



## Communicate Your Buildings Energy Rating

Report on communication and technical activities carried out by participating cities



	Energy consumption	CO <sub>2</sub> emissions	Water consumption
More efficient	A	A	B
A			
B			
C			
D			
E			
F			
G			
Less efficient			
	3 kWh/m <sup>2</sup> /year	2 kg/m <sup>2</sup> /year	110 l/m <sup>2</sup> /year

Prepared by the Institute of Energy and Sustainable Development, De Montfort University, The Gateway, Leicester. LE1 9BH



Authors:  
Richard Bull  
Andrew McKiterrick

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**Get Power  
Save Energy!**



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## Introduction

This report is to fulfill deliverable 2.3.2 – a report into the communication (and technical) activities carried out by participating cities. We have interpreted the *objective* of this deliverable as presenting a brief evaluation the communication campaigns and activities carried out by participating cities. By participating cities, we are understanding this to mean the partners involved in the project and whose responsibilities are outlined in ‘Work Package 3: Local Communication Activities’ 12 Municipalities/Energy Agencies from 9 countries will develop their communication activities.

This deliverable is part of a suite of outputs around assessing and evaluating the communication and technical activities of partners and participating municipalities. Research is currently underway into the technical activities of those involved in the Display Campaign as part of work for deliverable 2.2.2. To that end we have not covered technical activities here. This report also needs to be placed within the wider context of deliverables D2.1.3 (Report on evaluation of Display Tools) and D 2.3.3 - please see table 1 below to see a review of the progress of the deliverables

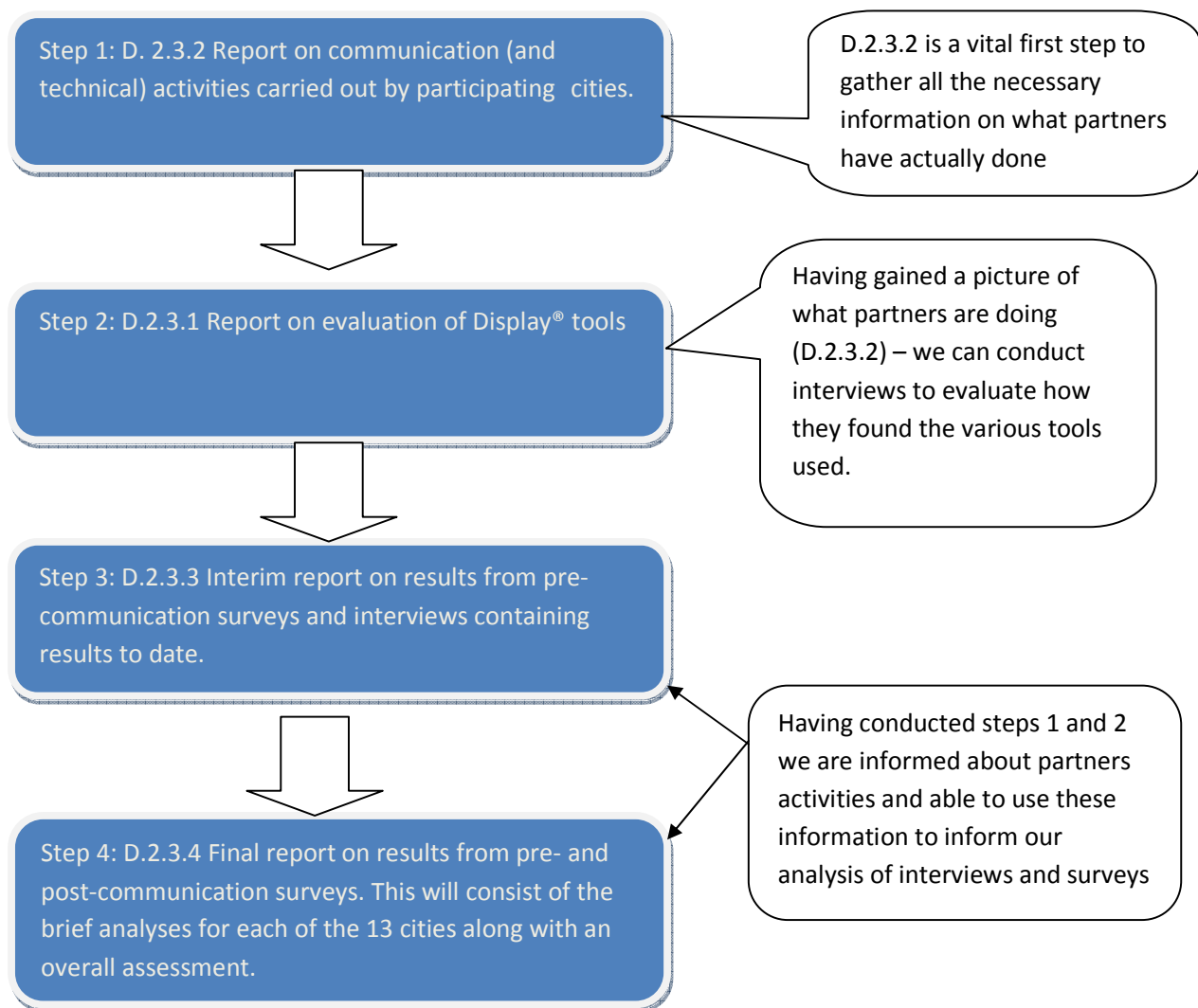
**Table 1: DMU WP 2 Deliverables**

D	Scope	Status/Responsibility
D 2.1	Country reports (Countries partaking in CYBER Display – FR, UK, IE, CZ, PT, SI, LT, IT, FI ) on the complementarities of the Display® Poster and Campaign and the national implementation scheme (month 6).	Energie-Cities – complete
D 2.2.1.	Report on initial findings from analysis of Display® database and on the potential of studying buildings with frequent energy metering (month 12)	DMU – Complete
D 2.2.2	Report on the relationship between technical and infrastructural changes and the impacts on energy consumption (month 30).	DMU – work in progress
D 2.3.1	Report on evaluation of Display® tools (month 12).	DMU – due in April 2010 - see notes below in section 1)
D 2.3.2	Report on communication (and technical) activities carried out by participating cities (month 18).	DMU - submitted
D 2.3.3	Interim report on results from pre-communication surveys and interviews containing results to date (month 24).	DMU – work in progress
D 2.3.4	Final report on results from pre- and post-communication surveys. This will consist of the brief analyses for each of the 13	DMU – work in progress

	cities along with an overall assessment (month 30).	
D 2.4	New edition of the Display communication handbook (en, fr, de, it). At least 7 new information sheets downloadable plus new chapters to promote originality and interesting elements (e.g. stickers) - (month 6).3 additional information sheets available at the end of the project (month 26).	Energie-Cires
D 2.5	Briefing note (12-16 pages) for the national and regional administrations and the Concerted Action (month 24).	TBC

As a result of producing this deliverable it has become clear that the ordering of the deliverables has been ill-thought through. There is a strong inter-relationship between D2.3.1, 2.3.2 & 2.3.3 – see table 2 (below). Certainly the first two deliverables are the wrong way round. Therefore DMU have produce D2.3.2 before D2.3.1. Primarily this is so that we have a clear picture of what partners are actually doing, before we can evaluate how they have used the communication tools available to them.

**Table 2: Sequence of deliverables**



### *Methodology for D2.3.2*

In order to meet deliverable 2.3.2 DMU have used the summaries of the interim reports that partners produce for Energie-Cites to gain a picture of the communication activities undertaken as part of their communication campaigns. Each partner kindly forwarded these details to us in a very prompt manner. Each local authority/energy agency should have developed a local communication campaign and been a pioneer in implementing the national certification scheme in order to improve the energy performance of buildings as quickly as possible. The Display® poster and communication tools should have been used wherever appropriate on a voluntary basis to communicate this via the following. The specific task they should undertake are outlined in Annex 1 of the project document under Work Package 3: Local communication activities. Section 3.1 details 8 areas of activity:

- 1) **Education/Training programmes** - with building managers and administrators.
- 2) **Communication Activities** - for at least three general events per year.
- 3) **Internal Communication** – use of newsletters, intranet, CYBER Display ambassadors for the buildings, etc.
- 4) **Local Energy CYBER Display Days** - Organising a specific Local Energy CYBER Display Day per year – different activities, high media exposure.
- 5) **Schools Programme** - detailed programme for education of teachers and learners.
- 6) **Local Press Articles and Media Relations**
- 7) **Local Communication Materials** - Conception/production of local communication materials e.g. flyers, leaflets, banners, posters, stickers, etc.
- 8) **Staff Training Workshops** - Conception/production of local communication materials e.g. flyers, leaflets, banners, posters, stickers, etc.

Further assistance is offered through the Display Communication handbook. This offers a range of advice around running successful communication campaigns. In order to provide, in this first instance – a brief review of activities - each partner’s communication activities was reviewed against these eight areas of activity, and guidelines in the communication handbook using a SWOT (Strengths, Weaknesses, Opportunities and Threats). We only used the information provided in the interim reports by the partners. As stated above – these initial findings will inform a range of interviews with these partners to evaluate how useful the tools provided were. This activity will form the basis of D 2.3.1

However, from our initial SWOT analysis we found that most partners followed the guidance from the Communication Handbook reasonably well. All partners displayed strengths in developing their campaigns over the 18 month time period. It was evident that some partners experienced issues that hindered meeting some of their stated objectives for which they were unable to control for example: staff leaving posts and time lag for replacement staff, political realities in individual countries and general resistance from public buildings to display their energy consumption.

Here are some notable examples of best practice from partners;

- **City of Helsinki:** Five internal project meetings have taken place to monitor the general progress of the project and to see what corrective actions are needed.  
The Display-project was elected as a “Public Works Department’s Achievement of the Year 2009”.

- **Cork County Council:** A free draw for respondents proved to be a good incentive to staff and following this 5 prize winners were drawn and each received a home energy monitor.
- **Bristol City Council:** Both training seminars were jointly held by The Energy Management Unit and Hamish Wills – an experienced school teacher with a special interest in environmental issues.
- **Healthy Cities of Czech Republic:** A Czech version of the Display leaflet was disseminated among all conference participants. (Helsinki and Kssena also translated the Display information.)

Below is a presentation of each of the partners SWOT analysis:



**Education/ Training programmes**

- Display label, the national energy certification and the CYBER- project has been presented in several events and meetings. Meeting with the ministries of the environment, and employment and the economy took place in November 2009.
- Meeting with the contact persons of the voluntary energy efficiency agreement municipalities (57 cities) took place in November 2009. Meeting on 24 February 2010 with the representatives from Sitra Finnish Innovation Fund, Senate Properties, RAKLI the Finnish Association of Building Owners and Construction Clients, KTI Institute for Real Estate Economics and S-Group (Finnish private chain store). Minutes will be published in March 2010.

**Communication Activities**

- Up to February 2010, 30 communication events in schools have been organised. 12 new schools have been chosen for communication events and dates for these events have been arranged.

**Internal Communication**

- Five internal project meetings have taken place to monitor the general progress of the project and to see what corrective actions is needed.

**Schools Programme**

- 2 Education events were held in Schools: The 1st was a large scale event that was held as part of the "morning assembly session". All school children and personnel gather in the Assembly Hall. The CYBER-project representative provided information on how the school can save energy (ppt-presentation) and delivered the Display-label to the pupils. After this there was a moment for questions.
- The 2<sup>nd</sup> event was in a smaller room where generally the headmaster, teachers, caretakers, building managers and some pupils ("Environmental Agents) participated. The event was based on energy audit reports made for the school. The Display-label was delivered and energy efficiency information was left in the staff room for access by the "Environmental Agents", headmaster or teacher.
- The CYBER-project representative provided information on how the school can save energy (using a PowerPoint-presentation) and delivered the Display-label to the pupils.

**Local Press Articles & Media Relations**

- A press release was sent to 49 media companies (initial target was 20) when the first campaign event took place in the Aurinkolahti school in September 2009. This resulted in at least three articles.

**Local Communication Materials**

- A new Display-poster had been produced for 116 buildings.
- The Display calculation tool was translated into Finnish to make it easier to promote the use and demonstration of the tool.

**Staff Training Workshops**

- As a result of the meeting with the Finnish Energy Agencies and Motiva in December 2008 some of the Agencies and Motiva visited the City of Helsinki PWD in March 2009, to receive more information and find out the possibilities to demonstrate the Display label production. The communication aspect was especially discussed. Some of the agencies reacted very eagerly and positively to the Display campaign and the possibility to use it as a real communication tool. Seven representatives of Energy Agencies and Motiva participated in the meeting.
- One person from Helsinki participated in the training workshops in Bristol on 24-25 September 2008 and Almada 25-26 November 2009.

<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Weaknesses</b></p>	<p><b>Communication Activities</b></p> <ul style="list-style-type: none"> <li>• The first invitation to have a seminar on national level was accepted only by two cities.</li> </ul> <p><b>Staff Training Workshops</b></p> <ul style="list-style-type: none"> <li>• (Display Network) The target to have one meeting before end of February 2010 has not been reached. It is obvious that the program of the seminar has to be extended to meet the real estate department's expectations.</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Opportunities</b></p>	<p><b>Education/ Training programmes</b></p> <ul style="list-style-type: none"> <li>• The Education Department of the City of Helsinki is organising on the 3.3.2010 a seminar concerning climate change for teachers. The member of the CYBER project group has been invited to give a presentation in the seminar.</li> </ul> <p><b>Communication Activities</b></p> <ul style="list-style-type: none"> <li>• (Display network) The overall target is to have 3 seminars for the key personnel in the City of Helsinki. As a result of these seminars a City of Helsinki Display Network will be launched.</li> </ul> <p><b>Staff Training Workshops</b></p> <ul style="list-style-type: none"> <li>• Real Estate Dept - Discussions are continuing and a programme is being developed that will encompass more subjects.</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Threats</b></p>	<p><b>Communication Activities</b></p> <ul style="list-style-type: none"> <li>• One key employee resigned his job on April 2008 and the new employee was hired not until on January 2009. The lack of resources prevented the delivery Display-posters at the originally scheduled time.</li> <li>• The target to have two seminars taken place till the end of February has been reached 50 %. Due to the minor interest for seminar, the project group decided to postpone the meeting till April-May 2010.</li> </ul> <p><b>Schools Programme</b></p> <ul style="list-style-type: none"> <li>• In the first period an "official" letter was sent to the schools. The letter included general information about energy efficiency and Display-label, and also a request to contact personnel to agree the date of the event. This alone was not successful. Since Display-label and energy certification is now relatively well known, the contact to schools is taken only by phone calls or e-mails.</li> </ul> <p><b>Staff Training Workshops</b></p> <ul style="list-style-type: none"> <li>• (Real Estate Department)The reception of the suggestion to organise a seminar has so far been quite passive. The main reason is the lack of resources and also the too narrow scope (Display and energy certificates) of the planned seminar.</li> </ul>



## Cork City Council

<b>Strengths</b>	<p><b>Education/ Training programmes</b></p> <ul style="list-style-type: none"> <li>• Presentations have been given to area engineers meetings as these are the people responsible for the buildings and so they need to be involved in all aspects of this campaign.</li> <li>• 3 National User club events have taken place around meetings of the Association of Irish Energy Agencies. Approximately 20 people have attended each of these, which were held in December 2008, March 2009 and February 2010.</li> </ul> <p><b>Local Communication Materials</b></p> <ul style="list-style-type: none"> <li>• A free draw for respondents proved to be a good incentive to staff and following this 5 prize winners were drawn and each received a home energy monitor.</li> <li>• The initial step in this was to gather all of the info needed to calculate the out of hours usage of each building, this was part of the labelling process in the project to-date 73 buildings have been completed and each of these buildings now has a poster hanging which highlights the out of hours usage alongside their building Energy Rating Certificate.</li> </ul>
<b>Weaknesses</b>	<p>None presented.</p>
<b>Opportunities</b>	<p><b>Communication Activities</b></p> <ul style="list-style-type: none"> <li>• The next step will be to hold information events for other buildings users and to create user -friendly information on reducing energy at work, dealing with particular issues such as storage heaters.</li> </ul> <p><b>Internal Communication</b></p> <ul style="list-style-type: none"> <li>• The next step of this campaign will be to create a league table of buildings and get building users to return their electricity readings at different periods to allow updating of the table.</li> </ul>
<b>Threats</b>	<p><b>Schools Programme</b></p> <ul style="list-style-type: none"> <li>• The campaign changed slightly from what was originally envisaged as, schools have not been willing participants in the programme, as they are not governed by the local authority and are involved in a separate programme with the Department of Education and so did not see the value of being part of the project.</li> </ul> <p><b>Staff Training Workshops</b></p> <ul style="list-style-type: none"> <li>• Alex Grassic was present for the first training workshop but was unable to make the second workshop in Almada. (Due to political constraints on public sector business travel outside Ireland)</li> </ul>

**Bristol City Council**

<b>Strengths</b>	<p><b>Education/ Training programmes</b></p> <ul style="list-style-type: none"> <li>• Two seminars were set up for school staff, one in April and the other in October. A wide range of people attended including Head Teachers, Teachers, Bursars, Caretakers and school Governors.</li> <li>• Both seminars were jointly held by The Energy Management Unit and Hamish Wills – an experienced school teacher with a special interest in environmental issues.</li> </ul> <p><b>Communication Activities</b></p> <ul style="list-style-type: none"> <li>• (National Users Club) An event was hosted on the 2<sup>nd</sup> of April 2009 at The CREATE Centre, Bristol. Attendees included representatives from neighbouring (non Display member) authorities - North Somerset &amp; Bath and North East Somerset and those from further a field – Cardiff, Durham and Milton Keynes. In addition representatives from the Local Government Association, Association for the Conservation of Energy, De Montfort University and SystemsLink also came along and contributed.</li> <li>• Hamish Wills hosted a training workshop at the Almada meeting on behalf of Bristol City Council. He shared his experiences of communicating climate change and energy awareness in the classroom and also the initial process he goes through in the course of an audit.</li> <li>• A number of CYBER related actions were achieved around Energy Saving Week - 19-25 October.</li> </ul> <p><b>Schools Programme</b></p> <ul style="list-style-type: none"> <li>• Although the focus has been on schools in the recent part of their CYBER awareness campaign this has been with Primary schools. In order to make sure that we are also involved in Secondary Schools the opportunity was taken to become involved in the development of a new qualification for 16 to 18 years olds which is a BTEC National Diploma in Applied Energy.</li> <li>• Ten Bristol schools have been involved in the week long intensive programme carried out by Hamish Wills and Gaynor Lewis.</li> </ul> <p><b>Staff Training Workshops</b></p> <ul style="list-style-type: none"> <li>• Organised &amp; hosted a meeting and the 1st Training Workshop in Bristol on the 23<sup>rd</sup>, 24<sup>th</sup> and 25<sup>th</sup> of September 2008.</li> </ul>
<b>Weaknesses</b>	None presented.
<b>Opportunities</b>	None presented.

<b>Threats</b>	None presented.
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## Municipality of Almada

<b>Strengths</b>	<p><b>Education/ Training programmes</b></p> <ul style="list-style-type: none"><li>• Workshop and brainstorming facilitated by Hamish Mills a teacher from Bristol with large experience on projects with Bristol City Council. Outcomes of this presentation included a document with the most effective actions to assist schools reduce their energy consumption.</li></ul> <p><b>Communication Activities</b></p> <ul style="list-style-type: none"><li>• On the 26<sup>th</sup> of November the workshop included a visit to the local school, where the students had the opportunity to explain directly to the CYBER display partners the work they have been developing by showing a small movie which was largely assembled with materials made by the students. The students also had the opportunity to view the CYBER display dissemination video. A debate started and a lively discussion began between the CYBER display partners, teachers and students that generated very interesting perspectives.</li><li>• Almada has also organized the training workshop on Eco-communication in schools, in Bristol and Almada.</li></ul> <p><b>Schools Programme</b></p> <ul style="list-style-type: none"><li>• The implementation of the project in schools has already started following the methodologies already used in other programs from the municipality. These include the students and staff expanding the use of the communication tools that support the CYBER Display.</li><li>• Methodology for Children’s participation in environmental planning and actions of the municipality. The case of the Children’s Agenda 21 of Almada presented by Miguel Castro of the Environmental Education and Awareness Division. Outcomes of this workshop included the screening of a video explaining the methodology and the translation of a detailed brochure where children can place their requests and visions</li><li>• AGENEAL’s work on schools. Presented by João Cleto of the Local Energy Management Agency of Almada (AGENEAL).</li><li>• The School of Energy project. Funded by the GALP foundation (from the national energy company GALP) and implemented by the Portuguese branch of the Blue Flag Association. Presented by Margarida Gomes of the Portuguese Blue Flag Association part of the Foundation for Environmental Education.</li></ul> <p><b>Local Communication Materials</b></p> <ul style="list-style-type: none"><li>• The Energy Book of the Building (EBB) has been developed and its main contents defined.</li><li>• It was possible to place three existing posters in one of the schools that were already developing tasks in the municipality within the Children’s Local Agenda 21 initiative, which made involvement easier to obtain.</li></ul> <p><b>Staff Training Workshops</b></p> <ul style="list-style-type: none"><li>• (Presentations in workshops) Brief introduction to Almada’s general work and context by Nuno Lopes, Head of the Environmental Management and Planning Division of the Municipality of Almada.</li></ul>
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<b>Weaknesses</b>	None presented.
<b>Opportunities</b>	<p><b>Local Communication Materials</b></p> <ul style="list-style-type: none"> <li>• (Energy Book of the Building) This is still an ongoing task and further development of specific contents and design will be further developed.</li> </ul>
<b>Threats</b>	<p><b>Schools Programme</b></p> <ul style="list-style-type: none"> <li>• The posters for the 20 schools have been elaborated but not yet placed since they depend on finding the conditions to a strong involvement of the students.</li> </ul>

## Healthy Cities of the Czech Republic

<b>Strengths</b>	<p><b>Education/ Training programmes</b></p> <ul style="list-style-type: none"> <li>• 1 seminar for school directors and NGOs in City of Litomerice.</li> <li>• 2 trainings for representatives of City of Litomerice and Libus - Prague City District.</li> <li>• Participation in DISPLAY Steering Committee and Training sessions (Bristol &amp; Almada).</li> <li>• A representative of HCCZ attended both training events.</li> </ul> <p><b>Communication Activities</b></p> <ul style="list-style-type: none"> <li>• 2 involved cities (City of Litomerice, Libus - Prague City District) in local communication campaigns.</li> <li>• 1st national Users Club conference at Prague City Hall (12/2008, 200 participants). HCCZ took the advantage and invited foreign guests as speakers including representatives of city of Bristol, Vaxjö and also of Energie-Cités to talk about Display and its implementation. The Users Club was also attended by more than 30 people from governmental agencies, ministries, NGOs, students and of course by representatives of municipalities. Intense publicity including a press conference was also a part of the conference.</li> <li>• The 2nd National Users Club took place also in Prague, on October 1<sup>st</sup>, 2009. There was around 30 participants – mainly from non-member municipalities and other organisations. Participants were familiarised with up-to-now progress of DISPLAY campaign (experience from Litomerice, Prague-Libus), and also with the current situation concerning the "Covenant of Mayors" – lecture given by the European Committee – Directorate of Energy and Transport representative, Mr. Roman Doubrava.</li> <li>• 12 new good practice examples from around the Czech Republic.</li> <li>• Several seminars, presentations and conferences were taken to present the project and its activities.</li> </ul> <p><b>Local Energy CYBER Display Days</b></p> <ul style="list-style-type: none"> <li>• City of Litomerice organised the first events during the celebration of Earth Day in April 22<sup>nd</sup> at Ladova primary school. All pupils and their teachers were present when the Display poster was revealed and they heard a speech given by municipality expert, vice mayor and a councillor about different aspects of this poster and about the commitment of the city.</li> </ul> <p><b>Local Press Articles &amp; Media Relations</b></p> <ul style="list-style-type: none"> <li>• For the presentation of DISPLAY activities (posters, events etc.) local media have been used including press releases, articles, news, local TV spots, web, school presentation materials etc.</li> <li>• HCCZ has been continuously working with <u>national media</u> – several media outputs (articles, media inserts, pres releases, press conference, web articles, e-conference etc.) were made and are published on the HCCZ Display partner web</li> <li>• All relevant seminars and conferences were properly <u>presented in national media</u> (press releases, press conference, event summary, web news).</li> </ul> <p><b>Local Communication Materials</b></p> <ul style="list-style-type: none"> <li>• A Czech version of the Display leaflet was disseminated among all conference participants.</li> <li>• 1 brochure about Display and Sustainable Energy in the Czech Republic and 10 examples of good practice.</li> </ul>
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Weaknesses	None presented
Opportunities	<p><b>Education/ Training programmes</b></p> <ul style="list-style-type: none"> <li>• A special list of “interested participants” was distributed and collected contact list of people interested in further information about Display and thus we established a basic platform for the Czech Display Users Club.</li> <li>• HCCZ plans to involve 3 member cities in the Display Campaign. Two of them (City of Litomerice and Libus - Prague City District) have already signed the Charter and produced the Display Posters, the third – probably the City of Koprivnice, will join them.</li> </ul> <p><b>Communication Activities</b></p> <ul style="list-style-type: none"> <li>• HCCZ have also attended a Slovak event on energy management and have presented the DISPLAY Campaign (Bratislava, 11/2009).</li> </ul> <p><b>Internal Communication</b></p> <ul style="list-style-type: none"> <li>• Examples of best practice were put in an on-line database. 12 of these examples have been already displayed on the web, another 8 will follow.</li> </ul>
Threats	<p><b>Internal Communication</b></p> <ul style="list-style-type: none"> <li>• Relevant DISPLAY research and surveys were made before holding the local events in Litomerice and Libus. Unfortunately the cities’ representatives do not have access to survey results and do not know how many respondents have submitted their answers and therefore they are not motivated to collect more respondents and answers.</li> </ul>

## Municipality of Udine

<b>Strengths</b>	<p><b>Communication Activities</b></p> <ul style="list-style-type: none"> <li>• In September 2009 Udine arranged a stand at the Friuli DOC Fair. Information on the Cyber Display project and other initiatives were displayed. Udine hosted a local high school which presented its school-activities on energy efficiency.</li> <li>• In October 2009 Udine participated in “Com.Lab”, a Public Administration and Communication fair in Bologna. An info point was set up and communication materials were distributed.</li> <li>• The 1st National Users Club meeting took place in October 2009, as part of the presentation of the city’s Energy Plan. As part of the Forum they discussed Display as a useful tool to support Energy National Tool and the ‘Climahouse’ certification protocol.</li> <li>• The 2nd National Users Club meeting took place in December 2009, as part of the Energy Days.</li> <li>• Number of participants: about 50 participants for every event.</li> </ul> <p><b>Local Energy CYBER Display Days</b></p> <ul style="list-style-type: none"> <li>• In December 2009 (18-19) Udine organised the symposium “Running together for the Climate- Energy Days in Udine” for reduction of greenhouse emissions promoted by the “Covenant of Majors” and the Copenhagen Conference on Climate Change. The main aim of the initiative was to explain how environmental policies can affect citizens’ everyday life. Lots of local institutions collaborated in the event: the Energy Agency of the Province of Udine, Technical High schools, (ITI Malignani - Udine, ISIC D’Aronco – Gemona), University of Udine, environmental associations and city bookshops.</li> <li>• February 2010, in collaboration with the education office Udine organized a Display Day in a primary school, addressed to 12-13 year old students. The mayor talked about the origins of energy and climate changes and then we entertained the students with energy games. Finally an interesting and funny questionnaire was presented on good behaviours to save energy.</li> </ul> <p><b>Schools Programme</b></p> <ul style="list-style-type: none"> <li>• Udine is continuing the educational activity “School of Energy” for primary schools, addressed to 8-9 year old children. The best classroom wins an award and every student receives a small award for the participation.</li> <li>• See last section above for info on a Display Day organized in a primary school.</li> </ul> <p><b>Local Press Articles &amp; Media Relations</b></p> <ul style="list-style-type: none"> <li>• For all these events Udine used different modes of communication and obtained good media coverage through press releases, articles to newspapers and websites, paper and mail invitations, radio spots.</li> </ul>
<b>Weaknesses</b>	None presented



<b>Opportunities</b>	<b>Communication Activities</b> <ul style="list-style-type: none"><li>• (2<sup>nd</sup> Users club) The symposium was an opportunity to talk about experiences of Carinzia Municipality Association (Austria) and of municipality of Salerno, which participated and presented their experiences.</li></ul>
<b>Threats</b>	None presented

## Cascais Energia

<b>Strengths</b>	<p><b>Schools Programme</b></p> <ul style="list-style-type: none"> <li>• Energy Kids, Cascais Energia’s environmental education programme, has been one of the most important tools to promote energy efficiency in schools.</li> <li>• (Activities offered at Schools) Japanese theatre, videos of energy audits at famous locals’ houses and competitions are just a few of the tools used to convey the sustainability message in an attractive way.</li> <li>• This strong focus on raising awareness in schools, resulted in membership of 14 new schools to Cyber Display Campaign.</li> </ul>
<b>Weaknesses</b>	None presented
<b>Opportunities</b>	<p><b>Communication Activities</b></p> <ul style="list-style-type: none"> <li>• In September 2010, A Green Weekend is planned and will exhibit educational activities and workshops on the energy subject.</li> </ul>
<b>Threats</b>	<p><b>Local Communication Materials</b></p> <ul style="list-style-type: none"> <li>• One of the main problems is the staff in the public buildings are reluctant to display their energy consumption patterns in public.</li> </ul>

## Kaunas Regional Energy Agency (KREA)

<b>Strengths</b>	<p><b>Education/ Training programmes</b></p> <ul style="list-style-type: none"><li>• KREA has finished preparation of Education programmes for building managers and administrators.</li><li>• (National Users Club) Meetings arranged with directors of schools and kindergartens are first steps to establishment of the “Users club”. CYBER Display project was presented for directors of schools of Kaunas city (26.03.2009). Presentation of CYBER Display project was made for directors of kindergartens of Kaunas city (28.05.2009).</li><li>• Training workshop: Bristol, Almada</li></ul> <p><b>Communication Activities</b></p> <ul style="list-style-type: none"><li>• Cyber Display project was presented at EUSEW 2009 event organized in Kaunas city municipality (18.02.2009). The poster with “CYBER Display” project activity results prepared for Forum of Energie-Cities” conference held in Brussels (23.04.2009) was also presented at local seminars “Energy 21” (“Agenda21”) (29.05.2009) and “ECHO Action” (29.04.2009) held in Kaunas. Cyber Display project and education programmes were presented on “Energy day” in Kaunas municipality (21.09.2009), Birštonas municipality (18.09.2009), Prienai District municipality (08.10.2009) and in the meeting with community of Senamiesčio district in Kaunas (29.10.2009).</li></ul> <p><b>Local Energy CYBER Display Days</b></p> <ul style="list-style-type: none"><li>• First Display Day was organized on 17<sup>th</sup> of December 2009 in Kaunas Teacher Qualification Centre. The event was attended by: Head of Education department in Kaunas city Antanas Bagdonas, Head of Energy Efficiency Division (Ministry of Energy of the Republic of Lithuania) Asta Verbickienė; member of Kaunas municipality Council, chairman of economic and energy committee – Gediminas Žukauskas and director of Kaunas Regional Energy Agency Feliksas Zinevičius.</li></ul> <p><b>Schools Programme</b></p> <ul style="list-style-type: none"><li>• Produced communicative energy labels for 170 schools and kindergartens of Kaunas city. Classification of schools and kindergartens buildings (20) was made and communicative “Display” energy labels were produced. Also classification of same buildings by national methodology based on EU energy Performance of Buildings Directive (2002/91/EC) was accomplished and comparison of results was made. The results of investigation were presented on meeting of Committee of Economy and Energy of Kaunas city Council. In the period from 31st of May 2009 to 28th of February 2010 classification of additional 75 schools and kindergartens buildings was carried out. Therefore currently 95 schools and kindergartens buildings are classified.</li><li>• Specific school programmes were prepared for education of teachers and pupils. These programmes were presented (tested) during Intelligent Energy Days in schools and kindergartens in Kaunas city municipality, Prienai district municipality, Birštonas municipality.</li></ul> <p><b>Local Press Articles &amp; Media Relations</b></p> <ul style="list-style-type: none"><li>• Activity in “CYBER Display” project is presented in 2 articles.</li></ul>
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<b>Weaknesses</b>	None presented
<b>Opportunities</b>	None presented
<b>Threats</b>	None presented

## Kssena Slovenia

<b>Strengths</b>	<p><b>Education/ Training programmes</b></p> <ul style="list-style-type: none"><li>• KSSENA sent over 80 E-mails to housekeepers, building managers and administrators with educational and informational information, results from Display posters 2008 and materials.</li><li>• Franci Milhar (former employee of KSSENA) had more than 40 individual meetings with caretakers, building managers and administrators and had fruitful conversation with them about the educational and informational materials that had been sent to them.</li><li>• KSSENA organized Educational program for housekeepers, building managers and administrators on 6<sup>th</sup> April 2009 (27 participants).</li><li>• Gregor Podvratnik attended 2<sup>nd</sup> Steering committee meeting Cyber Display and 5<sup>th</sup> European user club meeting in Brussels 21-22 April 2009.</li><li>• KSSENA promoted Display campaign all around the Slovenia and informed owners and managers of all public buildings in Slovenia about the energy condition of their buildings.</li></ul> <p><b>Communication Activities</b></p> <ul style="list-style-type: none"><li>• On 12<sup>th</sup> December 2008 the Slovenian National users club (NaUK) was established at the meeting which was held at the Faculty of Energy Technology in Velenje (with 32 members).</li><li>• 2 National Slovenian Display user club (NaUK) meetings have taken place. NaUK was established on 12<sup>th</sup> December 2008 and 2<sup>nd</sup> meeting was on 8<sup>th</sup> June 2009. At the moment there are 32 members of NaUK. The members are continually informed with international and local activities on Display communication, they are acquainted with the energy situation and condition of their buildings which are involved in the Display campaign and we keep inform them about the latest news about the legislation on national certificates of energy performance in buildings.</li></ul> <p><b>Local Energy CYBER Display Days</b></p> <ul style="list-style-type: none"><li>• KSSENA organized energy day in cities of Velenje (Sep 16<sup>th</sup>, 150 participants), Celje (Sep 22<sup>nd</sup>, 28 participants and Slovenj Gradec (Sep 22<sup>nd</sup>, 24 participants) in the frame of mobility week. Cyber Display campaign was promoted there.</li></ul> <p><b>Local Press Articles &amp; Media Relations</b></p> <ul style="list-style-type: none"><li>• KSSENA published 4 articles in our local newspapers</li><li>• Cyber campaign was promoted in the local newspaper and on KSSENA's web page <a href="http://www.kssena.si">www.kssena.si</a></li></ul> <p><b>Local Communication Materials</b></p> <ul style="list-style-type: none"><li>• KSSENA hanged 40 posters in the buildings</li><li>• Most communication tools were used individually (mail and by phone), throughout the seminars, conferences and presentations during special events. There has been visible publicity with leaflets, Display posters and articles in newspapers.</li><li>• <b>KSSENA translated materials received at workshop in Bristol</b></li></ul> <p><b>Staff Training Workshops</b></p> <ul style="list-style-type: none"><li>• Franci Milhar participated in the Cyber Display Kick-off meeting and 1<sup>st</sup> training session in Bristol at 23-24 September 2008</li><li>• KSSENA organized local training workshop about Display tool on 2<sup>nd</sup> December in Velenje (12 participants)</li></ul>
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<b>Weaknesses</b>	None presented
<b>Opportunities</b>	<p><b>Education/ Training programmes</b></p> <ul style="list-style-type: none"> <li>• (From Strength 2) KSENA got information about the buildings and their interest for participation in the project and their interest in implementation of energy measures in the future</li> </ul> <p><b>Communication Activities</b></p> <ul style="list-style-type: none"> <li>• (National Users Club) The members of NaUK have showed exceptional interest for the Cyber Display project. Therefore KSENA will continue to build our National users club with other experts from other Energy agencies in Slovenia (or similar organizations), representatives of regional and national authorities and others.</li> </ul>
<b>Threats</b>	None presented

**City of Lille**

<b>Strengths</b>	<p><b>Education/ Training programmes</b></p> <ul style="list-style-type: none"> <li>• 300 municipal buildings (Kindergardens, Schools, Sports Hall, Cultural facilities, Community centres, City Hall annexes) received tools to communicate on energy savings, ventilation, Display Campaign, technical information about their heating systems, etc.</li> </ul> <p><b>Communication Activities</b></p> <ul style="list-style-type: none"> <li>• The communication campaign started with the training programs and presentation of the campaign to the public buildings' caretakers of Kindergardens, Schools, Sports Hall, Cultural facilities, Community centres, City Hall annexes.</li> <li>• The French Display User's Club (held on the 25<sup>th</sup> of November 2008)</li> <li>• <i>Eco-Kiosque</i> for public employees and professionals (held on the 13<sup>th</sup> of November 2008 in Marche en Famenne, Belgium). <i>Eco-Kiosque</i> for elected members of local authorities (held on the 13<sup>th</sup> of February 2009 in Marche en Famenne, Belgium).</li> <li>• <i>Forum Habitat Durable</i> which took place in the Civic Hall on the 10<sup>th</sup> and 11<sup>th</sup> of October 2008. This event aims were to raise public awareness on their domestic consumption and give the City an opportunity to present its projects. Information was given on Display and the French DPE.</li> </ul> <p><b>Local Communication Materials</b></p> <ul style="list-style-type: none"> <li>• A "Display Kit" has been displayed in the 21 schools involved in the Display Campaign.</li> </ul>
<b>Weaknesses</b>	None presented
<b>Opportunities</b>	<p><b>Education/ Training programmes</b></p> <ul style="list-style-type: none"> <li>• Workshops are running to create educational tools and animations with teachers and youth workers to add energy savings and all of this a part of the campaign in the next educational programs.</li> </ul>
<b>Threats</b>	None presented

## Milton Keynes Council

<b>Strengths</b>	<p><b>Communication Activities</b></p> <ul style="list-style-type: none"> <li>• (National Users Club) When: October 2009, Number of Participants: Around 50, including presenters and workshop leaders.</li> </ul> <p><b>Internal Communication</b></p> <ul style="list-style-type: none"> <li>• Milton Keynes has carried out the pre survey with around 30 responses.</li> <li>• Energy monitoring prizes were offered to increase take-up.</li> </ul> <p><b>Local Press Articles &amp; Media Relations</b></p> <ul style="list-style-type: none"> <li>• Produced one draft press release.</li> </ul>
<b>Weaknesses</b>	<p><b>Communication Activities</b></p> <ul style="list-style-type: none"> <li>• (Local Display Users Club) One was not been held yet, but Milton Keynes hope to hold one in the summer 2010.</li> </ul> <p><b>Local Communication Materials</b></p> <ul style="list-style-type: none"> <li>• There has been no progress beyond that reported in the 1<sup>st</sup> progress report. This has slowed down production of DEC's.</li> </ul>
<b>Opportunities</b>	<p><b>Internal Communication</b></p> <ul style="list-style-type: none"> <li>• Once all DEC's are out, there will be a follow up post survey.</li> </ul> <p><b>Local Communication Materials</b></p> <ul style="list-style-type: none"> <li>• (See Weakness point 2) Milton Keynes is hopeful that they will be finished all year 1 by the end of April 2010.</li> </ul> <p><b>Local Press Articles &amp; Media Relations</b></p> <ul style="list-style-type: none"> <li>• To produce at least one more press release and will be sending information alongside Bristol to local publications, national press and other media outlets.</li> </ul>
<b>Threats</b>	<p><b>Local Press Articles &amp; Media Relations</b></p> <ul style="list-style-type: none"> <li>• (From Strength point4) Press release was held back for local political reasons.</li> </ul>





**Education/ Training programmes**

- The Labels were hung up in June 2009. The School campaign for 2009 has been discussed with School principals and with the administrative personnel.
- Training workshops attended: Bristol & Almada.

**Communication Activities**

- (National Users Club) A National Energy Fair held in Lecce in 14-17 May 2009, ran a presentation of the project CYBER DISPLAY. The Municipality of Lecce subscribed an agreement to take part in the National User Club.
- At the same time the Municipality of Salerno organised a Regional User Club (10.03.2010) to involve local operators (Association of Enterprises, Municipalities, Buildings companies Chamber of Commerce, Regional Administration). Main stakeholders attended. Speakers were: Mr. Picchiolutto (Ambassador of Energy Cities), Mr Savino from Municipality of Salerno, Ms Presotto from Municipality of Udine, Mr. Maccaluso from RENAEL, Mr. Miranda from Banca Intesa.

**Local Energy CYBER Display Days**

- Energy labels related to the energy consumption in 49 schools from 2008 have been presented to the school pupils during the Energy Local Day.
- Poster Displays published and promotion realised during a International Energy Fair in Napoli and at an International Environmental Fair in Rimini.
- The Local Energy Display was set up. This activity was repeated from 2007 and 2008 involved the schools operators, pupils and family and together with other events.

**Schools Programme**

- A group of teachers and energy/environment administrative personnel was set up and met 8 times once a month. It was adopted by each school between September and October and in November training began.
- The questionnaires from DMU have been submitted to 972 pupils.
- From the new year a working group was set up composed of 17 teachers, the energy manager of the Municipality and 3 employees of the town energy company delivered the information campaign in the school.

**Local Press Articles & Media Relations**

- An interview with the energy manager was set up and later it was broadcasted on local channel.
- 2 press releases have been carried out, 6 broadcastings of 1st interview for the energy manager in which he presented the CYBER DISPLAY on a local channel network, 6 broadcastings of 2nd interview afterwards.
- Modes of Communication used: television, web and meetings (fairs). Local/National Media coverage obtained: Local coverage thanks to the press releases, National coverage thanks to the broadcastings "Mukko Pallino" through the National TV network.

**Local Communication Materials**

- The campaign for 2009 in sport facilities has been discussed with the administrative personnel of the Sport Centres (meeting held in 11.04.2009). No. 3 Energy DISPLAY Poster was calculated (based on consumption of year 2008) and hung inside the sport facilities in June 2009.
- A new target has been involved: the administrative offices of 1 utility company. It has been collected all the consumption data and in March – April it will be produced the DISPLAY poster.

**Staff Training Workshops**

- Specific seminars in each school (16 in total) were set up to explain the workings of the POSTER DISPLAY campaign.

<b>Weaknesses</b>	None presented
<b>Opportunities</b>	<p><b>Schools Programme</b></p> <ul style="list-style-type: none"> <li>• A working group is working on: Specific school programme with seminars on DISPLAY, A competition to make video (deadline is 10.04.2010). A final energy day is planned (deadline 22.05.2010). In particular the competition to make a video will involve all the school, the video winners will be celebrated during the Energie Cites annual conference. All the videos produced will be shared with the Partnership of Energie Cites.</li> <li>• Future meetings on the Schools programme are planned for March, April and May.</li> </ul> <p><b>Local Communication Materials</b></p> <ul style="list-style-type: none"> <li>• A new Local Energy Display is under preparation it will be realised in May 2010.</li> </ul>
<b>Threats</b>	None presented