

Award winners gallery

IVANIC-GRAD

Highlights

Although Ivanić is a neighbour of Zagreb, this city of 16,000 inhabitants is not being overshadowed by the capital. The first Croatian city to join Display has carried out an impressive campaign because of its comprehensive approach including: public and private buildings, the media, building users, citizens, children and politicians. In only two years, Display posters have been produced for all their building stock. The mayor is completely involved in the campaign, being very familiar with Display, and happy to present the campaign to the public. The range of supporting materials especially the manual for teachers, the use of videos and the establishment of an energy efficiency info centre are among others, original and effective features that make Ivanić a leader in the role they play in communicating their buildings energy performances even before they are a member of the European Union.



- Schools
- Administrative Buildings
- Sports Facilities
- Social Buildings



What we did



In 2010, all 23 municipal buildings had Display posters visible and in 2008, they displayed the largest poster to date on their city hall when it was undergoing renovation.



North-West Croatia Energy Agency and the Energy Institute Hrvoje Požar provided advisory and technical support. The Environmental Protection and Energy Efficiency Fund gave financial support for specific renovation projects and DOOR, the Croatian Society for Sustainable Development Design, assisted with the campaign in kindergartens and primary schools.



- Inaugurating the Energy Efficiency Info Centre for the citizens and the press, providing information about the Display Campaign, low energy appliances for homes and other energy subjects.
- Holding a press conference with huge posters hung in the administrative buildings.
- Posting Display information in Kindergartens and Schools and including an ongoing competition for the best energy results via classes, games and poster drawing activities.
- Developing communication materials—including the very popular Manual for teachers, that is now available at the National level—the Eco-bags for the citizens, stickers and postcards, a Low-energy house brochure for citizens, a picture book for children, and a dynamic video of Display Campaign that is presented to the public.



Wide media coverage with articles in the bi-weekly newspaper of the city, internet site of the municipality, several articles in the national and local press and regular local radio broadcasting of the campaign activities. A video presenting Display was made and broadcasted on the local television.

Results

- **First Place: 2010 Towards Class "A" Awards.**
- Establishment of an Energy Efficiency Information Point.
- Display posters for 100% of the building stock.



For the administrative building "Spomen dom Alojz Vulinac," where the largest Display poster (to date) was placed, the average energy consumption decreased by 54% between 2007 and 2008 from 567 kWh/m² to 260 kWh/m² with a subsequent saving of 13 tonnes of CO₂ and a 39% reduction in water consumption.

Top tips

- Establish an energy information point in your city? The citizens will have a point to meet and the flow of information will be easily coordinated and promoted.
- Demonstrate that you are serious about energy efficiency! If you have a public building that needs to be renovated use Display to show the building rating while the work is being carried out and then a year later, improvements can be highlighted.

www.display-campaign.org