



COMMUNICATE YOUR BUILDINGS ENERGY RATING

*7 magical years of
the Display® Campaign*

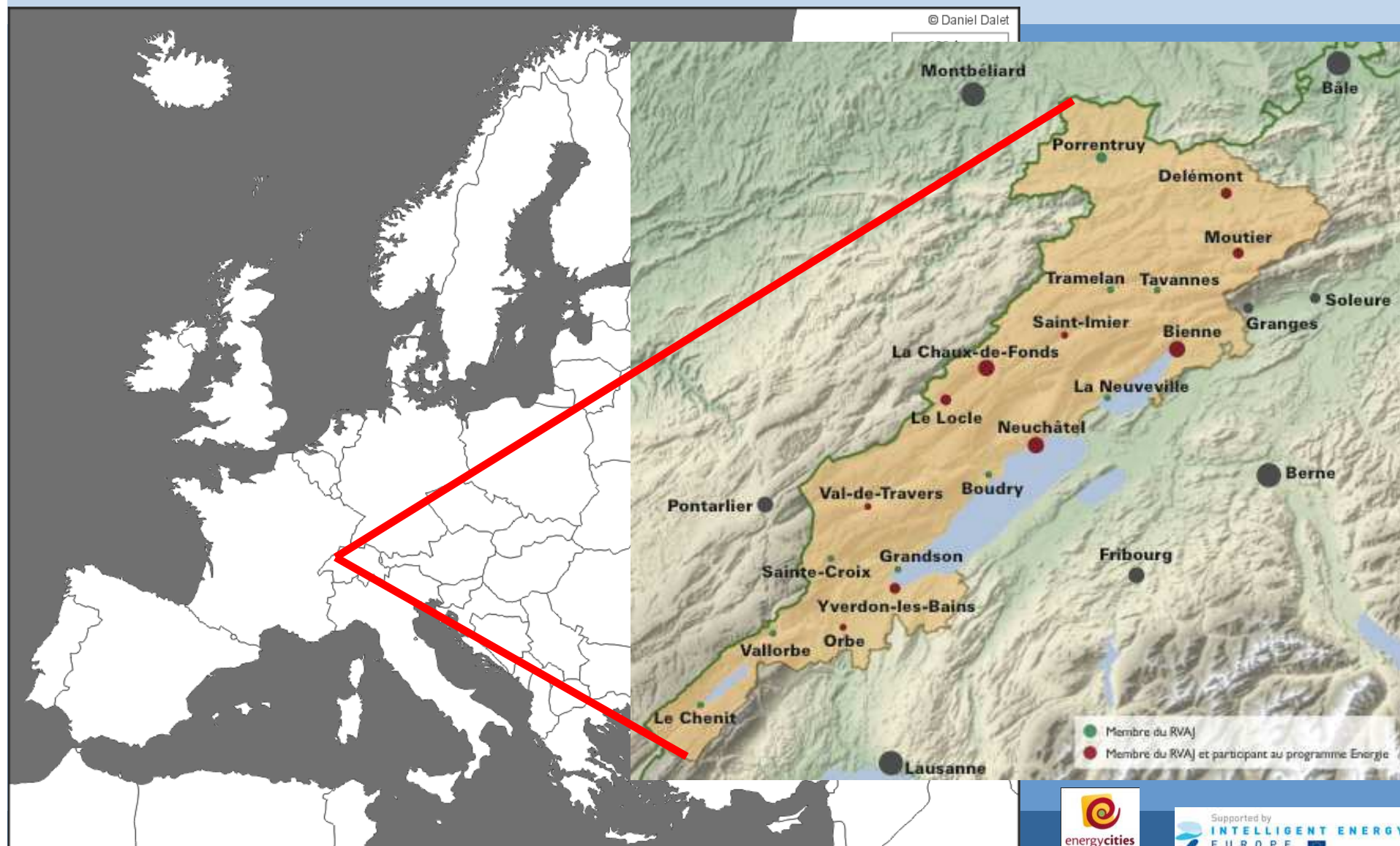
UNLIMITED CREATIVITY

Panorama of communication campaigns

Anne-Claude Cosandey,
Neuchâtel (Switzerland)/Association Ecoparc

Réseau des Villes de l'Arc Jurassien

© Daniel Dalet



12 Cities in 4 Cantons

Langage: French



Commune
d'Orbe



Val de
Travers



Snowball effect

Year	Participating cities	Labels displayed
2008	4	\cong 20
2009	10	104
2010	12	415

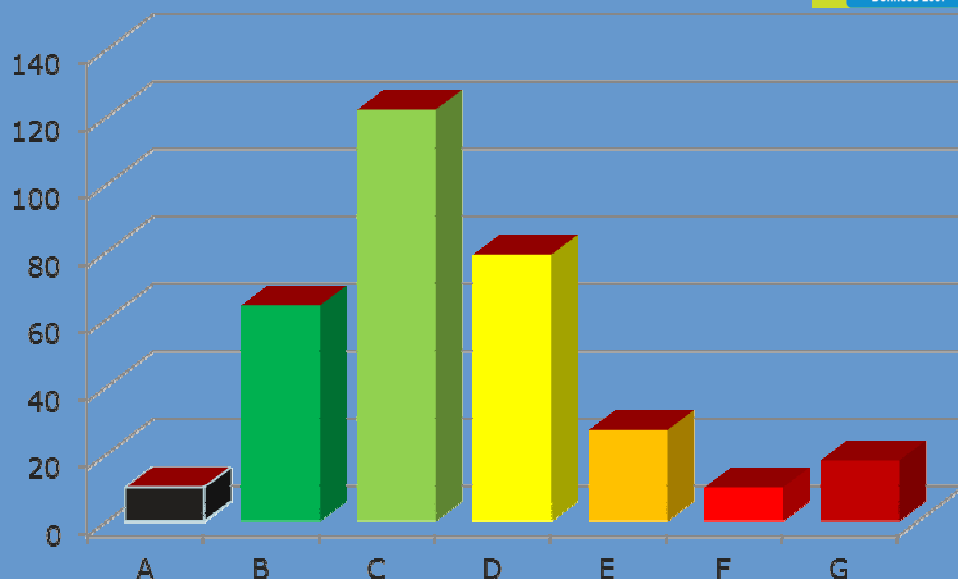




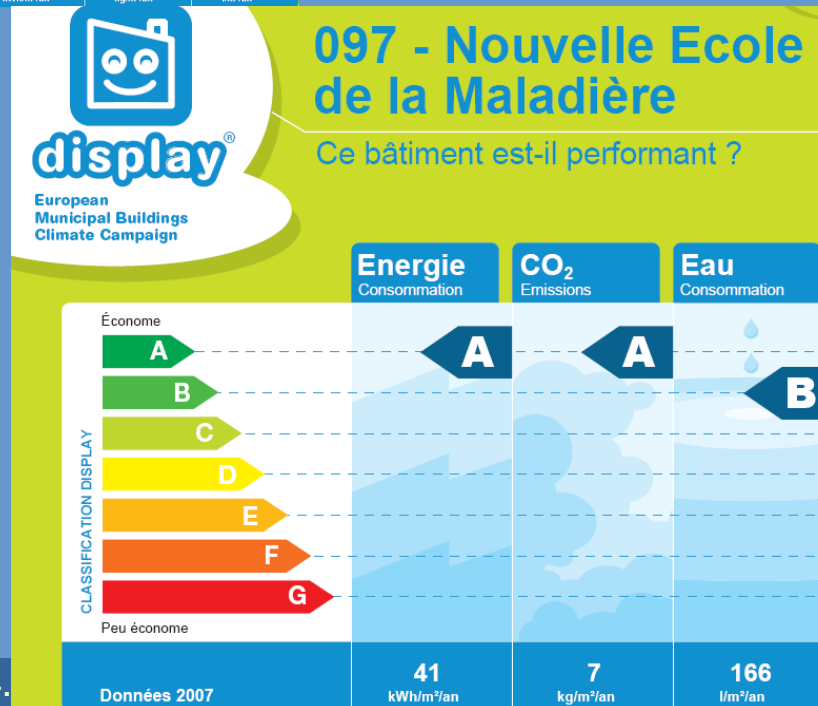
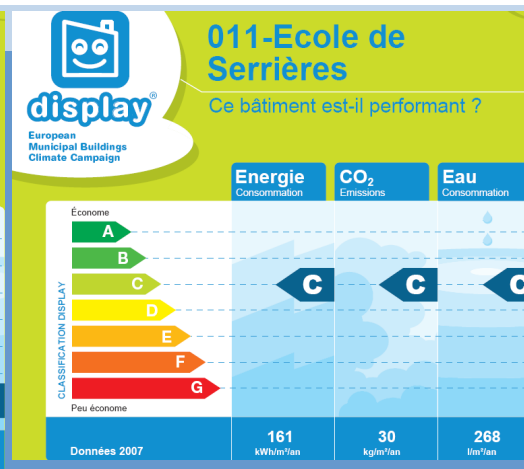
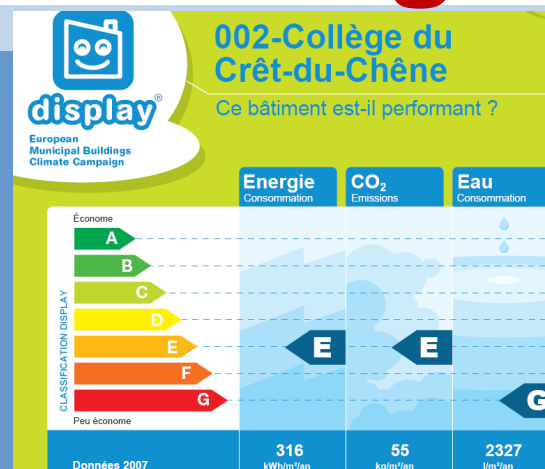
Display on publics buildings



- In 2011, 75% of the publics buildings have a Display label



Communicate Your Buildings Energy Rating – Brussels – 13.04.

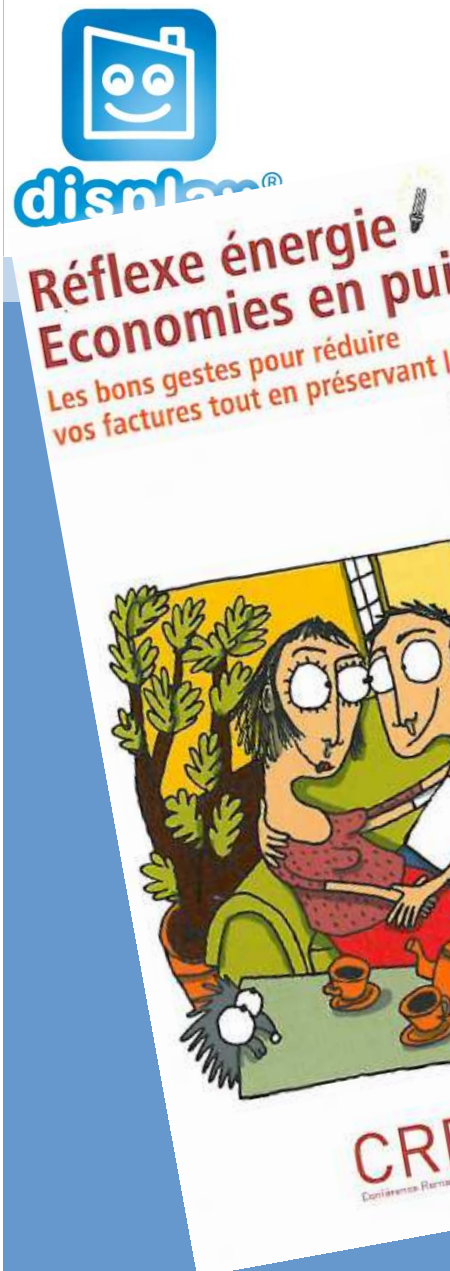


Cities use Display to establish priorities for interventions

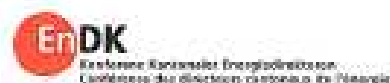


Communication





Le Programme Bâtiments



Communicate Your Buildings Energy Rating – Brussels – 13.04.2014

The University of Neuchâtel presenting Display



Claire Jaquier (à gauche)
lors du lancement de la «Quinzaine de l'écologie au bureau»,
7 mars 2011. Photo : A. Schiaffelli

Next steps?

- Push the private owner of a building to do the same. Most of the 12 cities are offering private owners the possibility to do a Display label > summer 2011
- Concerning the University:
 - Press conference on April 4th
 - Possibility to do a Display label for the other buildings