



Energy performance of your public buildings: **Towards Class A Project**

Newsletter N°11

Towards 2008

DISPLAY®-O-METER

**Latest Statistics:
7000 Buildings
Registered!**

**More than 100
Shining Examples
on the website**

Shining Montreux

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**Questionnaire
about the
relationship
between
communication
and energy
efficiency in public
buildings**

The "Towards Class A" electronic newsletter is intended to keep you posted on the activities and progress of the "Towards Class A - Municipal Buildings as Shining Examples" project. The "Towards Class A" project is co-financed by the European Commission's DG TREN. It is aimed at anticipating and accelerating the implementation of the European "Buildings" Directive through the extension of the European Display® Campaign.

Energie-Cités - December 2007

Towards 2008

2007 has been a very successful year for the Display Campaign. Many of you have been actively communicating your buildings' energy performance. As a result, many more municipal employees, caretakers, teachers, schoolkids, moms and dads act now "towards class A". The high number of candidates for this year's TCA Awards is but one proof of these great efforts the Display cities have made.

This exemplary dedication of the Campaign participants has even recently been recognized by Gordon Sutherland, representative of the EU Commission's executive agency EACI. He stated :

"Evidence that the participation in the Display Campaign is worthwhile for more and more building owners is apparent. The year on year results of the front runners who have participated from the early years of the campaign now clearly demonstrates the gradual shift in the energy performance of their buildings towards Class A".

So now, we are looking forward to 2008.

Until then, the Display team wishes you a Merry Christmas and a happy New Year !



DISPLAY®-O-METER



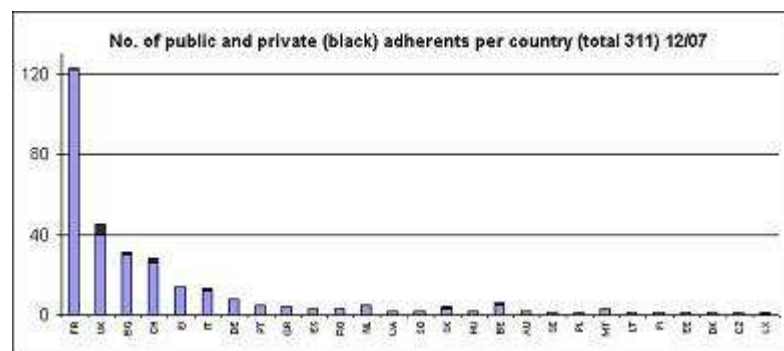


The year ends well for Display®: Up to date, including private partners, 311 institutions are participating in the Campaign. All together, they have registered 7028 buildings in the web-based calculation tool!



Latest Statistics: 7000 Buildings Registered!

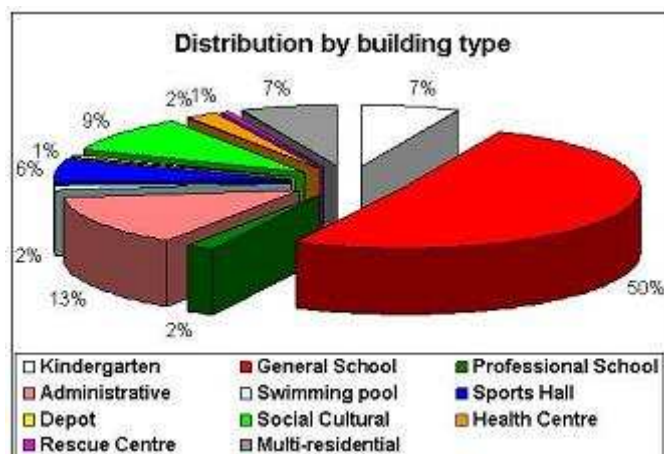
Number of adherents



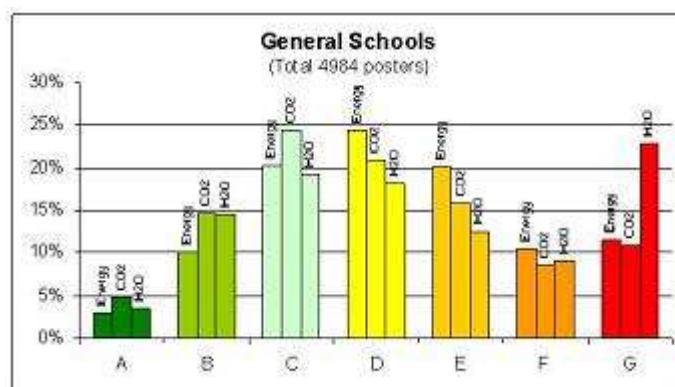
85 new members now participate in the Display® Campaign, bringing the number of charter signatories to 311 and the number of online registered local authorities to 268. The number of towns in France, Great Britain and Switzerland keeps rising. The number of participating countries has also increased with 26 countries to date with the Czech Republic being the latest country to join us.

Distribution of building types

The number of buildings has increased considerably since last January (Newsletter No7) with 7027 registered building in the Display® database to date, i.e. a rise of 2535 buildings since January this year. Many cities successively display one poster per year because there are now more than 10,000 posters registered. The building distribution is very similar to what it was, with a majority of school buildings.

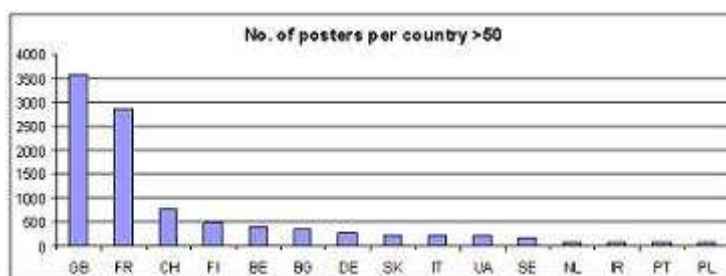


Here is the ratings distribution for general school buildings (representing 50% of the total) for Primary Energy and water (H2O) consumption and Carbon Dioxide (CO2) emissions.



Number of posters

Regarding the number of posters per country, Finland has overtaken Belgium and is now placed just behind the top three, which are unchanged with 3571, 2860 and 756 posters respectively for the UK, France and Switzerland.



More than 100 Shining Examples on the website

League of Excellence

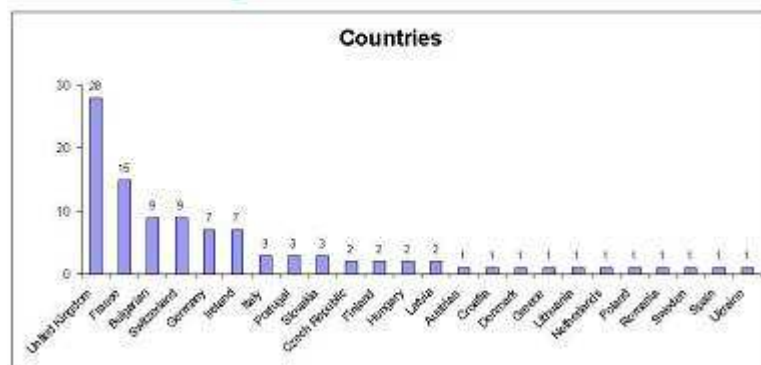
The Display® Campaign has managed to exceed its goal of publishing 100 Shining Examples by the end of 2007, with 103 published to-date.

In the League of Excellence, the UK has increased its lead, with a total of 28 Shining Examples. France has held on to second place. Bulgaria was a late starter, but sprinted in to share third place with Switzerland. Ireland and Germany both remain in the fourth position.

Country	Shining Examples
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United Kingdom	28
France	15
Bulgaria	9
Switzerland	9
Germany	7
Ireland	7

We welcome Austria, Spain, Lithuania, the Czech Republic and Ukraine, who have recently joined the league. However, there are still places to fill and we look forward to the first Shining Examples from Belgium, Estonia, Malta, and Slovenia.



We invite you to take a look at the existing Shining Examples and be inspired by the excellent work that your fellow Display® members have been undertaking to improve the water and energy efficiency of their buildings and to raise awareness of these issues: <http://www.display-campaign.org/rubrique41.html>

Please keep your Shining Examples flooding in to: sarah@ukace.org and www.energie-cites.eu/ian



Shining Montreux

Montreux is influencing the population by being an example. This has made it one of the more than 100 Shining Examples of the Display Campaign.

Montreux is a city with a population of 23,170 inhabitants situated on Lake Geneva, in Switzerland.

The town's energy information office is there to inform people on energy matters, to raise awareness on energy issues and to promote renewable energy technologies.

Within the Display® Campaign, the town first looked at raising the awareness of its 500 local authority workers by sending them an Energy box guide dealing with energy efficiency in the household and some documentation about Display®. Caretakers and building managers, as well as some estate and building service managers even followed a specific information session.

Every building has displayed a poster, even those with bad results.



In April 2007, the city decided to get in touch with the general public and present the Display® Campaign by organising an exhibition of several stands (85x200) at the entrances of two secondary schools and a swimming pool that welcomes about 130,000 people per year. The aim being to raise younger people's awareness through simple and attractive communication measures.

During the "Journées du Soleil" (Days of the Sun) event on the 4th and 5th of May, the Energy Information office was in charge of a stand presenting the solar installations of the town. Part of this stand was dedicated to Display®, with about ten posters and the information boards used during the previous exhibition.

Following each of these events, a press release was sent to about fifteen different regional media (newspapers, television and radio).

Financing of the events above has been possible using the budgets allocated to the different town departments. Montreux showed pragmatism and innovation and demonstrated an exemplary attitude regarding energy policy communication. This resulted in Montreux receiving the 2nd price at this year's "Towards Class A" awards (see above).

More information on Montreux and other Shining Examples are available online on the [Display website](#) (in French only).



News telegram

Events

During the second EU Sustainable Energy Week (EUSEW) 3 important events will take place in which Display Campaign members will be present:

1. 29/01/08 Assises de l'Energie à Dunkerque
2. 30/01/08 Open Contractors' Meeting in Brussels
3. 31/01/08 EPBD - next steps and stakeholders input

For further information please check the [event section](#) on the Display® website.

Display® Users Club

Meeting to discuss, to share experiences and to develop common actions: this is the main role of the Display® Users Clubs, established on European level at the very beginning of the Campaign. Following the success of the existing users clubs in France and Switzerland on 26 November, a mixed group of experienced, new and interested local authorities and [Display users](#) set up a Display club in the UK.

Organised for the day after the TCA Awards ceremony, the European Users Club meeting on the 12th October in Brussels was centred around communication activities. The national users clubs have had their meetings in November/December with the future of Display in their respective countries on the top of the agenda.

Display® Tool Video Tutorial

From now on video tutorials for the usage of the display tool will be available. Display® users will find them in the login menu to the [participants section](#) in English, French and German.



Questionnaire about the relationship between communication and energy efficiency in public buildings

In order to identify the successful communication strategies aiming at improving public buildings' energy efficiency, a link for an on-line questionnaire will soon be sent to all Display® Campaign members by email.

The whole team requires your support and your help in order to, together, continue to reduce our public buildings' energy consumption. Thank you in advance for your participation.



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