Describe the short and long term future objectives and proposed approach to achieve these.
- D. **List** how the above information can be documented.

Parts A, B & C will carry equal consideration by the expert.

D is for additional information only – clarification stage

HOW TO COMPLETE A HIGH-QUALITY APPLICATION?

A. Describe the present situation

- Provide details of current statistics, policies, projects etc.
- Always describe any disadvantages or constraints resulting from historic and/or geographical factors which may have affected performance in an indicator area
- Showing recent trends (5 to 10 years) is useful for setting the context

NB: Always provide all the information asked for or provide reason why not available

HOW TO COMPLETE A HIGH-QUALITY APPLICATION?

B. Describe the measures implemented over the last five to ten years.

- Applicants should describe measures implemented over the last 5 to 10 years
- The resources allocated should be discussed
- Applicants should indicate whether the measure was successful or not and if possible provide reasons

NB: Always provide all the information asked for or provide reason why not available

HOW TO COMPLETE A HIGH-QUALITY APPLICATION?

C. Describe the short and long term objectives for the future and proposed approach to achieve these.

- Applicants should list **realistic** objectives and proposed approaches.
- Short and longer term plans should be included
- Include where appropriate timescales and allocated / confirmed budgets
- Plans or policies in place can be referenced here and links detailed in section D.

HOW TO COMPLETE A HIGH-QUALITY APPLICATION?

- D. List how the above information can be documented, add links where possible.**
- **Answers should not refer to the supporting documentation**
e.g. we have excellent Biodiversity, please see the biodiversity plan in Section D – **NOT ACCEPTABLE!**
 - Documents listed are for evidence and verification of the information provided
 - During evaluation clarification stage the Evaluation Panel may wish to query certain listed documents in order to verify figures/statistics etc.

HOW TO COMPLETE A HIGH-QUALITY APPLICATION?

- Case Studies from 3 Indicator Areas (2015 Applications):
 - Case Study 1 - Local Transport
 - Case Study 2 - Waste Production and Management
 - Case Study 3 - Water Consumption
- Discuss high quality and weakness of applications
- Information obtained from the Synopsis Technical Assessment Report – available for download on website



CASE STUDY 1 – LOCAL TRANSPORT

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A discussion of Bristol's 2015 Application
Bristol were ranked 1st in the Technical Assessment

CASE STUDY 1

– BRISTOL 2015 APPLICATION

LOCAL TRANSPORT

- Bristol demonstrates, on average, good performance for the local transport indicators, although less so for coverage with local public transport services and environmental standards of bus fleets. Bristol is working in **partnership with private operators** to develop the system, but sees its strategic planning abilities in the public transport area as constrained by the privatization regime in UK.

CASE STUDY 1

– BRISTOL 2015 APPLICATION

LOCAL TRANSPORT

- A broad range of measures have been adopted **over the last decade** ranging from infrastructure investments to travel culture initiatives, campaigns, collaborations, and partnerships. Bristol has developed an extensive cycle infrastructure network and other measures to stimulate bicycling. It has served as a cycling demonstration city in the UK and has **won national awards**.

CASE STUDY 1

– BRISTOL 2015 APPLICATION

LOCAL TRANSPORT

- Bristol's structured planning approach, following national requirements in the UK for adopting Local Transport Plans, seems superior to that of most other applicant cities, and also appears to pay off. The accompanying **monitoring of performance on specified targets** allows demonstration of positive quantified results in areas such as cycling, public transport use, and limitation in car travel.

CASE STUDY 1

– BRISTOL 2015 APPLICATION

LOCAL TRANSPORT

- Successful production of a joint Local Transport Plan for 2011-2026 with neighbouring local authorities in the region is an innovative step. Local Transport Plan 3 is accompanied by a three year **delivery plan with committed funding**.

CASE STUDY 1

– BRISTOL 2015 APPLICATION

LOCAL TRANSPORT

- Bristol recognises the **need for strategic planning, leadership, and partnerships**. Given the city's record of working in partnership with the private sector, one could expect more emphasis on engagement with private operators of public transport

CASE STUDY 1

– BRISTOL 2015 APPLICATION

LOCAL TRANSPORT

What made this a good application:

- Establishing context *i.e. Partnerships*
- Showing trends *i.e. over the last decade*
- Include all relevant info *i.e. Won national awards*
- Show commitment *i.e. Monitoring performance & targets, delivery plan & funding*
- Future ambitions *i.e. Recognise need for strategic planning*

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CASE STUDY 2 – WATER CONSUMPTION

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A comparison of 2015 Shortlisted Cities: Bristol,
Brussels, Glasgow & Ljubljana

CASE STUDY 2 – COMPARISON OF WATER CONSUMPTION INDICATOR

Extracted Comments: Glasgow – Ranked 6th

- Multi-annual **statistics are not provided** and sector-wise breakdown is not available.
- Although there are very high leakage losses, **explanations of leakage management and investment are provided**, with proactive leak management, network rehabilitation, and metering. Economic Leakage Level should be achieved for Scotland in 2012/2013. **Budget is also foreseen** for future actions to reduce that important issue.
- The application provides much information on R&D activities within Scottish water, which is not really the focus of this application, **or it should be explained why this is relevant to the application.**

CASE STUDY 2 – COMPARISON OF WATER CONSUMPTION INDICATOR

Extracted Comments: Brussels – Ranked 4th

- Weaker points of the application are that the information provided regarding reducing soil sealing is interesting and may have benefits for water issues, **but no links to what benefits these are expected to have, or no assessment of their benefits is provided**. In particular, reducing soil sealing will have impact on groundwater aquifers but no information on their status is provided.
- **Future plans are not well elaborated** on water consumption aspect. Stormwater flood management, though important, is not necessarily related to water consumption and again no explanation as to why this information is provided.

CASE STUDY 2 – COMPARISON OF WATER CONSUMPTION INDICATOR

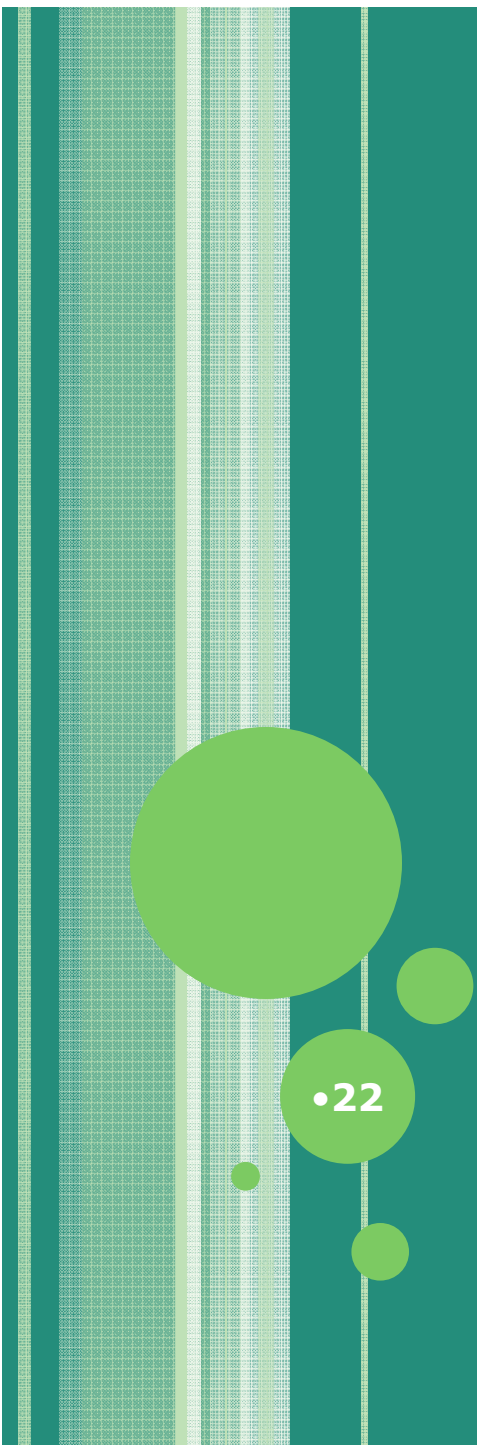
Extracted Comments: Ljubljana – Ranked 2nd

- Although the vulnerability of groundwater resources is not analysed, the application does refer to the climate change adaptation aspect, which **shows maturity in the assessment of water resources**. The application also shows application of water pricing instruments which is useful.
- A weaker point of the application is that in the final section, the **objectives are well defined but the means to achieve them are not elaborated**, which would have improved the application.

CASE STUDY 2 – COMPARISON OF WATER CONSUMPTION INDICATOR

Extracted Comments: Bristol – Ranked 1st

- In addition, this indicator area **makes links with other environmental dimensions such as biodiversity**. Bristol has assessed the reduction in energy demand and CO₂ footprint of Bristol water, also showing improvement and takes into consideration the water-energy nexus, which is an important issue.
- The city has considered resilience to **climate change for future actions** which is very important as climate change is an important challenge for water management in the long-term. Also, Bristol shows many initiatives about **awareness raising with innovative approaches**, such as water efficiency kits and converting waste bins into water butts.



CASE STUDY 3 – WASTE PRODUCTION AND MANAGEMENT

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A discussion of Brussels' 2015 Application
Brussels were ranked 1st in the Technical Assessment

CASE STUDY 3

– BRUSSELS 2015 APPLICATION

WASTE PRODUCTION AND MANAGEMENT

- Brussels' 4th Waste Prevention and Waste Management Plan has a focus on the waste hierarchy centring on waste prevention and **sets very clear objectives** for various sectors and waste streams - the **Plan is also linked to a wider Regional Sustainable Development Plan.**

CASE STUDY 3

– BRUSSELS 2015 APPLICATION

WASTE PRODUCTION AND MANAGEMENT

- They have in place a very extensive range of awareness, prevention and reuse **programmes aimed at schools, businesses and households** which are proving successful in reducing waste generation, increasing recycling and increasing participation rates.

CASE STUDY 3

– BRUSSELS 2015 APPLICATION

WASTE PRODUCTION AND MANAGEMENT

- Good progress has been made on reducing waste generation per capita and reasonably good recycling levels have been improved by the compulsory sorting of household waste which was **introduced in 2010** with a **higher target set going forward** although not perhaps as ambitious as it could be.

CASE STUDY 3

– BRUSSELS 2015 APPLICATION

WASTE PRODUCTION AND MANAGEMENT

- They have in place an extensive collection system for recyclables through a combination of door to door collections, recycling centres and bring banks although it would be **good to see a stronger commitment** to separate food waste collection.

CASE STUDY 3

– BRUSSELS 2015 APPLICATION

WASTE PRODUCTION AND MANAGEMENT

What made this a good application:

- Clear objectives
- Show integration *i.e. Linked to wider*
- Include all relevant info *i.e. programmes aimed at schools, businesses and households*
- Future ambitions *i.e. introduced in 2010 with a higher target set going forward*
- Could improve by *showing commitment*

WHAT THE EXPERTS LOOK FOR?

- Highlight the integrated nature of indicators
- Often experts know of initiatives in cities – if info is not provided can't assess
- Cities need to demonstrate ALL key projects
- List what cities are responsible for e.g. Privatisation, public
- Photographs, figures etc. Beneficial
 - Similarly excess of such is a major negative
 - Always label clearly
 - Bristol Energy Performance Indicator, good example of effective use of figures, pictures and tables Available online [here](#).

TOP 5 TIPS

1. Read the Application form & Guidance Note thoroughly
2. Read previous cycles Evaluation Panel Report to see what the Experts look for
3. View previous winning city applications online
4. Complete all sections of the indicator and review application form as a complete document
5. If in doubt - ASK!!

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