

The campaign's success mostly depends on the people involved, their skills and their willingness to work together towards a common goal!

### Convincing management

It is very important to find partners who trust you and who are highly motivated to make the project successful. Once you have decided on a building (or complex), persuade the managing staff in an informal meeting of the advantages of Display. In addition to technical improvements, any building is appropriate for measures aimed at changing the behaviour of energy consumers. If user behaviour changes, **a building's energy performance can be reduced by 10 to 15%**! That relieves the organisation's budget and can be a clear statement for the climate!

Do you need more convincing arguments for raising energy awareness on energy issues? Here they are...

**Here is a short list of convincing arguments for your building(s) to participate in Display:**

- **Lower energy costs & consumption**
- **Protection of the environment through lower CO<sub>2</sub> emissions**
- **Energy savings make more money available for other activities and equipment in your offices, schools etc.**
- **Improved comfort conditions**
- **Increased general awareness**
- **Increased empathy of employees and visitors with your organisation**
- **Reach more easily the commitment for the Covenant of Mayors initiative**
- **Energy is a broad topic that can be integrated in and linked to different ongoing activities**
- **Etc.**

Discuss with the managing personnel the possible time schedule for the campaign as well as the staff and financial resources. They can best judge what can be implemented in the building and will help you organise the campaign. An awareness campaign driven by the head of the organisation ensures greater chances of attaining success.