

Communications & PR WG Conf Call

Agenda:

1. Welcome

1.1 Governance rules

1.2 Approval of the agenda

1.3 Approval minutes previous conference call 24 April 2015 and review of action items

2. Governance

2.1 Terms of Reference of the Working Group

2.2 Election chair of the COM & PR WG

3. 2016 Communications activities (VIPA Work Plan)

3.1 Case studies

3.2 Website statistics

3.3 Speaking slots at events

3.4 Promote studies commissioned by VIPA

3.5 Other communication activities

4. AoB & date of next conference call

2. Governance

2.1 Terms of Reference of the Working Group

Any comments to the document?

2.2 Election chair of the COM & PR WG

Volunteers to the position of chair of the WG?

1 year mandate

Main duties:

- Set direction for the communication activities of the association
- Assist the secretariat in the implementation
- Support the secretariat in the management of the WG (approve agenda, minutes and other documents)
- Be the main contact person to the secretariat in case of urgent questions

Yoash Carmi (Hanita) – chair of Technical WG

Gregor Erbenich (Porextherm) – chair of the PA WG

3. 2016 Communications activities (VIPA Work Plan)

VIPA 2016 Work Plan (see annexes)

VIPA communications initiatives in 2016:

- Ensure the website is a suitable platform to be used by the members and to showcase VIPA activities
- Release one case study quarterly
- Release a quarterly Newsletter to members and non-members
- Publish press releases
- Seek speaking slots at key events
- Publish an annual report of activities
- Promote results of reports and studies commissioned by VIPA
- Create section on website: “Science on VIPs”
- Create list of events on the public website where members are present
- Publicise papers/ppt given by members on conferences

3. 2016 Communications activities (VIPA Work Plan)

VIPA 2016 Budget

- 2,500 EUR for COM but 2000 EUR already used to sponsor IEA Annex 65 meeting in Turin
- 29,595 EUR still to be allocated

VIPA International Budget 2016 (EUR)		
ITEM	EUR	Update 18 May
Income		
Membership fees full members (14): 10,000 EUR	140,000	70,000
Membership fees associate members (4): 500 EUR	2,000	1,000
Carry-over from 2015 budget	53,030	53,030
TOTAL INCOME	195,030	124,030
Expenditure		
Kellen fees	94,535	23,634
Studies	17,500	
2nd installement FIW study (compressive strength)	7,500	
1st installement Hanita study (water vapour permeation)	12,500	12,500
1st installement Hanita & FIW study (lift-off technique)	12,500	
Out of pocket costs (meetings/conf calls & travel expenses)	7,000	304
Communications (website support, professional design, etc)	2,500	2,000
Website annual hosting fee (Alias)	400	400
Bank fees	500	20
Participation at CEN	500	
Legal advice	5,000	920
Co-operation agreement with GSH (set-up costs)	5,000	
TOTAL EXPENDITURE	165,435	39,778
RESULT	29,595	84,252

3.1 Case Studies

VIPA Case Studies

- To publish at least **ONE** case study per quarter
- Rotate between companies and applications

Case studies published on Q1: Kingspan, buildings

More case studies needed, especially covering transport and appliances!

3.2 Website Statistics

New sections on the website:

- IVIS
- Science on VIPs
- Events (content needed for this section)

Statistics (see details in the next slides)

- 13,169 visits and 10,013 visitors since release in Feb 2015
- Average of 870 visits a month
- July 2015 was the most popular month
- Lack of new content resulted in less traffic at the beginning of 2016
- Russia, USA, Germany, UK – where most of our visitors come from
- Most popular pages: homepage, about VIPs, members, case studies

3.2 Website Statistics

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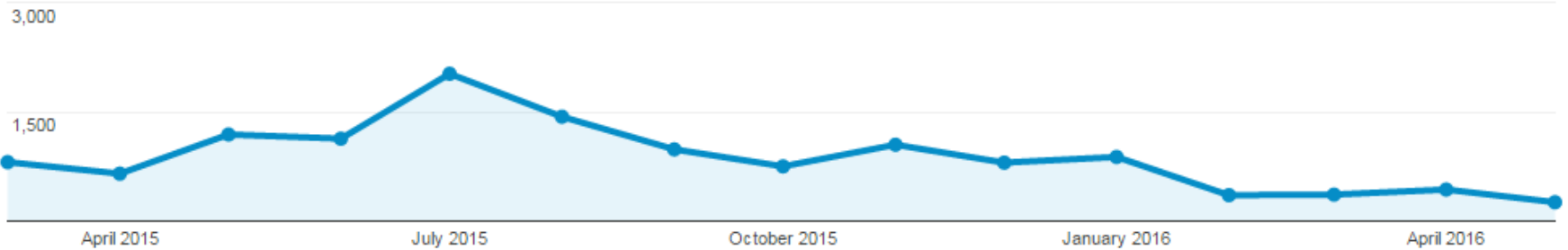
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Overview

Sessions ▾ VS. [Select a metric](#)

Hourly Day Week **Month**

● Sessions



Sessions

13,109

Users

10,013

Pageviews

23,353

Pages / Session

1.78

Avg. Session Duration

00:01:39

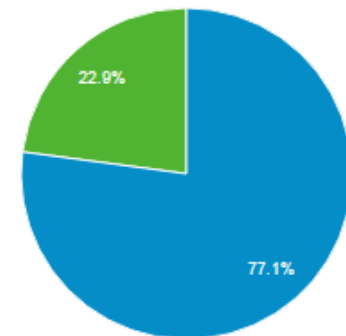
Bounce Rate

77.13%

% New Sessions

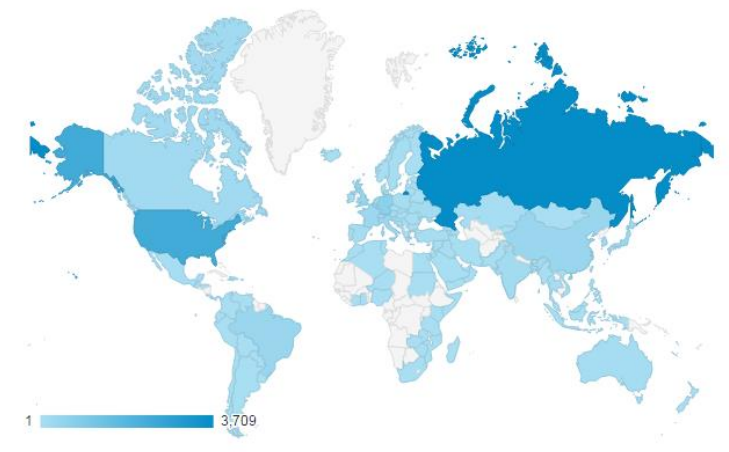
76.33%

■ New Visitor ■ Returning Visitor



3.2 Website Statistics

Country	Sessions	% Sessions
1. Russia	3,709	28.29%
2. United States	2,333	17.80%
3. (not set)	1,097	8.37%
4. Belgium	655	5.00%
5. Germany	620	4.73%
6. United Kingdom	407	3.10%
7. China	359	2.74%
8. Brazil	358	2.73%
9. Italy	298	2.27%
10. France	295	2.25%



Landing Page ?	Sessions ? ↓	% New Sessions ?	New Users ?
	2,420 % of Total: 18.46% (13,109)	80.66% Avg for View: 76.33% (5.68%)	1,952 % of Total: 19.51% (10,006)
1. /	1,992 (82.31%)	83.33%	1,660 (85.04%)
2. /vacuum-insulation-panels	89 (3.68%)	71.91%	64 (3.28%)
3. /members	74 (3.06%)	67.57%	50 (2.56%)
4. /case-studies	41 (1.69%)	56.10%	23 (1.18%)
5. /ivis	19 (0.79%)	47.37%	9 (0.46%)
6. /association-history	16 (0.66%)	37.50%	6 (0.31%)
7. /news/vacuum-insulated-boxes-pr ovide-the-uk-nhs-blood-and-transp lant-with-a-transportation-solution- for-blood-components-nationwide- 8-april-2015	16 (0.66%)	100.00%	16 (0.82%)
8. /news/vacuum-insulation-panel-in dustry-s-players-announce-the-cre ation-of-a-new-and-global-associati on-representing-the-sector-13-oct -2014	16 (0.66%)	75.00%	12 (0.61%)
9. /news/vipa-international-and-the-c stb-will-co-host-the-next-internatio nal-vacuum-insulation-symposium	16 (0.66%)	100.00%	16 (0.82%)

3.3 Speaking slots at events

2016 events:

- Sponsorship IEA Annex 65 meeting in Turin, February 2016
- IEX Insulation Expo Europe (10th International Fair for Industrial Insulation Materials & Technologies, 11-12 May 2016 in Cologne, DE) – ***considered not relevant, decision not to attend/sponsor***
- Global Insulation Conference & Exhibition 26-27 September 2016 in Hamburg, DE – ***we spoke at this event last year so limited value on attending it again***
- Renovate Europe Day, 13 October 2016, Brussels – **VIPA members to attend**

3.3 Speaking slots at events

2017 Events:

- World Sustainable Built Environment Conference 2017 (WSBE17 Hong Kong), 5-7 June <http://wsbe17hongkong.hk/wsbe17/index.php>

Deadline for abstracts 31 May 2016

- World Sustainable Days, 1-3 March 2017, Austria
<http://www.wsed.at/en/world-sustainable-energy-days/>

European Nearly Zero Energy Buildings Conference

Deadline for abstracts: 10 October 2016

- EcoBuilt, 7-9 March 2017, London <http://www.ecobuild.co.uk/>
- IEX Insulation Expo USA, Dallas, USA, 8-9 November 2017
<http://www.iexusa.com/>

3.4 Promote studies commissioned by VIPA



Studies commissioned:

- Compressive strength measurement – **to be finished this summer**
- Develop an advanced technique for measuring the effect of moisture content on the thermal conductivity of VIPs – **to be completed in May 2017**
- Calibration of the lift-off technique for measuring the internal pressure of fumed silica VIPs and determination of boundary conditions for the lift-off measurements and processing of measurement raw data – **to be completed in February 2017**

Promotional activities of the results of these studies? Is it appropriate?

Other promotional activities for VIPs in general: articles in magazines?

3.5 Other COM activities

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How to increase awareness to VIPs?

4. Any other Business

2016 Annual Report of Activities

<http://vipa-international.org/uploads/kcFinder/files/VIPA%20International%20-%20Annual%20Report%202014-2015.pdf>

Secretariat will start drafting the report the next weeks

Same structure of the 2015 Annual Report

European Energy Efficiency Platform

<http://e3p-beta.jrc.nl/>

- VIPA will send case studies about VIPs to the platform

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