
VACUUM INSULATION PANEL



GLOBAL ASSOCIATION

VIPA International PA & PR WG call

31 July 2018, 15h00 – 16h00 CET

Webinar link: <https://global.gotomeeting.com/join/334903525>



Agenda

1. Welcome

- 1.1 Governance rules
- 1.2 Approval of the agenda
- 1.3 Approval minutes previous conference call 6 April 2018 and review of action items

2. VIPA promotional video

- 2.1 Script and animatic
- 2.2 Promotion and publication

3. Other Communication activities

- 3.1 Events and media partnership
- 3.2 Build Up webinar
- 3.3 VIPA LinkedIn account
- 3.4 Newsletter and promotional material
- 3.5 VIPA conference in Vienna, 27 September 2018

4. EU Legislative update

- 4.1 Energy efficiency package: state of play
- 4.2 Construction Products Regulation

5. AoB & date of next conference call

Review of action items

- Secretariat to publish a press release on the energy efficiency package after finalisation of trilogue negotiations on the EED. **COMPLETED**
- Secretariat to draft a reply to the public consultation on the CPR and circulate it to the Board for approval. **COMPLETED**
- Secretariat to prepare an analysis on the impact of the VIPA Chinese website on number of visitors. **IN PROGRESS**
- Secretariat to contact the organiser of IEX in Köln to offer a media partnership. **COMPLETED**
- Secretariat and members to identify other event with focus on logistics. **COMPLETED – ONGOING EFFORT**
- Gregor Erbenich to ask a quote for a video to a German company. **COMPLETED**

2. VIPA promotional video

2.1 Script and animatic

- **Target:** Creation of an explainer video raising awareness to VIPs and to VIPA
- **Audience:** general public, stakeholders & policymakers
- **Contracted company:** Painting Pixels, UK
- **Script:**
 - Approved by members and shared with Painting Pixels
 - Structure
 - Introduction: Climate change is a challenge
 - Scene One: VIPs contribute to fighting back climate change
 - Scene Two: Structure of a VIP
 - Scene Three: VIPs are more effective than conventional insulation products
 - Scene Four: VIPs applications and benefits
 - Scene Five: VIPA
 - Outro: Invitation to join VIPA

2. VIPA promotional video

2.1 Script and animatic

- **Video animatic**
 - Includes voice-over (British English) + 2D and 3D images
 - Discussion on video animatic as received from Painting Pixels
 - Deadline to provide comments: **1 August 2018**
 - **Substantial changes to the video won't be possible after this deadline!**
- **1st draft of the final video**
 - Will be available end of August 2018
 - Only minor changes will be accepted at that stage
 - Question: should it include members' logos? (see next slide)

2. VIPA promotional video

2.2 Promotion and publication



- **Date of publication** & accompanying press release
- **Where to promote it?**
 - VIPA website
 - Use it as intro to the VIPA conference in Vienna September 2018
 - Build Up Website
 - Youtube
 - Members' websites + members' social media (Twitter, Facebook, LinkedIn...)
 - Other (paid distribution)
- **Companies' logos**
 - To be included?
 - Risk of quickly becoming outdated
- **Subtitles & translation to other languages & resources**
 - DE, FR, ES, PT, RO, Mandarin, Hebrew, etc.

3. Other Communication activities

3.1 Events and media partnership

Time	Location	Name of the event	Website	Notes
31 August - 5 Sept. 2018	Berlin, Germany	IFA BERLIN 2018 - consumer & home electronics	https://www.ifa-berlin.com/	Contact has been taken up
25 - 26 September 2018	Vienna, Austria	Global Insulation Conference	http://www.globalinsulation.com/conferences/global-insulation/introduction	Deal concluded
1 - 2 October 2018	Bern, Switzerland	International Conference on Building Envelopes of the Future	https://ams.abs.green/program-2018	
11 - 13 October 2018	Shenzhen, China	6th GLA Global Logistics Conference	http://www.glafamily.com/meeting-1.html	
6 - 8 November 2018	Rotterdam AHOI, The Netherlands	Intermodal Europe 2018	https://www.intermodal-events.com/en/conference.html	Relevant for container manufacturers; refers to Cold Chain Forum; Container Optimization Market, Cargo Integrity & Safe Packing
19 - 21 November 2018	Shanghai, China	International Thermal Insulation Material, Waterproof Material and Energy-saving Technology Exhibition	http://www.timexpochina.com/en/	Sent us an email to invite us to the event - check with Chinese members if relevant
11 - 12 December 2018	London, United Kingdom	Design for Sustainability	https://www.ami.international/events/event?Code=C0923	Focusing on Industrial design & material development with the aim to reduce environmental impact (dedicated session on construction)
28 - 31 January 2019	London, United Kingdom	Cool Chain conference (Temperature Controlled Logistics)	https://www.temperaturecontrolledlogistics.com/	Contact has been taken up
14 - 19 January 2019	München, Germany	BAU	https://bau-muenchen.com/	Contact has been taken up
9 - 10 April 2019	Düsseldorf, Germany	Polymers in Building Insulation	https://www.ami.international/events/event?Code=C0978	Brings together expert speakers from across the supply chain to evaluate and discuss the trends, challenges and opportunities facing the construction industry in relation to thermal and acoustic insulation.
17 - 18 September 2019	FL, United States	HouseWrap	https://www.ami.international/events/event?Code=C0970	Insulation and housewrap products - latest technical developments and market trends

	Members requested to contact organisers of this event
	New event added compared to last list circulated with WG: to be endorsed
	Deal concluded

3. Other Communication activities

3.1 Events and media partnership

- **Deal concluded with:**
 - Global Insulation Conference (25-26 September 2018, Vienna, Austria, <http://www.globalinsulation.com/conferences/global-insulation/introduction>)
- **Conditions**
 - Discount for our members
 - Our event logo is on their website and their logo is in our website

3. Other Communication activities

3.1 Events and media partnership



- **As requested by members, contact has been taken up with:**
 - IFA BERLIN 2018 (31 August - 5 September 2018 Berlin, Germany, <https://www.ifa-berlin.com/>)
 - Cool Chain conference - Temperature Controlled Logistics (28 - 31 January 2019 London, United Kingdom, <https://www.temperaturecontrolledlogistics.com/>)
 - BAU (14–19 January 2019 München, Germany, <https://bau-muenchen.com/>)
- **If Chinese members believe it is relevant, contact will be taken up with organisers of:**
 - China International Thermal Insulation Material, Waterproof Material and Energy-saving Technology Exhibition (19-21 November 2018 Shanghai, China, <http://www.timexpochna.com/en/>)

3. Other Communication activities

3.1 Events and media partnership

- **New events for consideration:**

- International Conference on Building Envelopes of the Future (1 - 2 October 2018 Bern, Switzerland, <https://ams.abs.green/program-2018>)
- 6th GLA Global Logistics Conference (11 - 13 October 2018 Shenzhen, China, <http://www.glafamily.com/meeting-1.html>)
- The Netherlands Intermodal Europe 2018 (6 - 8 November 2018 Rotterdam AHOI, <https://www.intermodal-events.com/en/conference.html>)
- Design for Sustainability (11 - 12 December 2018 London, United Kingdom, <https://www.ami.international/events/event?Code=C0923>)
- Polymers in Building Insulation (9 - 10 April 2019 Düsseldorf, Germany, <https://www.ami.international/events/event?Code=C0978>)
- HouseWrap (17 - 18 September 2019 FL, United States, <https://www.ami.international/events/event?Code=C0970>)

3. Other Communication activities

3.2 Build Up Webinar

- **Target:** VIPA to organise a Build Up webinar to present results of Annex 65 study, led by CSTB (France)
- **Status:**
 - Report on Annex 65 study has been finalised; publication pending as CSTB needs agreement from International Energy Agency (most probably end of this year)
 - VIPA to take care of logistics: contacting Build Up; contacting speakers; practicalities
- **Indicative structure**
 - 5-10m: Opening of VIPA's president
 - 20m: Presentation by Ulrich Heinemann, ZAE Bayern (Subtask I: State of the Art on Materials and Components)
 - 20m: Presentation by Bijan Adl-Zarrabi, Chalmers University (Subtask III: Practical Applications – Retrofitting at the Building Scale)
 - 20m: Presentation by Oxford Brookes on case studies
 - 20m: Q&A

3. Other Communication activities

3.2 Build Up Webinar

- **Questions & Discussion**

- Speaking slot to be reserved for Daniel Quenard of CSTB?
- Why not Subtask IV on Sustainability, as LCA will be mandatory in the next building regulation?
- Previous call suggestion: LCC, LCA & Risk and Benefit: Holger Wallbaum, Chalmers University (Göteborg)?
- Organise webinar before reports are published?

3. Other Communication activities

3.3 VIPA LinkedIn account

- **Suggestion made by one member:**
 - Create a LinkedIn account for VIPA to promote the Vienna conference
- **Benefits**
 - Promotional tool for the Vienna conference
 - Could be used afterwards to promote VIPA's activities:
 - ☐ To attract new members & to promote benefits of VIPs
 - ☐ To promote VIPA events & material (conferences, press releases, case studies, media partnership & speeches by members at events, breaking news, announcements – to be checked on a case-by-case basis)
 - ☐ To obtain more visibility for the association
 - Presence on social media
- **Potential drawbacks**
 - Need for preparedness to respond in case of crisis/attacks (need for crisis communication plan)
 - Not enough to say every week
 - Lack of relevant content
- **Decision?**



3. Other Communication activities

3.4 Newsletter and promotional material



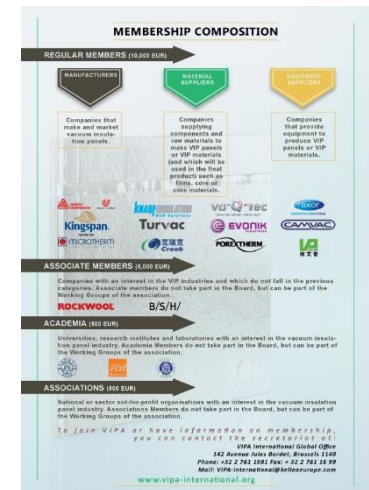
• Newsletter

- First edition of 2018 newsletter will be soon available!
- Members to provide comments / suggestions on the draft



• Promotional material

- New flyers will be ordered in view of meetings end September
- VIPA members' logos to be included?
- Price:
 - 500 flyers A4: 182.20 EUR
 - 1000 flyers A4: 307.20 EUR
 - Roll-up banner: 119 EUR



3. Other Communication activities

3.5 VIPA conference in Vienna, 27.09.2018



First VIPA Conference - 27 Sept, Vienna

***More space and saving energy with
Vacuum Insulation Panels***

<http://vipa-international.com/vipa-conference-2018>



Programme and confirmed speakers:

- Maarten De Groote, Head of Research, Buildings Performance Institute Europe
- Ben Arts, Managing Director, iQ Panel
- Bernhard Karner, Sales Manager, Rooftrade
- Thomas Kreitmayer, Vienna City Council
- Architect (name to be confirmed)

4. EU Legislative updates

4.1 Energy efficiency package: state of play

- **EPBD:**

- Agreement reached between Parliament, Council and Commission on 19 December 2017
- Ratified by Parliament and Council in May 2018
- Published in the Official Journal on 19 June 2018
- Come into force on 9 July 2018
- EU countries will have to transpose the new elements of the Directive into national law within 20 months
- Main elements (reminder):
 - ❑ Member states are now required to establish long-term renovation strategies to mobilise building renovation investment and make sure that the EU building stock is decarbonised by 2050
 - ❑ National plans will have to include milestones for 2030 and 2040 and define "measurable progress indicators" such as renovation rates
 - ❑ National voluntary energy performance databases will be created to allow national governments to file data collected through energy performance certificates

4. EU Legislative updates

4.1 Energy efficiency package: state of play



- **EED:**

- Agreement reached by negotiators (Commission, Parliament, Council) on 19 June 2018: non-binding energy efficiency target for EU for 2030 of 32.5%, with an upwards revision clause by 2023
- VIPA press release 21 June 2018:
 - ❑ VIPA disappointed by low, non-binding target
 - ❑ Deal risks sending the wrong message to the market and national governments & showing lack of commitment to energy efficiency first principle and the need to decarbonisation
 - ❑ VIPA disappointed by negotiators' low level ambition to boost new technologies
 - ❑ VIPA hopes that the 2023 revision clause will be an occasion to raise the energy efficiency target

4. Legislative updates

4.2 Construction Products Regulation

- **What does it concern?**
 - Harmonised conditions and CE marking for marketing construction products
- **Possible revision of CPR**
 - In January 2018, the Commission launched a [public consultation on the CPR](#). The consultation period ran until 16 April 2018 and is the first step towards possible revision
 - As per Board decision, VIPA participated to the Public Consultation
 - ❑ Main message: In principle the CE mark is a very positive tool to boost common market of construction products, but administrative costs are quite high and the process to obtain the mark is quite complex, above all for new products like VIPs
- **Next steps**
 - The Commission will assess and summarise the results in a report, which will be made publicly available on the Commission's website
 - VIPA to monitor outcome

5. AoB & date of next conference call

- Next call do be decided on the basis of needs

VACUUM INSULATION PANEL



GLOBAL ASSOCIATION

Raquel Ponte Costa

Gabriella Kemendi

Bénédicte Lambert

VIPA-international@kellencompany.com

Phone: +32 2 761 1681 Fax: + 32 2 761 16 99

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