

# Leading by example

A Display poster acts as a catalyst for behaviour change, but is just the beginning of the journey, write **Ian Turner** and **Peter Schilken**

Publicly owned or occupied buildings represent about 12 per cent by area of the EU building stock. This is one of the reasons why not only the EPBD but also the recently published EU energy efficiency plan (EU EEP) is requesting local authorities to play the leading role in the implementation of the EU energy and climate policy. Cities and towns participating in the Display campaign always have taken the lead in the implementation of the EPBD and been steadily ahead of their times. They strongly support article 11 of a directive which states that "The commission shall, by 2011, in consultation with the relevant sectors, adopt a voluntary common European Union certification scheme for the energy performance of non-residential buildings". Our core message is that building energy certificates in existing public buildings need to be visible and the actual public display of an energy performance certificate such as a Display poster acts as a catalyst for behaviour change. The poster is not an end in itself, merely a means to an end. The importance and success of the Display campaign is in recognising that the poster is just the beginning of the journey 'Towards class A'.

For the past decade almost 500 local or regional authorities in Europe have been involved in the development of Display, a voluntary scheme initiated by energy cities in 2001. The objective of the European Display campaign was and is to accelerate the EPBD's implementation and provide European municipalities with an opportunity to take a strategic approach – and be one step ahead. The Display campaign is a voluntary scheme designed via a networking process involving municipal energy experts from towns and cities across Europe. It has provided local authorities with a rare opportunity to contribute to the development of an EU-wide toolkit used at the local level, to implement a European directive. As a result, something pragmatic and appropriate for municipal managers has been

Ian Turner and Peter Schilken are project managers for energy-cities

## Display campaign cities at your service

The final message is do not recreate the wheel. Display can provide the EU with the opportunity to introduce an already tried and tested scheme at the European scale. De Montfort university's (DMU) research found that the average movement of the buildings showing Display posters is higher than those that have not displayed (Figure 1). In addition they proved that the average movement of the buildings that have carried out communication campaign is higher than those buildings that have no communication campaign (Figure 2).

Display campaign participants are more than ready to help their countries/states in the implementation of the current EPBD directive and prepare them for the challenges of the recast. They feel that with their experience in the only existing pan-European campaign, they are in a unique position to offer advice to the commission in the development of the voluntary common European Union certification for the energy performance of non-residential buildings. They are convinced that the European Union certification be developed using a participatory and bottom up process.

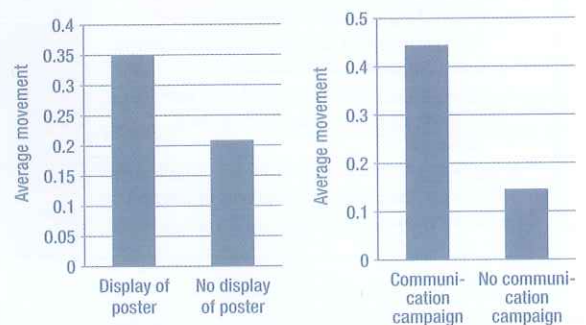


Figure 1&2 - Proof of movement towards class A for buildings that use Display!

created: this being the Display poster, the calculation tool and the unique extra – local communication campaigns to encourage behaviour change.

Display participants propose the following 17 recommendations divided in two sections. The first seven recommendations focus on some of the technical aspects that were considered when producing the Display poster and should be considered when developing the European voluntary energy certificate. The recommendations are to use an A to G operational rating for different building types, to calculate the primary energy consumption in kWh/m<sup>2</sup>/year, to calculate GHG emissions using CO<sub>2</sub> equivalents in kg/m<sup>2</sup>/year, include water consumption in l/m<sup>2</sup>/year, comparison of data (three years) visible on certificate and include simple actions and technical solutions to progress towards class A.

Inspired by previous Towards "Class A" award winners another 10 communication related recommendations are proposed: building energy certificates must be eye-catching, size matters so show it off, monitor in order to improve, show improvements, provide easy access to a user-friendly software, promote a corporate identity for the communication campaign, continually inform buildings users and the general public, attract public media coverage and disseminate, club together and lead by example and prepare competitions. ★