

## Communicate Your Building Energy Rating.

The objective of CYBER Display is to show that the overall aim of the EPBD, reducing the consumption of buildings in Europe, can significantly be accelerated if local authorities can stimulate behavioural change by communicating the performances of their buildings to politicians, technicians, building users, different municipal departments and the public. This will be achieved by increasing the visibility and quality of local Communication Campaigns in Europe and analysing the effects they have on actual building performance improvements. Other municipalities will be provided with the information they need to start their own Communication Campaigns and invest in a future with better performing public buildings and, consequently less wastage of public funds. The opportunities for the commercial sector to build on the municipal experience will be investigated by initiating Communication Campaigns in their offices. Cutting edge communication activities will be promoted via an annual award and the overall visibility of all these local campaigns will be provided by Display®, the European Buildings Climate Campaign!

### **(a) Specific Objectives:**

The objective of CYBER Display is to show that reducing the consumption of buildings in Europe, can significantly be accelerated if local authorities stimulate behavioural change by communicating the performances of their buildings to politicians, technicians, building users, and the public. Every effort will be taken by the consortium to ensure that the project is fully complementary with national activities related to energy performance certification of buildings. The commercial sector can then build on this experience by initiating Communication Campaigns in their offices.

### **(b) Description of the work (summary of the work programme):**

CYBER Display focuses on improving communication campaigns on building performances and disseminating this knowledge throughout Europe.

It is planned to last 30 months and structured in 7 Work Packages

1. Project Management and Coordination
2. Country integration and detailed evaluation of the Campaign
3. Local Communication Activities
4. Continuation of the Display® Towards Class A award
5. Beyond Public Buildings
6. Communication and dissemination
7. Common dissemination

WP 1 is focused on the overall management of the project including a board of indicators to monitor the progress of municipalities.

WP 2 deals with strategic issues - the integration of Communication campaigns with national certification programmes and analysis as to whether Communication campaigns improve municipal building performances.

WP 3 is the hub of the project where 12 municipalities carry out their own Communication Campaigns and build their capacity through national, European and training events.

WP 4 encourages best practice in local Communication Campaigns and a Towards Class A award will be presented to the municipalities that are at the cutting edge of communication innovation.

WP 5 will broaden the concept of communication to private entities – campaigns will take place within administrative buildings of national and international companies promoting energy efficiency products.

WP 6 deals with the essential activity of communication and dissemination of the results of the Campaign via a multitude of media: Internet, videos, information brochure, e-news flashes, and personal presentations at national and European events.

WP 7 will focus on the very important link with the European Commission EACI and the EPBD platform via dissemination of project achievements at a European scale.

**(c) Major outputs and results (including main result indicators):**

In addition to a visible implementation of the EPBD, including public buildings with less than 1000 m<sup>2</sup>, we expect by the end of the project (early 2011):

- An evaluation of the technical and communication impacts that lead to the improvement of building performances with the results feeding into the production of a new communication handbook
- 12 Municipal and one nationally visible communication campaigns involving websites, blogs, videos, pamphlets etc.
- Sharing of experience: national (25) and European (3) user group meetings and 2 thematic workshops
- 2 awards with 20 local authority applicants each year and 5 private companies for the award in 2010 and a resultant 6 further shining examples
- 50 commercial sector members and 20 shining examples of their communication activities
- European wide communication campaign involving 20 e-newsflashes, 20 national presentations, 5 European presentations, 2 short videos, one information supplement and a final Rendezvous event.

<b>Participant N°</b>	<b>Participant name</b>	<b>Participant short name</b>	<b>Country code</b>	<b>Main Role in Consortium</b>
<b>CO (1)</b>	Energie-Cités	Energie-Cités	FR	Co-ordinator; leader of the work packages 1, 4, 6 and 7; Management, co-ordination and assurance of the quality of the whole project. EU wide dissemination of the outcomes
<b>CB 2</b>	De Montfort University	DMU	UK	Leader of work package 2, Evaluation of Display building data base and the local communication activities
<b>CB 3</b>	Cork County Council	CCC	IE	Leader of work package 3 Development and management of a local communication campaign, Training and networking of local authorities in the national Display® Users club
<b>CB 4</b>	Bristol City Council	BCC	UK	Leading task 3.3 which is focused on

				workshops as they are one of the most experienced local authorities in Europe dealing with communication amongst municipal workers. Development and management of a local communication campaign
<b>CB 5</b>	Camara Municipal de Almada	CMA	PT	Development and management of a local communication campaign, Training and networking of local authorities in the national Display® Users club Hosting of a workshop focussing on communication with schools
<b>CB 6</b>	Národní síť Zdravých měst ČR (Healthy Cities of the Czech Republic)	NSZM ČR (HCCZ)	CZ	Dissemination and national awareness raising initiatives in the Czech Republic
<b>CB 7</b>	EuroACE	EuroACE	UK	Leader of work package 5 Involvement of the commercial sector in the campaign
<b>CB 8</b>	City of Helsinki/PWD-Construction Management Division	HKR-RAK	FI	Development and management of a local communication campaign, Training and networking of local authorities in the national Display® Users club
<b>CB 9</b>	Comune di Udine	Comune di Udine	IT	Development and management of a local communication campaign, Training and networking of local authorities in the national Display® Users club
<b>CB 10</b>	Agência de Energia de Cascais	Cascais	PT	Development and management of a local communication campaign, Training and networking of local authorities in the national Display® Users club
<b>CB 11</b>	Kauno regioninė energetikos agentūra (Kaunas Regional Energy Agency)	KREA	LT	Development and management of a local communication campaign, Training and networking of local authorities in the national Display® Users club
<b>CB 12</b>	Zavod Energetska agencija za Savinjsko, Šaleško in Koroško	KSSENA	SL	Development and management of a local communication campaign, Training and networking of local authorities in the national Display® Users club

<b>CB 13</b>	The Council of the Borough of Milton Keynes	Milton Keynes	UK	Development and management of a local communication campaign, Training and networking of local authorities in the national Display® Users club
<b>CB 14</b>	Comune di Salerno	Salerno	IT	Development and management of a local communication campaign, Training and networking of local authorities in the national Display® Users club
<b>CB 15</b>	Ville de Lille	Lille	FR	Development and management of a local communication campaign, Training and networking of local authorities in the national Display® Users club
<b>CB 16</b>	Agence Locale de la Maîtrise de l'Energie- Mulhouse	ALME	FR	Development and management of a local communication campaign, Training and networking of local authorities in the national Display® Users club