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D6.1. Update of Communication and
Dissemination Plan
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Summary

Background: This Report is part of the Deliverable 6.1 of the EUROPA project and is due in March 2022. It concerns an update of D6.1 Communication and Dissemination Plan drafted by Ekubirojs and submitted in December 2020.

Document Purpose: The main purpose of this report is to update the communication and dissemination strategies listed in D6.1 Communication and Dissemination Plan Part 1 in order to align those to the current situation and needs. The COVID-19 pandemic negatively affected stakeholders' engagement activities, and the recent Russia-Ukraine war has been posing challenges to EU citizens' energy security as well as highlighting the need of EU regions to stop or at least decrease their dependence on Russian gas and resources. **All the updated parts are highlighted in yellow.**

Document Structure: The Report has the same structure as D6.1 Communication and Dissemination Plan Part 1, as it will include small changes related to adaptation strategies for stakeholder engagement activities and to overcome the impacts of COVID-19 and the Russia-Ukraine war.

Approach Applied: All the information included in the Report are the result of careful desk-based research based on the latest events since the beginning of the project.

Main Findings and Conclusions: This Report will guide the implementation of the project and the establishment of potential partnerships and relationships with other Horizon 2020 projects from M18 onwards. In addition, great importance will be dedicated to fostering stakeholder engagement, as it is considered key to the achievement of EUROPA expected results.

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Executive Summary

The Europa Horizon2020 project promotes and boosts the implementation of deep energy renovation in the residential building sector, by building trust in the market, triggering new investments and setting up standards and specifications to guarantee their performance. The consortium will trigger € 37 million of sustainable energy investments in the following regions: Piemonte (IT), Alto Alentejo (PT), Allgau (DE), Isère (FR) and Latvia. A proper mix of financial and long term market incentives will attract market operators to use the published set of standards and specifications. This will ensure not only that the expected impacts from planned investments are reached in terms of primary energy and CO2 emissions reduction, but also that the market continues to scale up as the market actors will continue to see fair returns over the following years from their work.

This report presents the Update of the Communication and Dissemination Plan of the EUROPA project. This version presents the updated intended methodology to disseminate the EUROPA project aims, objectives and outcomes based on the latest events that have been affecting the project and its outcomes. Furthermore, this plan supports future replication activities of the EUROPA project through a participatory approach that focuses on the end users' journey. The planned strategies have been continuously reviewed during project meetings, evaluated yearly, and updated in the final version of the Communication and Dissemination Plan. **All the updated parts are highlighted in yellow.**

According to the EUROPA project grant agreement, the dissemination and communication activities are the following:

- O1: To organize a series of events (5 regional conferences, 1 mid-term conference, 1 final conference, 10 site visits, 35 workshops with stakeholders, 15 workshops with replicant partners, training seminars, and one-to-one meetings).
- O2: Dissemination of information and general market awareness through 20 presentations, 16 press releases, 40 articles, 1 project leaflet, 1 project brochure, and website/social media news.

These activities and deliverables are led by Ekubirojs with input from and collaboration of consortium partners.

Introduction and Background

The Communication and Dissemination strategy is an essential tool to ensure the right level of engagement and collaboration with key stakeholders for the project. The Communication and Dissemination strategy aims to take a 'how-to' guide approach for the target stakeholders and the final audience of the EUROPA project. With such an approach, the strategy facilitates the understanding and mutual learning benefits of the Energy Efficiency Subscription (EES) and the one-stop-shop (OSS).

This Communication and Dissemination Plan identifies the target audience, key messages, value proposition, means of internal and external communication, tactics for implementation and dissemination channels. It complements the D6.3 Project Branding Package produced in M2. The scope of this document is to introduce stakeholders, communication and dissemination tools, promotional material and KPIs to measure and monitor the performance of communication and dissemination activities.

Communication and dissemination (Work Package 6 – WP6) is a cross-cutting element of the project and requires the contribution of every project partner; a coherent strategy will then help ensure that the project follows a unified and consistent methodology and that maximizes all potential synergies between partners.

EU Policy Context

Ahead of the EU Renovation Wave initiative, an own-initiative report by the European Parliament's Committee on Industry, Research and Energy (2020) reminds of the enormous potential that lies in building renovation. The report states that renovating existing buildings would contribute to the economic recovery by generating local employment, upskilling workers, and creating resilient communities. It also estimates that, through the implementation of Integrated Renovation Programmes (IRPs) at the local level, the EU total energy consumption could be reduced by 26% and bring various co-benefits, such as air quality improvements, GHG emission reduction, cost savings, poverty reduction, less import dependency, and more resilient energy systems.

Extract from the EU Parliament's report on maximizing the energy efficiency potential of the EU building stock (2020)

*“The European Commission’s Renovation Wave initiative is part of the broader European Green Deal and can be significantly strengthened by actions at national, and critically, **local level**. Energy efficient buildings **benefit all citizens**; especially those at risk of **energy poverty**. For this to succeed, best practices such as **one-stop-shops** for information, advice and financing, and as places to discuss specific community needs **should be replicated in all Member States**. Capacity building for **municipalities**, and the active involvement of local actors such as **energy communities, housing cooperatives, local industries, and financial actors** have also proven successful. To this end, the proposed platforms on renovations are certainly a useful tool to develop **inclusive community based integrated renovation programmes that can be replicated, scaled up elsewhere, and help create value chains at local and regional level**¹.”*

Additionally, interest from the European Commission in the one-stop shop (OSS) business model for buildings has drastically increased thanks to the model’s focus on transparency, accessibility, and innovation. A OSS is a virtual and/or physical place where stakeholders can find all information and services they need to implement a deep renovation project. OSS technical services are considered effective because the OSS is local, thereby ensuring acceleration of the building renovation process through informing, motivating, and assisting end users from the start to the end of the renovation process. It also eases the access to financing and often offers better rates.

Extract from the EU Commission’s report on accelerating clean energy in buildings (2016)

EU Member States are encouraged *“to develop dedicated **local or regional one-stop-shops** for project developers, covering the whole customer journey from information, technical assistance, structuring and provision of financial support, to the monitoring of savings. These facilities should lead to more locally-developed project pipelines and **strong and trustworthy partnerships with local actors** (e.g. SMEs, financial institutions, and energy agencies), the key being to connect the supply of finance with demand for it².”*

¹ European Commission. “Renovation Wave: doubling the renovation rate to cut emissions, boost recovery and reduce energy poverty”, 2020. Available from: https://ec.europa.eu/commission/presscorner/detail/en/ip_20_1835

² European Commission. ‘Accelerating clean energy in buildings’ to the Communication on Clean Energy For All Europeans, COM(2016) 860 final, Annex I.

In difficult times brought by the Covid-19 pandemic, the EUROPA project with its unique goal of establishing the OSS for building renovation as a service in replicating partner countries is of even more importance as the final beneficiary, or the European citizens, will uncover the benefits of the full renovation journey, overcoming economic, social and environmental uncertainties.

About the EUROPA Project

As mentioned in the Grant Agreement, the overall objective of the EUROPA project is to promote and boost the implementation of deep energy renovation in the residential building sector, by building trust in the market, triggering new investments and setting up standards and specifications to guarantee their performance. Specifically, the project includes the development of an Energy Efficiency Subscription (EES), which contains a set of technical specifications, procedures and standard contractual arrangements, ensuring guaranteed energy savings from the deep renovation of residential buildings. The EES will be supported by a technical assistance service, which will take the form of a one-stop shop, enabling coordination and monitoring of the end users' investment journey. In particular, EUROPA one-stop-shop will cover the following services:

1. Proactive engagement of homeowners: This includes market segmentation, generation of leads, and targeted communication and marketing tools to reach the right groups at the right moment.
2. Energy renovation financial planning: EUROPA offers tailor-made plans financing to help stakeholders reach deep renovation through Energy as a Service. How the financing is implemented is done depending on the local context and the financial means of each homeowner.
3. Coordination of the renovation process on behalf of the homeowner: EUROPA ensures deep renovation through collaboration and follow up through long-term and affordable financing especially for low and middle income families, elderly people and other vulnerable groups who cannot access other financing means although the value of their energy savings is large enough to pay off.
4. Guaranteed results and post-work monitoring including the quality of works and, ideally, energy savings.

The consortium will trigger € 37 million of sustainable energy investments in the following regions: Piemonte (IT), Alto Alentejo (PT), Allgau (DE), Isère (FR) and Latvia (LV). A proper mix of financial and long-term market incentives will attract market

operators to use the published set of standards and specifications. This model will ensure the expected impacts in terms of primary energy and CO2 emissions reduction and the scalability and sustainability of the project components (EES and OSS) because the market actors will continue to see fair returns over the following years from their work.

To reach the main goal as formulated above, four specific objectives have been defined:

1. Define the energy efficiency subscription (EES) setting standards and requirements for the deep energy renovation of residential buildings to build trust and transparency in the energy efficiency market of the five regions involved in the project;
2. Promote the EES in the five regions involved in the project to activate the demand and trigger additional 37 M€ investments in energy efficiency;
3. Disseminate the project approach across the EU, reaching at least 20 regions and local authorities outside the project consortium that will be targeted through an effective learning activity;
4. Boost the capacity and skills of six regional partners to attract financing and support the delivery of investments in energy efficiency in the market through an intense mutual learning approach.

The above objectives are specific, measurable, achievable, realistic and timely for the entire duration of the project. The monitoring of the project objectives will be secured as follows:

1. The delivery of the adapted regional EES is a milestone of the project. All documents and procedures will be uploaded on the web platform and clearly measurable.
2. The following key performance indicators will be used to monitor the achievement of the objective 2:
 - a. Number of stakeholders reached in regional workshops (attendance sheets and full list of contacted people will be prepared)
 - b. Number of offers that are prepared, delivered and assessed based on the EES

- c. Percentage of primary energy savings triggered with the project implementation
 - d. Number of ESS subscribers
 - e. Endorsement acts of the governmental public institutions
3. The following key performance indicators will be used to monitor the achievement of the objective 3:
 - a. Number of entities applying for the replication activities
 - b. Number of training sessions delivered
 - c. Learning packages delivered and available to the general public
 - d. Number of entities engaged with specific agreements for business plan drafting
 - e. Level of feasibility for replication opportunities based on the pilot outcomes
4. The following key performance indicators will be used to monitor the achievement of objective 4:
 - a. Number of on-site meetings organized and minutes drafted
 - b. Number of online meetings organized and minutes drafted

Project Partners

The EUROPA project partners are listed below.

- Regione Piemonte, Piemonte, Italy
- Parco Scientifico Tecnologico per l'Ambiente Environment Park Torino Spa, ENVIPARK, Italy
- Energie & Umweltzentrum Allgau Gemeinnutzige GmbH, Eza!, Germany
- Agência Regional De Energia E Ambiente Do Norte Alentejano E Tejo, AREANATEjo, Portugal
- Climate Alliance - Klima-Buendnis - Alianza Del Clima E.V., CA, Germany
- Reimarkt Concept B.V., REIMARKT, Netherlands

- Eku Saglabasanas Un Energotaupibas Birojs, ESEB, Latvia
- Funding For Future Bv, F3, Netherlands
- Ageden, AGEDEN, France

COMMUNICATION & DISSEMINATION STRATEGY

The Communication and Dissemination Plan describes all the means of communication and dissemination that will be used from M1 to M36 to ensure maximum success and impact of the project activities. It will focus on both internal and external communication. The internal communication strategy will ensure a constant and effective exchange of information between the partners and the project's governing bodies. This includes setting up a cloud platform as document sharing and repository which has already been defined at the project kick-off (Nov 4th 2020). The external communication will be based on the WHO-WHAT-HOW-WHEN approach (see Figure 1) and include market gap and stakeholder analysis, market and stakeholder segmentation, value proposition identification, group targeting and lead generation, and evaluation through relevant key performance indicators. This Plan is a first version and will be updated in M18 to incorporate reporting and adjustments.



Figure 1. WHO-WHAT-HOW-WHEN approach

As mentioned in the Project Concept of the Grant Agreement, the focus of WP6 is to contextualize the links between environmental protection, supply security, resource scarcity and energy efficient apartments. A drastic improvement in the level of home comfort during all seasons and an increase in healthy living will be emphasized as two key long-term benefits that end users will experience after the renovation period.

OBJECTIVES

Due to the existing market barriers for market operators and the common selling approach towards end users, there is an urgent need to change the attitudes of a diverse target audience towards building renovation by establishing a high-level of trust and high-quality constant communication. Therefore, the main objectives of EUROPA Communication and Dissemination strategies are:

- Defining and promoting the **unique value proposition** of EUROPA to energy efficiency and deep renovation;
- Facilitating the building of **trust and transparency** in the market and in the end users;
- **Translating EUROPA benefits** into health, safety, environmental awareness, community development, job and economic well-being, and other qualitative benefits;
- **Spreading EUROPA benefits and best practices** through targeted communication and dissemination activities.

SWOT-ANALYSIS

With nine partners working in six languages, the ability to keep to a tight schedule is challenging. Hence, it is important to inform the partners about the impact of late (or lack of) briefings to the communications teams when partners communicate or disseminate the project at the local level. When required, partners may conduct translations of second language materials.

Regarding the target groups, the following risks and opportunities have been clustered in a SWOT- analysis:

Strengths	Opportunities
<ul style="list-style-type: none"> • High-ranked consortium partners with media experience and a great network. • EUROPA is an EU-funded project and, therefore, will be sustained and publicly available even after its end. • The project offers a unique selling approach of energy efficiency and deep renovation. • The project will include the development of an online platform that will be user-friendly and guarantee user satisfaction. • The project ensures scalability thanks to its standardized EES and the Replication Process that will be implemented through the EUROPA Mentoring Programme. 	<ul style="list-style-type: none"> • EUROPA is a specific project and will address specific and distinctive target segments. • Deep renovation and energy efficiency are evolving topics on the agenda of most of the stakeholders mentioned above. • Significant energy saving potential for the targeted buildings. • EUROPA will facilitate the implementation of replication activities at local level. • Deep renovation and energy efficient buildings are key to guarantee energy security and reduce EU dependency on Russian resources.
Weaknesses	Threats
<ul style="list-style-type: none"> • Lack of willingness or capacity of residents/homeowners to commit to high investment costs. • Lack of trust from residents/homeowners. • Communication and dissemination without a strategic approach. • Iterative nature of H2020 projects. 	<ul style="list-style-type: none"> • Stakeholders decide to join other initiatives/projects. • Covid-19 could affect the project events and the project implementation. • Local legislation may interfere with the design of a standardized EES. • Governmental institutions do not endorse EES.

• War in Ukraine and its impact on resources and energy prices.

IMPLEMENTATION GUIDE

Because of the variety of stakeholders across pilot regions and the identified weaknesses in the project, specifically lack of stakeholder trust or buy-in, a main focus of the communication and dissemination plan is to take an audience-focused approach to deliver the right key messages to the right target audience. The chart below (Figure 3) illustrates the five steps that will be conducted, implemented and finalized in the D6.3 Stakeholder Analysis in M8.

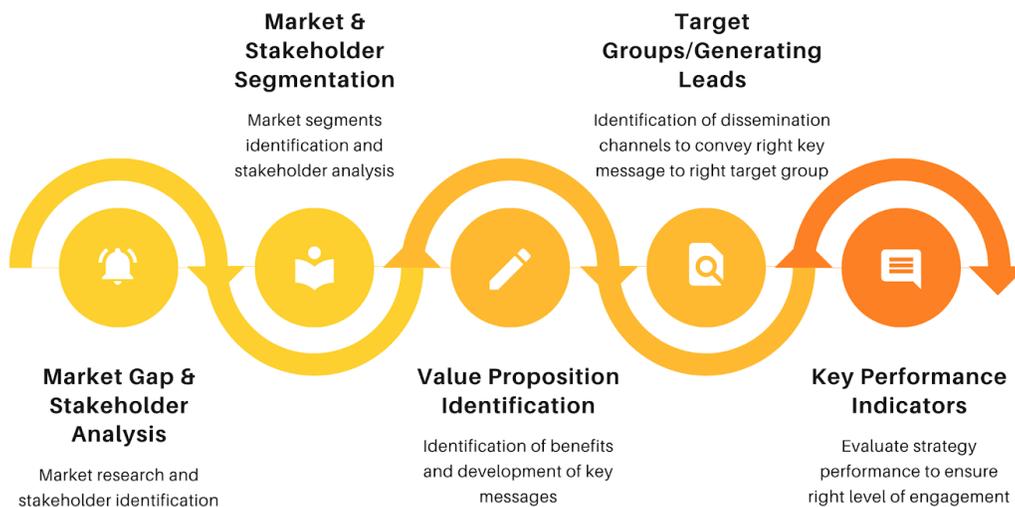


Figure 3. EUROPA Communication and Dissemination Implementation Guide

Market Gap and Stakeholder Analysis

To identify key messages and the value proposition that the EUROPA project offers to its pilot regions and stakeholders, we have conducted a market gap and stakeholder analysis. This analysis contributes to the assessment of the deep building renovation

market and current trends in the EU, as well as the expectations and challenges of key stakeholders. It includes general market research at the EU level to identify best practices and potential stakeholders.

The Energy Efficiency Directive 2012/27/EU introduced the concept of deep renovation as a “refurbishment that reduces both the delivered and the final energy consumption of a building by a significant percentage compared with the pre-renovation levels, leading to a very high energy performance”³. The implementation of a deep energy renovation represents the adoption of an integrative approach at the whole building level, guaranteeing a more cost-effective process and higher energy savings.

In Europe, buildings are major sources of greenhouse gas emission and contributors to the current climate crisis.⁴ In fact, the majority of European buildings (built from 1960–1970) are characterized by poor thermal insulation, poor indoor air quality, poor performance in terms of seismic and structural safety, and low efficiency and renewable energy systems integration⁵. Yet, despite EU energy-efficiency nZEB targets, and despite the successes of deep renovation initiatives on improved building quality, the European building sector has not been able to adopt large-scale retrofitting processes, with an insufficient renovation rate of 1% for existing buildings⁶.

Deep renovation has usually been approached as a technological challenge; hence, many research and innovation initiatives focus on the development of new construction material, techniques, and technologies. However, social and financial barriers have not been considered. Some projects are already in place and their outputs and best practices have been already favoring the market; yet, most of them are not integrated, inclusive and scalable packages⁷. In terms of financial support, there is a clear lack of

³ Simona, D.; Peter, O.t.V. ProGETonE Public Deliverable D2.1: Report on the State of the Art of Deep Renovation to nZEB and Pre-Fab System in EU; European Commission: Brussels, Belgium, 2017.

⁴ Röck, M.; Mendes Saade, M.R.; Balouktsi M.; Nygaard Rasmussen, F.; Birgisdottir, H.; Frischknecht, R.; Habert, G.; Lützkendorf, T.; Passer, A. Embodied GHG emissions of buildings – The hidden challenge for effective climate change mitigation, *Applied Energy*, 2020, 258.

⁵ Majcen, D.; Itard, L.; Visscher, H. “Statistical model of the heating prediction gap in Dutch dwellings: Relative importance of building, household and behavioural characteristics”. *Energy Build.* 2015, 105, 43–59.

⁶ European Communication from the commission: A roadmap for moving to a competitive low carbon economy in 2050. COM 2011, 112, 1–34.

⁷ D'Oca, S.; Ferrante, A.; Ferrer, C.; Perneti, R.; Gralka, A.; Sebastian, R.; Veld, P. “Technical, Financial, and Social Barriers and Challenges in Deep Building Renovation: Integration of Lessons Learned from the H2020 Cluster Projects”. *Buildings.* 2018, 8, 174.

options and trust to foster long-term investments in the residential market⁸. Concerning social aspects, traditional renovation projects do not usually consider individual needs or expectations from end users and do not include a participatory and mutual learning approach⁹. Therefore, new approaches will probably need to integrate technical, financial, and social aspects from the beginning to include the analysis and specifications of each market and target group, making use of creative tools to deliver an integrated, inclusive and scalable package.

The term *stakeholder* refers to all the actors which are called to play a specific role in the EU transition to a clean energy system. They can be policymakers, energy management experts, energy providers/utilities, ESCOs, consultants, business support organizations, financial institutions, citizens, etc. Their consultation and active involvement in the implementation of regional energy strategies with a bottom-up approach is always substantial and needed.

To begin with this consultation, a preliminary stakeholder analysis was implemented to answer the following questions: Who will be the beneficiaries of the project? What are their expectations? What are their challenges? How are you communicating with them? A survey was sent to partners in M2 (Figure 4) to gather relevant information about their key stakeholders and the communication channels used to engage with them.

⁸ Janda, K.B. “Building communities and social potential: Between and beyond organizations and individuals in commercial properties”. *Energy Policy* 2014, 67, 48–55.

⁹ Mills, B.; Schleich, J. “Residential energy-efficient technology adoption, energy conservation, knowledge, and attitudes: An analysis of European countries”. *Energy Policy* 2012, 49, 616–628.

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EUROPA - Stakeholder Analysis

The overall goal of this questionnaire is to define the most strategic stakeholders and target groups of your organization that can either be a target group to engage with for EUROPA or support the implementation of EUROPA as a multiplier/mentee.

In the survey, stakeholders are meant as all individuals, groups, organizations or institutions that have interest or play a role in the achievement of the mission and goals of your organization.

In the survey, target groups are meant as all individuals, groups, organizations or institutions that benefit from the work and activities of your organization.

*** Required**

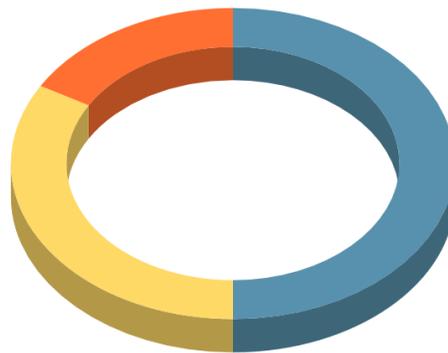
Name of your organization. *

Your answer

Figure 4. EUROPA - Stakeholder Analysis Survey

The survey highlighted that EUROPA partners' key stakeholders comprise mostly municipalities (50%), private sector (33.3%), and end-users (16.7%).

Partners' Key Stakeholders



● Municipalities ● Private Sector ● End-users

According to partners, municipalities are described as the public entities responsible for the management and coordination of renewable energy sources and greenhouse gas emissions reduction programmes in a specific territory. The private sector includes networks of construction companies, suppliers, professionals, and planners. End-users are the actors that need to be involved to implement deep renovation in residential buildings.

The most used communication channels that EUROPA partners have been exploiting to engage with their key stakeholders are in-person meetings (66.7%), which are followed by phone and email (16.7%) and online/social media (16.7%). In-person meetings are considered the best tool to “establish a project collaboration which needs reliability and truthfulness and to effectively explain the project concept and the goals you have”. Furthermore, “frequent and in-person meetings” are considered the most efficient strategy to establish trust for collaboration. These meetings are usually conferences, targeted events, online and on-site workshops, and online webinars. Among other successful communication tools, there are blog posts, newsletters, telephone, and social media, such as LinkedIn.

Depending on the stakeholders and the mission of each project partner, the benefits that their stakeholders expect from them vary. In general, municipalities expect to be provided with best practices, peer-to-peer exchanges, general information on local climate action, and different tools that can support their daily climate action, such as monitoring/ citizen engagement/ awareness raising. The private sector expects to be involved in new renovation and energy efficient projects and end-users want and need high-level involvement and engagement, guarantees, and insurance.

Concerning each partners’ role in EUROPA, the key stakeholders that will ensure the success of EUROPA are service providers (50%), professional craftsmen (16.7%), end-users (16.7%), and municipalities (16.7%). Service providers represent the link between the project and potential beneficiaries, end-users are the group that has to be convinced to undertake deep renovation of their buildings and required investment, and that must be supported with the correct and exhaustive information. Active municipalities are also crucial for both the pilot and the replication activities of EUROPA.

Market and Stakeholder Conclusions

The target groups that need to be engaged and involved in EUROPA to ensure its successful implementation are:

- Citizens, social houses managers, condominium managers that will be described as end-users;
- Market operators, such as utilities companies, ESCOs;
- Professional craftsmen, such as architects, engineers;
- Financial institutions;
- Associations of Small and Medium Enterprises (SMEs) and association of craftsmen;
- Municipalities;
- Governmental and public institutions; and
- Public bodies and energy agencies.

Target group	Characteristics	How
Citizens Social houses managers Condominium Managers (End-users)	The end-users are one of the primary target groups of the project because they are essential for the project implementation and to ensure its success. They represent the demand and are the main beneficiaries of the project. They must be persuaded to start the deep renovation of their buildings and supported in the investment journey.	They will be contacted for public events, specific workshops, and bilateral meetings. A specific narrative for selling purposes will be created for their engagement. This key message will be developed highlighting the benefits of energy efficiency rather than energy efficiency itself.
Market Operators (ESCOs, Utilities, Construction companies, etc.)	Market operators are another primary target group of the project. Their involvement is key to set up standards and specifications of the EES. They also play a crucial role in selling the EES as long as they adhere to it and distinguish themselves from standard market operators.	A dialogue with them will be established at the beginning of the project through a participatory process that will lead to the finalization of the EES. Promotional and dissemination workshops are then foreseen.
Professional organisations	Architects and engineers	The professional

(Engineers, Architects)	are essential in the decision-making process of investment. They are at the front end with homeowners and condominium managers. They are advisors and designers of solutions. Their involvement is crucial to build a good investment pipeline.	organisations will be invited to join the dialogue with market operators and will be a key target group for dissemination and communication activities.
Financial Institutions	Their involvement is important to set conditions under which the financial support of investments built on the EES could be assured in an easier way. Some innovative solutions based on successful case studies will be presented and their potential feasibility discussed.	A dialogue with them is planned at the beginning of the project through a participatory approach that will lead to the finalization of the EES.
Associations of Craftsmen and Association of SMEs	SMEs and craftsmen operating in the energy efficiency sector are service and product providers for deep renovation investments. The set of standards and criteria of the EES will also deal with their core business.	Associations of SMEs and craftsmen will join the dialogue with market operators and will be a key target group for dissemination and communication activities.
Municipalities	The involvement of municipalities can be useful for communication purposes to increase the possibility to deliver information to homeowners and to establish trust.	They will be a key target group for dissemination and communication activities.

Governmental Public Institutions	The involvement of key Governmental Public Institutions is deemed for the institutionalization of the EES as reference standards for home renovation.	Specific bilateral meetings will be organized with the most suitable institutions in the respective regional countries.
Public bodies and Energy Agencies that can replicate the project approach	Replication of the proposal approach is a project objective. A lot of institutions and organizations are willing to turn planning intentions into concrete actions for residential buildings. A starting point will be the network of the Covenant of Mayors (CoM).	They will be the receivers of the learning package and selection procedure. They will also be a target of communication and dissemination activities.

Other **external stakeholders** of the project are international and EU construction associations and/or organizations, both EU and local municipalities networks and/or associations, international and EU tech companies and/or networks, and public and private housing associations.

Both the communication and dissemination strategies will be tailored based on the level of influence, engagement, and readiness of the specific target groups. After an initial identification of potential stakeholders in M3, a detailed stakeholder analysis will be carried out from M4 to M8 and include online workshops and webinars with relevant stakeholders to foster engagement and to define replicators or mentees for the project.

EUROPA can then be a demand aggregator. By acting as a catalyst and creating a cooperative framework, EUROPA will ease the journey to the uptake of effective energy efficiency measures. The project offers the relevant target groups administrative, technical and financial support and access to opportunities, energy data and innovative tools that its key stakeholders can trust.

Information, dialogue, engagement and activation of demand are keywords for the successful implementation of EUROPA. End users will be provided with a toolkit to deal with the decision making process of the investment needed for the renovation activities. In particular, they need to know what can be done, how it can be done, the price and,

most of all, all the benefits they can get from the renovation. At the same time, a fruitful dialogue will be established with market operators and financial institutions to engage them in co-designing the EUROPA toolkit. Ekubirojs will offer an integrated, inclusive and scalable package through the EES and the one-stop-shop, which are not well known concepts in all the project countries.

Market and Stakeholder Segmentation

The market and stakeholder segmentation includes deeper and local market research and the identification and assessment of local stakeholders. This identification follows the regular parameters of a business communication plan. Hence, the stakeholders are divided into different categories based on demographic, behavioural, psychosocial and geographical aspects.

The analysis answers the following questions: What kind of residential buildings do I have on my territory (type, age, necessity to renovate, energy saving potential, etc.)? What type of homeowners and tenants live in these buildings (low-medium-high income profile)? What are their home-improvement needs? What market actors are active in your area (suppliers, one-stop-shops, type of enterprises and their working culture)? What are their needs and challenges? How can you address them? What are their habits? Does the project require a change of habits or behaviour?

From M4, one-to-one interviews take place with each project partner based on the key findings of the stakeholder analysis survey.

Value Proposition Identification & Key Messages

Based on the outcomes of the market gap analysis, stakeholder analysis and market segmentation, a unique value proposition is defined and key messages are carefully designed to reach the right target group with the right message and to ensure the right level of engagement of each target group.

The unique value proposition of EUROPA lies in its relevance, quantified value and differentiation. In fact, the service that EUROPA delivers is **user-centric, guaranteed, specific, scalable, and resilient**.

- **User-centric:** end users will benefit from a user-friendly platform that will ease and assist their whole renovation journey.

- **Guaranteed:** end users will benefit from health and wellbeing improvements, safety and comfort increase, and guaranteed savings and energy efficiency.
- **Specific:** the energy efficiency subscription will include detailed technical and financial specifications for both professional craftsman and market operators to guarantee high quality and performance.
- **Scalable:** being a standardized model, the energy efficiency subscription represents a vehicle to ensure consistency and effective delivery of building renovation to end-users in different geographical areas.
- **Resilient:** deep renovation and energy efficiency markets are stable markets for operators and offer steady work for professional organizations and craftsmen.

Based on the target groups, specific key messages are developed to ensure that all target groups become aware of EUROPA and its benefits and consider applying for the energy efficiency subscription.

Who	Key Messages
End users	<p>Our goal is to ensure citizens' wellbeing through deep renovation of homes that are safer, healthier and comfortable. With our one-stop shop that we couple with an energy efficiency subscription (ESS), we aim at assisting residents in their renovation journey by:</p> <ul style="list-style-type: none"> - informing residents about the benefits of building renovation; - offering residents a simple and customized onboarding process through the SUNShINE platform; - easing the building renovation technical and financial procedures; - matching end-users with trustful service providers; - matching end-users with the right financial support schemes; - guaranteeing long-term energy savings, health, comfort, and safety.

	<i>A matching service: we match end users with all service providers involved in the renovation process through one inclusive offer.</i>
Market Operators	<p>Contact us to save time and resources in your daily transaction and to be involved in an increased number of deep renovation projects.</p> <p><i>A matching service: we match the market operators with end-users interested in signing a deep renovation contract (EES).</i></p>
Professional Craftsmen	Reduce transition costs by using our web platform. Get in touch to know more and start your trial.
Association of SMEs	<p>Join our consortium to make energy efficiency and deep renovation a priority.</p> <p><i>Networking, featured on our website, our blog, our social media as a best practice</i></p>
Municipalities	Contact us to implement a pipeline of solutions that will guarantee your citizens' wellbeing, foster community development, create job opportunities, and make your city energy efficient and sustainable.
Governments/EU institutions	<p>Leverage our tool for EU funding/Green Deal.</p> <p>Best example for MEPs of successful projects.</p>
Integrated Home Renovation Services/ One-Stop-Shops	Use our SUNSHINE platform to provide your stakeholders with a digital shop for information exchange about deep renovation and energy efficient buildings and for project management and monitoring.

Target Group/Generating Leads

To ensure effectiveness and engagement, measurable and specific dissemination channels are selected for each target group.

Dissemination Channel	Target Audience	Measurable Result	Achieved Result (M18)
Project website	All target groups, including general public	· 150 unique views (monthly average)	1.4k views from Jun 2021 to Mar 2022
Project newsletter	All target groups	· 4 (2 x each year starting from June 2022)	
Project leaflet	End users, market operators, financial institutions, public authorities	· 1 leaflet for end users and 1 leaflet for market operators in English and all project languages, printed in a sufficient number of copies to reach the audience while respecting the environmental concern.	1 leaflet for end users and 1 leaflet for market operators in English and all project languages, printed in a sufficient number of copies to reach the audience while respecting the environmental concern.

Project brochure	End users, market operators, financial institutions, public authorities, and potential replicators	<ul style="list-style-type: none"> · 1 digital brochure customized for specific target groups in English. 	1 digital brochure customized for specific target groups in English.
Video	All target groups	<ul style="list-style-type: none"> · 1 explanatory project video (English and all project languages) · 5 regional videos on project results 	1 explanatory project video (English and all project languages)
Conferences and events	Market operators, public authorities, and potential replicators	<ul style="list-style-type: none"> · 20 presentations during the project timeline (1000 people attendance) 	7 presentations during the project (858 people reached)
Press releases and articles	All target groups, including the general public	<ul style="list-style-type: none"> · 16 press releases (at least) · 40 articles (at least) 	8 press releases and 29 articles
Site visits to renovated houses/buildings	End users	<ul style="list-style-type: none"> · 10 site visits (at least) targeting minimum 50 	

		interested end users	
Stakeholder workshops	End users, market operators, and financial institutions	· 35 workshops (20 x end users targeting about 600 stakeholders, 10 x market operators targeting about 100 stakeholders, and 5 x financial institutions)	10 x market operators targeting about 100 stakeholders, and 5 x financial institutions
Webinars	Public bodies/Energy agencies	· 10 webinars targeting 20 replication partners	
Workshops	Public bodies/Energy agencies	· 5 on-site workshops targeting 20 replication partners	
Regional public events	All target groups	· 5 public events (1 x Italy, 1 x Portugal, 1 x Latvia, 1 x Germany, 1 x France) targeting at	

		least 250 stakeholders	
Mid-term project conference	All target groups	· 1 mid-term conference led by CA targeting at least 200 stakeholders	
Final project conference	All target groups	· 1 final conference led by Regione Piemonte targeting at least 200 stakeholders	
Final publication	All target groups	· 1 final publication in English and all project languages in digital version	

Project Communication & Dissemination Deliverables

EUROPA will produce a variety of means of dissemination, such as the project website, newsletters, leaflets, promotional videos, brochures, press releases and articles presenting the project concept and key outcomes. The creation of EUROPA branding package including EUROPA logo, hashtags, motto, and graphic identity (Annex 1), as well as EUROPA templates for letters, reports and slides (Annex 2), enables a coherent and unified communication of the project. The logo and the graphic identity are introduced below (Figure 2) as deliverable D6.3 “Project Branding Package” together with the other dissemination tools that will be developed and used to foster stakeholder engagement and ensure effective dissemination of project concept and outcomes.



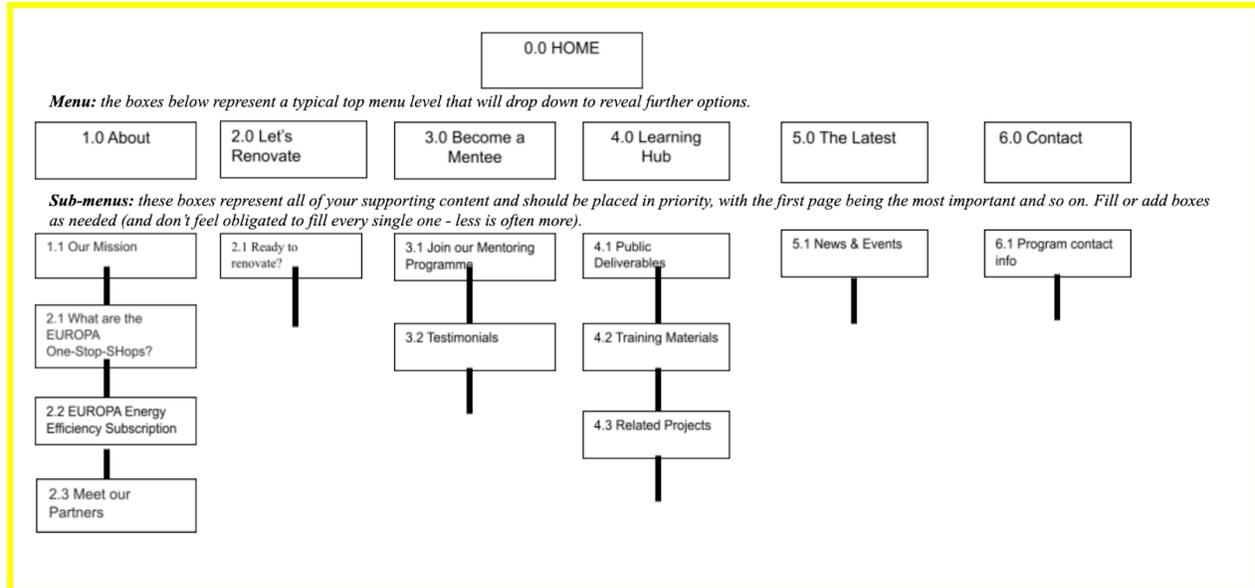
Figure 2. EUROPA Logo and Graphic Identity

Digital Strategy: Project Website, Social Media, Email Marketing & Project Newsletters, Press Releases & Articles, Workshops, Final Project Publication

Key to dissemination among the diverse stakeholders is a comprehensive digital strategy. This is even more important as we plan for a new normality of increased online presence. Therefore, we create an overarching digital strategy that includes an engaging website, directive social media and email marketing that serve to reinforce the main messages and objectives of EUROPA. The Europa digital marketing strategy aims to make all end-users interested in renovating their homes trust EUROPA and choose EUROPA integrated, inclusive and scalable package to experience their renovation journey. Hence, the digital marketing strategy focuses on the EUROPA social media accounts - to make end-users aware of the EUROPA package and its unique value proposition; the EUROPA website - to make end-users contact us for more information and/or a quote; the SUNSHINE platform - to make end-users start their renovation experience.

Project Website

The website is the main communication tool, suitable for addressing the various stakeholders of EUROPA who can quickly click on to their area of interest. It contains the most important information about the project and will be populated continuously.



It is designed to provide a clear overview of the EUROPA story and its vision on one page, using images, infographics, and lively, engaging content. Most of the language used is non-technical and easy to understand, with the exception of technical and regulatory specifications which entail using more detailed terms. Yet, the aim of the project website is to make the EUROPA content as user-friendly and simple as possible to the visitor. The visitor can get an initial impression of the project on one page by clicking on 'About', 'Let's Renovate', 'Become a Mentee', 'Learning Hub', 'The Latest' and 'Contact', which will lead to the respective description on the same page with the possibility to get more information about the project by using the submenus - the general explanation of the EUROPA 'Replication Process' and the 'Pilot Sites' are included in the submenus of the 'About' page. The website also includes information on EUROPA's social media and email contacts.

In general, the EUROPA website will be updated fortnightly with learning resources materials, news, publications, and media releases. In addition, the content about the pilot sites, as well as the learning hub ('Public Deliverables' and 'Training Materials') will be uploaded in the website continuously depending on the project development and the project activities. The website will be a key leads generator - bringing users here from social media, and other online events.

Social Media

EUROPA already has a Facebook, Twitter, LinkedIn, and Instagram account managed by ESEB. ESEB has posted a first post on the EUROPA Facebook and Twitter page to start engaging with related H2020 projects. Its Facebook page has already gained 249

followers and its Twitter account has earned 244 followers as of March 31, 2022. We will target specific users on different social channels depending on the results of the market analysis. Therefore, our social media marketing strategy will be targeted to what type of user uses which platform. Social media will serve to inform and call users to act - mainly to come to our website or to sign up on the SUNSHINE platform to get information about the deep renovation of their building and eventually initiate the process.

Facebook

Being suitable for end-users and the general public, Facebook is used to emphasize the value proposition of EUROPA and the main outputs of the project. It highlights the positive impacts and benefits that EUROPA brings to the society and the daily lives of citizens, using a non-formal language. The aim is to engage people in the discussion on the benefits of deep building renovation and on the existing barriers in the EU to raise awareness and establish trust. The EUROPA Facebook page targets the wider EU public, collecting and linking stories about the project and its main activities. Partners also use their own Facebook pages to promote the project, its activities and highlight their role in EUROPA.

Ekubirojs will also design a plan to facilitate the Facebook posting of project's and topic-related content. EUROPA content will be posted at least three times per week. In addition, the consortium will establish synergies and foster collaboration with related H2020 projects and initiatives by liking, following, sharing, and reposting relevant content.



Europa - Deep Renovation & Energy Efficient Buildings

Product/Service

Send Message

Home Events Reviews Photos More ▾

Liked



About

See All

EUROPA has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 956649. This Facebook page reflects the EUROPA consortium's view only. It does not represent the view of the EU Commission.

207 people like this including 3 of your friends



200 people follow this



Create Post

Photo/Video

Check in

Tag Friends



Europa - Deep Renovation & Energy Efficient Buildings

November 27 · 🌐

What's EUROPA?

[#EnergyEfficiency](#) [#RenovationWave](#) [#DeepRenovation](#) [#EUGreenDeal](#)

Target: number of followers

Y1	Y2	Y3
350	600	1000
251		

Twitter

EUROPA mainly uses Twitter to connect to energy efficiency and renovation communities, which include other relevant H2020 projects, networks, initiatives and stakeholders as well as cities interested in deep renovation and Smart City/Living platforms. Therefore, the tweets include more technical terms, which are familiar to these communities. Tweets are used to direct the audience's attention to crucial information about the project and to invite collaboration in marketing on-site and online events, in promotional activities and publications (commercially oriented and technological communication/dissemination). EUROPA will also use Twitter to promote and comment on the webinars and/or workshops, applying selected hashtags - [#PrioritisePeople](#), [#EUGreenDeal](#), [#RenovationWave](#), [#Renovate2Recover](#) [#EUROPA](#), [#H2020EE](#), [#DeepRenovation](#) [#AccelerateRenovation](#) [#EnergyEfficiency](#) [#fitfor55](#) [#buildingrenovation](#) [#onestopshop](#) [#energyefficiencysubscription](#) [#energyrenovation](#) -



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that participants can use in their tweets and/or retweets. All tweets during the webinar and/or workshop will feature in the integrated Twitter feed on the project website.

ESEB will also design a plan to facilitate the Twitter posting of project's and topic-related content. EUROPA content will be posted at least five times per week. In addition, the consortium will establish synergies and foster collaboration with related H2020 projects and initiatives by liking, following, sharing, and reposting relevant content.



Target: number of followers

Y1	Y2	Y3
200	300	500
254		

Instagram

Instagram can be used to disseminate EUROPA key messages, increase visibility, and coverage. Instagram is a good dissemination tool to use for pilot events and activities, sharing pictures/videos/interactive animations and launching quizzes and games and this content can also feed directly into the Facebook page(s). With over 400 million users of which 53 % are between the ages of 18 and 29, Instagram is a suitable platform to engage with that group of end-users that will enjoy the benefits of energy efficiency/deep renovation longer and suffer more from climate change.

Y1	Y2	Y3
50	70	100
54		

LinkedIn

LinkedIn is used for targeting EUROPA content to very specific industries and market operators through joining EU and global groups, such as the Energy Efficiency Professionals group as it is a hub for business networking with 24,996 members. LinkedIn is also important for opening up business opportunities to all project partners since it links directly to partners' company profiles.

Y1	Y2	Y3
150	200	300
204		

Email Marketing & Project Newsletter

The emails will be sent to individuals, organizations, institutions, associations that have subscribed to the newsletter or shown direct interest to the EUROPA project. For project on-site and online activities, invitations to events, workshops and/or webinars might also be sent. The consortium will follow the GDPR rules and inform all subscribers about how their data is used and how long for. They will also receive clear information on how to unsubscribe. This information will also be available on the website.

The newsletters are developed by ESEB on a six-monthly basis (there will be 4 newsletters during the 36 months of the project) and circulated among partners, associates and organisations which the consortium already cooperates with to promote the project to a broader audience and to raise awareness of EUROPA's purpose, activities and outputs at both the local and regional level. The first newsletter will be sent out in June 2022 to present the project and its first results.

Email marketing will be highly exploited to disseminate the project's mission, vision and activities and to gain and retain subscribers. This dissemination tool is cost-effective, measurable, and efficient for improving engagement and establishing brand image. Emails usually generate better results than other channels. By using MailChimp, the performance will be optimized and the process automated. It will also be possible to measure the engagement and reach of the emails and to adjust features and content based on response rate. The content of the email will be diversified and interactive and will include infographics, GIFs, images, and videos as well as different layouts and a clear call-to-action button to direct subscribers to the EUROPA website or social media accounts. Email marketing will serve to gain new subscribers and retain them to ensure constant activity and traffic on the EUROPA website and to guarantee clicks on the SUNSHINE platform, which closes the loop on the user journey.

Press Releases & Articles

During the project, press releases will be circulated among project partners for online dissemination and articles will be published to specific media at local, regional and sectoral levels to reach a massive audience, as well as targeted stakeholder groups. Ekubirojs will draft a file to store a comprehensive list of press contacts in each partner country and upload it in the EUROPA Drive for all the partners to fill it in. Partners should list national newspapers, regional newspapers, relevant sector magazines, relevant sector online publications and relevant EU publications. The first press release

took place in M3 after the Kick-off Meeting of the project. New releases and articles will follow as necessary during the project. It can be foreseen to have at least 16 press releases and 40 related articles within the project; one major press release for the work completed each year, with additional articles as needed. Press releases and related articles will be used to reach the general public at the domestic and EU level, raising awareness about the project and its benefits and pushing them to visit the EUROPA website and to follow EUROPA social media accounts. They will also serve to catch the attention of experts in the field of deep renovation, energy efficiency and health and support the EUROPA One-stop shop model for building renovation across Europe.

Workshops

Workshops are ideal dissemination tools to be used to invite relevant stakeholders into the dialogue in order to understand their challenges and needs and to co-design the EUROPA package that will facilitate the renovation journey. 35 stakeholder workshops will be organized targeting different target groups. Specifically, 20 workshops will be held for end-users and will be used to highlight the economic, societal, and environmental benefits of deep renovation and to build trust; 15 workshops will be organized targeting market operators and 5 workshops targeting financial institutions to emphasize the potential of EUROPA and its platform to spur investment in energy efficiency and encourage users to adopt a deep renovation subscription model. Workshops, whether online or offline, will have the purpose of leading users to sign up on the SUNSHINE platform for more engagement and resources on deep renovation.

Final Project Publication

In the final three months of the project, all lessons learned, best practices, outcomes and achievements will be summarized in a final project publication, which will be drafted by Climate Alliance. In particular, the final document will include the definition of the technical, financial and contractual details, the evaluation of learning programs, the analysis of the follow-up activities, the business plan for sustainability of the action, and the impact study on the business model replication across Europe. The final project publication will serve to ensure the sustainability and scalability of the EUROPA business model and its components, and will mostly reach EU agencies, policymakers at local and regional level, and government bodies.

Traditional Strategy: Project Leaflets, Brochure & Videos, Conferences & Events

Leaflets & Brochure

A first version of the EUROPA leaflets will be prepared and published early in the project (M5). The two leaflets will be drafted in English by CA and will target market operators and end-users. The pilot partners will then translate the leaflet text in the pilot languages (French, Italian, Portuguese, Latvian, and German) and circulate the promotional material among local stakeholders to increase awareness and consideration of the EUROPA project. However, based on the feedback of stakeholders during workshops from M4, the leaflet drafts will be designed to highlight the key benefits of EUROPA and the steps to take to get more information on how to buy the service. CA will also design the EUROPA digital brochure, which includes the project's aims, objectives, methodology and expected outcomes. The purposes of leaflets and brochure are to raise awareness about EUROPA, stimulate interest about deep building renovation and ultimately lead mostly market operators and end-users to join the EUROPA pilot project in Year 2.

Project Videos

A short initial explainer video will be produced by CA to increase the visibility of EUROPA and to explain its aims and benefits for the community in an engaging and stimulating way. The promotional video will be published on the EUROPA website, on EUROPA social media accounts and on YouTube. All project partners are motivated to promote the EUROPA video in any relevant means and events in which they participate throughout the duration of the project. In addition, the pilot partners are required to translate the content of the video in their language and add subtitles, always in collaboration with CA. These translated videos will be used for better visibility of the EUROPA pilot implementation in each pilot area. Therefore, the language of the video will be non-formal to engage with end-users and effectively motivate local communities to participate in the project activities by signing the Energy Efficiency Subscription.

After the pilot implementation, the five pilot partners are responsible for creating one regional video each to sum up the outcomes of the pilot implementation and to stimulate market operators and end-users to participate in the EUROPA project. These videos will follow the same structure and highlight the short-term measurable benefits that end-users gained thanks to the pilot implementation, as well as long-term measurable benefits that they will gain in the near future. The purpose of the five regional videos is

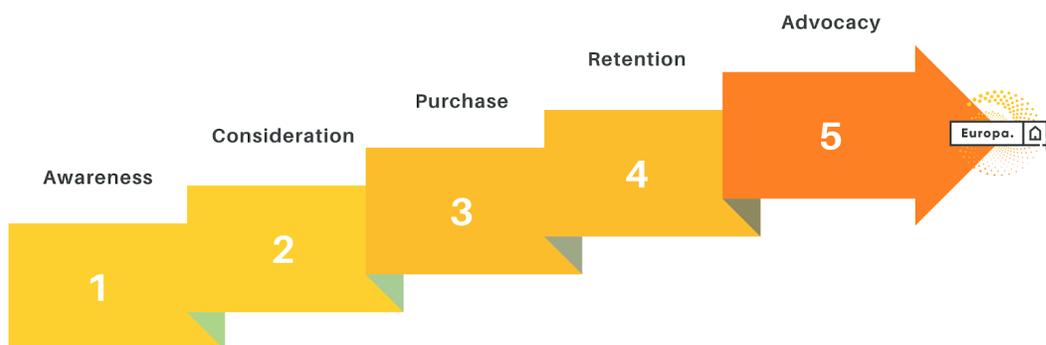
to find new end-users to subscribe to the EES for the EUROPA project. By watching testimonials and concrete benefits from the pilot implementation, a higher level of trust will be established between the EUROPA consortium and all the stakeholders involved in the project, particularly the consortium and end-users, who are usually reluctant in engaging with deep building renovation.

Conferences & Events

Networking is an essential tool to share and exchange knowledge and best practices. Therefore, EUROPA partners will participate in at least 20 targeted conferences and events that will be defined on a yearly basis to disseminate the EUROPA activities and their outcomes. All project partners will identify and suggest conferences and events both at the EU and local level where the EUROPA project can be presented, increasing its exposure and reaching a wider audience. A midterm project conference will be organized by Climate Alliance in M24 and will exploit the latter's wide network to illustrate the first outcomes of EUROPA, its goals and expected achievements. A final conference will be arranged by Regione Piemonte in the final months of the project timeline where the results, best practises, achievements of EUROPA will be presented to the entire consortium and the general public. After the participation in any conference or event, the partner(s) that participated will send a short report to ESEB about the scope of the conference or event, the means of dissemination used (brochure/leaflets/video), and the volume of people reached. The report template is shown in Annex 2 as 'Report Template'.

User Journey

The means of dissemination will also be used to ease the user journey. Five different stages of the user journey have been identified, namely Awareness, Consideration, Purchase, Retention and Advocacy. From M1 to M12, the EUROPA dissemination tools and materials will be aimed at 1. raising awareness about the benefits of deep renovation and 2. highly positioning the renovation service that EUROPA delivers in the minds of the different target audiences. From M13 to M 36, the dissemination activities will be developed to push end-users to subscribe to the EES (purchase), support the end-user renovation journey through the OSS technical assistance (retention), and ensure the scalability and the sustainability of the service that EUROPA offers (advocacy) by becoming testimonials of the EUROPA project.



Monitoring & Evaluation

The results of the communication and dissemination strategy will be constantly monitored in order to assess its effectiveness and its progress and to formulate change requirements if and where necessary. A mid-term evaluation of the strategy will be carried out and an appropriate realignment will be implemented for the second half of the project. During the final quarter of the project a final evaluation will be implemented, which will feed into the final update of the Plan. To facilitate this task, for each dissemination channel (except those of other work packages) Key Performance Indicators (KPIs) have been identified.

Target numbers on the expected EUROPA performance are not defined, as no appropriate benchmark numbers are available and uncertainties/threats exist. Therefore, the KPIs will be benchmarked in regard to the growth in number for the various activities during the project lifetime.

Key Performance Indicators (KPIs) - Metrics

The effectiveness of the dissemination channels is measured by using appropriate Key Performance Indicators. This evaluation will be six-monthly reported to partners and also shared in the updated version of the EUROPA Dissemination and Communication Plan (D6.1).

Communication Activity/Task	Impact/Metrics
-----------------------------	----------------

<ul style="list-style-type: none"> · Inter-team communication 	<ul style="list-style-type: none"> · Brief survey sent to partners to ensure inter-partner communication
<ul style="list-style-type: none"> · Stakeholder communication 	<ul style="list-style-type: none"> · Brief survey sent to partners to understand how they communicate with stakeholders
<ul style="list-style-type: none"> · Branding 	<ul style="list-style-type: none"> · Logo Consideration
<ul style="list-style-type: none"> · Website (including Mission, Team, Resources - open access, Media area - project facts, gallery, News/Events area) 	<ul style="list-style-type: none"> · Website Traffic Lead Ratio · Response Rate · Web Traffic Sources · Web analytics: site traffic, # of visits · Regular updates of News feed
<ul style="list-style-type: none"> · Social media, leveraging existing partner followers (Twitter, LinkedIn, Instagram, Facebook) 	<ul style="list-style-type: none"> · Total visits · Brand awareness metric · Returning visitor metric · Sessions by device type · Keyword performance · Follow/like: active key opinion leaders and key partners · Regularly re-tweet/re- post material · Goal completion rate
<ul style="list-style-type: none"> · Web platform 	<ul style="list-style-type: none"> · # of logins, # of users, # of downloads
<ul style="list-style-type: none"> · Press releases - issued in all local languages at kick-off and key progress points (i.e. beginning of work, etc.) 	<ul style="list-style-type: none"> · Monitoring uptake of all releases - national media, on-line pick-up, shares via social media
<ul style="list-style-type: none"> · Meetings with stakeholders/media 	<ul style="list-style-type: none"> · X meetings over project duration

<ul style="list-style-type: none"> Videos - initial 'explainer' and 5 regional 'results' video presented in lay language (with local language subtitles), promoted on social media, through networks (i.e. ESEB) and EU channels 	<ul style="list-style-type: none"> Content downloads, # of shares on social media
<ul style="list-style-type: none"> Promotional materials (i.e. fact sheets, leaflets, brochure) for website, events 	<ul style="list-style-type: none"> Content downloads
<ul style="list-style-type: none"> E-newsletters 	<ul style="list-style-type: none"> Content downloads, # of subscribers to partners' mailing lists
<ul style="list-style-type: none"> Conferences and events: Rate of Attendance 	<ul style="list-style-type: none"> # of presentations/brochure/leaflets
<ul style="list-style-type: none"> Engage with related H2020 projects 	<ul style="list-style-type: none"> # of projects (links on website) and # of co-organised events
<ul style="list-style-type: none"> Influence policymakers to disseminate project results and develop target materials (policy briefings, articles in policy publications, etc.) 	<ul style="list-style-type: none"> Tracking # of contacts with policymakers Tracking # of policymakers on mailing list Tracking # of policymaker briefings

TIMELINE

WP6 is an overarching work package consisting of 36 months carried out by ESEB and CA. The following table highlights the WP6 deliverables and their process.

Deliverable	Number	Process	Achieved Result (M18)
Communication and Dissemination Plan	D6.1	M3-M18	Submitted

Communication and Dissemination Report	D6.2	M36	
Project Branding Package	D6.3	M1-M3	Submitted
Stakeholder List	D6.4	M3-M8	Submitted
Project leaflet	D6.5	M3-M5	Submitted
Project brochure and video	D6.6	M8-M12	Submitted
5 regional videos	D6.7	M30-M34	
Project event reports	D6.8	M27-M36	
Dissemination activities report	D6.9	M18-36	Submitted
Final project publication	D6.10	M36	

OBLIGATIONS AND REQUIREMENTS FOR COMMUNICATION ACTIONS

Unless the Agency requests or agrees otherwise, any dissemination material on both digital and traditional media must include the description stating that the EUROPA project received funding from the European Union under the H2020 programme. Specifically, it should display the following EU flag, EU emblem, and the acknowledgement of funding as mentioned below:



- For communication activities: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 956649. The publication reflects only the author’s view and the

European Commission is not responsible for any use that may be made of the information it contains””.

- For infrastructure, equipment and major results: “This [infrastructure][equipment] [insert type of result] is part of a project that has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 956649”.

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval.

DISCLAIMER EXCLUDING RESPONSIBILITY

Any communication activity related to the EUROPA project must illustrate that it reflects the author's view only, and that the Agency and the European Commission are not responsible for any use that may be made of the information it contains: “This publication does not necessarily represent the opinion of the European Community and the European Community is not responsible for any use that might be made of data appearing therein. Access to and use of the contents in this publication is at the user’s own risk. Damage and warranty claims arising from missing or incorrect data are excluded. The authors bear no responsibility or liability for damage of any kind, also for indirect or consequential damages resulting from access to or use of this publication.”

Annexes

Annex 1.

Logo and graphic design.



Annex 2.

Letterhead template.



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dd.mm.yyyy

Andris Liepins

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About commitments regarding project "EUROPA"

Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum.

Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem.

Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus.

Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo.

Best regards,

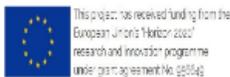
Name Surname

Occupation



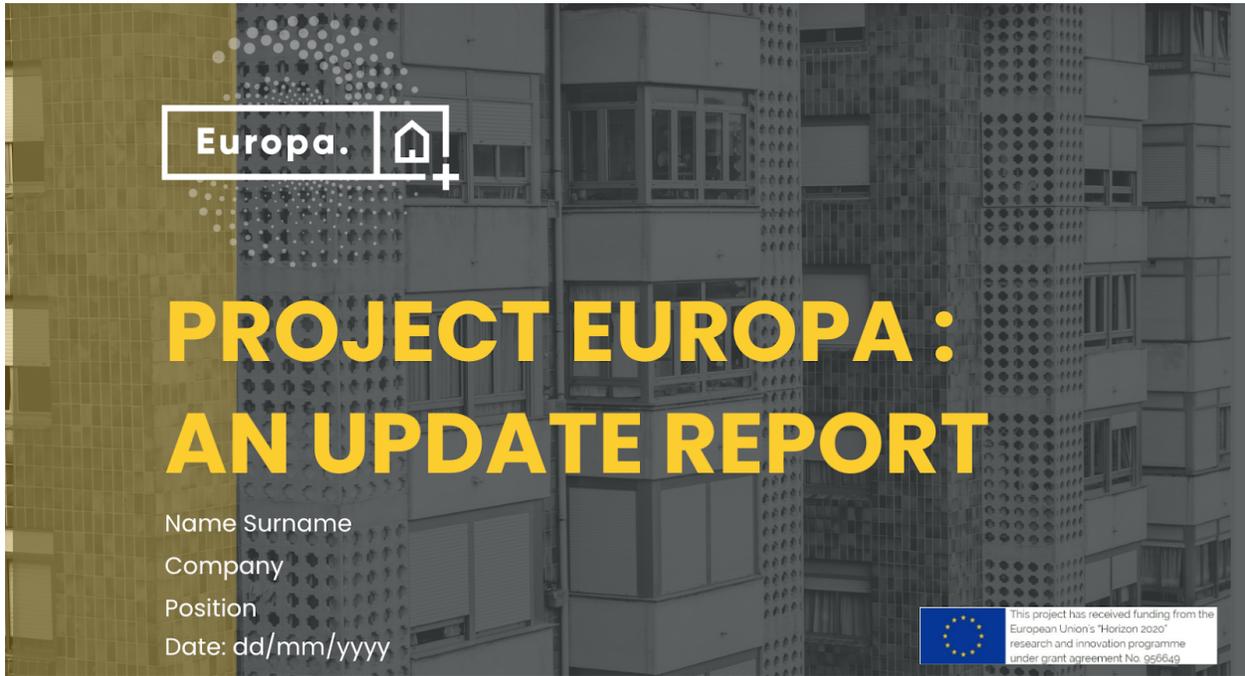
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Report template.



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PowerPoint Presentation template.



EUROPA Partners

- Regione Piemonte, Piemonte, Italy	
- Parco Scientifico Tecnologico per l'Ambiente Environment Park Torino Spa, ENVIPARK, Italy	
- Energie & Umweltzentrum Allgäu Gemeinnützige GmbH, Eza!, Germany	
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Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

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Description

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.



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