
VACUUM INSULATION PANEL



GLOBAL ASSOCIATION

VIPA International Board Conference Call

Friday, 25 October 2019

14:30 to 16:00 CET

1. Welcome

1.1 VIPA Antitrust Compliance Statement



VIPA International antitrust compliance statement (distributed with meeting docs)

Procedure

- At all times refrain from discussing any company' sensitive information – see VIPA International antitrust compliance statement

You must:

- Judge in the first place
- Behave accordingly
- Avoid discussion of topics, such as those identified in the guidelines, which could create even an appearance of wrongdoing

In case still some issue are raised:

- Secretariat intervene if any questions or doubts
- If necessary, legal counsel can be asked to provide advice

1.2 Approval of the agenda

1. Welcome

- 1.1 VIPA antitrust compliance statement
- 1.2 Approval of the agenda
- 1.3 Approval of the minutes of the meeting of 18 September 2019
- 1.4 Review of the action items of the previous meeting

2. Finances

- 2.1 VIPA Intl budget 2019 & 2020
- 2.2 Kellen hours & services 2019

3. Preparation 2020 work plan of activities

- 3.1 Outreach to architects: objectives, platforms & budget
- 3.2 Painting Pixels (video agency) proposal for video with footage
- 3.3 Proposal Kellen China office - WeChat account
- 3.4 Questionnaire to building-related organisations
- 3.5 Ideas for new R&D projects
- 3.6 Standardisation

1.2 Approval of the agenda

4. Other items

- 4.1 Different membership fee level for smaller companies (eg. Thermal Visions?)
- 4.2 Amending co-operation agreement GSH-VIPA Intl: rules & fees

5. Any other business

- 5.1 2020 Meetings:
 - 29 January 2020: face-to-face meeting Munich, Germany (FIW office)

1.3 Approval of the minutes of the last meeting

Minutes Board Meeting 18 September 2019 (received as an annex)

1.4 Review of the action items of the previous meeting 18 September

Action 1:

VIPA Intl office to send questionnaire to building-related associations. **COMPLETED**

Action 2:

VIPA Intl office to get in touch with academia members, inform them of the increase in 2020 fees and mention that the board is available to hold meetings at the facilities of the academia members. In exchange they would be given time to present their research and capabilities and eventually to participate at the board meeting. **PENDING Next Board meeting at FIW**

Action 3:

VIPA Intl office to send the 2020 membership fee invoices both via post and email. On the invoice sent via post, a letter should be included emphasising that membership fees are to be paid within 1 month. On the invoice sent via email, the corresponding board member should also be included in the mailing. **WILL BE DONE WHEN SENDING INVOICES**

Action 4:

VIPA Intl office to organise a board conference call in October to discuss outreach to architects. **DONE**

1.4 Review of the action items of the previous meeting 18 September

Action 5:

All members to send to the office suggestions of events and magazines targeting architects to be included in the 2020 work plan. **COMPLETED**

Action 6:

Members to discuss with their R&D specialists which topics could be researched by the association in 2020. **WAITING FOR FEEDBACK**

Action 7:

VIPA Intl office to set-up a face-to-face meeting with Alias, the website agency, and the Digital Communications WG to discuss the SEO optimisation process. **Mtg at Alias office very long travel - have Alias travel: high budget => conf call Q4 will be organised**

Action 8:

VIPA Intl office to check with Painting Pixels if they can add real footage to the next animated video. **DONE, proposal included**

1.4 Review of the action items of the previous meeting 18 September

Action 9:

VIPA Intl office to ask Kellen China office to prepare proposal on setting up WeChat in 2020. **DONE**

Action 10:

VIPA Intl office to draft request for offer to be sent to marketing agencies. The goal is for them to help us in reaching out to architects in 2020. **PENDING**

2. Finances

2.1 VIPA Intl Budget 2019

VIPA International Budget 2019		Q1	Q2	Q3	Q4	Total	%	Year-end estimation
ITEM	Costs (€)							
Income								
Membership fees full members (12): 10,000 EUR	120.000	10.000	90.000	20.000	-	120.000	100%	120.000
Membership fees associate members (1): 5,000 EUR	5.000	0	0	5.000	-	5.000	100%	5.000
Membership fees academia (6): 500 EUR	3.000	0	1.500	1.500	-	3.000	100%	3.000
Membership fees association members (0): 500 EUR	-	0	0	0	-	0		
TOTAL INCOME	128.000	10.000	91.500	26.500		128.000	100%	128.000
Expenditure								
Kellen fees	78.395	19.598,75	19.598,75	19.598,75	19.598,75	78.395	100%	81.060
GSH agreement annual fee	18.516	-	-	16.268,50	-	16.269	88%	16.269
Communications (website support, design, video, etc)	12.000	102,00	3.433,00	302,00		3.837	32%	7.000
Website annual hosting fee (Alias)	400	400,00	-	-	-	400	100%	400
IVIS 2019 Sponsorship	6.250	-	-	5.479,00	-	5.479	88%	5.479
Avery Dennison Hanita Study (10% of total amount 12,500€)	1.250	-	-	1.250,00	-	1.250	100%	1.250
Out of pocket costs (meetings/conf calls & travel expenses)	8.000	1.343,19	1.514,62	1.868,04		4.726	59%	8.000
Bank fees	200		162,00	95,88		258	129%	200
Participation at CEN	525	-	525,00	-	-	525	100%	525
Legal advice	2.464	-	-	-	-	0	0%	-
Conference in Düsseldorf Jan 2020	0	-	-	-		0	0%	3.070
TOTAL EXPENDITURE	128.000	21.443,94	25.233,37	44.862,17		111.138	87%	123.253
RESULT	-	- 11.444	66.267	- 18.362		16.862		4.747
Reserve (funds not used in previous years)	16.895	16.895	16.895	16.895	16.895	16.895		27.923
Expected end result	16.895	5.451	83.162	- 1.467		33.757		32.670

More details in annexes:

- Creek did not pay outstanding invoices (2018 + 2019: 16,500€)
- Question mark: Kellen fees

2.1 VIPA Intl Budget 2020

VIPA International 2020 Draft Budget	
ITEM	€
Income	
Membership fees full members (12): 10,000 EUR	120.000
Membership fees associate members (1): 5,000 EUR	5.000
Membership fees academia (6): 750 EUR	4.500
Membership fees association members (0): 500 EUR	-
TOTAL INCOME	129.500
Expenditure	
Kellen fees	78.395
GSH agreement annual fee	18.000
Outreach to architects (fairs, events, magazines, sponsorship)	30.000
Avery Dennison Hanita Study (90% of total amount 12,500€)	11.250
Out of pocket costs (meetings/conf calls & travel expenses)	8.000
Website annual hosting fee (Alias)	400
Bank fees	300
Participation at CEN	525
Legal advice	2.500
COM/R&D?	-
TOTAL EXPENDITURE	149.370
RESULT	- 19.870
Reserve (funds not used in previous years)	32.670
Expected end result	12.800

Kevothermal and Siltherm are likely to join in 2020 but not 100% confirmed

2.2 Kellen hours & fees 2019

Kellen Services 2019				
1. General management			Total Hours	Fees EUR
Subtotal			145	19.525
2. Finances Kellen Atlanta			Total Hours	Fees EUR
Subtotal				2.000
3. Communications			Total Hours	Fees EUR
Concrete outputs to be decided				
Subtotal			128	18.760
4. Support to meetings and conference calls			Total Hours	Fees EUR
Board (2 meetings, 2 conf calls, 20h per meeting, 10h per call)				
Executive Committee (2 conf calls, 5h per call)				
General Assembly (1, 20h)				
Digital COM & PA Working Group (3 conf calls 10h per call)				
Technical Working Group (2 conf calls 5h per call, 1 meeting 15h)				
Attendance of IVIS (only Raquel, 24h)				
Subtotal			270	38.110
Grand Total			543	78.395

Budget
agreed for
Kellen for
2019
services

2.2 Kellen hours & fees 2019

Kellen Services 2019		
1. General management	Total Hours	Fees EUR
<i>Subtotal</i>	145	19.525
2. Finances Kellen Atlanta	Total Hours	Fees EUR
<i>Subtotal</i>		2.000
3. Communications	Total Hours	Fees EUR
Support Alias with SEO upgrade (5h)		
Animated video (20h per video, 40h in total)		
Biannual Newsletter internal & external (5h per edition, 20h in total)		
LinkedIn (social media policy, LinkedIn page creation, 2 posts month) (5h)		
Paid advertisement (10h)		
5 Press releases (5h per PR, 20h in total)		
2 Case studies (3h per CS, 6h in total)		
Annual report (10h)		
Monitor developments at EU level (policy, initiatives) 12h		
<i>Subtotal</i>	128	18.760
4. Support to meetings and conference calls	Total Hours	Fees EUR
Board (2 meetings, 2 conf calls, 20h per meeting, 10h per call)		
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<i>Subtotal</i>	270	38.110
Grand Total	543	78.395

Time/deliverable foreseen in green which have not yet taken place will be used for other activities:

- Questionnaire to building-related organisations
- Preparations work plan 2020

2.2 Kellen hours & fees 2019

Kellen additional fees 2019	Hours	Fees (€)
<i>Additional time to deliver on 2019 activities</i>		
1 press release extra		
Most website content was redrafted for SEO upgrade		
Calls/exchange with		
- Prospect members: Kevothermal, Isoleika, Unicorn, Oak Ridge Lab		
- Contract with Avery Dennison Hanita (5 draft versions)		
- IVIS 2019: logistics with organises re meeting rooms/sponsorship		
- IVIS 2021 – Brunel Uni		
<i>Subtotal</i>	18	2.665
<i>Preparations for Düsseldorf event</i>		
Hotel logistics (seach for hotel, negotiate contract, etc)		
Liaison with members on speakers		
Liaison with Temperature Controlled Logistics & negotiation of media partnership		
Two Event Task Force calls (2 May & 5 September)		
Communication: website page, linkedIn post, liaison with designer for event logo		
<i>Subtotal</i>	22	3.070
TOTAL	40	5.735

3. Preparation 2020 work plan of activities

3.1 Outreach to architects: objectives, platforms & budget

VIPA Intl 2020 focus:

- Outreach to Architects, building designers
 - Objective: raise awareness
 - Platforms?
 - Events
 - Magazines
 - Paid advertisement
 - Other?
 - Budget?

3.2 Painting Pixels (video agency) offer for video with real footage

2.2 Painting Pixels (video agency) proposal for video with footage

Option 1 Animated video foreseen for this year

Original quote for 90-120 second 2D animation and motion graphics production - **2,000€** (already included in 2019 budget)

Option 2 Animated + footage

90-120 sec. (or 2 x 30-45 sec – each clip tackling a slightly different part of the topic) single production including 2d animation, motion graphics and images/video clips provided by members – **2,800€**

Option 3 Full production

Larger production, fully directed documentary, including filming on location.
+/- 7 minute micro documentary with video, animation & motion graphics.
Extracting 4-5 individual shorter clips out of the longer production depending on final script & story. - **13,200€** (excl. travel expenses)

Option full package:

On going digital content marketing (content & digital marketing strategy: strategy, content creation, distribution) - on average **5,500-6,500€/month** (over 12 months)
=> **70,000€**

Next steps?

3.3 Proposal Kellen China – WeChat account

2.3 Proposal Kellen China – WeChat account

- Proposal set-up: **4,550€**
 - Information collection
 - Registration (official application, ID verification, etc.)
 - Lay-out & configuration (welcome, auto-reply, menu structure – a lot of functionalities)
- Proposal monthly management: **740€/month**
 - 1 message/month (account is deleted if no content posted every 60 days)
 - Handling daily inquiries via WeChat backstage
 - Account data report (followers demographics, etc)
- Push messages to non-followers not possible => promotion necessary in beginning to acquire followers among target audience

Next steps?

3.4 Questionnaire to building-related organisations

- Questionnaire ready (questions reworked for more meaningful feedback and easy analysis of feedback): <https://www.surveymonkey.com/r/GS75F9V>
- List of contacts ready
 - European, American, German associations of Engineers/Architects
- Just one survey in English - no translations
- How to promote the survey and ensure good level of responses?
- Results (if meaningful) can be used for next year's outreach

3.5 Ideas for new R&D projects

3.5 Ideas for new R&D projects

Ideas discussed within Technical Working Group:

- studies necessary for the next standard: eg sandwich panels
- short term version of the ageing test method – 6 months
- ageing test for high temperature applications (80°C) like boilers, water tanks, district heating applications

Input received from members for new projects:

- Evaluation of long term performance of VIP's in building applications

3.6 Standardisation

European standard – longer approval process than expected

- HAS Consultant assessment resulted in changes to the format
- CEN TC88 WG11 is preparing new draft incorporating changes – new draft to be presented at next meeting 4 November
- New draft to be submitted to consultation round (3 months) to member states:
 - If no comments, formal voting can then take place – publication could be envisaged for end 2020
 - If comments, process is reverted back to CEN TC88 WG11 which needs to review it and prepare next text – uncertain date of publication

4. Other Items

4.2 Different membership fee level for smaller companies



- VIPA Intl membership fees are the same for all VIP producers/suppliers: 10,000€
- Fee is too expensive for small companies like Thermal Visions
- Different fee level for small size companies?
 - How to define small size company (revenue, volume of sales, etc)?

4.2 Amending GSH agreement with VIPA: rules & fees



Amendment to co-operation agreement signed in 2016

- VIPA Intl members can chose to join the GSH and VIPA Intl pays their fee (2500€ instead of 2900€)
- Creek did not officially resign from VIPA Intl nor from GSH so normally we would have to pay for their 2019 GSH fee (GSH was flexible and did not charge us for this)
- Enclosed amendment to agreement: membership cancellations to GSH need to be notified 3 months in advance so by 31 September
 - Amendment still puts VIPA Intl at risk because Asian companies usually do not send any notice – **suggestions to improve this?**

4.2 Amending GSH agreement with VIPA: rules & fees



GSH informed of increase of fees, taking effect 2020 (15,5%):

- Normal GSH fee: 2900€ -> increase to 3,350€ as of 2020
- Negotiated fee for VIPA Intl members: 2,500€ up to 5 members and 2,250€ for 6+ members

Offer for VIPA Intl:

Up to 5 members:

- 2.500€ to be increased to 2.887,50€ if 15,5% applied but proposal to increase it to **2.800€**

6 and more members:

- 2.250€ to be increased to 2.598,75€ if 15,5% applied but proposal to keep it at **2.500€**

4.2 Amending GSH agreement with VIPA: rules & fees

Impact on VIPA Intl finances: 2020 budget

**based on current number of VIPA Intl members that are members of the GSH*

VIPA Intl Members	2019 fees €	2020 fees €
<i>Manufacturers (members)</i>		
1. Porextherm	2.500	2.800
2. Microtherm	2.500	2.800
3. va-Q-tec	2.500	2.800
4. Knauf Insulation	2.500	2.800
5. Turvac	2.500	2.800
6. Vaku Isotherm	2.250	2.500
<i>Suppliers (guest members)</i>		
1. Avery Dennison Hanita	1.500	1.500
TOTAL	16.250	18.000

5. Any other business

5.1 2020 Meetings

- **Face-to-face meeting on 29 January 2020 in Munich, FIW office**
 - **Location and dates of other face-to-face meetings in 2020?**

VACUUM INSULATION PANEL



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