

**Vacuum Insulation Panel Association
Public Affairs & Public Relations Working Group
Conference Call
31 July 2018, 15h00 to 16h00 CET**

Participants:

Gregor Erbenich, Porextherm
Michel Chauvois, Rexor
Pascal Rousset, Rexor

Raquel Ponte Costa, VIPA Executive Director
Gabriella Kemendi, VIPA International Policy Officer

Apologised:

Zhai Chuanwei, Qingdao Kerui New Environmental Materials
Gary Chalkley, Camvac Limited
Alison Navon, Avery Dennison Hanita
Christoph Tontrup, Evonik
John Garbutt, Kingspan
Maja Tomazin, Knauf Insulation
Miaotian Sun, Qingdao Kerui New Environmental Materials
Pascal Rousset, Rexor
Roland Caps, Va-Q-Tec
Insook Yoo, Va-Q-Tec

Minutes

1. Welcome

1.1 Governance rules

Gabriella Kemendi opened the meeting and welcomed participants. Participants were reminded of the anti-trust rules that have to be respected.

1.2 Approval of the agenda

The agenda was approved.

1.3 Approval minutes previous conference call 6 April 2018 and review of action items

The minutes were approved.

The following actions are not complete and will remain on the action list:

Actions:

- Secretariat to prepare an analysis on the impact of the VIPA Chinese website on number of visitors. A report is being prepared in view of the September Board meeting.

2. VIPA promotional video

2.1 Script and animatic

Gabriella reminded participants that a promotional video for VIPA is currently being created with the aim to raise awareness to VIPs and VIPA. The video focuses on the composition of VIPs, their

applications and benefits, and VIPA as an association representing the VIPs industry. The target audience is the general public, but also stakeholders and policymakers.

A discussion took place on the video animatic received from Painting Pixels, the company contracted to create the video. Some changes were made in the script with the aim of shortening the video. Other specific changes and additions in the wording were suggested in the script itself. There was a discussion on whether VIPs are applied in airplanes. It was suggested that the Secretariat checks this with Va-Q-Tec and Kingspan. Some images in the video animatic will need to be changed as well. The changes will be shared with the whole group for information purposes and with Painting Pixels before the agreed deadline (1 August). The group was reminded that substantial changes to the video animatic will not be possible after this deadline.

Actions:

- Secretariat to check with Va-Q-Tec and Kingspan whether VIPs are applied in airplanes.
- Gabriella to share the changes to the script with Painting Pixels by 1 August.

The first draft of the final video will most probably be ready by end of August, as agreed with Painting Pixels. Only minor changes will be accepted at that stage.

2.2 Promotion and publication

Given that the video will most probably be ready by the end of August, publication can be done in the first or second week of September at the latest. An accompanying press release will be drafted. The video will be used as intro to the VIPA conference. In addition, it will be uploaded on the VIPA website, the Build Up website and Youtube. The Secretariat is checking whether an alternative channel is available that works in all members' countries. Members will be asked to promote the video on their websites and on their social media accounts (Twitter, LinkedIn, Facebook). Paid distribution should be considered as well. Secretariat will therefore check whether the video can be promoted via paid distribution on certain channels. In addition to the above, there was a discussion on whether members' logos should be included in the video. It was decided not to include them, as this will quickly get outdated. The Secretariat reported that members will be asked to assist in the translation of the video to several languages. Members suggested to also translate the video to Slovenian, in addition to the languages already suggested on the slides.

Decision:

Members' logos will not be included in the video.

Actions:

- Secretariat to draft press release for publication of video beginning of September.
- Secretariat to coordinate on publication of video in other channels.
- Members to promote the video when ready on their websites and social media.
- Board to take a decision regarding paid distribution on certain channels.
- Secretariat to coordinate translation and subtitles for the video, including Slovenian version.

3. Other Communication activities

3.1 Events and media partnership

An updated list of relevant events for VIPA was shared with the group prior to the call. Gabriella reminded participants of the deal concluded with the Global Insulation Conference and reported on latest contacts held with the organisers of two upcoming events:

- IFA Berlin (31 August – 5 September 2018, Berlin). Media partnership has been arranged and Secretariat will coordinate on the details. Speaking slot for VIPA has been offered by the organisers. Gregor Erbenich volunteered during the call to represent VIPA at the event (3 September from 11h30-12h00). The focus of his intervention will be the use of VIPs in

refrigerators and maybe barrier films. Members agreed during the call with the title of the session as suggested by the organisers: "Energy-saving appliances with Vacuum Insulation Panels". As it is also possible to have a panel instead of a sole speaker, participants decided that board members should be asked whether they are available to join Gregor for a panel discussion (maximum three members) with a moderator and pre-arranged questions (as opposed to a sole speaker presentation). Secretariat will inform the organisers. Gregor asked the Secretariat to share the IVIS 2017 presentation that can be used for inspiration.

Action:

- Secretariat to ask board members whether they are available to join Gregor in a panel discussion.
- Secretariat to get in touch with the organisers of the event to confirm the speaking slot.
- Secretariat to share with Gregor the IVIS 2017 presentation.

- Cool Chain Conference - Temperature Controlled Logistics (28-31 January 2019, London). Media partnership has been arranged. Secretariat will coordinate on the details. Speaking slot has been offered by the organisers as well. By mid-August the organisers need to know who will represent VIPA. Secretariat will ask the board.

Action:

- Secretariat to ask the board whether they would be available to represent VIPA.

Other events that members requested the Secretariat to get in touch with:

- BAU (14-19 January 2019, München). Secretariat got in touch with them but they do not need VIPA's services. Members suggested to insist on the synergies that VIPA has with this event.

Action:

Secretariat to get in touch with organisers of BAU and push for a speaking slot.

- China International Thermal Insulation Material and Energy-saving Technology Exhibition (19-21 November, Shanghai). Chinese members are currently assessing whether this event is relevant for VIPA.

Gabriella also pointed out that a number of new events have been identified. Due to time constraints during the meeting, it was decided that members should review the list offline and identify which events are relevant for VIPA.

Action:

Members to review list of new identified events (see Excel sheet that was shared / slide number 10 of the presentation of this call).

3.2 Build Up webinar

Gabriella reminded participants of VIPA's intention to organise a Build Up webinar to present the results of the Annex 65 study, led by CSTB. CSTB informed the Secretariat that the report on the Annex 65 study has been finalised; however the publication is pending as CSTB needs to obtain agreement from the International Energy Agency, which will most probably happen end of this year. The Secretariat asked members several questions in this regard: 1. Whether a speaking slot should be reserved for Daniel Quenard; 2. Whether the webinar should also include Subtask IV, as suggested by Daniel Quenard; 3. Whether it is a good idea to organise the webinar before the reports are published (this would mean Q1).

Decisions:

1. A speaking slot of 5-10 minutes should be reserved for Daniel Quenard, who could provide an introduction about the project.
2. Subtask IV should not be the focus (not relevant for the target audience).
3. The webinar should only be organised once the reports are published.

Actions:

- Secretariat to inform Daniel Quenard of what was agreed and coordinate the preparation of the webinar for Q1 2019.

3.3 VIPA LinkedIn account

The topic was added to the agenda of this call as one VIPA member had suggested to create a LinkedIn account for VIPA in order to promote the VIPA conference in Vienna. A discussion took place on the benefits and drawbacks of having this social media account set up. Members acknowledged the benefits that this could bring and the fact that it could be a useful marketing instrument. However, given that having a LinkedIn account would entail a lot of preparation for content, for keeping the account up-to date and for responses to possible questions, Gregor suggested to add this item to the agenda of the next board meeting of September 2018, where a decision should be taken.

Action:

- Add this topic to the agenda of the board meeting of September 2018.

3.4 Newsletter and promotional material

Gabriella reported that work on the summer edition of the VIPA newsletter is ongoing and that it will soon be available.

In view of the conference in Vienna, the Secretariat envisages ordering a number of new promotional leaflets. A discussion took place in this regard and members were asked whether members' logos should be added to the flyers. The cost of producing a higher number of flyers is lower (307.20 EUR for 1000 flyers) than producing a lower number of flyers (182.20 EUR for 500 flyers). Despite this, members believe it is beneficial to have the logos on the flyers.

Decision:

Members' logos should be displayed on the flyers.

Action:

- Secretariat to order new flyers.

3.5 VIPA conference in Vienna, 27 September 2018

Not discussed. See slides for an update.

4. EU Legislative update

4.1 Energy efficiency package: state of play

Not discussed. See slides for an update.

4.2 Construction Products Regulation

Not discussed. See slides for an update.

VIPA International Global Office
188A Avenue de Tervueren, Brussels 1150
Phone: +32 2 761 1681 Fax: + 32 2 761 16 99
Mail: VIPA-international@kellencompany.com
Web: www.vipa-international.org



5. AoB & date of next conference call

Nothing was discussed under AOB.

The next call will be organised according to needs. A call could be needed to discuss the first draft video.

The call finished at 16h30.