

CYBER Display

2nd Steering Committee (SC) Meeting CYBER Display *Brussels, 21-22 April 2009*

Participants

Richard BULL, De Montfort University
Ulla SOITINAHU, Helsinki
Louise Sunderland, EuroACE
Pedro GUERTLER, EuroACE
João CLETO, Almada
Antonin TYM, Healthy Cities of the Czech Republic
Paul ISBELL, Bristol
Ian WATKINS, Bristol
Alex GRASSICK, Cork
Agnese PRESOTTO, Udine
Jeremy DRAPER, Milton Keynes
David HARNETT, Milton Keynes
Feliksas ZINEVICIUS, KREA
Fernando PAIS, Agência Cascais Energia (2nd day)
João DIAS COELHO, Agência Cascais Energia (2nd day)
Marco CAPONIGRO, Salerno
Gregor PODVRATNIK, Velenje - KSENA
Graziella DEMAREY, Local Agency - Mulhouse Sud Alsace
Ian TURNER (Energie-Cités)
Peter SCHILKEN (Energie-Cités)
Alban AUBERT, Lille (Absent)

Minutes (Draft)

Opening and welcome, Introduction of new participants

Peter welcomed the participants to the 2nd Steering committee meeting and introduced the new participants, Louise SUNDERLAND (EuroACE), Agnese PRESOTTO (Udine), David HARNETT (Milton Keynes), Graziella DEMAREY (Local Agency - Mulhouse Sud Alsace) and Gregor PODVANIK (KSENA).

Peter stressed that an extra objective of this meeting would be to try and provide a political message concerning the current recast of the EPBD that could be sent to National and European decision makers.

Display Campaign update

Peter spent about 15 minutes bringing all the participants up to speed on the State of Art of the Display® Campaign by end of March 09 (campaign members, buildings and Display Poster, quick statistical overview, etc). Refer to the PPT presentation for details.

Progress report for each CYBER work package

WP2 Country Integration and detailed evaluation of the Campaign- Ian TURNER and Richard Bull (De Montfort University)

Country reports

Ian presented the findings of the country reports. To date 8 out of 9 country reports and PPT overviews have been completed (Italy to come) although for some of the countries a couple of questions remain. There is a huge diversity of approaches to producing energy certificates. No two countries have a similar system - although there is a growing tendency to use operational ratings for existing public buildings. The problem is that even here the system is completely different with some member states choosing Energy, others Carbon and some both. Also not all have chosen

primary energy. In general most of the countries have chosen an A to G scale but even here there are differences with Ireland and Slovenia having their own alternatives. The result is that for certain member states it is very complicated to adapt the calculation tool and new approaches to promote the communication aspect of Display® and not its calculation tool will need to be found.

Analysis of the Display data base and evaluation of the Display tools

Richard provided us with an update of the status of the Display **pre-communication survey**. It has still not been translated into all partner languages (Slovenia, Lithuania and French missing). The questionnaire is available online using Survey Monkey and can also be downloaded and printed – although then the data needs to be entered which could be more complicated depending on the languages used. It was stressed that the aim of this survey was to get data from the users of buildings before local communication campaigns are implemented and then to send the questionnaire out some time later (3 to 6 months) to measure the impact of the campaign. All partners were encouraged to get in contact with Richard to explain their specific needs. Richard will also be working on providing a framework for informal interviews that can also be carried out with building users.

Some words on the evaluation of the data base should be added (by Richard) what will be done during the next 6 months

Communication Handbook

Ian provided an outline of the changes that have been made to the communication handbook. It has been translated into French and will soon be printed and available to be sent to new members. Current members will be able to download the new or updated sheets and add them to their file. A lot of the work involved updating the examples and rewriting the Case studies completely. Four new stickers have also been produced thanks to the work of Bristol. It was suggested that at the bottom of each page we add version 2/2009 so that users can distinguish the difference.

Decisions/Actions:

- Discussion on how the questionnaire is going to be used (now that translations are complete), for example on-line or 'paper' version – should it be opened up to all the Display users etc. In preference on-line questionnaire, but up to each partners needs.
- All partner: to communicate to Richard the dates they sent out the questionnaire
- De Montfort/Richard: Responsible for collating and analysing results of questionnaires – each partner to contact Richard for data
- Ian and Richard: Technical questionnaire to be finalised by end of July
- A number of partners feel that it will be useful to create an option whereby Display users enter their rating A to G and result and use a simple calculation tool for the water performance – this is particularly an interesting option for those member states that have to produce posters annually i.e. England and Wales, Ireland. Peter and Ian to check with the programmer and to report at the next SC meeting.

WP 6 Promotion and Dissemination of the Display Campaign

Peter introduced the new concept for the Display website to the partners. The proposed slogan "Communicate your building performances" was accepted by all partners. The site is running behind the project schedule and is now planned to be online by the first week of July. Draft versions of the graphical work and proposed content will be sent to certain partners for verification. One suggestion was to add some flash work and have the logo "wink".

A video using existing material will be compiled by a private contractor Joao Bettencourt. He will compile a three minute video using TV broadcast filmed at local sites (i.e. Helsinki, Kaunas, Neuchâtel, etc. Each partner will ask for permission from his (national) TV chain with assistance from Energie-Cites.

Six newsflashes have been produced since the beginning of the project. The Display PPT presentation has been reviewed and two versions made available on line in English - one a general presentation and the other focussing on communication. The Display leaflet continues to be translated into different European languages. It is now available in French, English, Czech, German and soon in Hungarian. There is also a new Display overview that can be used for the press called "The Display Campaign in brief" – this was added to the communication handbook and can be a useful resource for Display members. Partners were reminded to fill in the events list.

Decisions/Actions:

- Partners: to ask permission from the institutions that produced the film material for use by Energie-Cities by end of May latest.
- Ian: Confirmation of the format for the second videos to be sent (mid May) and video producer to be present at next meeting in Almada.
- All partners: Try to get on the agenda of important events presenting your local action in the context of the Display Campaign. To complete the events list and to always inform Ian about the upcoming events so that he can add this to the Display NEWS (at least every 3 months), keep programmes and if possible list of participants in events you participate.

WP1 Management and Coordination

Peter pointed out that the Board of performance indicators was set up at the beginning of the project and at the first steering committee meeting it was agreed that all partners should review their indicators and send any changes back to Ian. Unfortunately this was not really done by many partners, however 12 out of 16 have filled in their indicators for the steering committee (still missing Cascais, Healthy Cities, KREA and Lille. The performance indicators have to be updated every six months; however the next update will be required for the Interim Report for Month 9 and the next time will be for Month 15.

All partners except one should have received the advanced payment. The next payment will be made after the submission of the Interim Report which is due by March 2010.

By the end of June we have to submit our progress report, this is only a technical report; no cost-statements are needed. The progress report has to cover the project from its beginning (September 2008) till the end of May 2009. Together with the progress report the deliverables which are due in month 9 have to be submitted, namely:

- CYBER-Display Consortium agreement (lead Energie-Cités – only Udine left)
- Country reports (lead Energie-Cités)
- New edition of the Display communication handbook (lead Energie-Cités)
- Attractive and up-to-date Display® website on-line (lead Energie-Cités)
- Display/Towards Class A Award ceremony (lead Energie-Cités)
- Report on pilot group companies' experience (lead EuroACE)
- Updated Board of performance indicators (lead Energie-Cités)

Except the redesigned website all deliverable are in the time schedule and will be submitted with the report. Each partner has to check if he has to submit an individual deliverable within his wp3. Peter will prepare a template for the reports on the local communication campaigns.

We would like to remind you that the deadlines agreed upon during the steering committee meeting should be respected by all partners otherwise the management of the project will become very bureaucratic, all partners will suffer as a result and all creativity and flexibility will be lost!

Decisions/Actions

- Time schedule for the Progress report
 - o 15 May: Report template (PS)
 - o 08 June: Contribution all partner
 - o 15 June: Draft report (PS & IT)
 - o 22 June: Deadline for comments (all partner)
 - o 29 June: Report ready (PS & IT)
- All partner: submission of updated performance indicators together with contribution to the progress report (8 June)
- Date for next steering committee meeting will be the 24th and 25th of November 2009 in Almada (PT) followed by a training workshop on 26th.

WP 3 Local Communication activities

Alex from Cork County explained the aim of the session – that is to share and inform all partners about the local communication campaigns in each city so as to stimulate exchange of experience

and duplication (max 4 slides per city 5-7 minutes). See presentations note Kaunus presented without a PPT and Lille were not present.

- Display Users Club
 - National – some partners appear to be behind when it comes to organising National users clubs. Note that in Member states where National certification is advanced you need to promote the communication aspects of Display. A solution could also be in renaming the Display Users Club, i.e. to “National Implementation Club”
 - Local
- Training Workshops
 - Feedback from Bristol

Decisions/Actions

- All partner: Share structure of leaflets, Guide-Books, etc. keeping partners informed on experience you gained, specially with schools. Use email and not only the SC meeting for exchange of experience
- João CLETO: Next Workshop in Almada – as there are a number of partners who involve schools in their local campaign it is important that the next workshop is organised with input from these partners and not Almada alone. João to coordinate workshop preparation and to request input from partners

WP4 – Display Towards Class A Award

Peter reported on the hitherto course of the 2008/09 award competition (see also preparatory document and ppt). He underlined the high quality of applications, so even the number is below our expectations the competition could be evaluated as satisfactorily. The discussion on how to exploit the excellent work and to give the applicants the merited visibility did not take place at the meeting. Among the communication means still to be developed under CYBER there are the videos and a CYBER Display brochure. Another idea has been introduced by Gordan Sutherland, the organisation of a temporary exhibition at EACI premises in BXL, which could be shown elsewhere afterwards, but this needs in depth thoughts. Peter to check with the Display Communication Team feasibility with regards to content and budget of mentioned communication means.

In order to receive higher participation at the 2010 award competition we still need to analyse the reason and to see what can be done better (mainly on the promotion) when we will also launch a competition for the private sector. All ideas from the CYBER partners are welcome.

The TCA award was presented during the joint Energie-Cités and Climate Alliance rendezvous in Brussels on the evening of the 23rd of April in Brussels. The prizes have been handed over by Vincent Berutto, Head of the Unit for Energy Efficiency of the EACI, the Jury has been represented by Anna Jaskula, Deputy Secretary of Energie-Cités Poland. Photos of the ceremony and a press release will be provided on the Display website.

Decisions/Actions

- Peter: Placing PPT presentations prepared for the jury meetings showing the high quality on the Display website and promoting winners via the display NEWS.
- Peter: To check with the communication team the promotion of the actions of the winners
- Outlook 2009/10°
 - Peter: set up a new promotional scheme
 - All partners but in particular Pedro: ideas for prizes/potential sponsors to be contacted, prize should express the educational and/or communication aspects of the Display Campaign.
 - Peter: Set up time schedule for the competition (including sizing a launching event) and passed to partners

WP5 Beyond Public Buildings

Louise Sunderland, EuroACE

Louise provided an overview of the work already carried out within this work package. Reasons for the change in certain members. Promotion of display as Corporate Social Responsibility option. For role out communication needs to be more specific to target specific commercial groups or

buildings. Some groups could be interested in Display because of the potential international identity.

Cork County suggested involvement of SME's. Milton Keynes – commercial land owners and candidates for Green Business awards. 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

Decisions/Actions

- All partners: to either contact directly or pass on contact details to Louise 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)

Creating synergies between Display® and national certification schemes

(Peter Schilken)

Debate on how the Display cities can take over a more active role in the recast of the EPDB, lobbying actions towards the EACI, DG TREN, European Parliament, national governments, Concerto Action, etc.

When it comes to adapting Display to National systems France is still the only country where this has been achieved and in the next month we will be working on adapting the Swiss system. In Hungary we are in the process of signing a deal whereby Display will become freely available for all Hungarian local authorities. The calculation tool will be adapted to ensure that the Hungarian government has access to all Hungarian data and will thus be able to use the data to create National benchmarks for Hungary.

Currently the recast of the EPBD is on the political agenda. The days we have had our steering committee meeting the European Parliament has voted a more rigorous version of the recast. You all have gained first experience with the implementation of your national scheme at the local level and we at Energie-Cités have 6 years of experience with the Display campaign. It seems to be an appropriate moment to formulate our opinion on the implementation of the EPBD as well as it's recast in a political message to Community institutions and national governments.

The following four questions were posed:

- Is it possible to adapt Display to all (CYBER) members National requirements?
- What is your opinion on the EPDB implementation and it's recast?
- What is our message to local authorities in order to comply with the national requirements and to improve their communication?
- What is our political message to our governments and the EU?

Due to time constraints not everyone had a chance neither to answer these questions nor to debate all questions. In general it is seen that it is not possible to adapt Display to all National schemes. In countries where the schemes require certificates to be produced every ten years – Display should be adapted for operational rating systems as in France. For countries using Asset rating but with total energy consumption (Lithuania) Display can be used to show how well the buildings are being managed and thus complimentary. In countries where they use Asset rating but without energy use for equipment it is difficult to use Display as a complimentary tool as the figures are not the same. Either a Display light version can be used to communicate the Asset rating in a communicative way but then this will be for a poster that is valid 10 years and thus rather static. Otherwise it has to be checked if an annual Display based on operational rating and using national conversion figures is acceptable and communicable in order to show effects of improvements.

In countries using operational rating that require posters annually Display will either have to be adapted to the National requirements or a simple Display light version created to allow for communication of the National certificates every year.

Most comments were based on the fact that the partners felt that there needs to be National support for communication campaigns

Decisions/Actions

- All partners: to send their responses to the questions (by 19 May)
- Peter to compile a synthesis document that can be sent out to the above mentioned institutions (by beginning June)

Events

24+25 November 09

Almada, 3rd SC meeting

25-26 November 09

Almada, 2nd Training session Schools

Besançon, 28 April 2009

Ian Turner/Peter Schilken

Richard Bull/Louise Sunderland/Alex Grassick