



Communicate Your Buildings' Energy Rating

CONTENTS

Executive summary	3
>> Display® Campaign background: A seed planted in 2002.....	5
>>> Display® Campaign achievements	6
>> Context: supporting the Energy Performance of Buildings Directive	7
>> Special focus: Public buildings are leaders	9
>>> Display not exclusive.....	10
>> Eye-catching posters designed by and for Local Authorities	11
>>> The Display® Methodology	13
>>> Creating Display® posters	16
>> Local communication campaigns save energy... tested and proven!	18
>>> Local communication campaigns tested by hundreds of local authorities.....	18
>>> Proven - communication campaigns give extra value!	24
>> More than a local success – European Recognition	27
>>> Display® publications.....	28
>>> E-newsletters and blog.....	29
>>> Display® in the media.....	29
>>> Videos.....	30
>>> Towards Class “A” Award	31
>>> Shining examples	33
>> Display®: Here to stay	34
CYBER Partners highlights	35

EXECUTIVE SUMMARY

The European Display® Campaign is a voluntary scheme designed by energy experts from European towns and cities. The objective of the Display® Campaign is to show that the Energy Performance of Buildings Directive (EPBD) – that aims to reduce the energy consumption of buildings in Europe – can be significantly accelerated if local authorities stimulate behavioural change through communicating the energy performances of their buildings to politicians, technicians, building users, different municipal departments and the public.

Publicly owned or occupied buildings represent about 12% by area of the EU building stock¹. This is one of the reasons why not only the EPBD but also the recently published EU Energy Efficiency Plan is requesting local authorities to play a leading role in the implementation of the EU energy and climate policy.

In the past years, energy labels for household appliances have strongly influenced the public's purchasing decisions and transformed the market for more energy efficient products. When it comes to public buildings though, they are rarely sold or rented, and not subject to normal market forces. Therefore, energy certificates need to be public and involve the public i.e. take into account the public's part in increasing or decreasing consumption in public buildings. This will allow them to be informed and create a "market force" to stimulate improvements to be made or to be a part of the solution.

One of the main reasons why attempts at improving energy efficiency have failed so far lies in the inability of energy specialists to communicate technical aspects with the rest of the community. It was for this very reason that in 2003 the Display® poster was developed via a creative and participative process involving communication experts and local energy managers. This simple and eye-catching poster has a "Towards Class A buildings" section that encourages action from building users, managers and the public. Each Displayer can easily produce Display® posters online in high quality PDF files and choose among 28 European languages! There is no limit to the size of building that can be entered, meaning that all of public buildings can have an attractive and engaging Display® Poster at their entrance.

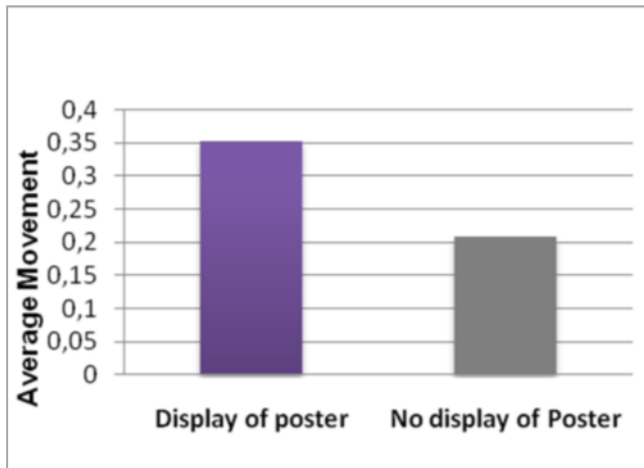
By mid-2011, almost 500 Displayers were participating in the Campaign. Together these participants have not only produced over 33,000 posters for nearly 15,000 buildings but also implemented innovative and creative local communication campaigns on the energy performance of public buildings.

Over 7 years since the first Display poster was publicly Displayed administrators continue to ask whether all this focus on communication really makes a difference. Thus De Montfort University (DMU) were commissioned to answer this important question: What drives the improvements in building energy performance: technical improvements or the behaviour change of building users driven by the display of an Energy Performance Certificate such as Display®? Or both?

¹ Ecorys, Ecofys and BioIntelligence (2010): Study to support the impact assessment for the EU Energy Saving Action Plan.

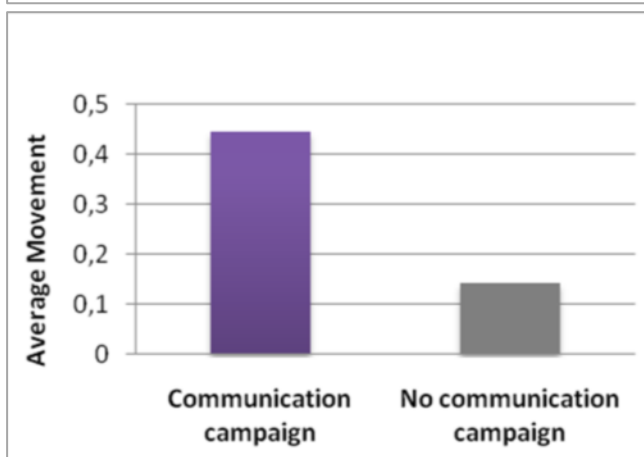
One of the key findings is the unhelpful distinction made between “technical improvements” and “behaviour change”. A technical improvement is the result of a change of behaviour, be it the facilities manager, finance director or energy manager.

Of significant interest to all was that DMU research proved **that the average movement of the buildings that have displayed an energy poster is higher than those that have not displayed a poster and this movement is even more significant when communication campaigns are carried out.**



Proof of movement towards class A for buildings that use Display®

DMU, 2011.



Communication campaigns give extra value

DMU, 2011.

Therefore the public display of a building energy certificate such as the Display® poster acts as a catalyst for behaviour change. The poster is not an end in itself, merely a means to an end, as it provides a vital opportunity to engage with building users and the wider public. For this reason, all Display® participants are strongly encouraged to carry out local communication campaigns.

What is clear after almost a decade of activity and lobbying is that Display is here to stay! Display® can provide the EU with the opportunity to introduce an already tried and tested scheme at the European scale. Display® Campaign participants are more than ready to help their Countries/States in the implementation of the current EPBD Directive and prepare them for the challenges of the recast. They feel that with their experience in the only existing pan-European Campaign, they are in a unique position to offer advice to the European Commission in the development of the **voluntary common European Union certification for the energy performance of non-residential buildings.**

>> DISPLAY® CAMPAIGN BACKGROUND: A SEED PLANTED IN 2002

The European Display® Campaign is a voluntary scheme designed by energy experts from European towns and cities. The aim is to combat climate change by increasing energy efficiency in the public building sector and changing users' behaviour.

In Energy Cities' opinion (adopted on the 9th of October 2001) on the proposal for the Energy Performance of Buildings Directive (EPBD), the association insisted on "the necessity for those in charge of public buildings to set an example by displaying their own energy performance".

Energy Cities suggested that:

- "without waiting for the Directive to be passed, municipalities start to display the energy performance of their buildings frequented by the general public,
- the experience of our network be used by the Commission to set up comprehensive and meaningful indicators for the citizens."

With the above in mind, Energy Cities submitted in 2001 the first Display® project proposal to the European Commission (DG ENV) under the "Community framework for co-operation to promote sustainable urban development". This project was accepted; the 30-month pilot phase started in January 2003 and the public Display® Campaign was launched in April 2004. The pilot phase involved the combined effort of 20 pilot local authorities in 18 countries and four additional technical and scientific experts.

Since 2005, the Display® Campaign has been co-financed by the European Commission under the Intelligent Energy – Europe Programme.

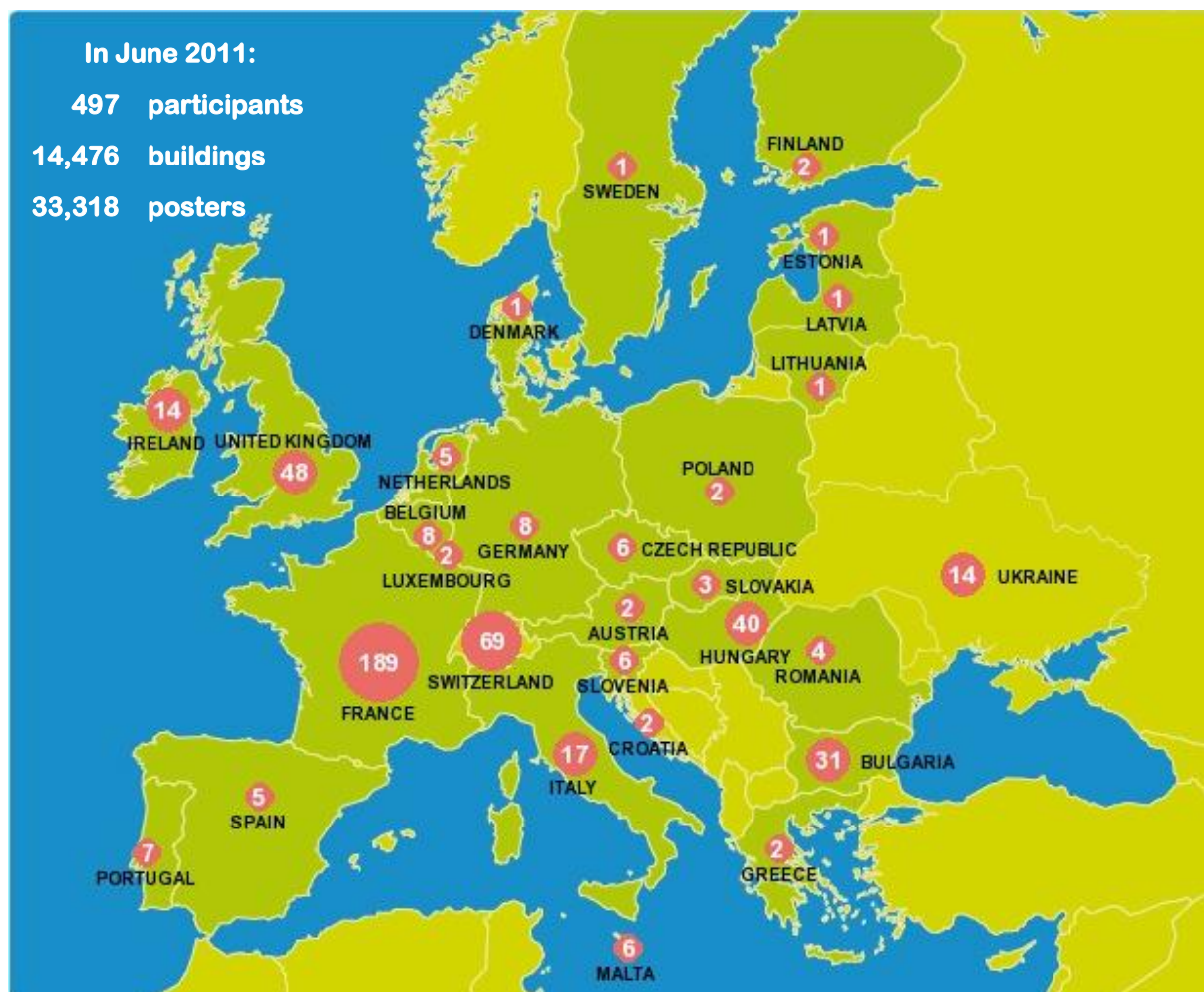
The Display® Campaign was run:

- under the project **TOWARDS CLASS A** from 2005 to 2007
- and under ***C*OMMUNICATE *Y*OUR *B*UILDINGS *E*NERGY *R*ATING (CYBER) Display®** from 2008 to 2011. CYBER involves 16 partners: 7 cities, 4 local energy agencies, the Healthy Cities Czech Republic network, De Montfort University and EuroACE.

>>> Display® Campaign achievements

By mid-2011, almost 500 Displayers were participating in the Campaign. Together these participants have produced over 30,000 posters for nearly 15,000 buildings. '

France remains the leading country in terms of number of participants with almost 200 Display® members. This impressive figure can be explained by the adaptation of the Display® software and poster to the French legislation. This came about thanks to the support and involvement of the French Ministry of Ecology, Sustainable Development, Transport and Housing in the French Display® Users' Clubs as well as the ability of a number of the larger local authorities to get each urban area or village to individually join Display®. Switzerland is the second most represented country among participants, with more than 69 Displayers. The number of UK participants has remained static since the England and Wales implementation scheme (DEC) came into force. Since 2009 a particular interest has been observed from Ukrainian and Hungarian cities.



Display® in Europe

>> CONTEXT: SUPPORTING THE ENERGY PERFORMANCE OF BUILDINGS DIRECTIVE

The EPBD (2002/91/EC) is the main legislative instrument at the EU level to achieve energy performance in buildings. Under this Directive, Member States must apply minimum requirements as regards the energy performance of new and existing buildings, ensure the certification of their energy performance and require the regular inspection of boilers and air conditioning systems in buildings. On the 19th of May 2010, a recast of the EPBD was adopted by the European Parliament and the Council of the European Union in order to strengthen the energy performance requirements and to clarify and streamline some of the provisions from the 2002 Directive it replaces.

The Display® Campaign focuses on the crucial aspects of the directive concerning public authorities such as Article 7 of the EPBD specifying that **“for buildings with a total floor area over 1000m² occupied by public authorities”**, certificates should be **“placed in a prominent place clearly visible to the public”** (see below). The recast version (Article 13) of the EPBD goes one step further and though the text remains the same, a total floor area is now reduced to 500m² while it's also expressed that **“by 2015 this threshold of 500m² shall be lowered to 250m²”** (see below).

Article 7

Energy performance certificate

3. Member States shall take measures to ensure that for buildings with a total useful floor area over 1 000 m² occupied by public authorities and by institutions providing public services to a large number of persons and therefore frequently visited by these persons an energy certificate, not older than 10 years, is placed in a prominent place clearly visible to the public.

Article 7, EPBD

Article 13

Display of energy performance certificates

1. Member States shall take measures to ensure that where a total useful floor area over 500 m² of a building for which an energy performance certificate has been issued in accordance with Article 12(1) is occupied by public authorities and frequently visited by the public, the energy performance certificate is displayed in a prominent place clearly visible to the public.

On 9 July 2015, this threshold of 500 m² shall be lowered to 250 m².

Article 13, EPBD recast

The core message is that Building Energy Certificates in existing public buildings need to be visible and the actual public display of an energy performance certificate such as the Display® poster acts as a stimulus for behaviour change for both building users and those responsible for managing the buildings.

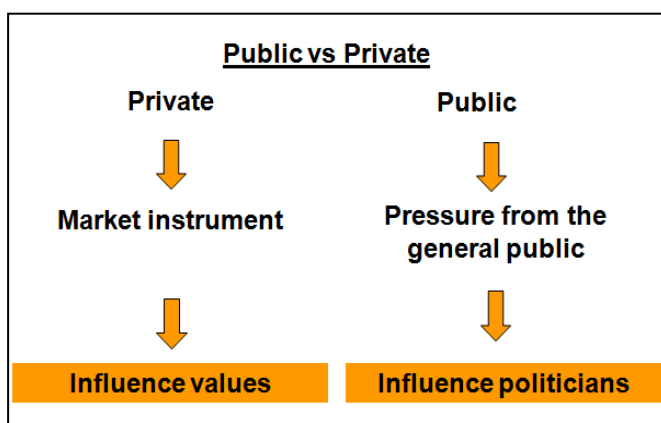
Other articles of the EPBD recast which will have a strong influence on the public sector and thus Display® participants are the following:

- Article 9: Public authorities that own or occupy a new building should set an example by building, buying or renting such 'nearly zero energy building' as of 31 December 2018
- Article 11: Public authorities should lead by example and should endeavour to implement the recommendations included in the energy performance certificate
- Article 11: Adaptation of voluntary common European Union certification scheme for the energy performance of non-residential buildings: "The Commission shall, by 2011, in consultation with the relevant sectors, adopt a voluntary common European Union certification scheme for the energy performance of non-residential buildings."

>> SPECIAL FOCUS: PUBLIC BUILDINGS ARE LEADERS

Publicly owned or occupied buildings represent about 12% by area of the EU building stock². This is one of the reasons why not only the EPBD but also the recently published EU Energy Efficiency Plan (EU EEP) is requesting local authorities to play a leading role in the implementation of the EU energy and climate policy.

In the past years, energy labels for household appliances have strongly influenced the public's purchasing decisions and transformed the market for more energy efficient products. A fridge can be sold anywhere in Europe so that market pressure and competition will be pushing towards better energy performance.



When it comes to public buildings though, they are rarely sold or rented, and therefore not subject to normal market forces. Furthermore, while displaying certificate in the private buildings will probably influence the market value, displaying certificates in poorly rated public buildings influences politicians to make decisions in order to improve the building performance. With increasing energy prices elected members do not want their public buildings to be poor performers, and even more importantly they do not want the local public, who elected them, to see poor building ratings. Therefore, energy certificates need to be public and involve the public i.e. take into account the public's part in increasing or decreasing consumption in public buildings. This will allow for them to be informed and create a "market force" to stimulate improvements to be made or to be a part of the solution.

² Ecorys, Ecofys and BioIntelligence (2010): Study to support the impact assessment for the EU Energy Saving Action Plan.

>>> Display not exclusive

With 35 private companies included up to date, Display® is not only a campaign for local authorities. Despite challenging financial times, these companies made strong efforts in implementing this voluntary scheme into their building, such as the Pilkington Group.

Case study: Pilkington Group Limited

BACKGROUND: Pilkington Group Limited is a large glass and glazing manufacturer that is part of the NSG Group. Pilkington are based at the NSG Group European Technical Centre, Lathom, Lancashire, UK. The site is mixed use, incorporating the main research and development facility in Europe and also the location of central functions. The number of employees on site is about 500, following the addition of a new office block (accommodating 100 people) in December 2008. Particularly relevant to energy and water consumption, the site includes a number of mini-production facilities – laminating, coating, melting of glass, etc. which are very energy intensive.

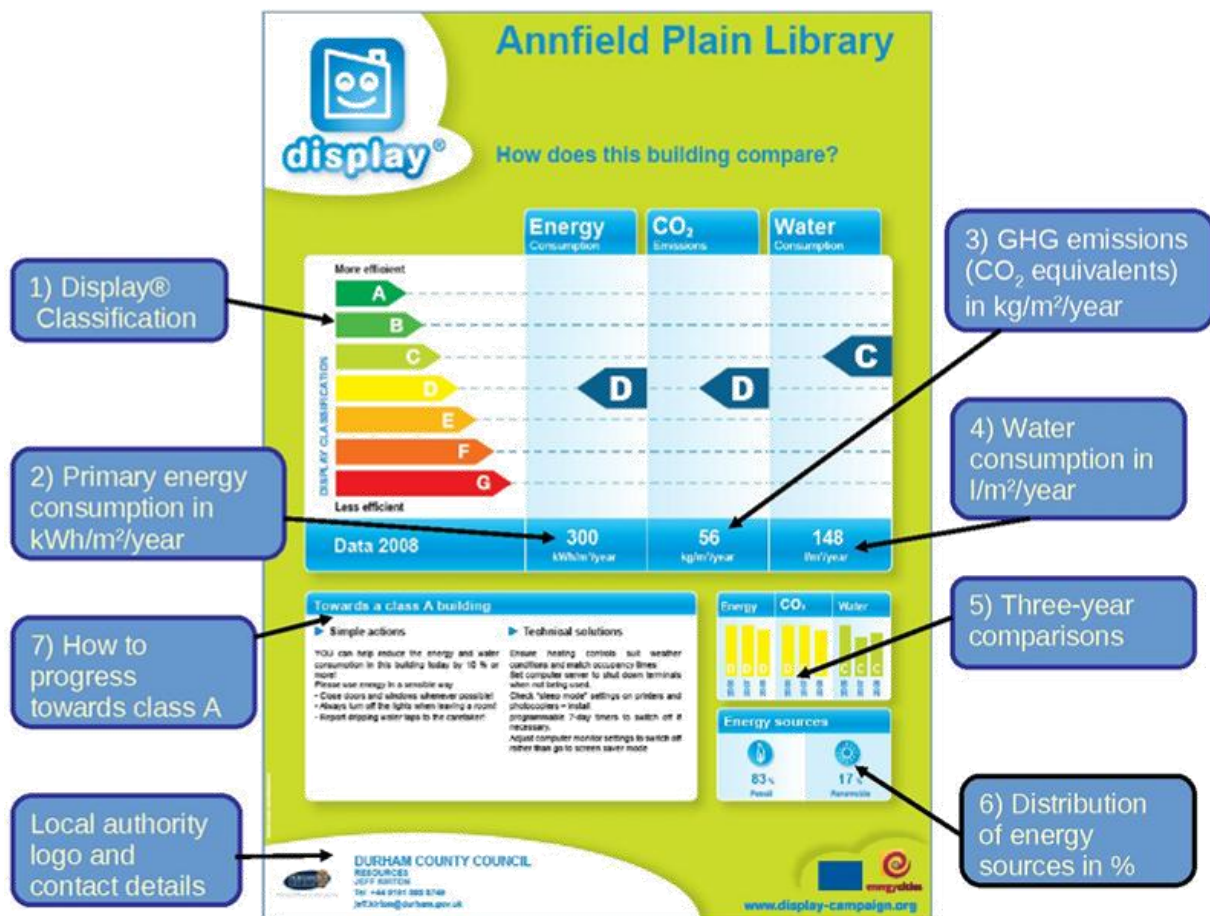
MOTIVATION: The benefits of involvement in the Display® pilot project were identified as follows:

- contribution to Corporate Social Responsibility activities -- Energy efficiency and sustainability prominent in annual CSR report and New Group Sustainability Policy issued,
- one of the first in the commercial sector to display the energy performance of its buildings -- Pilkington to lead the glass industry ('responsible leader'),
- potential for encouraging employees (and visitors) to identify improvements -- e.g. energy and water conservation,
- possible PR opportunities, but only if a good rating is achieved!,
- opportunity to contribute to the Display® pilot project.

DISPLAY® ACTIVITIES – SURVEY: An internal communication was prepared introducing Display® to designated Energy Champions and encouraging colleagues in their work areas to participate in an online survey. This survey was set up by De Montfort University, one of the CYBER Display® project partners, to gauge levels of information and opinion in building users before and after taking part in the project. The communication was sent out by email to energy champions in June 2009. For the purposes of the survey, it was intended to divide the site up into the following four areas: large scale, medium scale, small scale and new office. This would help to identify any differences in current practice and views in the various work areas. Energy Champions discussed the project at regular meetings agreeing on actions implementing energy efficiency measures on site.

>> EYE-CATCHING POSTERS DESIGNED BY AND FOR LOCAL AUTHORITIES

The Display® poster was developed via a creative and participative process involving communication experts and local energy managers. This simple and colourful poster has a “Towards Class A buildings” section that encourages action from building users, managers and the public. Each Displayer can easily produce Display® posters online in high quality PDF files and choose among the 28 European languages! There is no limit to the size of building that can be entered, meaning that all of public buildings can have an attractive Display® Poster at their entrances.



The Display® Poster

The poster itself consists of **7 IMPORTANT FEATURES**:

1. Display® Classification

Contrary to the legal requirements concerning household appliances, Member States have been free to transpose the EPBD into national regulation and to design their national building's certificates. As a result, absolutely no two national systems are the same or use the same method to calculate the performances. Display® posters use an A-G classification because the public are already familiar with the EU Energy Label for white goods.

2. Primary energy consumption in kWh/m²/year

Primary energy consumption represents real consumption embodying energy consumed upstream thus giving a better view of the global impact of the energy consumption (and the related CO₂ emissions). It can therefore influence building managers to choose cleaner, decentralised and more efficient energy sources to improve their overall building energy performance.

3. GHG emissions (CO₂ equivalents) in kg/m²/year

Greenhouse Gas (GHG) emissions normally confirm the trends of increasing or decreasing energy consumption. Carbon dioxide equivalents are important to indicate national or regional policy choices that support the use of low carbon energy sources such as green electricity and bio fuels.

4. Water consumption in l/m²/year

National energy certificates produce results for energy and/or carbon. However, Display® goes one step further. During the pilot cities phase of Display®, the energy managers all agreed that water performance needed to be included in the voluntary label and thus water benchmarks were calculated for all of the building types included in Display®.

5. Three-year comparison

Due to the suggestion (or stimulation) of different members, in particularly those who have done annual updates, the poster was adapted to include this significant communication aspect. It is very important that data is updated annually and, when technology permits, use "real time" displays to keep users informed. Creating energy certificates only every 10 years for public buildings (as requested in most member states) was never envisaged for Display®!

6. The distribution of energy sources in %

This part of poster specifies the contribution of each primary fuel source (fossil, nuclear, and renewable energy) to meet the building's final demand for electricity, heating, cooling and hot water. This feature addresses a key element of the Directive 2003/54/EC and of the Council of the 26th of June 2003 concerning common rules for the internal market in electricity (and repealing Directive 96/92/EC), which requires electricity supply companies to specify the fuel mix and related environmental impacts of the electricity they sell.

7. Simple actions and technical solutions to progress towards class A

These recommendations include simple actions that building users can take to save energy and water as well as technical solutions highlighting where money needs to be spent to improve the performance of the building. For many National Energy Certificates this information is not on the first page of the certificate which takes away the potential involvement and responsibility of building users. The "Toward Class A building" section of the Display® poster provides a platform upon which a public declaration of the municipality's commitment can be made (i.e. how it intends to improve the energy performance of the building in the next three years).

>>> The Display® Methodology

The Display® calculation tool has undergone a number of transitions since the launch of the campaign. With the increasing number of users and the resultant increase of requests for improvements and new options or functions, several extensive reviews have been made. This has resulted in the software becoming easier and quicker to use especially via the data import and export function as well as a system of controls to aid users in entering data in the correct data entry points. All users also have access to an online software guide wiki available in French, English, Hungarian and German³.

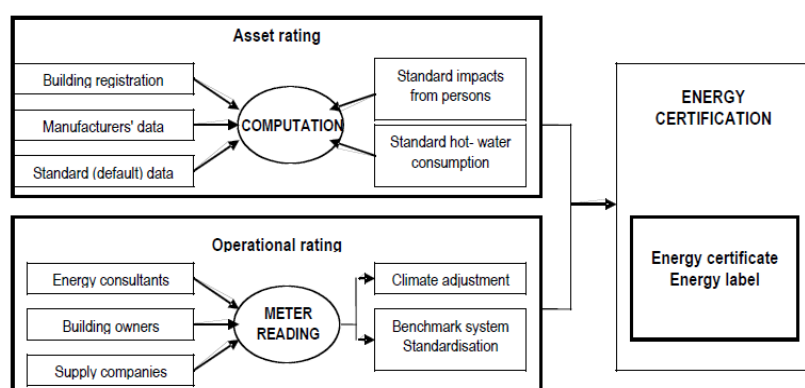
The Display® software has been entirely developed by Energy Cities in strong consultation with the CYBER Display® pilot cities and a circle of experts. The initial building typology and the respective benchmark were inspired by the Danish certification system, the only one available in Europe in 2003. The review and extension of the building typology and some benchmarks in 2010 is strongly linked to the adaptation of the Display® software to the Swiss certification system.

Starting from the final energy consumption data the Display® calculation instrument uses conversion factors to calculate the equivalent primary energy consumption. For this conversion it applies to cumulative energy use factors. These factors describe the overall primary energy consumption which is linked with the creation or use of a product or a service, including all pre-production chains (extraction + transport + transformation) but without primary energy that is used as materials such as wood for the construction of a building or petrol for synthetic material. The conversion factors are based on the GEMIS software managed by the German Öko-Institut, but provided by different sources such as the Institute for Housing and Environment (IWU) Darmstadt, Germany or the database ProBas which is run by the German Umweltbundesamt. Furthermore, data coming from the International Energy Agency (IEA) is applied for the national energy mix.

Operational rating scheme

The Display® calculation tool determines the primary energy, carbon dioxide equivalents and water consumption performance indicators using the “operational rating scheme”.

The figure below shows the data flows and conceptual understanding of measured (operational) and calculated (asset) rating.



Source: Jensen, O.M., Hansen, M.T., Thomsen, K.E. & Wittchen, K.B. Development of a 2nd generation energy certificate scheme – Danish experience. ECEE summer study 2007, Nice, France.

³ available at http://www.display-campaign.org/ab_843_957

Data flows in calculated and measured building energy certification rating

There is still a debate whether to use asset or operational ratings as methodology for public building classification. The calculation methodology for asset rating is based on the characteristics of a building and its installed equipment for lighting, ventilation and air-conditioning assuming standard conditions for occupancy, climate, environment and use. Operational rating is based on metered energy consumption which includes energy uses for all purposes and in actual conditions.

CYBER Display® pilot cities opted for this scheme because:

- final energy consumption data can be easily obtained;
- operational ratings certificates can be updated yearly and therefore also act as a measure of quality of the management and used to motivate the building caretakers and users.

The use of operational data appears particularly appropriate for public buildings as there are less market influences and more management-related consequences that will improve building performances. The extra cost and time to certify a building must be reduced or limited as many municipalities lack staff and sufficient financial support for detailed building audits (another reason to opt for operational data).

Private building = Asset rating Intrinsic elements	Public buildings = Operational rating Intrinsic elements & management
---	---

Asset vs. operational rating

Municipalities are more willing to spend the money on measures than on audits! Many buildings can be improved by standardised measures where no audit is needed. Operational labelling can be done quickly and is very helpful in setting up energy reports and priorities/hierarchies for refurbishments.

Local weather correction

As the energy consumption of a building depends on the climate conditions and since these climate conditions vary for one certain geographic region over the years, the consumption data have to be corrected for the local climate. Otherwise, it would not be possible to compare the results of the calculation instrument for one building in the different reference years. The weather correction factor does not take into account climatic differences between two different climatic zones in Europe. With the goal of harmonising the Display® software and increasing the accuracy of your calculations, the weather correction factor is calculated using normalised European statistical data at a regional level from the European statistical institute: Eurostat.

The use of a local weather correction factor avoids a potential “false” decrease of energy consumption which might come from hot weather instead of real technical or behavioural improvements. In order to include it, the final energy that is used for space heating is multiplied by the weather correction factor.

Display® classification scheme

In order to keep the classification scheme concise and not too complicated, the Display® calculation instrument uses an identical classification scheme for all countries available on the tool. With this common A to G level, it is of course easier to reach the A level in warmer climates, but at the same time the energy saving potential is lower. This means for example that a lower insulation level is sufficient in Portugal to reach class A, which is well in line with the economic feasibility: as a higher insulation thickness would not be economical if the heating load is low. **When rating a building, it is very important to show the evolution of the consumption year by year.**

>>> Creating Display® posters

The first step for all local authorities who are members of the Display® Campaign is to collect simple baseline data and feed this into the Display® software.

When adding a building on the tool, the user is requested to enter general information on this building:

- name of building, year of construction and level of refurbishment,
- its category (16 categories available),
- its gross internal floor area,
- its operating hours,
- its services provided.

General data																							
1	Name of the building ?																						
	Year of construction																						
	Level of refurbishment	High Medium Low																					
2	Category ?	<div>Day nursery / Kindergarten</div> <div>General school</div> <div>Professional school</div> <div>Administrative</div> <div>Swimming pool</div> <div>Sports facilities</div> <div>Depot</div> <div>Meeting places</div> <div>Health centre</div> <div>Rescue centre</div> <div>Multi-residential</div> <div>Individual house</div> <div>Commercial</div> <div>Restaurant</div> <div>Industrial</div> <div>Hospital</div>																					
3	Area (m ²) ?	m ²																					
4	Operating hours ?	hours/year																					
5	Services provided in the building ?	<table border="1"> <tbody> <tr> <td><input type="checkbox"/> Catering services</td> <td></td> <td>m²</td> </tr> <tr> <td><input type="checkbox"/> Commercial</td> <td></td> <td>m²</td> </tr> <tr> <td><input type="checkbox"/> Industrial premises</td> <td></td> <td>m²</td> </tr> <tr> <td><input type="checkbox"/> Sports facilities</td> <td></td> <td>m²</td> </tr> <tr> <td><input type="checkbox"/> Apartment</td> <td></td> <td>m²</td> </tr> <tr> <td><input type="checkbox"/> Kindergarten</td> <td></td> <td>m²</td> </tr> <tr> <td><input type="checkbox"/> Swimming pool</td> <td></td> <td>m²</td> </tr> </tbody> </table>	<input type="checkbox"/> Catering services		m ²	<input type="checkbox"/> Commercial		m ²	<input type="checkbox"/> Industrial premises		m ²	<input type="checkbox"/> Sports facilities		m ²	<input type="checkbox"/> Apartment		m ²	<input type="checkbox"/> Kindergarten		m ²	<input type="checkbox"/> Swimming pool		m ²
<input type="checkbox"/> Catering services		m ²																					
<input type="checkbox"/> Commercial		m ²																					
<input type="checkbox"/> Industrial premises		m ²																					
<input type="checkbox"/> Sports facilities		m ²																					
<input type="checkbox"/> Apartment		m ²																					
<input type="checkbox"/> Kindergarten		m ²																					
<input type="checkbox"/> Swimming pool		m ²																					
6	For swimming pool only ?																						
	Swimming pool water surface	m ²																					
<input type="button" value="SAVE"/>																							

Display® software – Entering general data

The Display® classification is designed to assess 16 public building categories. It is also possible to assess mixed building types, such as school buildings with a swimming pool or a cafeteria, by making use of the services option.

Having registered the general building data, the Display® user is able to edit a Display® poster by entering readily available information such as:

- the annual (electricity) consumption for lighting and equipment in kWh,
- the annual heating and hot water consumption in kWh,
- the annual water consumption in m³.

The Display® software includes the most commonly available energy sources used to supply a building. These are gas (natural and liquefied), fuel oil, district heating, coal, biomass, solar thermal collectors, conventional electricity, certified green electricity, and photovoltaic installations on the building. Furthermore, cogeneration units in the building can be taken into account. If you use different energy supplies, it is possible to calculate an individual solution.

After entered all the necessary information, the Display® software works autonomously and immediately makes available a printable poster in PDF format. According to its building type, the building is graded into a classification scheme of seven classes (A to G).

>> LOCAL COMMUNICATION CAMPAIGNS SAVE ENERGY... TESTED AND PROVEN!



One of the main reasons why attempts at improving energy efficiency have failed so far lies in the inability of energy specialists to communicate with the rest of the community.

The public display of a building energy certificate such as the Display® poster acts as a catalyst for a behaviour change. The poster is not an end in itself, merely a means to an end, as it provides a vital opportunity to engage with building users and the wider public. Therefore, all Display® participants are strongly encouraged to carry out local communication campaigns. The Display® communication handbook⁴ has been developed in order to help them run successful communication campaigns.

>>> Local communication campaigns tested by hundreds of local authorities



BUILDING ENERGY CERTIFICATES MUST BE EYE-CATCHING

Energy certificates need to be used not only as a legal requirement but also as a means of communicating with the public and politicians. Their display is the first step in the communication campaign. If certificates are designed to be eye-catching, engaging and easy to understand, they can be used as a communication tool for a wide variety of audiences, from school children to politicians. On the contrary, technical certificates will limit their usefulness as a communication tool for the general public.



Photo credits: City of Helsinki.

Helsinki (FI) displayed energy certificates on 170 municipal buildings, including all the schools.

⁴ Available at: http://www.display-campaign.org/IMG/pdf/Display_Communication_Handbook.pdf



SIZE MATTERS! SHOW IT OFF

The impact of the message to be delivered depends to a large extent on how visible the energy certificate is. This is the reason why several Displayer cities chose to display big, with large posters (up to 4mx3m) hung on their public buildings.



Photo credits: City of Ivanič-Grad.

In order to demonstrate their concern about energy efficiency, the City of **Ivanič-Grad (HR)** chose to show the building rating while works were being carried out thanks to the display of a big poster. The largest poster to date was displayed on the city hall when it was undergoing renovation.

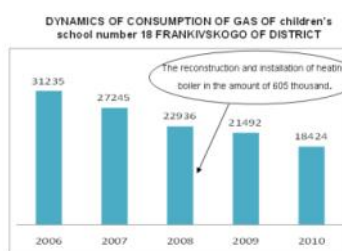


MONITOR IN ORDER TO IMPROVE

The regular monitoring of buildings is necessary as it enables the manager to identify what periods require higher effort. Hourly, daily and monthly data complement the annual data used to produce a Display® poster.

Lviv (UA) incorporated accurate data from annually updated posters, monthly monitoring of energy consumption and daily monitoring of indoor thermal comfort. As a result, every building had an action plan for low and no cost improvements in energy and water usage.

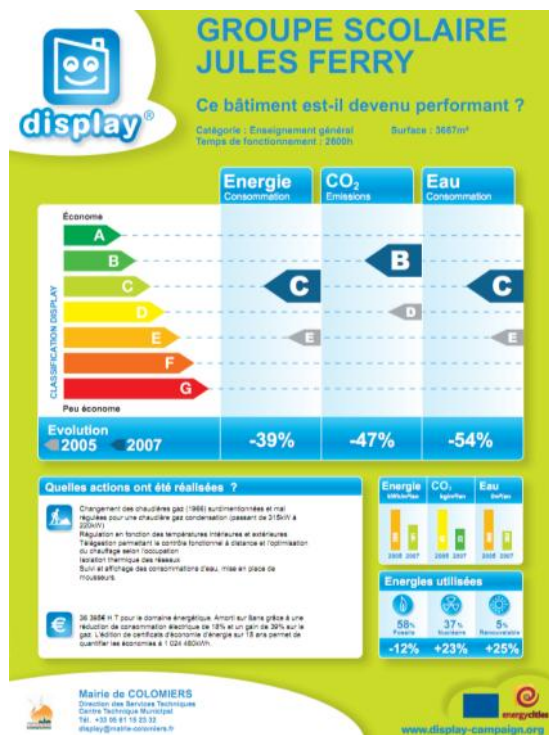
Between 2006 and 2009, the average results of the 345 buildings monitored decreased their energy consumption by 23% resulting in a total reduction of 11,770 tonnes of CO₂ equivalents.





SHOW IMPROVEMENTS

In order to show what progress has been done, energy managers of Display® cities envisaged a poster where two ratings could be represented on one poster – the current one and a previous one – together with text explanations of the actions that led to these results.



Lausanne (CH) was the first administration to promote before and after renovation Display® posters in multi-residential buildings.

Example of Building Statistics Poster



PROVIDE EASY ACCESS TO A USER-FRIENDLY SOFTWARE

To evaluate the energy performance of a building requires a specific scientific knowledge as well as the access to building data. The easy use of software, translatable in all European languages, enables to establish the energy rating of a building enables a wider appropriation of the issue by buildings managers and a more important use of energy certificates, particularly in smaller cities not having energy departments.



PROMOTE A CORPORATE IDENTITY FOR THE COMMUNICATION CAMPAIGN

On the European level, the Display® campaign can be recognised thanks to its smiling blue logo, as well as the similar design of the energy certificate. Besides, it is important to keep a common theme that the public identifies and becomes familiar with.

The City of **Bristol (GB)** created various original communication materials based on the superhero “Green Finger”. With well over 6,000 people subscribed to their weekly newsletter and access to the city’s mailing list of over 182,000 homes, external information distribution is widespread.



CONTINUALLY INFORM BUILDINGS USERS AND THE GENERAL PUBLIC

Displayer cities highlighted the need to regularly update the energy certificate. Besides, constant communication on building energy performance has to be carried out to keep citizens involved.



Photo credits: City of Pamplona.

In **Pamplona (ES)**, a vast amount of public events have been organised. Books, leaflets, bags, solar kits and a new dynamic Display® poster, made the material more appealing and lively.



ATTRACT PUBLIC MEDIA COVERAGE AND DISSEMINATE

Media coverage is an essential catalyst that. A large number of Display® cities used their municipal newspapers and newsletters to proliferate the concept of building energy performance internally and externally.



Launch of the Display® Campaign in the local newspapers, in Colomiers (FR).



CLUB TOGETHER – WORK IN PARTNERSHIP

Improving building energy performance requires a coordinated and shared effort. As such, Display® cities have fostered networking through district meetings, workshops, locally but also with other municipalities, that enabled participants to share ideas, experiences and mutual learning.



Photo credits: Pays de Rennes.

Under the leadership of the local energy agency, 29 towns from the **Pays de Rennes (FR)** launched a joint Display® Campaign that valorised their communication resources.



LEAD BY EXAMPLE AND PREPARE COMPETITIONS

Competitions and rewards are significant ways for involving citizens. High profile ceremonies add visibility to the activities, encourage participation and facilitate their replication.



Photo credits: Comune di Salerno.

In 2007, a successful challenge between schools in **Salerno (IT)**, "Playing the savings Game", involved 4,000 students.

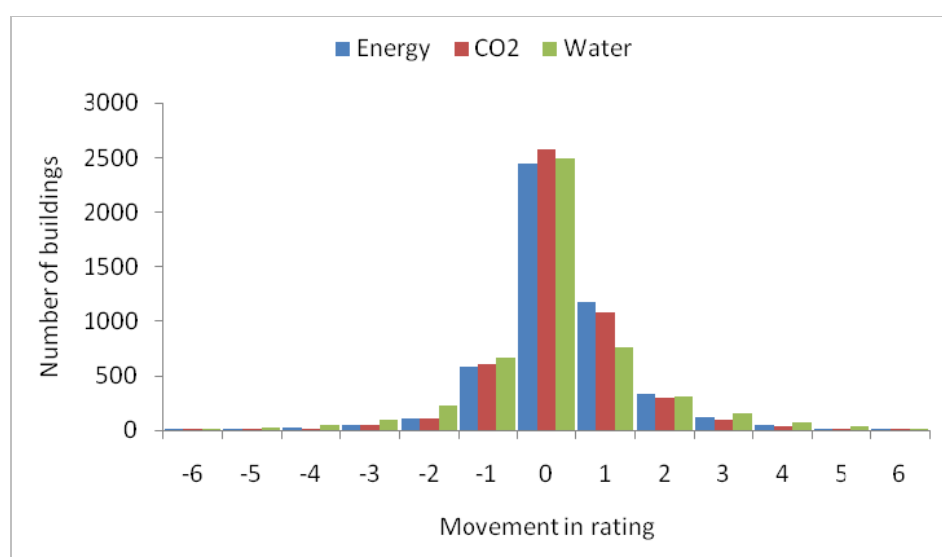
>>> Proven - communication campaigns give extra value!

What drives the improvements in building performance – is it technical improvements or the behaviour change of building users driven by the display of an Energy Performance Certificate such as Display®? Or is it both?

One of the key findings by De Montfort University (DMU) (2011) is the unhelpful distinction made between “technical improvements” and “behaviour change”. A technical improvement is the result of a change of behaviour, be it the facilities manager, finance director or energy manager. The first half of the report⁵ presents the findings on how the buildings have performed during the time of the Campaign while the second half considers the role of building user and the impact of the communication campaigns.

Buildings performance during the Display® Campaign

The first half of the report presents the findings on how the buildings have performed during the time of the Campaign. The evaluation of over 10,000 Display® certificates shows that as a result of involvement in Display®, the trend is of buildings moving “Towards Class A”.



Movement of buildings between the first and latest rating

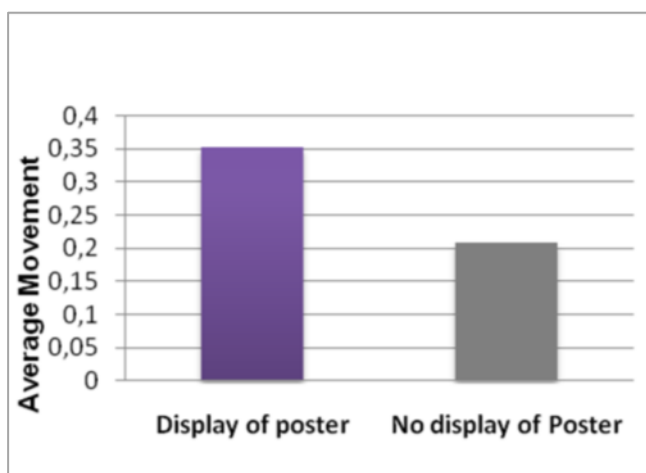
It is visible from the figure that during the course of the Display® Campaign there has been an *overall* improvement in the performance of buildings in the Display® database – put simply, whilst many buildings have stayed the same (as shown by the zero movement in rating), more buildings have had an increase in their rating than a decline.

⁵ Report available at http://www.display-campaign.org/ab_842_1169

Impact of the communication campaign

The first analysis is a simple test of whether the buildings that have displayed a poster would perform better than those buildings that have not displayed a poster, by calculating and comparing the average movement of the two groups. Over 75% of the buildings surveyed physically displayed their posters.

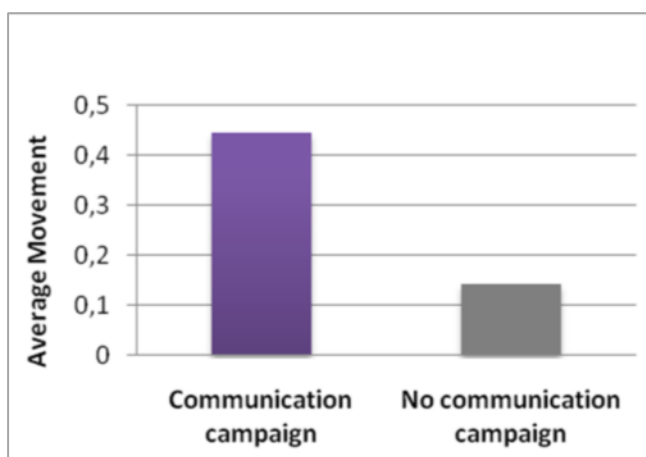
The result shows that **the average movement of buildings that have displayed a poster is higher than those that have not displayed a poster.**



Proof of movement towards class A for buildings that use Display®

DMU, 2011.

61% of buildings had carried out communication campaigns. The first analysis is a test of whether the buildings that have implemented communication campaigns perform better than those that have not. This is done by calculating and comparing the average movement of the two groups of buildings. The result shows that **the average movement of the buildings that have carried out communication campaign is higher than those buildings that have no communication campaign.**



Communication campaigns give extra value

DMU, 2011.

Dynamic and participative local communication campaigns are thus required to allow them to understand the importance of efficient buildings and ultimately be linked to the overall objectives of the EPBD – improving the energy performance of buildings in Europe.

Conclusions and recommendations


The results of the analysis show that participation in the Display® Campaign has had a positive impact on many of the municipalities and energy agencies involved. However the certificate merely acts as a catalyst, not an end in itself. Simply putting a certificate on a wall that tells people what rating a building is will not in isolation be a powerful communication tool. The Display® Campaign views the production of the certificate as just the starting point for engaging stakeholders in the wider issue of energy efficiency. The research has shown that the certificate provides a vital opportunity to engage with building users and the wider public. It was difficult to separate the effects of investment in energy efficiency measures with the changes in the operation of buildings due to the Display® Campaign itself. However, operational and behavioural issues are crucial to maintaining good performance in higher rated buildings. Overall, it is clear that a combination of energy efficiency measures and campaign results in a “moving towards class A”.

Buildings which are moving towards class A are more likely to:

- invest in multiple refurbishments especially lighting controls and boiler replacement and avoid using air conditioning where possible,
- invest in new types of building controls especially heating controls,
- have a full time energy manager and voluntary environmental champions,
- organise local media campaigns and use creative promotional materials,
- attend local and national networking events such as national users’ clubs.


>> MORE THAN A LOCAL SUCCESS – EUROPEAN RECOGNITION

Thanks to the Display® Campaign local authorities throughout Europe have been able to see through the examples disseminated via extensive networking activities that the display of public buildings energy performances need to be accompanied by local communication campaigns. Communication of what other cities are doing is very important as in the world of local politics; one is very influenced and stimulated by what one's neighbours are doing. Dissemination takes place at three levels – European, National and Local. The Display® website www.display-campaign.org is the portal for information at all levels and is available in English, French, German and Hungarian.



Communicate your buildings performances

SUBSCRIBE TO THE NEWSLETTER




Display, the best way to communicate your energy label

YOUR COMMUNICATION CAMPAIGN

DISPLAY IN A NUTSHELL!

VIDEO



BLOG

- 17 May 2011**
City of Ivanc-Grad is still moving towards class 'A'
- 11 May 2011**
"EOS - Exposition of Sustainability" in Udine (IT)
- 4 May 2011**
Towards a voluntary common European Union certification scheme for non-residential buildings?
- 19 April 2011**
EVENT: 'Communicate your buildings energy rating – 7 magical years of the Display® Campaign'



Number of buildings

1 4 4 4 8

Number of participants

4 9 5

DISPLAY SOFTWARE

TRY IT! **USE IT!**

ShareThis

FIND DISPLAY ON:

facebook

twitter

ENGLISH | DEUTSCH | FRANÇAIS | MAGYAR

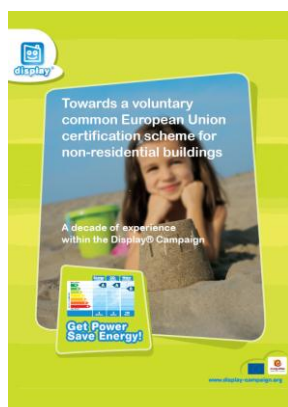
>>> Display® publications⁶

The main medium for communication is the **Display® leaflet** which was initially produced in 2004 and then later adapted and translated into over 17 European languages to promote the campaign as broadly as possible. The latest version of the leaflet now exists in 7 languages and is adapted to the countries where Display has had the most success.

In 2005 the first **Display® supplement** to the Energy Cities INFO was produced, an updated edition was printed in early 2006 and widely disseminated during promotion events. A more technical document titled the **Towards Class “A” Guidelines** was produced in 2008 to help both elected representatives and building energy managers reduce the environmental impact of municipal buildings by providing systematic, practical advice. In 2009 a new supplement titled **Ahead of the times** was produced. This strategic document comparing the EPBD implementation with the Display® Campaign promotes the role that Display® can play in the voluntary European certificate.

Thanks to the significant experience gained throughout 7 magical years of the Display® Campaign and the findings from De Montfort University, a [Briefing note](#) has been written to lobby the Concerted Action, national governments and organisations in charge of the transposition of the (EPBD), interested Members of the European Parliament and national parliamentarians.

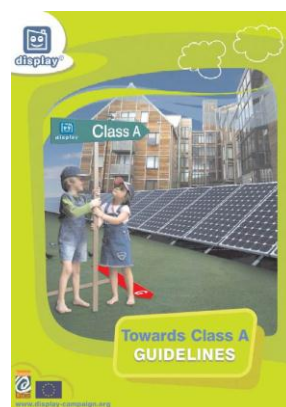
The Briefing note titled “Towards a voluntary common EU certification scheme for non-residential buildings” presents not only recommendations on what a European voluntary energy certificate should contain but also communication campaigns that drive the improvements in building energy performance.



*Towards a voluntary
common EU
certification scheme
for non-residential
buildings*



Ahead of the times



Towards Class A Guidelines



*Display®
leaflet 2008*

⁶ Publications available at http://www.display-campaign.org/ab_842_1169

>>> E-newsletters and blog

In September 2008, the E-newsletter was modernised becoming a monthly one page e-news flash in order to:

- inform even better all participants about the campaign's progress,
- keep the newsletter short but without cutting the input from the partners and relay cities,
- encourage the participating cities to be more active.

Till end of May 2011 over 40 newsletters and 3 special news editions have been edited and are still available in English and French on the Display website. In order to spread "important information" a blog was set up in December 2009.

>>> Display® in the media

One of the great successes of Display® has been the diversity of media coverage that the Campaign continues to get at the local, national and European levels through a variety of media⁷. The campaign attracted the interest of TV chains in reporting about unveiling of Display® Posters.



⁷ Display media coverage available at http://www.display-campaign.org/ab_842_731

>>> Videos

In 2009 a professional five minute video promoting the campaign in 16 European languages was produced. This video has been very popular on YouTube and disseminated via a specially designed USB stick.



*5 minutes Display® video
produced in 2009*

In 2011 in order to compliment the Towards Class “A” virtual gallery 21 short videos capturing the highlights and top tips of previous participants were produced. All these videos are disseminated via <http://www.youtube.com/displaycampaign>.

>>> Towards Class “A” Award

The Display®/Towards Class “A” annual Award recognises best municipal communication activities and aims to raise the awareness of building users about energy and water consumption, as well as the CO₂ emissions of public buildings. The Award offers an incentive for municipalities to improve or compare their communication strategies, ultimately leading to the improvement of their buildings’ performances towards class “A” or to become “Shining Examples”.



Since 2006, 48 cities from 17 countries have taken part in the Award. Promoting cutting edge communication activities, the annual Towards Class “A” Award encourages local authorities to present their creative and dynamic communication campaigns that involve building users and managers for energy efficiency.

Bristol City (GB) – Prize 2006

“We felt they displayed imagination and flair in how they improved some of their poorly performing buildings (Fs and Gs), taking a structured approach to tackling the problem of raising awareness of energy and water consumption within municipal properties as well as tackling CO₂ emissions.” – International Jury 2006.

Lausanne (CH) – Prize 2007

“The impressive list of public events carried out, the number, the variety and the quality of the communication materials issued and the involvement of a significant number of local partners make the Lausanne experience a convincing example for European municipalities to follow” – International Jury 2007.

Highland Council (GB) – Prize 2009

The complementary commitments to both infrastructure change through investment and individual behaviour change through partnership working sets a convincing example for other European municipalities to follow.

Ivanic-Grad (HR) – Prize 2010

The Jury members were impressed by the total inclusion of this campaign – from public to private buildings involving media; users and the citizens of the area including children and politicians.

Despite of the fact that they only joined the Display® Campaign in 2008 they have achieved 100% coverage for all their buildings (36).

Lille (FR) – Prize 2011

“Balance is the key word: achieving the balance between communicating to city staff and to the wider public; between physically improving buildings and influencing behaviour; between attention to detail and the bigger picture; between leadership and calls to action; and between pragmatism and idealism.” – International Jury 2011.

Year	Place of Ceremony	Winner	Runners-up
2006	Riga (LT)	City of Bristol (GB)	Brasov (BG)
2007	Brussels (BE)	City of Lausanne (CH)	City of Montreux (CH)
2009	Brussels (BE)	The Highland Council (GB)	Pamplona (ES)
2010	Salerno (IT)	Ivanic-Grad (HR)	Pays de Rennes (FR)
2011	Brussels (BE)	Lille (FR)	Cork County (IR)

Towards Class “A” Award gallery



Brasov received the 2nd prize in Riga, 2006



1st edition of the Award in Riga, 2006 with all finalists



Award Ceremony in Brussels, 2007



Finalists in Brussels, 2007



Pamplona won 2nd prize in Brussels, 2007



All participants in Brussels, 2009



Finalists in Salerno, 2010



Public audience in Salerno, 2010



City of Ivanc-Grad, 1st prize in Salerno, 2010



Lausanne won the 1st prize in Brussels, 2007



Colomiers rewarded with 3rd prize in Brussels, 2007



Finalists and Jury members in Brussels, 2011

Photo credits: Andrejs Zavadskis (Riga, 2006), Jeanloup Vandewiele (Brussels, 2007), Nathalie Nizette (Brussels, 2009), Gianluca Faruolo and Gerardo Lotoro (Salerno, 2010), Julien Hainaut (Brussels, 2011).

>>> Shining examples

“Shining Examples” are case studies that aim to promote good practice and learning amongst municipalities and to provide evidence those good examples of buildings and schemes are everywhere. The key focus is for Shining Examples to be replicable in other European municipalities. It was also the intention that municipalities who provided Shining Examples would benefit through the promotion of their work on the website and via presentations by the Campaign partners at various events. Municipalities were also encouraged to share their successes by promoting their Shining Examples on their website and in their publications as well as in the local media, with the help of a press release template produced by the project partners.

Award winners are each presented by an attractive poster, available on the website under the title Exhibition Gallery⁸. The objective of this gallery is to present the best contestants on a poster summarizing the main activities carried out, the highlights and results and finally some top tips. The diversity of European cities provides the appeal of the Gallery representing small, medium and large cities as well as four regions from 13 Countries.

Country	Representatives
UK	3
France	3
Swiss	3
Italy	3
Spain	2
Portugal	1
Ukraine	1
Hungary	1
Finland	1
Ireland	1
Bulgaria	1



European exhibition gallery

⁸ Exhibition gallery available at http://www.display-campaign.org/ab_844_959

>> DISPLAY®: HERE TO STAY

Although the 32 months of political actions, refurbishments, sound communication tools and innumerable meetings and discussions, known as the ***C*OMMUNICATE *Y*OUR *B*UILDINGS *E*NERGY *R*ATING (CYBER) Display®** project, finished at the end of April 2011 the larger Display® Campaign continues on its ambitious path.

The Display® “smiley house” logo will continue to appear on Energy certificates throughout European cities and regions, most particularly in France and Switzerland where Display® has been adapted to the National certificate. In addition Display® will continue to be used in countries where National energy certificates for public buildings are valid for 10 years (Finland and Lithuania) and in other member states like Hungary where it is being used to gather consumption figures for public buildings. It will also remain an attractive option beyond the EU27 borders in the Ukraine, Croatia, Georgia and hopefully be extended to Armenia, Turkey and Moldova.

However, due to subsidiarity local authorities will focus on producing National Energy Certificates and Display® as a purely European Campaign is at risk. That is why members strongly support Article 11 of DIRECTIVE 2010/31/EU (EPBD recast) which states that:

“The Commission shall, by 2011, in consultation with the relevant sectors, adopt a voluntary common European Union certification scheme for the energy performance of non-residential buildings. Member States are encouraged to recognize or use the scheme, or use part thereof by adapting it to national circumstances.”

Display® can provide the EU with the opportunity to introduce an already tried and tested scheme at the European scale. Display® Campaign participants are more than ready to help their Countries/States in the implementation of the current EPBD Directive and prepare them for the challenges of the recast. They feel that with their experience in the only existing pan-European Campaign, they are in a unique position to offer advice to the Commission in the development of the voluntary common European Union certification for the energy performance of non-residential buildings.

Finally, questions about Display®’s future still remain. Currently there is no guarantee that the EPBD recast will breathe some new life and return the true original European identity to the Campaign, but history has proven Display® to be resilient and creative and for supporters, fear not, this Campaign still has something left in the tank.

It’s here to stay!

CYBER PARTNERS HIGHLIGHTS

>> ALMADA (PT)

Campaign highlights:

- Focus on communication with schools, linking strongly with the Local Agenda 21 for the Children.
- Stop motion animation video of the Display poster produced by the learners.
- An Easy to Read Certification Manual was developed, whose objective was to bring a more comprehensive approach and to add information to energy certification legislation.

Original communication material/events



Special session with teachers to explain energy efficiency

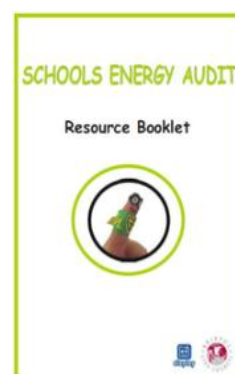
>> BRISTOL (GB)

Towards Class “A” Award: Winner, 2006.

Campaign highlights:

- Bristol’s Display campaign has been the basis for cohesion and coordination of the city’s energy awareness programme.
- The City developed effective methods for both internal and external communication, such as the Green Finger superhero.
- Bristol ran a Display-themed competition for both staff and the public that enabled the dissemination of information regarding energy efficiency in public buildings in a simple, yet effective way.
- Numerous original communication materials including say goodbye to standby.

Original communication material/events



Energy audits booklet



Green Finger Thermometer

>> CASCAIS (PT)

Towards Class “A” Award: Finalist, 2011.

Campaign highlights:

- Reached most of the municipal school, 40% of all public buildings and their staff and all the community of Cascais through outdoors, news in local and national newspapers and magazines, and some references and news in radios and in national TV.
- Energy monitoring in public buildings
- Training Sessions for Municipality Employees and Building Users.

Original communication material/events



Green Fest - 2009 - 1st Lusophone Congress of Energy and Environment

>> CORK COUNTY (GB)

Towards Class “A” Award: Runner-up, 2011.

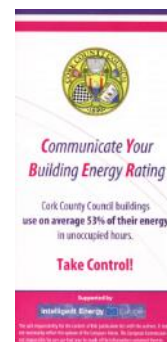
Campaign highlights:

- Implementing renewable energy sources in buildings of historical importance.
- Take control! Campaign – based around reducing energy in un-occupied hours.
- Displaying posters in 100% of their public buildings (73).

Original communication material/events



Poster - Take control!



Brochure – Take Control

>> HEALTHY CITIES OF THE CZECH REPUBLIC (CZ)

Towards Class “A” Award:

Campaign highlights:

- Healthy Cities of the Czech Republic (HCCZ) are the forerunners in Local Agenda 21 projects and activities in the Czech Republic.
- The network and its members are increasingly focussing their activities on promoting energy savings and efficiency.
- Thanks to CYBER three member Cities, Litomerice, Koprivnice and a Prague borough, district Libus joined Display and carried out their own local communication campaigns.

Original communication material/events

LITOMÉRICE: Kampaň Display a štitkování energetické náročnosti budov

Stručná anotace

V roce 2009 se město Litoměřice připojilo k Mezinárodní kampaň Display, která je pod garancí mezinárodního sdružení Display-City a je pod hlavičkou sdružení pro podporu a rozvoje komunálních energií a tedy i dopadu na životním prostředí. V rámci této kampaně jsou na veřejných budovách v městské části Litoměřice umístěny energetické štítky, které mají sloužit jako zdroj informací o energetické náročnosti budov. Štítky informují o spotřebě energie a o možnosti snížit spotřebu energie a tedy i o možnosti snížit náklady na energii.

Základní informace

Název obce/města /regionu	Litoměřice
Kontakty	Koordinátorka zdravého města a MA21
Wizem, Jméno	Kubelová, Monika
Organizace	Zdravé město Litoměřice
E-mail	monika.kubelova@litomerice.cz
Telefon	723 350 214
Titul	27 environmentální vzdělávání a ověřit (informace, programy, akce a kampaně)

Popis a výstupy

Čeho se podařilo v rámci vašich aktivit/projektů dosáhnout?

V současné době (informace ke dni 20. 5. 2010) je ve městě Litoměřice 100 budov s energetickými štítky a další plánované štítkování se ve městě Litoměřice realizuje. V rámci této akce se zdražuje město Litoměřice a město Litoměřice se stává městem s nízkou spotřebou energie a s nízkými náklady na energii.

Online Litomerice case study to share with other members of the network

>> HELSINKI (FI)

Towards Class “A” Award: Participant, 2007&2011.

Campaign highlights:

- On-line information about how to save energy published on city web site.
- Display-label has been delivered to over 150 buildings and calculated for almost 300 buildings.
- Strong partnership: a number of existing local and national networks that the City is accustomed to working with Authorities and the City’s own Energy Savings Board.
- Awarding public servants for their energy savings with the ‘Energy Savings Award’ that offers a 10,000 Euros worth of prizes.

Original communication material/events



Event: Green cloud over Helsinki (2011) – the aim was to make people think about their energy consumption and make them to make good decisions and measures to save energy

>> KREA (KAUNAS, LT)

Towards Class “A” Award: Participant, 2007.

Campaign highlights:

- The Municipality has produced Display posters for 177 buildings using large formats for the posters in the central areas to catch the attention of the citizens.
- The Municipal Administration and the Energy Agency worked hand-in-hand and contributed technical data and the administration assuring strong political support.
- Using Display as a tool for energy management and retrofiting in a pilot building to attract television coverage and gain the public’s support.
- Kaunas’ Display activities were covered on National television.

Original communication material/events



174 Schools represented

>> LILLE (FR)

Towards Class "A" Award: Finalist, 2006; Applicant, 2010; Winner 2011.

Campaign highlights:

- Communication diagnostic (schools, kindergartens, sports hall).
- Training sessions for stakeholders
- Training sessions for teachers and educational workers.
- Energy competition for kindergartens.
- Display the renewable energy production.
- Training sessions of eco-driving.



12 kindergartens are involved in an energy competition

>> MILTON KEYNES (GB)

Campaign highlights:

- Milton Keynes has promoted the Display Campaign since its inception in 2005.
- The Council held a high profile National Users Club meeting in October 2009. This attracted 50 delegates from 24 authorities and covered a number of major issues including the proposed local emissions trading scheme.
- Producing materials that enable building users to measure energy use of appliances, monitor temperatures and stationery.

Original communication material/events



CYBER
COMMUNICATE YOUR BUILDING'S ENERGY RATING

Flyer organised for a National users club meeting

>> LOCAL ENERGY AGENCY MULHOUSE (FR)

Towards Class "A" Award: Illzach (member of the Agglomeration of Mulhouse) participated in 2010.

Campaign highlights:

- Educating about 100 college students of the University of Haute-Alsace on the National Energy Certificate and Display. The students who had to realise in situ an energy audit in a primary school (with ALME) then produced the Display poster of the school.
- Display used to communicate results of more detailed energy audits.



Explaining the difference between Display and the French National certificate

>> SALERNO (IT)

Towards Class “A” Award: Finalist, 2010.

Campaign highlights:

- Salerno continues to characterise its campaigns with entertaining communication that is “a la mode”!
- Some events such as “Ecological Sundays” have become a city tradition.
- In 2010, Salerno used modern media in the form of television and a video competition to keep the school children interested.
- Giant display posters were produced for 52 municipal buildings, the majority being schools.
- Developing “Gioca al Risparmio: Playing the Savings Game” starting with an agreement made with Salerno schools that ensures funding if energy consumption is reduced.
- Some events such as “Ecological Sundays” have become a city tradition.

Original communication material/events



Schools brochure

>> UDINE (IT)

Towards Class “A” Award: Participant, 2010.

Campaign highlights:

- Udine has made an extra effort to promote energy efficiency during normal cultural and gastronomic events.
- The “Schools of Energy” campaign has developed remarkable educational material that is easy to understand and appealing for children.
- Promotion of events on the municipality’s website, press releases, radio and TV broadcast.
- The Municipality is using a participative process or organise public events, work with Provincial Energy Agency for technical support and communications activities, Involvement of NGOs and use of traditional and new media to disseminate the campaigns.

Original communication material/events



Eco-citizen brochure



Big PVC banner for events

>> KSENA (VELENJE, SL)

Towards Class “A” Award: 3rd place, 2011.

Campaign highlights:

- Energy monitoring was introduced in all 40 buildings.
- 3 most energy efficient buildings were rewarded with extra-large Building statistics poster.
- Energy management was introduced in all public buildings; at the present situation the owners and managers of public buildings have day-by-day information about energy consumption.
- Refurbishment on public buildings: new windows (8), new roofs with new thermal isolation (2), changing heating system (1), change ordinary radiator's valves with thermostatic valves, PV system installed (3).

Original communication material/events



Display brochure



Leaflet Cyber Display

Communicate Your Buildings' Energy Rating

ALMADA

Highlights

CYBER Display has been the energy policy Almada's Municipality has developed in the last years. The main point of this action has been communication with schools, linking strongly with the Local Agenda 21 for the Children. Every year a parliament of small deputies meet the mayor and councillors and tell them what to do in the next year for saving energy, water and sustainable development. Children produce their own dissemination materials that are coordinated by the municipal staff. One outcome of this has been a stop motion animation of the Display poster. Besides allowing the children to think, work and act on energy performance, the materials produced are also attractive for other children since they are in a language easily understood by all. The Mayor's and councillors' motivation are then taken to on field real actions under the municipalities scope!



- Schools
- Administrative Buildings

What we did



Almada has included around 40 buildings in Display, most of them have been visibly displayed to all users in the buildings, which correspond to roughly half of the existing buildings including schools and administrative premises.



The municipality has teamed up with the local energy agency for support on running Display activities and strong support from the Mayor itself has allowed transversal cooperation between departments which is vital for data gathering and implementation.



Besides producing and placing the posters in schools and some administrative buildings a strong focus was placed on information sessions with students, teachers and staff on explaining the data required to produce a Display poster including adding ways to improve performance and sustainable energy. CYBER Display created synergies with yearly events such as the Local Agenda 21 of the Children, the Green Week, the Renewable Energy Roadshow and Earth Friendly Christmas Market. Children have worked and produced their own materials including a stop motion video with the Display poster. An Easy to Read Certification Manual was developed, whose objective was to bring a more comprehensive approach and to add information to energy certification legislation.



Media coverage happened mainly when CYBER Display was included in broader events. In May 2010, the Renewable Energy Roadshow was held in Almada and was largely publicised in national media; the Earth Friendly Christmas Market was covered by local media. There were also several articles in the municipal newspaper delivered door to door (90,000 copies) and a regional web newspaper with over 60,000 readers per month.



Results

- One video made entirely by the children with co-benefits as the parents can learn more directly through their children and also recognising the work done.
- The Easy to Read Certification Manual adds a strong support from relevant stakeholders such as the National Energy Agency, University and excellent feedback from those working closely with certification procedures.
- Ancillary benefits - Main outcomes of the communication project are not always directly linked to the communication itself but it sure is a leverage for real change in procedures, especially if top hierarchy members are motivated. A strong mandatory statement has been made by the Mayor itself to all the departments with the aim to reduce at least 20% of the energy bill during 2011.



The campaign in Almada reached hundreds of students and staff. Two emblematic buildings reached over 30% reduction in energy consumption in 2 years. One had physical interventions, the other only an information campaign and monitoring.



Top tips

- Creating synergies with existing events and procedures, and cooperation with other projects, is an effective way to promote energy behaviour change.
- Let your target group work on the communication materials themselves. Besides allowing the children to think, work and act on energy performance the materials produced are also attractive for other children since they are in a language easily understood by all. Ask for professional help to make the final touches!

www.display-campaign.org

Communicate Your Buildings' Energy Rating

BRISTOL

Highlights

Bristol's Display campaign has been the basis for cohesion and coordination of the city's energy awareness programme. The City developed effective methods for both internal and external communication, such as the Green Finger superhero and the "say goodbye to stand by" slogan to remind building users to practice energy conservation activities. The Eco-Management Audit Scheme (EMAS) was a useful management tool for evaluating and reporting the status of building energy and water consumption. Bristol ran a Display-themed competition for both staff and the public that enabled the dissemination of information regarding the energy efficiency in public buildings in a simple, yet effective way. With well over 6,000 people subscribed to their weekly newsletter and access to the city's mailing list of over 182,000 homes, external information distribution is widespread.



- Education
- Administrative buildings

What we did



Bristol started their campaign in 2005 with 30 buildings voluntarily exhibiting Display® posters. They were the first to display a large poster on the facade of a building. Today they have 135 buildings displaying the UK national energy certificate (DEC).



During the 2006 campaign, the Environmental Awareness Representatives Service (EAR's) and the Site Energy Officers (SEO's) helped with distributing Display posters. For their 2009 and 2010 campaign the focus was on primary schools, where freelance teachers as well as a Secondary School Science Consultant assisted with the campaign.



– Dispatched information personally during the Energy Efficiency Week through e-mails, and set up computer screensavers and informative payslip text.



- Activated the participatory process for with the children and staff in schools that were involved in the collection of the technical data to present at school assemblies.
- Designed original and entertaining educational materials by Bristol's Energy department to assist the children and staff with simple "Energy Audits."
- Presented energy awareness and information on DEC's that has been integrated into a secondary school qualification.



Bristol's effort has been to use existing magazines and websites to disseminate information. Two established magazines, Energy Echo and Bristol News publish regular funny and original articles. Bristol City Council and the Energy Management Unit's websites have also been used to publish several articles.



Results

- **First place: 2006 Towards Class "A" Awards, finalist in 2010.**
- Numerous original communication materials and the superhero Green finger.
- Energy efficiency and Display Energy Certificates part of the official syllabus of a secondary school qualification.
- Communicate concepts of climate change and energy efficiency to over 500 children at 10 primary schools.

Top tips

- Promote a corporate identity to your communication campaign. Keep a common theme that the public identifies with and becomes familiar with such as the Display logo or Green Finger.
- Make your newsletters and posters fun to read, topical and place them somewhere they will be read. The inside of the toilet cubicle doors are an ideal place!

www.display-campaign.org

Communicate Your Buildings' Energy Rating

CASCAIS

Highlights

Through their various communication activities, the City of Cascais aims to raise awareness on energy efficiency, while keeping information simple so as to reach a wide audience. Two extensive projects have been launched: "Energy Kids" targeting schools and the monitoring of public buildings. Activities in Cascais benefited from extensive media coverage. Large-scale events have been organised in the city and have gathered more than 2,000 participants in 2010.



- Educational buildings
- Administrative buildings
- Meeting places
- Swimming pools

What we did



25 out of the 64 public buildings have a Display poster in 2011.



Cascais Energy Agency developed partnerships with the national network of environmental and energy agencies (RNAE) and the national energy agency (ADENE), as well as with universities and municipal schools.



- Monitoring public buildings: In order to optimise the process of implementation of measures to reduce energy consumption in municipal buildings the Energy Agency implemented a real time system to identify the consumption patterns in each building.
- Organising training sessions for municipal employees and buildings users.
- Coordinating the "Energy Kids" project: Teachers and students are provided with innovative energy-related activities.
- Coordinating the "Watts Buster" project: This initiative aims to help local residents reduce energy waste at home and adopt good practices regarding energy efficiency. Technicians are available to perform home audits for residents.
- Delivering Display certificates to schools and public building managers.



The Cascais communication activities were widely covered by several national TV channels and by local and national newspapers and magazines. Projects, like the Energy Game and the Watts Buster, the first an interactive game and the second the service of energy audits, got local and national recognition through the innovation of the product/service.



Results

- **Finalist: 2011 Towards Class "A" Awards.**
- The campaign in Cascais reached most of the municipal schools, 40% of all public buildings and their staff as well as a larger public through outdoors events.

Top tips

- Communicate your activities! Local and national media can boost and spread your campaign.
- Promote your campaign in events: they are opportunities to raise awareness on energy-related issues.

www.display-campaign.org

Communicate Your Buildings' Energy Rating

CORK COUNTY

Highlights

Cork County Council has had a long association with energy-related activities within the local authority and is continually striving to ensure energy usage is minimised. All activities are central to the strategic energy policy which sets out the path for Cork County Council to reach the national target of a 33% reduction in energy usage by 2020. Cork County Council is committed to energy reduction and will further this commitment through participation in the Covenant of Mayors. The "Take Control!" campaign was launched in 2009 and urges staff and visitors of municipal buildings to be aware of their own energy use and "take control" of their own usage.



- Administrative buildings
- Fire stations
- Meeting places
- Swimming pools

What we did



In 2011, 73 Display posters are visible on public buildings.



In order to maximise the effectiveness of "Take Control!", Cork County Council partnered with their primary energy supplier to produce the campaign literature. This made funds available for the communication activities to be carried out.



- Running a pre-campaign survey among staff to know more on awareness of energy.
- Organising 12 awareness days in 2011 in public libraries in Cork County targeting the public, schools and staff of the libraries and involving in the whole 1,600 participants.
- Organising staff training days in 2011, which inform the staff members of their individual buildings ratings and show them how the various buildings compare to-date, involving more than 200 people.
- Presenting the ratings programme and communication strategy "Take Control!" at 3 national conferences in 2009 and 2010.
- Producing 100 initial "Take Control!" posters and 2 different Brochures (1500 copies).
- Installing one real time energy digital display for the County Hall.



- Primarily publicised through internal Intranet system and Staff newsletters.
- Detailed in Association of Irish Energy Agencies.
- Appeared as a short section of an article in 1 National newspaper.



Results

- **Second place: 2011 Towards Class "A" Awards.**
- The "Take Control!" campaign was rewarded for its catchy slogan in the 2011 Energy Cities Annual Rendezvous.



11 building upgrades have taken place. In these buildings energy for heat has reduced by 28%.



Top tips

- Boost your campaign with a catchy slogan!
- Take the opportunity to engage the public thanks to energy certificates: these are just a means to an end, not an end in itself.

www.display-campaign.org



Alex Grassick

Cork County Energy Agency
Spa House,
Mallow co Cork, IE
Tel: +353 22 4 63 10
Email: alex.grassick@corkcoco.ie

Communicate Your Buildings' Energy Rating

HEALTHY CITIES OF THE CZECH REPUBLIC

Highlights

Healthy Cities of the Czech Republic (HCCZ) are the forerunners in Local Agenda 21 projects and activities in the Czech Republic. The network and its members are increasingly focussing their activities on promoting energy savings and efficiency. Thanks to CYBER three member Cities – Litomerice, Koprivnice and a Prague borough, district Libus – joined Display and carried out their own local communication campaigns. All three have produced various Display posters and held many workshops and awareness campaigns, mainly focusing on pupils and students. Many of the educational building have already applied some energy saving measures such as thermal insulation and installing new windows. The cities have started with schools and will continue with other public municipal buildings in the future.



– Educational buildings
– Kindergartens



What we did



In the City of Litomerice six school buildings were labelled in 2009 and 2010. When Koprivnice joined the Display® Campaign, it was facing a problem of which of the 200 buildings owned by the city to start with first. In the end, the first labelled buildings were two schools, other building are planned for the future. In Prague-Libus since October 2009, Display labels have been placed on seven primary schools and kindergartens and they were able to monitor energy efficiency before reconstructions and afterwards.



One of the key factors was the political support in the cities that joined the Display® Campaign and of course the activity and energy of the engaged schools. The teachers and students were trained in energy topics by a HCCZ partner organisation PORSENNA who helped them not only with the calculation tool but also explain the topic of energy as a whole. Local media were also great partners.



- City of Koprivnice: In the beginning the city was facing a problem of which of the 200 buildings owned by the city to start with first. In the end, the city first labelled 2 school buildings where substantial changes in energy management were expected. Both school buildings were to receive energy saving measures and each of the projects cost more than 20 million CZK, the remaining share was paid by the town. The modifications that primarily included thermal insulation of exterior walls and roofs and replacement of windows and doors, should lead to reduction of energy demands of school buildings and thus also to financial savings. Town representatives then realised how much energy was consumed by the buildings before the reconstruction and afterwards.
- City of Litomerice: The already 6 labelled schools will be followed by the remaining 2 primary schools in 2011 and then by municipal and other public buildings. 1 school has already been thermally insulated and equipped with new windows.
- City District Prague-Libus: By now 6 labelled schools and 1 kindergarten. Children and students were actively involved and monitored the required values related to energy savings and registered them in a special programme. The programme compares the values and enables one to identify possible deviations and their solutions. In addition pupils themselves contributed to further energy savings by switching off lights, turning off water etc. Two kindergartens have already been completely thermally insulated and have new windows.



In all of the engaged cities the local media including local television, newspapers etc. were actively involved. A special part of the publicity was made via student magazines and school "broadcasting".

Results

- Great visibility concerning the topic of energy for children and their parents in the engaged cities.
- Good practice example of the three involved cities for other HCCZ network members.
- Positive start for other energy projects and activities for the HCCZ network.

Top tips

- Involve the politicians by giving them concrete figures and numbers on energy savings.
- Publicity is a key factor - by involving the children you can also effectively involve their parents. Use time-tested campaigns and activities - such as Earth Day etc. to present Display® labels and activities.

www.display-campaign.org

Communicate Your Buildings' Energy Rating

HELSINKI

Highlights

Display allows this European pioneer of environmentally conservation and energy savings to communicate in a new and attractive way. In Helsinki, energy efficiency is not a buzzword. They have been working in this field for over twenty years so to get mentioned in the media is a great achievement. Thanks to conscientious planning, the political support of the deputy mayor, and the colourful Display posters, Helsinki was able to get the subject into local headlines. The big green poster has also caught the eye of local citizens and scholars and is now being used as a tool to help city technicians communicate with building users.



- **Schools**
- **Administrative Buildings**

What we did



Display® posters are visible in 170 of Helsinki's municipal buildings. This number includes almost all the schools.



There are a number of existing local and national networks that the City is accustomed to working with among others the Network of Energy Efficiency Agreement Cities, Finnish Energy Agencies, Finnish Covenant of Mayors Cities, the Finnish Green Building Council, the Association of Finnish Local and Regional Authorities and the City's own Energy Savings Board.



- Reuniting decision makers and media at the Display Information Day, 2006, where the city's deputy mayor unveils a big green poster during an event with a high level of media coverage.
- Helsinki schools integrating Display into their Green Flag School with the International environmental school programme, making it part of the school teaching programme.
- Helsinki's Environment Centre created an "Eco-Adviser" employee for one per each 100 public servants that are chosen and trained to inspire environmental responsibility, and the City of Helsinki trained the trained the eco-advisers in energy issues. By 2008, 1,000 employees have been trained as Eco-Advisors.
- Awarding city personnel for their energy savings with the 'Energy Savings Award' that offers a 10,000 Euros worth of prizes.
- Communicating technical information including detailed energy audits. Monitoring reports and potential savings calculations have been presented to the users to motivate them to lower their consumption.



The media management of the city was impeccable. National diffusion of key results took place via different communication media. This was largely thanks to experience, careful planning and good public relations.



Results

- **Honourable Mention: 2007 and 2009 Towards Class "A" Awards.**
- National visibility of the city's actions and environmental commitment.
- 100 buildings had a Display label at the end of 2007, 170 buildings at the end of 2009 and the trend continues.



According to the building survey and analysis made by De Montfort University in 2010, Display® posters proved to be an effective tool in energy efficiency work. However, in practice even though the energy efficiency has clearly improved, the use of energy has increased. This is, among others, due to the increasing operational hours of the building (evening use – "efficient use of building") and also the additional electricity using devices procured by the building user.



Top tips

- Strategically disseminate the Display posters at the right time and place with well-organised support and a target audience. Their lively and colourful design will catch the public's attention.

www.display-campaign.org

Ulla Soitinaho

Construction Management Division,
Helsinki Public Works Department
Kasarmikatu 21 - POB, 1540
00099, Helsinki, FI
Tel: +35 89 31 03 85 98
Email: ulla.soitinaho@hel.fi

City of Helsinki

Communicate Your Buildings' Energy Rating

KAUNAS

Highlights

Kaunas used Display as a tool for energy management and retrofitting in a pilot building to attract television coverage and gain the public's support. Kaunas the only city in Lithuania participating in Display used Kazio Griniaus School as its pilot and then was able to present these results during national and international meetings, which added a good image of the city. This local campaign, the first of its type in Lithuania, was also well integrated into the City's participation in the European Energy Award and a visible part of its Agenda 21. With perseverance, Kaunas continues using the Posters to achieve improvements in its buildings energy use.



– Schools

What we did



The Municipality has produced Display posters for 177 buildings using large formats for the posters in the central areas to catch the attention of the citizens.



The Municipal Administration and the Energy Agency worked hand-in-hand and contributed technical data and the administration assuring strong political support.



- Launching Display involving key players in Kaunas. The participation and involvement of the decision makers, including the City's Mayor gave political momentum to the campaign and showed everyone its importance. This event was provided with large scale media coverage including interviews with the Mayor, the Director of the Energy Agency and the Director of the pilot school.
- Presenting of the campaign during international events in Visby and Ghotland (SE), Venice (IT), Huelva (SP) and Riga (ES), and in encounters among cities of Lithuania.
- "Kaunas 2006" is an international exhibition for contacts, business, investments and science.



The local campaign could reach a wider audience after Kaunas' Display activities were covered on National television. This served as the differentiating element to the campaign, and fostered major development.



Results

- **Honourable Mention: 2007 Towards Class "A" Awards.**
- A MODEL in Lithuania.
- Establishment of an action plan to renovate all the schools and kindergartens owned by the city.



For the pilot building (Kazio Griniaus School) the energy consumption ratio decreased from 233 kWh/m²/year in 2003 to 156 kWh/m²/year in 2005. This subsequently reduced the CO₂ emissions from 54 kg kWh/m²/year to 34 kg kWh/m²/year. This was achieved even with greater comfort since the new average temperature in the premises was 20°C compared with 13°C before the retrofitting.



Top tips

- Attract television coverage to proliferate the concepts of building energy performance.
- Build public support for your activities, and then choose one building and make it a case study. Demonstrate and publish your results to get the attention necessary for a successful campaign.

www.display-campaign.org

Feliksas Zinevičius

Kaunas Regional Energy Agency
Breslaujos St. 3B, 202
LT-44403, Kaunas, LT
Tel: + 37 37 49 10 36
Email: krea@techpark.lt

Communicate Your Buildings' Energy Rating

LILLE

Highlights

A wide-scale awareness-raising campaign has been implemented in Lille since 2008, with a communication action plan updated every year. The aim is to train public servants on energy savings and relevant tools to take action allowing them to assist buildings users. All communication means have been used and are in line with the Energy Action Plan and the Agenda 21 renewed in 2010. This campaign is particularly based on the display of energy certificates to increase awareness among the public and the organisation of educational activities in schools.



- **Administrative buildings**
- **Educational buildings**
- **Kindergartens**
- **Sport facilities**

What we did



The Display® Campaign started in Lille in 2004 with 3 posters. In 2011, 60 buildings (11% of municipal buildings) have a visible Display energy certificate.



The strong political support of the Municipality of Lille allowed many of the activities to be implemented by different departments. The collaboration with the "Espace Info Energie" provides individuals with concrete solutions to control their energy consumption. In addition, 12 kindergartens are involved in an energy competition.



- Providing advice on how to display energy certificates and on other communication tools required for schools, kindergartens and sports halls.
- Organising training sessions for stakeholders, who are provided with an energy handbook and a Display kit composed of Display posters and communication tools, and for teachers and educational workers.
- Launching an energy competition for kindergartens that rewards the best communication campaign raising awareness on energy consumption.
- Displaying the renewable energy production thanks to a live screen.
- Presenting the aerial thermography of the city of Lille on a huge floor map.
- Organising educational activities in the 82 schools of the City of Lille.



Information has been widely disseminated externally thanks to the municipal newsletter as well as internally thanks to articles in the magazine published for public servants and posts on the intranet of the municipality.



Results

- **First place: 2011 Towards Class "A" Awards.**
- **First place 2011 French lighting association (Nord Pas de Calais Region).**



The Display® Campaign in the City of Lille contributes to reach the "3x20" European Union objectives of the Energy Action Plan. The municipal energy consumption was decreased from 175,763 MWh in 2004 to 150,096 MWh in 2009.



Top tips

- Place a "personalised" poster next to the Display energy certificate that covers a topic related to the building such as "district heating", "energy and heating at school", "solar photovoltaic solutions".
- Provide building managers with advice on how to display energy certificates and on other communication tools required.

www.display-campaign.org

Communicate Your Buildings' Energy Rating

MILTON KEYNES

Highlights

Milton Keynes has promoted the Display® Campaign since its inception in 2005. It produced posters for all its major buildings, and recently used both Display and mandatory Display Energy Certificates (DEC's) to show building stakeholders how their building performs in actual energy use. Key elements of the campaign:

- Specific information delivered both face to face and by e-mail about how their building compares to other similar buildings, and how the rating can be improved.
- Building Manager Workshops illustrating elements of best practice, alongside providing tools and techniques for managing buildings that function as intended while minimising energy usage.
- Producing materials that enable building users to measure energy use of appliances, monitor temperatures and stationery that encourages them to contact us for support.
- Attendance at events involving other key members of staff such as school bursars or sheltered housing managers, school forums etc. This meant that more than one person was influenced, increasing the chances of action being taken.



Target

The Sustainability Team is involved with all non domestic buildings, the largest group of which is schools (around 60% of building related emissions). Milton Keynes also works with sheltered housing units (with communal living facilities – around 15% of emissions), offices, libraries and other Council buildings.

What we did



Nb buildings

The Council produced Display Energy Certificates for all its major buildings, and Display posters for all buildings (over 100). These were all visited and given advice, and from these, 10 buildings were selected as case studies. For these Milton Keynes produced posters showing the reduction in energy use and the cost savings over time.



Partners

The Council has worked with both internal and external partners to carry out its work. This has produced improved internal working, and has benefitted a greater number of buildings by influencing other buildings managers. These include neighbouring Councils, fire and ambulance services, police forces and local educational establishments.



Activities

- Four Building Manager Workshops were held in spring and autumn of 2010 with around 100 delegates.
- The Council held a high profile National Users' Club meeting in October 2009. This attracted 50 delegates from 24 authorities and covered a number of major issues including the proposed local emissions trading scheme, alongside examples of best practice from CYBER and Display® Campaign participants.
- Over 130 buildings received posters, visits, energy surveys and specific advice about reducing their energy use.
- Over 300 building occupants were briefed on activity and opportunities available through the programme at 10 events.



Media

The Council has produced press releases and placed adverts in local publications. Its marketing team has worked with other local media including Television and Radio to spread the word and have produced adverts alongside articles in the local press.



Results

- Building Manager Workshops reached a high proportion of building users and have generated significant amounts of follow up interest and activity.
- Milton Keynes held a number of events in support of EU Energy Saving Week 2010 and combined with the videos, this resulted in both media and regional interest.



Despite an overall rise in emissions, the Council has been able to identify a number of buildings where significant energy savings have been made. These have been presented in the form of Display posters which show the improvement in energy rating, and the measures which led to this change. These include both physical measures, mainly insulation and heating system improvements, but also include energy saving campaigns and champions within buildings who have encouraged staff to reduce energy use.



Top tips

- Use examples of best practice to show that their peers have benefitted from the process, as people wish to emulate success.
- Use money savings rather than energy and carbon savings as nobody objects to saving money.

www.display-campaign.org

Communicate Your Buildings' Energy Rating

Local Energy Agency MULHOUSE

Highlights

Since 2006, Mulhouse Alsace Agglomeration (M2A) has made a commitment to produce a regional Climate Plan which aims at helping its 32 municipalities to reduce their greenhouse gases emissions especially in public buildings. The Local Energy Agency (ALME) is responsible for managing the Display® Campaign and carry out energy audits in several municipalities. The data from the audits are used to produce Display posters and evaluate the first savings achieved. Moreover, the Sustainable Development Service of M2A and ALME worked in synergy to develop training sessions about energy and water savings in various municipal halls and schools. To date Illzach is the most engaged municipality having applied for the Towards Class "A" Awards in 2010 but there is growing interest from other members of the agglomeration.



- Educational buildings, Kindergartens / Day-nurseries
- Administrative buildings
- Sport facilities, Swimming pools
- Places of gathering



What we did



Since 2008 September, ALME audited 196 buildings in 26 municipalities (390 Display posters created in the Display data base). In 2011, only 58 posters have been physically displayed in public buildings of 4 cities but all the posters have been integrated in reports of energy audits made by ALME which were disseminated and explained to the stakeholders (mayors, technicians, etc.) by ALME and M2A.



ALME carries out energy audits in public buildings financed by M2A and by the Alsace delegation of the French Environment and Energy Management Agency (ADEME) and the Region. M2A and ALME work in synergy to launch Display in these municipalities. ALME works with the French Ministry and Energy Cities providing their opinion on the French energy certificate – DPE.



- Communicating the results of energy audits made by ALME and the energy efficiency of buildings via Display posters during training sessions in town halls involving mayors, technicians, elected representatives, teachers etc. This allowed local Display communication campaigns to be launched in municipalities and training sessions in schools. ALME was then able to evaluate the impact of awareness-activities and refurbishments on the public buildings' energy efficiency thanks to a special piece of software.
- Educating about 100 college students of the University of Haute-Alsace on the DPE and Display approaches between 2008 and 2010. The students who had to realise in situ an energy audit in a primary school (with ALME) then produced the Display poster of the school.
- Integrating awareness-raising activities using Display approach in the national school teaching programme about sustainable development. The implementation of energy ambassadors in schools is about to begin.
- Presentation of the Display approach by ALME during 3 local energy events (2010-2011).
- Creation and dissemination of information and communication media about energy and water savings in schools during local events.



The promotion of events was covered on the website of ALME, by local press releases and by many websites of municipalities and newspapers; photos (and video) taken by ALME, M2A or some municipalities were also disseminated by e-mail. The ALME local campaign was covered by national media too: Display newsletters and national magazines.

Results

- Participation of the town of Illzach in the 2010 Towards Class "A" Awards (best "shining example" of ALME).
- Establishment and implementation of an action plan in some municipalities of M2A in favour of refurbishments and behavioural actions in public buildings thanks to the reports of energy audits and Display posters.



For the overall categories of buildings, the average ratio of energy consumption for all the buildings audited by ALME decreased by 28% between 2008 and 2010. In 2008 the average result was 184 kWh/m².year and in 2010 it improved to 143 kWh/m².

Top tips

- Identify an elected representative and a technician that can be a "relay persons" or "energy ambassadors" in municipalities to promote your local Display communication campaign.
- Use National users' clubs to lobby the National government responsible for the implementation of the Energy Performance of Buildings Directive.

www.display-campaign.org

Communicate Your Buildings' Energy Rating

SALEIRNO

Highlights

Italian fashion! Salerno continues to characterise its campaigns with entertaining communication that is "à la mode"! Big events in parks, theatres and schools create a festival atmosphere. Some events such as "Ecological Sundays" have become a city tradition. In 2007, a challenge between Salerno's schools, "Playing the Savings Game," was so successful it involved 4,000 students. In 2010, Salerno used modern media in the form of television and a video competition to keep the school children interested. Even the stylish can understand the aesthetic of energy efficiency. Salerno makes energy savings trendy.



- Schools
- Sports Facilities

What we did



Giant display posters were produced for 52 municipal buildings, the majority being schools.



Salerno Energia and other services companies developed competitions for the community and financed the prizes. A partnership with the local television station allowed for broadcasting space for the local campaign's videos.



- Developing "Gioca al Risparmio: Playing the Savings Game" starting with an agreement made with Salerno schools that ensures funding if energy consumption is reduced.
- Awareness activities took place in the schools, such as Display poster exhibitions, "paper recycling" contest, site visits and conferences. Prizes are distributed to the best schools.
- Inviting the City's Vice Mayor at the award ceremony for the 2009 Video competition.
- Utilising green spaces as centres for many of the municipalities "energy" activities, including school activities, meetings with children, Ecological Sundays (a very popular day dedicated to green issues for the citizens of Salerno) and even Display posters have been presented.



Modern media such as the internet and television drove the local campaign. The municipal and partner websites were used to publish Display articles and video clips and even a DVD movie have been produced and broadcast on television.



Results

- **Honourable Mention: 2007 Towards Class "A" Awards.**
- Finalist: 2010 Towards Class "A" Awards.
- "Gioca al Risparmio" project involved 4,000 students.
- An effective network was created between the energy management department and the public services companies (electricity, water and gas).



Between the years of 2006 and 2007, the average results of the 48 buildings monitored was observed to decrease their energy consumption by 7% resulting in a total reduction of 75 tonnes of CO₂ equivalents.



Top tips

- Keep things interesting and fun for children through a video competition.
- Organise a high profile ceremony to handover prizes to winners and competitors. This adds visibility to the activities and encourages participation.

www.display-campaign.org



Giancarlo Savino

Energy Management Salerno, City of Salerno

Via Roma 84100,

1820, Salerno, IT

Tel: +39 89 66 66 10

Email: g.savino@comune.salerno.it,

prevenzione626@comune.salerno.it

Communicate Your Buildings' Energy Rating

UDINE

Highlights

Participatory communication is a part of this municipality's life. Udine has made an extra effort to promote energy efficiency during normal cultural and gastronomic events. The municipal stands are always attractive and include activities such as a "Pedalare premia" cycling competition to generate energy as well as the traditional informative leaflets and stickers. The "Schools of Energy" campaign has developed remarkable educational material that is easy to understand and appealing for the children. Working with the Regional Energy Agency and some local NGOs, using traditional and modern media, the dissemination of the campaign is wide enough to be part of the citizens' daily life.



- Schools
- Administrative Buildings

What we did



In 2010 there were 18 buildings (mostly schools) displaying posters.



The Regional Energy Agency – APE provided technical support with CO₂ calculations and site visits performed during the campaign. The dissemination activities were supported by NGOs, such as Legambiente and WWF, as well as the High School Malignani and COOP-NordEst. The municipal association Carinzia, helped with presentations during Energy Days and the public utility company AMGA gave guided visits for the public while the transport company SAF was in charge of the transportation of the visitors.



- Establishing a campaign stand present during the city's main events, the gastronomic fair "Friuli DOC", with a general audience of 600,000 people.
- Presenting the Display activities Info-point during communication seminars with the presence of 3,000 communication experts.
- Implementing a forum to present the updated 2009 City Energy Plan to the citizens
- Running together for the Climate and Energy Days with conferences and activities on energy topics. Wide participation of local institutions.
- Initiate an ongoing "School of Energy" educational activity for primary schools, addressed to 8-9 year old children.
- Utilizing ecologically friendly paper is used and compensating the CO₂ footprint with the planting of trees.



Promotion of the events on the municipality's website, press releases, radio and television broadcasts. The campaign was well supported by the municipality's communication office who involved the campaign in its activities, opening more opportunities for transmitting the message.



Results

- **Honourable Mention: 2010 Towards Class "A" Awards.**
- Mentioned: 2009 "Una PA da favola" Awards (Shining Local Authority) for communication campaigns.
- "Un bosco per Kyoto 2009" Award (wood for Kyoto) for environmental protection policies.

Top tips

- Make the stands at public events need to be appealing! Include some entertaining educational tools that get the public involved (i.e. a bicycle contest).
- Work in close connection with the communication office of the municipality. They will be able to promote your activities at other "non-energy and non-climate events".

www.display-campaign.org

Communicate Your Buildings' Energy Rating

VELENJE

Highlights

In the Municipality of Velenje, the aim is to increase the energy efficiency in public buildings thanks to concrete technical actions. Therefore, the municipality decided to build a new low-energy/passive extension of a kindergarten that enables a significant reduction of the energy consumption of this exemplary building. As the national certificates in public buildings are not yet in use, public building managers have a high interest in Display posters.



– Educational buildings

What we did



Since 2008, 40 out of the 50 municipal buildings have Display posters that are updated every year.



KSSENA is carrying out the Display[®] Campaign in Velenje and works closely with educational institutions (Faculty of Energy Technology, Environmental Protection College in Velenje), regional development agencies and energy agencies.



- Building a new low-energy/passive extension of Kindergarten Vrtljak that includes solar panels, a green roof and an energy efficient lighting system.
- Energy monitoring in the 40 buildings having a Display poster.
- Providing public building owners and managers with day-to-day information concerning their energy consumption.
- Improving the energy efficiency of public buildings, thanks to the installation of new windows, thermal insulation and a new heating system.
- Installing photovoltaic panels on the primary school Gustav Šilih in 2010 and on two other public buildings.
- Organising and participating in local, national and international events that promote local activities.



The local activities implemented in Velenje have been promoted via 13 newsletters in the local newspaper "Sinenergija" and "Razvoj". Display activities are promoted on www.kssena.si. Over 9000 leaflets were disseminated to the general public during different events.



Results

– Third place: 2011 Towards Class "A" Awards.

- Extra-large building statistics posters have been displayed on the three most energy efficient buildings, showing the improvements since 2008.
- The municipality of Velenje decided to build a new low-energy/passive extension of Kindergarten Vrtljak which served as a role model with the highest value of energy reduction from 2008 to 2011.



Despite the average temperature in Velenje in 2010 (9.91°C) being lower than in 2008 (10.68°C) we noticed in 40 public buildings:

- 1 % reduced energy consumption,
- 5.75 % CO₂ emission reduced,
- 2.84 % reduced water consumption.

Top tips

- Show that renovation works such as low-energy/passive extensions do lead to real savings using Display buildings statistics poster.
- Energy performance data (supply and consumption) need to be visualised.

www.display-campaign.org

www.display-campaign.org

Coordination

Energy Cities | Secretariat

2, chemin de Palente

F-25000 Besançon

Tel. : +33 3 81 65 36 80

Fax. : +33 3 81 50 73 51

E-mail: info@energy-cities.eu

Energy Cities | Brussels Office

1, square de Meeûs

B-1000 Brussels

Tel. : +32 2 504 78 60

Fax : +32 2 504 78 61

www.energy-cities.eu



Project supported by the
European Commission

The Display® Campaign is driven by hundreds of committed participants.
It is co-financed by the European Commission within the IEE framework.



The sole responsibility for the content of this folder lies with the authors.
It does not necessarily reflect the opinion of the European Union.
Neither the EACI nor the European Commission are responsible for any use
that may be made of the information contained therein.

Date of publication: June 2011