

Vacuum Insulation Panel Association Board Meeting
Wednesday, 29 January 2020, 09:30 to 17:00 CET
FIW offices (Lochhamer Schlag 4, 82166 Gräfelfing)

Participants:

Gregor Erbenich, Porextherm, VIPA International President
John Balazs, Panasonic, VIPA International Vice-President
Gary Chalkley, Camvac, VIPA International Treasurer
Sebastian Baars, Vaku Isotherm
Mark Connell, Kevothermal
Stuart Elliot, Kevothermal
Tony Scott, Kingspan
Thomas Heckard, C-Safe
Marko Meglic, Knauf Insulation
Michel Chauvois, Rexor
Sebastian Gralla, va-Q-tec
Tom Martens, Microtherm
Raquel Ponte Costa, VIPA International Executive Director
Maria Dinis, VIPA International Communications Manager

Guests:

Christoph Sprengard, FIW
Corth Siegfried, General Manager GSH
Hans-Frieder Eberhardt, Chair Board of GSH VIP

Apologies:

Yoash Carmi, Avery Dennison Hanita
Tadej Sekavčnik, Turvac
Uroš Cotelj, Knauf Insulation
Vladimir Pogač, Turvac

Summary of decisions and actions:

Decisions:

- Participants in the meeting approved the Kellen proposal and contract for 2020.
- Participants in the meeting accepted the terms proposed by the GSH to amend the agreement:
 - VIPA Intl members to pay 2,500€ for the GSH membership in 2020
 - GSH to invoice the companies directly and to bear all financial responsibility
- Decision on the financial aspects of the collaboration with the GSH to be taken at the next board meeting
- Decision on what quality means for VIPA Intl and how it should be reflected in the activities of the association to be taken by mid-2021 at the latest.
- Participants approved the communications plan for 2020.

Actions:

- VIPA Intl office to draft request for offer to be sent to marketing agencies. The goal is for them to help us in reaching out to architects in 2020.
- Members to discuss with their R&D specialists which topics could be researched by the association in 2020.

- VIPA Intl office to check how to purchase lists of architects.
- Christoph Sprengard to send these studies to the office so it can be discussed in the Technical WG how to translate the data into concrete messages to architects about advantages of VIPs.
- va-Q-tec, Microtherm, Turvac, Knauf Insulation and Avery Dennison Hanita to take a decision about continuation of membership to the GSH and to inform both the GSH and the VIPA office about it.
- Member companies to send contacts of users of VIPs (appliance manufacturers or other companies) to be contacted by the office so they join VIPA Intl as associate members.
- VIPA Intl office to invite Strips to attend the next Board meeting.
- 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).
- Maria Dinis to extend the google ad campaign for another month using different keywords.
- Raquel to reach to the European branch of the American Institute of Architects and see which type of collaboration we could initiate with them in 2021.

MINUTES

1. Welcome

1.1 VIPA International antitrust compliance statement

Raquel Ponte Costa welcomed members to the meeting and reminded them the antitrust compliance rules. She welcomed the new member Kevothermal. Raquel explained the GSH representatives will join the meeting at 14:00 to give a presentation about the RAL VIP quality mark.

1.2 Introduction new team member: Maria Dinis

Maria Dinis joined Kellen on 6 January 2020 and she replaces Inge Neetens as a Communications Manager for VIPA International.

1.3 Approval of the agenda

The agenda was approved with no additions.

1.4 Approval of the minutes of the conference call of 28 October 2019

The minutes were approved with no modifications.

1.5 Review of the action items of the previous meeting

Raquel provided an update on the actions (see meeting slides). Siltherm is still finalising the incorporation process of their office in Ireland and will join VIPA Intl once this process is finalised. On the VIPA template for contracts, Raquel reported she has not yet prepared a draft since we don't have any contract to sign at the moment. The Hanita contract will be used as a basis for future studies or projects and the wording and terms can be improved when we have a new contract to sign. Participants agreed with this.

On topics for future R&D projects, Raquel reported one member suggested investing in a study demonstrating the energy savings of installing VIPs in different building types and climate zones. Christoph Sprengard explained there is already a study with a methodology for calculating energy savings brought by VIPs and taking into account the energy price of cities like London, Berlin and Lisbon. The EU-funded project INNOVIP also includes interesting data. Gregor mentioned the Annex 65 reports where cost savings are calculated based on certain assumptions (price per floor area, energy mix, etc). He alerted that we should be careful with messages regarding costs but agreed that VIPA Intl should use data of existing studies to draft messages targeting architects.

Action:

Christoph Sprengard to send these studies to the office so it can be discussed in the Technical WG how to translate the data into concrete messages to architects about advantages of VIPs.

On the questionnaire for architects, Raquel reported it was sent out to associations of architects/engineers but yielded very limited results. Inge emailed and phoned all the associations but they were not willing to forward it to their members because they want to be seen as impartial and don't want to encourage specific technologies.

The following actions were not yet completed and will remain in the action list:

- VIPA Intl office to draft request for offer to be sent to marketing agencies. The goal is for them to help us in reaching out to architects in 2020.
- Members to discuss with their R&D specialists which topics could be researched by the association in 2020.
- VIPA Intl office to check how to purchase lists of architects.

2. Finances

2.1 VIPA Intl budget 2019 and 2020

Raquel explained that the 2019 figures are not yet final as a couple of invoices are still missing. On the income side, Creek did not pay the outstanding invoices of 2019 and 2020 which resulted in less income (16.500€). On the side of the expenses, the GSH invoice was reduced because we were able to negotiate the resignation of Creek with no penalties. The budget of 12,000€ foreseen for communications was not all used. We had foreseen two videos for 2019 but after the meetings in Kyoto, it was all left in stand-by because of the discussion on architects. As a result only 38% of the communications budget was used in 2019. On the other hand, we spent over 3,300€ with the Düsseldorf conference which initially was not budgeted for and during the board meeting in Kyoto, the board decided to cancel the conference.

The current figures point to a positive result of 6,444€.

About 2020 budget, Raquel explained she took into account the membership of Kevothermal but not the one of Siltherm since they have not yet sent the application form. With regards to expenses, the amount of the GSH invoice is still a question mark and will be further discussed during the meeting.

2.2 Kellen 2020 services and fees

Raquel explained she put together a more detailed proposal since there are many new board members which are not familiar with Kellen. The increase in fees is explained by the additional time foreseen for communication activities (more LinkedIn posts) as well as for answering to questions and being available. Raquel emphasised that as the association grows in size there are naturally more people sending emails, calling and requiring more time from the office to respond to their requests. One member asked if the hours foreseen for certain items can be used for other activities. Raquel explained that Kellen will continue being flexible and adapt the amount of hours foreseen for 2020 (662 hours for the whole team) to the activities that the board decides to focus on.

Decision:

Participants in the meeting approved the Kellen proposal and contract for 2020.

2.3 Different membership fee level for smaller companies (e.g. Thermal Visions?)

Raquel explained she discussed this possibility with the Executive Committee but due to the several risks implied (see slides for more info), the recommendation is not to lower the fees for small size companies. Board members agreed with this recommendation.

2.4 Amending cooperation agreement GSH-VIPA Intl: rules & fees

VIPA Intl's cooperation with GSH and the value of the RAL label for VIPA members was largely discussed with members who are divided on the continuity of this cooperation:

- Members who want to continue being part of the GSH: Porextherm and Vaku Isotherm
- Members who are undecided: va-Q-tec, Microtherm, Avery Dennison Hanita
- Members who will not continue being part of the GSH: Turvac, Knauf Insulation

Raquel explained that the co-operation agreement signed in 2016 was a good deal at the time because all members (apart from Kingspan) were part of the GSH. In addition, it was necessary to review the assessment criteria document and thanks to the agreement, VIPA Intl members took the lead in the process. Raquel highlighted that nowadays the situation has considerably changed. Our membership includes new companies which are not part of the GSH. Furthermore it turns out that some VIPA Intl members which are part of the GSH are not even applying for the RAL VIP quality mark so it doesn't make sense that VIPA Intl continues paying for their membership. Some VIPA Intl members were just interested

in being part of the review process of the assessment criteria document. Since the document was published last year they no longer need to be part of the GSH.

The GSH's General Manager together with the chair of the Board of the GSH's VIP Group joined the meeting to deliver a presentation on the GSH's activities and the RAL label for VIPs and to make a proposal for the future collaboration between VIPA and GSH. In their proposal VIPA Intl would no longer play the role of intermediary between the GSH and VIPA Intl members and all the financial aspects would be dealt directly between GSH and the members. The GSH representatives also dropped the fees increase proposed last year. For 2020, the VIPA Intl members will only be charged 2,500€ for the GSH membership (instead of 2,800€). The GSH representatives invited all VIPA Intl members to participate in their general assembly taking place in Utrecht, The Netherlands, on 14-15 May so they can get more familiar with the RAL VIP Quality Mark.

Participants in the meeting discussed this topic at length and agreed with the proposal made by the GSH whereby from now onwards the GSH will invoice the companies directly instead of invoicing VIPA International. The deadline for resignations is long overdue so in principle VIPA Intl members should still pay the 2020 membership, but the GSH representatives showed some flexibility and promised to discuss this at the next GSH Board meeting and to make a proposal to VIPA Intl.

One idea discussed was that the amount of the GSH fee (2,500€) would be discounted from the fees of the company to VIPA Intl (ie, VIPA members who are members of the GSH would pay 7,500€ fee to VIPA). Since this would still represent a considerable loss of funds to the Association members could not agree with it. Another alternative proposal discussed was that for 2020, VIPA Intl would only pay half of the GSH fees of the two companies (1,250€ for Vaku Isotherm and 1,250€ for Porextherm) that wish to continue being members of GSH but these two companies could not agree with it. The decision on how to deal with the financial aspects of the GSH collaboration in 2020 was therefore postponed until the next Board meeting. On one hand, VIPA Intl paying for the membership fees of the GSH was seen as a benefit of membership and is still greatly valued by the two companies who want to continue being GSH members. On the other hand, since the VIPA Intl membership has changed and not all companies are interested in being part of the GSH, it is not fair that a considerable part of the VIPA Intl budget is used for that and therefore only benefits a small fraction of the membership. Raquel highlighted that if VIPA Intl was to finance the membership to the GSH of all company members, the current membership fees would not be enough to sustain the association so this arrangement definitely needs to be changed.

Participants agreed to take a decision on the financial aspect of this agreement at the next meeting. Members also agreed to continue with the discussion on quality and to take a strategic decision until maximum mid-2021:

- What is VIPA Intl's view and activities on quality – after all it's in our mission statement
- Shall we continue supporting the RAL Quality Label or to switch to other label (EU Keymark or other) and as a result continue or discontinue our co-operation agreement with the GSH?

The point of waiting for 2021 is that the EN standard should, in principle, be published by then. The publication of a standard (whether EN or ISO) will bring a lot more clarity to this matter. It was the lack of a standard that pushed a group of companies to contact the GSH and the RAL to create a quality mark for VIPs demonstrating the quality of the product. As a result, once a standard is in place, the association should review how to best show its commitment to quality: via the RAL quality mark or the EU keymark or via another quality mark.

Decisions:

Participants in the meeting accepted the terms proposed by the GSH to amend the agreement:

- **VIPA Intl members to pay 2,500€ for the GSH membership in 2020**
- **GSH to invoice the companies directly and to bear all financial responsibility**
- **Decision on the financial aspects of the collaboration with the GSH to be taken at the next Board meeting**
- **Decision on what quality means for VIPA Intl and how it should be reflected in the activities of the association to be taken by mid-2021 at the latest.**

Actions:

- va-Q-tec, Microtherm, Turvac, Knauf Insulation and Avery Dennison Hanita to take a decision about continuation of membership to the GSH and to inform both the GSH and the VIPA Intl office about it.

3. 2020 work plan of activities

3.1 Membership outreach to Associate members

Raquel gave an update on the companies contacted in 2019 and highlighted that in terms of manufacturers of VIPs there is no hot prospect at the moment. Many companies have been contacted over the years and it doesn't look like any of them are likely to join anytime soon, apart from Siltherm.

For this reason members agreed to target associate members instead like appliance manufacturers and other users of the product. Raquel reported she doesn't have many contacts of users so members agreed

to send new contacts of appliance manufacturers that could be approached by the office. Raquel mentioned she approached Saint-Gobain and EDF for associate membership in the past but that never lead to anything.

Action:

Member companies to send contacts of users of VIPs (appliance manufacturers or other companies) to be contacted by the office so they join VIPA Intl as associate members.

3.2 Communication activities

Maria Dinis provided a report on the communication activities of 2019 and the plans for 2020 (see slides). Participants asked questions on the google ad campaign and asked to extend the campaign for another month and to use better keywords.

Raquel reminded members that we discussed at the last board meeting in Kyoto that the target for 2020 should be architects and that we should use exhibition stands at events and speaking slots as main tools. The Digital Communications & PA WG looked into this and analysed a shortlist of key events: American Institute of Architects (the European branch), UK Construction Week, BAU and BATIMAT. Their conclusion was that given VIPA Intl's small budget for 2020, it's better to invest more in enhancing digital presence rather than spending the money for sponsorship or participation in one event. The Digital Communications & PA WG is of the opinion that sponsoring or attending one event gives exposure just during the event while digital content remains available forever online.

Raquel highlighted that the European branch of the American Institute of Architects was quite open to collaboration. They have a small membership in Europe (250 members). Their events are attended by 400 people and last up to 3 days. In 2020, these events will take place in Portugal and Ireland which are not the best locations to promote VIPs. Raquel suggested getting back to them and see which type of collaboration we could work on in 2021. Most members mentioned they never heard about the European branch of the American Institute of Architects. John Balazs confirmed it's a very powerful organisation in the US and their expo in the US is attended by 40.000 people.

Actions:

- Maria Dinis to extend the google ad campaign for another month using different keywords.
- Raquel to reach to the European branch of the American Institute of Architects and see which type of collaboration we could initiate with them in 2021.

The communication plan for 2020 was approved with no comments. Members agreed with the suggestion to release one video in 2020 targeting architects.

Decision:

Participants approved the communications plan for 2020, including the publication of an animated video targeting architects.

3.3 Ideas for new R&D projects

The following ideas were put on the table:

- To create a simple software, a calculator that could take the form of an app, which would take into account different variables such as the energy consumption, loss of heat, space gains etc. This app should show in a simple way all the benefits of VIPs in the buildings and construction sector.
- To develop a solution that measures the performance of the panels after being installed. The Technical WG should work closer with academia to explore possibilities. The company Strips used to commercialise a sensor but they stopped doing it, apparently due to the high costs. Members agreed to invite them to join the next board meeting and see which kind of collaboration we could work on.

Actions:

- VIPA Intl office to invite Strips to attend the next Board meeting.
- 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).

3.4 Update about CEN and ISO standard

On the European standard, Raquel reported that the CEN TC 88 WG 11 reviewed the text taking into account the assessment of the HAS consultant. The new text will be submitted to the HAS consultant again and if he gives green light the voting process can start. Raquel highlighted that VIPA Intl should encourage members to vote so the standard is approved and published. Since the process has been so long and tedious companies should not forget to vote so it's finalised.

On the ISO side, Raquel reported she contacted Prof Phalguni but he did not respond. Also Yoash mentioned he has not received any response from him. Sebastian Gralla attended the last ISO meeting in South Korea and said that since then there has not been that much communication in the group. Good progress was made during the meeting to review the text but it is not clear when a new voting phase will start.

4. Any other Business

4.1 Schedule and location of 2020 meetings

Members agreed to hold the next board meeting one day after the GSH meetings so on Friday, 15 May in Utrecht, The Netherlands. Members also agreed to organise the General Assembly mid-September at the Brunel University in the UK. Since Brunel will host IVIS in 2021 this would be a good opportunity to discuss face-to-face the programme of the next IVIS and how VIPA Intl wants to contribute to it.

No other item was discussed.

The meeting finished at 16:00.
