

Convincing the other employees

Once you have the support from management to start the awareness raising campaign, inform **all other staff** together with management. It is a decisive element in the campaign's communication.

The best thing to do is to **organise a general seminar** with all different groups of the staff to give you the opportunity to explain the impact of climate change and the potential that is at the bottom of Display to fight against it. Together with them you can elaborate and decide on the goals that could be achieved with an awareness raising campaign.

Do not forget to invite those to this meeting who represent an authority to the employees (heads of department, school head teacher etc.). They can thus better motivate everybody to become involved in the campaign. Introductory words by one of them can be followed by a PowerPoint presentation of Display (see PPT presentation on CD) and background information on the campaign. Then recruit enthusiastic, competent team members from the people sitting in front of you.



You could do it like Montreux in Switzerland. They organised an evening dinner to inform all facility managers about Display.

Make these frequent building users - who constitute one important target of the Display poster in the building - aware of energy issues and help them carry out simple measures proposed on the poster.

Even though three groups (employees, technical staff and irregular building users) have different functions within the building, they should be informed on energy savings and behaviour changes in the same way.

After the seminar, all participants should be able to answer the following questions:

- **Why should energy be saved? (limited energy resources, global warming, high energy costs...)**
- **How can energy be saved? (see the energy saving tips in chapter 5 "Display Items" of this folder)**
- **Which information does the Display poster provide?**
- **What financial savings can it enhance?**
- **What will be the building user's share in the savings?**
- **Etc.**

It is very important that your campaign team fully understands the policies and practices that may affect energy behaviour. Explain to them their role in the campaign and encourage them to fully involve themselves over the course of the project. Try to designate "energy ambassadors", i.e. people leading a group for the duration of the campaign.

After this introductory seminar, it is advisable **to arrange an additional seminar** (1/2 day max.) with:

- a) Energy ambassadors (i.e. designated employees)
- b) Technical/facility staff

a) Energy ambassadors (committed employees)

...are the ones that are shaping a building's energy performance with their everyday behaviour. They are the intermediary between the campaign organisers in your organisation and the campaign participants, i.e. the building users in general. It is therefore very important that they learn and understand the link between climate change and energy savings. You could ask your local energy agency for support in the campaign. They may be more experienced in awareness-raising than you are.

Some material (books, leaflets, experimental energy kit, etc.) could support the ambassadors' efforts and be handed out to them during the seminar.



This concept was successfully used by Colomiers in South-West of France in 2006 and 2007 and is now being applied by other Display members.

b) The technical/facility staff...

...handle the technical equipment and manage the building's energy supply. They can regulate energy consumption immediately and should thus receive answers to the following questions:

- On which technical data is the Display poster based?
- How much energy is generally needed in a building of their type?
- How can this energy be controlled systematically?
- How can the profitability of investments be calculated?
- Etc.



The City of Neuchâtel (CH) focused their local campaign on the building caretakers as they are directly responsible for the management of energy in most public buildings. The city thus organised specific training sessions on energy management methods. Guides for the management of technical equipment such as a 'Heating guide for caretakers' and 'Optimising heating installations' were provided to the caretakers.

The technicians and facility managers should get a presentation of the technical aspects of the Display Campaign and the poster (see PPT presentation on the Display website). It is important that the building managers be aware of the fact that regularly collected data and results can help:

- Elaborate and/or complete data sheets on the monitoring of the building's energy consumption,
- Elaborate a municipal plan of performance improvement with measurable targets, and
- Assess whether the target of energy education and energy efficiency has been achieved.



In Echirolles (FR) preparation work was done in collaboration with the Environmental and Sustainable Development Department, technical services, and the Sports Department. Officials, technicians, and caretakers of the sports halls took part in a half-day awareness-raising campaign for Display®. Improper equipment, usage, and user behaviour were discussed, and improvements were proposed. At the same time, energy audits were performed in two sports halls that have been renovated in 2007. Recommendations were then drawn up and put on the poster under the section "simple actions" and "technical solutions".

Use the seminar to impart knowledge of calculation methods, analysis of energy bills, technical equipment, etc.

In the end, do not forget to **choose a person within the building**, whom the campaign participants can contact if they have questions and suggestions or have detected leaks or defects in the building. We recommend that you **choose the caretaker/energy manager as the main contact**. This person controls the technical equipment and installations of the building and can immediately act upon request.

During your campaign, please keep in mind that the caretaker plays a decisive role in increasing energy efficiency. Ensuring that strategic actors are involved when starting your local display communication campaign can save a lot of time and money!