

6th Steering Committee (SC) Meeting CYBER Display

Brussels, 14 April 2011

Participants

Paul FLEMING, De Montfort University
Richard BULL, De Montfort University
Ulla SOITINAHO, Helsinki
João CLETO, Almada
Antonin TYM, Healthy Cities of the Czech Republic
Paul ISBELL, Bristol
Ian WATKINS, Bristol
Nicolas BOND, Cork County Council
Agnese PRESOTTO, Udine
Jeremy DRAPER, Milton Keynes
David HARNETT, Milton Keynes
Feliksas ZINEVICIUS, KREA
Fernando PAIS, Cascais
Marco CAPONIGRO, Salerno
Gregor PODVRATNIK, Velenje - KSSENA
Alban AUBERT, Lille
Nathalie CLIQUOT, EACI
Peter SCHILKEN, Energy Cities
Laura GUERIN, Energy Cities

Excused:

Graziella DEMAREY, Mulhouse
Gregory DEFOSSEZ, EACI

Notes

NB: The order of the topics discussed has been changed and does not respect the one presented on the agenda.

These notes as well as the agenda and the slides presentations used during the meeting are available at <http://www.display-campaign.org/rubrique3.html>.

This 6th SC meeting is the last one of the CYBER project. The CYBER Display final event took place in Brussels on the 13th of April 2011 – the [video of the event is available on the EUSEW website](#).

Opening and Welcome – Peter Schilken, Energy Cities

Peter welcomed the participants to the final steering committee meeting. Peter stressed that special emphasis will be placed this time on all the administrative tasks to conclude the CYBER project and the outlook of the Display® Campaign.

How is the Display® Campaign running?

Peter spent about 10 minutes bringing all the participants up to speed on the State of Art of the Display® Campaign showing key figures for mid April 2011 (statistical overview including no. of Campaign members, buildings and Display Posters etc.). Interesting to note, that since 2007 between 50-60 cities a year are joining the campaign, even in 2010. In general 8-15 persons per day make use of the Display calculation tool (60-80 different cities a month). Today, beside the CYBER Display partners, Display is mainly used in France, Switzerland, Hungary and Eastern European non EU Member States.

Refer to the [SCM slides ENC.ppt](#).

EACI expectations regarding the CYBER Display final technical report & Final Cost statement – Nathalie Cliquot, EACI

Below some recommendations for the reporting issues made by Nathalie:

Final technical (implementation) report (addressed to EACI – not public)

- It will be assessed if hours declared match the activities carried out; justify if more hours spent than planned; if justification already done in the interim report, please refer to it in the final report
- List of deliverables:
 - o Insert the IEE logo
 - o Show the link to CYBER in the activities implemented (when not so obvious)
 - o All public deliverables have to be available online (without “D...”)
 - o The fact sheet and summary slides have to be updated and should contain facts and figures – produce 1 slide summarizing the project to be used for EACI presentations
- Template and contents of the “local action reports”
 - o As many facts as possible: summary of all activities achieved
 - o **A template will be provided to partners by Energy Cities**

Final technical publishable report

- To be used as a dissemination tool: it has to show the impact of the action

Frequent mistakes:

- (Re-)Use of material – you may use existing material but have to respect two conditions:
 - o Quote the references in a serious, transparent and professional manner
 - o Do not charge again to the project
- Produced material/deliverables are not attractive for target group(s)
 - o Inappropriate language (project slang such as work package, deliverable, ...)
 - o No author, no quality control
 - o Poor English
 - o Poor layout

- Public deliverables (brochure, video, website, event invitation etc.) have no IEE logo and/or disclaimer

Rule: No logo - no payment

- Badly documented activities (e.g. communication & promotion), not able to substantiate the hours claimed - may result in reduction of accepted hours/costs
 - o Think early how to monitor/report your activities
 - o Keep track of your contacts with stakeholders and market actors (date, meeting agenda, minutes, further contacts...)
- Unjustified increase of hours to “use the budget” in case actual staff costs are lower than in the budget. IEE looks to maintain the value for money – increased hours risk to be rejected

Project Administration (WP1) – Peter Schilken, Energy Cities

Topics

- Time schedule for the delivery of the final report

Following the proposal of David a checklist with all important tasks to be delivered till the end of the project, including the reporting issues) has been set up in form of a checklist. Peter recommended CYBER partners to put the agenda next to their computer on the desk so that they can have a daily look.

- Template and content of the “local action reports”

A template for the local action report which will be included as an annex to the final technical implementation report has been set up and will be sent out to the consortium partners after the SCM (done)

- Local Performance Indicators (PI)

There was no request to provide Energy Cities with the PI prior to the SCM. Sometimes the boundary between a deliverable and a PI is not clear, however the idea is that the deliverables are the outcomes/results of the campaign (i.e. reports, leaflet, website, communication material, running of events and workshops) whereas the PI “indicates” how successful the action/project was (i.e. number of participants, number of visits or downloads). In order to illustrate this, the updated PI for Energy Cities were shown (i.e. deliverable: 3 award competition, PI: number of applicants) and Healthy Cities, see also SCM slides).

All partners have to provide Ian with the PI (updated for the end of the project) by 13 May at the latest!

- Management and coordination activities

In order to improve the general management Peter and Ian planned to set up bi- or multilateral telephone or skype-conferences on a regular basis (every 6-8 weeks), however this didn't become reality. Skype call were made with DMU and Bristol, all other contacts are still carried out by email and phone. Peter stated that in general the reactivity has been improved over the last 6 months, only those partners who joined with a delay the SCM still cause some headache.

Final Cost Statement – Nathalie Cliquot, Peter Schilken

Due to the absence of Gregory this item was only discussed shortly. Nathalie confirmed that EACI has received our demand for final budget shifts (even it was beyond the deadline they will be evaluated). No further budget shifts can now be claimed.

Basic information on the cost-statement has already been given with the interim cost statement, we have received written comments from Nathalie and the item has been discussed in Helsinki too (refer therefore also to the Helsinki slides).

What is important to know in comparison to the interim cost statement?

- The final cost statement covers the whole CYBER Display project period (from 1 September 2008 till 30 April 2011). So you can reuse the interim statement (taking into account the EACI comments) and add all expenses since then.
- A few partners still have to provide the calculation of the staff costs.
- The rules for the exchange rate for the conversion of currencies into euro have changed: *any conversion of actual costs into euro shall be made by the beneficiary at the monthly accounting rate established by the Commission and published on its website applicable on the day when the cost was incurred, or at the monthly accounting rate established by the Commission and published on its website applicable on the first working day of the month following the period covered by the financial statement concerned.* (see also the financial guidelines)
- Partners have to provide copies of the three highest invoices for “subcontracting” and “other costs” to the EACI with the financial statement.

If during the completion of the cost statement any questions are arising **please send them to Peter** who will collect them and transfer them to the financial officer.

Local communication activities – Nicolas Bond, Cork County

Round table presentation of 1-2 highlight of the actions carried out in the last 6 months

Lille

- Competition in kindergartens
- Video competition
- See also the presentation of [Lille](#) for the TCA Award 2011

Cork County

- Take control campaign
- Eco-school project
- Real time screen saver in head office – there was a difficulty in getting articles into the newspapers.
- See also the presentation of [Cork County](#) for the TCA Award 2011

Healthy Cities

- 7 posters displayed

Bristol

- Green Finger Day – 14 schools involved; 8 more schools to be involved in the future
- Puppet show => video produced
- Sustainable energy
- Booklet for building managers; online tool
- Daily reports for buildings; daily DEC's for 6 HQ buildings
- See also the presentation of [Bristol](#) during the CYBER Display final event

Helsinki

- Last posters up
- Final events organised
- Competition in schools (movie tickets to win + infrared thermometer)
- No Display Users' Clubs in Finland but Energy Efficiency Clubs => one is organised for buildings and managed by Helsinki
- Covenant of Mayors cities network dealing with Display and the national energy certificate

Milton Keynes

- Caretaker workshops
- Almost all schools in Milton Keynes asked the municipality to produce DEC's (message very close to the Display certificate).
- Display posters have been put up where there is no legal requirement
- The building statistics poster has been used to explain the movement of the building rating.
- Communication materials: Display post-it, Display thermometer, electricity monitor

Udine

- 2nd energy day: mainly addressed to students; workshops, meetings, games
- Collaboration of different municipal departments (1000 participants on the whole; 1-hour meetings where the average consumption of the office and tips were presented)
- Production of 6 roll-up (2mx1m) with energy saving advices; the last one is a questionnaire (how smart are you in energy savings?)
- Booklet for pupils (history of energy)
- A CD with all materials developed has been produced and is distributed during events.

Salerno

- Booklet produced – slides presented how it would be like
- Closing event on the 30th of April
- See also the presentation of [Salerno](#) during the CYBER Display final event

Kaunas

- Display posters in all kindergartens in Kaunas, and in schools
- Seminar organised for multi-family houses on renovation, domestic heating boilers
- 2 articles in newspapers
- 2 Users' Club meetings, with representatives of schools and kindergartens
- 20 meetings in schools (on how to save energy at school or at home)
- Green Finger is also talking in Kaunas! – translation into Lithuanian
- Covenant of Mayors event with Display
- [Video](#) in English with review of the activities

Almada

- Continuous work with schools; teacher trainings
- Wish to use Display as a monitoring tool for European projects => synergy
- Energy book of buildings: instruction manual given to every visitor of a new building (draft template for now)
- Work with the university on the national certification scheme: refurbishment of the doc RCCTE (Portuguese Thermal Performance Building Regulation) in a more user-friendly way

Velenje

- See the presentation of [Velenje](#) for the TCA Award 2011

Cascais

- 30 actions in schools; energy audit in cooperation with kids
- See also the presentation of [Cascais](#) for the TCA Award 2011

Final evaluation of the Display® Campaign (WP2) – Richard Bull, De Montfort University

DMU presented findings from its analysis into the effectiveness of the Display® Campaign. The presentation covered four areas:

- 1. Analysis of the Display data base*
- 2. Analysis of the pre and post communication surveys*
- 3. Evaluation of the Display tools*
- 4. Lessons learnt for the evaluation of future campaigns*

Firstly the final sample size was presented for both analysis of the Display database and the pre & post communication surveys:

- Detailed building surveys: 751 buildings are selected from 5586 buildings
- 383 responses
- Final 'cleaned' data: 286
- Pre & post communication surveys:

At this point DMU thanked everyone for trying very hard to make the surveys work and we appreciate all the effort all partners made. We've ended up with a very interesting data set to inform our analysis.

Analysis of the Display database

We then presented our analysis on the sample of buildings we selected for closer inspection. We were looking for common factors that appear to lead to improved energy performance? This same sample was then analysed for its communication activities and a further set of common factors were identified that appeared to lead to improved energy performance. We presented a whole range of charts and statistics but the overall conclusion is:

- Display® has led to demonstrable increases in building performance and energy awareness. But . . .
- There is no one single measure or 'quick-fix' for moving buildings 'Towards Class A'.
- The importance *and* success of Display® is in recognizing that the poster is merely a beginning of the journey 'Towards Class A'.

Pre & Post communication Survey analysis:

We ended up with the following responses:

Pre-survey

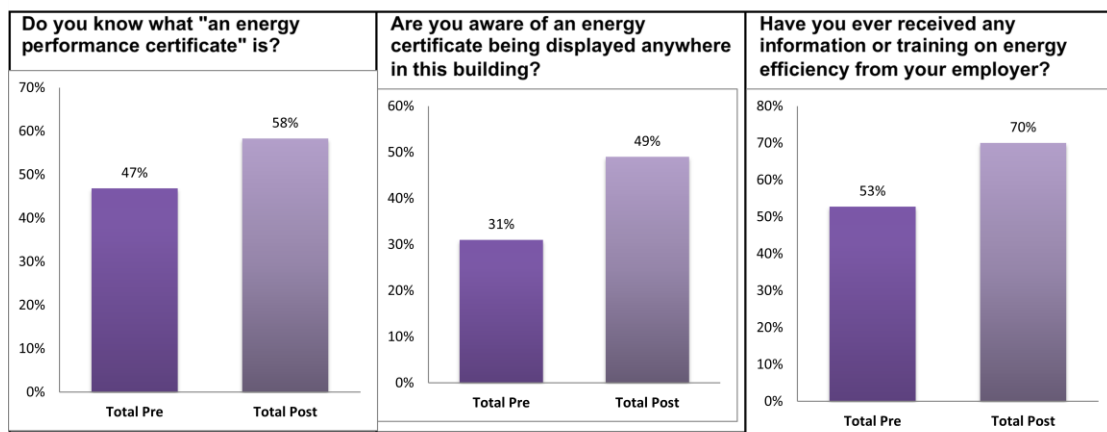
Municipality	Country	No. of Respondents
Healthy Cities Litomerice	Czech	165
Healthy Cities Koprivnice	Czech	83
Kaunas	Lithuania	22
Milton Keynes	England	18
Bristol	England	115
Cork	Ireland	224
Helsinki	Finland	35
Salerno	Italy	844
Udine	Italy	484
Total		1990

Post-survey

Municipality	Country	No. of Respondents
UK + Ireland	UK + Ireland	20
Helsinki	Finland	10
Salerno	Italy	168
Udine	Italy	170
Total		368

Key findings included the following:

IMPROVING ENERGY AWARENESS



Having considered both the energy analysis and the communication surveys we identified a range of 'common factors' for buildings to improve their performance. Buildings in Display® that improve . . .

1. Invest in multiple refurbishments especially lighting controls and boiler replacement and avoid using air conditioning;
2. Invest in new types of building controls especially heating controls;
3. Have a full time energy manager and voluntary environmental champion;

4. Organized local media campaigns and used creative promotional materials;
5. Attended local and national networking events such as 'national users club event'

We then presented our set of recommendations for municipalities and policy makers:

1. Appreciate the benefits a 'whole system' approach to energy management can have. Participation in Display® Campaign and producing posters is an important tool to be used by energy professionals to encourage behaviour change.
2. Clear guidance is required for what constitutes effective technical improvements – not all interventions are equal.
3. Local, national and European engagement with stakeholders is vital.
4. A need for harmonization of national (and European) certification – both in terms of calculation methodology and appearance. .

Display Tool Evaluation:

We then presented a brief analysis of the display tools: The six tools we are primarily interested in are:

- The Calculation tool
- The Building Statistic Poster
- Shining Examples
- The Communication handbook
- The Display® website
- The Display® Campaign Videos

We found:

- The use of these tools is widespread, although not necessarily comprehensive.
- The majority access the website, though the majority do not visit weekly, and ideas such as those highlighted by the 'Class A' awards are implemented 'sometimes'. Three out of ten admitted to never using any of them.
- Alongside the survey we spoke to six of the partners by telephone and the majority agreed that simply producing and displaying a poster is not enough to constitute a 'communication campaign', hence the 'display tools'.
- They may not all be used all the time but clearly the partners involved in the project appreciate the wide array of options and resources available to them.

Finally, we were asked to comment on 'lessons learnt for the evaluation of future campaigns'. We observed the following:

- Challenges of European working and gaining access to usable data
- Specific problem of building analysis using information that is not 'research quality' (e.g incorrect data and no hours of use!)
- Challenge of measuring and attributing behaviour change to interventions.

Award procedure of the 5th [TCA Award](#)

The call for application was open in January 2011 and promoted thanks to the translation of the press release in 8 languages and its dissemination by the project partners, as well as the Display website and newsletter.

12 applications have been received among them two cities (Galway and Isla) who are not participating in the Display® Campaign. The 6 finalists have been selected on the 30th of March by a jury composed by Energy Cities' staff:

- Galway (IE)
- Cork County (IE) – finalist
- Vanves (FR) – finalist
- Lille (FR) – finalist
- SIEEEN (FR)
- Cascais (PT) – finalist
- Oeiras (PT) – finalist
- Helsinki (FI)
- Lviv (UA)
- Velenje (SL) – finalist
- REGEA (HR)
- Isla (MT)

The Jury meeting took place in Brussels on the 12th of April.

The Award Ceremony was part of the CYBER Display Final event, during EUSEW on the 13th of April.

Composition of the Jury of the TCA Award 2011

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

This year's prizes

1. Giant energy certificate to be displayed in the public building of your choice.
2. Educational kit of 12 models on renewable energy for primary and secondary schools
3. 100 Aquaclic Display® design water saving devices

TCA Award 2011 winners

1st prize: Lille (FR)

2nd prize: Cork County (IE)

3rd prize: Velenje (SL)

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](#).

Display News & blog

- 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:
 - o 143 visits for EN news; 159 visits for FR news
 - o 400 visits per blog post

All partners are encouraged to post articles on the 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	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

- [Display® Campaign: Ahead of the times](#) – winter 2009/2010 – supplement to Energy Cities Info n°37 – EN and FR versions
- [Article on the Parliament magazine](#) – issue 325 – 4 April 2011: “Leading by example”

Promotion of creative communication campaigns: [Be inspired by existing communication materials](#)

All partners are encouraged to send digital copies of their communication materials to Energy Cities – this document is an important source of inspiration for Displayers.

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 EACI and CA and lobbying Display in the future as “harmonised label”

A first draft of the briefing note was finalised by end of March with good input from CYBER partners. We also got several comments from the partners on the draft so that we were able to distribute on 13 April a reviewed version to the panel members who debated during our CYBER Display event on the future European common certification scheme for non residential buildings. Since the SCM we have changed the title of the document, it's now:

Towards a voluntary common EU certification scheme for non-residential buildings

A decade of experience within the Display® Campaign

The Paper can be downloaded from the Display website at: http://www.display-campaign.org/ab_931_1346 An article on the document has been edited in the latest Display e-news letter (no°36 – April 2011) and will be added to the blog as well. CYBER Display partners are invited to disseminated the document widely to the target group in their respective countries. Energy Cities will disseminated it towards the Concerted Action, relevant MEPs and European organisations.

General outlook of the Display® campaign

7 options have been presented for the future of the Display® Campaign (see PPT). Each partner was invited to give her/his point of view on these as well as describing how the campaign will continue locally.

- Milton Keynes:
 - o Options G and E
 - o If the national energy certificate becomes mandatory for buildings of more than 250 m² (now: 500 m²), there will be fewer opportunities to realise Display posters. Indeed, Display posters are only realised for buildings not concerned by the mandatory energy label in Milton Keynes.
- Salerno:
 - o will keep monitoring schools and sport centres
 - o expressed the need of guidelines for energy managers, especially for new managers of the campaign
 - o option G
- Kaunas: use the knowledge of Display to attract cities; is able to communicate in Russian
- Almada: trend to link Display to other initiatives as a monitoring tool (link it to the Covenant of Mayors?)
- Velenje:
 - o Other Slovenian municipalities are interested to use Display.
 - o Will keep in touch with schools and kindergartens.
- Lille
 - o It is now difficult to improve the local campaign after all that has been done.
 - o Will keep exchanging experiences

- Seeks to involve citizens in the SEAP
 - Option G
- DMU: interested in continuing researches on the topic
- Cork County:
 - Will continue the "Take control" campaign
 - Aims to expand the "real time display label"
- Healthy Cities:
 - The Display campaign will end with the project.
 - 8 cities are using Display; their activity might decrease.
 - Litoměřice: geothermal project in Litoměřice, which is the biggest forthcoming issue; the mayor is committed to Display.
- Bristol: insists on the fact that communication is highly needed to motivate! – need to maintain soft measures
- Helsinki: will continue Display, as it is a good tool to show at what level we are => the text box where details on renovation or other details on the building can be added is very important

The consortium agreed on the possibility to create a working group composed of CYBER partners that could prepare an expert advice on forthcoming transposition of the EPBD recasts emphasising on the future harmonised voluntary label for non-residential buildings.

Final review of the Cyber Display project by each partner

Each participant was invited to give a personal review of their project in about 5 min on:

- Lasting impressions of the local campaign (good and bad ones)
- Lasting impressions from the consortium (good and bad ones)

The diversity of the feedback underlined the good success of the campaign, as it was more a personal feedback it will not be part of the SCM notes

Final conclusions by the project coordinator and farewell

Peter closed the SCM by thanking all participants for their "long breath" staying 2-3 days in Brussels and their collaboration with the CYBER Display projects. He hopes that all partners stay in line for the final report and keep the deadlines so that we can submit the final report without any extra stress in time;

As the Display® campaign is certainly continuing in one way or another he expressed his wish to meet as many of the partners as possible in futures actions.

Besançon, 29th of April 2011