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**Vacuum Insulation Panel Association
Communications & Public Relations Working Group Conference Call
Friday 24 April 2015, 10:00 to 11:00 CET**

Participants:

Insook Yoo, va-Q-Tec
Michel Chavois, Rexor
John Garbutt, Kingspan
Maja Tomazin, Knauf Insulation
Gregor Erbenich, Porextherm
Raquel Ponte Costa, VIPA International Secretariat

Apologies

Hark-Oluf Asbahr, Evonik Industries
Vladimir Pogak, Turna
Oved Shapira, Hanita Coatings

Minutes

1. Welcome

1.1 Governance rules

Raquel Ponte Costa welcomed participants to the call and reminded them to the VIPA Antitrust Compliance Statement.

1.2 Approval of the agenda

The agenda was approved with no changes.

1.3 Approval minutes previous conference call 12 January 2015 and review of action items

The minutes were approved with no changes. Raquel Ponte Costa went through the actions of the previous conference call back in January. Most of the actions refereed to the website and logo which was released early February. With regards to the LinkedIn discussion group, Raquel Ponte Costa reported that the Board decided not to embrace social media for the time being. For this reason, this action will remain in stand-by. The only action which is pending is for members to send institutional contacts to the secretariat. This will be discussed under agenda item 2.4.

2. Communications activities

2.1 VIPA logo usage policy

Raquel Ponte Costa presented the logo and name usage policy. She explained the document is brief but it mentions the most important matters associated with the logo and name of VIPA. The document is relevant in case we come across the inappropriate use of these items. In such situation we can use the document to remind the company/organisation of the rules we have in place for it. Members agreed with the document.

Decision:

Participants in the call approved the VIPA logo and name usage policy.

2.2 Website & statistics

Raquel Ponte Costa showed members some statistics of the website (see meeting presentation enclosed). The numbers are not so impressive but they should grow as we add more content to it. One member asked to double-check the logos at the bottom of the homepage as they have different sizes; some have a white background while others don't.

With regards to statistics, one member asked which keywords are being used in the search engine optimization and what is the click-through rate of the website. Raquel Ponte Costa answered that for the time being, the website structure has been created to be search engine friendly, but no concrete investment in SEO or Google adverts has been done, due to limited budget and also to other priorities. Raquel Ponte Costa highlighted that the key to increase website traffic is to keep it updated with new and fresh content. If there is nothing new on the website, than no one is going to visit it. Raquel reported that 4 press releases have been published between February and April and each time we do so, we notice a peak in the site visits.

Actions:

- VIPA secretariat to look at the sizes and backgrounds of the logos at the bottom of the homepage.
- VIPA secretariat to check with the IT company which keywords and metatags have been used in the website.

Raquel Ponte Costa asked participants about the content of the website and if any sections should be re-written or more details should be added. Some participants were of the opinion that more technical information should be added (for instance abstracts from previous IVIS), while others thought that the website has a broad audience and information should not be too technical but general. Members agreed that the current website is a good basis and starting point and it should be improved as we feel it is necessary.

2.3 Case studies and Partnership with BuildUp

Raquel Ponte Costa reported two case studies were published: one on buildings from Kingspan and one on transportation from va-Q-tec. Raquel invited the other company members to send case studies for publication. We should vary as much as possible the companies and the applications covered.

With regards to the template of the case studies, Raquel explained that last year there was no budget to invest in a professional template so we just improvised one. The IT company send a quote of 200 EUR for a word template. Members agreed that 200 EUR were a good investment on a professionally designed template for case studies.

Decision:

Participants in the call approved the quote of the IT company of 200 EUR for a professional template for case studies.

Raquel Ponte Costa mentioned that VIPA started in March a partnership with Build Up: <http://www.buildup.eu/>. Build Up is an online platform sponsored by the European Commission on energy efficiency of buildings. It gathers case studies and best practices related to new technologies and products used in construction and buildings. The partnership is free of charge. The only obligation is to have the Build Up logo on VIPA's homepage and to contribute to the website with content (e.g. our case studies). In return, VIPA gets visibility and recognition and it is part of a platform where all major stakeholders related to the buildings energy efficiency debate are represented.

2.4 Press Releases and contact list

A total of 4 press releases were published between February and April. The press releases are sent to members of the association, as well as a list of external contacts. All VIPA press releases are also made available in one of the most relevant EU-related media website: <http://pr.euractiv.com/>.

Raquel Ponte Costa reported that the secretariat compiled a list of all relevant Brussels' contacts (EU institutions such as the Commission and the Parliament; EU-related media and press; all associations and interest groups related to the debate on energy efficiency of buildings). All these contacts receive all VIPA press releases as well as all the companies, universities and research institutes we have included in our list of prospect members.

Raquel highlighted that the current list is hence pretty much focused on Brussels and other contacts at national level are needed. She asked members to send to the secretariat contacts of national associations, government bodies, specialised media and any other contact should be receiving VIPA information.

One participant suggested asking the IVIS organisers for the mailing list they use which should include all companies and interested parties on this industry. Raquel reported she is in contact with Prof Chen, Prof Phalguni and Prof Ray Ogden and she will ask them for this list. All members agreed this would be a good way of letting everyone know about VIPA.

Actions:

- All members to send to the secretariat a list of contacts (name, organisation, country, email address) of organisations in their countries that should receive information about VIPA International.
- Raquel Ponte Costa to ask to the IVIS Advisory Board the IVIS mailing list.

2.5 Quarterly Newsletter

Raquel Ponte Costa reported the first quarterly Newsletter was sent on 14 April. This was an internal Newsletter so only members have received it. The opening rate was of 49% which is a good number.

Members welcomed the Newsletter and had no comments to it.

2.6 Participation at IVIS 2015 in Nanjing – promotional material needed

Raquel Ponte Costa discussed with the members the participation at IVIS 2015 in Nanjing from 19 to 21 September. VIPA invested on a silver sponsorship package and should make the most out of it. The event will be one of the key activities of this year for the association and it will be a great opportunity to promote the association and get more companies to join it.

Raquel mentioned she will be present in the stand during the exhibition. All members will be welcomed to be in the stand as well. In fact a schedule should be organized to ensure there is always a member of the association in the stand. In terms of branding and materials to be used in the stand, members agreed with the suggestion to have a roll-up banner and some flyers about the association available. Raquel will liaise with the IT company on this and circulate the drafts to the COM WG for comments and approval. The flyer should explain what is VIPA, who are the members and what the activities the association is working on are.

One member suggested having a laptop in the stand to show the VIPA website. Raquel mentioned she will bring her laptop with her to the stand so that is feasible to do. Raquel added that the Board members will also receive VIPA business cards so they can use them when they make contacts which are relevant to the association.

Decision:

Participants in the call approved the quote of the IT company for a roll-up banner (400 EUR) and a 1 page flyer (800 EUR) to be used at IVIS 2015.

Action:

Raquel Ponte Costa to liaise with the IT company on the roll-up banner and the flyer.

3. VIPA to take over the organisation of IVIS - event concept

Raquel explained that the Board discussed on several occasions that VIPA should at some point take over the organisation of IVIS. Raquel asked Professor Chen for information on the current format and costs of IVIS in Nanjing and compiled all the data (see excel sheet and meeting presentation).

Raquel added that she already mentioned this to Prof Chen, Prof Phalguni and Prof Ray Ogden and they all welcomed the support of VIPA in the organisation of the event, as long as the content of the event remains the responsibility of the IVIS Advisory Board.

3.1 Ideas for new IVIS concept

Members were of the opinion that the current structure of IVIS should be kept with the IVIS Advisory Board managing the sessions and the abstract submissions. With regards to the financials, members hesitated a bit about some costs and also the registration fee (700 EUR this year) which is a bit high if we want to attract participants to the event.

Raquel agreed that the VIPA Board needs to be mindful of the possible financial liabilities of hosting an event of this magnitude. According to the estimates made, the risks are limited since the income should cover all expenses. Raquel highlighted all well that all estimates are based in Europe and hosting events in other parts of the world will have an impact on the budget. The Board should take a decision on whether or not to organise the event and also where it should take place, since hotels and meeting rooms need to be booked normally two years in advance.

4. AoB & date of next conference call

Under any other business, Raquel mentioned that when we published the last press release, VIPA received an invitation for a speaking slot at the event 10th Global Insulation Conference, in Istanbul, on 29-30 September 2015 (<http://www.globalinsulation.com/conferences/global-insulation/introduction>). Raquel has already circulated this information to the Board members but so far no volunteers stood up. Raquel mentioned that if one the companies are going to be present at the event, then they could take on this speaking slot which is always good for VIPA visibility. Members mentioned this conference seems a bit more commercial and that they are not participating at it.

No other business was discussed. The conference call finished at 11:45.
