

# Communication Strategy

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*PROMOTING EMBUILD PRODUCTS AND TOOLS IN EUROPEAN NETWORKS*



Source: <http://www.europeanwise.eu/wp-content/uploads/2015/11/people-network.jpg>

**Project Title:** EmBuild - Empower public authorities to establish a long-term strategy for mobilizing investment in the energy efficient renovation of the building stock

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## *EXECUTIVE SUMMARY*

40% of all energy consumption and 36% of CO<sub>2</sub> emissions in the European Union arise in private and public buildings. Thus, major advancements have to be made in this sector to reach the EU's climate and energy targets. Energy-efficient buildings will also contribute to the vision of secure, affordable and climate-friendly energy for citizens and businesses as well as generating additional societal, environmental and economic benefits.

To strengthen policies that promote retrofitting and modernizing existing buildings, the EU has adopted the **Directive 2012/27/EU on Energy Efficiency (EED)**. It requires EU Member States and candidate countries to establish a long-term strategy for mobilizing investment in the renovation of the national building stock by 30 April 2014, and every 3 years thereafter. These action plans are an integral part of a country's **National Energy Efficiency Action Plans**. As of May 2015, 27 EU Member States have adhered to the requirement of Article 4, EED, and submitted their national building renovation strategy, albeit most did not meet the April deadline and some submitted their strategies as late as March 2015.

However, the requirements to prepare these renovation strategies appear to have overburdened most EU member states. According to an analysis conducted by the Buildings Performance Institute Europe, only five countries have at least adequately complied with the five core elements described in Article 4 of the EED. To date, no renovation strategy has been submitted that can count as a 'best practice' and provide orientation for other countries.

The project EmBuild (Empower public authorities to establish a long-term strategy for mobilizing investment in the energy efficient renovation of the building stock) is designed to empower public authorities at local, regional and national level, to formulate renovation strategies for the building sector that foster deep renovation and facilitate the acceleration of the renovation. Action is foreseen in selected municipalities and local government units in Germany, Serbia, Croatia, Slovenia, Bulgaria and Romania. The project however does not intend to stop here but intends to reach a much broader audience by applying a range of communication and dissemination methods. This document describes primary and secondary audiences of EmBuild, how and when they will be contacted and what kind of reaction is expected from them.

The communication strategy of a project like EmBuild has to be a living document that needs to be updated frequently to consider new development, make use of new opportunities and react to feedback from earlier communication and dissemination activities of the project.

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## 1 What does EmBuild want to accomplish?

The ambitious energy and climate goals of the European Union can only be achieved when its members prepare and implement ambitious strategies and programme. One of these requirements is preparing long-term strategies for mobilizing investment in the renovation of the national building stock. EU members prepared such strategies for the first time in 2014; Energy community countries will follow in 2017. An analysis of strategies submitted in 2014/15 however showed that EU Member countries still need to acquire more experience for preparing solid strategies.

EmBuild is designed to highlight the good solutions and facilitate a vivid **exchange between public authorities in charge of energy efficiency measures** (in particular concerning the building sector). Aim of the project is to facilitate greater compliance with Articles 4 and 5 of the EED, namely:

- to formulate and implement sustainable and ambitious renovation strategies for the building sector; and
- to stimulate an increased rate of energy efficient renovation of central government buildings to provide a learning laboratory and kick-start the market for the whole sector.

The project will increase the capacity of public officers in selected municipalities and towns to

- collect the necessary data and information to prepare an ambitious, sustainable and realistic renovation strategy for public buildings;
- analyze data and identify cost-effective approaches to renovations;
- analyze policies and measures to stimulate cost-effective deep renovations of buildings;
- guide (public) investment decisions and facilitate private sector involvement; and
- measure and communicate expected energy savings and wider societal benefits of retrofitting and modernizing the building sector<sup>1</sup>.

It is further expected that **the knowledge collected and generated during project implementation, and the results and products of the project, are made available and disseminated to stakeholders and to the widest possible relevant audience to maximise the project scope and impact**. This communication strategy describes how these two objectives will be reached and which specific audience is targeted through which communication and dissemination channel.

## 2 Why broad dissemination of EmBuild results is paramount

An assessment of the first renovation strategies submitted in 2014 showed that the results left much to desire. While some countries presented excellent strategies on some aspects, no renovation strategy can be considered a 'best practice' (BPIE, 2015). The time until early 2017, when the next version of the renovation strategy has to be submitted by EU Member States and the first version of this plan in the case of countries of the Energy Community, has to be utilized to learn lessons and improve the strategy formulation and implementation process. Progressively, the exemplary role of public buildings needs to be extended from the central level to regional and municipal levels. Only if investments occur at all levels of a country, it will be possible to achieve the country-specific targets of energy consumption and the EU-wide goal of reducing the EU28s' primary energy consumption.

As the majority of public buildings are under the custody of sub national government levels, many of EU's energy and climate goals have to be delivered by public authorities at municipal, city and regional level. At

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<sup>1</sup> A separate document provide details how the project intends to reach out to the predefined policy officers at municipal and town level (D2.2 Communication Plan)

these administrative levels however, capacity among public authorities to prepare a renovation strategy (e.g. as part of a local energy efficiency action plan or equivalent) is a considerable challenge due to scarce personnel, lack of data, lack of technical and institutional capacity and insufficient funding.

In addition to European Union members, the project will reach out to countries of the Energy Community<sup>2</sup>. These countries will face the same obligation of drafting a renovation strategy from 2017 onwards and should benefit from the mutual learning. NALAS will provide a discussion platform for both EU and Energy Community members to exchange and learn.

The ambitious energy and climate goals of the European Union will only be met when many public officers throughout Europe implement activities at all administrative levels. Dissemination thus plays a paramount importance for EmBuild.

### 3 Intended outreach of the project (target audience)

The primary target group<sup>3</sup> of EmBuild is public authorities at local, regional and national level that hold responsibility in designing and implementing renovation strategies for the building sector. Secondary target groups or intermediaries are energy agencies and other multipliers that support government agencies in energy efficiency measures, public and private investors that invest in specific renovation projects, national authorities in charge of formulating a renovation strategy for the building sector in accordance with EED, Article 4 and EU agencies in charge of supporting EU Member States and Energy Community Countries in implementing EED.

TABLE 1 NUMBER OF PUBLIC OFFICERS INDIRECTLY INFLUENCED

Country	Public officers influenced indirectly
Bulgaria	2000
Croatia	9250
Germany	3000
Serbia	1450
Slovenia	1000
Romania	5000
<b>Regional</b>	
NALAS	9000
BPIE	7500
<b>TOTAL</b>	<b>38200</b>

NOTE – the total figure may include a small amount of overlap between the Regional and Country authorities

The experience generated in the partner countries will be communicated throughout Europe. NALAS, in particular, will be instrumental to transfer knowledge and material to public authorities in Southeast Europe, which encompasses both EU member and Energy Community countries. In addition, other European networks and dissemination channels, including the Energy Community secretariat itself, will be used to reach as many public authorities as possible that are involved in strategic planning for energy efficiency in the building sector.

<sup>2</sup>Albania, Bosnia and Herzegovina, Kosovo, Former Yugoslav Republic of Macedonia, Moldova, Montenegro, Serbia and Ukraine.

<sup>3</sup> For a detailed elaboration on messages per target group and channels of communication and dissemination to be used, please consult deliverable 7.1 “Target group analysis”

## 4 Means and channels for effective outreach

Through appropriate dissemination and communication channels (conference, publications, peer-to-peer, information channeled through existing network etc), EmBuild strives to reach all public authorities that are fully or partially responsible for formulating renovation strategies for the building sector, be they national, regional, local or sectoral. The activities of the project will be made available to national and regional energy agencies and stakeholders concerned with energy efficiency measures in the building sector.

As will be seen throughout the document, there are ample possibilities to communicate the objectives and results of EmBuild. As the project team might not have the means and time to use all of these opportunities, a strategic choice has to be done. Criteria include the degree to which the target beneficiaries of EmBuild (public officers) can be reached or multipliers that have the capacity to transfer information in an appropriate form to public officers.

For each individual communication activity, the following parameters need to be defined:

- Goal and objective of the communication activity
- The recipient (audience) of the communication activity
- Dependent on the latter points, the most adequate communication and dissemination channel, as well as the most adequate form of communicating

The following provides a brief overview of the various channels used by EmBuild to reach the different target groups.

TABLE 2 DISSEMINATION AND EXPLOITATION CHANNELS

Channels/ measures	Local/ regional authorities	Energy agencies	Investors	National government	EU agencies
Communication material	X	X	X	X	X
Capacity development material	X	X		X	
Face-to-face Workshops	X				
Webinars	X	X		X	X
Networks of stakeholders	X	X	X	X	X
Websites and social media					
Technical magazines and public media	X	X		X	X
National and European conferences	X	X	X	X	X
EmBuild Final conference	X	X	X	X	X

Formulating a renovation strategy in accordance to Article 4 of the EED was a novelty for all EU Member States and will become a challenge to countries of the Energy Community. It is therefore essential that as many public authorities as possible benefit from a project exclusively designed to facilitate the formulation and implementation of such strategies. For this to happen, close cooperation with the official discussion fora, namely the Concerted Action Meetings on the EED (often jointly with CA EPBD as far as Article 4 is concerned) and the Energy Community are essential.

While EmBuild will use different communication and dissemination channels, the look and feel across all communication outputs and to the project itself should be consistent. Key features of this visual identity will include:

- Logo
- PowerPoint templates
- Colour palette and typography
- Flyer template
- Report templates
- Materials (i.e. roll ups, paper blocks, paper bags, pens)

#### 4.1 Communication Material

A **project flyer** will be prepared for broad distribution. The flyer will present the project's corporate identity, partners and objectives in order to generate interest in EmBuild for all target groups and other interested persons. It will be coloured, tri-folded and will be translated into local language. It will be produced at the beginning of the project and then distributed throughout the course of the project. It will be available as a printed brochure (colour) or for download on the project website. Target group: all target groups as described in the grant agreement.

The project **website** will be set up by REGEA and operated for the whole project duration and beyond under an address such as [www.EmBuild.eu](http://www.EmBuild.eu), in English. It will serve as a knowledge sharing platform offering all deliverables produced in the project for download. Due to the heterogeneity of the target groups, translation of some of the written communication material at local events is critical for the success of the dissemination strategy. Content will be translated by the respective local partners based on the English original versions.

The website will serve as the public presentation of the project – event announcements, archive of newsletters, project findings (in the form of reports, a repository of links to all other forms of publication, as well as exploring the option of interactive and accessible ways of presenting quantitative and qualitative data through information graphics) and crucial energy efficiency-related news will be made public. All communicational material (e.g. flyers, booklets) will be made available for download via the website. Additionally, news from relevant websites will be embedded into the project's website via a web-feed. Multimedia contents (photos, videos, graphs) can be integrated as often as appropriate. Moreover, the website can facilitate the knowledge exchange between actors at various levels by providing a forum.

#### 4.2 Capacity Development Material

The main publication of the EmBuild project will be the **Practitioner Navigator**. The Navigator will contain the essence of all previous deliverables in order to provide practitioners in Europe with practical guidance on how to formulate and implement a renovation strategy for buildings. The Practitioner Navigator will be actively distributed in electronic format for use by practitioners all over Europe. It will be available for download from the project website for at least 2 years beyond the end of project duration.

Training institutes, or trained trainers, who intend to integrate the training materials elaborated in the project and provided for download from the project website, are explicitly invited and encouraged to integrate these training seminars in their own portfolio. All training materials and course modules generated during the project will be available for download from the website in English, Bulgarian, Croatian, German, Serbian, Slovenian and Romanian language for at least two years beyond project duration.



### 4.3 Face-to-face workshops

Face-to-face workshops as a communication tool will mainly be used to address the primary beneficiary of the project: public authorities. How and when such workshops are scheduled is discussed in a separate report (Deliverable 2.2: Communication Plan).

### 4.4 Webinars

EmBuild is plans to produce two webinars:

- Webinar on cost-effective approaches to renovations (Work package 3, month 8)
- Webinar on how to estimate expected energy savings and wider benefits (Work package 6, month 23)

Each webinar will be designed for 60-90 minutes for up to 100 participants. The webinars will be announced and participants invited through the project website and the partners own websites and partner networks. The webinars will be recorded and their edited recorded versions can be used as an additional knowledge/training vehicle with possibility to target larger audiences during and on completion of the project.

### 4.5 Network of stakeholder

To ensure that EmBuild activities and results achieved can be widely disseminated to the target audiences, one of the first steps of project implementation will be to establish a network of stakeholders. These will be grouped into four broad categories – actors at (i) international, (ii) national, (iii) regional, and (iv) local level. Details are provided in the separate report ‘Target group analysis’ (D7.1).

### 4.6 Websites and social media

Websites and Social media are a good tool for broad dissemination of results. Apart from EmBuild’s own website, the project will place communication items on partner’s websites and be active on LinkedIn, Facebook, twitter and other social media.

Website	Facebook	Twitter	Linked In
BUILD UP Skills EnerPro websites	EcoEnergy Facebook	Train-to-NZEB twitter	Train-to-NZEB LinkedIn
Train-to-NZEB website	Train-to-NZEB Facebook		
enEffect website	facebook page eza!		
<a href="http://www.BuildInGreen.net">www.BuildInGreen.net</a>			
SUSTAINCO website			
REGEA website			
<a href="http://www.bpie.eu">www.bpie.eu</a>	<a href="https://www.facebook.com/BPIEeu/">https://www.facebook.com/BPIEeu/</a>	<a href="https://twitter.com/BPIE_eu">@BPIE_eu</a>	BPIE LinkedIn
<a href="http://balkangreenenergynews.com/">http://balkangreenenergynews.com/</a>	<a href="https://www.facebook.com/Balkan-Green-Energy-News-199791603512096/">https://www.facebook.com/Balkan-Green-Energy-News-199791603512096/</a>	<a href="https://twitter.com/BalkanGreEnNews">@BalkanGreEnNews</a>	Balkan Green Energy News LinkedIn
<a href="http://www.covenantofmayors.eu">www.covenantofmayors.eu</a>	<a href="https://www.facebook.com/Covenant-of-Mayors-135799949796081/">https://www.facebook.com/Covenant-of-Mayors-135799949796081/</a>	<a href="https://twitter.com/eumayors">@eumayors</a>	
<a href="http://www.citynvest.eu/">http://www.citynvest.eu/</a>			
<a href="http://www.ae3r-ploiesti.ro">www.ae3r-ploiesti.ro</a>		<a href="https://twitter.com/ae3r-ploiesti">@ae3r-ploiesti</a>	AE3R Ploiesti-Prahova
<a href="http://buildupon.eu/">http://buildupon.eu/</a>	<a href="https://www.facebook.com/worldgreenbuildingcouncil">https://www.facebook.com/worldgreenbuildingcouncil</a>	<a href="https://twitter.com/WorldGBC_Europe">@WorldGBC_Europe</a>	<a href="https://www.linkedin.com/groups/3751413/profile">https://www.linkedin.com/groups/3751413/profile</a>

## 4.7 Publications in technical magazines and public media

The EmBuild consortium suggests **capitalizing on existing online newsletters instead of developing new communication tools**. A large variety of established newsletters is considered trustworthy and is regularly consulted by the selected target groups. Information project progress and results could be integrated in existing newsletters, thus ensuring more effective and tailor-made communication, as well as higher outreach potential. Newsletters targeted by EmBuild:

Newsletters and publications	Frequency	Website	Coverage
NALAS digest	bi-weekly	<a href="http://www.nalas.eu/Publications/Newsletter">http://www.nalas.eu/Publications/Newsletter</a>	> 4000 addressees Europe wide
eza!!-aktuell	monthly	<a href="http://www.eza-allgaeu.de">www.eza-allgaeu.de</a>	3700 addresses
Fedarene Info (newsletter)	monthly	<a href="http://www.fedarene.org">www.fedarene.org</a>	60 energy agencies
REGEA website		<a href="http://www.regea.org">www.regea.org</a>	6000 visitors
EcoEnergy e-bulletin	Monthly	<a href="http://www.ecoenergy-bg.net/bg/menu2/library/publications/bulletin">http://www.ecoenergy-bg.net/bg/menu2/library/publications/bulletin</a>	More than 350 addressees in Bulgaria
Sinenergija	quarterly	<a href="http://www.kssena.si">www.kssena.si</a>	17000 addresses
Naš čas	weekly	<a href="http://www.nascas.com/">http://www.nascas.com/</a>	6500 addresses, Website 3000 visitors/month
Revija Energetik	monthly	<a href="http://www.revija-energetik.si/predstavitev/">http://www.revija-energetik.si/predstavitev/</a>	
Train-to-NZEB newsletter			
REGEA Newsletter	monthly		
BPIE Newsletter			
Balkan Green Energy News Newsletter	Monthly		
Covenant of Mayors Newsletter			
AE3R Ploiesti-Prahova Newsletter	Monthly		AE3R members
AE3R Ploiesti-Prahova website		<a href="http://www.ae3r-ploiesti.ro">www.ae3r-ploiesti.ro</a>	2280 visitors/month

All partners commit themselves to include an article about EmBuild and its (interim) results to local, national or European technical magazines or public media at least once every 6 months (this translates into 5 articles during the life of the project for each partner and a total of 50 articles for the entire consortium). Partners will collect press clippings and other media reports and provide them to the Project Coordinator for collection and documentation.

A report including all press clippings provided to the Project Coordinator will be compiled at the end of the project for documentation and dissemination of the media echo of the project (Deliverable 7.6). All media clippings provided to the project coordinator will be provided for download from a media archive on the website, as far as this is not conflicting with any third parties copyright.

#### 4.8 National and European conferences

EmBuild will extensively use national and European conferences and events to disseminate project results.

TABLE 3 EVENTS AND CONFERENCES

Events and Conferences	(tentative) date	Website
<b>National events</b>		
<b>Bulgaria</b>		
EcoEnergy Annual conference	Annually (March)	<a href="http://www.ecoenergy-bg.net">http://www.ecoenergy-bg.net</a>
Build in Green	Every two years (April)	<a href="http://www.buildingreen.bg/">http://www.buildingreen.bg/</a>
Forum Gradat	Annually (September)	<a href="http://www.thecityforum.bg/">http://www.thecityforum.bg/</a>
Municipal energy days	Annually	
National Housing Forum	26.04.2016	
C4E international forum	22-25 June 2016, Balchik, Bulgaria	
Train-to-NZEB/RepublicZEB joint session at the EU sustainable energy week	13-17.6.2016	
<b>Croatia</b>		
COREENERGY - Sustainable energy summit (Zagreb)	Every three years	<a href="http://www.regea.org">http://www.regea.org</a>
Zagreb energy week	Annually	<a href="http://www.zagreb-energyweek.info/">http://www.zagreb-energyweek.info/</a>
<b>Germany</b>		
Renexpo – The Energy trade fair for Bavaria	Annually (October)	<a href="http://www.renexpo.de/">http://www.renexpo.de/</a>
Eza!-Partnertage	every quarter	
Bürgermeisterdienstbesprechungen		
Deutscher Fachkongress der kommunalen Energiebeauftragten ( <a href="http://www.difu.de">www.difu.de</a> )	Apr 16	
<b>Serbia</b>		
International Trade Fair and Conferences on Renewable Energy and Energy Efficiency (Belgrade)	Annually	<a href="http://www.renexpo-belgrade.com">http://www.renexpo-belgrade.com</a>
<b>Slovenia</b>		
EnRE (International conference on Energy and Climate change)	Biannually (2017, 2019)	<a href="http://www.enre.si">www.enre.si</a>
En.občina (Energy efficient and sustainable municipalities)	Annually	<a href="http://www.energijadoma.si/enobcina">http://www.energijadoma.si/enobcina</a>
SLO.biomass (conference in the national council)	Annually	<a href="http://www.slobiom-zveza.si/">http://www.slobiom-zveza.si/</a>
Consortium of local energy agencies	Annually	<a href="http://www.kssena.si">www.kssena.si</a>

conference		
District heating institute and cluster conference	Annually	<a href="http://www.ide.si/">http://www.ide.si/</a>
Energy expert days	Annually	<a href="http://www.dnevi-energetikov.si/">http://www.dnevi-energetikov.si/</a>
<b>Romania</b>		
Romanian Energy Forum	Annually,	<a href="http://www.energy-forum.ro/">http://www.energy-forum.ro/</a>
National Conference and Energy Expo- CNEE	Annually,	<a href="http://www.sier.ro">www.sier.ro</a>
RoEnergy South-East Europe	Annually,	<a href="http://bucuresti.roenergy.eu/">http://bucuresti.roenergy.eu/</a>
ExpoEnergiE	Annually,	<a href="http://www.romexpo.ro">www.romexpo.ro</a>
RENEXPO South-East Europe	Annually,	<a href="http://www.reeco.eu">www.reeco.eu</a>
ENREG Energia Regenerabila	Annually,	<a href="http://www.enreg-expo.com">http://www.enreg-expo.com</a>
Agenda Constructiilor Annual Conference	Annually,	<a href="http://euroconferinte.ro/">http://euroconferinte.ro/</a>
Thermal Energy Forum	Annually,	<a href="http://thermal2016.thediplomat.ro/">http://thermal2016.thediplomat.ro/</a>
<b>European/International events</b>		
Sustainable Energy Week Brussels	Annually (June each year)	<a href="http://www.eusew.eu/">http://www.eusew.eu/</a>
Energy Community, e.g.: EE Coordination Group Meeting	Quarterly	<a href="http://www.energy-community.org">http://www.energy-community.org</a>
CA EPBD+EED joint meetings		
World Sustainable Energy Days	Annually	<a href="http://www.wsed.at">http://www.wsed.at</a>
South-East European Exhibition and Forum on Energy Efficiency and Renewable Energy	Annually (March)	<a href="http://via-expo.com/en/pages/ee-re-exhibition">http://via-expo.com/en/pages/ee-re-exhibition</a>
NALAS General Assembly and NALAS urban planning and energy efficiency taskforces (NALAS knowledge management system)		
European Council for an energy efficient economy (eceee)	Every 2 years	<a href="http://www.eceee.org">www.eceee.org</a>
NALAS General Assembly and Annual Conference <sup>4</sup>	Annually	
Dissemination via the European Federation of Regional Energy and Environment Agencies (through AE3R)		
Renovate Europe Days	Annually	<a href="http://renovate-europe.eu/">http://renovate-europe.eu/</a>
Energy Cities Annual Meeting		<a href="http://www.energy-cities.eu/">http://www.energy-cities.eu/</a>

## 4.9 Final Conference

The culmination of project activity and the key moment for communicating and disseminating project results will be the final conference. In addition to the project consortium members, the conference will host a total of 100 to 150 participants, primarily target group stakeholders and previous event

<sup>4</sup> NALAS gathers annually its presidency and its delegates, all elected representatives, and its Committee of Liaison Officers (NALAS executive body, consisting of general secretaries/executive directors of its members, the local governments associations, including its associate members) to its annual General Assembly and Annual Conference. The events gather annually around 130 Mayors, Deputy Mayors, representatives of local governments and local government associations from the whole South-East Europe.

participants, but also additional high-level politicians, public administrators from international, EU and national organizations and researchers. The conference will be documented and recorded (audio and video recording of keynote speeches and plenary debates, and minutes will be provided after the conference. An online feedback form will be circulated after the conference to assess the quality of the conference).

A photo gallery, speakers' presentations, all papers, results of the working groups and high-level review (as well as other relevant contributions) will be published on the project website. The final conference will fulfil the following aims:

- **Present the main outputs and findings of the project.** The project partners and local representatives of the implementation case studies will present the formulation and implementation process of national, regional and local renovation strategies and how the tools prepared by the project were used. The presentations will highlight a few innovative examples of best practices identified throughout the analysis and give particular attention to any policies or measures implemented due to the project findings.
- **Present methodological advancements of the project.** In particular regarding the formulation and implementation of renovation strategies for the building sector that encompass both energy consumption and non-energy related benefits and which could be of interest to EU Member States and Energy community countries.
- **Feedback by target group stakeholders** on the presented project findings.
- **Interactive knowledge exchange and networking between participants.** Since the final conference gathers project participants, additional local stakeholders, experts in the field, as well as local and EU-level officials, there is ample opportunity for highly beneficial knowledge sharing and networking. The conference is meant to be highly interactive and may include thematic breakout sessions, panel discussions, and networking events. Participants will be highly encouraged to continue the communication following the conference and provided with the necessary information and communication medium to do so.
- **Qualitative evaluation.** There will be an evaluation looking back on how the project contributed to the implementation of the new Energy Efficiency Directive.

## 5 Strategic use of communication and dissemination means

The following discusses how these measures support the achievement of the specific objectives

### 5.1 SO1. Public authorities at regional and municipal level have increased their capacity to collect the necessary data and information to prepare an ambitious, sustainable and realistic renovation strategy for public buildings

#### a) Public Officers directly reached by EmBuild

Face-to-face workshops, preparation of tools and support through regional energy agencies will help public authorities at municipal level to achieve this SO. The stakeholder network will include public authorities with direct contact to EmBuild partners but also potentially all actors at local, regional, national and Europeans level that hold some responsibility concerning EED, Articles 4 and 5.

#### b) Public Officers indirectly reached by EmBuild

Capacity building material prepared by EmBuild will be made widely available. Subscription to the stakeholder network will be encouraged. National conferences and technical magazines will be used to

offer lessons learnt, capacity development material prepared and tools generated to more public authorities in charge of renovation strategies in the participating countries and in other Europe countries.

c) **Multipliers**

Multipliers, like regional energy agencies, associations of municipalities and towns or professional networks will also be endowed with EmBuild products

## 5.2 SO2. Public authorities at regional and municipal level have increased their capacity to analyze data and to identify cost-effective approaches to renovations:

a) **Public Officers directly reached by EmBuild**

Face-to-face workshop and a study tour in Germany will be used to reach the primary target groups as well as all material disseminated online and at large conferences that build on the capacity development material used for face-to-face workshops and other project deliverables.

b) **Public Officers indirectly reached by EmBuild**

Public authorities in general will benefit from the practioners navigator that includes all tools prepared by EmBuild. This document will be made available on the website and will be promoted in national and European events. In addition, a freely accessible webinar on cost-effective approaches to renovations will be prepared.

c) **Multipliers**

The practioners guide and other material will be complemented with instructions on how to use it for effective dissemination to beneficiaries.

## 5.3 SO3. Policies and measures to stimulate cost-effective deep renovations of buildings have been analyzed and best practices identified

a) **Public Officers directly reached by EmBuild**

An in-depths analysis of cost-effective deep renovation of buildings will be conducted by the consortium with inputs from public authorities of the focus areas covered by EmBuild. A meeting of experts will deliberate on an initial draft. The final draft of regional/municipal renovation strategies as well as the process how these strategies were prepared will be presented at national conferences mentioned.

b) **Public Officers indirectly reached by EmBuild**

The in-depths work in focus areas will generate best practices that will be shared widely and presented at national conferences

c) **Multipliers**

EmBuild will ensure that multipliers will be informed about best practices generated in focus areas and receive the necessary instructions for replication. Attendance at national conferences is expected.

## 5.4 SO4. Public authorities at regional and municipal level have increased their capacity to guide (public) investment decisions and to facilitate private sector involvement

a) **Public Officers directly reached by EmBuild**

Roundtable for stakeholders will be held at national level and within the wider South-Eastern European region. A regional round table in Month 18 of project implementation foresees the participation of all partners from the consortium

b) **Public Officers indirectly reached by EmBuild and multipliers**

Roundtables, possibly in the frame of a regular national event, will take place at each partner's country and will involve all levels of public authorities (national, regional, local), local government associations,

international and local financing institutions, investors’ associations, branch associations and consumer organisations.

### 5.5 SO5. Public authorities at regional and municipal level are able to measure and to communicate expected energy savings and wider societal benefits of retrofitting and modernizing the building sector

EmBuild will produce an analytical report on wider benefits that will be broadly disseminated through events and newsletters and publication. A shortened version in non-technical language and translated from English to the languages of the consortium will be prepared and disseminated through the stakeholder network and networks of the partners. A freely accessible webinar on methodologies will be prepared.

### 5.6 SO6. Ensure that the knowledge collected and generated during project implementation, and the results and products of the project, are made available and disseminated to stakeholders and to the widest possible relevant audience to maximise the project scope and impact

EmBuild will achieve this through national and European conferences, the project’s website, the Practitioners Navigator and publications and newsletter.

## 6 Monitoring

EmBuild strives to attract at least 10,000 visitors at its website and reach some 38,000 individuals through different channels. To keep track on the channels used, and the type and number of audience, the following table will be placed in a password-secured private section of the website. It will be populated continuously by the leader of work package 7 “communication”:

Dissemination activities details and summary						
Title	Date	Description	Type of dissemination	cost to EmBuild	type of audience reached	number of audience type

Subcategories for type of dissemination

- Organisation of a Conference
- Organisation of a workshop
- Press release
- Non-scientific and non-peer reviewed publications (popularised publications)
- Exhibition
- Flyers training
- Social media
- Web-site
- Communication campaign (e.g radio, TV)
- Participation to a conference
- Participation to a workshop
- Participation to an event other than a conference or workshop
- Video/film
- Brokerage event



Empower public authorities to establish a long-term strategy for mobilizing investment in the energy efficient renovation of the building stock

- Pitch event
- Trade fair
- Participation in activities organised jointly with other H2020 project(s)
- Other

#### Subcategories for type of audience

- Scientific Community (higher education, Research)
- Industry
- Civil Society
- General Public
- Policy makers
- Medias
- Investors
- Customers
- Other

According to the tasks and the benchmarks for their achievement, develop a monitoring and evaluation scheme with periodic reports. Ensure sufficient time resource for data collection and analysis of the feedback generated by communication activities. If necessary, adjust the communication strategy according to target groups' reactions.