




### Communication with the general public

The primary audience for the campaign will, of course, be the regular building users, but some communication tools or events will also need to be organised for larger groups or the general public. Possible communication tools in addition to the ones used for internal communication can be:

- Websites (the municipality, the company, the school etc.)
- Annual reports
- Special events

 *Colomiers (FR) set up a dedicated telephone line and web page for their local Display campaign.*

 *The city of Martigny (CH) sent each of the households an "Energy Box" with advice on how to reduce energy consumption in the house and a couple of free low energy light bulbs.*

 *In Montreux the city did not shy away from the citizens. They organised an exhibition in the centre of their busiest shopping mall and presented Display and the energy efficiency activities directly to the public.*