

Study on Energy Use by Air- Conditioning: Annex G Draft Dissemination Plan

**BRE Client Report for the Department of Energy &
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his report provides supporting information and explanation to the DECC Report “Study on Energy Use by Air-Conditioning: Final Report” (BRE Client Report HPR218-1001 The views expressed in this report are those of the authors, and not necessarily those of the Department of Energy and Climate Change (nor do they reflect Government policy).

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Annex G: Draft Dissemination Plan

This study will be of interest to a number of different audiences who will need different aspects of it emphasised or presented at differing levels of detail. This Annex explains what dissemination is proposed and presents a suggested general dissemination plan

1. The results can be packaged for three distinct types of audience:
 - Policy makers – whose interests are the policy instruments and the data/information for informed decision making.
 - Technical – whose interest is in the specification and design of systems and buildings along with the data/information required for informed decision-making.
 - Supply chain and end-users - whose interest is the economic implications of alternative product and systems, effective energy management and regulative/legislative compliance
- 1.1. The first audience can be divided into three sub-sets:
 - National including Devolved Administrations (DAs);
 - European Union;
 - International.
- 1.2. The technical audience consists of:
 - Architects;
 - Engineers – mechanical, electrical, civil and building services;
 - Surveyors – both building and quantity.
- 1.3. Finally supply chain and end-users consisting of:
 - Manufacturers;
 - Suppliers;
 - Distributors;
 - Contractors;
 - Owners – including portfolio/asset managers;

- Occupiers including building managers;
- Operations and facilities managers.

2. Table G1 below shows our suggestions in more detail

3. Current dissemination activities are:

3.1. Publication on websites. The final report and the detailed annexes will be published at www.bre.co.uk/ac_energyuse. These will be accessible to all audiences but will need to be publicised to have a significant impact. The final report is primarily for national policy makers and others requiring an overview of the results of the study. The annexes are suitable for audiences requiring more technical detail of the study.

3.2. Formal publication of technical results at conferences, specifically the CIBSE Technical Symposium 2016 - 'Integration for whole life building performance' in Edinburgh and the 9th International Conference on Improving Energy Efficiency in Commercial Buildings and Smart Communities (IEECB&SC'16) Frankfurt, Germany. These papers provide information on the technical results at a level of detail that is intermediate between those of the final report and its technical annexes. These are aimed at, respectively, UK air conditioning designers, researchers and building managers, and their European equivalents.

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Target	Reason	Key Points	Delivery
National policy makers and their advisors. DAs and regional planning bodies.	To provide information to support national policy development and design	Importance of consumption levels and trends. Key factors affecting future consumption. Information gaps. Potential policy instruments and effect on current ones. Whether or not inspections look good value. Effect of Ecodesign.	DECC report. (and press releases) Policy journals/magazines. Conferences and workshops. National networks. NGOs. Energy Economics seminars: BIEE?
European policy makers and their advisors	To provide information to support European policy development and design.	As for national policy makers. (Some points will be less relevant to other MS).	Mainly via national policy maker? EPBD. EPD. Concerted Action. EC/ERBD funded projects.
International policy makers and their advisors	To provide information to support international policy development and design.	As for national policy makers. (Some points will be less relevant to other countries).	Policy journals/magazines. Conferences and workshops. Other networks: IEA Annexes, GBPN?
Technical audience (These could overlap with supply chain and end-users).	For comment, correction, extension.	Specifiers and designers: <i>Importance of both product and system selection.</i>	Technical journals and professional body magazines e.g. Journal of Building Survey, Appraisal & Valuation. Technical seminars and conferences: REHVA, CIBSE, SET. Webcasts/Web videos. CPD events for professional bodies. Professional/best practice guidance: BRE pubs, pubs from professional bodies. ECA scheme Government procurement standards - GPP Carbon trust
Supply chain and end-users.	For information, education and future influencing.	Building operators and managers: <i>Importance of good choice, specification, operation and maintenance- linked to cost implications and legislative requirements.</i> Product manufacturers and supply chain: <i>added value products.</i>	Magazines – for example Adjacent Planning & Building Control; BSEE; EiBI; Facilities Management and web-based such as BSEE, Environmentalist and B4C. Presentations at Trade association events such as ESTA u m r events. Presentations at Trade shows such as Eco Technology Show, Energy4PowerLive, Building Controls show and Facilities show. Webcasts/Web videos.

Table G1 Suggested Dissemination Plan