

PRESS RELEASE

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IVANIC - GRAD a small city with big ambitions



From left to right: Melanie Chainon, (Pays de Rennes), Claire Lesvier (Pays de Rennes), Vlatka Verlan (Ivanic Grad), Christian Tiszberger (Zurich), Werner Mendler (Zurich).

Although Ivanic-Grad is a neighbour of Zagreb, this city of 16,000 inhabitants is not being overshadowed by the capital. Already a finalist in this year's mobility week award they have finally achieved just rewards for their efforts.

"By winning this year's Towards Class A award, [Ivanic-Grad] is now an example of the leading role they play in communicating their buildings energy performances even before becoming a member of the European Union."
Towards Class A Awards 2010 Jury

Display® Towards Class A - The European Award for creative communication campaigns in your buildings

Since 2006, 36 cities from 16 countries have taken part in the Award. Currently about 400 towns and cities are using Display® to communicate the energy, CO₂ and water performance of their buildings.

Communication is a key tool in the progress and the results of building labelling implementation. For this reason, the Award is all about recognizing and cheering the communication efforts of the cities. At the same time, it encourages the exchange of experiences and ideas to achieve more effective campaigns capable to obtain a real change in the behaviour of the community.

2010's Participants

This year, fifteen cities from nine countries competed for the Award. For the first time in the history of the Prize, two series of evaluations took place. The first one, in early April, where six finalists were chosen. These finalists were invited to the second round, the morning of the 28th of April, in front an international jury, to defend personally their applications. This meeting of the finalists with the Jury made the competition more interested and rich.

The winners

The city of **Ivanic-Grad**, Croatia, was awarded with the **First Place**. About this candidate, the Jury expressed "to be impressed by the total inclusion of this campaign - from public to private buildings involving media; users and the citizens of the area including children and politicians. The mayor is now completely involved in the campaign and knows the Display label by heart and revels in presenting the label".

The Jury "liked the range of supporting materials that have been introduced especially the manual for teachers and the establishment of an energy efficiency info centre that shows low energy appliances for homes". Finally, the Jury said that, by winning the Award, Ivanic-Grad "is an example of the leading role they play in communicating their buildings energy performances even before they are a member of the European Union"

The First Prize, a Light Audit for a school building, was offered by Philips Lighting.

The **Second Place**, a thermo-graphic camera, went to the application of **Pays de Rennes (FR)** and the third prize, 100 Aquaclac® water saving devices, was awarded to the city of **Zürich (CH)**.

Notes to the editor

The Display "Towards Class A" Award is open to all local authorities throughout Europe. The Award recognises **best municipal communication activities** and raises the awareness of building users about energy and water consumption, as well as the CO₂ emissions.

The next call for applications will be launched at the end of 2010 year with a deadline for the submission of candidatures by mid February 2011. Information will be available on www.display-campaign.org.

Energy Cities, where action & vision meet

The association of European local authorities promoting a local sustainable energy policy encourages the role and importance of local authorities' actions in sustainable development by launching and implementing clean energy policies. Together with the Display award Energy Cities celebrated the 20th anniversary of the Association in Salerno: www.energy-cities.eu

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