

---

VACUUM INSULATION PANEL

---



---

**GLOBAL ASSOCIATION**

---

# VIPA International

## Public Affairs & Public Relations WG call

**28 November 2018, 14h00-15h30 CET**

Webinar link: <https://global.gotomeeting.com/join/234952173>



# 1. Welcome

## 1.1 Governance rules

### **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 Governance rules

1.2 Approval of the agenda

1.3 Approval minutes previous conference call 31 July 2018 and review of action items

## 2. Internal issues

2.1 Chairmanship

2.2 Change of WG name & new participants

2.3 Update of Terms of Reference

## 3. Update and discussion on communication activities

3.1 VIPA promotional video

3.1.1 Update on video

3.1.2 Update on statistics

3.1.3 Ideas to increase view count

3.2 VIPA website

3.2.1 Website optimization

3.2.2 Website statistics

3.3 External events

3.3.1 Update on contacts

3.3.2 Updated list of events

## 1.2 Approval of the agenda

### 4. Focus VIPA 2019: digital communications

#### 4.1 Development of several communication strategies

##### 4.1.1 Building blocks (target groups, objectives, budget)

##### 4.1.2 Platforms & tools

##### a) Existing platforms and tools

##### b) Future platforms & tools

##### 4.1.3 Key Performance Indicators (KPIs)

### 5. Public Affairs

#### 5.1 Priorities for 2019

### 6. VIPA conference in Vienna

#### 6.1 Optimization of conference material

#### 6.2 VIPA conference 2020

### 7. AoB

### 8. Closure & date of next conference call

## 1.3 Review of action items

- Secretariat to prepare an analysis on the impact of the VIPA Chinese website on number of visitors. **COMPLETED**
- Secretariat to check with Va-Q-Tec and Kingspan whether VIPs are applied in airplanes. **COMPLETED**
- Gabriella to share the changes to the script with Painting Pixels by 1 August. **COMPLETED**
- Secretariat to draft press release for publication of video beginning of September. **COMPLETED**
- Secretariat to coordinate on publication of video in other channels. **COMPLETED**
- Members to promote the video when ready on their websites and social media. **ONGOING**
- Board to take a decision regarding paid distribution on certain channels. **COMPLETED**
- Secretariat to coordinate translation and subtitles for the video, including Slovenian version. **COMPLETED**

## 1.3 Review of action items

- Secretariat to ask board members whether they are available to join Gregor in a panel discussion at IFA Berlin. **COMPLETED**
- Secretariat to get in touch with the organisers of the IFA Berlin to confirm the speaking slot. **COMPLETED**
- Secretariat to share with Gregor the IVIS 2017 presentation. **COMPLETED**
- Secretariat to ask the board whether they would be available to represent VIPA at Temperature Controlled Logistics. **COMPLETED**
- Secretariat to get in touch with organisers of BAU and push for a speaking slot. **COMPLETED**
- Members to review list of new identified events. **COMPLETED**
- Secretariat to inform Daniel Quénard of what was agreed and coordinate the preparation of the webinar for Q1 2019. **ONGOING**
- Add website users topic to the agenda of the board meeting of September 2018. **COMPLETED**
- Secretariat to order new flyers. **COMPLETED**

## 2. Internal issues



## 2.1 Chairmanship

### New chair needed

- Leadership of the Working Group runs for two years
- Term of Mr Zhai Chuanwei (Creek) expired
- **Maja Tomazin** (Knauf Insulation) volunteered to take up the leadership of the Working Group!

→ **Group to endorse Maja as chair**

## 2.2 Change of WG name & new participants

### Working group name

- Suggestion: “Digital Communications & Public Affairs Working Group”
- Group to endorse new name

### Participation in the WG

- Participation increase needed to meet objectives for 2019
- Two new team members: Tom Martens (Microtherm) & Leonie Bietrix-Ogier (Rexor, assisting temporarily Michel Chauvois)
- New members welcome to join!

## 2.3 Update of Terms of Reference

### **Terms of Reference need update**

- To reflect change of WG name & others smaller changes
- Members to provide further comments

### 3. Update and discussion on communication activities

# 3.1 VIPA promotional video



## 3.1.1 Update on video

- Released on 13 September 2018!
- Press release drafted both in EN, FR, DE & Mandarin
- Available on [YouTube](#) & [Youku](#) (for China)
- Distributed for free by [Euractiv](#) (Brussels focused): Kellen-EurActiv partnership
- Distributed for free by [The Association Magazine](#) (including their newsletter; global reach)
- Not possible to distribute via [Build Up](#)
- Subtitles available German, French, Spanish, Dutch, Slovenian, Mandarin and Korean



**Members are strongly encouraged to distribute the video via their own channels!**

# 3.1 VIPA promotional video

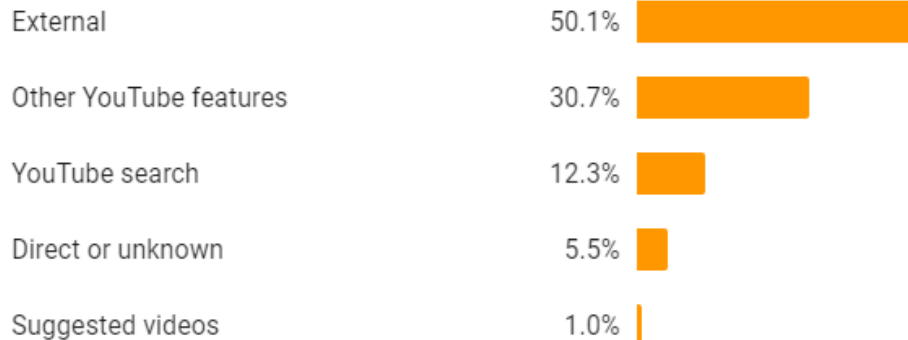
## 3.1.2 Update on statistics

- Total views on Youtube (13SEP-13NOV): 454
- Geography (only top 2 available): Germany & Belgium
- Average view duration: 1:42 minutes
- Keywords mostly used: VIPA, vacuum insulation panel
- How viewers found the video?



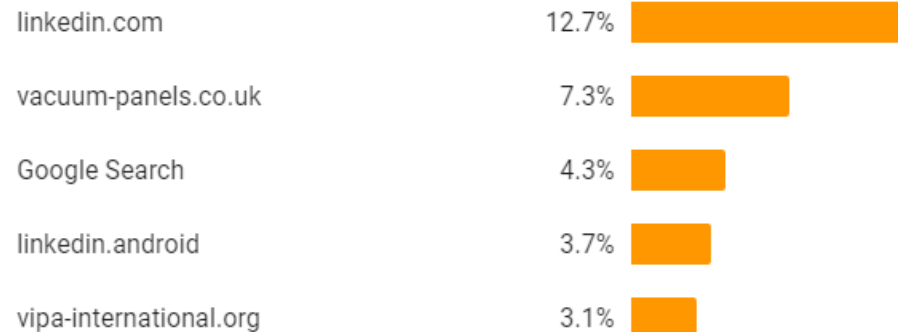
### Traffic source types

Watch time · Since published



### Traffic source: External

Watch time · Since published

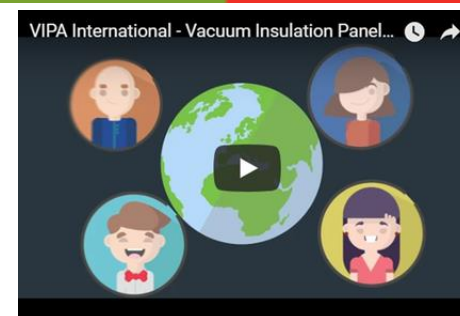


# 3.1 VIPA promotional video



## 3.1.2 Update on statistics

- Use of subtitles



Subtitles and CC

Watch time (minutes)

Views

Average view duration

☐ Total 791 100.0%

462 100.0% 1:42

☐ No subtitles/CC 431 54.5%

266 57.6% 1:37

☐ German 176 22.3%

96 20.8% 1:50

☐ Slovenian 46 5.8%

25 5.4% 1:49

☐ Chinese (China) 42 5.3%

35 7.6% 1:12

☐ French 40 5.1%

15 3.2% 2:41

☐ Dutch 22 2.7%

8 1.7% 2:41

☐ Spanish 19 2.4%

10 2.2% 1:56

☐ Korean 11 1.4%

5 1.1% 2:08

☐ English 4 0.5%

2 0.4% 1:59

## 3.1 VIPA promotional video



### 3.1.3 Ideas to increase view count

#### Options for paid distribution:

- [Business Wire](#): global reach; cost of promoting press release & video → **E 4,210**



#### Benefits:

- Smart system to track campaign results and view counts
- Distribution network - unique access to world's two most influential news agencies, Agence France-Presse (AFP) and AP International (AP) for distribution throughout Europe, Asia and the Middle East.
- Global partnerships with leading news agencies of each country and region
- News is repackaged for search engines, websites, blogs, social media sites, mobile phones
- Comprehensive distribution to general/consumer editors & media around the world.
- Includes reach to newspapers, television, radio, news agencies, financial analysts and trade media



# 3.1 VIPA promotional video



## 3.1.3 Ideas to increase view count

### Options for paid distribution:

- [International Construction](#) & [Construction Europe](#)  
magazines: global and European reach respectively; cost of promoting video  
→ discount offer **E 3,000/month** if on both sites; if just on one,  
**E 2,000/month**
- [European Sting](#) magazine: European reach; cost of promoting video  
→ starting with **E 2,000/month**
- [The Parliament magazine](#): Editorial piece (MEP/ Commission official + video + VIPA representative) → **E 6,500**
- **Other ideas?**



## 3.2 VIPA website

### 3.2.1 Website optimization

#### Objectives

- Increase website traffic
- Achieve higher ranking on search engines

#### Actions to attain objective

- VIPA office to ensure correct management of back-end of website
- Website developer to assess what other improvements can be done & send quote

## 3.2 VIPA website

VACUUM INSULATION PANEL



GLOBAL ASSOCIATION

### 3.2.2 Website statistics

#### Users & page views

JAN-DEC 2016

Users

4,968



Sessions

6,814



Pageviews

15,150



JAN-DEC 2017

Users

4,160



Sessions

5,511



Pageviews

11,453



JAN-NOV 2018

Users

3,702



Sessions

5,169



Pageviews

10,876



## 3.2 VIPA website

VACUUM INSULATION PANEL



GLOBAL ASSOCIATION

### 3.2.2 Website statistics

#### Users & page views

| JAN-NOV 2016                                                                                                       | JAN-NOV 2017                                                                                                        | JAN-NOV 2018                                                                                                         |
|--------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| <p>Users</p> <p>3,536</p>         | <p>Users</p> <p>3,790</p>         | <p>Users</p> <p>3,699</p>         |
| <p>Sessions</p> <p>4,844</p>    | <p>Sessions</p> <p>4,998</p>    | <p>Sessions</p> <p>5,162</p>    |
| <p>Pageviews</p> <p>10,728</p>  | <p>Pageviews</p> <p>10,397</p>  | <p>Pageviews</p> <p>10,854</p>  |

## 3.2 VIPA website

### 3.2.2 Website statistics

#### Users & page views

- High number of views when press releases are published (especially on energy efficiency labelling, standardization, launch of Chinese section on the website, conference...)

## 3.2 VIPA website

### 3.2.2 Website statistics

#### Users per country

##### JAN-DEC 2016

| Country                                                                                            | Users | % Users                                                                                   |
|----------------------------------------------------------------------------------------------------|-------|-------------------------------------------------------------------------------------------|
| 1.  Russia         | 817   |  30.19%  |
| 2.  United States  | 524   |  19.36%  |
| 3.  United Kingdom | 138   |  5.10%   |
| 4.  Germany        | 119   |  4.40%   |
| 5.  Canada       | 95    |  3.51% |
| 6.  France       | 82    |  3.03% |
| 7.  India        | 78    |  2.88% |
| 8.  Belgium      | 71    |  2.62% |
| 9.  Italy        | 62    |  2.29% |
| 10.  China       | 56    |  2.07% |

##### JAN-DEC 2017

| Country                                                                                               | Users | % Users                                                                                     |
|-------------------------------------------------------------------------------------------------------|-------|---------------------------------------------------------------------------------------------|
| 1.  United States    | 856   |  20.35%  |
| 2.  Canada           | 401   |  9.53%   |
| 3.  Russia           | 392   |  9.32%   |
| 4.  Germany          | 211   |  5.02%   |
| 5.  United Kingdom | 184   |  4.37% |
| 6.  France         | 170   |  4.04% |
| 7.  India          | 155   |  3.68% |
| 8.  China          | 133   |  3.16% |
| 9. (not set)                                                                                          | 133   |  3.16% |
| 10.  Brazil        | 123   |  2.92% |

##### JAN-NOV 2018

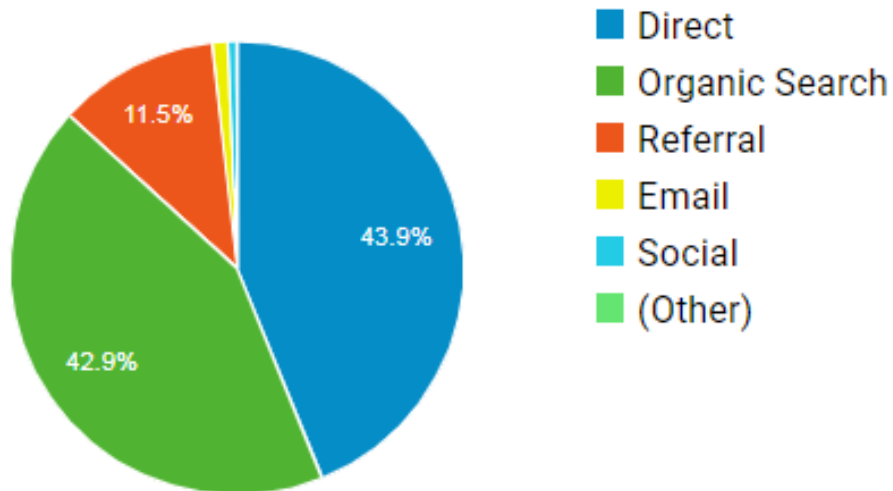
| Country                                                                                                 | Users | % Users                                                                                     |
|---------------------------------------------------------------------------------------------------------|-------|---------------------------------------------------------------------------------------------|
| 1.  United States    | 845   |  22.60%  |
| 2.  Germany          | 318   |  8.50%   |
| 3.  France           | 217   |  5.80%   |
| 4.  Canada           | 209   |  5.59%   |
| 5.  United Kingdom | 195   |  5.22% |
| 6.  Italy          | 179   |  4.79% |
| 7.  Belgium        | 175   |  4.68% |
| 8.  China          | 162   |  4.33% |
| 9.  India          | 136   |  3.64% |
| 10. (not set)                                                                                           | 112   |  3.00% |

## 3.2 VIPA website

### 3.2.2 Website statistics

#### Access to website

Top Channels



|                          | Default Channel Grouping | Acquisition                             |
|--------------------------|--------------------------|-----------------------------------------|
|                          |                          | Users ? ↓                               |
|                          |                          | 3,699<br>% of Total:<br>100.00% (3,699) |
| <input type="checkbox"/> | 1. Direct                | 1,659 (43.87%)                          |
| <input type="checkbox"/> | 2. Organic Search        | 1,622 (42.89%)                          |
| <input type="checkbox"/> | 3. Referral              | 434 (11.48%)                            |
| <input type="checkbox"/> | 4. Email                 | 42 (1.11%)                              |
| <input type="checkbox"/> | 5. Social                | 24 (0.63%)                              |
| <input type="checkbox"/> | 6. (Other)               | 1 (0.03%)                               |

## 3.2 VIPA website

### 3.2.2 Website statistics

#### Referrals – Top 25

|                          | Source ?                                                        | Acquisition |                            |
|--------------------------|-----------------------------------------------------------------|-------------|----------------------------|
|                          |                                                                 | Users ?     | ↓                          |
|                          |                                                                 | 434         | % of Total: 11.73% (3,699) |
| <input type="checkbox"/> | 1. <a href="#">auto-seo-service.com</a>                         | 46 (10.57%) | <input type="checkbox"/>   |
| <input type="checkbox"/> | 2. <a href="#">auto-seo-service.org</a>                         | 43 (9.89%)  | <input type="checkbox"/>   |
| <input type="checkbox"/> | 3. <a href="#">autoseoservice.org</a>                           | 38 (8.74%)  | <input type="checkbox"/>   |
| <input type="checkbox"/> | 4. <a href="#">resell-seo-services.com</a>                      | 25 (5.75%)  | <input type="checkbox"/>   |
| <input type="checkbox"/> | 5. <a href="#">autoseo-service.org</a>                          | 21 (4.83%)  | <input type="checkbox"/>   |
| <input type="checkbox"/> | 6. <a href="#">turvac.eu</a>                                    | 19 (4.37%)  | <input type="checkbox"/>   |
| <input type="checkbox"/> | 7. <a href="#">vipa-international.cn</a>                        | 19 (4.37%)  | <input type="checkbox"/>   |
| <input type="checkbox"/> | 8. <a href="#">hanitacoatings.com</a>                           | 17 (3.91%)  | <input type="checkbox"/>   |
| <input type="checkbox"/> | 9. <a href="#">vipa-international.com</a>                       | 16 (3.68%)  | <input type="checkbox"/>   |
| <input type="checkbox"/> | 10. <a href="#">vipa-international.org</a>                      | 14 (3.22%)  | <input type="checkbox"/>   |
| <input type="checkbox"/> | 11. <a href="#">batirama.com</a>                                | 13 (2.99%)  | <input type="checkbox"/>   |
| <input type="checkbox"/> | 12. <a href="#">uptime-us.net</a>                               | 13 (2.99%)  | <input type="checkbox"/>   |
| <input type="checkbox"/> | 13. <a href="#">uptime-as.net</a>                               | 11 (2.53%)  | <input type="checkbox"/>   |
| <input type="checkbox"/> | 13. <a href="#">uptime-as.net</a>                               | 11 (2.53%)  | <input type="checkbox"/>   |
| <input type="checkbox"/> | 14. <a href="#">perform-likeir-alibaba.info</a>                 | 10 (2.30%)  | <input type="checkbox"/>   |
| <input type="checkbox"/> | 15. <a href="#">duckduckgo.com</a>                              | 9 (2.07%)   | <input type="checkbox"/>   |
| <input type="checkbox"/> | 16. <a href="#">uptime-eu.net</a>                               | 9 (2.07%)   | <input type="checkbox"/>   |
| <input type="checkbox"/> | 17. <a href="#">fcp-copypaste.description.traderzplanet.com</a> | 8 (1.84%)   | <input type="checkbox"/>   |
| <input type="checkbox"/> | 18. <a href="#">cn.bing.com</a>                                 | 6 (1.38%)   | <input type="checkbox"/>   |
| <input type="checkbox"/> | 19. <a href="#">porextherm.com</a>                              | 6 (1.38%)   | <input type="checkbox"/>   |
| <input type="checkbox"/> | 20. <a href="#">buildup.eu</a>                                  | 5 (1.15%)   | <input type="checkbox"/>   |
| <input type="checkbox"/> | 21. <a href="#">oem.knaufinsulation.com</a>                     | 5 (1.15%)   | <input type="checkbox"/>   |
| <input type="checkbox"/> | 22. <a href="#">calostat.com</a>                                | 4 (0.92%)   | <input type="checkbox"/>   |
| <input type="checkbox"/> | 23. <a href="#">myemail.constantcontact.com</a>                 | 4 (0.92%)   | <input type="checkbox"/>   |
| <input type="checkbox"/> | 24. <a href="#">ecosia.org</a>                                  | 3 (0.69%)   | <input type="checkbox"/>   |
| <input type="checkbox"/> | 25. <a href="#">fiscalnote.my.salesforce.com</a>                | 3 (0.69%)   | <input type="checkbox"/>   |



## 3.2 VIPA website

### 3.2.2 Website statistics

#### Most visited sections of website

| Page                         |                                                                                       | Pageviews | % Pageviews                                                                                 |
|------------------------------|---------------------------------------------------------------------------------------|-----------|---------------------------------------------------------------------------------------------|
| 1. /                         |    | 3,804     |  35.05%  |
| 2. /vacuum-insulation-panels |    | 1,216     |  11.20%  |
| 3. /vipa-conference-2018     |    | 773       |  7.12%   |
| 4. /members                  |    | 520       |  4.79%   |
| 5. /news                     |    | 301       |  2.77%   |
| 6. /case-studies             |  | 268       |  2.47% |
| 7. /contact-us               |  | 244       |  2.25% |
| 8. /standardization          |  | 234       |  2.16% |
| 9. /association-history      |  | 215       |  1.98% |
| 10. /structure               |  | 202       |  1.86% |

## 3.2 VIPA website

### 3.2.2 Website statistics

#### Most common keywords

| Search Query ?                           | Clicks ? ↓                          |
|------------------------------------------|-------------------------------------|
|                                          | 1,270<br>% of Total: 99.14% (1,281) |
| 1. (other)                               | 964 (75.91%)                        |
| 2. vacuum insulated panel                | 53 (4.17%)                          |
| 3. vacuum insulation panel               | 52 (4.09%)                          |
| 4. vacuum insulated panels               | 35 (2.76%)                          |
| 5. vacuum insulation panel manufacturers | 26 (2.05%)                          |
| 6. vacuum insulation panel suppliers     | 26 (2.05%)                          |
| 7. vacuum insulation panels              | 20 (1.57%)                          |
| 8. vacuum insulation                     | 12 (0.94%)                          |
| 9. vipa international                    | 9 (0.71%)                           |
| 10. vacuum insulated panel manufacturers | 7 (0.55%)                           |

## 3.2 VIPA website



### 3.2.2 Website statistics

#### VIPA newsletter (September 2018 edition)

- Sent to 53 contacts; 25 opened it → rate of 52%

#### VIPA press releases 2018

- Average open rate between 40-50%

## 3.3 External events

### 3.3.1 Update on contacts

#### Global Insulation Conference (25-26 Sept 2018, Vienna)

- Deal concluded, which resulted in additional registrations to VIPA conference
- Conditions: Discount for our members & exchange of logos

#### IFA BERLIN 2018 (3 Sept 2018, Berlin)

- Gregor Erbenich gave 1/2h presentation on “Energy-saving cooling appliances with Vacuum Insulation Panels”
- Low attendance (5 people) as exhibitors attended very few conferences; mainly visitors attended these → **select future events carefully**
- Contact established with Shenzhen Tesla Wireless Device Co. Ltd & Experience, marketing & innovation agency
- Media partnership secured (information distributed in IFA News Daily, social media channels and the IFA newsletter)

## 3.3 External events

### 3.3.1 Update on contacts

#### Cool Chain Conference - Temperature Controlled Logistics (28 - 31 Jan 2019, London)

- Speaker from VIPA not accepted as VIPA members provide parts of the packaging products
- Media partnership possibility (to be confirmed)
  - VIPA to offer: banner on website, mention in newsletter & one mail to members
  - TLC to offer: logo and description on their event website, mobile app and event brochure; distribution of Flyers at the event to all attendees (via Seatdrop); logo on Onsite Signage; special discount (10%) for VIPA audience to attend the event; Tweets & LinkedIn promotion of our involvement as a media partner

## 3.3 External events

### 3.3.1 Update on contacts

#### BAU Munich (14–19 January 2019, München)

- Contacted during summer & received negative feedback
- Nov update: Programme is full & no possibility for further speeches

#### ISH (11-15 March 2019, Frankfurt)

- Contact established with organisers & received negative feedback, as no concrete link seen with VIPA

## 3.3 External events

### 3.3.2 Updated list of events

Updated Excel sheet (shared as attachment)

## 4. VIPA focus 2019: digital communications



# 4.1 Development of communication strategies

## 4.1.1 Building blocks

### Objectives and target groups

1. Attracting new members to join the association
2. Raising awareness of VIPA International with stakeholders, policy-makers & general public

### Budget

15,000 Euros

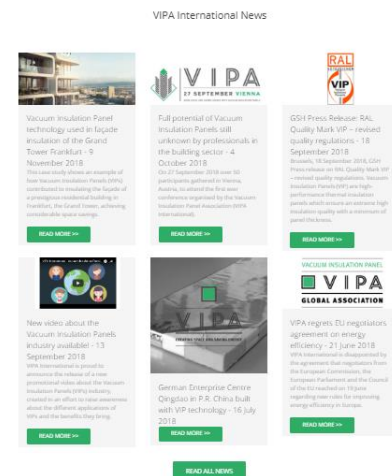
# 4.1 Development of communication strategies



## 4.1.2 Platforms & tools

### a) Existing platforms and tools

- Website
- Press releases & case studies
- Bi-annual newsletters & annual report & flyers
- Promotional video
- External events (media partnership & speaking slots)
- VIPA conference
- Build UP platform



# 4.1 Development of communication strategies

## 4.1.2 Platforms & tools

### b) Future platforms & tools – options:

- Presence on social media
  - LinkedIn most suitable option?
  - Benefits (joining groups, dissemination of news, announcements, positions, etc.)
  - Resources needed to manage potential account
- Infographics
  - Data needed (possibly from market study)
  - Useful for contacts with policy makers & website



# 4.1 Development of communication strategies

## 4.1.2 Platforms & tools

### b) Future platforms & tools – options:

- Webinars
  - Others than Annex 65 webinar
- Manifesto
  - Association position in view of next term of European Parliament & Commission
- Interviews with stakeholders / policy-makers
  - On relevant policy topics, when these arise



www.shutterstock.com • 216859354

# 4.1 Development of communication strategies

## 4.1.2 Platforms & tools

### b) Future platforms & tools – options:

- Recording short video statements
  - On relevant policy topics, when these arise
- Blog
  - Creates a lot of visibility
  - But does VIPA generate enough content?



# 4.1 Development of communication strategies

## 4.1.2 Platforms & tools

b) Future platforms & tools – summary of current tools & suggested options

| CURRENT TOOLS        | SUGGESTED TOOLS                             |
|----------------------|---------------------------------------------|
| Website              | Social media (LinkedIn)                     |
| Press releases       | Infographics                                |
| Case studies         | Webinars                                    |
| Bi-annual newsletter | Manifesto                                   |
| Annual report        | Interviews with stakeholders / policymakers |
| Promotional video    | Short video statements                      |
| External events      | Blog                                        |
| VIPA conference      |                                             |
| Build UP Portal      |                                             |

- Other suggestions?

# 4.1 Development of communication strategies

## 4.1.3 Key Performance Indicators (KPIs)

- New members
- Website traffic
- Increased number of mails via the website contact form
- Increased number of requests for speaking slots, alliances,
- ...



## 5. Public Affairs



## 5.1 Priorities for 2019

### European Union

- EU elections 2019

### Worldwide

- ?

## 6. VIPA conference in Vienna

# 6.1 Optimization of conference material

## VIPA conference material

<https://vipa-international.org/vipa-conference-2018>

## How can it be optimized?

- Sharing case studies on VIPA case studies section on website
- ...



## 6.2 VIPA conference 2020

### Timing

- Spring 2020 (approx. 6 months after IVIS 2019)
- Full day conference
- For the moment to be organised bi-annually

### Venue

Strategic venue still to be discussed

### Content

- From general to specific, including general info about VIPs
- Covering other applications of VIPs than buildings

## 7. Any Other Business

## 8. Closure & date of next conference call

---

VACUUM INSULATION PANEL

---



---

**GLOBAL ASSOCIATION**

---

*Raquel Ponte Costa*

*Gabriella Kemendi*

*Bénédicte Lambert*

*[VIPA-international@kellencompany.com](mailto:VIPA-international@kellencompany.com)*

*Phone: +32 2 761 1681*

*<http://vipa-international.org/>*