

Energy performance of your public buildings: Towards Class A

Newsletter n°1

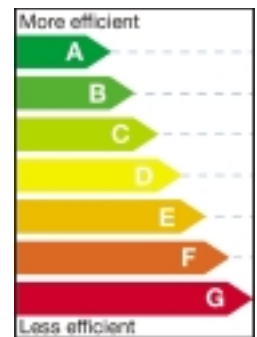
- **The Display™ Campaign: a European tool to be used by municipalities and their citizens**
- **European DISPLAY™ Campaign Information Day, 1st June 2005: a real success!**
- **Next steps for Display™: Working together towards Class A!**
- **A special dossier on the Display™ Campaign**
- **Join the Display™ Campaign!**

The "Towards Class A" electronic newsletter is intended to keep you posted on the activities and progress of the "Towards Class A - Municipal Buildings as Shining Examples" project (2005-2007). Three newsletters will be published in 2005. The "Towards Class A" project is co-financed by the European Commission's DG TREN. It is aimed at anticipating and accelerating the implementation of the European "Buildings" Directive through the dissemination of the European Display™ Campaign.

The Display™ Campaign: a European tool to be used by municipalities and their citizens

What is the Display™ Campaign?

The European Display™ Campaign was designed by energy experts from 20 European towns and cities. It is aimed at encouraging local authorities to publicly display the energy and environmental performances of their public buildings using the same energy label as for household appliances. The campaign is intended to arouse public interest in energy and climate issues, however complex they are, in a communicative and educational way. The idea is to engage citizens and make them more conscious of their energy consumption in order to reduce energy use and greenhouse gas emissions and achieve financial savings.



Why such a Campaign?

The Display™ Campaign was designed for two main reasons:

- **Energy and Climate: the time for waiting is over**

With energy prices following an upward trend and greenhouse gas emissions on the increase, it is vital for our future that we reinvent our civilisation's relationship with energy and intensify our consciousness-raising efforts in every sector of society. We have to achieve a new level of awareness and encourage energy-conscious behaviour in order to reduce greenhouse gas emissions.

- **Anticipating the European "Buildings" Directive**

The European Union drafted this Directive as part of its commitments under the Kyoto protocol. The Directive stipulates that the public display of information on the energy performances of the buildings frequented by the general public will become a legal requirement by January 2006. The main objectives are reducing energy consumption and improving users' comfort. The Display™ Campaign supports those pioneering towns and cities which are committed to anticipating the enforcement of such directive by offering them both a communication campaign and a project for the whole society.

To date, more than one hundred towns and cities have joined the Display™ Campaign, including Rome (IT), Frankfurt (DE), Bielsko-Biala (PL), Lille (FR), Durham County (GB) and many others. All of them benefit from attractive economic and social advantages as a result of their participation in the Campaign.

European DISPLAY™ Campaign Information Day, 1st June 2005: a real success!

Mr Søren Møller, the Deputy Mayor of Odense, President of Energie-Cités and master of ceremonies for the day, got the proceedings underway with a warm welcome to approximately 80 participants representing a broad range of municipalities, associations and energy agencies from throughout Europe.



Ms Susanne Wegefeldt of the Directorate-General for Environment and Mr Pedro Ballesteros of the Directorate-General for Energy and Transport, set the scene for the 'Information Day' with an update of the current situation regarding sustainable construction and energy performance of buildings and the challenge of implementing the new buildings directive. The Display™ team and representatives of the pilot cities then took over by providing a review of the Display™ project to date.

Representatives of the cities of Rimini (IT), Martigny (CH), Leicester (GB), Bristol (GB), Almada (PT) and Cork (IE) engaged the participants by highlighting the tremendous advantages the Display™ tool provides for municipalities and shared some interesting examples of how the Display™ project has led to a change in how their municipalities deal with energy issues.

Regarding the future of the Display™ Campaign, the next stage of the project titled "Working together towards Class A" was detailed by Energie-Cités (cf. the next article). There was then a call by Utrecht, one of the pilot cities, to all the municipalities present, who are not yet part of the campaign, to join the Display™ Campaign.

The day ended with the handing over of a certificate to the Region of Eindhoven as the 100th participant to join the Display™ Campaign and a gift to the 21 pilot cities. Further discussions and exchange of ideas and information took place during a cocktail afterwards hosted by the Mayor of Brussels Municipality, Mr Freddy Thielmans. The Display™ team would like to especially thank the City of Brussels for hosting the event in their impressive Salle Gothique.

Next steps for Display™: Working together towards Class A!

After having successfully set up and launched the Display™ Campaign, during the following two years the Campaign members will focus on extending the number of participants from 100 to 500 and hopefully even 1 000 municipalities throughout Europe. It is expected that more than 20.000 municipal buildings will be entered into the data base and that the poster will be displayed in all of these buildings. The following accompanying measures for the campaign are envisioned:

1. Set up the Towards Class A Help Centre which will help poorly classified municipalities to jump rapidly from Class E-G to Class B-C
2. Present and describe 100 Shining examples from across Europe and make them accessible to all European municipalities via the Display™ Database
3. Disseminate information about the Display™ Campaign in 25 national conferences and 5 EU conferences
4. Organise the Towards Class A Award from 2006 onwards. This will be focussed on a communication and awareness raising campaign directed by municipalities towards the general public

Extended partnership

To meet the objectives the partnership of the DisplayTM Campaign has been expanded to include the following structures:

- CEMR: the Council of European Municipalities and Regions
- EuroACE: European association of manufacturers of energy efficiency products in buildings
- ACE: the Architects Council of Europe
- EnEffect: the Centre for Energy Efficiency EnEffect (Bulgaria)

The Campaign's members will be glad to welcome further key players such as: local authorities and local energy agencies; national energy agencies and administrations; architects; and manufacturers providing goods and products for energy efficient buildings!

A special dossier on the DisplayTM Campaign

The last issue of Energie-Cités INFO has just come out, together with a pull-out supplement dedicated to the DisplayTM Campaign. The supplement provides a wealth of information on the Campaign's initial results, the initiatives that have been implemented by European municipalities and the DisplayTM tools that are made available to participating towns and cities.

The English/French document is available free of charge from the Energie-Cités secretariat. An electronic version is also available from: http://www.energie-cites.org/documents/publications/ec_info_29_fr.pdf
Contact: Béatrice Alcaraz > balcaraz@energie-cites.org



Get Power, Save Energy: Join the DisplayTM Campaign!

The DisplayTM Campaign and its partners invite all interested European municipalities to commit themselves to displaying the performance of their buildings on a voluntary basis!

Be pioneers and join the European DisplayTM Campaign in order to:

- Have the population and decision-makers on your side
- Make use of the energy saving potential of your buildings
- Take practical and visible action to combat climate change

With DisplayTM Campaign, you will be able to:

- Take advantage of the experience of other towns and cities
- Take part in an European movement
- Use a label that was designed at European level by municipal energy managers
- Enjoy many more benefits

The towns and cities participating in the Campaign have access to different tools designed to assist them in each of the steps required to implement the DisplayTM Campaign and are available in several languages. For more information regarding the Campaign go to www.display-campaign.org. Members of Energie-Cités, do not forget that registration is free for you!

The sole responsibility for the content of this newsletter lies with the authors. It does not represent the opinion of the Community. The European Commission is not responsible for any use that may be made of the information contained therein.

DisplayTM Campaign co-ordination



Co-financed by the European Commission's DG TREN



DisplayTM Campaign partners



DisplayTM Campaign
official Website:

www.display-campaign.org

Energie-Cités, June 2005

Contact: Peter Schilken, e-mail: pschilken@energie-cites.org