THUMBS UP FOR THE SHINING EXAMPLES

We have chosen four out of the hundreds of Case Studies available on the Display database www.display-campaign.org/cities/database_en.php. We see each of these cities or regions in Europe as pioneers.

Bristol use their creative and dynamic energy unit to promote display to the municipal workers (The witty Energy Echo on the back of toilet doors being a big hit!). Brasov chose three schools in the centre of the city and combine displaying huge posters with a week of intensive activities with school children and the public. Lausanne, the winners of the Towards Class Award in 2007, use their considerable experience in energy efficiency issues to launch an all encompassing local campaign with a broad base of partners. Finally, Durham County is the first Display member to display posters in all their public buildings for three years running and get results with their 'away from class G' campaign.

BRISTOL - "Say goodbye to standby"…

Background

Energy awareness within Bristol City Council (BCC) has been the responsibility of the Energy Management Unit for over 10 years. Previous campaigns of awareness raising had been a bit "piecemeal" and lacked an element of cohesion. Since Bristol joined the Display® Campaign in 2004, the Display® logo has been used as much as possible in newsletters, posters, postcards and stickers.

For their exceptional municipal communication activities, Bristol City Council received the 1st prize in the Display® "Towards Class A Award" in 2006.

Key Actors

In order to achieve their goals within the Council, the Energy Management Unit set up a network of volunteers at various sites across the Council called "The Site Energy Officer scheme" that helps in reading gas and electricity meters on a regular basis, acting as a contact at their site for distributing awareness posters/stickers and being the eyes and ears of the Energy Management Unit, looking out for energy and water wastage at their site.

The Environmental Awareness Representatives (EAR's) are Volunteer members of staff who serve as contacts at council buildings. They help distribute energy awareness material and promote good practice in energy and water saving to their colleagues.

Communication concept

The city of Bristol was not shy to show the performance of its public buildings. They were the first city to display a very large poster on a prominent building. In 2004 a huge banner of 6 m^2 was hung on the side of the CREATE Environment Centre which shows its performance in relation to energy and water

usage and corresponding CO^2 emissions. A poster of the same information was also displayed in the reception area.

From September 2004 to March 2006, the Energy Management Unit in the City Council produced a total of 14 Display® Posters for municipal buildings such as, schools, libraries and also for council buildings. The posters proposed simple actions (such as turning off lights in empty rooms, turning off PC monitors at night, not leaving electrical equipment on stand by) and technical solutions (such as using flat screen PC monitors or replacement of electrical heating).

Other follow-up actions took place via various communication media. Stickers were distributed to the 150 Environmental Awareness Representatives (EAR's) and Site Energy Officers (SEO's) and also attached to around 250 internal mail envelopes which circulate throughout 450 council buildings.

Additionally, two different types of Display Postcards were sent to Council staff showing, as the stickers, sleeping light bulbs and dozing monitors.

Four types of awareness posters were put up in approximately 33 percent of the building stock.

Display items were attached to the newsletter that circulates in the council's core buildings which is also available on the internet and via internal e-mail.

The Energy Echo is the Energy Management Units newsletter – Display was regularly featured in this publication (see example attached to e-mail).

Lessons learnt

Using Display® has enabled the Council to give a "corporate identity" to the campaigns conducted by the EMU. The logo is readily identifiable and has been used on postcards, posters and newsletters, people now closely associate Display with the Energy Management Unit and energy awareness and this can only help their efforts to minimize energy and water waste in

their buildings.

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Brasov - Energy Efficiency Week

Background

In 2003, the energy management and environment protection agency – ABMEE – was set up in Brasov municipality. This was the direct result of the involvement and commitment of the municipality in the field of energy efficiency and environment protection. ABMEE was the main organiser of the Energy Efficiency Week. The activities targeted both citizens and local and national authorities as well as other international actors in the field. Citizens were given useful information and advice on energy efficiency issues and were presented simple actions that can be implemented for reducing consumption.

Key Actors

ABMEE was the main organiser of the Energy Efficiency Week. The partners in the project were: Brasov municipality, Energie-Cites network in Romania, Energie Cités and UNDP Romania.

Communication concept

In the framework of the Energy Efficiency Week three main events took place:

1. Launching of Display in Brasov
2. Launching of an Energy Info Point
3. The first Romanian BISE forum

Display

After having introduced an energy management system (EMS) to monitor the energy and water consumption in Brasov joining the Display Campaign was the next logical step for ABMEE. During the Energy Efficiency Week Display® was launched in three schools, two of which are high schools and one an elementary school. In each of the schools the pupils prepared a special event according to their school profile to celebrate the official launching event. The pupils of the high school with a sports orientation carried out a handball match, while the ones from the school with an arts orientation prepared a painting on

energy efficiency and the pupils from the elementary school held a presentation on what energy is and how everyone can contribute to improve energy efficiency. Each of the 110 pupils present received a small promotional gift. Moreover, every institution received 6 digital thermometers for temperature monitoring in the key points of their respective building. As follow-up ABMEE will prepare a course module on the topic of energy efficiency to be implemented in those schools that are now part of the Display Campaign.

Info Point

The Energy Info Point is the result of a PHARE project, “Energy efficiency at local level,” of which ABMEE was one of the beneficiaries. The Energy Info Point is the first of its kind in Romania. Here, citizens can find free useful information and advice on energy efficiency issues, e.g. simple actions that can be implemented for reducing the electricity consumption of electrical appliances, what kind of equipment is recommended

in different situations, etc. There are also brochures, guides and a whole series of other useful material available. The launch was accompanied by two contests: a contest for sidewalk drawings and graphics for pupils and one contest for citizens.

BISE Forum

The first Romanian BISE Forum was a two day event during which participants tried to come forward with practical solutions for the problems the East European countries encounter in their attempt to implement energy efficiency projects, problems which are quite specific and different from the problems of the West European countries. 43 people attended the conference, mainly representatives of Romanian municipalities with more than 100.000 inhabitants, representatives of the Association of Romanian Municipalities (AMR), as well as representatives of national and international networks in the field.

Lessons learnt

The Energy Efficiency Week in Brasov is a good example of how energy efficiency matters can be communicated to a variety of population groups by choosing appropriate communication strategies for each one of them. The mixture of local and national events, i.e. launching Display and the Energy Info Point at the same time as having a national conference on energy efficiency issues, ensured that experts as well as non-

experts were addressed and increased the probability that the example will be followed in other regions.

All in all the Energy Efficiency Week was a very successful event, with important media coverage both locally and internationally. As a result the municipality decided to support the organisation of another Energy Efficiency Week in 2006.

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Lausanne - united towards class A

Background

For 20 years, Lausanne has been pursuing a policy of sustainable development and energy conservation. Known as *Energy City* since 1996, Lausanne was the first city in Europe with more than 100,000 inhabitants to be awarded the *European Energy Award Gold* label for the city's pioneering sustainable energy policies, which have three focal points: increasing the production of renewable energy in new stations; setting up innovative, high-performance installations to optimize energy consumption; and awareness-raising among consumers about energy conservation.

Fully committed to keeping to this proper course, the capital of the Vaud canton launched its local Display® campaign in October of 2005.

Key Actors

One of the objectives of the Industrial Services of Lausanne (SIL - the municipal works) is to raise awareness about energy conservation among consumers. SIL initiated the Display® communication campaign. To ensure its success, SIL sought and got the assistance of the following parties:

- A director and coordinator of the Display® campaign hired by SIL
- Community centres for children, young people, and education
- The caretakers of the city's school buildings
- SIL technicians, who provide crucial technical information about equipment
- Building managers
- Headmasters of the city's schools
- Teachers
- Pupils
- The local press

Communication concept

Completed in June of 2006, the first phase of Display communication campaign addressed the **citizens of tomorrow**. Up to that point, some 2,240 children in elementary school, junior high, and some high schools were involved. Display is presented in a simple fashion so that the pupils will understand what is at stake, what their impact is on the environment in their daily lives, and what information is displayed.

In class, a presentation of Display takes about one hour. The Display presenter and coordinator use **simple tools of communication**. The presentation begins with a DVD movie called "Living with energy" produced by the Polytechnical School of Zurich; there are also posters explaining the situation in Lausanne and the situation in that particular school building in addition to a display explaining the greenhouse effect and the official Display poster. Then there are specific demonstrations: solar panels connected to a light bulb and an electric motor, a demonstration of a water diffuser and a portable photovoltaic

panel. The presenter and coordinator of Display tailors the type of language used and the quantity of information provided in the presentation to the level of the pupils without oversimplifying the overall gist.

Pupils are invited to **participate**; educational activities encourage the children to contribute to energy conservation. The schoolchildren think about how they can change their behaviour in order to consume energy more intelligently; they also get involved in a project, such as a competition to improve energy efficiency in their school.

The first thing done in each class is that all of the children sign a charter indicating their commitment. Each week, another pupil becomes responsible for energy: it is that pupil's job to make sure that the charter is respected and that the other schoolchildren behave responsibly in terms of ecology.

Grownups are not left out either. Lausanne is also publicizing the Display® Campaign in buses and at exhibitions devoted to energy efficiency, especially those held at the Canton Court of Montbenon.

Lessons learnt

Display attracted great interest among school caretakers, some of whom decided to commit to energy conservation activities for

the following school year. For them, Display is an aid that makes the work they do in their building visible.

For further information: George Ohana
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DURHAM - Away from class G!

Background

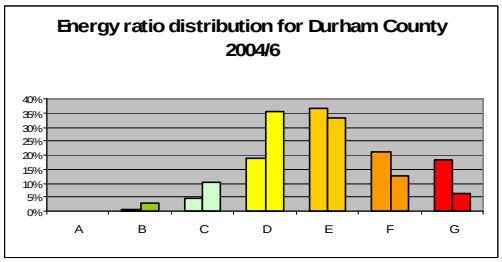
Durham County in the north of England provides an outstanding example of using Display®, which is integral to the County's approach to sustainable development. In 2003, Durham County Council made a public commitment to reduce carbon dioxide emissions and water consumption in its buildings by 10% within five years. Addressing climate change is now a corporate Council priority, as is a target to have no buildings in the Display® energy, CO2, or water class 'G' by April 2008. In Durham County all public buildings have the Display® Poster visible. Elected members like the simplicity of the Poster and they have been given a list of questions to ask when visiting buildings, such as: "Is it necessary to have the heating on and the windows open?"

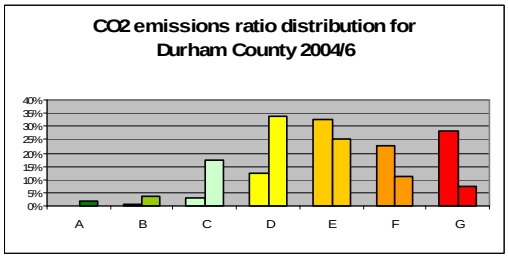
Key Actors

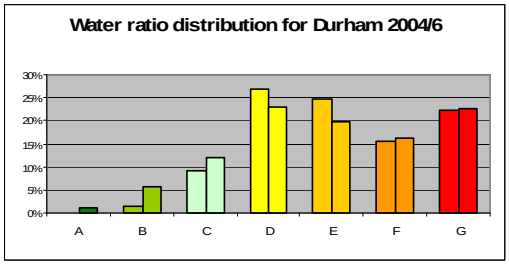
Several partners were involved in the energy and water efficiency improvements at Durham County Council. Northumbrian Water (a water and waste water services company) provided publicity material for the toilet cistern dams and Npower (a gas and electricity supplier) provided publicity material and CFLs. Tees and Durham Energy Agency carried out energy surveys for the non-education buildings. The secondary schools and primary schools with swimming pools were surveyed by the Carbon Trust. TEAM Energy Auditing Agency provided the smart metering programme (note: TEAM supplies 'monitoring and targeting' software, which is used to collect, interpret and report information on utility use).

Communication concept

Durham County Council's goal is to have no buildings in the energy, CO_2, or water class 'G' by April 2008.







Surveys

The first step towards achieving the goal of the project was to undertake surveys of all Council buildings. The purpose of the surveys was to assess what work would need to be undertaken to improve the energy and water performance of the buildings.

The surveys for all of the buildings except the schools were carried out by Tees and Durham Energy Agency (TADEA) - a not-for-profit organisation. The secondary schools and primary schools with swimming pools were surveyed by the Carbon Trust. Primary schools were surveyed as part of an asset management plan and there is a proposal for them to have a comprehensive energy survey.

The surveys identified short-term no-cost/low-cost measures and medium- to long-term measures. All of the short-term measures had a payback period of less than 2 years and the medium-term measures had a payback period of 2 - 5 years. The potential savings were calculated for gas and electricity in £, tonnes of CO_2 and kWh. The surveys are incorporated into the Council's asset management plan for prioritisation and implementation.

Energy reduction programme

A copy of each survey was given to the officer in charge of each building. As an example of the measures recommended, below are the main recommendations for Lynwood House Lanchester, a residential care home for older people.

Short-term measures:

- Label all light switches and use them
- Change tungsten lights for modern compact fluorescent (CFL) equivalents
- Insulate all valves, fittings, flanges and exposed pipe in the boiler house
- Isolate surplus boilers during summer months and any warmer periods
- Instigate staff awareness training
- Switch off hot water heaters at night
- Turn down or switch off kitchen extractor fans
- Turn off gas hob burners when not in use
- Install light sensor controls

Medium term measures:

- Top-up loft insulation to new recommended minimum depth
- Consider installing thermostatic radiator valves to the space heating system
- Install fan convectors and double glazing to communal areas

Water Reduction Programme

The Council had already fitted a range of water-saving devices including urinal controls, tap restrictors and toilet cistern reducers to conserve water. However, it was thought that there was still the potential to increase water efficiency awareness among the Council's building users. This is being tackled through the Display® Campaign, as well as two other projects, Form F1 monthly meter readings, and advanced smart metering.

The presence of Display® Posters in all Council buildings helps to raise user's awareness of both the energy and water efficiencies achievable.

The second strand of the project is Form F1 monthly meter readings. F1 forms were introduced in the 1970's as part of caretakers' duties. The form has weekly dates on which caretakers are requested to take meter readings, and it includes the following information:

- Meter serial number and the location of the meter
- A comments box for caretakers to note any abnormal readings, meter changes or problems
- A reminder, which varies each month. This month it is 'Switch the heating from winter to summer setting'

A site plan is issued with the form indicating the location of main and check meters and boiler houses, plant rooms and switch rooms. The completed forms are returned to the Council's Energy Management Unit (EMU) on a monthly basis, where the meter readings are compared, and any irregularities immediately looked into. There is a 100% return rate for gas and electricity meter readings but less for water meter readings as some meters are located under heavy covers in footpaths. In these cases lifting tools are provided, along with a training course and caretakers are asked to take monthly readings.

Smart metering

Finally, Durham County Council is taking part in the Carbon Trust's Advanced Metering project. Three of the Council's schools currently have their meters modified so they can be automatically read and the data transmitted direct to a website that can be seen at any time by a member of the EMU team. This enables the EMU team to take action when any unusual changes in consumption are identified.

This year the Council is going to tender for 'smart metering' for all electricity meters. While the cost per site is inexpensive, no one wants their electricity switched off during the working day so arrangements will have to be made to change meters after hours or at weekends (at an additional cost). Heat meters have been installed in some primary schools because a number of Sure Start facilities have been added to primary schools and they often share the same boiler plant, but are open longer hours.

Smart meters for water are also being considered for some sites where the existing meters are difficult to access.

Lessons learnt

Durham County Council's 'Away from Class G' project is an excellent example of how the Display® tool has been incorporated into a strategy to improve the energy and water performance of the Council's entire building stock. Using Display® the Council was able to classify all of their buildings in terms of energy and water performance and CO_2 emissions, and then systematically work to improve poorer-performing buildings through both technical measures and encouraging behavioural change among building users.

By using this systematic approach, Durham was able to capitalise on the potential for greater savings per Euro spent by focusing on the general improvement of all poorer-performing buildings through relatively simple and cost-effective measures,

rather than attempting to bring a handful of buildings into much higher energy and water rating bands.

For further information: Durham County Council
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And what about the communication campaigns in your municipality?
Tell us how you encourage your different stakeholders to contribute to energy-efficient buildings!

Send us a short note www.energie-cites.eu/ian