



Display®: united towards class A

Morges | 14 156 inhabitants



Display®: civil servants as role models

Morges has designed and implemented some impressive campaigns to make its energy and water consumption more efficient in municipal buildings. It hung up posters indicating trends in consumption in its communal buildings to serve as the basis for the optimized management of consumption and as a guide for refurbishments. The cooperation of technical staff was crucial in this process, as was the participation of the users of the buildings, who had to change their everyday behaviour.



Morges and its energy policy

Morges first received the Cité de l'Energie® label in 2000, and it was renewed for another four years in 2003. The community created an energy commission as a driver for its energy policy. This commission produced a catalogue of specific measures to be implemented, and in 2001 a task force on energy, consisting of technical staff and municipal managers began meeting each month. A number of initiatives were developed:

- further education courses were offered to caretakers and operating staff at the swimming pool and skating rink in 2002;
- a maintenance group was created to monitor municipal buildings and to serve as a platform where technical staff can share experience;
- a heating specialist was contracted to increase energy efficiency;
- a more efficient public lighting system was implemented;
- a filling station was opened to serve municipal vehicles with natural gas in 2003.

Morges launched its Display® campaign in June of 2006 and took the opportunity to raise awareness among its entire municipal staff.

The buildings on Display® in Morges

The first Display® project:
June 2006

Public buildings: 27
Buildings participating in Display®: 23

Of which:

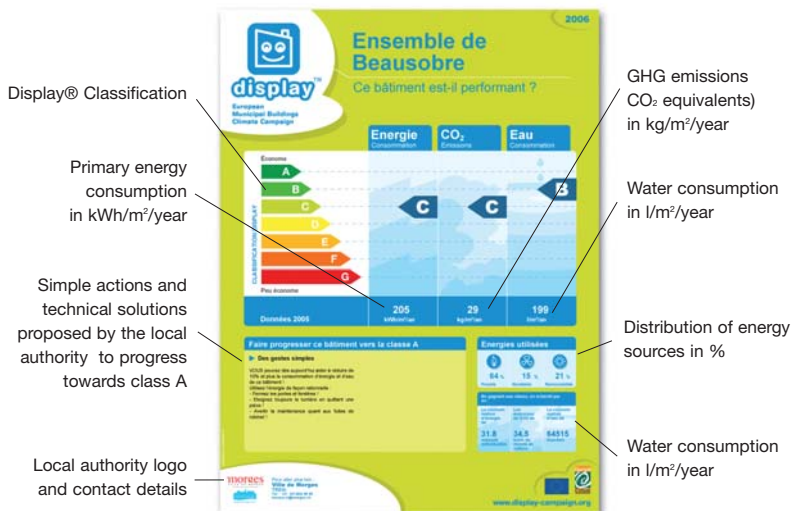
13 school buildings
5 administrative buildings
Kindergartens, depots, and workshops

The actors in Display®

Thanks to the initiative of the local energy officer, the Display® communication campaign was launched with the active participation of a number of local actors:

- Technical service staff in buildings,
- The local press, which provided positive feedback on the Display® campaign and the city of Morges.

The awareness-raising campaign targeted local administration, the city council, service technician managers, administrative officers, school principals, directors of kindergartens, and caretakers of municipal buildings. In total, 180 people were targeted.



Administrative staff take charge

In June of 2006, the awareness-raising campaign was launched starting with a large exhibition of 23 Display® posters in community buildings. Two information meetings with a slideshow on Display® were also held for different target groups: One of them focused on elected officials and top municipal managers, with a second focusing on all caretakers and technical staff. At a meeting of the city council in July 2006, members of the city council received this information. The press, radio, local television, and newspapers published in Morges and the francophone part of Switzerland gave great coverage of the launch of the Display® Campaign.

In the first series of posters, energy officers recommended a few simple changes that people could make in their behaviour to reduce energy consumption. In the second series at the beginning of 2007, caretakers and building users themselves filled in this section of the posters after a meeting on the results from the previous year.

Making efficiency improvements more visible

Thanks to the awareness-raising campaign, Morges was able to cut energy consumption by 10%. Even though little time has passed since these measures were implemented and it is hard to quantify the results, some improvements are obvious. For instance, many people have changed their behaviour to a significant extent, with colleagues often calling on each other to "think about sustainable development".

At the end of each year, the Display® posters are updated and the actions proposed on the posters completed. Starting in 2007, the posters will also show the specific effects of the renovation work done in the "before/after" section, and the efficiency gains made will be made visible if a building jumps up a class.

A renovation programme integrated in the community's investment plan will be taking place alongside the Display® campaign starting in 2007 with the town hall and the fire station. The goal is to reduce energy consumption there.

In the future, Morges hopes to expand performance labels to private buildings (Congress Center, hotels, etc.).

Finally, the community is looking for new ways to support communication and possibly work with other communities that take part in the REVE Jura-Léman project.

Soucieuse de montrer de quel bois elle se chauffe, Morges s'affiche en ville écolo

» **ÉNERGIE** La ville a décidé d'adhérer à la campagne européenne Display dans le but de montrer l'exemple en matière d'économies.

La Coquette ne se borne pas à décorer ses ronds-points. Désormais, elle entend se soumettre à la grille d'analyse Display, dispositif d'évaluation et d'information sur les consommations d'énergie, d'eau et les émissions de CO₂ des bâtiments municipaux.

Plus concrètement, cela veut dire que les écoles, les locaux administratifs ou les salles communales afficheront un poster Display rendant compte de leurs performances écologiques. Des notes de A à G seront régulièrement distribuées, les citoyens pouvant ainsi suivre l'évolution des maisons de la commune qu'ils financent avec leurs impôts.

Hier, le municipal Frédéric Jomini, accompagné de son chef de service Alain Jaccard, a présenté le dispositif à la presse et aux concierges des différents lieux concernés. «Display fonctionne selon les principes de l'exemplarité, de la transparence et de la recherche d'économies d'énergie dans tous les domaines. Les objectifs minimaux consistent notamment à diminuer la consommation

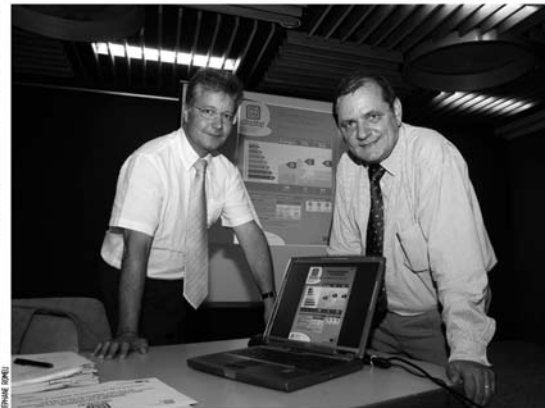


Le poster qui figurera sur chacun des 23 bâtiments communaux, les notant sur une échelle de A à G.

matation d'énergie des bâtiments publics de 20% et de faire monter la part des énergies renouvelables de 10%. C'est ambitieux», a relevé l'élu. Morges est déjà au nombre des Cités de l'environnement depuis 2000; il n'y avait donc pas de raison de s'arrêter en si bon chemin.

Economiser sans souffrir

Le chef de service Alain Jaccard a, pour sa part, fait valoir que la campagne Display comportait autant d'aspects techniques que de communication: «Il s'agit d'expliquer aux non-spécialistes comment il est possible d'économiser l'énergie sans pour autant baisser les normes de confort. A Morges, nous avons 23 bâtiments communaux qui arboreront le poster Display. Nous demandons déjà au personnel de prendre des habitudes, comme d'éteindre les lumières, or cela va s'accentuer. Nous les inciterons à proposer des idées.»



LES REpondants DISPLAY Le chef de service Alain Jaccard et le municipal Frédéric Jomini ont donné hier le coup d'envoi de la campagne écolo qui a notamment pour objectif de sensibiliser les Morgiens.

crées à des aspects énergétiques spécifiques ou des concours de performance en matière d'économies pour employés et élèves.

Autre aspect important: l'appartenance à ce dispositif européen a remonté le moral des édiles morgiens au sujet d'une éventuelle station de gaz naturel pour les véhicules privés.

En 2002, cette idée avait été balayée par le Conseil communal. Hier, Frédéric Jomini a révéilé que le projet était à nouveau dans le pipeline et qu'un préavis à ce sujet sortirait à l'automne.

LISE BOURGEOIS

Plus d'info sur www.display-campaign.org

Display®

A European Campaign to encourage local authorities to display energy consumption figures in their public buildings.

www.display-campaign.org

Projet REVE Jura-Léman

The REseau de Villes for sustainable energy policy, supported by INTERREG III, coordinates cooperation between France and Switzerland

www.reve-jura-leman.org

Financing the Display® Campaign

The Display® Campaign is financed as part of the community's budget. The largest item in the budget is labour invested by community staff. All communication is published by the community of Morges.



ADEME



For more information

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