



Display

Steering Committee meeting

Welcome





Agenda

Morning session

09.00: Opening and welcome (Peter)

09.15: Final Technical Report (Nathalie Cliquot)

10.00: Project administration WP1 (Peter)

~ Reporting and Performance Indicators

10.45: Coffee

11.15: Final Cost Statement (Gregory Deffosez)

12.00: Local Communication Activities (Nick)

~ Round Table Presentations

13.00: Lunch



Agenda

Afternoon Session

14.00: Final evaluation of the Campaign (WP2) (Richard)

14.45: Final Review of WP 4 and WP 6 (Laura)

- ~ Towards Class A Award
- ~ Communication and dissemination

15.00: Outlook Display ® Campaign 2011 (Peter)

- ~ Briefing Note Concerted Action and Lobbying Display
- ~ Actions planned by CYBER Display Partners

15.45: Coffee

16.15: Final Review by each Project Partner (Peter)

17.15: Conclusions and farewell (Peter)



Opening and welcome

Welcome !

Display® Campaign overview



Display® key figures

Main achievements by April 2011

- ✓ 14,150 buildings
- ✓ 32,000 posters
- ✓ 453 local authorities web registered
- ✓ 35 companies registered
- ✓ Display Poster in 28 languages
- ✓ Display website translated into German
- ✓

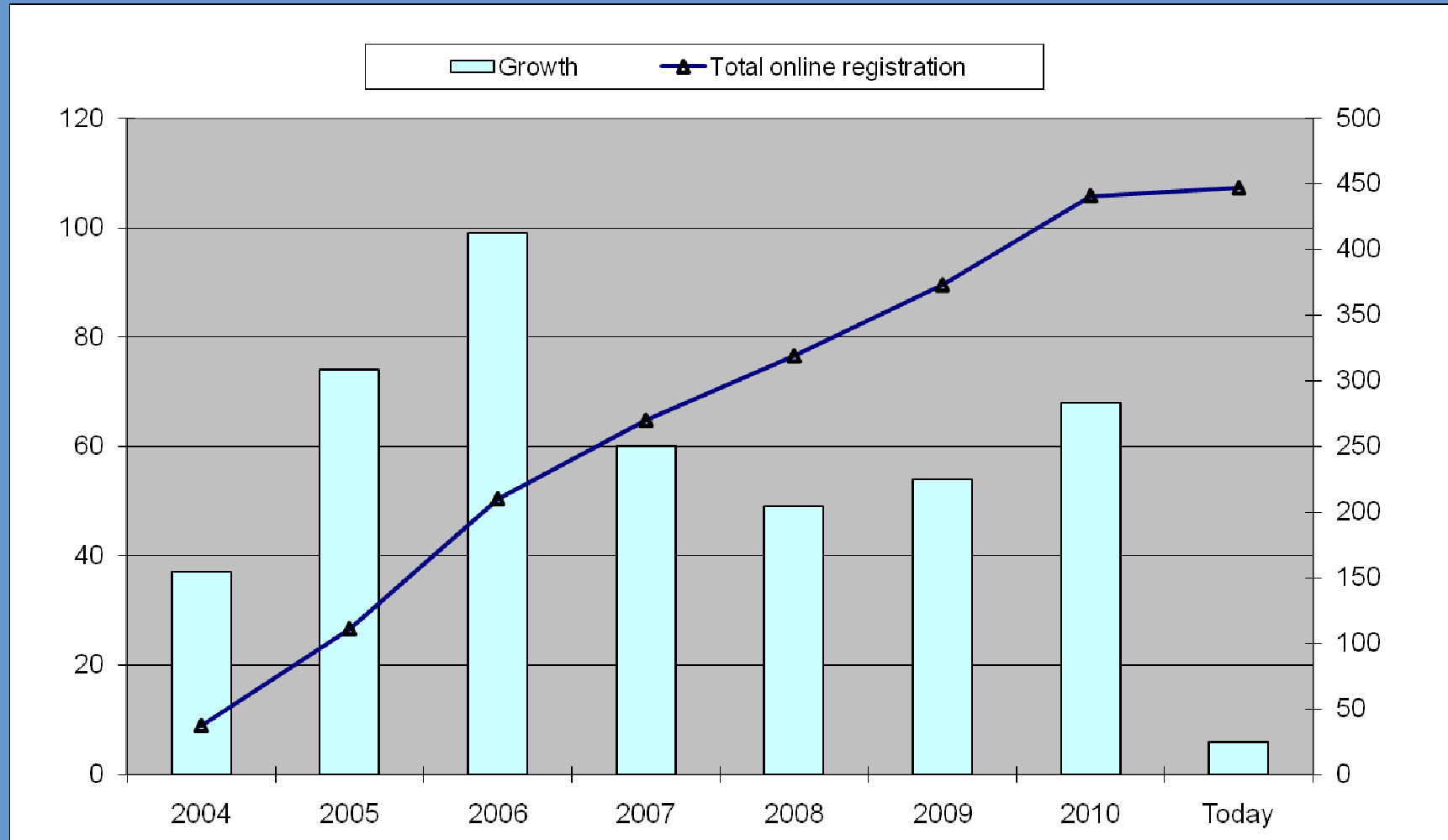
Display participants

- 453 Cities
- 35 Private



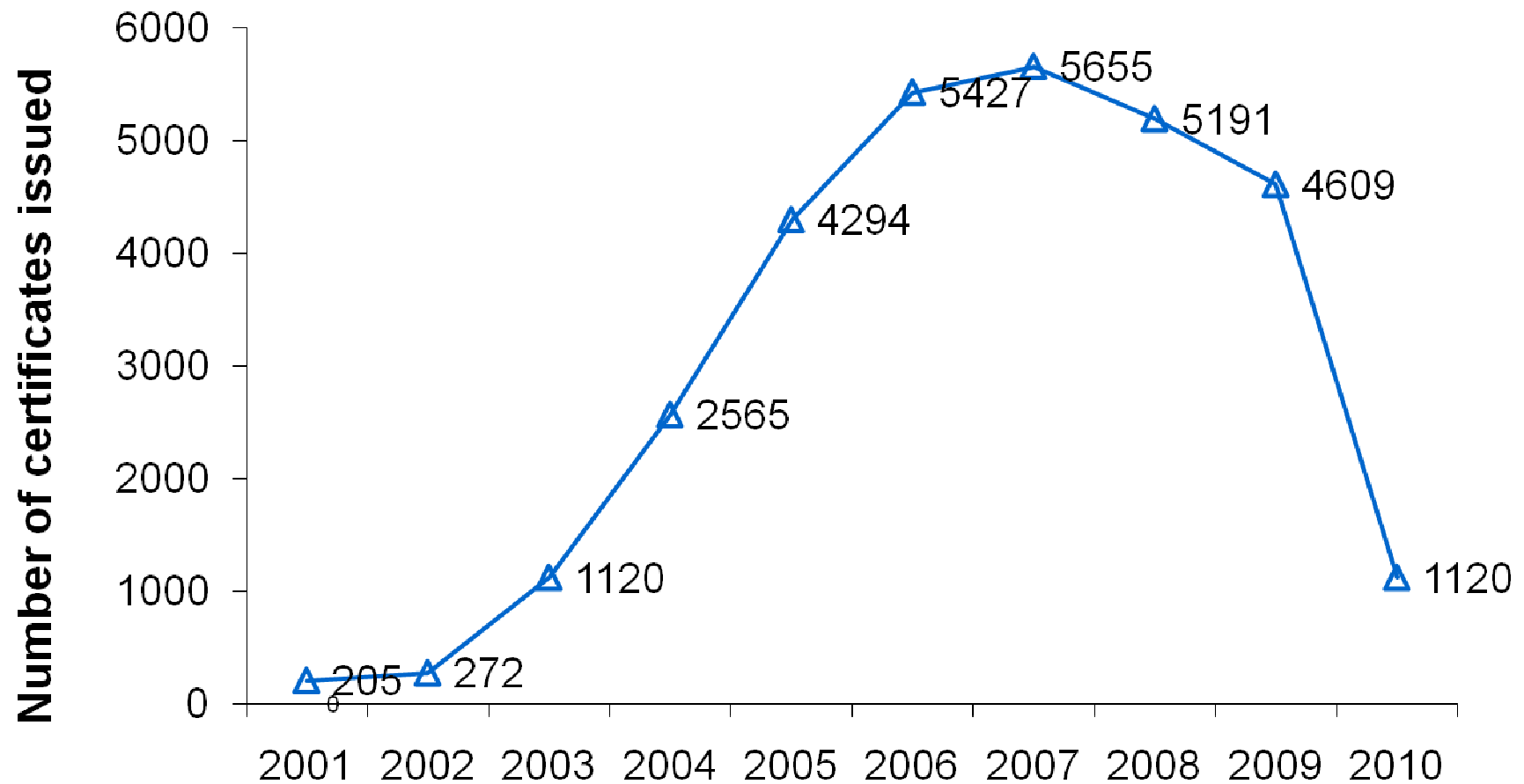


Increase of participants





Annual number of poster





Is the Display tool used

- In 20 days in average 70 cities use the tool
- 7-17 per day

For the period from 14/02-04/03:

FR: 31

CH: 20

UA: 5

Cyber: 5

Others: 8 (MT, HU, PL, HR, GE, FI, BE)



Work Package 1:

Final Technical Report

Nathalie Cliquot
EACI



Final technical report

Topics

- ✓ General impression of the project
- ✓ Recommendation for the final report
- ✓ Project partner deliverables
(proposed framework)
- ✓ Review of the overall Performance
Indicators
- ✓ Publishable report
- ✓ Miscellaneous



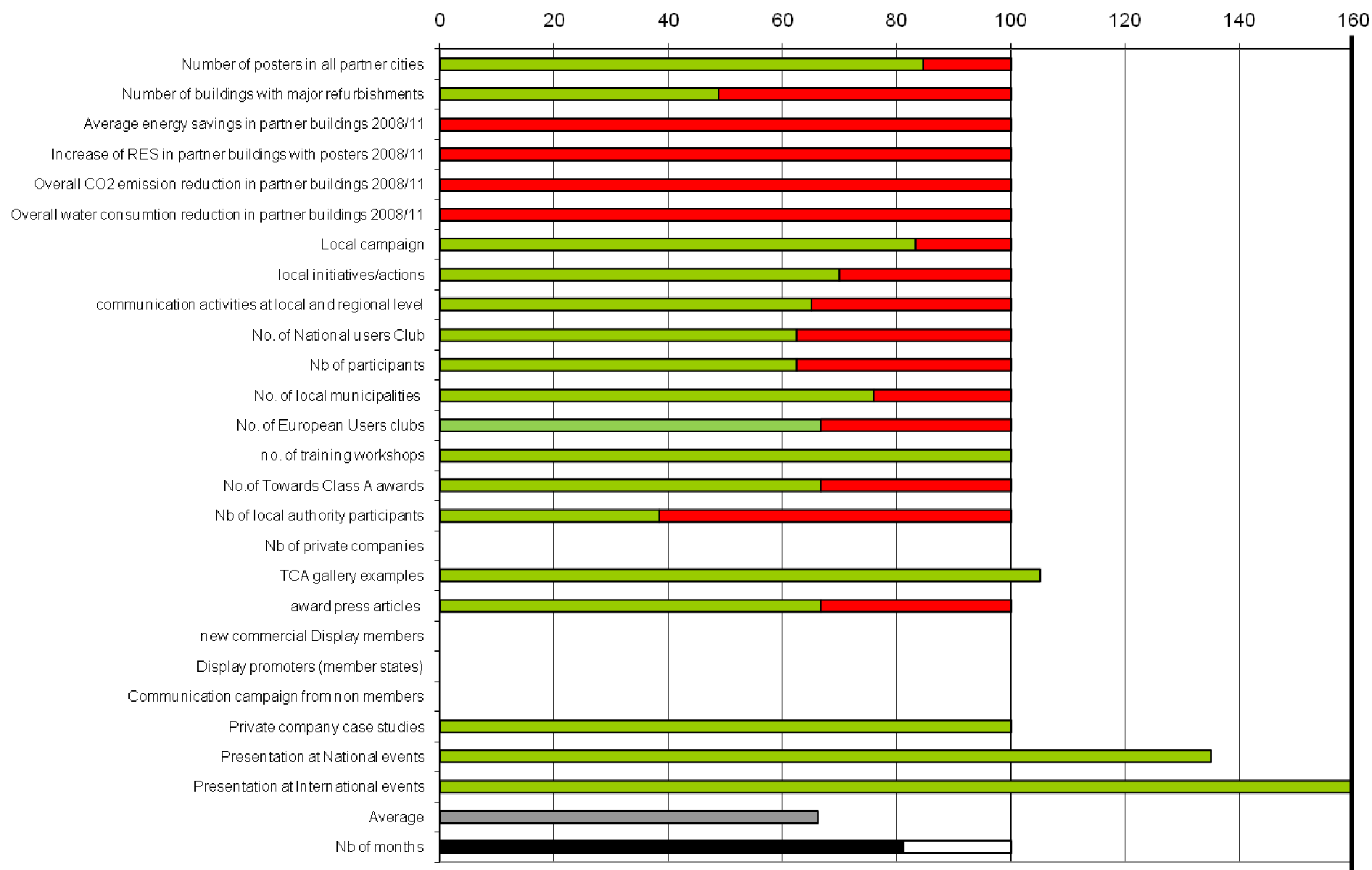
Overall project PI

- Number of buildings with major refurbishments (2008-2010)
- Average Energy/Water savings of refurbished buildings
- Total energy/water savings (increase) within the municipal building stock
- Implementation of RES in refurbished buildings
- Additional renewable energy produced
- Overall CO₂ reduction



Overall performance indicators

Green (achieved) Red (still to be achieved)





Work Package 1:

Management & coordination

Leader – Energy Cities
Peter Schilken



Project Administration (WP1)

Topics

- ✓ **Review of the London SCM decisions**
- ✓ **Time schedule final report**
- ✓ **Template and content of the local action report**
- ✓ **Project partner deliverables (proposed framework)**
- ✓ **Local Performance Indicators**
- ✓ **Management and coordination activities**




Review of the London decisions

- Bi- or multilateral telephone or skype-conferences on a regular basis (every 6-8 weeks)
- Partners promised to be more reactive on emails
- All partners who haven't participated in a previous Award competition to participate in the 2011 ones
- Partner: Contribute to the Display e-newsflash and the blog
- Partner: In case of participating/organising an event to inform Peter and Ian and to promote events + results also via Build-Up



Local action report

- ✓ Reporting Template 
- ✓ Template for events and presentations 
- ✓ Local project deliverables
- ✓ Local Performance Indicators
- ✓ Time schedule reporting



Project partner deliverables

- Proposed framework Example Cork:

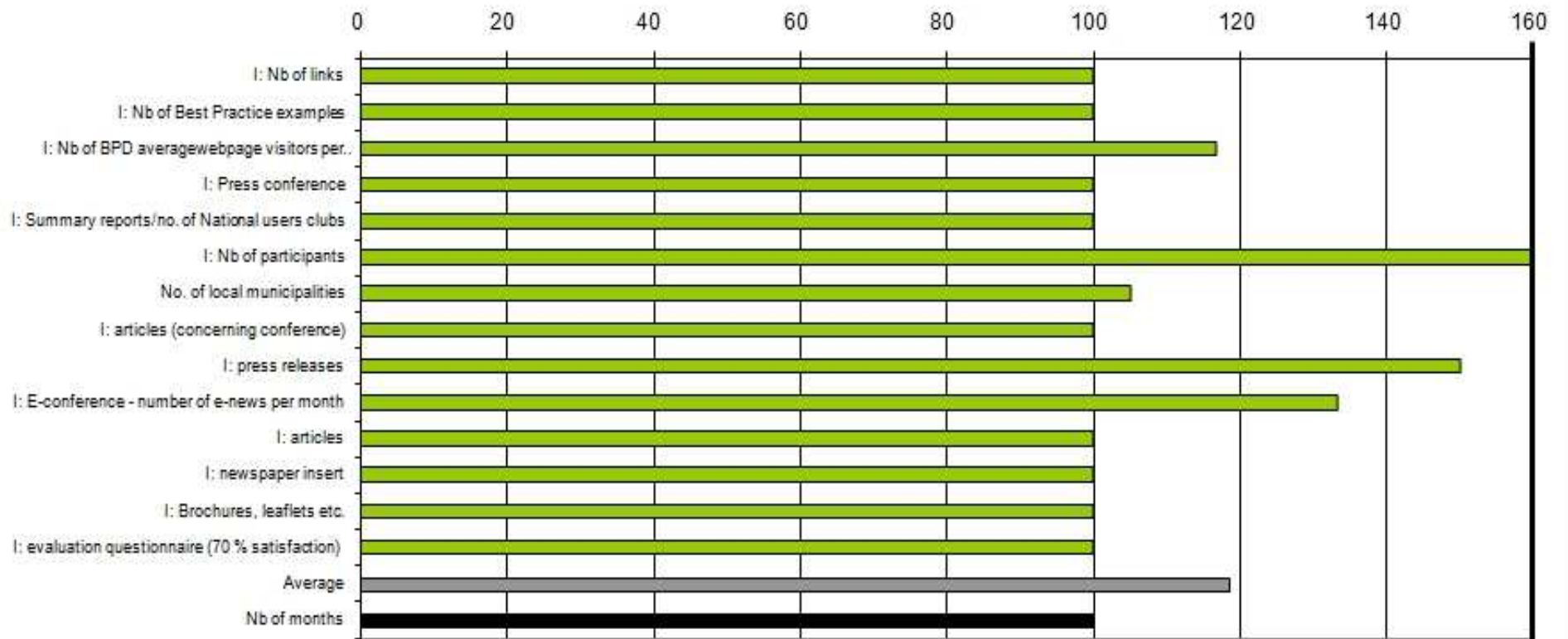
D-N ^o	Deliverable-name	Type-of-deliverable	Size/Form	Attached-to-report-as
CCC1	Label-Public-Buildings	Action	1-per-building	Electronic-overview-of-ratings
CCC2	Media-Articles	Article	1-page-/article	Electronic
CCC3	Project-Flyers	Flyer	Folded-A4	Electronic
CCC4	Leaflets-and-Brochures	Brochure/Poster	A4-and-Folded-A4	Electronic
CCC5	Permanent-Public-Exhibitions	Exhibition-Pop-up	Pop-up-stand	Photo-in-Situ
CCC6	National-Users-Clubs	Event	presentation	Ppt+list-of-participants
CCC7	Real-Time-Energy-Display	Action	Visual-Display-Unit	<u>Electronic-Screen-Shots</u>

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Local Performance indicators

CZ Healthy Cities performance indicators
Green (achieved) **Red (still to be achieved)**





Time schedule final report

Checklist final steps CYBER Display

Month	Deadline	Activity	Additional info	Recipient at ENC
March	4 March	purchase order Aqua clic (if any)	email PS 25/02	Peter
	8 March	energy, carbon etc. savings during the project	2 Email IT on 21/02	Ian
	20 March	Budget shifts (form A)	email PS 09/02	Peter
	22 March	Recommendation Paper EACI/DG TREN/EACI draft	Peter+Ian; to come	
	22 March	Deadline for application to the Towards Class A Award	http://www.display-campaign.org/ab_844_1368	
	31 March	Deadline for registration to the CYBER Display final event	http://www.eusew.eu/component/see_eventview/index.php?or	
	31 March	Comments on the Agenda Final SCM	to come	Peter
	31 March	Comments on recommendation paper		Ian
April	6-8 April	Energy Cities Annual Rendezvous Zagreb	http://www.energy-cities.eu/Zagreb-2011-Croatia	
	12 April	Award Jury Meeting		
	13 April	CYBER Display Final event		
	14 April	Final SCM (Energy Cities office BXL)		
	30 April	Official end of the CYBER Display Project	no costs eligible after that date	
May	13 May	Update of Local Performance indicators	Standard excel sheet	Ian
	27 May	Draft final cost-statement	Updated Interim Cost-statement	Peter
	27 May	Final report local action	Template to come	Ian
	27 May	Local deliverables	word file send on 09/02	electronic Ian
	27 May	Final report on WP2 by DMU		Peter+Ian
June	7 June	Comments on Cost-statement by Peter		
	10 June	Draft final technical report	Peter+Ian	
	22 June	Comments on draft report		Ian
	22 June	Final cost statement 3 signed hard copies		ENC Office
	30 June	Report submitted	Peter+Ian	



Final project deliverables

To be submitted with the final report:

- Final Board of performance indicators (WP1)
- Evaluation of communication activities carried out by participating cities (WP2).
- Briefing Note EACI + CA (WP2)
- City Reports (WP3)
- Application form TCA Award 2011 (WP4)
- Assembly of 27 e-newsletter (WP6)
- Assembly of the events list (20 national + 5 international; WP6)
- 3 Article about Display on Build UP (WP6)



Actions to be taken

- Everybody to keep deadlines from the checklist

***Coffee or
tea ?***

10.30 – 11.00





Work Package 1

Final Cost Statement

Gregory Defossez
EACI



- Final Budget shifts ▲
- Exchange rate/budget conversion
- Financial guidelines ▲
- Questions



Frequent mistakes – Financial issues

- **Time sheets** do not reconcile the full working time of a person
- **Hourly rates** in Contract Preparation Forms (CPF) are assumed to be agreed rates (they are only estimates)
- **Reporting period** is wrongly referenced on financial statement
- **Copies of invoices are missing** when submitting final financial statement
- **Reference to the project** on invoices of subcontracts is missing

26



Actions to be taken

- Time schedule for final cost-statement (see checklist)



Work Package 3

Local communication activities

Leader – Cork County Council

Nickolas Bond



Round table presentation

Each partner:

- 1-2 highlights of the actions from the last six months



Lunch Buffet!

13.00 – 14.00



Work Package 2

Detailed evaluation of the Campaign

Leader – De Montfort University

Richard Bull



Actions to be taken

- ???



Work Package 4

Display® Towards Class A award

Leader – Energy Cities
Laura Guérin



Towards Class “A” Award



The European Award for
creative communication
campaigns in your buildings

=> stimulate the
creativity of local
authorities to develop
new and original
communication
initiatives to display
energy performance of
municipal buildings



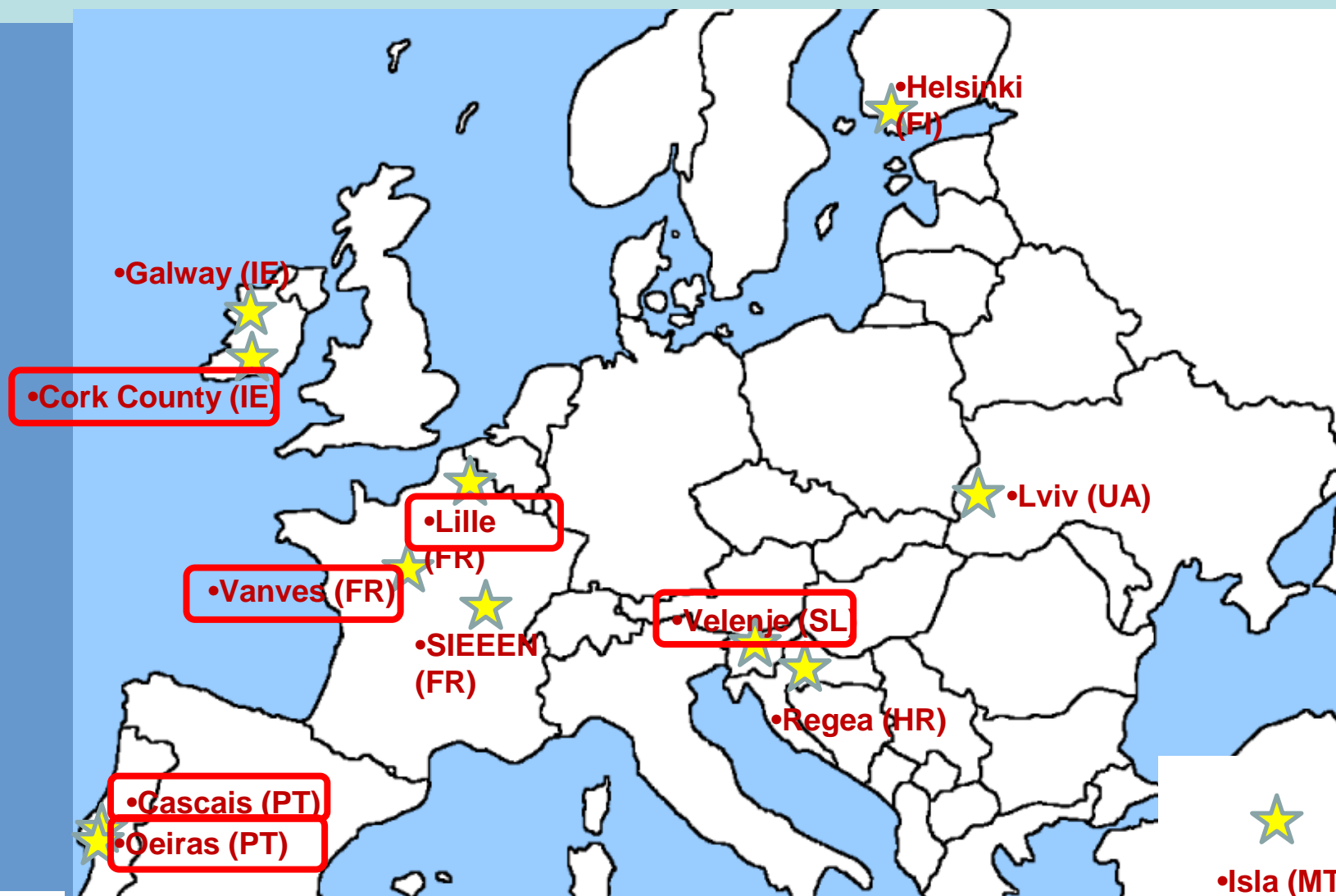
TCA Award 2011

January	Launch of the TCA Award 2011 – Call open Press release in 8 languages (cz; en; fi; fr; it; lt; pt; si) Display website Display Newsletter
22 nd of March	Closing date for application
30 th of March	Selection of the 6 finalists – 12 applications received
12 th of April	Jury meeting in Brussels
13 th of April	TCA Award Ceremony, during the CYBER Display final event



12 applicants

6 finalists





Jury 2011

- **Pekka Sauri**, City of Helsinki, Finland
- **Anna Jaskula**, Deputy Director, The Association of Municipalities Polish Network “Energie Cites” (PNEC)
- **Arnaud Pêtre**, UCL (University of Louvain) / consultant
- **Philippe Bovet**, Independent journalist
- **Vlatka Berlan Vlahek**, City of Ivanic-Grad
- **Pedro Guertler**, Association of the Conservation of Energy / Head of research



Winners 2011



1. City of Lille (FR)



2. Cork County (IE)

AQUA CLIC®
eco lifestyle®



3. Velenje (SL)



Work package 6

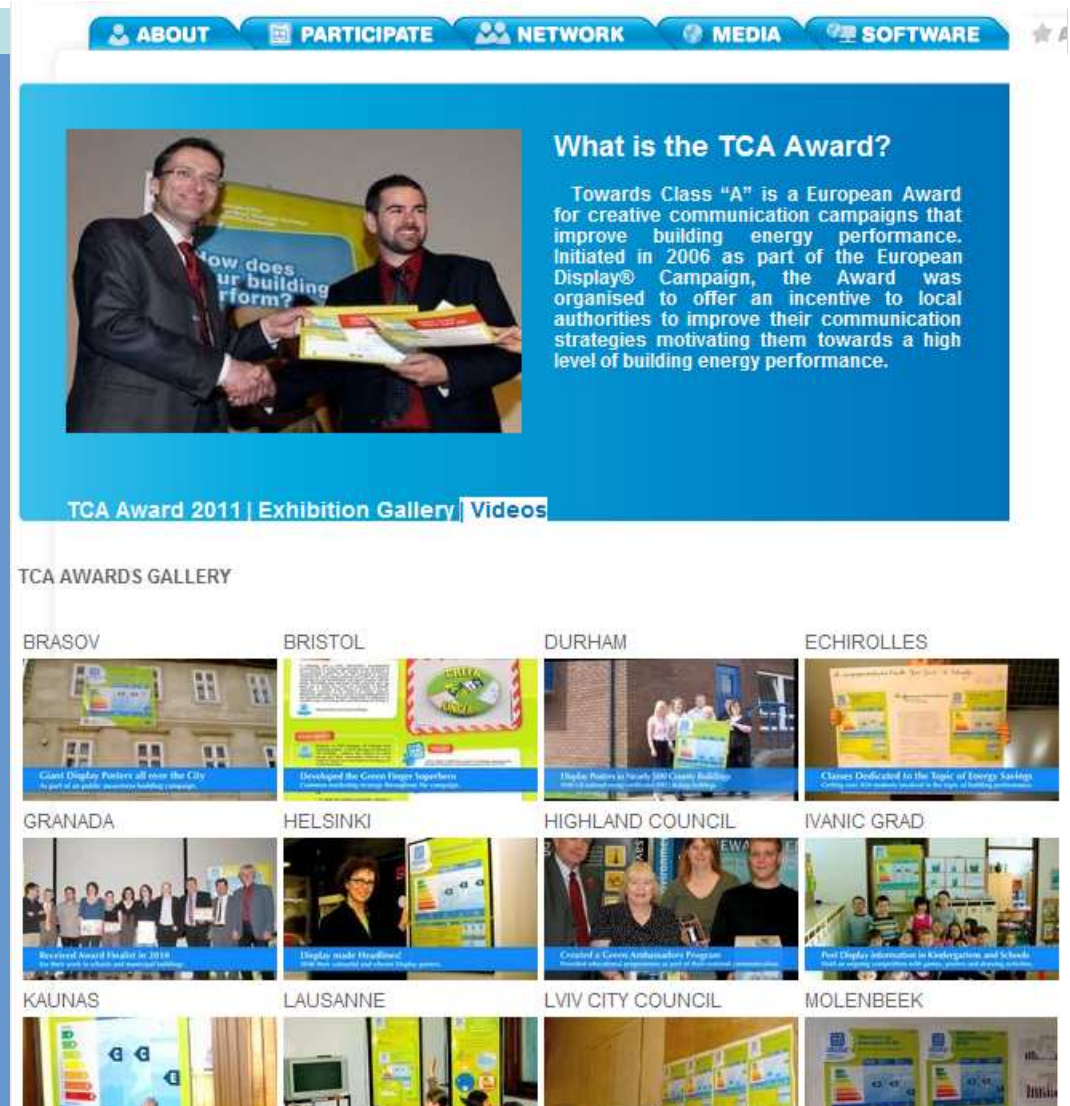
Communication and dissemination

Leader – Energy Cities
Laura Guérin



Review, enrichment and regular update of the Display® website

- Update and enrichment of the TCA Award section: 21 videos and 21 posters produced for the previous TCA Award winners
 - Videos also available on the YouTube Display® account





Newsletter



- 25 monthly one-page e-news flash
- 3 special e-news (TCA Award 2010, Temperature correction – Display moves, TCA 2011)
- Subscribers EN version: 935
- Subscribers FR version: 1166
- On average: 143 visits for EN news; 159 visits for FR news



Blog

On average
since
December
2009:

- 3 articles per month
- 400 visits per article





Blog

CYBER Display partners input

Partner	Registered BUILD UP	List of events latest updated			Input to Display News flash			Input Display blog				TCA Award participation	provision of info material
		month 9	m18	m27									
DMU			m18		july 09							not relevant	yes
Cork			m18		april 09			feb 11				2011	yes
Bristol			m18			dec 10	janv-11	26/07/2010	03/09/2010	26/10/2010	janv-11	2010	yes
Almada	yes		m18		dec 09								yes
Healthy Cities	yes	month 9	m18		Dec 08	May 09	oct-09						yes
EuroAce		month 9	m18		dec-08							not relevant	
Helsinki	yes	month 9	m18		Dec 08	April 09	june 10	feb 11				2009	yes
Udine	yes		m18		june 06	sept-10		1 article in 09	4 articles in 2010			2010	yes
Cascais			m18		nov-08	April 09							yes
KREA			m18		april 09		janv-11	Dec 10	April 11			2010	yes
KSSENA	yes	month 9	m18		janu 10		March 11	29/01/2010	03/09/2010				yes
MK Council		month 9	m18		oct-09	june 10							yes
Salerno			m18		oct-09	janu 10		05/02/2010				2010	yes
Lille			m18		sept-09							2010	yes
ALME	yes	month 9	m18		Feb 09	nov-10		nov-10				2010	yes

in red: partner contribution requested before the end of the project



Media relations

- CYBER Display supplement – FR and EN versions
- Videos Kaunas, Bristol



- Article Ian Turner – The Parliament Magazine – to be published soon, based on the Concerted Action Paper





Promote creative communication campaigns

- Get inspiration from Display local communication material

Updated in January 2011 Upcoming update including TCA Award 2011 applicants

PREPARE **COLLABORATE** **IMPLEMENT** **PROMOTE** **EVALUATE**

IMPLEMENT

You have finished all the necessary preparations and you can't wait to start. With good planning and enough flexibility the campaign should run smoothly. The public initiation to your campaign should begin when the Display poster is revealed. This can be organised as a separate event (Helsinki) or part of a week of energy related activities (Brasov). Remember a local communication campaign is not a once off event. To make display sustainable the launch needs to be complimented by regular reminders and activities involving creativity and originality.

WHAT CAN I DO

- ✓ Launch Display (Helsinki)
- ✓ Involve the target groups (Brasov)
- ✓ Get users to sign commitments (Lausanne)
- ✓ Regular communication "top-ups" to keep users interested
- ✓ Be inspired by existing communication materials
- ✓ TCA Awards 2011 - Communication materials from 6 finalists

DISPLAY RESOURCES

- ✓ Communication handbook
- ✓ Users clubs for inspiration
- ✓ Media coverage
- ✓ Shining examples
- ✓ Photos of display in action!
- ✓ Previous Towards Class A winners

European Municipal Buildings Climate Campaign

display

UK Bristol

Turn off your TV, switch off when you go home

Say goodbye to standby ... Turn your monitor off when you go home

Don't leave lights on in empty rooms

Green Finger Stamp

Don't Overheat

Green Paper Project Show

Green Paper Project Show

Get inspiration from DISPLAY LOCAL COMMUNICATION MATERIAL

energycities

INTELLIGENT ENERGY EUROPE



Users' clubs / Promotional events

- Feedback, if any



Actions to be taken

- ???



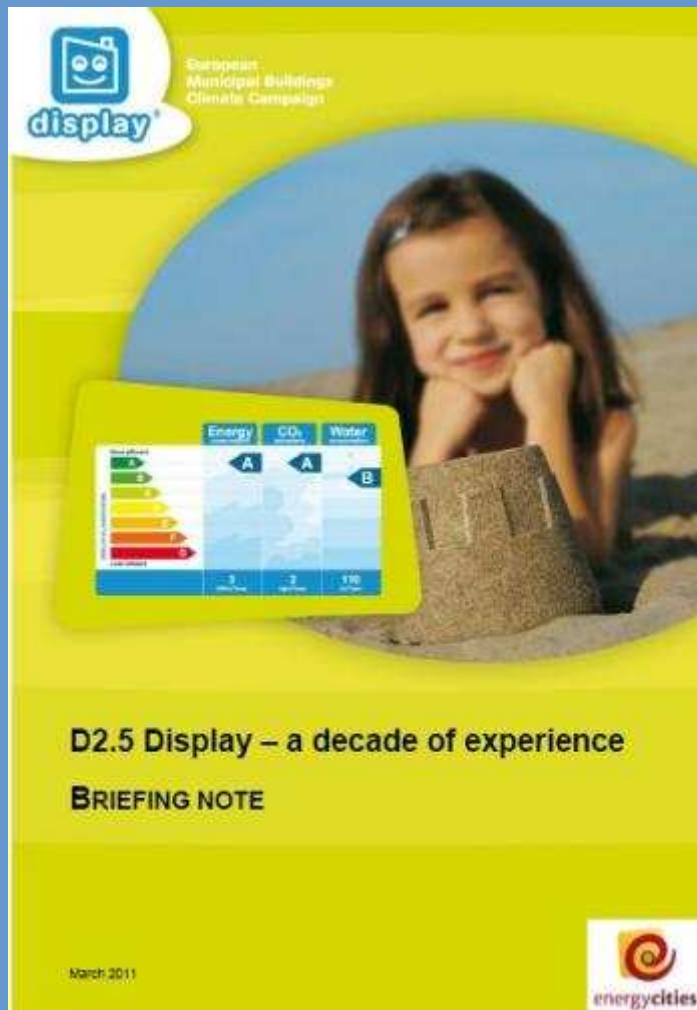
Display Outlook 2011

Topics:

- Briefing Note EACI and CA
- Lobbying Display in the future as “harmonised label” for non-residential buildings
- Actions planned by CYBER partners



Briefing Note CA and EACI



- 7 recommendations from seven campaign years (Label contents)
- 10 recommendations from ten Display Cities (communication actions)
- Conclusions
- 2 annex



Outlook

Option A



Re-apply for a EU project involving members – IEE– Interreg IV C – adapt CYBER concept with other interested local authorities and continue as usual.

Action – none

Option B



Apply for an Eastern partnership call for proposals promoting display in Non-EU27 countries.

Positive for our notoriety but not benefit income stream.

Action –better to wait for the 3x20 platform.



Outlook

Option C



Lobby National governments to include communication requirements within their national laws. This could pass via Interreg or IEE.

Feeling that the National governments are not interested in communication.

Action – none

Option D



Display becomes the new EU voluntary label for non residential buildings

Action – Recommendation paper, Lobby DG ENER + MEP.



Outlook



Option E

Bring back annual fee or align registration fee to ENC



Membership fee or both

Action – Registration fee aligned



Option F

Promote webservice within private sector



Action – Ensure first two potential contracts

Option G



3x20 platform becomes the new vector buildings
platform becomes THE tool of CoM signatories

Action – Developing a new project



Actions planned by CYBER partners

- Round table



Actions to be taken

- Setting up a working group “harmonised label”
- ??

***Coffee or
tea ?***

15.45 – 16.15





Final personal review

Each partner:

- Lasting impressions local actions
- Lasting impressions from the consortium

Good and bad ones



Conclusions and farewell



See you ???