



# Adaptation of the Display® poster and its communication campaign to the national transposition of the EPBD directive

Country profile: FRANCE  
Population: 60 million  
Area: 552 000Km<sup>2</sup>  
Entry date in the EU: 1957



Display key figures by 12/06/2009  
Number of cities participating in Display®: 149  
Number of buildings registered: 3871  
Number of posters: 6768

## The Display® Campaign

From January 2006, the European Energy Performance of Buildings Directive (EPBD) - placed a legal obligation on municipalities to measure and publicly "display" the energy performance of their buildings. In anticipation of the directive the Display® Campaign was launched in 2004 to help municipalities benefit from these requirements by developing strategies to engage with the public and maximise the rewards of better environmental management of public buildings.

The success of the Display® Campaign is its focus on local communication campaigns. For the period 2008/2010 a new phase of the Display® Campaign has been launched to increase the visibility and quality of local communication campaigns in Europe and analyse the effects they have on actual building performance improvements. Local, national and European users club will be set up to promote the dissemination of best practice and large-scale awareness-raising and public information campaigns carried out to stimulate behavioural change.

As most Member States are ready to certify their existing public buildings Display® will focus on the possibilities of adapting the existing calculation tool to national legislation schemes (operational rating only) as was achieved at the beginning of 2008 in France.

**Diagnostic de performance énergétique**  
*Une information au service de la lutte contre l'effet de serre*  
(6.1.bis.public) bureaux, services administratifs, enseignement

N° : Valable jusqu'au : Nature de l'ERP : Année de construction :		Date : Diagnosticueur :	
Adresse : <input type="checkbox"/> Bâtiment entier SIREN :		<input type="checkbox"/> Partie de bâtiment (à préciser) : Surface utile :	
Propriétaire : Nom : Adresse :		Questionnaire (s'il y a lieu) : Nom : Adresse :	

Consommations annuelles d'énergie			
Période de relevés de consommations considérée			
	Consommations en énergies finales	Consommations en énergie primaire	Frais annuels d'énergie
	kWh/m <sup>2</sup>	kWh/m <sup>2</sup>	€ TTC
Bois, biomasse	kWh/m <sup>2</sup>	kWh/m <sup>2</sup>	€ TTC
Électricité	kWh/m <sup>2</sup>	kWh/m <sup>2</sup>	€ TTC
Gaz	kWh/m <sup>2</sup>	kWh/m <sup>2</sup>	€ TTC
Autres énergies	kWh/m <sup>2</sup>	kWh/m <sup>2</sup>	€ TTC
Production d'électricité à demeure	kWh/m <sup>2</sup>	kWh/m <sup>2</sup>	€ TTC
Abonnements			€ TTC
<b>TOTAL</b>			€ TTC

Consommations énergétiques		Émissions de gaz à effet de serre (GES)	
(en énergie primaire)		pour le chauffage, la production d'eau chaude sanitaire, le refroidissement, l'éclairage et les autres usages, déduction faite de la production d'électricité à demeure	
Consommation estimée :	kWh/m <sup>2</sup> .an	Estimation des émissions :	kgCO <sub>2</sub> /m <sup>2</sup> .an
<b>Bâtiment économe</b>	≤ 50	<b>Faible émission de GES</b>	≤ 5 A
51 à 110 B		6 à 15 B	
111 à 210 C		16 à 30 C	
211 à 350 D		31 à 60 D	
351 à 500 E		61 à 100 E	
501 à 750 F		101 à 145 F	
> 750 G		> 145 G	
<b>Bâtiment énergivore</b>		<b>Forte émission de GES</b>	

## Legislation specific to existing public buildings

Since the 2<sup>nd</sup> of January 2008, buildings greater than 1000 m<sup>2</sup> that receive the public (Law 7 of December 2007) have to Display the first page of a *Diagnostic de Performance Énergétique* (DPE) certificate. Energy consumption is evaluated using the energy usage invoices of the last 3 years. The certificate is valid for 10 years. The expert has to make recommendations for improvements, and also of better management of the building and its equipment. These recommendations are intended for the administrator of the building or for the occupant.



There are 3 different energy benchmarks for public buildings, depending on the activity and the occupation of the building:

- (1) administrative and educational buildings
- (2) buildings opened 24 hours a day, e.g. hospitals
- (3) other buildings with sporadic use, for example museums, libraries, sports halls.

### **National adaptation opportunities and role of Display in the implementation process**

France is the first country where it has been possible to adapt Display to the National Requirements. This work was helped considerably by the French Display Users Club initiated at the end of 2006. Twice a year this club, facilitated by Energie-Cités, gathers representatives from French municipalities, the French Environment and Energy Management Agency and the Government department (DHUP) responsible for the implementation of the EPBD. The French government was thus able to learn from the practical experience of the local authorities and was even able to use the existing Display data to adapt their benchmarks. Initially the National scheme envisaged one benchmark system with all Public buildings fitting into an A to I system. Via negotiation this system was broadened to accommodate three building types and the more widely recognised A to G system. The user club is lobbying for more building types and benchmarks.

The Display users club has also convinced the Government that there are a lot of highly skilled technicians working for local authorities and that they should be allowed to produce energy certificates for their own buildings. This law will soon be passed but for the moment a DPE needs to be produced by an independent certifier. Please note the Local energy agencies are able to produce DPEs.

French members of Display are still required to produce a DPE for their public buildings greater than 1000 m<sup>2</sup> and currently use Display as a complementary communication tool to the DPE. As the DPE consists of four A4 pages, a larger and more communicative Display DPE poster of the first page of the DPE (the figures for Energy and CO<sub>2</sub> are the same as for an official DPE) can be produced and displayed outside the building. As an official DPE is valid for 10 years and is based on a three year consumption average the local authorities then produce annual DPE posters to show the progress that the building is making.

### **Authorities responsible for the implementation of the EPBD**

MEDDAT Ministry for Energy, Ecology, Sustainable Development and Land Settlement

### **Partners**

The French Environment and Energy Management Agency (ADEME). production of brochures and leaflets with information on the DPE.  
Energie-Cités – facilitate the Display French users clubs.

### **Contacts**

**Display® team:**

Ian Turner: [www.energie-cites.eu/ian](http://www.energie-cites.eu/ian)

Peter Schilken: [www.energie-cites.eu/peter](http://www.energie-cites.eu/peter)

**Relay city:**



Ville de Rennes  
Service des Bâtiments Communaux - Patrimoine  
Contact : Brendan CATHERINE  
Tel: 0033 2 99 28 57 80  
email: bcatherine@ville-rennes.fr

### **Useful links**

[www.legifrance.fr](http://www.legifrance.fr)  
[www.logement.gouv.fr/](http://www.logement.gouv.fr/)  
[www.display-campaign.org](http://www.display-campaign.org)