

9^{me} Atelier du Club Display

Bienvenue



Ordre du jour global

Matin: 10h00 – 12h30

- ✓ **Vue sur l'Europe**
- ✓ **Campagne de Communication en France**

Après-midi: 14h00 – 16h30

- ✓ **Affichage de posters avant/après**
- ✓ **Financement des travaux des réhabilitations**

Campagne Display®

Quoi de neuf ?

Activités récents par juin 2010

- ✓ **12,700 bâtiments**
- ✓ **?? Posters**
- ✓ **412 autorités locales inscrits**
- ✓ **28 compagnies privées**
- ✓ **Display poster révisé, disponible en 26 langues**
- ✓ **Site web largement révisé**
- ✓ **Display adapté à la régulation suisse**

Display® Video(s) de plus en plus populaire

Display campaign (with subtitles)



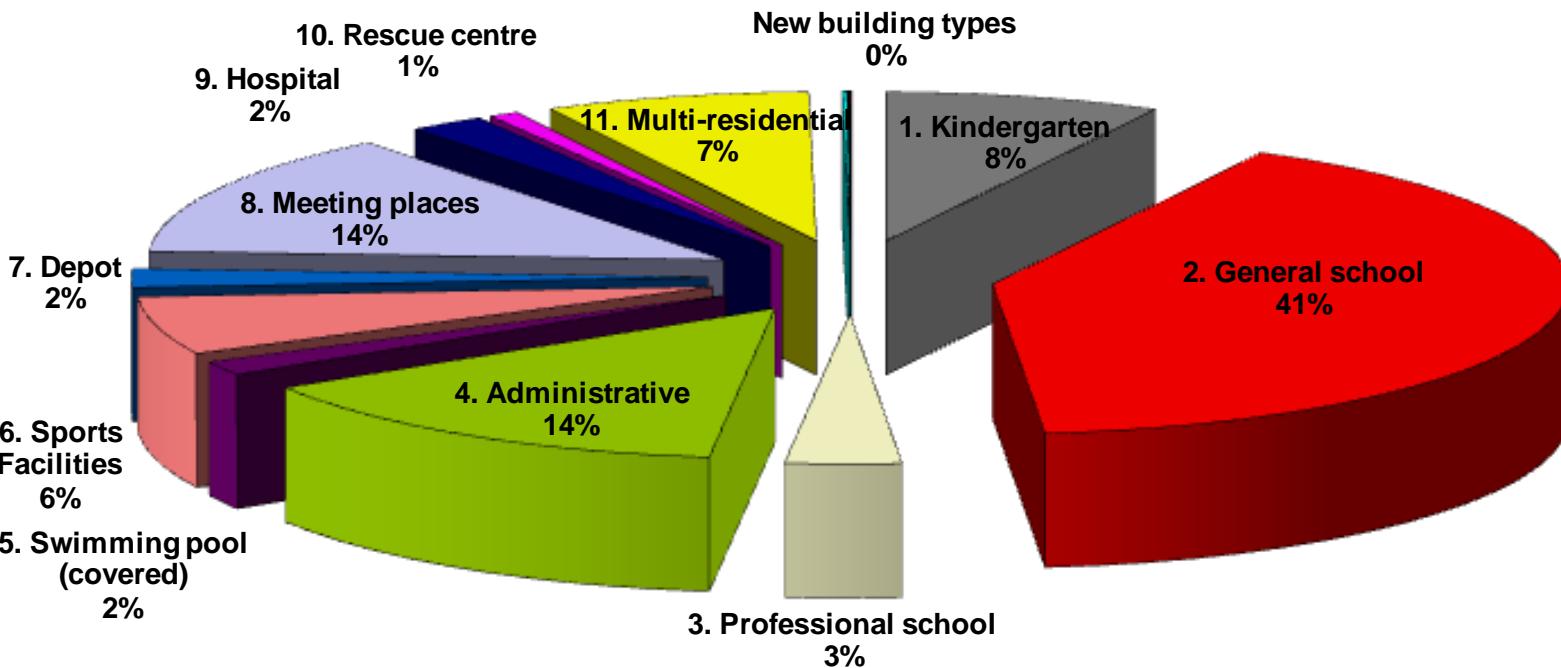


Display® Software News

- ✓ **4 type de bâtiments supplémentaire**
 - ✓ Industriel
 - ✓ Commerciale
 - ✓ Restaurant
 - ✓ Maison individuelle
- ✓ Révision de la typologie existante
- ✓ Introduction correction climatique par default

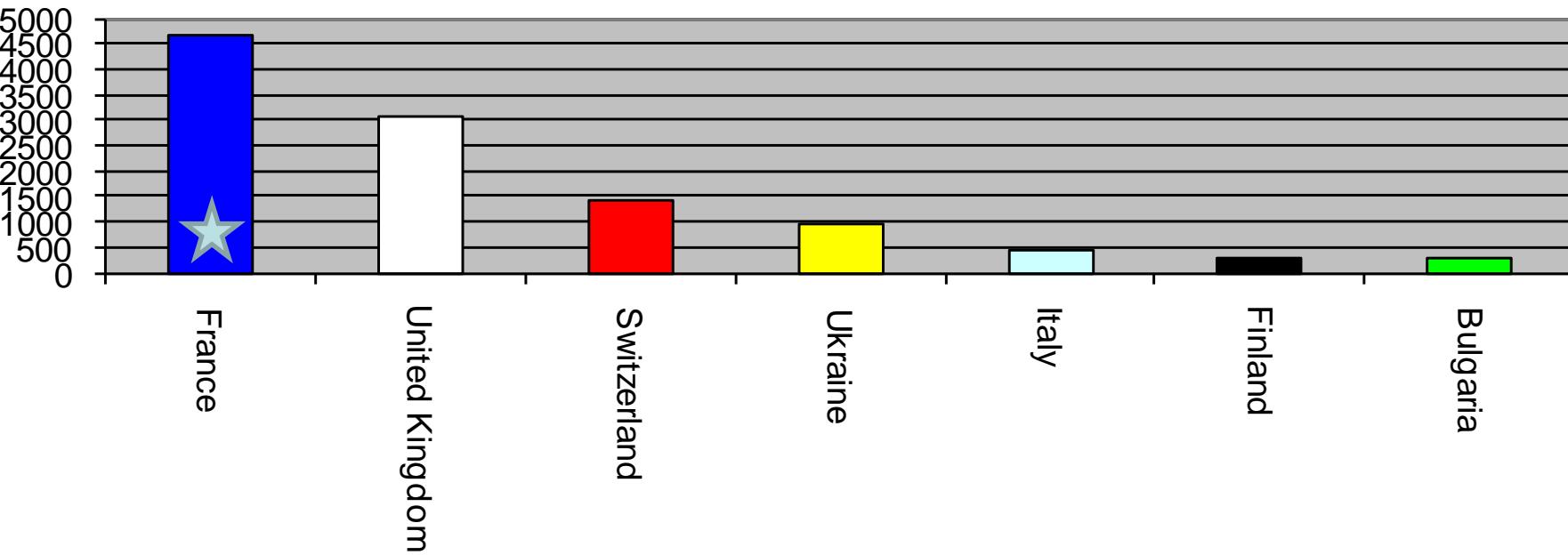
Display Database

Building distribution - May 2010 (12,637 in total)



Display Database

Number of building per country (over 200)



Evaluation de la campagne

1. Deux questionnaires en relation avec des campagne de communication
2. Report des aboutissants initiales suite à l'analyse de la base de données DISPLAY
3. Analyses bâtiments avant/après réhabilitation

Evaluation de la Campagne

Cyber Display Building Energy Analysis Survey - Windows Internet Explorer
http://www.surveymonkey.com/s/389GD7Z

Google Toolbar has automatically translated this page to French

Afficher Cyber capacités Analyse de l'énergie

Quitter cette enquête

1. Détails de construction

* 1. détails de construction complète

S'il vous plaît entrer dans le bâtiment à condition d'identification (ID):

Nom du bâtiment:

Adresse:

Ville:

Pays:

2. S'il vous plaît cocher la meilleure date estimée de la construction du bâtiment

Avant 1900 1941 à 1960 après 2000

1900 à 1920 1961 à 1980

1921 à 1940 1981 à 2000

Prochain

Done

Internet 100% 12:37

start Microsoft Internet SmartVoip Windows manisha ran... Microsoft Adobe R... Microsoft Intelligent Energy Europe

Retour sur la cérémonie du Display Award « Vers la Class A »



Panorama des candidatures

15 Candidatures



6 finalists





Bristol City



DON'T OVERHEAT!

The legally required heating levels are:
EPHs: 21°C
Offices: 19°C
School classrooms: 18°C

WASTING ENERGY
Turn down the heating

COMFORT ZONE
Put a jumper on

COOL

Overheating buildings is a waste of energy and money!

How to remember

Drawing arrows - thermometer on the wall.

Room	Temperature
Your Classroom	16 °C
School Hall	16 °C
School Office	16 °C
Medical Room	16 °C
Boys Toilet	16 °C
Girls Toilet	16 °C
Corridor	16 °C

Now take your thermometer around the school and measure the temperatures in each of the rooms. Write them in the table below and say if it's too hot ↑, too cold ↓ or just right ☺

ROOM	TEMPERATURE	ROOM	TEMPERATURE
GAS ROOM		COMPUTER ROOM	
SCHOOL HALL		CLOAK ROOM	
SICK ROOM		CORRIDOR	
OFFICE		STAFF ROOM	
LIBRARY		TOILETS	

REMEMBER! Don't touch any heating controls for the school - always tell a grown up if you think the temperature needs to be changed.

Now you know what you are doing fill out sheets for each day of the week - Monday to Friday.



Province of Granada





Ivanic - Grad



Pays de Rennes





Salerno





Zürich



The collage illustrates various energy efficiency projects in Zürich:

- Our poster:** A building picture of Altersheim Klesperk with a display label.
- Energieschule label:** A small blue square with a white owl logo.
- Display label:** A yellow energy efficiency display board for Altersheim Klesperk.
- Building picture:** A photograph of a traditional building with a red arrow pointing to it.
- Event photos:** Three photographs showing public events: a group of children and adults outdoors, people at a display booth under a tent, and a man being interviewed by a reporter.



1st - Ivanic-Grad (HR)

2nd - Pays de Rennes (FR)

3rd – Zurich (CH)

Award winners gallery

The 20 best local campaigns





The European Award for creative communication campaigns in your buildings

Award Winners Gallery

Presentation

What is the TCA Award ?

"Towards Class A" is the European Award for creative communication campaigns in public buildings. Initiated in 2006 as part of the European Display® Campaign, the Award was organised to offer an incentive to local authorities to improve their communication strategies motivating them to improve their buildings' performances - Towards Class A.

By cutting edge communication activities this annual Award also encourages local authorities to not just publicly display their energy certificates but develop creative and dynamic communication campaigns that involve building users and managers.

History

Since 2006, 36 cities from 16 countries have taken part in the Award.

Riga 2006: First "TCA" Award
Bristol (UK) was the first prize for its creative concept.
Second and third prizes went to Brasov (Romania) and Lille (France) respectively. Lausanne (Switzerland) received the "special jury prize".



the County of Durham (UK).

Brussels 2009: 3rd "TCA" awards

Highland Council (Scotland) won the first prize for its success involving the local inhabitants in a strong positive dialogue. The second prize went to Pamplona (Spain) and the third to Lviv (Ukraine).

Salerno 2010: 4th "TCA" awards

Ivano-Frankivsk (Ukraine) won the first prize for the inclusion of all important actors in their campaign.
The second and third prizes went to the Pays de Rennes (France) and Zürich (Switzerland) respectively.



Why a Gallery of Winners?

The objective behind this gallery is to present 24 of the best contestants via an internet poster illustrating their main activities carried out, the highlights, results and finally some top tips. The diversity of Europe provides the common element for this Gallery representing small, medium and large cities as well as four regions from 13 Countries.



Why an award for Communication?

Since 2006 the European Display® Campaign has shown that reducing the consumption of buildings in Europe can significantly be accelerated if local authorities stimulate behavioural change by communicating the performances of their buildings to politicians, technicians, building users, and the public. Displaying Building Energy Certificates is just the first step in a long process to improve building performance. Without an active involvement of stakeholders in the instruments is building design, renovation, efficient energy delivery and advanced energy management can be selected or not achieve the intended potential. The creation of a European Award that focuses on the quality and originality of local communication campaigns linked to building certification has demonstrating how the public sector can lead by example towards achieving an energy efficient Europe.

www.display-campaign.org

Contact:



isover



PHILIPS





The European Award for
creative communication
campaigns in your buildings

Award winners gallery

LAUSANNE

Highlights

Creation of the "G" team: to work on both technical and communication measures to improve the classification of the rated G building.
They made emphasis in new educational tools for the right audience to achieve the most urgent and significant changes.

Instruction material in braille and audio format, program of training for building' caretakers, profusion of posters and visual reminders, were, among others, the reasons for success.

 Schools, gyms and municipal agents

What we did

 49% of the public stock of buildings was included in the campaign and posters were hung from all of them * Loads of comparative (before and after) and informative Display posters around the city.

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Results

Define which changes (or buildings) are the most required to achieve significant reductions in the energy and water consumption and focus on these ones.

Between 2005-2006 :

- Their consumption of energy in the participants building reduced in -50 kWh/m²y.
- They avoided 4000 ton of CO2 emissions.

Between 2004-2007

- Their Class G building stock reduced from 34% to 11%.

Top tips

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www.display-campaign.org



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Sponsors



Nouveautés de site web

Energie-Cites.eu Covenant of Mayors Display Campaign IMAGINE Exhibition IMAGINE Blog

Communicate your buildings performances

Get updates E-mail address OK





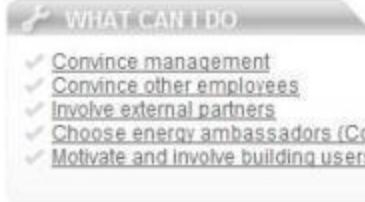
COLLABORATE

An energy certificate in itself will not guarantee that your buildings performances improve. A local campaign to reduce energy and water consumption can only be successful if you involve all the people associated with the building i.e. building users, managers, politicians, technicians etc. Display provides you with a common identity to bring all these partners together.



Giancarlo Savino, energy manager at the Salerno City Council, knows that new forms of communication are needed to raise awareness on energy issues. That is why, as part of Salerno's participation in the Display Campaign, he launched the project "Gioca al Risparmio - Playing the savings game" in 2006. "Until then I had never played a game with more than 4000 players at a time", says Giancarlo with a big smile.

The 4,000 students and the wider community of Salerno became the main actors in a "game" to compete for the highest energy and water savings achieved during a period of one year.



- ✓ [Convince management](#)
- ✓ [Convince other employees](#)
- ✓ [Involve external partners](#)
- ✓ [Choose energy ambassadors \(Colomiers\)](#)
- ✓ [Motivate and involve building users](#)



- ✓ [Communication handbook](#)
- ✓ [National users club](#)
- ✓ [Display associated partners](#)
- ✓ [Shining examples](#)
- ✓ [Display training material](#)

 [Learn more](#)

Further examples:

Display Club FR, Paris 22 June 2010

Intelligent Energy Europe

Display® e-newsflash

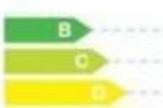


display NEWS
Energy performance of your buildings
Monthly newsletter n°24 - October 2009 www.display-campaign.org



UK User's Club 15th October 2009
The Milton Keynes Council Climate Change Team organised the second UK National Display day on the 15th of October. This was attended by over 50 people from 30 organisations, mostly local authorities. It included presentations and workshops, on the theme of giving delegates a better (...)
[Read more >>](#)


Second Display users club held in the Czech Republic
Prague, 1st October 2009, the 2nd Czech Display Users Club was part of a special seminar organised at the Czech Association of Scientific and Technical (...)
[Read more >>](#)


Schools with pools – now with their very own benchmarks
Thanks to the request of the city of Zurich, who has a number of schools with pools

Display in numbers
400 Cities
11,251 Buildings
22,008 Posters

Edité
mensuellement
2,500 abonnés
**Votre contribution
a le bienvenue!**

Revision de la directive

- Nov 08: Proposal DG ENER
- 12/08-02/09: reviewing process
- Apr 09: Vote EP of amendments
- Nov 09: Political agreement EC/EP and Council of European Union
- May 10: Final approval EP and EU Council
- Jun/Jul 10: Enter into force
- Dec 12: Transposition to national law

What's new/modified

- Energy performance to be expressed in Primary Energy
- RES definition does not include heat recovery from waste incineration
- New buildings are at least very low energy buildings by 31 December 2020
- By 2011 voluntary common EU certification for non-residential buildings (§31 ?)
- Certificates to be issued for buildings $\geq 250\cdot m^2$
- Introduction of a building typology

What's relevant for LAs?

- 23) Public authorities should lead by example and should implement the recommendations included in the energy performance certificate within its validity period. Member States should include within their national plans measures to support public authorities to become early adopters of energy efficiency improvements and to implement the recommendations included in the energy performance certificate within its validity period. **In developing the national plans, Member States should consult the representatives of local and regional authorities.**
- 28) Local and regional authorities are critical for the successful implementation of this Directive. Their representatives should be consulted on **every** aspect of its implementation at national or regional level.

Point sur l'actualité réglementaire

Sophie LE GARREC, DHUP

Rapports d'activités par les participants

- **Tour de table**

avec des contributions spécifiques concernant leurs campagnes de communication:

- *Clé/ Pays de Rennes (Carole Le Moigne)*
- *Ville de Nantes (Michel Le Gohèbel)*