

# SUPPLEMENT Energie-Cités

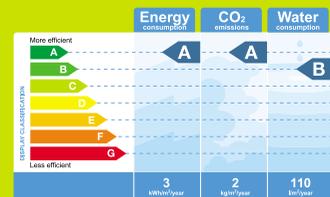
INFO N° 29 | May 2005

TWICE-YEARLY INFORMATION BULLETIN FOR A LOCAL SUSTAINABLE ENERGY POLICY IN EUROPE

## How does your building perform?

DOSSIER

 **Display™** first European  
Climate Campaign promoting  
the energy and environmental  
performance of public buildings

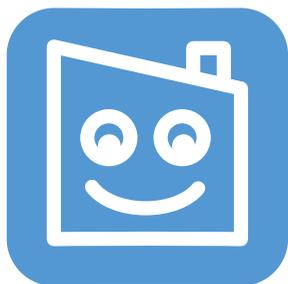


**Get Power  
Save Energy!**

# ▶ ENERGY AND CLIMATE: the time for waiting is over!

Today, 80% of the world's energy resources are consumed by 20% of the world's population, and Europe is a significant part of that 20%. Our energy-intensive development model is only possible because the rest of the world is left with next to nothing. With prices following an upward trend that is set to last and greenhouse gas emissions on the increase, we cannot follow this model any longer. If further energy-related conflicts are to be avoided, we will have to learn to share, give all countries access to development opportunities and cut our emissions by a factor four by 2050. We will have to reinvent our civilisation's relationship with energy in a way that can be reproduced in the rest of world. And we will have to start now!

**Display™, the first European Climate Campaign promoting the public display of labels on the energy performance of buildings, is a response to this need.**



**display**

**Energie-Cités' European  
Municipal Buildings  
Climate Campaign**

## Involving society as a whole

A new civilisation cannot be created in government offices. It is up to society at large to embark on this task with what whatever resources are at hand. This is why we local authorities must use every opportunity that arises to involve the public and local stakeholders in initiatives that promote the intelligent use of energy and create truly "Sustainable energy communities". Given that **Display™** is first and foremost a public communication tool, it provides an ideal opportunity for you to take action in the easiest area of all - that of municipal buildings.

## Rethinking old habits

We must give fresh impetus to our efforts to improve the energy performance of our buildings. The energy record of municipal buildings is far from perfect and all efforts to improve it, even when you have experience in the field, meet with a number of obstacles. One such obstacle is the difficulty of communicating with elected representatives, the general public and non-specialist colleagues. Involving the local population would make your task easier, be you a mayor, deputy-mayor, or financial or technical manager. And this would also encourage the public to take action. **Display™** is the ideal tool for this!

## Display™: small investments, big savings

Municipal budgets are a tricky affair and we are under constant pressure from all sides to save public money. Energy is one of the rare areas where capital investment can help reduce expenditure, but we still experience difficulties in convincing policy makers of this. A word to the wise: *"Show your mayor the label showing the F or G classification of one of the schools in your district before posting it and he will be much more receptive when you come to ask for a (minor) funding that offers him (major) savings. And the chances are he will ask you to extend the project to any other buildings under your responsibility"*. **Display™** was designed by local stakeholders (20 municipal energy managers from 18 countries) to make energy, CO<sub>2</sub> and water issues understandable for non-specialists, and it can make this scenario a real one!

## Display™: an urban marketing tool

Authorities using **Display™** offer real added value to the local population. The campaign focus on transparent management gives them a head start on other municipalities. In a few years' time, displaying the energy and environmental performances of your public buildings will become a legal requirement. **Display™** is an opportunity to anticipate this, not simply by changing administrative rules but by active communication on the ground. Be pioneers! Get everybody involved!

Gérard MAGNIN

# Energy information accessible to all

The communication tools produced by Energie-Cités are the result of hours of painstaking work and meet the objectives of the Display™ Campaign, both in terms of educational requirements and making energy information accessible to the public.

## A communication Guide A poster

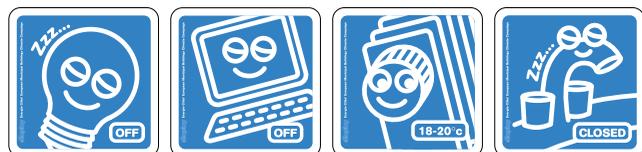


Available in 5 languages (English, French, German, Italian and Polish), the Guide has been designed to assist participants in implementing the Display™ Campaign. Practical information sheets are presented in a folder and can be easily added to. They provide guidance in determining a strategy and preparing initiatives. The Guide details the communication strategies that will help you promote your projects effectively to the general public and the media. Last but not least, stickers are provided which illustrate in a bright and informative manner simple energy-saving tips that people can use on a daily basis.

An A2 size poster has been designed to make the energy performance of public buildings more comprehensible to non-specialists. The object is to draw public attention to energy issues in a communicative and attention-grabbing way. The poster's contents are automatically taken from the website. Its wording is simple and easy to understand, it is available in 16 languages and it includes a space for describing measures for improving public buildings.

**A leaflet**  
Published in 16 languages, the leaflet provides basic information on the Display™ Campaign, the project concept, the tools available for its implementation and the conditions for participation in it.

**Well-designed and accessible communication tools help raise awareness of energy issues among the public and local stakeholders, an objective which every local authority should adopt.**



Stickers Display™



## A website

**Public buildings can now benefit from a technical appraisal on the Display™ Campaign website! The website offers the possibility to measure their current or prospective (over several years) energy and environmental performances and to compare results with other buildings. The website is intended as an interactive tool to be used by municipalities who want to improve their energy performance. It has become a key component of the Campaign.**

First of all, as well as giving detailed information on the Display™ Campaign, participating cities and model projects, the Display website provides municipalities with a dedicated space to showcase their initiatives and energy performance results. An ideal opportunity to reach a wide audience and be a source of inspiration to other local authorities!

The second reason concerns the tool for calculating the energy performance of public buildings (provided free of charge with unrestricted access). Any local authority can test the performances of three of its buildings and visualise the results on a poster generated on-line.

Finally, a forum has been set up to promote the direct exchange of experience and ideas between members of the Display™ Campaign.

[For further information  
www.display-campaign.org](http://www.display-campaign.org)



# The Display™ calculation tool

**In accordance with the CEN (European Committee for Standardization) guidelines the web-based Display™ calculation tool determines building performance indicators and creates an individual Display™ poster. Once the building data are available the Display™ poster can be printed out within 10 minutes.**

## Methodology

The Display™ calculation tool is a certification scheme that determines performance indicators of energy and water consumption data, a so-called "operational rating scheme". Display™ pilot cities opted for a label classifying buildings on this basis because:

- Final energy consumption data can be easily obtained,
- Operational rating certificate can be updated yearly and can be therefore be a measure of quality of the management and be used to motivate the building caretakers and users.

## Data collection

The Display™ calculation tool automatically generates a poster from data on the energy and water use of registered public buildings. Display™ posters are intended for the general public and can be used in any type of public building, from schools, sports centres, town halls and museums to theatres, old people's homes, fire stations, swimming pools and ice rinks.

The Display™ calculation tool is constantly updated and takes the diversity of public buildings into account through the integration of various types of data, such as the services provided in the building (sports and catering facilities, for instance), its occupancy patterns and building-specific requirements in the case of educational institutions such as crèches, schools and universities, and technical colleges.

The calculation tool also takes into account the variety of energy sources used in a building such as conventional and renewable energy sources, small-scale CHP, heat supply from a district heat network, etc.

Energy consumption data are expressed in terms of CO<sub>2</sub> equivalent and presented on the poster in the form of an indicator.

The calculation tool data can be used to analyse and compare results at local level, as well as being used to devise building performance improvement schemes.

## Display™ Campaign: initial results

**More than 100 towns and cities from 19 countries are involved in the Campaign for the public display of energy and environmental performances, with more than 1,200 public buildings registered so far via the on-line calculation tool on [www.display-campaign.org](http://www.display-campaign.org)! The results of the first year of work and exchange between the energy managers of participating towns and cities are presented below.**

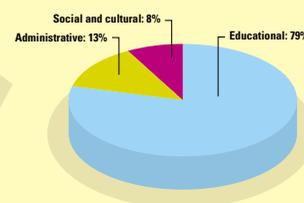
## Results for schools

The classification scheme was designed first and foremost for use in schools, which explains why they account for up to 83% of all buildings in the Display database. This category of buildings has a strong energy-saving potential, as shown by the high number of class G buildings it includes. Only 5% of registered school buildings are in class A, which corresponds to an energy consumption of 75 kWh/m<sup>2</sup>/year. Although their number is still limited, class A "high-performer" schools are to be found in all the countries. However, more than half of the buildings in this category are in class E, F or G for CO<sub>2</sub> emissions, energy and water use performances. As for other types of buildings, the data available are not adequate for a reliable analysis to be made. It is to be noted, however, that they seem to follow the same trend as school buildings.

Distribution by school



Distribution by type of building



## Future prospects

Within the next two years we expect to have collected data on at least 20,000 buildings. The information relating to energy performance in municipal buildings gathered in the Display™ database will enable us to provide support for the set up of an energy management system in the municipalities concerned. Display™ will become a tool for evaluating long-term energy performance indicators and will enable the launch of a major action plan to upgrade buildings from the E-G range to classes C and B.

Analysis of the data supplied by volunteer municipalities will also enable us to establish benchmarks for different categories of building and geographical location.

# Display™ in action



**Interview with  
Inge van de Klundert,  
City of Utrecht**

## **As a pilot city of the Display™ Campaign from the beginning, what is the main benefit of the Display™ Campaign to Utrecht?**

At first Utrecht was interested in the Display™ Campaign for two practical reasons. Firstly, Utrecht wanted more information about the Energy Performance in Buildings Directive and secondly Display™ appeared to be a good way for the city itself to publicise the energy consumption data which we have been collecting since 1995. A further reason was that the Display™ Campaign could help us to raise people's awareness people about climate change issues and give them some tips in order to encourage them to turn words into action.

## **How was the Campaign received by your colleagues working in the municipality? What interest did it raise?**

At first the Display™ label was promoted to building managers and caretakers to stimulate action within the authority. The Display™ label helped us to show the consequences of the Energy Performance in Buildings Directive to them. It puts an abstract European guideline into practical effect. The result is that building managers are anticipating the European Directive by budgeting for the implementation of the Directive. This gives us a head

start in the implementation of the directive in the municipality. Energy consumption data are reported to building managers and caretakers of municipal buildings every month. While pure energy consumption data may be very interesting to these managers, they are of no interest to the people working in the buildings.

That's why the environmental managers in the municipality became very interested in the Display™ label. The Display™ label attracts people's attention. Environmental managers requested an additional communication campaign to make use of this experience with the Display™ label.

## **What other beneficial effects of the Campaign can you share with us?**

Besides the impacts already noted, the Display™ label also had an impact outside the authority and prodded others into action. Due to the fact that the national authority is slow in developing energy certificates, further Dutch municipalities have recently shown an interest in the Display™ label. This is for the same reason as mentioned inside the authority: an abstract guideline has been put in practical effect.

Finally it should be mentioned that the Utrecht participation in the Display™ Campaign made it clear that Utrecht needs much better data collection on water consumption. It is always good to get this kind of feedback to improve our management system.

## **What awareness raising action will be undertaken in the near future as a result of Display™?**

More specific and additional communication can easily be provided in combination with the label. Therefore Utrecht developed an additional communication campaign. Utrecht will try to raise the awareness of people working in the buildings via posters within them and an e-mail communication campaign. The city expects this to reduce energy consumption by a further 5% and this might be the way to approach class A. This additional communication campaign will run over the next few months.

## **What advice can you give to other cities which have not yet joined Display™ Campaign?**

Make the energy and water consumption of your buildings comprehensible to the citizen and join the Display™ Campaign! Although your national energy label might be completely different, the Display™ label has proven to be a very good communication tool. Data you need to enter in the Display™ calculation tool should be collected to manage the energy and water consumption in your buildings anyway. And most important of all, I'm sure you will agree, is that the Display™ tools will help you to save money in your buildings!

# Display™ in practice

The Display™ Campaign has gained a great deal of momentum in European towns and cities since its official launch in autumn 2004. It arouses public interest everywhere and there is something in it for everybody: elected representatives, municipal professional and technical staff and the general public. Below is a review of the successful experience of 8 towns and cities which have made use of the Campaign to promote existing projects and come up with new ones.

## ▶ Almada: a successful awareness-raising campaign!

The municipality of Almada wanted to anticipate the implementation of the 2002/91/EC European Directive in Portugal by means of the Display™ Campaign. In June 2004, the local authority put up a poster at the Pragal primary school, then presented the campaign at a national meeting of local energy agencies and published a paper in the national magazine "Municipalities and Cities". Since then, 19 buildings have been assessed and 5 posters displayed, mainly in schools.

What is remarkable in these initiatives is the commitment of the municipality towards promoting more energy-conscious behaviour among the general public. The objective of the city council is to raise awareness of public building performance among building users by displaying information on their energy and water consumption. This has led to improvements in the organisation of technical data, a necessary step in any building assessment process.



The project has aroused the interest of both building users and the general public. Displaying building performances on A2 size posters has led a number of people to reflect on ways of improving such results, especially children, who reproduce what they have learnt at school at home. Everyone at the local energy agency is actively involved and teaching staff in participating schools pass on information to the pupils and their families. The tool is interesting for energy professionals, who want to know more about the calculation tool, how it works and whether it accounts for climatic differences between Southern and Northern Europe. Everyone agrees that the overall aim of the Campaign is to increase awareness of CO<sub>2</sub> emissions, energy and water use.

Pending implementation of the European Directive in Portugal, the municipality will broaden the Display™ Campaign by setting it in a national context. Posters will also be updated to provide yearly information on energy and water use, thus highlighting any changes in building users' behaviour.

▶ For further information  
[Elisabete Serra, AGENEAL, Local Energy Management Agency of Almada](mailto:elisabete.serra@ageneal.pt)  
 E-mail: [elisabete.serra@ageneal.pt](mailto:elisabete.serra@ageneal.pt)

## ▶ Saarbrücken: when awareness raising and saving money go hand in hand

The city of Saarbrücken (Germany) with 182 000 inhabitants and 260 municipal buildings has participated in the Display™ Campaign since 2004 under the guidance of Energie-Cités. First of all the data from all 32 of the town's primary schools was entered into the calculation tool. The effort required was fortunately very small due to an existing energy management system.



Posters with the results of this analysis had been put up in the entrance hall of all the schools involved by the end of 2004. In the first school concerned, situated in the community of St. Annual, the Mayor Kajo Breuer, put up the very first poster. This was followed by a discussion on the topic of energy use between the pupils, teachers and the

Mayor. He was very impressed by the pupils' high level of knowledge and by the posters on the subject of energy and water consumption that they had produced themselves.

The local press and television broadcasts reported on the action and it stimulated several requests from other schools about how to implement and to continue with energy saving.

Thanks to this success the data of all kindergartens and administrative buildings have been entered in the Display™ system and 75 buildings are now registered in the system.

The classification of the Buildings A to G provides particularly useful information to municipalities for the strategic planning of the refurbishment of local authority buildings and helps to spend their money efficiently.

The programme gained attention in the surrounding region as well. Saarbrücken together with Metz, Trier and Luxemburg is part of the city network "QuattroPole". This network organises so-called "Energy tours" in the different cities in order to exchange experience concerned with energy-questions. On 18<sup>th</sup> May the programme for the energy tour of Saarbruecken was presented. The Display™ Campaign will play a key role among all the topics covered by the tour. The exchange will take place in the St. Annual Primary School which is very committed to the project.

▶ For further information  
[Jürgen Lottermoser, Saarebrücken](mailto:juegen.lottermoser@saarbruecken.de)  
 E-mail: [juegen.lottermoser@saarbruecken.de](mailto:juegen.lottermoser@saarbruecken.de)

## ▶ One year of labelling in Frankfurt

The Display™ Campaign was launched last summer in Frankfurt in order to meet three main goals: to prepare for the establishment of the European Buildings Directive, to raise the users' awareness of energy efficiency and to document the results of the energy-management department. A premium system, implemented since 1996, allows one to give money back to energy savers.

Frankfurt is situated in the western part of Germany and currently has 650 000 inhabitants with over 1200 public buildings. Since the mid-eighties the city-council has been concerned with establishing a public energy management system to improve cost-control and to reduce energy wastage. It started to obtain data about building energy consumption and how it changed over the years. It detected a sum of €26M per year spent simply on electricity, heat and water.

Frankfurt started by calculating the indicators for 14 buildings (11 schools, 2 administrative buildings,

1 museum). Afterwards it put up 13 posters in the buildings easily visible by everyone.

To motivate people to take part in the Campaign, a premiums-system was introduced. Cost savings resulting from energy saving are shared out in the proportion 25% for the building owners to use as they see fit, 25% for those responsible for the energy installations (often the caretaker) and 50% for the Energy Management Department to invest in new energy saving projects. Matthias Linder (Energy Department) commented on people's reactions: "People are very interested in the subject and wonder how much energy is actually consumed".

In conclusion, it should be noted that Display™ started in Frankfurt on the basis of excellent data and with a very enthusiastic Energy Department that supported the campaign. The people's reactions showed that energy efficiency in buildings is a subject that affects everyone.

### ▶ For further information

Mathias Linder, Frankfurt, Energy-department  
E-mail: [mathias.linder.amt65@stadt-frankfurt.de](mailto:mathias.linder.amt65@stadt-frankfurt.de)

## ▶ French-speaking Switzerland sets up a Display™ Campaign in Switzerland

The InterregIIIA project "REVE-Jura-Léman" on the French-Swiss border enabled the Swiss partners to carry out the specific task of adapting the Display™ tool based on work in 8 "Cities of Energy". As part of this project, the City of Neuchatel will host the "Energy Day of French-speaking Switzerland" which will open the Display™ Campaign for 60 communes in French-speaking Switzerland involved in the SwissEnergie programme for communes. Further developments are already planned in German-speaking Switzerland.

### ▶ For further information

Christophe Matas, CREM  
E-mail: [info@crem.ch](mailto:info@crem.ch)

## ▶ Bristol: a Display™ poster for the green pioneer

Bristol City Council, one of main pioneers of energy efficiency in Great Britain, has been involved for many years in raising city council employees' awareness and training them in energy saving techniques. However, a difficulty arose which was solved thanks to the Display™ Campaign.



Finding an attention-grabbing message which can arouse interest and encourage both staff and users to improve energy efficiency records is not an easy task. Bristol City Council quickly understood that the Display™ Campaign could provide an efficient, original and comprehensive solution to the problem. The Campaign, with its strong visual identity and innovative energy labelling system, therefore became the cornerstone of its public awareness-raising strategy.



Phil Hope, Departmental Green Minister in the Office of the Deputy Prime Minister and Valery Davey, Labour Member of Parliament for Bristol West visited CREATE in January 2005.

A large banner, a local version of the Display™ poster, was hung up on the façade of CREATE, the City Council's "environment centre". The City Council is currently surveying its stock of buildings and making the calculations necessary for the production of Display posters for its 100 most prominent sites. Meetings with building managers are also being planned to prepare for the implementation of energy efficiency improvement measures through the encouragement of energy-conscious behaviour among staff and/or investment in building improvement measures.

The City Council advises all municipalities to join the Display™ Campaign and benefit from its custom-built tools.

### ▶ For further information

Ian Watkins, Bristol City Council  
E-mail: [Ian\\_Watkins@bristol-city.gov.uk](mailto:Ian_Watkins@bristol-city.gov.uk)

## ▶ Milton Keynes: demonstration of the environmental impact

**Milton Keynes, a new city of 207,000 inhabitants located 60km north of London is a Display™ pilot city.**



Before Milton Keynes joined the Display™ Campaign, the city already had a centralised energy monitoring system for the majority of our public buildings. The city put up the first Display™ poster in June 2004 in Wyvern 1<sup>st</sup> Primary School in order to demonstrate the envi-

ronmental impact of our buildings to the people who use them, and to show how they could contribute to making them more efficient. The building is quite old and was originally built in 1890's – in the Victorian era. Currently there are approximately 360 pupils and 15 teaching staff.

Although a link between energy saving and the Display™ poster is not proven, as most of the savings were in place before the poster was calculated, the reactions to the Display™ Campaign were positive.

The possibility of integrating Display™ into the school curricula is being investigated as part of a Council-wide Carbon Management Strategy. This forms part of a national programme funded by the UK's Carbon Trust.

▶ **For further information**  
[Jeremy Draper, Milton Keynes](#)  
 E-mail: [jeremy.draper@milton-keynes.gov.uk](mailto:jeremy.draper@milton-keynes.gov.uk)

## ▶ Ayent: combining the future and energy savings

**The small Swiss district of Ayent (3,300 inhabitants) was awarded the "Cité de l'énergie" title in the autumn of 2004. It has sustained the momentum acquired for its energy-saving initiatives and local decision-makers were delighted when it joined the Display™ Campaign early in 2005.**



Five public buildings were monitored and their energy consumption data entered into the programme as set out in the Display™ rules for local authorities with less than 10,000 inhabitants. Posters will soon be on display in the entrance halls of the public buildings concerned and everyone will be able to see that it is possible to avoid wasting energy without impairing their quality of life.

The local newspaper will publicise the Campaign this year and a questionnaire designed to assess energy consumption in private buildings will be distributed to all local resi-

dents to promote more energy-conscious attitudes.

In the village of St-Romain, the district's main town, it would be interesting to compare the results achieved by public buildings now with those that will be obtained after installation of the wood-fuelled central heating system in the autumn. This facility has been designed to supply heat to all public buildings in the village, as well as to the parish church. There is no doubt that this will help demonstrate the relevance and encourage appreciation of the Display™ Campaign.

On the basis of its relatively short but highly interesting experience, the municipality of Ayent recommends the Campaign to all municipalities. It naturally involves a significant amount of work, but the conservation of energy resources for the benefit of future generations is a price worth paying.

▶ **For further information**  
[Pierre-Etienne Aymon and Michel Nidegger, Commune of Ayent - Technical Department](#)  
 E-mail: [pierre-etienne.aymon@ayent.ch](mailto:pierre-etienne.aymon@ayent.ch)

## ▶ Bielsko-Biala: Display™ measures designed to change attitudes

**The Polish city of Bielsko-Biala (180 000 inhabitants) started the Display™ Campaign at the end of 2004 and is now confronted with the well-entrenched energy-wasteful habits of the inhabitants.**



Work on improving energy management had already started in the early 1990s. Very rapid progress was made due to energy accounting. This systematically collects the heat, water and energy consumption of public buildings and also provides benchmarking figures for efficient monitoring.

The next step was the creation of a database (called BEN) which reads and constantly updates all the data. Today the energy team

is working on a second version of the programme, an extended version for the energy-management team and an easier version for the building manager.

Apart from these internal developments the energy team is at the moment occupied with installing "energy-boards" in buildings. The Display™ poster is a key element of this communication Campaign.

Despite great achievements the Display™ Campaign is confronted with the following problems: incomplete building data and the

need to convince the population to adopt more energy-aware behaviour. It is still very common in Poland to overheat rooms and not to think about the energy-costs. The Display™ Campaign aims to help the team to convince people and to make them more sensitive to energy and environmental questions.

▶ **For further information**  
[Rafal Hostynski, Bielsko-Biala City Council](#)  
 E-mail: [pze@um.bielsko.pl](mailto:pze@um.bielsko.pl)

## Display™, the perfect complement to monitoring in Leicester

**The Leicester Display™ scheme has seen the certification of 90 City Council buildings so far including officers, schools, community buildings and the town hall. The certificate of performance is only the first step in a programme of engaging with the building users to help them understand not only how the building is performing in relation to energy, water and carbon use but also what they can actively do to reduce this over a period of time.**



*The Display™ poster for the Energy Efficiency Centre in Leicester being taken to the building and installed in staff area where all staff book into the building every day as below*

Leicester is complementing its Display™ project with real time monitoring and utilising real time data to influence behavioural change.

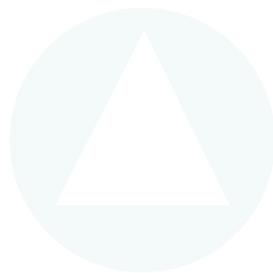
This Display™ certificate is installed in the public areas of Leicester Central Library and clearly shows the results of the building so far. The building manager has already received an energy management manual with details on how to maximise the reduction in energy and water in this building and a visit from the energy officer from the City Council continues to stimulate improvements.

The City Council energy management team has set up an energy loan scheme to finance the costs of improving the building heating, lighting and water systems in order to ensure that better standards are achieved over the coming years. The loan scheme is financed from the local authority's own capital programme through prudential borrowing, and is matched by a 50% grant from the Carbon Trust. The "loan" is set to be fully recovered from savings over a period of four years and this money is then reinvested in other buildings.

The use of the Display™ label and the Leicester City Council Intelligent Metering scheme ensures that awareness and real savings and behavioural change are being obtained.

### For further information

[Don Lack MSc FinstE FIOP RP  
Director Leicester Energy Agency  
E-mail: \[don.lack@energyagency.co.uk\]\(mailto:don.lack@energyagency.co.uk\)](#)



## WHAT THEY SAY ABOUT DISPLAY™

"Buildings are responsible for one third of Europe's energy consumption and are therefore a major source of greenhouse gas emissions. Energy costs also represent an increasing budgetary burden for local and regional authorities and it is essential to develop efficient ways of rationalising the use of energy. CEMR and its members (national associations of towns, municipalities and regions from over 30 European countries) consider the public display of energy certificates as a valuable tool for raising awareness and decreasing the energy consumption of municipal buildings. The CEMR Network on Energy Issues supports the efforts of municipalities and regions involved in the Display™ Campaign and looks forward to seeing many class A buildings across Europe."

**The Council of European Municipalities and Regions (CEMR)**

"Buildings are the largest energy consumers and therefore also the largest emitters of greenhouse gases. Displaying the energy performances of buildings is a necessary step in any serious CO<sub>2</sub> emissions reduction strategy. The Display™ programme is a convincing and promising illustration of this."

**Paul Waide, Senior Policy Analyst  
Energy Efficiency and Environment Division International Energy Agency**

"EuroACE, the European alliance of companies supporting energy efficiency in buildings, is committed to the full implementation of the Energy Performance of Buildings Directive. We believe that the Display™ Campaign is an excellent way of developing interest and support for public display of energy certificates at an early stage, and we support the efforts of the cities and municipalities involved in the Campaign. We look forward to seeing many Class A buildings around Europe."

**The EuroACE alliance**



"The federal office for energy believes that Display™ is a highly interesting and useful tool for raising awareness of energy use in public authorities' buildings. The overall aim of the SuisseEnergie programme is for an Energy label to be displayed in every building in the same way that labels exist for cars or household appliances."

**Michael Kaufmann, deputy director of the Swiss Federal Office for Energy and head of the SuisseEnergie programme**

Members of the EcoEnergy network express their commitment to supporting and participating in all initiatives taken by the network to encourage and accelerate the certification of municipal buildings and to encourage adoption of the Display™ European Campaign through the display of a poster promoting the efficient use of energy and water resources in municipal buildings.

**The EcoEnergy Bulgarian network**



"Climate change issues are now extremely clear: our European countries must cut their greenhouse gas emissions by 75% by 2050. This fourfold reduction applies to all types of building, particularly existing buildings. The Display™ programme is a way of focussing on this target."

**Benoit Lebot, United Nations Development Programme (UNPD)**

## Next steps

**After having set up and launched the Display™ Campaign successfully, in the next two years we will focus on a large extension of the Campaign in 500 to 1.000 municipalities all over Europe.**

We expect to enter more than 20.000 municipal buildings into the data base and to put the Display™ poster in these buildings. As accompanying measures to the campaign we intend:

- Set up the **Towards Class A Help Centre** which will help poorly classified municipalities to jump rapidly from Class E-G to Class B-C
- Describe 100 **Shining examples** from across Europe and make them accessible to all European municipalities via the **Display™ Database**
- Disseminate information about the Display™ Campaign in 25 national conferences and 5 EU conferences

- Organise the **Towards Class A Award** from 2006 onwards. This will be focused on a communication and awareness raising campaign directed by municipalities towards the general public.

### Extended partnership

To meet the objectives the partnership of the Display™ Campaign has been expanded by:

- CEMR - the Council of European Municipalities and Regions
- EuroACE - European association of manufacturers of energy efficiency products in buildings
- ACE - the Architects Council of Europe
- EnEffect - the Centre for Energy Efficiency EnEffect- (Bulgaria)

**... and the Campaign's members will be glad to welcome further key players like local authorities and local energy agencies; national energy agencies and administrations, architects; manufacturers providing goods and products for energy efficient buildings.**



## Join the Display™ Campaign! Get Power-Save Energy!

The Display™ Campaign and its partners invite all interested European municipalities to commit themselves to displaying the performance of their buildings on a voluntary basis.

**Be pioneers and join now the European Display™ Campaign in order to:**

- ▶ have the population and decision-makers on your side,
- ▶ make use of the energy saving potential of your buildings,
- ▶ take practical and visible action to combat climate change.

**The towns and cities participating in the Campaign have access to:**

- ▶ a calculation tool,
- ▶ a Communication Guide,
- ▶ a User's Guide,
- ▶ an A2-format poster,
- ▶ information and advice.

**To join the Display™ Campaign, sign the Membership Charter, which is available from the website in 14 languages. Participation in the Campaign is free for Energie-Cités members.**

The Campaign is co-financed by the European Commission's DG ENVI and DG TREN.

**For further information**  
Peter SCHILKEN, Energie-Cités  
E-mail: [display@energie-cites.org](mailto:display@energie-cites.org)  
[www.display-campaign.org](http://www.display-campaign.org)

**With Display™, you will be able to:**

- ▶ benefit from communication aids and tools,
- ▶ take advantage of the experience of other towns and cities,
- ▶ take part in a European movement,
- ▶ use a label that was designed at European level by municipal energy managers,
- ▶ enjoy many more benefits



This supplement to Energie-Cités INFO No. 29 was produced with the financial support of the European Commission - DG ENV, as part of the Display Project (2003-2005).

**Director of Publication:**  
Gérard MAGNIN

**Graphic Design:**  
[www.TUTTIQUANTI.net](http://www.TUTTIQUANTI.net)

**Co-ordination:**  
Douchka ANDERSON-PEJOVIC, Sylvie LACASSAGNE et Peter SCHILKEN

**Photo cover:**  
Olivier PERRENOUD  
(all rights reserved)

**Contributors to this issue:**  
Douchka ANDERSON-PEJOVIC, Kafya BENDIB, Stephan HOHMEIER, Sylvie LACASSAGNE, Gérard MAGNIN, Christiane MAURER, Guillaume RENAULT et Peter SCHILKEN.

**Printer:**  
Imprimerie SIMON (Ormans)  
Offset Cyclus Print recycled paper  
N° ISSN : 1256-6098  
Print run: 4500 copies  
Dépot légal : mai 2005



**Energie-Cités | Secretariat**  
2, chemin de Palente  
F-25000 Besançon  
Tel. : +33 (0)3 81 65 36 80  
Fax : +33 (0)3 81 50 73 51  
E-mail : [info@energie-cites.org](mailto:info@energie-cites.org)

**Energie-Cités | Bureau Bruxelles**  
157 avenue Brugmann  
B-1190 Bruxelles  
Tel. : +32 2 544 09 21  
Fax : +32 2 544 15 81  
E-mail : [energie-cites.bxl@euronet.be](mailto:energie-cites.bxl@euronet.be)