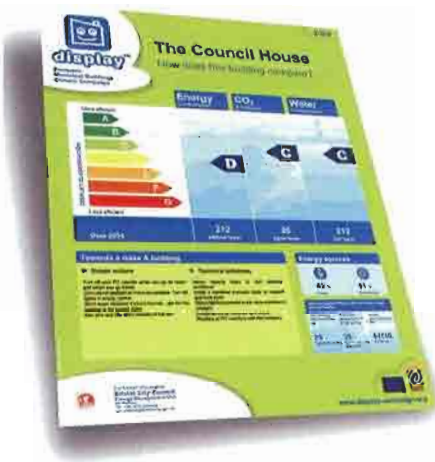


Awareness programmes



Display

The European Display® campaign is a voluntary scheme designed by energy experts from 20 European cities. It is aimed at encouraging local authorities to publicly display the energy and environmental performances of public buildings using a similar energy label device as that used for household appliances.

The EMU has been recognised by a group of European judges for its use of the Display® scheme in promoting energy awareness within some of its core buildings. The jury were impressed by the range of materials and media used in communicating to staff the important role they can take in cutting energy and water waste in the buildings they work in. Paul Isbell, Energy Manager, travelled to Riga, Latvia to attend the awards ceremony.

The prize is an electronic display board showing real-time consumption data that will be situated in the Council House foyer. The use of Display® as the basis for a cohesive energy awareness programme fits into the Eco-Management-Audit Scheme (EMAS) – a management tool for companies and other organisations to evaluate, report and improve their environmental performance. This is being implemented throughout the council, specifically through sections dealing with energy and water conservation. Furthermore, the Display® activities contribute to the Bristol Climate Protection and Sustainable Energy Strategy that aims to cut waste of energy in council-owned, residential and commercial buildings.

The Energy Echo

The Energy Echo is the EMU's newsletter that is widely distributed in poster form around council buildings. In the form of a spoof tabloid newspaper front page, it is often displayed on the rear of toilet cubicle doors - the thinking being that there is a captive audience there!

The poster is also put up in more conventional areas such as notice boards in libraries and other council sites by contacts who have volunteered to help raise awareness of energy issues with fellow council employees. The "Echo" is also distributed via the Weekly News, an internal e-mail, that is sent out to all staff.

The sometimes irreverent nature of the humour coupled with informative stories about the EMU's projects, climate change issues in general and information on how staff can help save energy in the workplace makes it a key communication tool for the EMU.