

SUPPLEMENT Energie-Cités

INFO N° 37 | Winter 2009/2010

TWICE-YEARLY INFORMATION BULLETIN FOR A LOCAL SUSTAINABLE ENERGY POLICY IN EUROPE

CODE	POSTERS	DESTINATION	STATUS
UE	??	EPBD	DELAYED
UE	21985	DISPLAY	IN ADVANCE
GB	2100	DURHAM	IN TIME
UA	1068	LVIV	IN TIME
CH	1028	LAUSANNE	IN TIME
FI	990	HELSINKI	IN TIME
FR	756	STRASBOURG	IN TIME
GB	501	NOTTINGHAM	IN TIME
FR	472	MULHOUSE	IN TIME
CH	422	NEUCHÂTEL	IN TIME



DISPLAY®
Campaign:
Ahead of the times

Display®: Ahead of the times

What do the pilot Otto Lilienthal, the fashion designer Coco Chanel and the programmer Larry Page have in common? They gave the world the first flying machine, functional clothes for women and an internet search machine even before others had the time to dream of it. All of them were considered crazy before becoming renowned pioneers in their respective fields.

The European Display Campaign has not changed women's fashion nor our mobility. It has already changed the way we understand energy and water use in buildings.

“Display can provide the EU with the opportunity to introduce an already tried and tested scheme at the European scale.”

And it started even before the European Directive on the Energy Performance of Buildings (EPBD) became legally binding in Member

States in January 2006. Already since 2004, Display is encouraging European local authorities to make the energy performance of their buildings public. Six years after its launch, the Campaign continues to influence European legislation.

A common European scheme by 2012?

In 2007, as part of the ambitious EU climate and energy package, the European Commission started the EPBD recast legislative process. During this review, the EU Parliament has proposed a common European certification for the energy performance of non-residential buildings. To be introduced by the latest in 2012, this voluntary

scheme will be the same in all Member States and exist alongside the national certification scheme. Indeed, such a common approach, supported by the European institutions, will go a long way to reducing the current confusion. If Member States agree, Display can provide the EU with the opportunity to introduce an already tried and tested scheme for the energy performance of non-residential buildings at the European scale.

Local authorities - one step ahead

The effects of the EPBD are only now being seen on the ground. Fortunately some hundreds of forward-looking local authorities

did not wait for transposition. They joined Display, whose objective is to accelerate the Directive's implementation and provide European municipalities with an opportunity to take a strategic approach - and be one step ahead.

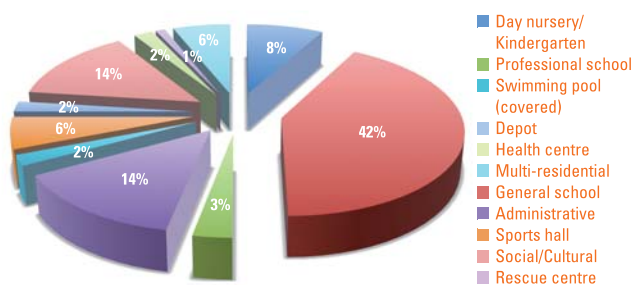
The campaign has provided local authorities with a rare opportunity to contribute to the development of a pragmatic EU-wide toolkit, appropriate for municipal managers:

- the Display poster,
- the calculation tool
- the unique extra: local communication campaigns to encourage behaviour change.

For further information
Ian TURNER | Energie-Cités
www.energie-cites.eu

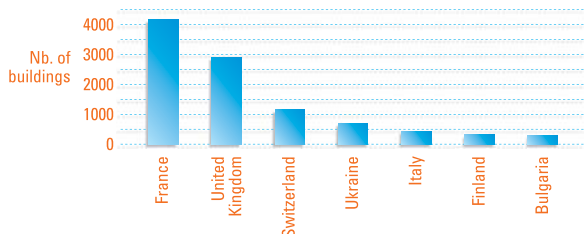
DISPLAY® IN FIGURES

DISTRIBUTION OF BUILDINGS – OCTOBER 2009 (11,117 IN TOTAL)



Since the start of the Campaign in 2004, the number of buildings has been increasing initially at a rate of 1,500 buildings per year and increasing to nearly 2,500 per year. The symbolic figure of 10,000 buildings was passed in early 2009. General schools continue to dominate the buildings entered. France, the United Kingdom and Switzerland are the three most active Display countries. Between them they have over 8,000 buildings and 250 members.

DISPLAY® TOP 7 COUNTRIES



EPBD: The European Buildings directive in a nutshell!

- a common methodology for calculating the integrated energy performance of buildings;
- minimum standards on the energy performance of new buildings and existing buildings that are subject to major renovation;
- systems for the energy certification of new and existing buildings and, for public buildings, prominent display of this certification and other relevant information. Certificates must be less than five years old;
- regular inspection of boilers and central air-conditioning systems in buildings and in addition an assessment of heating installations in which the boilers are more than 15 years old.

For further information
http://europa.eu/legislation_summaries/energy/energy_efficiency/l27042_en.htm

Building labels, what is it all about?

In the past years, energy labels for household appliances have strongly influenced the public's purchasing decisions and transformed the market for more energy efficient products. But why is an energy label all the more important for public buildings?

Let's take a fridge. It can be sold anywhere in Europe so that market pressure and competition will be pushing towards better energy performance. When it comes to public buildings, though, they are rarely sold or rented and are therefore not subject to normal market forces. That is why the article 7 of the EPBD speci-

fies that buildings certificates be "placed in a prominent place clearly visible to the public". There is thus a need for transparency in the public building sector i.e. visible energy certificates to allow for an informed public to create its own "market force" and stimulate change.



No time to wait

Impatient, Energie-Cités has launched Display®

In October 2001 the European association Energie-Cités suggested that: *"Without waiting for the Directive on the energy performance of buildings to be passed, municipalities start to Display the energy performance of their buildings frequented by the general public"*.



Peter Schilken (Energie-Cités), coordinator of the Campaign since its beginning, is thankful that the first 20 pilot cities had the courage and the foresight to embark on the Display project.

"Presuming that a plethora of national certification schemes could create confusion in the Member States, Energie-Cités launched a common European building rating Campaign. At the beginning, when we talked about our idea, certain technicians and academics were quite surprised: "Don't you think that the Display poster will be too simple?". Already

by then we wanted Display to be more than just a certificate. Firstly, it was designed to be attractive enough to catch the eye of any laymen. Secondly, we thought of it as a tool to start communication between building managers and users.

Finally, the idea to network on this project while being human and communicative caught fire amongst Energie-Cités members and other local authorities. Their feedback was very positive and so Display was born.

"We wanted Display to be more than just a certificate."

Its success underlines the need to continue such a bottom up networking process whereby European municipalities and their citizens are closely connected with the objectives of the EPBD – by combining legislative, technical and cultural action."



At the end of 2009, around 400 local or district authorities and private companies have committed to use Display® to communicate their buildings' performances.

Match the certificates!

Contrary to the legal requirements concerning household appliances, Member States have been free to define the form and use of their national buildings' certificates. As a result, absolutely no two national systems are the same or use the same method to calculate the performance.

Would you be able to know which certificate belongs to which country? Have a try and match the national certification scheme below with the corresponding country. May the force be with you!



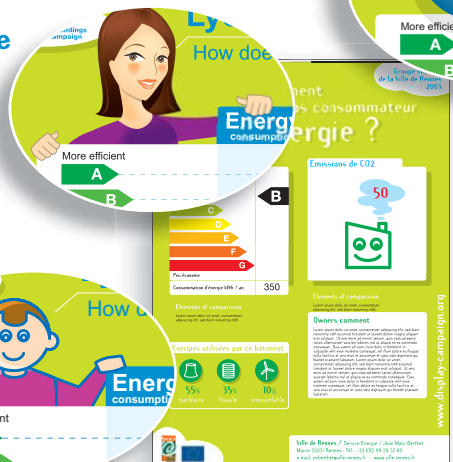
EU COUNTRY
Display
Czech Republic
England & Wales
Finland
France
Hungary
Ireland
Lithuania
Netherlands
Portugal
Scotland
Slovenia

- ▶ Available in 25 languages
- ▶ 1 click to edit the poster using the Display software

From the first idea to the final product – the creation of the Display logo and poster was and continues to be a participative process!



There is a database of over 100 "shining examples" of local communication campaigns and technical measures to improve your buildings performances.



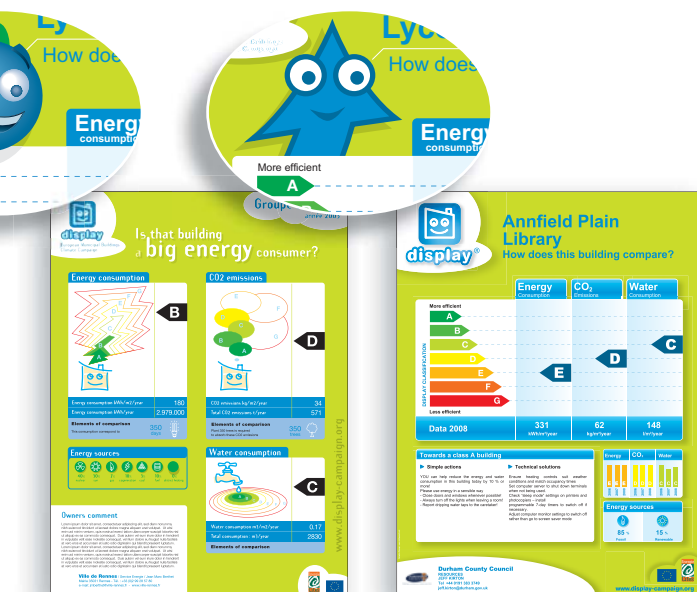
A hullabaloo of national schemes

In 2009, local authority or energy agency participants of Display from eight countries compared their National Energy Certification requirements for existing public buildings with the Display poster. For many countries this was a lot more complicated than expected and a number of participants struggled to obtain information such as simple primary energy conversion factors.

In the table below you can get an overview of the main differences between the national certificates.

► Find all the national reports on:
www.display-campaign.org

METHODOLOGY	CLASSIFICATION	INDICATOR	SINCE
Operational Rating	A-G	Primary Energy/ Carbon/ Water	01.01.2004
Asset Rating	A-G	Final Energy	01.01.2009
Operational Rating	A-G	Carbon	01.10.2008
Operational Rating	A-G	Final Energy	01.01.2009
Operational Rating	A-G	Primary Energy/ Carbon	01.01.2008
Asset Rating	A+, A-I	Primary Energy	01.01.2009
Operational Rating	A1,2,3 - B1,2,3 - C1,2,3 - D1,2 - E1,2 - F - G	Primary Energy/ Carbon	01.01.2009
Asset Rating	A-G	Primary Energy	01.01.2009
Asset Rating	A++-G	Primary Energy	01.01.2009
Energy Efficiency Indicator	A-G, but A+ et B-	Primary Energy	01.01.2009
Asset Rating	A-G	Carbon	04.01.2009
Operational Rating	Color horizontal scale, Green to Red	Final Energy	01.01.2009



Created, tested and promoted by cities

No need to be a graduated engineer to find the Display poster easily understandable and eye-catching. This is because it was created via a creative bottom-up process. During one year, the first poster draft was tested, discussed and improved by 20 pilot municipalities all over Europe. Their feedback, including comments collected from citizens and building users, helped to fine-tune the design and ensure that the information given to the public is comprehensible. Even now, the poster continues to be tweaked thanks to the advice of member cities during the European Users Clubs.

Improving public awareness of the energy performance of buildings

In April 2009, the European Parliament voted amendments to the EPBD recast text proposed by the Commission. Several financial and fiscal measures were proposed to motivate Member States to improve building energy performance. The Parliament also introduced the idea of a common methodology. An interview with Silvia Adriana Ticau, the Rapporteur for the EPBD recast at the European Parliament.



Silvia Adriana Ticau is a substitute member of the Committee on Industry, Research and Energy (ITRE) of the European Parliament and has been involved in discussions on a revised Energy Performance of Buildings Directive.

The MEP of the Group of the Progressive Alliance of Socialists and Democrats came to the European Parliament on 1st January 2007 with the accession of Romania to the European Union. She is also Vice-Chairwoman of the Committee on Transport and Tourism (TRAN) and was a member of the European Parliament Temporary Committee on Climate Change (2007-2009).

Mrs. Ticau, what are your arguments for the introduction of a voluntary common European system?

Energy performance certificates must be kept simple and easy to understand by the general public. The actual format and content of these energy performance certificates is extremely varied across Europe, making access to information about the energy performance of a building difficult for citizens from different Member States.

The introduction of a voluntary common European certification scheme could exist in parallel to the various national systems, but this would involve additional effort. The objective is to encourage Member States to gradually adapt their own national systems once these common energy certificates have demonstrated their advantages in terms of simplicity and clarity as a first step towards the future harmonisation.

Of course, the introduction of a common scheme will also facilitate the work of energy auditors. These auditors will be able to offer their

services throughout the European Union, thus contributing to the improvement of public awareness of the energy performance of buildings.

Why has the priority given to local authorities and public buildings been reinforced in the proposed recast?

Public buildings must set an example, both through the means used to produce the certificates and the methods employed to inform the public about the energy performance of buildings as well as through the way the recommendations expressed on these certificates are actually put into practice in the buildings concerned.

Local authorities will, therefore, be able to reduce the amount of money they spend on energy every year and become a role model for those who really want to improve the energy performance of their buildings, whether residential or not.

Excerpt from the legislative resolution on the EPBD recast text proposed by the European Parliament and the Council

	Text proposed by the Commission	Amendment by the European Parliament
Amendment 4	The energy performance of buildings should be calculated on the basis of a methodology, which may be differentiated at national and regional level, [...].	The energy performance of buildings should be calculated on the basis of a common methodology, [...].
Amendment 94	Nothing proposed	By 2011, [...] a voluntary common European Union certification for the energy performance of non-residential buildings shall be developed through the Committee procedure referred to in Article 21. By 2012, Member States shall introduce the European Union voluntary certification system referred to in paragraph 1 in their countries to function alongside the national certification scheme.

For further information:
www.europarl.europa.eu



All about the Display Campaign:
www.display-campaign.org

The French government goes clubbing

At regular intervals, Display Users Clubs are being organised at European, national and the local level. They are an opportunity for both, experienced and new cities to exchange on their activities within the Display Campaign or on how they communicate their national energy certificates, to get down-to-earth answers to practical building questions and to influence political decisions in this field.

Thanks also to the French Users Club initiated in 2006, France is the

first country where it has been possible to adapt Display to the National Requirements. Twice a year this club, facilitated by Energie-Cités, gathers representatives from French municipalities, the French Environment and Energy Management Agency and the Ministry responsible for the implementation of the EPBD.

The French government and the local authorities were thus able to learn from each other. Moreover, the French national representatives

could use the existing Display data to adapt their benchmarks. Now, the Users Club is lobbying to update these energy and carbon benchmarks.

📍 To know when the next Users Club will be held in your country, please consult the website:

www.display-campaign.org



Networking for energy-efficient buildings

In its daily work, Energie-Cités witnesses that national and local politicians often struggle to link decisions taken at the European level to their own realities. This is also clearly reflected in the difficulty faced by Member States to implement and transpose the EPBD.

Several attempts have been made to reduce this gap. In January 2005, the *Concerted Action* was launched jointly by the European Commission and the Member States to promote dialogue and sharing of best practice. An active forum with national authorities from 29 countries focuses on finding common approaches to the most effective implementation of this EU legislation. Display Campaign representatives were invited to present their experience during *Concerted Action* meetings. However, these key findings were rarely integrated into any national processes.

With the creation of the *EPBD Buildings Platform* in January 2006, the exchange of best practices, tools and technologies available across Europe was meant to be facilitated. However, networking options were limited due to the combined lack of concrete examples and the pressure from the Commission to transpose. In a number of Member States, lacking time



“Now, another opportunity for networking is emerging with the launch of the BUILD UP initiative.”

and inspiration, the national system for public buildings was simply adapted to the one used for private buildings without any prior proper analysis of the specific needs or existing consumption of public buildings.

Now, another opportunity for networking is emerging with the launch of the BUILD UP initiative in

2009. It is a new environment for building professionals, local authorities and building occupants willing to share their experience on how to cut energy consumption in buildings.

It is hoped that the *Concerted Action* and *BUILD UP*, of which Energie-Cités is a partner, will facilitate the harmonisation of the certification systems!

📍 For further information

www.buildup.eu



A stepping stone to reach the Covenant of Mayors objectives

Eager to go even beyond the EU's official target of 20% carbon reductions, many Display cities have signed the Covenant of Mayors.

To date, this European Commission initiative unites almost 1000 committed signatories. Display can be used as one key action in a city's 2020 Sustainable Energy Action Plan: The visible use of the poster in numerous buildings, technical improvements as well as awareness-raising activities towards the users are an important stepping stone to put into practice the Covenant of Mayors commitment.

Energie-Cités, being both Display coordinator and an official Covenant Supporting Structures, is ready to assist those cities in fulfilling their commitment.

► For further information
www.eumayors.eu



Salerno is playing the savings game



Giancarlo Savino, energy manager at the Salerno City Council (Italy), knows that new forms of communication are needed to raise awareness on energy issues. That is why, as part of Salerno's participation in the Display Campaign, he has launched the project "Gioca al Risparmio - Playing the savings game" in 2006. "Until then I had

never played a game with more than 4000 players at a time", says Giancarlo with a big smile.

The 4,000 students and the wider community of Salerno became the main actors in a "game" to compete for the highest energy and water savings achieved during a period of one year.

The project consisted of three main components:

- Display posters produced for 49 school buildings
- A communication campaign aimed at increasing pupils' awareness about the importance of energy and water efficiency.
- Prizes used as incentives to encourage behavioural change and reduce energy and water consumption, including the distribution of extra funds proportional to the energy saved

The Display communication tools were a good basis for the awareness-raising activities and helped to achieve the objectives of the project in a very effective way.

► Contact

Giancarlo Savino | Salerno
www.comune.salerno.it

Durham moves "Away from Class G"

Durham County Council in Great Britain was already three years in advance when the official national system became obligatory. Their strategy was to focus extra attention on their "G" buildings.

Many of its 19th century buildings were built of brick and stone and not very energy efficient. The council was concerned that a bad rating, once the energy performance certification was mandatory, would cause an adverse reaction from the public. Consequently, the Council joined Display in order to start labeling early, and to show improvement on the poor labels before it became a legislative requirement. They could then systematically work to improve poorer-performing buildings via setting up a "G" team to work on both technical measures and encouraging

behaviour change among building users in their G rated buildings. In a drive to integrate sustainable energy technologies with education, Display has been strongly used in Durham's schools.

Now, all of the more than 600 public buildings in Durham County either have the Display poster (buildings with less than 1,000m²) or a DEC (England and Wales national energy certificate) visible. It has helped to improve the overall energy and water performance of their building stock: the council was able to reduce

the percentage of G buildings from 34% in 2004 to 11% in 2007.

The Durham County Council has been selected as a "Display Shining Example".

► Contact

Jeff Kirtan | Durham County
www.durham.gov.uk



Helsinki – a pioneer in terms of energy labelling

In Finland, the country of a thousand lakes, forests and saunas, energy certification in public buildings still remains voluntary. Helsinki was the first Finnish city to produce Display labels. It was part of the pilot group and by the end of 2009 it has prepared 970 labels for 294 buildings.



© City of Helsinki

Ulla Soitinaho, energy manager of Helsinki and initiator of Display in Finland, looks back to the beginnings of the campaign:

Ms Soitinaho, you were a primary driver behind the Campaign in Helsinki. Why did you choose Display?

We were aware of the demands of the EPBD and wanted to prepare

for the future as soon as possible. We have almost 1,000 buildings, so we wanted to know how much time and money the certification of our public buildings would require. We also knew Energie-Cités and trusted its know-how and expertise.

What were the first reactions concerning your labelling initiative?

With Display in 2006 we hung up the very first energy certificate in the whole of Finland. As it fulfilled the needs of the directive it was very easy to get our Deputy Mayor, Pekka Sauri to unveil the poster at our media event and he is happy to see Display continue in Helsinki.

What are Helsinki's communication and displaying activities?

We are currently calculating new labels and we're going to deliver at least 100 Display posters per year. The target is that at least every second year we display a new label in a building. During annual energy saving weeks Display will be one of the communication tools. We are also improving our communication actions and we have initiated a Display network within the city of Helsinki and a National Cooperation Network in Finland.

Have you achieved any concrete energy savings as a result of using Display?

Direct savings are very difficult to calculate due to the influences of other activities and technical changes. We have estimated via our energy monitoring system that at least 1 to 2% savings have been made. This is the equivalent of

“We have initiated a Display network within the city of Helsinki.”

100,000 € per year in the first 120 buildings that clearly show the Display label.

Helsinki has been selected as a “Display Shining Example”.

► Contact

Ulla Soitinaho | Helsinki

www.hel.fi



At the end of 2009, nearly 25,000 posters have been edited with the Display software.

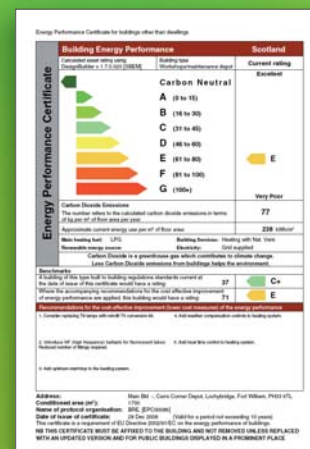
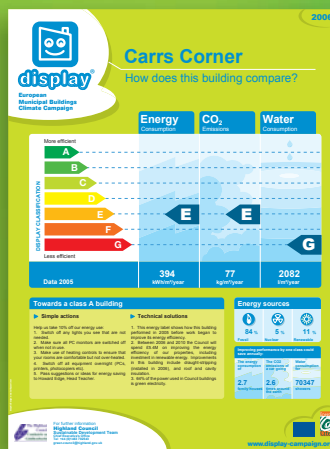
Side by side: Display® alongside the Scottish certification scheme

The Highland Council experience

In the Highland Council, a vast local government area in the Scottish Highlands, the practice of a European voluntary certification system is already current practice. As the Council joined Display in 2005, before the Scottish legislation for energy certificates entered into force, labelling in public buildings started with Display posters.

Since 2008, so-called Energy Performance Certificates (EPCs), the national certificates, are required by law. Thus, the Highland Council is now displaying the EPC and the European Display poster alongside each other for buildings that are greater than 1,000m². To date 256 Display posters have been hung up in strategic positions visible to the public and buildings' users.

For its local campaign involving many stakeholders and the creation of diverse communication materials, the Highland Council won the “Towards Class A” Award 1st prize in 2009.



► Contact

Ailsa Campbell | Highland Council

www.highland.gov.uk

A success beyond EU borders

In Candidate Countries or European neighbours there is no constraint for an “imminent” transposition of the EPBD. Many of the local authorities have a greater freedom and are more motivated to implement highly visible communication campaigns.

Thanks to the strong commitment of the Swiss, Ukrainian and Croatian Display participants, close contacts with their respective national governments have been established. It is to hope that these local authorities will be consulted once the

implementation process for a national certification system for their existing buildings is launched.

A benchmark for Swiss certificates

In Switzerland, energy certificates are still voluntary for public buildings and the most publicly visible certificate is the Display label. Since 2005, it has been promoted with great success by the programme Swiss Energy for municipalities.

The high use of Display in French-speaking Switzerland is largely due to the French – Swiss exchange project REVE Jura – Léman (INTERREG IIIA). Between 2005 and 2008, the 8 pilot local authorities were the first to set up national users clubs and participated actively in the development of the different campaign communication tools.

“Currently over 40 Swiss municipalities are Display participants.”

Currently over 40 Swiss municipalities are Display participants and together they have entered over 1,200 buildings and edited more than 2,600 posters. The Swiss participants are particularly active during the regularly organised User’s Clubs as well as during the “Towards Class A” Awards: award-winners Lausanne and Montreux are a proof of the success Swiss local authorities have had in carrying out creative local communication campaigns.

Contact

Gaëtan Chérix | SuisseEnergie
www.citedelenergie.ch



National Display users clubs are now active in over 5 European countries. In France and Switzerland they have been active for more than three years and are increasing in popularity.

Zurich: Display, the ingredient of a 2000 Watt society



Zurich, the largest city in Switzerland, is certified with the eea® (European Energy Award) Gold label and it pursues the vision of a “2000 – Watt – society”.

To reach its political long-term objectives in sustainable energy matters, this pioneer German speaking Swiss city has chosen Display as a valuable ingredient. To hit the target of an average energy consumption of 2000 Watt per capita, Zurich communicates the energy performance of their public buildings and actively educates technical staff in the buildings for further improvement. Until the beginning of 2010, 91 Display posters will have been hung up in the most energy-consuming public buildings. Since the city started its energy optimisation initiative in 2007, 8600 tons of

CO₂ and 7,7 M CHF (ca. 5,1 M €) have been saved.

“Since the city started its energy optimisation initiative, 8600 tons of CO₂ and 5,1 M € have been saved.”

Zurich, a Covenant of Mayors signatory, knows that it will take time to turn its ambitious vision into reality – but the task has become much easier thanks to initiatives like Display.

Contact

Werner Mender | Zurich
www.stadt-zurich.ch

Ukrainian local authorities: tapping into huge potentials for energy-efficiency

The Ukraine, a nodal point for Europe's energy supply continues to be one of the least energy-efficient countries in the world. Heat supply in the buildings sector accounts for approximately 25% of all fuel consumed in Ukraine. However, local authorities have started to actively pursue the huge potential for energy efficiency improvement in this sector.

At the moment, Display is the only energy certificate being used in Ukraine. Thanks to the promotion by the *Association of Energy Efficient Cities of Ukraine*, the campaign is now well known in the country. During Display workshops, it was able to attract over 20 cities and representatives from the national Ministry of Housing and Municipal Economy. And since it designed a special programme for the collection of building data, editing Display posters could not be easier in the Ukraine! All in all, more than 10 cities are participating in the Campaign with a total of 700 buildings.

The first city to join in 2006 was Ivano-Frankivsk: With Display, the school principal of one of their High Schools was able to integrate energy efficiency as a topic in the school's "Principles of Life Activities" and "Physics" curriculum.

The most active Ukrainian city currently using Display is Lviv. In 2009, the city won the 3rd prize in the "Towards Class A" Award and it has calculated the second largest

number of Display posters in Europe. Lviv's local communication strategy is based on creativity, a positive attitude and, above all, a low budget (1,300 €). It is important to remember that, especially in these financially trying times, the cost of communication should not be an obstacle. These activities

“A comparison of consumption figures for 347 buildings using Display posters between 2006 and 2008 shows an improvement of 12%!”

have lead to real energy savings in the cities' buildings: A comparison of consumption figures for 347 buildings using Display posters between 2006 and 2008 shows an improvement of 12%!

Contact
Anatoliy Kopets | Association of Energy Efficient Cities of Ukraine
www.enefcities.org.ua



5 minutes to find out everything you need to know about the Display Campaign. Subtitles are available in Bulgarian, Czech, Dutch, English, Finnish, French, German, Hungarian, Italian, Lithuanian, Polish, Portuguese, Romanian, Slovenian, Spanish and Ukrainian!



Watch the brand new Display video on www.youtube.com/watch?v=y8Hgg5aUrCw

Croatia: Bigger and better in Ivanic-Grad

Although it is a small city and does not have a special department for energy management, Ivanic-Grad has shown its leadership and its commitment to sustainable development. It was the first Croatian city to join the Display Campaign.

Ivanic-Grad's innovative approach within Display is proof for its proactive energy policy. Just like the County Council Durham (Great Britain), it was not afraid to attract attention to the poor performance of its municipal buildings. On the contrary, Vlatka Berlan Vlahek, Head of the City Development Department, and her team, wanted to show in a very clear way that these buildings "need some help". In 2008 the municipality of Ivanic-Grad produced a poster covering the entire façade of a municipal building undergoing renovation. In 2008 the building was rated G G G, in 2009 thanks to the renovation it is now rated D E E and the financial savings are 800 € per month. These refurbishment works cost 30,000 € of which 12,000 € have been co-financed by the Environmental Protection and Energy Efficiency Fund.



The display of posters was linked with strong communication activities towards the building users and the general public. "Good house-keeping" recommendations for the users of the buildings raised the awareness for energy-efficient practices. In 2009, together with the annual invoice for rates and taxes, leaflets on energy efficiency and a set of Display stickers and postcards have been distributed to the citizens of Ivanic-Grad.

Contact
Vlatka Berlan Vlahek | Ivanic-Grad
www.ivanic-grad.hr

Private companies invited to join the Display® Campaign!

Come and display your buildings performance if you are:

- A local authority
- A private company
- A private school

Join now in order to:

- Get citizens, employees and decision-makers on board
- Save energy and gain money in your buildings
- Take visible action to combat climate change

With Display you will be able to:

- Benefit from communication aids and tools
- Learn from the experiences of the other Campaign participants
- Become part of a European movement
- Use the unique European label which is easy to edit and easy to understand

► To join the Campaign, sign the Membership Charter, available from www.display-campaign.org



Become a Display partner!

Private companies, public associations and NGOs are invited to become an associate partner of the Campaign.

Associations and organisations are partners that work at the national level to promote the Campaign to their members and to assist them in its implementation.

Private partners offer financial and know-how support and thus facilitate the improvement of energy and water performance of public buildings in Europe.

► Download the Partnership Agreement from www.display-campaign.org



Three "Towards Class A" Awards have taken place since 2006 "celebrating" the original communication campaigns of 30 local authorities in 12 European countries.



TRY IT!



USE IT!

You can test the Display software on www.display-campaign.org before becoming an official campaign participant.



A prize for priceless efforts! Apply for the Towards Class "A" Award!

The European Award for creative communication campaigns in your buildings.

For your municipality or company "display"ing an energy certificate was just the beginning of a much broader awareness-raising campaign? If so, the Display Campaign team waits for your application for the next Towards Class A Award!

What really counts is your commitment and originality.

Don't miss the chance to win a European Award!

► Candidates go to www.display-campaign.org

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