
VACUUM INSULATION PANEL



GLOBAL ASSOCIATION

VIPA International Board Conference Call

Monday, 14 September 2020

15:00 to 17:30 CET

1. Welcome

1.1 VIPA Antitrust Compliance Statement



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 VIPA antitrust compliance statement
- 1.2 Approval of the agenda
- 1.3 Approval of the minutes of the virtual meeting 14 May 2020 and review of the action items

2. Activities

- 2.1 VIP quality certification project
- 2.2 IVIS 2021
- 2.3 Communication activities
- 2.4 Standardisation: CEN and ISO standard

3. Elections to the Board & President position

4. Membership & Finances

- 4.1 Membership resignation of Knauf Insulation
- 4.2 Status 2020 finances

5. Any other business & date of next virtual meetings

1.3 Review actions previous meetings



- Gregor Erbenich and Tom Heckard to send to the office the contact information of the marketing agencies they are familiar with. **COMPLETED**
- Partnership with European branch of the AIA to be further discussed once there is more clarity about face-to-face events. **PENDING To be done in 2021**
- Technical WG to work on the idea of developing an app or tool that calculates the energy savings brought by VIPs taking into account different variables (energy cost, floor cost, CO2 emissions, etc). **PENDING Innovip project extended - final report expected end September**
- Maria Dinis to extend the google ad campaign for another month using different keywords. **PENDING to be completed in Q4**

2. Activities

2.1 VIP quality certification project



See other presentation in Annexes

2.2 IVIS 2021



For discussion and decision: sponsorship agreement – see Annexes

Cost

- 10,000€

Benefits:

- Scope of event focused on VIPs. References to aerogels removed from website
- VIPA Intl to host one session of max 2h at the end of the first day of the event. No other session to take place at the same time
- Discount in registration fees to our members (100£ per person)
- Free cancellation until 31 July 2021
- Full reimbursement if physical event is cancelled
- Visibility on website, materials and on-site

2.2 IVIS 2021



Next steps

Organise 2h session during IVIS – 16 September

Topic?

Format: panel discussion?

Speakers: outside membership?

Moderator (in case of panel discussion): ?

Practical side:

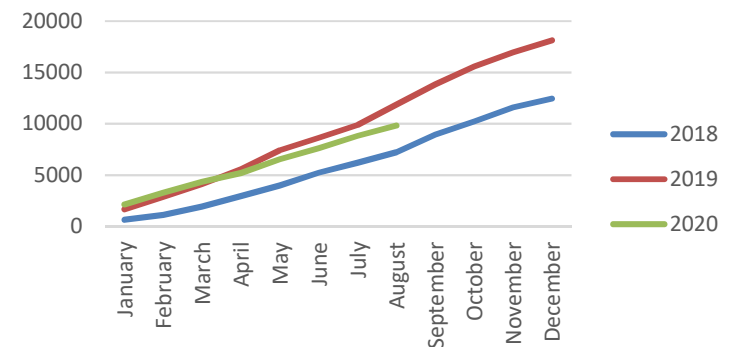
Speakers outside VIP industry have free registration. VIPA Intl to pay for travel/accommodation of guest speakers?

Communications

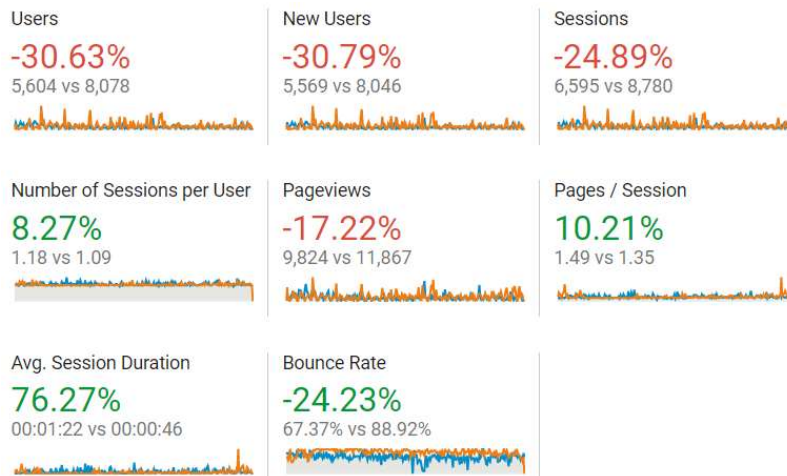
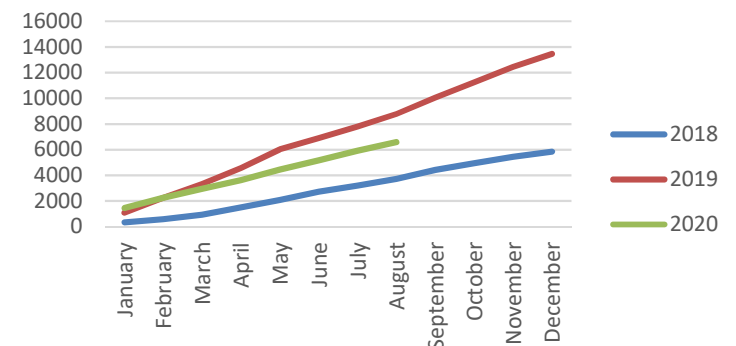


- Traffic to the website started to drop below 2019's figures around March, possibly because of COVID-19
- Loss is mostly low quality traffic, hence improvement in sessions per user, pages per session, session duration and bounce rate
- If you filter out low quality traffic, 2020 is actually much better than 2019 – engaged audience is rising, less engaged audience is falling

Page views 2018-20



Sessions 2018-20



Communications



24



+44



8.6k

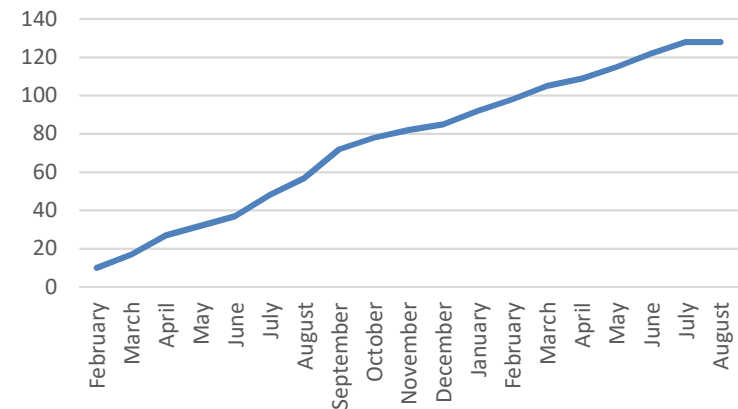


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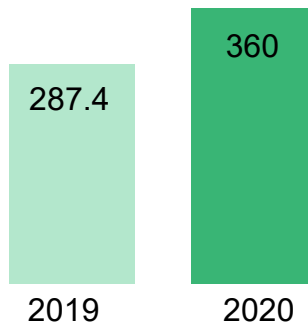
Summary

- Follower growth is steady
- Engagement rate is very good – 8.6%
- Impressions and engagements per post are up compared to 2019

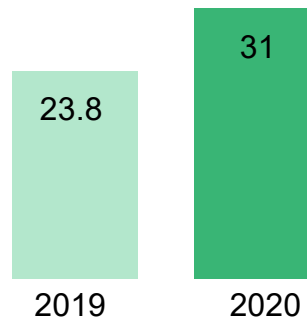
Follower growth 2019-20



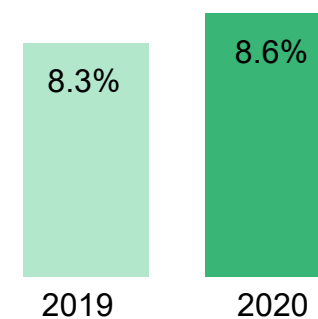
Impressions per post



Engagements per post



Engagement rate



Communications



Deliverable	Progress
Animated video on VIPs in the building sector	Currently being finalised
2 new case studies	1 published
6 press releases	3 published – IEA reports, new member and case study 3-5 to come – General Assembly, CEN standard, video, ISO standard, 2 nd case study
2 newsletters	1 published, 2 nd to come after video
Regular LinkedIn posts	25 posts this year
2 Digital Comms WG calls	1 held in March; another will be held before year end
SEO and keywords	Analysis undertaken; will be presented to Digital Comms WG
1 LinkedIn ad campaign (video)	Will be carried out when video is ready
Rerun Google Ads campaign	Time TBC
Annual Report	Complete

VIPA Intl 2020 Activities: R&D Technical

Avery Dennison Hanita Study extended until November 2020 due to covid-19 delays and high number of samples received for testing:

- **Executive Committee decided not to apply the penalty foreseen in contract for delay in completing the study**

Effect of moisture content on the thermal conductivity of different types of fumed silica VIPs + behavior of different types of fiberglass desiccants:

- Duration: July 2019 to June 2020 but now extended to Nov 2020
- Cost in 2020: 11,250€ (upon completion of the final report)

VIPA Intl 2020 Activities: R&D Technical

Ideas for new projects:

- Discussion with Strips on possible partnership about sensor for pressure measurement – **Strips not interested in pursuing this project**
- To develop an app or tool that calculates the energy savings brought by VIPs taking into account different variables (energy cost, floor cost, CO2 emissions, etc)
 - EU-funded project INNOVIP developed calculation methodology but final report will only be published in September.
 - FIW offered to adapt calculation models of INNOVIP project with other parameters/location/data as agreed by VIPA Intl members

Standardisation



VIPA Intl 2020 Activities: Standardisation

CEN Standard

- 21 October expected publication date
- Can be purchased here: <https://www.beuth.de/en>
- Publication in the EU Official Journal still uncertain
 - VIPA Intl to send formal letter to the Commission asking for standard to be published in OJEU

ISO Standard

- New ballot should go out soon

Standardisation



Convener of WG 11 is stepping down (Uli Passon) -> replacement needed!

Work & budget

- 1 Physical meeting, meeting location in Europe (most likely Berlin) 1600€ each – including preparation (end 2021)
- 2 full-day web meeting including preparation 900€ each
- 1 TC 88 plenary meeting (online meeting most likely) 900€ each
- Plus travel expenses (hotel cost, flight/train ticket)

Budget until end 2021:

4300€ + expenses

3. Elections to President of the Board

New president of the Board needed



Applications received for President position:

- Election to take place during the General Assembly via electronic ballot

Board members whose mandates will be renewed:

- Sebastian Gralla, va-Q-tec
- Vladimir Pogač, Turvac
- Aviv Sotto, Avery Dennison Hanita
- Michel Chauvois, Rexor
- Tony Scott, Kingspan
- Sebastian Baars, Vaku Isotherm
- Tom Heckard, C-Safe

4. Membership & Finances

4.1 Membership resignation Knauf Insulation



Membership resignation Knauf Insulation

Contacts with prospect members:

- CHEREAU will take decision in September
- Siltherm: no news

4.2 Status 2020 finances



VIPA International Budget 2020 (EUR)		Q1	Q2	Q3	Q4	Total	%
ITEM	Budget						
Income							
Membership fees full members (13): 10,000 EUR	130.000	10.000	100.000			110.000	85%
Membership fees associate members (1): 5,000 EUR	5.000		5.000			5.000	100%
Membership fees academia (6): 750 EUR	4.500	750	1.500			2.250	50%
Membership fees association members (0): 500 EUR							
TOTAL INCOME	139.500	10.750	106.500	-	-	117.250	
Expenditure							
Kellen fees	92.930	23.232,50	23.232,50			46.465	50%
GSH agreement annual fee	18.000	0				0	0%
Communications (video, paid advert, design, website hosting)	5.000	400	4.172,29			4.572	91%
Avery Dennison Hanita Study (90% of total amount 12,500€)	11.250	0				0	0%
Out of pocket costs (meetings/conf calls & travel expenses)	9.800	274,86	1.539,93			1.815	19%
Governance (tax return, publication annual report, bank fees, etc)	1.495	107	75,00			182	12%
Participation at CEN	525	550				550	105%
Legal advice	500	0				0	0%
TOTAL EXPENDITURE	139.500	24.564	29.020	-	-	53.584	
RESULT	-	- 13.814	77.480	-	-	63.666	
Reserve (funds not used in previous years)	23.047	23.047	23.047			23.047	
End result	23.047	9.233	100.527	-	-	86.713	

Income:

- Fee invoices issued early March.
- 3 Academia still missing payment
- Knauf Insulation promised to pay fees still this year
- Reminders sent regularly

Expenditure:

- GSH fee lower than last year
- Out of pockets lower because of no face-to-face meetings in 2020

4.2 Status 2020 finances

Year-end estimations – profit expected of 15,000€

VIPA International Budget 2020 (EUR)		Q1	Q2	Q3	Q4	Total	%	Year-end
ITEM	Budget							
Income								
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Membership fees academia (6): 750 EUR	4.500	750	1.500			2.250	50%	4.500
Membership fees association members (0): 500 EUR								
TOTAL INCOME	139.500	10.750	106.500	-	-	117.250		139.500
Expenditure								
Kellen fees	92.930	23.232,50	23.232,50			46.465	50%	92.930
GSH agreement annual fee	18.000	0				0	0%	10.766
Communications (video, paid advert, design, website hosting)	5.000	400	4.172,29			4.572	91%	5.000
Avery Dennison Hanita Study (90% of total amount 12,500€)	11.250	0				0	0%	11.250
Out of pocket costs (meetings/conf calls & travel expenses)	9.800	274,86	1.539,93			1.815	19%	2.500
Governance (tax return, publication annual report, bank fees, etc)	1.495	107	75,00			182	12%	1.495
Participation at CEN	525	550				550	105%	550
Legal advice	500	0				0	0%	0
TOTAL EXPENDITURE	139.500	24.564	29.020	-	-	53.584		124.491
RESULT	-	- 13.814	77.480	-	-	63.666		15.009
Reserve (funds not used in previous years)	23.047	23.047	23.047			23.047		23.047
End result	23.047	9.233	100.527	-	-	86.713		38.056

5. Any other business & dates next virtual Meeting in 2020

2021 Meetings



Likelihood of face-to-face meetings in 2021?

Will your company authorise travel for VIPA Intl meetings?

Schedule of other Board conference calls in 2020?

- Virtual meeting end-November or early December
- Face-to-face meeting in January 2021 during BAU?