# Display® Campaign Evaluation

## Richard Bull

## Paul Fleming

# ANALYSIS OF THE IMPACT OF TECHNICAL IMPROVEMENTS ON BUILDING PERFORMANCE

**WHY?**

✓Analysis of display database necessary to verify impact of labelling on building performance

**WHO?**

✓**De Montfort University**

✓**HOW?**

✓Select sample buildings with large changes.

✓Identify buildings on database with frequent energy metering (hourly or half-hourly).

✓Produce report quantifying savings in line with targets

# QUALITATIVE AND QUANTITATIVE ANALYSIS OF THE IMPACT OF COMMUNICATION CAMPAIGNS

**WHY?**

✓To evaluate the effectiveness of the communications campaign?

- ***Quantitative to provide a large scale sample of thoughts and opinions.***
- ***Qualitative for focused, detailed and 'richer' data.***

**HOW?**

Design evaluation questionnaires (pre & post).

Survey both users and those involved in campaigns (on-line surveys & interviews).

Produce short report for each City inc. SWOT analysis

# Report on initial findings from analysis of DISPLAY database

1. Analyze the data and highlight buildings which have either improved, or deteriorated in their relevant energy performance, water use and carbon dioxide emissions ($CO_2$).

2. The report raises questions to be asked of the DISPLAY project, namely around what (or who) drives the improvements in individual building performance – is it technical improvements or the behaviour change of building users driven by the display of an Energy Performance Certificate such as DISPLAY?

3. Central to this is the premise that learning which leads to behaviour change is a 'relative' concept – by that is meant – we are not just interested in whether all buildings achieve an 'A' rating, rather what has led to a building improving from, for example a D to a B.

# RESEARCH FINDINGS
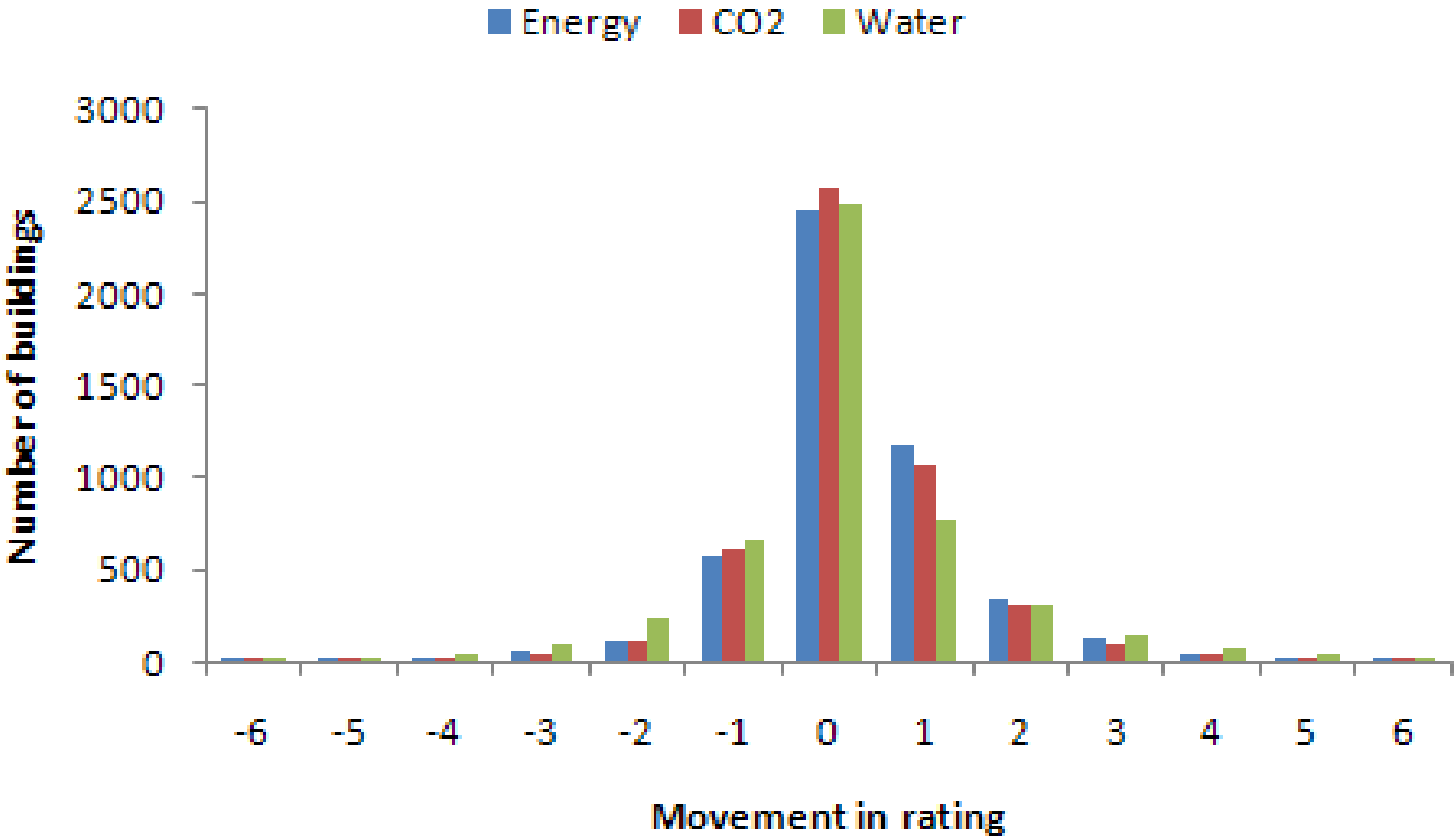
# COMMUNICATION CAMPAIGN

- Pre & post communication surveys are on-line in 6 languages: English, French, Portuguese, Czech, Finnish, Italian.

- A report on communication activities of partners has been produced showing lots of activity – Helsinki, Cork, Bristol and Healthy Cities for example.

Home    Create Survey    My Surveys    Address Book    My Account                    Need Help?

survey title:
CYBER Display Pre-Survey: Czech   Edit Title

design survey    collect responses    analyze results

**Edit Survey**
- Edit Survey
- Survey Options
- Print Survey
- Restore Questions

**Edit Survey**                                                        Preview Survey

To change the **look** of your survey, select a theme below.

[Blue Ice ▼]   New Theme

Add Page Before

Select a page to view below or view all pages:

Page #1   Edit Page   Move   Copy   Delete   Add Logic        [<<]   [#1. Část 1: O Vás ▼]   [>>]

**1. Část 1: O Vás**

Add Question Here

Edit Question   Move   Copy   Delete

*1. O Vás
                                        Ano                        Ne

Jste návštěvník budovy?                  ○                         ○

Jste zaměstnanec?                        ○                         ○

Add Question Here   Split Page Here

Edit Question   Move   Copy   Delete

*2. Prosíme, sdělte nám, v jaké jste budově

Název (pokud existuje)         [                    ]

Typ (škola, úřad, státní       [                    ]
instituce apod.)

Město                          [                    ]

Země                           [                    ]

Add Question Here   Split Page Here

Edit Question   Move   Copy   Delete

*3. Jak často budovu užíváte

# NEXT STAGE:
## BUILDING ANALYSIS SURVEY

- Identify buildings
- Contact municipalities
- Provide a list of buildings to research
- On-line survey
- Interview key municipalities
- Produce report with case studies.

# PARTNER FEEDBACK

- Would appreciate any feedback or questions on the findings of the database evaluation