



LAUNCHING DISPLAY

GET POWER - SAVE ENERGY

1 FIRST STEPS

- ✓ Data collection
- ✓ Choice of building(s)
- ✓ Choice of poster message
- ✓ Editing and hanging up the poster

2 PLANNING YOUR DISPLAY ACTIVITIES

- ✓ Goals
- ✓ Target group(s)
- ✓ Roles & responsibilities (including Evaluation)
- ✓ Budget
- ✓ Time schedule

3 LIST OF SUITABLE DISPLAY ACTIONS

- ✓ Actions where the Display participant takes the lead
- ✓ Work with citizens and local stakeholders
- ✓ Some technical activities
- ✓ Cultural events
- ✓ Additionally for schools/universities
- ✓ Link or combine events



1 FIRST STEPS

- ✓ **Data collection**
- ✓ **Choice of building(s)**
- ✓ **Choice of poster message**
- ✓ **Editing and hanging up the poster**

The core element of the Display Campaign is the **poster**, based on the well-known principle of energy labels for household appliances. It:

- makes the energy performance of your buildings transparent to everyone
- is an interface between the technical part and the communication part of Display
- is a visible and easily understandable communication tool thanks to its pleasant design
- gives a clear signal that your municipality takes energy issues seriously

The poster can be hung up in all types of buildings, such as:

- Administrative
- Schools
- Cultural
- Health
- Sports and leisure

Municipal and other buildings accessible to the public offer several advantages for energy-efficiency campaigns such as Display, as they:

- **are frequented by a large number of people**
- **can act as shining examples to the citizens**
- **can stimulate other institutions to embark upon energy-saving activities**



Display helps to accelerate the implementation of the European Buildings Directive 2002/91/EC, proposed recast 2008.

The poster, though, is not meant to be the exact translation of it. It is compiled on the basis of monitored consumption data for fuel(s), electricity and water, calculating the respective indicators for (primary) energy consumption, CO₂ emissions and water consumption of the building(s). **The poster shall be informative and make energy and climate issues understandable to everyone.** It is not specifically addressed to energy experts!

Data collection

To edit the Display poster, you should start by analysing the past energy data of your municipal buildings.

Choose data that are representative and can act as a reference point.

Collecting energy data is useful for several reasons:

1. The data will allow you to easily assess future changes in energy consumption - on the basis of previous consumption you can determine desirable values to be the goal of your Display activities
2. Thanks to a consumption baseline, you can forecast possible energy savings
3. The data can also allow you to convince your elected representatives to carry out measures in order to improve the performance of "badly classed" municipal buildings. The figures shown on the poster can convince them of the need to take action.

As a participant in the Display Campaign (you probably wouldn't hold this handbook in your hands if you were not), you have full access to the online calculation tool available on www.display-campaign.org.



Maybe you have already collected all of the relevant data for your building(s) and entered them in the calculation tool.

Or maybe you haven't yet. **If you need more details on the nature of data required and on how to enter them, have a look at the online Display User's Guide wiki <http://www.display-campaign.org/doc/en>.**

Choice of building(s)

Once you have collected a sufficient amount of data, you have an overview of your building(s) and their energy performance. It is up to you which one(s) to choose for Display.

Choosing **excellent buildings** (classed A) can be a figurehead for your municipality's exemplary management of energy and water consumption and CO₂ emissions.

Starting Display in **good buildings** (classes B, C, D) gives you the opportunity to improve their performance and work towards class A.

Do not hesitate to also include **buildings with an average** (class E) **or a rather poor energy performance** (classes F, G) in Display. Several participants have experienced that this is a good opportunity to undertake measures particularly in the latter buildings and make their users aware of the importance of energy-saving behaviour as Durham County did in their "away from class G" campaign.

Choice of poster message

Besides current consumption data of the building, the poster will also give information on technical measures that have or will be realised for the building.

Before editing the poster, you should agree within the different municipal departments on the improvement measures that should be published on the poster. You can choose both planned or already realised technical measures. This message



is an excellent way for your municipality to make its environmental commitment known to the general public.

To reinforce the poster message, the French city of Angers has even displayed the energy costs of the building!

As soon as you have chosen the buildings that shall display their energy, water and CO₂ performances and agreed on the message, you can edit the Display poster for each building.

Editing the poster

In order to have your Display poster edited correctly, you should upload the logo of your municipality in the administration section of the Display website. The ideal contact point for providing you the right version of this logo is the communication department of your city.

Upload the logo of your municipality with:

- **Format:** jpg
- **Size:** not less than 600 pixels x 600 pixels
- **Resolution:** 300 dpi

It is strongly recommended to assign a professional with the printing of the poster that you will have generated in PDF format from the Display website. Your communication department may tell you who its regular service provider is.

Characteristics of the poster to be given to your printer:

- **Minimum size:** 60cm x 80cm
- **Type of paper:** plastified
- **'Corporate' Display colours:**
 - **Green** - Quadrichrome: 25% Cyan, 100% Yellow
- Pantone: 390 C
 - **Blue** - Quadrichrome: 80% Cyan, 30% Magenta
- Pantone: 285 C



The final result should look like this:



The Display poster

Why not follow Neuchâtel (CH) or Ivanc-Grad (HR) and print the poster in an eye-catching 3x4m format to be attached on the façade of your building?

Some cities (e.g. Montbéliard and Colomiers) even asked their graphic designer to include the energy class and year of the previous poster in order to illustrate the evolution. It is up to you to tailor the poster to your needs!

For further information on the corporate design of the Display Campaign, please have a look at chapter 4 of the folder called "Press Relations".

Hanging up the poster

Here are some tips for a successful presentation of the poster.

The **choice of location** is crucial. Preferably, the poster should be positioned wherever best visible for everybody. The Display poster addresses the following possible target groups: the building's usual users (i.e. persons working in the building), municipal or corporate staff and administrators and the building's visitors (i.e. general public, your clients etc.).



Make the campaign's launch an important event so that everyone will know about it. You can involve the media (see "Press relations" chapter in this folder).

If it fits in the time schedule, organise a "**Display Information Day**" in the building on which you will publicly hang up the Display poster and affix the stickers. By the way, stickers and practical tips for their use can be found in chapter 5 "Display Items" of the folder.

During the official hanging up of the poster, one representative from your organisation in charge of Display is present. He/She can explain the objectives and comment on the poster. The aim is to sensitise the public for the environmental issues linked to this particular building and to emphasise the (past or future) actions of the municipality.



Involvement of pupils at official "display" of the first poster in Milton Keynes

If you have the means, you could design a little flyer which can give an extra push to your campaign. Targeted at the general public, it should explain the aim of the campaign and the "new role" of all the building's users in it. Distribute the flyer during the launch and then leave several copies near the poster.



2 PLANNING YOUR DISPLAY ACTIVITIES

- ✓ **Goals**
- ✓ **Target group(s)**
- ✓ **Roles & responsibilities (including evaluation)**
- ✓ **Budget**
- ✓ **Time schedule**

Before you identify and directly contact the person in charge in your buildings, you should agree on the general project formalities within your organisation/ the municipality and systematically plan your efforts.

Goals

The aim of Display is to improve the building's energy performance by **technical measures** as well as by **changing the user's behaviour** via awareness-raising.

The target group

The target group comprises all users of the building: employees, technical staff, clients, school staff, pupils and visitors (i.e. all citizens).

Roles & responsibilities (including evaluation)

When signing the Display charter, you had to nominate a principal contact partner for Display in your municipality. She/He is the one who will be coordinating the project.

During the Display activities, there are generally four points of contact between the building users and the municipality where this person in charge of Display will intervene:



- Addressing the building's managers at the very beginning of the project
- Giving technical advice
- Motivating the people in the municipal buildings during the project
- Assisting in public relations

(Source: EnergieSchule NRW)

Actions in this chart are divided into the three main phases of a campaign: 'First Steps', 'Implementation' and 'Evaluation'. A tick means the person in a particular job function is likely to be well suited for the task. Most of the tasks, though, should be performed in team work. A tick with grey background indicates the person who is likely to be the best choice for the task.

Who can do what?	Energy Manager	Building Administration	Employees	Role of staff/ Pupils	Caretaker	Local Energy Agency
<input checked="" type="checkbox"/> Best suited for task <input checked="" type="checkbox"/> Could do the task						
ACTIONS						
First Steps						
Planning	✓	✓	✓			✓
Raise awareness of staff/pupils	✓	✓	✓	✓	✓	✓
Establish time schedule	✓	✓				
Identify financial resources	✓	✓				
Identify responsibilities/energy team	✓	✓	✓			
Record/analyse/monitor energy consumption	✓			✓	✓	
Identify curriculum opportunities (only schools)	✓	✓	✓			✓
Define goals	✓	✓			✓	
Implementation						
Leading role in Display activities		✓	✓		✓	
Coordinating role in Display activities	✓					
Organise official Display launch	✓	✓			✓	✓
Propose extra-curricular energy		✓	✓	✓		✓



activities (only schools)						
Work with local media	✓	✓				✓
Read meters regularly					✓	
Identify energy waste	✓	✓	✓	✓	✓	
Give technical advice	✓				✓	✓
Evaluation						
Review progress towards goals	✓	✓			✓	
Survey building staff	✓					✓
Schools only: Survey pupils		✓	✓			✓
Schools only: Survey parents			✓	✓		
Survey clients and other visitors, etc.	✓	✓				✓

Budget

Financial resources vary from one municipality and company to the other and the money needed for awareness-raising depends on the actions planned. Ask your financial department about the available budget resources.

Time schedule

The schedule is important to keep work on track. Of course, the time needed depends on the kind of awareness-raising measures you are planning and you can afford (see *List of suitable actions*). The **Display poster** should be replaced by an **updated version once a year!** That allows you to inform the public about changes (ideally improvements) in the building's energy performance and about the technical measures carried out. During a year, though, the interest of people in the poster might slacken and additional awareness-raising may be necessary. One possibility is to **organise single events** that will supplement and strengthen the poster's impact at specific times.



You can also take advantage of certain times of the year when you wish to reinforce specific actions. Just before winter (Oct/Nov), for example, you can carry out a special project educating people on better heating habits.

Another possibility is to carry out a **long-term campaign**, which will sensitise the building users throughout the whole year (you could divide it in different thematic periods). Of course, you will need more human and financial resources for this, but the fact is that changing behaviour is obtained best through continuous effort.

*A survey carried out in **Leicester** has shown that it is very useful to make the poster part of a wider campaign concerning the building. You need to inform and involve staff and visitors, so that they understand the need to reduce consumption and to use the control systems that the building may have in a more effective way.*

You have never organised an awareness-raising campaign before and you don't know how to proceed? Don't worry - the following *List of suitable Display activities* and the *Display Campaign Guide* will lead you through the necessary steps. Have a look at the next chapters and turn energy efficiency intentions into actions together with the users of your building(s).



3 LIST OF SUITABLE DISPLAY ACTIONS

- ✓ Actions where the Display participant takes the lead
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- ✓ Additionally for schools/universities
- ✓ Link or combine events

Recommendations on how to organize interesting Display activities

Be inspired by the following list of activities:

Actions where the Display participant (a municipal or a private organisation) takes the lead

- ✓ **Menu/calendar** - list of simple actions taken by the city encouraging citizens to do likewise (e.g.: Menu: Monday – reduce unnecessary waste - do not leave shop doors open in winter, Tuesday – when leaving the office everybody switches the lights, printers, and computers off, Wednesday – indoor temperatures 19-20 degrees...)
- ✓ Link the Display launch to an official announcement to join the Covenant of Mayors launched by the European Commission
- ✓ **Engagement** to maintain one or more actions during the whole year (e.g. each Wednesday during the heating season decrease the indoor temperature....)
- ✓ Appoint **an Energy Manager**
- ✓ **"Energy notice board"** where the





weekly energy consumption, energy saving tips, news on current projects and any other relevant information could be made public

- ✓ **Energy challenge programme:** arrange a competition between employees, or among pupils - this will promote good performance
- ✓ **Energy quiz** with prizes for the winner
- ✓ **Official launching of Municipal/Corporate Energy Plan** and information about Display – promotion for your organisation
- ✓ Public **presentation of your energy ambassador(s) or opening of the Municipal Energy Office**
- ✓ Organise an **information point** about energy efficiency measures within the City Hall or in an area often frequented by the public
- ✓ Energy efficiency **breakfasts** for local stakeholders
- ✓ Invite employees/regular building users to **individually commit** to simple energy-saving measures over a longer period - send out a list (by e-mail) of energy-saving measures each month to the participants – evaluate their achievements



Work with citizens and local stakeholders

- ✓ **Seminars** for employees/ pupils/ citizens explaining **climate change issues** and the link to energy savings in the buildings, informing the individual of collective benefits
- ✓ **Seminar** on EU directives and National trends for carbon reduction and its direct relation to **energy performance certificates and** energy saving
- ✓ **SMEs exhibitions** (promotion of energy efficiency lighting, insulation, windows etc.)



Some technical activities

- ✓ Demonstration of **emitted CO₂** on an energy day (e.g. via a chart on screen or posters)
- ✓ Visually display carbon offsetting i.e. due to use of renewables
- ✓ Demonstration of EE **calculation tools**
- ✓ IR camera/Energy consumption measuring/**water consumption measuring- demonstration**



Cultural Events

- ✓ **Invite local artists (musicians, theatre actors, sportsmen, other VIPs)** to raise awareness on climate issues, press conference with the group on climate change and energy savings
- ✓ Presentation of the **“IMAGINE” exhibition** in your building (<http://www.imagineyouenergyfuture.eu/exhibition/spip.php?rubrique1>)
- ✓ **Public presentation of a movie** dedicated to energy and climate issues followed by a round table discussion.

Possible films:

- Al Gore’s documentary “An inconvenient truth”
- The ARTE documentary “Energy – The future against the flow”
- Wall-E
- The End of Suburbia (www.endofsuburbia.com)
- Educational films of the European Commission



www.lahuit.com/catalogue/FR/SOCIETE/016/display_film/

Additionally for schools/universities:

- ✓ **Competition between pupils, classes, schools, departments or buildings** – paintings, photography, literature, handcrafts, dance, sport – on the theme of (or “in the name of”) energy savings at schools. These activities can attract some sponsors (e.g. for the award ceremony)
- ✓ EE and RES **education games**



- ✓ School **energy audits** done by the students – gathering of energy data, seeking potential energy savings measures (windows, lighting, close the doors...)
- ✓ **Energy quiz**
- ✓ “**Display**” **sport or art competitions** between the schools (see Shining Example of Brasov)



- ✓ Educational activities and programs – an **exhibition** organized by different RES producers to show and to explain to teenagers about energy efficient techniques and renewable energy



- ✓ Organise **a visit** with pupils at the nearest supplier of energy based on Renewable resources
- ✓ For kindergartens – **a puppets show** about the elementary concepts about energy sources
- ✓ **Student presentation** and discussion of research projects regarding energy efficiency
- ✓ **Join Eco-Schools** (<http://www.eco-schools.org/>)



Link or combine events

For a better visibility:

- Organise some activities in the framework of **larger energy and climate events** (World Water Day, World Environment Day, European Sustainable Energy Week, etc.)
- **Link up with other partners** to use synergies for organising local activities

Who could and should be your partners ?

- ✓ Local actors
- ✓ Schools
- ✓ Citizens / Households
- ✓ SMEs
- ✓ Industries
- ✓ Public administrations
- ✓ Social housing companies
- ✓ Health services (hospitals...)
- ✓ Energy Agencies /Development agencies
- ✓ Representatives of regional and/or national authorities
- ✓ Sponsors
- ✓ Etc.

