

Display®: Together towards Class A – Martigny, Switzerland	
Keywords	Energy Efficiency in Municipal Buildings, Awareness Raising, Encouraging/Animating Private Landlords
Pictures	
Objectives	Reducing the use of energy in public buildings, raising awareness amongst the population
Description	<p>Due to the actions and projects carried out on its territory, Martigny was awarded the “Cité de l’Energie” label in April 2004. This label contributed to the setting up of a strict energy policy with the objectives of promoting and developing renewable energies, improving energy efficiency (district heating network, municipal buildings, etc.) and raising awareness amongst the local population. The town is pursuing its commitment to energy efficiency with the intention of obtaining the <i>European Energy Award® Gold</i> label.</p> <p>The Display® communication campaign is used to reinforce the Cité de l’Energie label, the vehicle for all communication concerning energy in Martigny. The Display® campaign was launched on April 12, 2007 when Display® posters for all participating buildings were exhibited in the Town Hall.</p> <p>The performances of the five buildings participating in the Display® campaign vary in accordance with (amongst other things) their dates of construction. Exhibition of the initial posters made it possible to highlight energy intensive buildings and raise awareness amongst elected representatives. Following expert appraisals, the first renovation works were carried out. They enabled CO₂ emissions to be reduced by 23.5 tonnes.</p> <p>An appropriate computer tool (www.webnergie.ch) involving the participation of the building caretakers is used for monitoring energy use on a weekly basis. The annual results of said monitoring are contained in an energy policy report, published in the accounts and available to elected representatives and the general public. The excellent co-ordination between the different actors is facilitated by the publication of this annual report. Additionally, a seminar entitled “Building renovation” aimed at building owners was held in October 2007. It brought owners and professionals from the building renovation industry into direct contact with the aim of motivating the owners to invest in renovation measures. The Display® exhibition put on by the town was presented once more on this occasion.</p> <p>As part of its continuous improvement policy, the town exhibits double “Before-After renovation” Display® labels, accompanied by a description of the building and the works carried out. This is supposed to show the population that its use of energy can be reduced even with minimal investment. Said posters give advice concerning renovation; they describe the actions taken and the results obtained. The expected impact is a change in individual behaviour so that everyone participates in the energy saving programme. The final objective is to motivate private owners to follow the municipal approach.</p>
Online information	http://www.energie-cites.eu/db/martigny_574_fr.pdf
Contact	<p>Marc-Henri FAVRE, Conseiller municipal « Eau Energie », Ville de Martigny Gaëtan CHERIX, Chef de projet, CREM Jonathan CARRON, Chef du bureau technique, Sinergy</p> <p>E-mail: mhf@favre-sa.ch, gaetan.cherix@crm.ch, jonathan.carron@sinergy.ch Website: www.martigny.ch, www.sinergy.ch</p>