

Award winners gallery

PAYS DE RENNES

Highlights

Strength through unity: the story of an inter-municipal campaign. Under the leadership of the local energy agency, 29 towns from the "Pays de Rennes" launched a joint Display campaign that valorised their communication resources. Replication in each community was achieved through the creation of an "ambassadors" network, in charge of the execution of strategies for reducing energy, communication activities, and organisation of Display days. This joint venture allowed the small towns to be part of a collective environmental education initiative. The commitment of the campaign's actors accompanied by original communication material and events has included (so far) 61% of the public building stock of the participant towns, showing the interest and advantages of pooling their resources.



- Education
- Administrative Buildings
- Social Centre
- Swimming Pool
- Sports Facilities



What we did



61% of the building stock of the participant cities presented a Display poster.



The first partners were the same 29 engaged towns that contributed with logistics and financial support. Rennes Métropole, FEDER and Pays de Rennes were also closely involved in the campaign.



- Conducting over 17 meetings in 12 towns for 'Display Ambassadors' with the municipal agents and associations. Discussing different dimensions of the campaign and its adaptation to each public and territory. During these meetings agreements on schedules and communication material were achieved where ambassadors propose ideas and were trained.
- Ensuring the application of eco-advice and good practices were organised to assess the reduction in the consumption compared to normal conditions. Display Days and Display weeks are conducted for the public.



The Local Energy Agency implemented a webpage with all the information of the campaign. A special Display magazine was created and distributed annually to the municipalities and during general network meeting.

Results

- **Second Place: 2010 Towards Class "A" Awards.**



Between the years 2008 and 2009, the average results of the 46 buildings monitored was observed to decrease their energy consumption by 2% resulting in a total reduction of 91 tonnes of CO₂ equivalents.

Top tips

- Network with your neighbours to obtain the maximum potential of your resources by pooling them.
- Create ambassadors networks that can also be established at different levels, for example, ambassadors for a neighbourhood or for specific building type. Do not forget that it is important to provide training and support to these groups.

www.display-campaign.org