



## MEASURING SUCCESS AND MAKING IT VISIBLE

Project: Buffalo City Metropolitan Municipality  
(South Africa) – Oldenburg (Germany)  
Model project for an energy-efficient administration  
building

This project aimed to make the partner municipality's administration building energy efficient. In doing so, it also aimed to help protect the climate and raise awareness. An awareness-raising campaign contributed significantly to the success of the project.

As part of the project, the data on energy saved and green energy generated were continuously monitored, visualised and made available to the general public. This was achieved

(among other things) by installing a publicly accessible information stand and an energy data monitor in the waiting room of the administration building. Schools and other visitor groups regularly visit this exhibition. The public awareness-raising campaign also uses creative descriptions of the effectiveness of measures, for example by comparing how many cups of tea have been saved.

# Success factors

- Exact measurement and tracking of project objectives
- Visualisation of economic and climate benefits
- Effective linking of system monitoring with communication measures
- Effective tool for public awareness raising and delegation visits

## Practical tips

1. Continuously collect data on energy saved and produced, and CO<sub>2</sub> emissions saved.
2. Visualise these data in a publicly accessible space.
3. Use the visualised data in the context of delegation trips and information events.
4. Communicate creatively in order to vividly describe the effectiveness.

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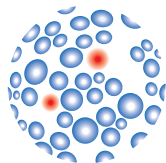
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For more information and details of your personal contact go to  
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