



Energie-Cités - Sustainable energy projects for Europe!

Besançon, January 2005

75% of our energy consumption occurs in cities and policy choices in the energy field have a direct impact on the quality of life of city dwellers. Thus, especially urban local authorities play a crucial role in increasing energy efficiency. Energie-Cités is supporting them in the adoption of efficient policies for promoting sustainable energy in Europe.

Energie-Cités, the association of European local authorities promoting a local sustainable energy policy, is aiming at promoting the role and importance of local authorities' actions in sustainable development by launching and implementing clean energy policy.

Based in Besançon (France) and represented in Brussels, Freiburg and Krakow, Énergie-Cités provides expert advice to municipalities, associations of local authorities, ministries, European institutions and private partners and provides assistance in defining energy strategies.

Energie-Cités gathers more than 100 official members from more than 20 European countries and its various projects and actions involve some 400 municipalities. The association focuses especially on the European dimension of energy consumption. It works closely with the different European institutions, the Member States and other institutions such as the International Energy Agency.

Energie-Cités objectives

Energie-Cités promotes energy efficiency, renewable energy and distributed generation with three primary objectives:

- Strengthen the role of local authorities and improve their skills
- Represent their interests and influence decisions at European level
- Encourage exchange of know-how and promote action on the ground

The association addresses technological and non-technological issues and is present in various areas such as buildings, transport, environment and energy policy.

Gérard Magnin, Executive Director of Energie-Cités, explains this multidisciplinary approach:

"We think that energy cannot be isolated from other urban issues. It is closely related to a number of key aspects, in particular social issues (such as poverty and social exclusion, education, participation of citizens in decision-making, etc.) as well as economic and technical issues."

That explains, why Energie-Cités' scope comprises activities on both **the political and the technical level**. It considers them closely related and complementary: Technical actions help to make political projects feasible, whereas project implementation always also requires political support and initiative.

Energie-Cités is working with municipalities and local energy management agencies on both demand-side (in order to encourage the efficient use of energy sources) and supply-side (to develop renewable energy sources and distributed generation).



Energie-Cités exists since 15 years and has been a legal entity (with statutes) since 1994. Its board is composed of 11 municipalities and the President is the Municipality of Odense (DK).

Some projects in which Energie-Cités is involved:

- DISPLAY: The Municipal Buildings Climate Campaign
- PENELOPE: Promoting energy efficiency to local organisations
- BISE: 1st Forum on "Intelligent Energy in the new Member States and Candidate Countries"
- RUSE: Redirecting Urban areas development towards Sustainable Energy
- REST: Renewable Energies and Sustainable Tourism
- SCHOOBIE-DO: School Buildings Integrated Energy Development Operation
- SMILE: Sustainable Mobility Initiatives for Local Environment

In order to discover the examples of "good practice" collected by Energie-Cités throughout Europe, or for further information on sustainable local energy policies, click on www.energie-cites.org

Inquiries: contact@energie-cites.org

Logo of Energie-Cités:



Display - a campaign that brings European legislation and local action together

Besançon, January 2005

In municipal buildings all over Europe, wasteful behaviour is squandering energy and water. Two key points are often at the heart of this: lack of efficient energy management on the municipality's side, and rampant energy consumption habits on the building users' side. The European climate campaign Display is aiming to promote energy efficiency on both sides - with an EU directive as its starting point.

Display is a campaign aimed at encouraging European towns and cities to publicly display the energy, water and carbon performance of their buildings. The campaign is the first of its kind in Europe and is coordinated by Energie-Cités and supported by the European Commission – DG Environment. Launched in January 2003, the project shall run for the next decade. At present, around 30 municipalities from 18 European countries are taking part in the campaign, though efforts are being made to extend the number of participants to at least a hundred cities.

The EU Directive

Display is within the scope of the Directive on the Energy Performance of Buildings (adopted in December 2002) which is to be integrated into the national legislation of all member states by January 2006. This directive requires all member states to take measures to encourage, through a consistent system of certification, the public display of information on the energy performance of their buildings. The objective of Display is to anticipate the directive's implementation and to provide European municipalities with an opportunity to be one step ahead of this directive.

What exactly is Display?

Primarily, Display is an internet-based calculation tool which allows to evaluate the energy performance of a building. Based on these results, a poster can be edited. This has been elaborated and designed on the basis of the well-known EU energy label for household appliances. Of course, the classification has been adapted to the energy performance of buildings. It features a range of classes from A to G for:

- overall primary energy consumption
- the resulting emissions of greenhouse gases expressed in CO₂ equivalents, and
- water consumption.

The poster will be hung up in the buildings of the participating municipalities accessible to a broad public.

For the municipalities, the poster visualises their energy efficiency efforts and presents their contributions in terms of planned or already realised technical solutions.

However, Display is not only a helpful tool for energy managers to assess the energy consumption of municipal buildings but also and above all an information tool for the users. Citizens shall get to know the building's performance in an easily understandable way, see the commitment of their own municipality, and become aware of energy issues. In addition, by pointing out simple actions, the Display poster enables and encourages users of the building to change their own energy habits, reduce energy consumption and therefore improve the building's classification.

Of course, the poster will never stand alone. In every participating city it will be accompanied by special awareness raising activities such as Display energy days, energy newsletters or similar actions. The municipalities are free to choose the activity they consider suitable.

Benefits for participating municipalities:

- Take practical and visible action to combat climate change
- Raise awareness among the users and managers of municipal buildings
- Encourage citizens to develop environmentally responsible behaviour by giving a lead
- Carry out a data-based assessment of the local authority's policy
- Save money through the identification of poorly performing buildings
- Simulate the impact of improvement measures
- Exchange experiences with other local authorities
- Benefit from targeted and well tailored communication aids and tools
- Promote a positive and dynamic image of your authority

All in all, Display is a unique European product, which can be used in every part of Europe, wether EU or non-EU country. By displaying energy consumption and emissions and communicating these to the broad public the municipalities not only demonstrate their environmental responsibility. They also make a great stride towards urban sustainable development.

For more information on the Campaign:

www.display-campaign.org

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Combining local action with community legislation implementation

The example of the “Display™” Campaign for the voluntary Display™ of municipal buildings’ energy consumption, water use and CO₂ emissions

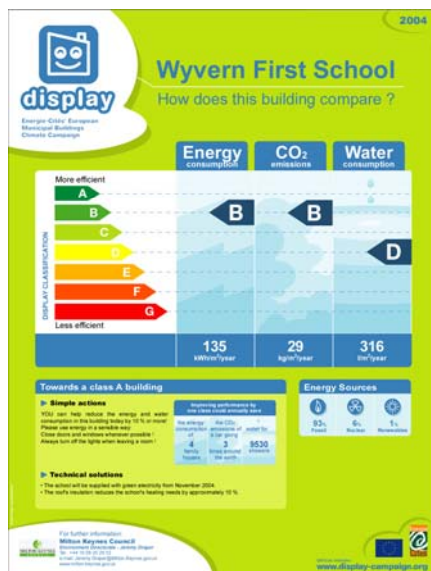
By Gérard Magnin and Peter Schilken, Energie-Cités

The relationship between European level institutions and local authorities is an issue that is often raised and, in particular, the following questions are asked:

- Is the local level acquainted with Community legislative initiatives?
- Is Community legislation suitable for implementation at local level?
- Is it possible for widely separated institutional levels to co-operate effectively and provide support to one another?
- Is the local level involved only at the very end of the process, when the whole legislative procedure has already been completed, been transposed into national legislation and implemented?
- Is local action, because of national and cultural peculiarities involved, really compatible with European-wide initiatives?

The public part of the Display™ Campaign launched by Energie-Cités was started in September 2004 and the initiative is set to develop over the next decade. Through this Campaign, we intend to provide pragmatic answers to the above questions, as well as to a few others.

What is Display™?



The Display™ poster

The most visible part of Display™ is a poster, based on the now well-known principle of energy labels for household electrical appliances and which has been adapted for use on municipal public buildings.

The poster is intended to be Display™ed in municipal buildings that are open to the public and provides information on the performance of the building in terms of primary energy use, water consumption and CO₂ emissions.

The poster may be produced using an on-line calculation tool that municipal *energy managers* can use to enter data for their buildings.

The Display™ Campaign www.Display-campaign.org invites all interested European municipalities to commit themselves to Display™ing the performance of their buildings on a voluntary basis.

What is the link between Display™ and the “Buildings” Directive?

Article 7 of the Directive 2002/91/EC of 16th December 2002 on the energy performance of buildings stipulates that:

*“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.*

*The range of recommended and **current indoor temperatures** and, when appropriate, **other relevant climatic factors may also be clearly Display™ed.**”*

The energy certificate is a legal requirement and will have to be Display™ed to the public. Display™ is not a certification scheme, but:

- its introduction, on a voluntary basis, will facilitate implementation of the certification process,
- it is more communicative than a single certificate, which may be perceived as being just another administrative requirement to provide information to the public.

These features mean that the introduction of Display™ can be achieved independently from the schedule set for enforcement of the legal requirements linked to the Directive.

How did the idea of Display™ come into being?

In its opinion (adopted on 9th October 2001) on the proposal for a Directive on the energy performance of buildings [COM(2001) 226 final 2001/0098 (COD)], Energie-Cités insisted on *“the necessity for those in charge of public buildings to set an example by Display™ing their own energy performance”* and added:

“However, we consider that to be fully effective, this last measure should be complemented by additional measures aimed at facilitating control by the citizens:

- **a comprehensive CO₂ emissions and energy performance indicator** (by analogy with the classification for household appliances) to give the general public some idea of the performance level of the building (including the part of the demand covered by renewables and cogeneration)
- **an obligation to publish on the Internet** the energy performance of public buildings belonging to public authorities – Community institutions, Member States, local and regional authorities – or privately owned or occupied buildings frequented by the public.”

Energie-Cités 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.**”

(the unabridged version of the opinion is available from www.energie-cites.org)



Brainstorming session at a Conference of Energie-Cités

Energie-Cités submitted a project based on this to the European Commission (DG ENV) under the *“Community framework for co-operation to promote sustainable urban development”*. DG ENV is providing financial support for the project in its 30-month pilot phase.

Display™ helps accelerate the implementation of the “Buildings” Directive



Inge Van De Klundert (Utrecht), presents the testimony of his pilot-city in Martigny (CH), 23rd April 2004

The time required for a Directive to reach the implementation phase, from the conception of the initiative to its coming into effect **is naturally quite long**: preliminary consultation, proposal from the Commission, discussions in Parliament and Council in order to achieve a joint Position, transposition time, transposition acts, implementation time after transposition... plus any possible delays. The entire process may take up to ten years, or even more in some cases.

Unlike many others, the legislative process for the “Buildings Directive” has been relatively swift: the Commission made a proposal in April 2001 and the Directive was published at the OJEC on 4th January 2003. The Directive provides a three-year timeframe (up to January 2006) for achieving transposition, but Member States will allow additional time for the implementation of the measures in their respective countries. The whole process may take three years, if not more, before all the provisions come into effect.

If we add the two-year period that preceded the Commission’s proposal, we realise how much time it takes for a Directive to reach the implementation phase: between **one fifth and one quarter of an average working lifetime!** This extended “**top down**” process can be **accelerated by means of parallel and complementary actions**, which are closely linked to the legislation itself and which get the end participants involved by offering them the option of implementing the provisions of the Directive on a voluntary basis, well before it is transposed into national law, and using a “**bottom up**” approach.

This is precisely the objective of “Display™”, since the idea is to **encourage municipalities to Display™ their consumption and emission performance on a voluntary basis**, for its own sake and because they are an example to the general public and to local players. In this way, they facilitate the implementation of national transposition acts in all EU countries, once these have been adopted.

Display™ improves quality of implementation of the “Buildings” Directive

As far as demand-side energy is concerned, **the success of a Directive** will depend whether there is a positive reaction from end consumers and from people involved in the building trade: hundreds of millions of Europeans are involved in this way. It is therefore up to each of us as to whether or not legal requirements are put into practice. As for how success is actually to be measured, for some a compulsory administrative certificate (as provided for in the Directive) may be enough, but for others only a **process aimed at producing effective improvements in energy efficiency** of buildings (which is, after all, the spirit of the Directive) will be a sign of success.



Jeremy Draper (Milton Keynes) at the Energy Managers' Conference in Stuttgart, 1-2 July 2004

There is therefore always a risk that the quality of the implementation process may be lower than anticipated, especially when local players, who are to take action *in fine*, have been excluded from the process or contest the objectives or details of the Directive.

Because it aims to implement one of the provisions of the Directive in a scientific yet pragmatic way and because it encourages further improvements through appropriate communication, **Display™ improves the quality** of the Directive implementation process. Display™ may also be used by law-makers as a source of inspiration, since details of the implementation will have been tested even before any regulations have been passed.

Display™ prepares the implementation of the European Commission's thematic strategy on the urban environment

In its "**Sustainable construction**" section, the Commission's proposal published in 2004 aims to:

- "develop a common methodology for evaluating the overall sustainability of buildings and the built environment, including life-cycle cost indicators"... then "further non-energy-related environmental performance requirements to complement Directive 2002/91 on the energy performance of buildings", including for "the renovation of smaller buildings and general incentives for energy efficiency."
- "the Commission will develop the environmental labelling of construction materials (EPDs and/or EU eco-label)".

By measuring CO₂ emissions and water use in addition to energy consumption, the Display™ Campaign is in keeping with the above objective and provides the European Commission with an opportunity to accelerate the process of implementation of its proposals at the local level.

Display™ aims to make energy and climate issues comprehensible to non-specialists

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.**

Energy and climate jargon is often considered to be incomprehensible by non specialists: MWh, Gigajoules, tonne-CO₂ equivalent and other units mean nothing to most people. However, **improving energy efficiency involves taking decisions that must be understandable to people who are not energy specialists** and this accounts for 99% of the population – the general public, elected representatives, building companies, SME managers, housing estate managers, etc.



Don Lack presents the implementation of Display™ in Leicester, a pilot-city

Following the example of the energy labelling system for household appliances, **Display™ is an attempt to get out of this dead end** by initiating a dialogue with the general public and by encouraging them to take action.

Amongst the possible accompanying measures, one is worth a mention: the idea is to launch a **Campaign that is specifically aimed at poorly performing buildings** (cat. F & G). By analogy with campaigns for losing weight, such as "Weight Watchers", we contemplate launching a **"Municipal Energy Watchers" Campaign** aimed at providing improvement advice using simple and pleasant communication tools.

Energy is a "positive" term that is synonymous with movement and pleasure. Attempts at saving energy may be perceived as a deprivation of pleasure, a frustration or even a retreat. **Being able to associate energy saving measures with some form of pleasure by taking action** has become a priority if we want to get the whole population involved, rather than only the most highly motivated. Although frequently mentioned, the changes in behaviour that are required are based on this pre-requisite: **a**

future with less energy and fewer emissions must not be associated with a gloomy future. This challenge is even greater in countries who have only recently overcome supply shortage problems.

Display™ encourages the population to take action

Display™ is a **dialogue and communication tool** intended for the general public. The Display™ poster is in fact an interface between the municipality and the population. The poster:

- introduces a new component into municipal information,
- contributes to dissemination of the labelling system into new areas,
- gives a clear signal that the municipality takes energy issues seriously,
- prepares the ground for further initiatives aimed at the general public,
- can be used in schools (first target), which represent an important proportion of the municipal building stock,
- provides citizens and NGOs with a basis for approaching their municipalities if these are not using this system yet.



At Milton Keynes, Display™ is already in use at the Wyvern school

In addition to the accompanying measures which are promoted by the Display™ Campaign, Energie-Cités will propose to **municipalities that they take part in a communication and promotion contest.** The idea is to promote the communication and promotion initiatives that municipalities have set up to raise the level of interest amongst their citizens. This is based on the assumption that the vast majority of them are living in a building whose energy efficiency can certainly be improved.

Display™ promotes the idea of an energy certification system in the housing sector. It also **encourages and facilitates the effective implementation of this**, and not only in public buildings.

Display™ promotes the municipality's in-house initiatives

Display™ is a calculation tool...

Display™ provides a tool for calculating:

- the amount of primary energy used,
- corresponding CO₂ emissions,
- energy/water consumption and CO₂ emissions ratios,
- the corresponding performance class (from A to G).

Calculations are made automatically using the data that have been entered on-line by the *energy manager* and integrate into this the primary energy structure for the country involved, since this information is already available in the *software*.

... a monitoring, simulation and benchmarking tool...

Since the system offers the option of entering several years of data for the same building, Display™ can be used as a **monitoring tool** (although nothing can replace a proper energy management system when it comes to monitoring a stock of municipal buildings).

Display™ can also be used to compare the energy performance of a building with the performance it would have if improvement works were carried out. This **simulation** tool is of interest because it provides a graphical demonstration of the impact of investment on the energy class (from A to G) the building finds itself in.

It is also possible to **compare** the energy performance of some buildings with the performance of other buildings within the municipal stock or with those in other towns and cities. It is therefore an **incentive to achieve progress at one's own pace**, since the improvement margin is equal to the distance on the scale between the class the building is in and "Class A".

... and a tool for dialogue and communication with elected representatives.

Elected representatives are the expression of the local population and are very rarely energy specialists. For this reason, municipal *energy managers* often need to design an internal marketing strategy in order to sell the idea to elected representatives and convince them of the value of taking decisions which will result in improvements. The Display™ poster can help *energy managers* deliver the message, for instance by using the simulation tool.

The Display™ working procedure is truly "European"...



The pilot cities at the beginning of the project, Krakow (PL), 4 April 2003

Display™ is the result of networking activities between **twenty municipalities from eighteen countries** as represented by their *energy managers*. Collectively, they have created the product and all its various components, under the co-ordination of Energie-Cités: poster, calculation parameters, tests, promotion, etc. Of the municipalities involved, some were more experienced than others, some were from the North, whereas others were from the South, the East or the West of Europe.

Five experts from five countries contributed their skills and experience to the network of municipal specialists. The European Commission's **Environment and Energy & Transport Directorates-General** were constantly involved in the progress of this project, although the conclusions that were drawn are not binding on them as is usually the case when they provide support for projects.

Display™ was **conceived as a "European" product**, and not as a collection of national products. It is an excellent example of **networking at European level** that DG TREN can use in its Concerted Action with Member States on how to implement the Directive.

... Display™ can therefore be used everywhere in Europe

From the start, the objective has always been to provide a **product that could be used by all European municipalities**, regardless of its size, location and level of performance. Knowledge of consumption and surface area data are all that are required to join the Display™ Campaign.

All European countries, whether they be Members of the European Union, candidate countries or otherwise, are eligible to join the Campaign. The information package, as well as the Internet interface, are already available in eight languages (July 2004) and should soon be available in at least 12 languages. It is indeed essential to work and communicate in the languages of the countries involved.

Display™ is an ideal tool for those **local and regional energy management agencies** who wish to develop initiatives in municipalities or at a regional scale.

The Campaign has a target of promoting the use of Display™ in more than **1,000 European municipalities** by 2007.



Peter Schilken (Energie-Cités) awarding the "encouragement flower" to each of the pilot cities, Krakow, April 2003

Conclusion: Bridging the gap between Europe and its citizens

At a time when the debate on the **relationship between "Europe" and its citizens** has very much become a topical issue in all European countries, it is vital to develop a series of initiatives that bring players from different levels together around common objectives that are shared by all. What is at stake is the future of Europe.

Display™ demonstrates that this is possible, and will provide further evidence of this when more than a thousand municipalities have joined the Campaign. How might this be achieved? It is thanks, essentially, to the **networking approach**, which provides a new way of thinking, producing, proposing, building and implementing ideas which is at the same time both political and practical, European and local.

The experience acquired by Energie-Cités over the last fifteen years has been used to serve this ambition through a practical project. Compared with what remains to be done in building a sustainable energy society, it is nothing, or almost nothing. One tentative attempt among many others.

But let's just imagine what would be possible – in all areas – if European and national institutions made better use of the **strength of networks of players** and gave them more encouragement to play their part.

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