



PRESS RELEASE



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FOR IMMEDIATE RELEASE

Local authorities committed to energy-efficient municipal buildings – a good reason to celebrate!

On the 11th October 2007 the “Display Rendezvous” was held in the prestigious city hall of Brussels. The event highlighted the achievements of the European Display® Campaign which, since 2003, paves the way for the implementation of the Energy Performance Building Directive. The Campaign is coordinated by Energie-Cités, the European association of local authorities for the promotion of local sustainable energy policies, and supported by its partners¹. The day ended with the second “Towards Class A” Awards ceremony.

More than 50 municipal representatives from different European countries gathered last Thursday in Brussels to celebrate the 4th birthday of the European Display® Campaign. Presentations, round tables and informal discussions focused on the communication assets of the initiative which goes far beyond the voluntary labelling of public buildings. It also, and above all, encourages and assists local authorities to take action together with building users.

In their speeches, Gordon Sutherland and Vincent Berrutto, both from the European Agency for Competitiveness and Innovation (EACI), highlighted the importance of this Campaign in facilitating certification markets. They particularly approved the strong involvement of local authorities in the initial development and the current realisation of the Campaign. To date, more than 6700 buildings all across Europe are involved. Six presentations by diverse European municipalities such as Salerno in Italy and Kaunas in Lithuania showed a panorama of innovative and committed local actions.

A stimulated panel discussion involving representatives from the European, national and local level revealed that Display can perfectly be combined with official national certification schemes. The panellists agreed that Display has facilitated rather than inhibited the implementation of the EU Directive in European Member States and in parts of Switzerland.

At the end of the day, the “Towards Class A” Awards 2007 were handed out in an official ceremony to the most committed cities. The Swiss city of Lausanne won the first prize for its intensive internal communication in the municipal administration, strong external promotional activities and effective marketing strategy. The second prize was awarded to Montreux in Switzerland. Third prizes were shared by two French cities Echiroles and Colomiers and the English county of Durham. This year’s winners and runners-up were announced and presented their prizes by Vincent Berrutto, Head of Unit at the EACI. The “Towards Class A” Award recognises outstanding local communication campaigns centred on the energy-efficiency of buildings. Prizes have been sponsored by Philips Lighting, eCube and Aquaclic. The Display campaign is supported by Dexia and St. Gobain-Isover.

Background information:

Display Campaign: www.display-campaign.org

EPBD : www.buildingsplatform.org/cms/

Energie-Cités : www.energie-cites.eu

If you would like more information about the campaign, or to schedule an interview with Peter Schilken, the Display project manager, please contact:

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¹ Architects' Council of Europe (ACE), The European Alliance of Companies for Energy Efficiency in Buildings (EuroACE), The Council of European Municipalities and Regions (CEMR) and, the Centre for Energy Efficiency (EnEffect) - Bulgaria