

 **Green Club Index**




 **Agenda**

Green Club Index

1. Background
2. Idea of the Project
3. Calculate a Green Club Index
4. Partners and Governance


   

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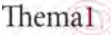


Background

- High energy use of clubs
- Relevant potential to cut carbon emissions
- Missing offer of specialised energy advice




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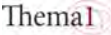


Targets

- Reduce costs
- Set incentives to invest in energy efficiency measures
- Enable comparison of clubs - introduce some competition




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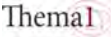




Calculate the Green Club Index

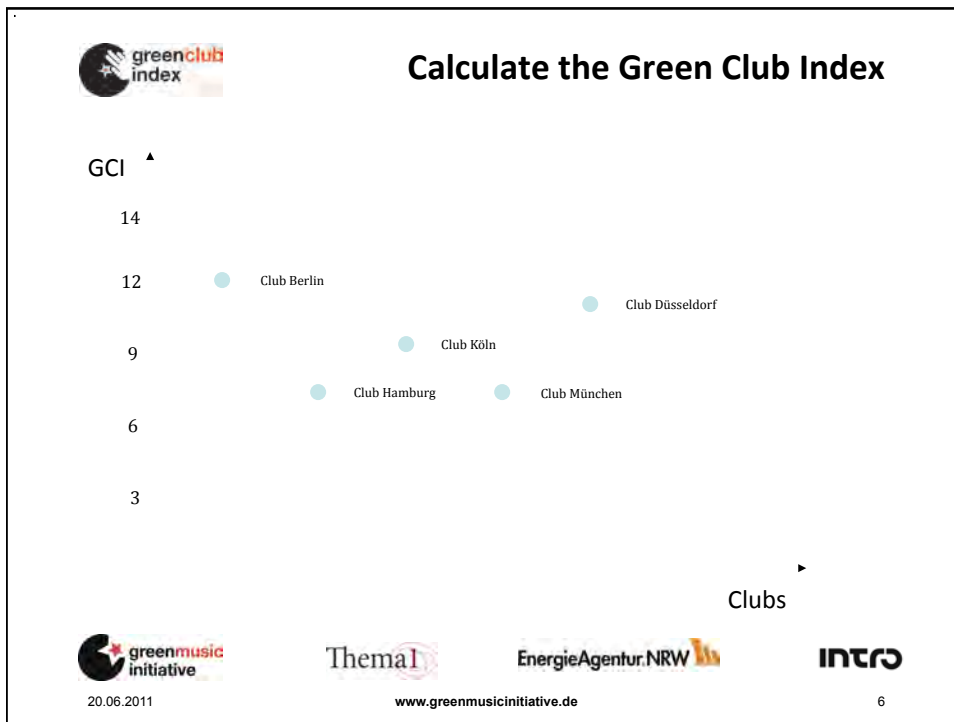
GCI = energy consumption / # visitors
= kWh / #

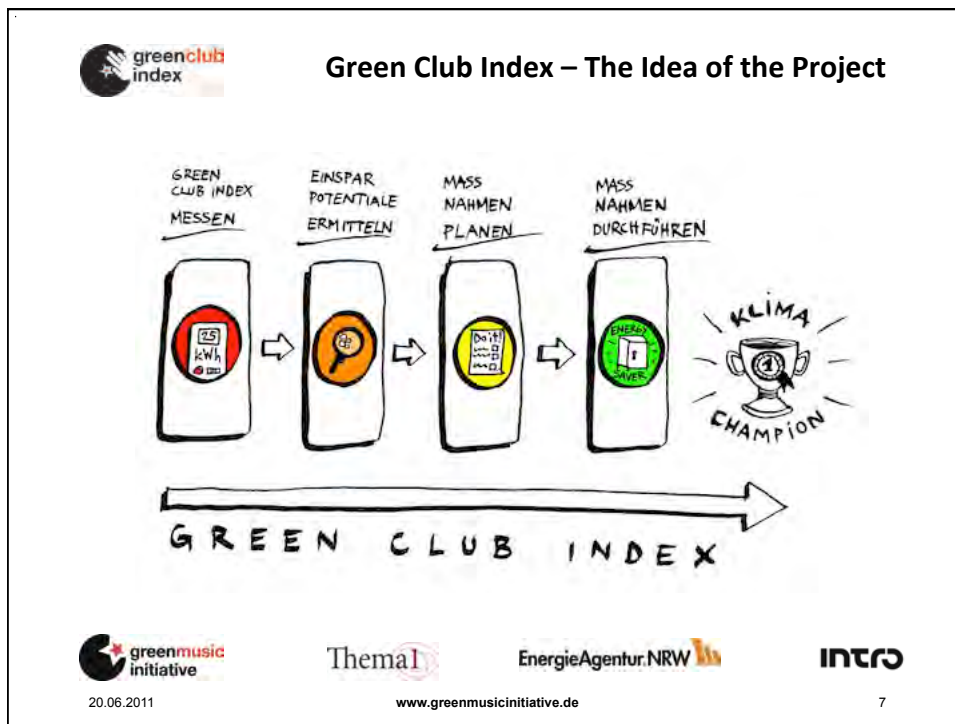
Example
 Techno Club

Average energy consumption per year:	150.000 kWh
Average yearly number of visitors:	100.000
Green Club Index:	1,5 (kWh/#)

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Pilot Project in NRW

- start of GCI in **March 2011** in Nordrhein Westfalen (NRW)
- Project to last for 1 year
- 1st regional partner: EnergyAgency NRW.
- 5 participating clubs
- Free energy advice for these 5 clubs
- Intense public and media attention in the pilot project phase

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Nordrhein Westfalen

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Stereo

Bahnhof Langendreer

Butan

Ufer 8

Club Bahnhof Ehrenfeld

5 Clubs in NRW

Stadt	Club	Genre	Kapazität
Bielefeld	Stereo	Großraumdisco. Partyprogramm. Alternative, Indie, Pop	2.000 Personen
Bochum	Bahnhof Langendreer	Soziokulturelles Zentrum, deckt großes Spektrum ab (Indie, Rock, Dance, HipHop, Funk). Ebenso Ort für Theater, Kabarett, Kino und klassischen Paartanz	900 Personen
Düsseldorf	Ufer 8	Edel-Club. Musik: Elektro, House und Techno. Angeschlossenes Restaurant.	1.000 Personen
Köln	Club Bahnhof Ehrenfeld	Von Cluevents bis Konzerte Hip Hop, Indie, Funk, Soul	1.000 Personen
Wuppertal	Club Butan	Großraumdisco. Breites Partyprogramm von HipHop, über Dancehall, Reggae, Beats, DubStep bis Elektro, Drum & Bass	1.200 Personen

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Media partners

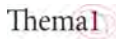
- Intro
- Raveline
- Eins Live Radio
- Radio Jump
- Deutsche Welle

Council

- Dr. Hermann Ott (ex GF Wuppertal Institut Berlin, MdB Bündnis 90 / Die Grünen)
- Dr. Fritz Reusswig (Potsdam Institut für Klimafolgenforschung)



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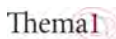


National Partners

- NRW: EnergieAgentur NRW, Klubkomm, C/O Pop
- Berlin: Club Commission / Club Consult
- Hamburg: Clubkombinat, Reeperbahn Festival
- München: Green City, Tollwood
- Sachsen / Thüringen / Sachsen-Anhalt: Radio Jump
- Hessen: Organic Disco



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Green Club Index National Partners

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Klubkombinat Hamburg
 Reeperbahn Festival
 Zündwerke

Clubcommission Berlin
 ClubConsult

KLUBKOMM Köln
 INTRO
 EnergieAgentur.NRW
 C/O Pop

Organic Disco

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Verband KLUBKOMM Köln

Verband Clubkombinat Hamburg

Verband Clubcommission Berlin

EnergieAgentur NRW

EnergieAgentur X

EnergieAgentur X

Clubs NRW

Clubs X

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