PRESS RELATIONS

- ✓ **Introduction**
- ✓ **Display Corporate Design**
    - o Logo, Poster
- ✓ **Display your press release**
    - o Content, Structure, Dispatching
- ✓ **Planning a press conference**
    - o Invitation, Location&Equipment, Time, Course of events, Follow-up
- ✓ **Ready-made press information**
- ✓ **Press Folder**
    - o Display® Campaign
    - o EPBD

INTRODUCTION

As already mentioned in the campaign guide, involving the media can have a benefit for the Display campaign as well as for your municipality/organisation. In some cases it may exclusively be your communication department which works together with the local media. In others, it can also be the task of other departments.

Thus, on the following pages, you'll find some tips on how to cooperate effectively with the local media. Writing a press release as well as organising a press conference requires some basic knowledge, which we are going to detail in this section.

For all your press work, **cooperation with the press/communication department of your organisation** will be helpful.

DISPLAY CORPORATE DESIGN

The following guidelines will explain how to use the Display identity.

The Display logo

The Display logo is one of the key elements of the Campaign's corporate design. It strengthens the identity of the Display Campaign and shall be recognisable throughout Europe. Therefore, it is important to use the same version everywhere.

The logo is composed of a graphic element (the smiling house) and the writing "Display" below it. It is not permissible to dissociate the two elements.
Always give the logo **enough space** to be seen clearly wherever it appears. No other text or other visual elements should appear within this space.
The **background** chosen decisively affects the impact of the logo. If possible, the background should be white.

Unauthorised usage of the logo

Please always use the logo such as it has been put at your disposal. Do not change its current form or colour.

1. If you want to publish the Display logo together with the logo of your municipality, please do not mix both. They should stay separate graphic elements.
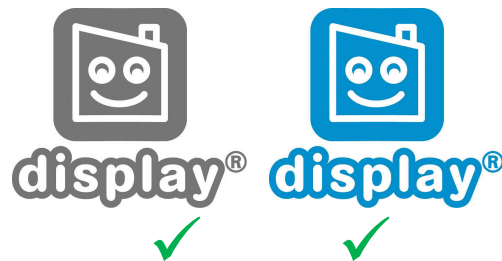
2. When changing the logo's size, please respect its proportions: do not incline, stretch or compress the logo.
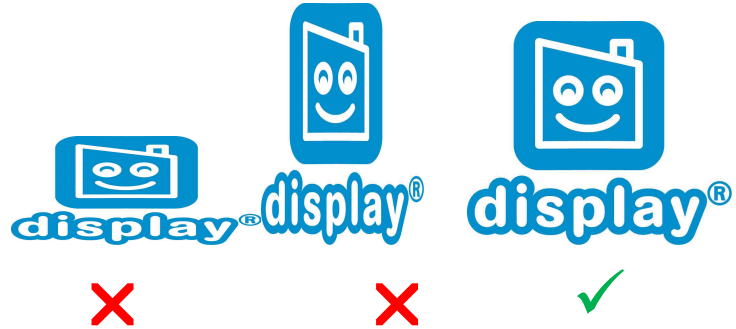
The Display colours

The **Display logo** shall always be published in blue and white, NO OTHER COLOURS SHOULD BE USED. The only exception is a greyscale version for fax or photocopies.

As to the **Display poster**, it is easily recognisable by its vivid colours. Slight changes in the background colour can change the poster's aspect and should be avoided.
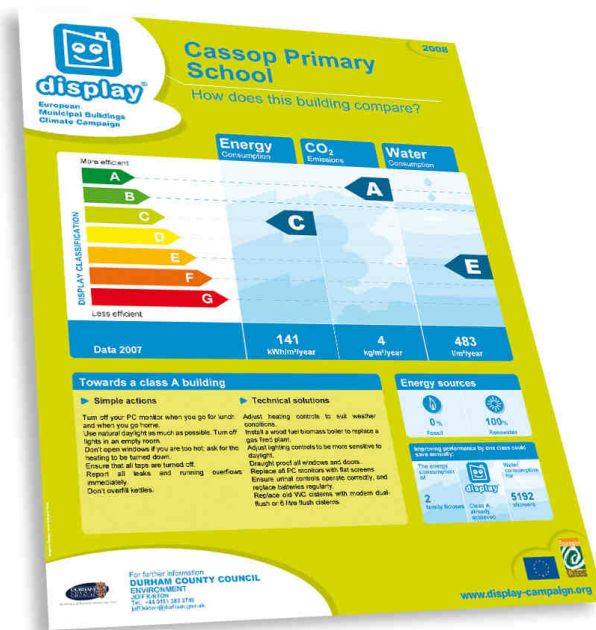
Please respect the defined corporate colours:

CYMK (quadrichrome, i.e. for all kind of documents):

Blue: 80% Cyan, 30% Magenta, 0% Yellow, 0% Black

Green: 25% Cyan, 100% Yellow, O% Magenta, 0% Black

Pantone (spot colours, for a more precise colour printing)

Blue: 285 C

Green: 390 C

DISPLAY YOUR PRESS RELEASE

CONTENT

What makes news newsworthy?

Consider carefully whether your message is worth being reported on in the media. Will somebody other than you be interested in the story? Be careful not to overstrain the media with small and unimportant facts.

As your event has to compete with so many others for being published, you should try to make it something special for the media.

> **The following news factors can help you to know whether your event is media-appropriate or not:**
> - **Unexpectedness**
> - **Personality**
> - **Local relevance**
> - **Continuity**
> - **Success**
> - **Visuality**
> - **...**

If you consider that the event you are organising does not yet correspond to these criteria, try to design it differently! For instance, you could involve prominent people (the mayor), present your first success (xx energy saved in xxx weeks) in a vivid way, highlight the singularity of the campaign or link it to a bigger event.

Expectations of the media

The following principles apply to every text and should also characterise your press documents.

- **KISS - Keep it short and simple.**
- **Write short paragraphs.**
- **Keep a concise language.**
- **Make clear statements.**
- **Back up your information with facts and figures.**
- **Write for the audience, not for yourself.**
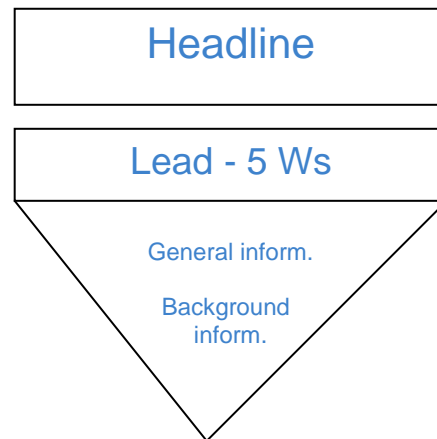- **Make sure there are no grammatical errors and typos.**

Journalists are put under pressure by printing deadlines etc. and always prefer texts that do not require a big effort to make a good article out of them. The more your text is logically structured and well understandable, the more it is likely to be used by the journalists without major changes.

The 5 "Ws" of a press release

A press release informs the media about news of any kind - ideally it should be edited as a journalistic message. A good press release begins with one or two short sentences answering all of the "W" questions (who, what, where, when and why). They provide the media with the most important information about your organisation, service or event.

While newswriting, you should follow the principle of the inverted pyramid (see graphic below) by putting the most important information at the beginning of your text. So that, if the journalist were only to read the lead of your press release, he already would have the essence of your message.

The first sentences build the core of the text and are supplemented with more facts and information in the following lines.

```
┌─────────────────────────┐
│        Headline         │
├─────────────────────────┤
│      Lead - 5 Ws        │
└─────────────────────────┘
      General inform.

       Background
        inform.
```

The "inverted news pyramid"

STRUCTURE OF A PRESS RELEASE

Formal criteria for press releases might differ slightly in European countries. The general structure, though, is the same everywhere. By respecting some simple rules you can increase the chances of your press release being published!

"PRESS RELEASE": Thanks to this wording, the journalist will know at first sight the nature of this text and be able to give it the priority it deserves.

Contact information + logo: At the very beginning of the page, you can list the organisation's name and title, telephone/fax numbers, e-mail address of your organisation's spokesperson (the person in charge of the project). It might be helpful to give your home number since reporters often work on deadlines and may need you after hours.

Headline: It appears at the first line of the text and should give the journalist a first idea of what the press release is about. A striking headline can stimulate the journalist's interest and stimulate to read further. Use a bold type to emphasise this line.

Dateline: This should contain the name of the organisation your press release is issued from and the date you are mailing your release.

Lead: This is the first paragraph of the text with two to four short introducing sentences, which answers the most important questions of the reader (who, what, when, where, why). The lead should sum up the following text.

Text: This is the main body of your press release where your message should fully develop. Class it hierarchically, not chronologically! Try to include the statement of a credible person (do not forget to give his position and complete name).

"END": In some countries it is common to clearly indicate where the press release ends. If you type "End" after the main text, the journalist can be sure that he has received the entire text.

Further recommendations:
- You can write your text with a 1 ½ -2 interline-space.
- The press release should not exceed 1-2 pages (DIN A4).
- It is good to keep a wide margin at both sides of the text, on which the journalist can note his comments.

The ideal length of a press release is (roughly) 1500 characters counting spaces and punctuation - this is an international standard. This boils down to around 25 lines and 60 characters per line. Mention the number of words or characters at the end of your press release – this helps the journalist to organise the space needed.

DISPATCHING THE PRESS RELEASE

Time limit: send it a week before the event if there is no press conference **and** a summarising press release directly after the event.

Transmission of releases: usually via fax or e-mail. If you choose e-mailing the press release, send it as an unformatted ("only text") e-mail, not as a pdf, word or similar format. When mailing to a group of people, it is recommended to put the addresses in the blind copy field (BCC:). The reasons: 1) you may not want the recipients to see who else is getting the message and 2) some persons don't like their e-mail address being disseminated. The names in the BCC-field do not appear in anyone's e-mail except yours.

Press photos + corporate logos can either be sent via e-mail as an attached file or made available on a website (i.e. Display website) accessible to the journalists. The ideal format is jpg with the maximum quality and a resolution of ideally 300 dpi for a picture of the size 10cm x 15cm.

In order to give you an idea of how such a press release could look like, we have included one by the Display municipality Milton Keynes on the following page.

SAMPLE
- PRESS RELEASE-

Wyvern First School takes the lead in Europe

Milton Keynes Council launches the energy-efficiency campaign "Display"

Milton Keynes Council – 07/07/04

When it comes to environmentally friendly initiatives, Milton Keynes continues to be at the forefront. Wyvern First School - Wolverton has taken the lead to be the first municipal building in Europe to be classified under a new environmental labelling scheme, core element of the "Display Campaign".

Thanks to "Display" the school now knows its energy consumption, carbon dioxide (CO_2) emissions and water consumption and how to further improve it to save the environment.

The classification scheme, coordinated by Energie-Cités is the first European Commission backed campaign aimed at encouraging local authorities to make public the energy and environmental performances of their buildings.

A poster displaying the building's energy classification will be presented to the school on Wednesday 14th July 2004 at 10am.

The Council's Energy Champion, Cllr Chris Williams said: "Once again, Milton Keynes is at the forefront of innovation. Wyvern First School is a prime example of what can be

achieved with modern, environmentally friendly methods. Energy efficient schools not only provide a better teaching and learning atmosphere, they are also more cost efficient and help to protect our environment. Milton Keynes will continue to explore new and exciting ways of both enhancing our schools and protecting the environment, for the future of our children".

The school was built in 1896 but has recently undergone energy efficient refurbishment with the installation of a new heating system and ceiling insulation which reduces its heating substantially.

Local authorities in Europe taking part in the Display campaign must use, for the public buildings involved, an online tool that enables them to calculate a building's energy, water and CO_2 consumption and classify buildings, from A to G, according to a similar scale for household electrical appliances. The tool can also be used to compare, yearly performances of a building in terms of energy consumption, CO_2 emissions and water consumption and to measure progress.

Delighted head teacher Steve Hopkinson said: "Given the age of the building and its associated energy costs, I welcome this initiative. The information provided will support the school's continuing focus on efficiency savings which can then be used to improve further the quality of education for all our children."

Wyvern School's classification means that it is way ahead of the impending EU directive that comes into effect from January 2006, which requires member states to display the energy performance of their public buildings.

Editor's note

- Wyvern First School is located at: Aylesbury Street, Wolverton. MK12 5HU
- Energie-Cités, is the Association of European local authorities promoting local sustainable energy policy - www.energie-cites.org
- For more information on Display or download of pictures: www.display-campaign.org

Press contact:

Craig Barton - Senior Media Relations Officer : Tel. W 01908 252009; H 01908 281410; M 07787344459

Collins Boakye-Agyemang - Marketing Communications Officer: Tel. W 01908 252604

END of press release

PLANNING A PRESS CONFERENCE

Is your current message to the media more extensive than would fit on a press release of one or two pages? Or is their something new you want to present to the journalists on site? Have you planned the launch of the awareness-raising campaign, the presentation of first successes or other bigger news?
Yes? Then take advantage of this, invite representatives of the appropriate media and present them your news!

Here are the keypoints of how to thoroughly organise a press conference in the building concerned:

INVITATION

A written invitation should be dispatched in due time. 3 weeks before, you can announce the event with an advance notice and approximately a week before the press conference you should send the **final invitation**. Write it in a way that the journalist wants to attend the conference.

Structure of the invitation: Under the letter head should appear the word "press invitation" and then, well legible, date, location and hour as well as the subject of the conference. Thereafter, the issue of the conference should be shortly explained.

In order to make it easier for the journalist, add a reply form, which he simply has to fill out and send back.

SAMPLE

Municipality of xxx, Energy department + LOGO

Department: Environment/ Education/ Local news

**Invitation to press conference
on the launch of the "Display" campaign in the municipality
of xxx**

- Photo opportunity -

DATE: Tuesday, xxx

LOCATION: xxx primary school

TIME: xxx a.m.

EVENT: The energy manager of xxx municipality, Mr. xxx, will be joined by staff and children from xxx School to launch the energy-awareness campaign "Display" in the school of xxx. We are pleased to invite you to a press conference dedicated to this campaign and to results we are expecting.

The campaign aims at sensitising the school community for a more energy-conscious behavior. With the commitment of all building users, a reduction of energy cost of 10% could be achieved by xxx.

For confirmation of participation and additional information, please contact: [Insert name and e-mail address of contact person]
Photos downloadable on: www.display-campaign.org

LOCATION & EQUIPMENT

Choose a pleasant and impressive **location** which is also appropriate for photos or video recordings. The speakers should be easily seen by the journalists, tags with the names could help identify each speaker.

If **technical equipment** (microphones etc.) is needed, it should be organised and installed in due time.

TIME

The best **time to appoint** is in the morning, when the participants' minds are still receptive between 10 a.m. and 2 p.m.. Except for Monday (usually editorial conferences organised) and Saturday all appointment days are appropriate. Make sure, though, that there are no other competing events at the same time.

Please note: In the morning or for lunch, some journalists may expect some catering.

COURSE OF EVENTS

Before the conference starts, hand out a **press kit** (you can include one of the articles below) to every journalist. That gives them the time to think up some questions and is a helpful basis for their text editing.

Beforehand you should choose one or two persons (the building manager and an employee/pupil) who are competent and willing to give a statement about the campaign. Thereafter, give time for a round of questioning. After the last question has been asked, thank the media representatives for their coming and propose to be available for further questions afterwards. Write an attendance list that allows you to know which media have been present and may report on your event.

FOLLOW-UP

To those journalists not present at the conference, you should send the press kit and an own press report summarising the event.

Ask the media which have covered your event for a specimen copy (newspaper, magazine, videotape, audio cassette). This may be useful for your campaign evaluation.

Ready-made
press information
for your press kit

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.**

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_2 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

Contact: Ian Turner, 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 1000m² 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^2 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

The EPBD Buildings Platform:
www.buildingsplatform.eu

What does Energie-Cites 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

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.imagineyourenergyfuture.eu

Further Energie-Cités initiatives and projects
are presented at
www.energie-cites.eu/-Projects-

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www.energie-cites.eu

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