



## PRESS FOLDER

### Display® Campaign

#### The Display® Campaign in Brief

Since 2004, the Display® Campaign has been assisting municipalities to engage with the public and maximise the environmental rewards of better managed public buildings. Its success lies in its emphasis on communication. Display® is driven by hundreds of committed participants from all over Europe. It is coordinated by the cities network Energie-Cités and co-financed by the European Commission.

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 at municipal side, and rampant energy consumption habits on the building users' side. The European Campaign Display is promoting 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. In the period 2008-2010, Display® is focusing on three main fields of action:

- a stronger visibility and quality of local communication campaigns in Europe
- the co-ordination of local, national and European user clubs to promote the dissemination of best practices, and
- the adaptation of the existing calculation tool to national legislation schemes.



The Campaign is also one of the practical tools which will enable local authorities to **go beyond the EU 3x20 energy and climate objectives**, notably the 20% increase in energy efficiency. Display should be one of your key communication and monitoring actions as part of your Sustainable Energy Action Plan which as required by each signatory of the **Covenant of Mayors: [www.eumayors.eu](http://www.eumayors.eu)**.

#### **The Display “Towards Class A” Awards**

Each year, the Display TCA Award is given to the municipality with the most interesting and active communication concept on the energy performance of its buildings. The novelty, in 2009, is that it is open to ALL municipalities and local authorities throughout Europe no matter whether they are members of the Display® Campaign or not.

An independent expert jury allocates the prizes according to the following evaluation criteria: visibility, public participation, diversity, quality, innovation, integration and replication.



## What exactly is Display?

Primarily, Display® is an internet-based calculation tool which allows one to evaluate the energy performance of a building. Based on these results, a poster can be edited in 25 European languages. 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 CO<sub>2</sub> equivalents, and
- water consumption.

Calculations are made automatically by the Display calculation tool using the data that have been entered on-line by the *energy manager*.

## Display is a communication tool





The poster is hung up in the buildings of the participants which can be municipalities as well as private organisations. Each 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. All types of building users shall get to know the building's performance in an easily understandable way, see the commitment of their own municipality/company, 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 communication actions.

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.



#### **Benefits for participants:**

- Take practical and visible action to be in line with the EU 3x20 energy objectives
- Raise awareness among the building users and managers
- Encourage citizens to develop environmentally responsible behaviour by giving a lead
- Carry out a data-based assessment of an organisation's policy
- Save money through the identification of poorly performing buildings
- Simulate the impact of improvement measures
- Exchange experiences with other local authorities/organisations
- Benefit from targeted and well tailored communication aids and tools
- Promote a positive and dynamic image of your organisation

#### **Display is 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** or DEMO version of the calculation 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 between several buildings within the municipal stock or with those in other towns and cities in similar climate zones. 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".



For further information on Shining Examples or to download additional information materials:

[www.display-campaign.org](http://www.display-campaign.org)

**Contact:** Ian Turner, [www.energie-cites.eu/ian](http://www.energie-cites.eu/ian), Tel.: 0033 381 65 93



## The EU Directive on the Energy Performance of Buildings and the Display Campaign

Display is closely linked to the European Directive on the Energy Performance of Buildings (EPBD), adopted in December 2002 (Directive 2002/91/EC). The directive requires all Member States to take energy-saving measures through a consistent system of building certification. When Display was implemented, it anticipated the directive's implementation and provided European municipalities with an opportunity to be one step ahead of this directive.

Even though this existing directive is still to be fully implemented in most of the Member States the Commission sees further room for strengthening the effectiveness and the impact of this Directive. That's why a proposed recast of the EPBD was published on November 13th. The scope of the Directive is broadened: now, all existing buildings when undergoing a major renovation should meet certain efficiency levels instead of only those above 1000m<sup>2</sup> as was in the current Directive. Of interest to members of Display® is the following proposal: "A requirement that if the total useful area over 250 m<sup>2</sup> of a building is occupied by public authorities, a certificate should be issued by 31 December 2010, is introduced."

*"As it is possible to produce Display posters for all buildings, those authorities that have chosen to prepare posters for all their public buildings will be glad to know that they are ahead of the game!",* states Ian Turner, project manager of Display at Energie-Cités. It is also proposed that Member States develop plans for increased numbers of low or zero energy and carbon buildings, such as passive houses. The public sector should show a leading example by investing in such buildings.



**Energie-Cités' opinion on the consulted version of recast:**

<http://www.energie-cites.eu/-The-opinions->

**More information on the Directive:**

[http://ec.europa.eu/energy/strategies/2008/doc/2008\\_11\\_ser2/buildings\\_directive\\_proposal.pdf](http://ec.europa.eu/energy/strategies/2008/doc/2008_11_ser2/buildings_directive_proposal.pdf)

**The EPBD Buildings Platform:**



[www.buildingsplatform.eu](http://www.buildingsplatform.eu)



## What does Energie-Cités do?

### Nearly 20 years of experience in European matters



 Individual Members of Energie-Cités  
 Collective Members of Energie-Cités

Energie-Cités was created in 1990 as a non-profit organisation of European municipalities. It is since committed to sustainable energy policies and is active in sharing its experience and know-how with its members.

The association now represents about 1000 members from 26 countries of which nearly 200 have individually joined Energie-Cités.

### The Energie-Cités members

- A local authority
- An inter-municipal structure or a group of municipalities
- A local energy management agency
- A municipal company

### The main objectives of the association

Energie-Cités promotes energy efficiency, renewable and decentralised energies with three primary aims:



- To strengthen your role and skills in the field of sustainable energy
- To represent your interests and influence the policies and proposals made by European Union institutions in the fields of energy, environmental protection and urban policy
- To develop and promote your initiatives through exchange of experiences, the transfer of know-how and the implementation of joint projects.

Energie-Cités has succeeded in building up an **expertise, both at political and operational level**, in its sphere of activity and is now recognised as an indispensable partner by an increasing number of organisations. Its co-operation with the EU institutions since the early beginning has enabled Energie-Cités to acquire a sound knowledge of Community mechanisms. That is why Energie-Cités has been chosen by the European Commission to lead the Covenant Secretariat together with CEMR, Climate Alliance, Eurocities, Fedarene and Pracsis. (<http://eumayors.eu>).

#### **A multi-disciplinary expertise and a truly European Board of members**

The network is driven by a team of 16 people representing 7 nationalities with multi-disciplinary skills in energy, environmental management, geography, local administration, economics, sociology, logistics, communication, documentation and information.

The team is distributed between Besançon (head office), Brussels, Paris and Freiburg im Breisgau. Currently, Energie-Cités is under the Presidency of the City of Heidelberg (DE). The Board of Directors is made up of 11 local authorities from 11 countries.

### Thanks to the network, Energie-Cités members can

- Discover new practices and enlarge your partnership with other local authorities
- Give your opinion on European Community proposals and future policy directions
- Be involved in projects supported by the European Commission (almost 400 municipalities have been involved in various projects aimed at improving their energy efficiency)
- Disseminate information on your municipality on an international scale
- Benefit from exclusive services: individual assistance in the preparation of projects, general and specific information upon request, organisation of study tours, conferences, etc.

### The role of Energie-Cités members is....



- To make energy efficiency, renewables and sustainable planning an integral part of your local policies
- To carry out initiatives and actions on their territory so as to (contribute to) reach the EU 3x20 objectives
- To give their opinion on European decisions (in consultation processes etc.)
- To share their experiences, ideas and information with the network



- To inform their personal contact at Energie-Cités about the state-of-the-art of their projects by sending project résumés, pictures, press releases,...of their local actions
- To provide support to other members upon request,
- To promote their Energie-Cités membership when talking about their sustainable energy activities
- To participate in Energie-Cités' Annual Rendezvous and the General Assembly

### **Energie-Cités: at the origin of a multitude of European initiatives**

Besides the Display Campaign, Energie-Cités coordinates a number of ongoing initiatives and projects involving local authorities from EU Member States as well as Candidate countries, such as:



**MODEL**: aims at **helping local authorities to become models for both the citizens** and the other European municipalities. Its main objective is to improve the practical capacities of local authorities and/or local energy management agencies from ten New Member States plus Croatia to better deal with intelligent energy issues at both individual (municipalities) and collective (national networks or embryos of networks) levels.

[www.energymodel.eu](http://www.energymodel.eu)





**IMAGINE:** In 2006, Energie-Cités launched the “IMAGINE the Energy Future of our Cities” initiative to help local authorities prepare for their future. This initiative combines foresight reflection with action in the field such as an annual seminar and an exhibition presenting 16 pioneering European regions and cities in terms of sustainable urban planning.

[www.imagineyouenergyfuture.eu](http://www.imagineyouenergyfuture.eu)

Further Energie-Cités initiatives and projects  
are presented at

[www.energie-cites.eu/-Projects-](http://www.energie-cites.eu/-Projects-)

[www.energie-cites.eu](http://www.energie-cites.eu)

Miriam Eisermann  
Communication Manager

[www.energie-cites.eu/miriam](http://www.energie-cites.eu/miriam)

0033 381 65 36 82



**Energie-Cités Secretariat**

2, chemin de Palente | F-25000 Besançon

**Energie-Cités Brussels**

1, square de Meêus | B – 1000 Brussels