

Commitment for energy-efficiency pays off: First DISPLAY® “Towards Class A” Award given to the best municipal communication campaign



The three municipalities of Bristol (UK), Brasov (Romania) and Lille (France) won this year's DISPLAY® “Towards Class A” Award for their exemplary municipal communication strategies contributing to the Display® European climate campaign. The Swiss city of Lausanne received the “special jury prize” from the international jury. During the official award ceremony in Riga (Latvia) on the 26th of October, Patrick Lambert, Director of the Intelligent Energy Executive Agency (IEEA), handed over the prizes to the winner cities.

The Display® “TCA” Award forms part of the European campaign Display® which encourages municipalities to make the energy performance of their buildings publicly known. Currently, more than 200 towns and cities are participating in the initiative to reduce water, energy and CO₂ values of their buildings. They have already registered more than 4000 buildings in the on-line calculation tool which generates the informative Display® poster.

The first prize, a huge electronic board displaying in real-time the energy and water consumption of a building, went to the city of **Bristol**. They won the votes of the jury through their creative concept, good targeting, innovative use of materials and efficient follow-up work in their cultural CREATE centre.



The second prize, 200 Aquaclac water-saving devices went to **Brasov**. The Romanian municipality Brasov demonstrated great creativity by introducing its own ideas and approaches in the promotion of the efficient use of energy. Their numerous awareness-raising activities involved sports and arts events in local schools.

The third prize went to the French city of **Lille**, which submitted a progressive strategy paper. Their communication is centred around the financial benefits of environmentally-friendly behaviour.

Finally, the special jury prize was presented to the city of **Lausanne** in Switzerland. According to the international jury, Lausanne provides the example of a city which had the political courage to be very active in the field of energy efficiency and who applies its philosophy day by day.

The “TCA” Awards were presented at a special ceremony during the 3rd BISE Forum in Riga which gathers every year participants from New Member States, Candidate Countries, Western Balkan Countries and Ukraine. The aim of the Forum is to exchange experiences and develop joint strategies to promote sustainable energy and energy efficiency.

The Display “TCA” Award is open to all municipalities and local authorities throughout Europe who are members of the Display® Campaign. The next call for applications will be at the beginning of 2007 and the documents will be available on www.display-campaign.org.