

Vacuum Insulation Panel Association VIPA International

*The association representing the interests of the global vacuum
insulation panel industry*

Communications/PR WG Conference Call

Participants

- Malcolm Rochefort, Kingspan
- Michel Chauvois, Rexor
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- Vladimir Pogač, Turna
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Agenda:

1. **VIPA corporate identity:**
 - Name and acronym
 - Mission Statement, objectives and tagline
 - Logo and website
2. **Literature on vacuum insulation panels**
3. **AoB**
 - Date of next conference call

- **Name:** Vacuum Insulation Panel Association
- **Acronym:** VIPA International
- **Geographic scope:** **global** association of **manufacturers** and **suppliers**
- Focus on applications such as **Buildings, Appliances** and **Transport**
- **Website domain:** www.vipa-international.org .eu .com .info .net
- **Email address:** VIPA-international@kelleneurope.com

Mission Statement: Defines the present state or purpose of an organization, answering to three questions about why an organization exists: WHAT it does; WHO it does it for; and HOW it does what it does.

Keywords:

Global - Reduce CO2 - Most efficient insulation - long term - Super insulation - high performance insulation - Ultra-thin - saving-creating (useable) space - Reduced Energy consumption - Improving energy security

Options:

- to be the global voice of the vacuum insulation panel industry, promoting quality and raising awareness of the potential to save energy costs and reduce carbon dioxide emissions in a wide range of applications and industries
- to demonstrate the benefits and increase the usage of ultra-thin vacuum insulation panels in a wide range of applications and industries by raising awareness to its proven potential to save energy costs and reduce carbon dioxide emissions
- To promote vacuum insulation panels towards all stakeholders as a recognized space creating and high performance insulation solution which contributes substantially to lower energy costs and carbon dioxide emissions in a wide variety of applications and sectors

Examples of mission statements of other associations:

EURELECTRIC:

to contribute to the development and competitiveness of the electricity industry, to provide effective representation for the industry in public affairs and to promote the role of a low-carbon electricity mix in the advancement of society.

EURIMA

To create a favourable business environment for mineral wool insulation, by promoting the common interests of our industry and working for positive regulations and standards.

PU Europe

to demonstrate the benefits and support the introduction of low energy building solutions for new constructions and renovation projects across Europe, and develop sustainable and cost efficient solutions using PUR/PIR high performance insulation to support the societal shift towards the 2050 goal.

Objectives:

- Define and advocate the common interests, policies and positions of the global vacuum insulation panel industry;
- Engage in dialogue with national, European and international decision makers and other stakeholders in order to advance the understanding of industry-related issues, and to contribute to effective policy and legislative discussions at all levels;
- Act as a portal for expert knowledge on vacuum insulation panel industry-related facts and figures;
- Communicate the role and importance of the industry, using reliable data and information;
- Give input to appropriate bodies to encourage the adoption of industry-accepted standards in the local and regional rules and regulations which are or will be published;
- Neutral representation of vacuum insulation panel technologies;
- Provide a forum of discussion for issues of industry concern

Tagline describes what you do in one short and catchy sentence. It should answer to the following questions: What the product does/Who it serves/How it serves them

- Needs to work well both orally and in writing
- Use strong verbs and active voice
- Concise but descriptive

Options for discussion:

- Ultra thin insulation that creates space and energy
- Ultra thin and high efficient insulation allowing further space and energy
- Energy Efficiency means avoiding wasting energy
- The best way to create energy is not to waste energy

Logo

- style definition: defining the colours of the logo and the font type (serif or non-serif)
- symbol option: shall the logo have a symbol (that can also work as an instantly recognisable element on its own), shall it be abstract or should it represent an idea or message
- tagline: does the logo need a tagline or simply the full name of the association

Website Structure and sections

- About us
 - About the association and about the members
- About VIPs
 - Explanation of the technology
 - Overview of main markets and applications
- News section (press releases)
- Publications
- Contact Us
- Members' only section

2. Literature on VIP

- How to collect information from membership
- Other sources that could be used

Roadmap of VIPA's activities for 2014

Creating the association

- Finalise the incorporation process
- Ensure the legal entity is created

Membership Outreach

- Reach out to the main market players
- Increase the number of manufacturer members

Public Relations & Communications

- Work on corporate identity (logo, tagline)
- Release the website of the association
- Publish two case studies

Public Affairs

- Map of policy initiatives for EU, China and USA
- Map of key stakeholders involved in buildings/energy efficiency debate in Brussels
- Develop a position on the standard being written by the CEN Technical Committee (CEN TC88/WG11)

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