

CYBER Display

Kick-off meeting Bristol, 23-24 September 2008

Participants

Richard BULL, De Montfort University
Paul FLEMING, De Montfort University
Ulla SOITINAHO, Helsinki
Sarah MC LEAN, EuroACE
Pedro GUERTLER, EuroACE
Carlos SOUSA, Almada
Ana CARPINTEIRO, Almada
Antonin TYM, Healthy Cities of the Czech Republic
Paul ISBELL, Bristol
Ian WATKINS, Bristol
James King, Bristol
Paul Barker, Bristol
Alex GRASSICK, Cork
Luigi MOLINARI, Udine
Jeremy DRAPER, Milton Keynes
Feliksas ZINEVICIUS, KREA
Fernando PAIS, Agência Cascais Energia
Alban AUBERT, Lille
Marco CAPONIGRO, Salerno
Franci MILHAR, Velenje - KSENA
Ian TURNER (Energie-Cités)
Peter SCHILKEN (Energie-Cités)

Minutes (Draft)

Opening and welcome

Peter Schilken (Energie-Cités) and Paul Isbell (Bristol City Council) welcomed the participants to the CYBER Display kick off meeting and a quick ice breaking session allowed participants to get to know each other a bit better.

What is the CYBER Display® project?

Peter spent about an hour bringing all the participants up to speed on the State of Art of the Display® Campaign providing important statistical data. Refer to the PPT presentation for details.

Closer look at the CYBER work programme

WP2 Country Integration and detailed evaluation of the Campaign- Paul Fleming (De Montfort University)

Paul presented an overview of the main research and monitoring tasks of Work Package 2. He outlined the importance of analysing the display database so it is possible to verify the impact of labelling on building performance. The aim is to select sample buildings with large changes and those with frequent energy metering (hourly or half-hourly). DMU will undertake an analysis to include local policy influences and produce a report quantifying savings in line with targets. Richard Bull (De Montfort University) outlined the proposed methodology for evaluating the effectiveness of the communications campaign. A mixed-methods approach is to be used, utilising both 'quantitative' (to provide a large scale sample of thoughts and opinions), and 'qualitative' (for focused, detailed and 'richer' data) methods. Evaluation questionnaires are being designed in October to survey both users and those involved in campaigns (on-line surveys & interviews).

Communication Handbook

Ian Turner then outlined the proposed work on the task linked to the update of the communication handbook. A suggestion to all participants was to include in each of their National users clubs some time for feedback on potential changes or improvements to the Communication Handbook. Ian mentioned that a number of recent purely Display related Case Studies will be included and a number of new images such as the new energy saving light bulb!

Decisions/Actions

Decisions/Actions

- DMU designing an evaluation questionnaire to survey users and those involved in campaigns (by end October)
- Energie-Cités draft review of the communication handbook by end of December
- All: Feedback on questionnaire and communication handbook
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WP4 – Display Towards Class A Award

Peter provided the State of the Art for the Towards Class A awards planned for 2008/2009. The award will be launched during the Open Days in Brussels on the 8th of October 2008. A time schedule for the next competition has already been set (see ppt-slides).

Setting up the jury

At the moment three jury members have been nominated. Bo Frank the mayor of Växjö has confirmed that he will be the president of the Jury which will provide a high profile member for the award ceremony that will take place during Energie-Cités annual rendezvous on the 23rd of April 2009. EuroACE mentioned that they would try look for a representative from a new member state.

Sponsorship/Prices

We have already secured a prize from *Eco-driver* a UK based company and one of the ideas is to make a film of the finalists. The floor was opened for ideas for prizes:

- The UK authorities suggested *powerperfector* (<http://www.powerperfector.com/index.php>) which is a company that sells a system that optimises the power supply. It might be very UK specific though.
- There was also the idea to see if Ecobutton (<http://www.eco-button.com/eu/A3.6.contact.htm>) were interested in sponsoring some prizes.
- Due to the increasing significance of PC consumption it was also suggested to contact computer suppliers such as Dell.

Decisions/Actions

- EuroACE and healthy cities to suggest a jury member (if possible form NMS)
- All partners are encouraged to suggest a jury member a any ideas for prizes by early October to Ian
- All partners to promote the Award during national events (a promotional post-card will be available by mid October)
- EC to check out the suggested options by mid-end October

WP5 Beyond Public Buildings

Sarah Mclean, EuroACE

Sarah provided an overview of the work planned to go beyond public buildings. Several partners suggested private companies that might be interested in being part of the commercial sector pilot or joining the Campaign as part of the wider commercial sector rollout. Jeremy Draper noted that he is involved in a Carbon Trust funded scheme that is being rolled-out community-wide in Milton Keynes. Jeremy suggested that some of the businesses that are involved in this scheme, such as Abbey International whose main offices are in Milton Keynes, could be interested in joining the Display Campaign. Ian also mentioned that he knows of a group of private French based companies that could be interested in joining Display. Paul Fleming noted that he knows a car yard that is likely to be interested (although Display could only be used in the yard's office buildings) and possibly some banks in Austria that he is working with on a smart metering project. Paul Isbell

suggested that IMServ, an energy monitoring and management company that works with several local authorities, might be worth contacting. Paul Isbell also noted that he sits on an IMServ cross-sector working group, which involves companies such as Boots and mobile phone companies, and it might be worth Sarah or Pedro giving a presentation to this group.

Pedro asked all partners to talk to private companies that they work with on energy efficiency projects to see if they would be interested in either being part of the commercial sector pilot or the wider rollout. EuroACE has already prepared a document to promote Display to the commercial sector, and Sarah or Pedro can provide this to partners that would like to use it when contacting private companies. Alternatively, partners can pass on their commercial sector contacts to Sarah and Pedro, and they can contact them directly.

Decisions/Actions

- Jeremy, Ian, Paul Fleming and Paul Isbell to pass on contacts mentioned above to Sarah by Friday 17th October
- All partners to either contact directly or pass on contact details to Sarah and Pedro for private sector companies that they work with, who might be interested in either being part of the commercial sector pilot or the wider roll-out (ongoing task)
- Sarah and Pedro to pass on document to promote Display to the commercial sector to partners that request it (ongoing task)

WP6 Communication and Dissemination

Ian provided a quick overview of what is planned for the Communication and dissemination of CYBER. There is the advantage that we do not have to develop a new website but it was also felt that the **website** needed a new look and reorganisation of the information. Alex Grassick suggested that a questionnaire should be developed but this was seen to be something that would take too long. He also felt that this group was not the best group to provide a critique. It was decided that EC would work on the new look and structure and pass the new ideas to all the partners for comments.

The **e-newsletter** will also be shortened and produced more often (monthly). A new layout will be designed and news of upcoming events or news items was sourced from the partners. One of the stories will definitely be the CYBER launching event and first training session. Further articles in the first newsletter could concern:

- Cascais' big event in October (especially as one of the subjects will be certification in public buildings)
- The unveiling of the first "outdoor" Display poster in Zürich
- The launch of the TCA Award
- Planned event in Ivancic-Grad for the unveiling of the first poster in Croatia at the end of October.

As part of CYBER two 5 minute **videos** will be produced. A follow on from the discussion about the video option for the TCA award followed with suggestions that it would be difficult to film a city that had won the award as they would have to re-enact the work that they achieved in order to win the award. There was an idea that we should try and link in with a European project that works with media study students (Paul Isbell). It was also suggested that each of the partners should try and get in contact with the media studies department in their city to see if they could film the communication events that take place. Then the main work would be to find a central producer who could edit all the material to create a uniquely European image of Display local communication Campaigns'.

All the partners are required to present Display at National events. A common PPT presentation will be developed by EC (Ian) and sent to all the partners. A request was made by the partners to include slides on the options for integration of Display with the National Certification process.

Decisions/Actions

- EC to develop a new look and structure of the public part of the Display website (by end of December. Feedback from the project partners by mid January 09)
- All partners regular input to the e-news flash

- Local authorities and agencies set up contacts with media studies department and check for film opportunities (by mid November)
- EC (Ian) to develop a common PPT presentation (mask and slides) in early October
- Paul Isbell to send name of European project dealing with media study students
- All partners to complete attached list of events and regular update

WP1 Management and Coordination

Peter provided a detailed presentation of the project administration requirements. The good news is that the first payment has already been received and that all partners need to send him their bank details if they wish to be paid.

A number of the partners requested that a certified copy of the contract be sent to them. It was thus agreed that this would be sent along with the copy of the Consortium agreement that was finalised during the meeting.

The board of performance indicators was introduced to the partners and all were requested to have a look at their local projects and review their deliverables and indicators. To distinguish between the deliverable and indicators within the excel sheet each partner needs to place a (D) or an (I) next to the appropriate line.

Peter insisted on the fact, that all project partners must become familiar with the contract. A lot of helpful (and user friendly) information and recommendations on the project management can be found on the meetings WP1-ppt slides and the standard EACI slides for informing the consortium of the do's and don'ts with respect to IEE contracts. These slides will be sent together with a model of a cost-statement (might be slightly modified for 2008 projects) and the financial guidelines to all consortium partners. Peter is available for any questions concerning the contract and the project management.

The next steering committee meeting (1 ½ day session was fixed for 21st and 22nd April 2009 (starting at 14.00 on 21st) before the Energie-Cités annual rendezvous.

Creating synergies between Display® and national certification schemes

The Cyber consortium is aware of how important the EPBD is as part of EU policy on energy-efficiency. All project partners are doing their best to be up to date on the development of the national schemes at all times. That's why a special 2 hours session was dedicated to this issue during the steering committee. During this session all the countries within the project presented the current state of affairs of the transposition of the EPBD for existing public buildings in their countries. After a broad and varied number of presentations it was decided to send a common framework PPT for all the representatives to fill in. Due to the number of intuitive questions a number of the cities from certain countries discovered that they need to further investigate what is going on in their countries. All of the participants were also requested to complete the two page overview that Ian sent prior to the meeting.

Decisions/Actions

- All partners (who have not yet done so) send bank details to Peter, don't forget to add the SWIFT or BIC code by 10 October latest
- EC (Peter) to finalise the Consortium Agreement and to send two signed copies to each partners by 6 October. All partners to send back one countersigned copy by end October latest
- All partners to finalise their local board of Performance Indicators by end of October 08
- All partners (except DMU and EuroACE) to investigate national implementation of EPBD, and to deliver by October 31:
 - o Complete the two page overview on the national implementation
 - o Fill out ppt slides comparing the national scheme and the Display Poster
- EC (Peter) to send to all partners the EACI IEE contract standard slides (done)
- EC (Peter) to send to all partners the IEE financial guidelines and a template for the cost-statements (done)

WP3 Local Communication Activities

Alex Grassick, Cork County Energy Agency

Alex facilitated an interactive session to stimulate all of the city members to start thinking about their local communication Campaigns. He started with a presentation of on the requirements on Work package 3 and then broke the group up into groups of three to reflect six key headings in relation to Local Communication Campaigns:

1. Words that come to mind when you think about communication campaigns,
2. What are you trying to achieve,
3. Target Audiences,
4. Key stakeholders/Partners,
5. Dissemination/Media Coverage,
6. Potential problems.

The results of this session are summarized a separate "CYBER brainstorming paper.

Decisions/Actions

- All local authorities: Implementation of the first actions of their work programme
- For the National users clubs all countries are encourage to inform Ian and Peter of these dates and whether or not there could be possibilities for them to be present to meet with National representatives responsible for the certification of public buildings.

Closer look at the Display® calculation tool

Ian made the most of the opportunity to have all the partners together to provide an on-line presentation of some of the new developments of the calculation tool. He also highlighted some of the new features that are in development stage such as the local weather correction factor that can now be filled in once and applied to all building calculations for a specific year and the option to import building and consumption data. All partners were also shown the important "My Preferences" section and "My organisation" so that they can manage the users of Display internally. The Display calculation tool is currently available in 11 languages and is partly translated into another at least 5 other languages. As these translations can be done on-line the idea is to have the new version of Display available in at least all the National languages of the CYBER partner cities.

Events

16-17 October 08	Cascais, International Energy days
20+21 November 08	Helsinki, "Covenant of Mayors - How to Finance it"
4 December 08	Prague, Healthy Cities 15 years conference and 1 st CZ Display users club meeting
6 March 09	Deadline application Display Towards Class A Award
21+22 April 09	Brussels, 2 nd SC meeting
22-24 April 09	Brussels, Energie-Cités' annual rendezvous with "TCA" award ceremony

Besançon, 2 October 2008

Ian Turner/Peter Schilken
Richard Bull/Sarah McLean/Alex Grassick