



## DISPLAY ITEMS

- ✓ Display stickers - samples
- ✓ How to affix the Display stickers
- ✓ Energy-saving tips
- ✓ Display marketing/motivation tools (proposals)
- ✓ Display postcard (proposal)



## THE DISPLAY STICKERS

On the previous pages you've seen the Display energy saving stickers.

They shall support you in your energy-efficiency efforts by reminding people of energy saving opportunities in the building. If you need more than the 24 samples we provide you in this folder, you are welcome to print them (at your own expense). The CD included in the folder contains all versions of the stickers in the printer-friendly formats jpg and illustrator.



## HOW TO AFFIX YOUR DISPLAY STICKERS

The stickers you find in this handbook act as reminders of energy-efficient behaviour in your municipal buildings. Thanks to their simple message and their visual power, they remind people of the simple actions they can take to save energy and water in the building.

Ideally, a memory label should be affixed near to the areas of possible savings. The user should be able to (re)act as soon as he has perceived the reminder.

Position it at a central place at eye level (Attention: the eye level of a schoolchild is much lower than an adult's one) and make sure there are not too many other items of information around which could distract the user's attention from the Display energy sticker.

The advantage of reminder labels is that after having been stuck on the wall, they are permanently present for the building user without any further costs for the campaigner.

Nevertheless, it is important to accompany the sticker with additional information. The reminder can only have an impact if it is incorporated into the whole campaign and introduced to the building's users.

### ELECTRICITY



Everybody who leaves/enters the room or passes by the corridor should bear in mind that lights should be turned off when not needed. The electricity sticker, affixed at the door or near to the light switches, produces a reflex to automatically switch

unnecessary lights off.

## WATER



The water sticker should be affixed everywhere where water is used. Appropriate spots for it are:

- in the rest room near the water tap
- in the staff kitchen
- in some class rooms (chemistry lab, art studio...)
- cafeteria/ canteen

## HEATING



The heat sticker should be affixed near the radiator. It could also be useful to stick it near the door, so that users are reminded of heat regulation when leaving the room.

## ELECTRONIC DEVICES



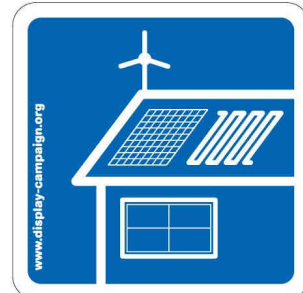
This sticker has been made for all technical devices that have a stand-by function. Affix it on computers (or nearby), copying machines, beamers etc. and, thus, get out of the users' head the false idea of stand-by being particularly energy-saving!

Find below additional images to illustrate your energy-saving measures in form of stickers or integrate in an advisory report i.e. for DEC's in England and Wales.

#### VENTILATION



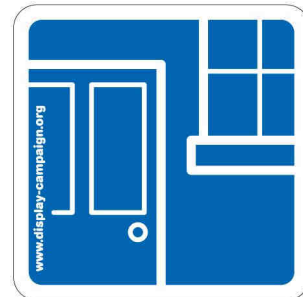
#### RENEWABLE ENERGY SOURCES



#### INSULATION



#### WINDOWS AND DOORS





## ENERGY-SAVING TIPS FOR DISPLAY IN YOUR BUILDING

Changing the energy behaviour of building users requires a knowledge of the desirable actions that should be taken. Contrary to what many people might think, very simple actions are needed to reduce energy consumption in a public building. It just needs a little bit more attention and willingness to act!

Here is a partial list of actions that may be appropriate. Copy (some of) the tips on the front and back of a handy DIN A5 sheet and distribute it to the building users. The employees, building staff, schoolchildren, school staff and visitors will be surprised how easy it is to save energy.

## Tips on how you can *Get Power & Save Energy!*



- Do not heat permanently to the maximum! 18-20°C is enough.
- Turn the heating down or completely off at the evening, during the weekend and at the end of the heating period.
- In the winter, air the room just for a short time. Do not keep the window open during the whole time.



- When leaving a room, switch off all the lights (even energy-efficient compact fluorescent lamps or fluorescent tubes).
- Only switch on the lamps illuminating the area in the room you really need.
- Use daylight instead of electric light whenever possible.



- Do not let the water run when washing hands. CLOSE the tap while washing and scrubbing and turn it on again to rinse.
- Do not use hot water when cold will do - that saves energy.
- Do not ignore dripping taps - report leaks immediately to the caretaker!



- If you are not using an electrical device for 2 hours: Switch it off completely. **DO NOT KEEP IT ON STAND-BY!**
- Switch the screen off manually when having a longer break (from 15 minutes on). That's better than the screensaver.

***...and outside of the office or class room:***

- In the halls and other commonly used rooms: only turn on the light when really needed. Switch it off afterwards.
- Keep doors and windows closed.
- If necessary at all, keep the air conditioning to a minimum.

***After a working day/the lessons,*** especially at the end of the last event of a day, make sure:

- ...that all the radiators are turned down or even completely off
- ...that the lights are turned off
- ...that doors and windows are closed





## DISPLAY MARKETING/ MOTIVATION TOOLS

(some proposals )



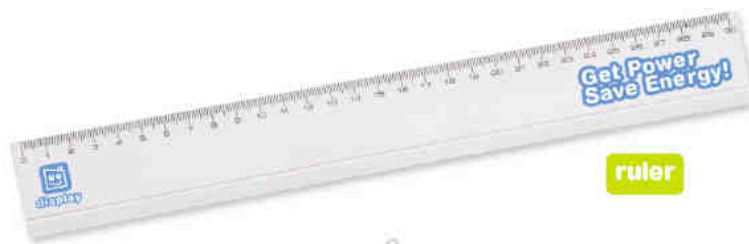
**solar  
calculator**



**flash light**



**ball-pen**



**ruler**

**backpack**



**Mug**



**cap**



**Water-saver  
for your tap**



## DISPLAY POSTCARD

### WITH INTEGRATED STICKER (a proposal)

The postcard below is a suggestion of what you could produce for your Display activities. Distributed during events, for example, they can increase the name recognition of Display. In addition, the integrated sticker can be an ideal vehicle for disseminating the energy-efficiency message outside of your municipal buildings.

