

## TCA Award Prizes 2007

### And the winners in 2007 are...


The Display Rendezvous took place in the afternoon of the 11th of October in the impressive city hall of Brussels, Belgium. The Display® Members were invited to celebrate together with other municipalities the third anniversary of the European Display® Campaign with a mixture of talks, round tables, meetings and the official ceremony for the Display® Awards 2007.

Amongst the 15 candidates, the following municipalities have convinced the jury with their outstanding communication concept:

#### 1st prize: LAUSANNE (Switzerland)

The Swiss city of Lausanne won the first prize for its intensive internal communication in the municipal administration, strong external promotional activities and effective marketing strategy. The city's application was a demonstration of how the Display® Campaign was projected on the background of intensive regular, long-term collective effort towards climate protection and energy efficiency.




 It was awarded with energy efficient lighting panels from **Philips**. These well-designed panels are an ideal didactic tool to raise awareness on the energy impact of lighting. It helps building users understand that all lights are not created equally. Each panel illustrates how lighting equipments vary in their efficiency and, therefore, contribute differently to a building's energy consumption and global CO2 emissions.

#### 2nd prize: MONTREUX (Switzerland)



As an excellent starter Montreux impressed by the good results achieved in the first year of the campaign. Reaching almost 100% coverage of the Municipal building stock is outstanding. The Jury was also pleased by the long term track record of monitoring municipal energy consumption and transferring it into action which resulted in reductions for heat of 34% and for electricity of 40%.

 Now, Montreux will be able to equip its canteens and staff kitchens with the 50 eCube energy-saving fridge devices, a prize that had been sponsored by **eCube**. Due to its specific design, the eCube ensures that refrigeration keeps food always at the correct temperature at a minimal energy consumption. It helps to save energy, reduce noise and environmental pollution.



### 3rd prize goes to equal parts to:

#### COLOMIERS (France)

Colomiers' Display Campaign is exemplary because of its diversity and creativity. Display Days, exhibitions, active internal communication have been decisive arguments for the jury to include the French city in the winner's list.



#### DURHAM COUNTY (Great Britain)



Durham's strong will to move "Away from Class G" and the outstanding political support from the County Council have made Durham a winner. In addition, more than 1 400 Display® posters reflecting the performance for three consecutive years in ALL the County buildings have been developed and a monitoring system is in place for technical information.

#### ECHIROLLES (France)

The jury praised the dense and particularly well-coordinated Display communication activities and events of Echirolles. By choosing schools as their main field of action and targeting the youngest citizens, Echirolles was able to convince the jury.



All three 3rd winners received 100 aquaclinic shower water savers in Display® Design from the Swiss company [Aquacllic](#). They are designed to reduce water consumption by more than 50 %. They can be fitted in sports halls, swimming pools etc. and helps the municipalities save water and energy by demonstrating their active participation in the Display® Campaign.

#### The Award Ceremony 2007

On the 11th October 2007, the "Towards Class A" Awards were handed out in an official ceremony at the prestigious city hall of Brussels. This year's winners and runners-up were announced and presented their prizes by Vincent Berrutto, Head of Unit at the EACI.

#### The jury members in 2007 were:

- ▶ Sophie Attali, Sowatt
- ▶ Zdravko Genchev, EnEffect
- ▶ Pim Koegler, CEMR Energy Group
- ▶ Bernhard von Mach, Pracsis
- ▶ Paul Isbell, Bristol City Council
- ▶ Prof. J. Owen Lewis, ACE (Architects' Council of Europe)
- ▶ Arnaud Pêtre, University of Leuven