

**PRESS RELEASE**  
**25<sup>th</sup> January 2011**

## **Creative communication campaigns for efficient buildings**

### **The European Award “TOWARDS CLASS A” 2011**

Your municipality is “display”ing an energy certificate in its buildings? And it has launched a much broader awareness-raising campaign on the energy performance? If so, Energy Cities’ Display® Campaign team awaits your application for the 2011 Award.



Promoting cutting edge communication activities, the annual “Towards Class A” Award encourages local authorities to present their creative and dynamic communication campaigns that involve building users and managers for energy efficiency.

**The deadline for applications is the 22<sup>nd</sup> March 2011! The six finalists will be invited to personally present their campaign to the international jury on the 12<sup>th</sup> of April in Brussels. The official Award Ceremony will take place the following day as part of a high profile European Union Sustainable Energy Week (EUSEW) event.**

**Participation in the Display® Campaign is not a precondition for submitting an application!**

[Application form](#) and [details about the Award](#)

[Be inspired by these videos of previous participants.](#)

#### **Background information:**

Since 2003, the European Display® Campaign, initiated by the city network Energy Cities, has shown 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.

#### **The Energy Performance of Building Directive (EPBD)**

The core objective of the EPBD is to minimise the energy used in buildings. Passed in 2002 and recast in 2010, the [EPBD](#) came into force in 2006 and specifies that in public buildings an energy certificate has to be “placed in a prominent place clearly visible to the public”. This transparency in the public building sector aims to stimulate behavioural change and improve the way we consume energy. As a consequence, creative communication campaigns represent a first essential step to improve building energy performance!

> *The European Portal for Energy Efficiency in Buildings:* [www.buildup.eu](http://www.buildup.eu)

#### **TCA award is supported by:**



**PHILIPS**

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