



Gemeente
Midden-Delfland

The requirements for the Cittaslow mark
of quality

The requirements for the Cittaslow mark of quality

The term 'Cittaslow' has developed into a mark of quality for smaller municipalities. Only those with less than 50,000 residents can apply. Cittaslows are not capital cities or seats of regional governments, but rather strong communities which have made the conscious decision to enhance the quality of life for their residents, and have laid down policies to enforce this. They meet the following requirements:

Environmental policy

1. Monitoring the quality of the air, water, and soil, is within the legal standards.
2. Having a policy for the promotion of and increase in waste separation and collection, including urban waste and waste which must be handled in a particular manner.
3. Promoting and increasing the activity of industrial and household composting.
4. Having a purification unit in place for city and communal wastewater.
5. A municipal plan for energy saving, particularly with regards to the use of alternative sources of energy (re-usable sources, green hydrogen, mini hydro-electrical power station) and heat production through household waste and biomass.
6. A ban on the use of GMOs (genetically modified organisms) in agriculture.
7. A municipal plan for the regulation of commercial art and the use of traffic signs.
8. Having systems in place for monitoring electromagnetic pollution.
9. A programme for monitoring and reducing noise pollution.
10. Having systems and programmes in place for monitoring light pollution.
11. The introduction of environmental management systems (EMAS and ECOLABEL or ISO 9001; ISO 14000, SA 8000 and participation in Agenda 21 projects).

Infrastructural policy

1. Having a policy for the restoration and improvement of historical centres and/or works of cultural or historical value.
2. A policy for safe mobility and transport.
3. Cycle paths to and from schools and public buildings.
4. Transport policies which give preference to alternative methods of transportation over private transportation, and for the integration of public transport and areas

for pedestrians (providing a link between suburban parking areas and public transport systems, escalators, moving walkways, track or cable installations, cycle paths, pedestrian routes with access to schools, work places, etc.).

5. Supervising and promoting that public places and places of public interest are accessible for people with a handicap, removing architectural obstacles and making sure technological aids are available.
6. Promoting programmes which support family life and local activities (recreation, sport, activities aimed at creating links between schools and families, offering assistance for home care for the elderly and chronically ill, social centres, a plan for regulating municipal opening hours, public toilets).
7. Having a centre for medical assistance.
8. Providing quality 'green' areas and infrastructure for services (links between 'green' areas, play areas, etc.).
9. A plan for the distribution of merchandise and the establishment of "commercial centres for natural products".
10. A shopkeepers' agreement regarding the reception of and assistance for residents in case of an emergency: in other words, "friendly shops".
11. Renovation of run down urban areas and projects for city redevelopment.
12. A programme for urban renewal and upgrading.
13. A public information centre with Cittaslow information panels.

Technologies and services for Urban Quality

1. Aim to have a portal in place for bio-architecture and training programmes for personnel of the information project for the promotion of bio-architecture.
2. Equip the city with a glass fibre network and wireless systems.
3. Have a monitoring system in place for electromagnetic fields.
4. Provide waste containers which blend in well with the area and the landscape and arrange a collection according to a fixed schedule.
5. Programmes for, and promotion of, the planting of plants of natural importance on both private and public areas, conform the quality policy of the municipality. These should be preferably from the region itself and in accordance with the criteria for landscape design.
6. Plans for providing services to residents (municipal services via internet and plans for the establishment of an internet-based citizen network, including information on how to use it).

7. A plan for noise control in extremely noisy areas.
8. A policy for the use of colours.
9. Promoting teleworking.

Securing production of local, typically regional products

1. Having a policy for the development of organic agriculture.
2. A method of quality certification for traditional products and works of art.
3. Programmes for the conservation of traditional products and works of art in danger of being lost.
4. The conservation of traditional working methods and professions in danger of being lost.
5. The use of organic product(s) produced in one's own region and the conservation of local traditions in restaurants, school canteens, and the protection of authentic structures.
6. Programmes for taste and nutritional education in schools in collaboration with Slow Food.
7. Giving a preference to activities of the oenological and gastronomical Slow Food Presidia using types of food and preparation methods in danger of being lost.
8. Making an inventory of the typical regional products and supporting their commercial marketing (promotion of markets for regional products, and creating suitable areas for commercial use).
9. Making an inventory of the number of trees in the city and increasing the value of the large or 'historical' trees.
10. Retaining and promoting local cultural events.
11. Promoting the use of urban and school parks for the cultivation of native plants, planted following traditional methods.

Hospitality/Tourism/Recreation

1. Having courses available on how to provide useful information to tourists and on hospitality.
2. Using international tourist symbols for signs in the historical centres and creating the possibility for guide-led tourist routes to be set up.
3. Reception policy and plans to make the municipality more accessible to visitors, as well as supplying information on services (parking, extending opening hours of public services and making these more flexible, etc.), in particular regarding planned events.
4. Mapping out "slow" routes through the municipality (on brochures, websites, homepages, etc.).
5. Increasing the awareness of travel companies and shopkeepers of the need to have a transparent pricing system and displaying rates on the exterior of establishments.

Awareness/Information

1. Holding a campaign to inform the residents on the goals and procedures of a Cittaslow, preceded by the information on how a municipality can become one.
2. Programmes aimed at involving society in the takeoff of the "slow" philosophy and the execution of Cittaslow projects, in particular educational gardens and parks, libraries, support or the Germplasm bank project.
3. Programmes for the propagation of Slow Food activities.

Absolute requirements

- Fulfilling the "task/identity" of Cittaslow required for the campaign, and which was launched by Cittaslow (essential).
- Establishing and supporting the Slow Food Presidia (with a list of merits)
- Member states should add the Cittaslow logo to their municipal letter heads and should add the content of the "slow" philosophy to the website.

© Cittaslow Midden-Delfland, 2008

2