



Europa. 

Call for Selection – Report

Deliverable D4.2



The 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.



Technical References

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PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)



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Document history

Version	Date	Description	Author
V1.1	31.01.2022		Jenny-Claire Keilmann and Anuschka Ruge

Summary

Background:

"A call will be launched and kept open for about two months. In such time frame, dissemination activities (T6.6) will be boosted and focused on the engagement of potential replicators. All PPs will be invited to contact their networks." – GA Task 4.2 - Launch and execution of calls for selecting mentees.

"[...] When the call for searching replication partners will be opened (T4.2), an intense communication campaign through social media will be implemented." – GA Task 6.6 – Dissemination activities.

Document Purpose:

This document summarises the work done regarding the preparation and implementation of the Call for Mentees within the framework of the EUROPA Replication Process.

Document Structure:

The document provides an overview of the design development, the call information published, and the implementation of the EUROPA call for selection.

Approach Applied:

CA prepared a first call design concept that was reviewed and adjusted with all project partners. The call implementation was elaborated. Similarly, the project partners also contributed to the call's implementation by tailored regional communication activities.

Main Findings and Conclusions:

To guarantee an optimal mentoring process, the call for selection was aligned with the profiles of the five mentor institutions. In addition, the tailored approach and consideration of matchmaking in the call design itself will contribute to building sound peer learning groups.

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Contents

1. Introduction	4
2. Preparation of the Call for Mentees	4
2.1. Development of the call design	4
2.1.1. Final call information	4
2.2. Development of mentor profiles	7
2.3. Preparation of communication and dissemination plan and content	8
2.3.1. Aim	8
2.3.2. Key messages	8
2.3.3. Example content	9
2.4. Training of project partners	11
3. Implementation of the Call for Mentees	12
3.1. Replication site on the EUROPE website	12
3.2. EUSurvey for application	12
3.3. Virtual Info-Session	13



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1. Introduction

This deliverable aims to showcase the work done by Climate Alliance and all EUROPA project partners in preparing and implementing the Call for Mentees within the framework of the EUROPA Replication process. The call runs from 24. January to 21. February 2022 and aims to recruit 20 mentees. The call address the following target audience:

- Local authorities (priority)
- Energy agencies (priority)
- Public/private housing companies
- (Renovation) One-Stop-Stops
- Organisations/Companies which support house owners in renovation efforts

2. Preparation of the Call for Mentees

In the following sub-chapters, you can find information about all efforts done to prepare the Call for Mentees within the framework of the EUROPA Replication Process.

2.1. Development of the call design

CA developed a general replication concept, including a suggested call design. The public call constitutes the first step of the replication journey. It aims at selecting the most appropriate candidates to replicate EUROPA outcomes. The consortium discussed and fine-tuned the call design on different occasions. One key element of the call design is the selection criteria and related questions developed for "D4.1 – Set of Criteria".

Two main adjustments of the call design decided within the consortiums are highlighted briefly: The combination of a European-wide and regional communication strategy for the promotion of the call, including the presentation of five mentor profiles. The postponement of the call by one month to January 2022 to avoid half of the application phase falling during the winter break. Therefore, the application phase was shortened to one month to prevent cascading a delay across the entire work package.

Based on the call design, the call information has been drafted. It has been approved by all partners and translated into all project languages.

2.1.1. Final call information

Introduction

EUROPA is a HORIZON 2020 project bringing together the expertise of nine European partners to create a simpler and better deep renovation journey for owners of residential buildings. The project responds to the challenges and barriers house owners/property



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managers face when planning and implementing renovation projects.

Our mission is to accelerate the transition towards carbon neutral and healthy living environments. To simplify the deep renovation journey for all stakeholders involved, we will render the journey transparent by building trust and applying the highest calibre of expertise. Furthermore, we will boost the capacity and skills of public authorities through mutual learning programmes to become influential players in the field.

The three core mechanisms of EUROPA are:

- The One-Stop-Shop
- The Energy Efficiency Subscription
- The Replication Process

What is the EUROPA Replication Process mentoring programme about?

The mentoring programme of the EUROPA Replication aims to share knowledge and skills regarding the development and adaptation of the EUROPA One-Stop-Shop and Energy Efficiency Subscription to advance deep energy renovations of residential buildings on a regional level.

The EUROPA pilot partners are experienced stakeholders in consulting and supporting house owners, social housing agencies, condominium owners and property managers regarding various aspects of building renovation and different energy efficiency measures. Beyond that, all partners are involved in multiple national and European projects and regularly bring together other renovation stakeholders such as craftspeople and financial institutions.

The mentoring programme includes the following aspects:

- Matching with one of our pilot partners and a mentee-peer group
- Self-directed learning supported by a mentor from March to September 2022
- Collective kick-off and closing event (online)
- Four sessions with mentor and peer group (online)
- 1,5 days learning meeting in the region of mentor
- Optional specialised topic sessions (online)

Who are our mentors?

The EUROPA mentors are active in the five pilot regions. They have adapted the One-Stop-Shop and Energy Efficiency Subscription to their regional context. Beyond that, they are experienced actors in the field of deep renovation and related climate mitigation actions.

To ensure a successful matching with one of our mentors, please familiarise yourself with their complete profiles, which you can find here.

Who can apply?



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The EUROPA mentoring programme is open to primary stakeholders for deep energy renovations (of residential buildings) in their regional context. That includes:

- Local authorities (priority)
- Energy agencies (priority)
- Public/private housing companies
- (Renovation) One-Stop-Stops
- Organisations/Companies which support house owners in renovation efforts

Applications from all EU member states are welcome.

What do you agree to do?

Even though the concrete learning experience will depend on the needs and focus of the mentee-peer group and their matched mentor, there are some standard expectations.

- Engage with the self-directed learning materials
- Participate in the four online sessions with mentor and peer group
- Participate in 1,5 days in-person meeting in the mentor's region

Why join the mentoring programme?

The EUROPA Replication Process mentoring programme has been designed to cater to various learning needs. While each mentor's approach will be slightly different, the benefits of participating mentees may include:

- Learning about the mentor's EUROPA One-Stop-Shop and Energy Efficiency Subscription;
- Building their capacity to address challenges through tailored discussions;
- Opportunity to network with other organisations/institutions through a focused mentoring programme;
- Understanding the process of adapting conceptual programmes such as the One-Stop-Shop and Energy Efficiency Subscription to a regional context;
- Possibility to be featured in a feasibility study on the further implementation/adaptation of the EUROPA OSS and EES with technical assistance;
- Chance for more advanced participants to share best practices;
- Opportunity to share your projects and receive feedback from peers;
- Becoming part of an informal pan-European community of practitioners.

How can you apply?

The application will happen via EU survey and can be found [here](#). The application will go live on the **24th of January 2022** and close on the 21st of February 2022.

The selection of mentees depends on a match with our mentors, the quality of the application and geographic concerns. The kick-off of the mentoring experience will be in mid-March.



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What is needed from your side?

The mentoring process needs a certain time commitment. By applying, the applicant confirms that they have the necessary time available and can cover all occurring costs on your end. They further commit to covering their travel cost for the on-site meeting in the mentor's region. The mentor will cover all other expenses during the visit.

It is recommended that the applicant has at least a B1 level in English to participate in the mentoring programme's collective activities and engage with content matter experts and programme coordinators.

Upon acceptance into the programme, successful applicants will receive further information.

2.2. Development of mentor profiles

Mentors are already in place in EUROPA, while the mentees still have to be selected and matched with the mentors. Pilot Partners in Italy, Germany, Portugal, France and Latvia will act as mentors.

The right match between mentors and mentees is crucial for the success of the learning programme. To this end, mentor profiles of all pilot partners have been created, describing their experiences, strengths and competencies around the topic of deep renovation. Likewise, mentee profiles will be built based on the applications, displaying their experiences, motivation and expectations regarding the replication process.

The EUROPA partners favour one matching approach, as discussed at the 2nd meeting in Frankfurt in October 2021. Since the national context and regulations significantly impact the One-Stop-Shop design and the Energy Efficiency Subscription, sound mentoring groups will preferably have the same regional context. Furthermore, replication within the same regulative framework has more prospects of success. Finally, one key takeaway from different mentoring programmes was to conduct the replication activity in the native language of the mentees.

However, the adopted matching approach should certainly not exclude promising mentees from other regions and provide them with an opportunity to learn and replicate. For example, one dedicated mentoring group could be set up to transfer knowledge and experience on a suitable level for replication without considering the national framework conditions. Matching aspects could be the size of the targeted region or the level of maturity of the market.

The mentor profiles developed are available on the [project website](#).



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2.3. Preparation of communication and dissemination plan and content

With the support of Ekubirojs, Climate Alliance prepared a detailed communication and dissemination package, including a strategic communications plan and many different templates and sample content. Highlights relevant to this deliverable are described below.

2.3.1. Aim

- Receiving at least 20 successful applications for the Replication Process
- Sound matchmaking in case of overbooking

2.3.2. Key messages

- Accelerate deep renovation in your region by applying for the EUROPA Replication Process to grow your knowledge and skills.
- Deep Learning for Deep Renovation – Join the EUROPA Replication Process today and grow with our mentors.
- Interested in setting up a One-Stop-Shop for deep building renovation but don't know where to start? Apply to the EUROPA Replication Process to select the right business model for your region.
- Worried about your One-Stop-Shop sustainability? The EUROPA Replication Process will provide you with the right knowledge and tools to free scale-up building renovation in your region. Apply now!



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2.3.3. Example content

Several communication assets were developed to support the dissemination of the Call for Mentees by the project partners. Below you can find a selection.

Designed call information

For a polished look, visual elements were added to the Call Information. This version will be primarily used when potential mentees or multipliers are addressed. The document can be found [here](#).



Call for Mentees Teaser videos

Short promotional videos were recorded, primarily being used on social media. They are also integrated into the general and region-specific replication pages on the EUROPA website.

[EUROPA - The mentoring programme](#)



[EUROPA - Replication Process - AGEDEN](#)



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[EUROPA - Replication Process - AREANATEjo](#)



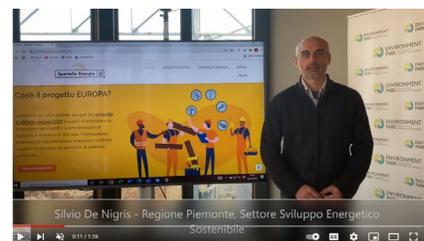
[EUROPA - Replication Process - Ekubirojs](#)



[EUROPA - Replication Process - eza!](#)

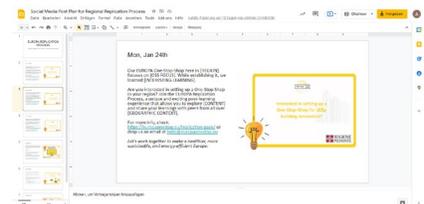


[EUROPA - Replication Process - Regione Piemonte & EnviPark](#)



Social media content

A planner with regional sample text and images for social media can be found [here](#). In addition, a planner for the general project channels was also prepared.



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Blog posts

The prepared blog posts can be found [here](#).



2.4. Training of project partners

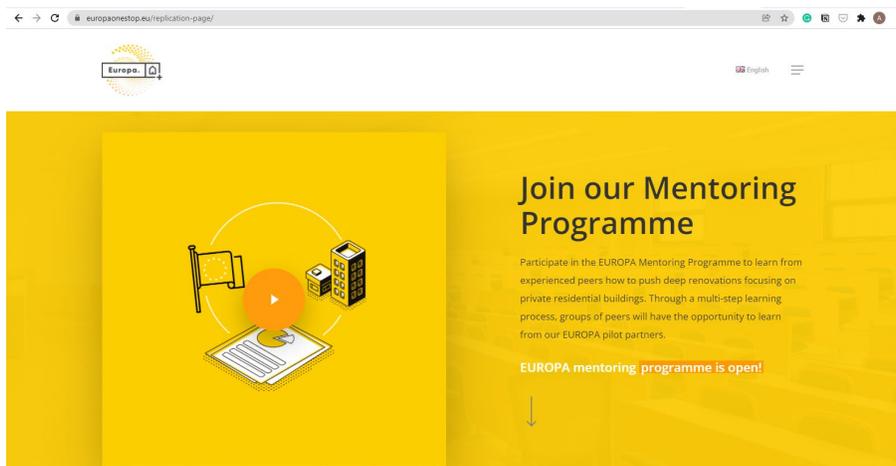
Two trainings were conducted to prepare the project partners for the Call for Mentees and the Replication Process. The first happened on the 14th of December 2021 within the framework of WP5 – Mutual Learning and focused on mentoring as an approach.

The second took place on the 21st of January 2022 to introduce the project partners to the communication and dissemination plan for the call and prepare content. Further, they had the opportunity to brainstorm potential mentees and call multipliers.

3. Implementation of the Call for Mentees

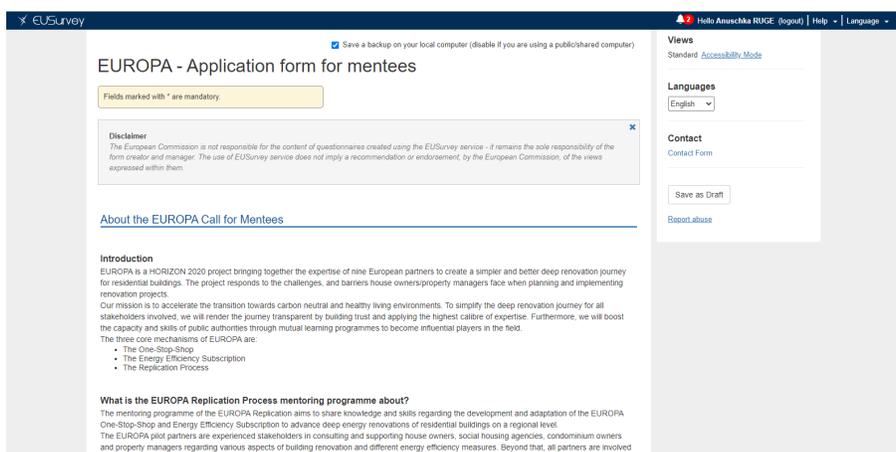
At the time of submitting this deliverable, the call for mentees is still open. Therefore, all the activities done for its promotion can not be included here. Nevertheless, the following aspects deserve to be mentioned.

3.1. Replication site on the EUROPE website



A special subpage on the EUROPA website was developed to promote the Call for Mentees and serve as a central information point. In addition, the general page was translated and adapted for regional-specific versions. The different versions can be found here: [English](#), [French](#), [German](#), [Italian](#), [Latvian](#) and [Portuguese](#).

3.2. EUSurvey for application



EUSurvey was chosen as a platform to process the application of potential mentees. The



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application form was translated into the local languages of the Pilot Regions. Each application form can be found here: [English](#), [French](#), [German](#), [Italian](#), [Latvian](#), and [Portuguese](#)

3.3. Virtual Info-Session

Climate Alliance will hold a virtual Info-Session to promote the Call of Mentees and allow potential mentees to ask questions. The session will take place on 02. February 2022 from 14:00 to 14:30. All partners are promoting this event.



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EUROPA - Application form for mentees



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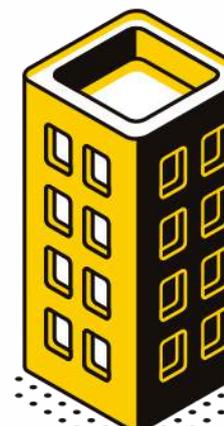
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What is the EUROPA Replication Process mentoring programme about?

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Applications from all EU member states are welcome.



Who are our mentors?

The EUROPA mentors are active in the five pilot regions and have adapted the One-Stop-Shop and Energy Efficiency Subscription to their regional context. Beyond that, they are experienced actors regarding energy retrofits and other climate mitigation measures. To ensure a successful matching with one of our mentors, please familiarise yourself with their complete profiles, which you can find [here](#).



What do you agree to do?

Even though the concrete learning experience will depend on the needs and focus of the mentee-peer group and their matched mentor, there are some standard expectations.

- Engage with the self-direct learning materials
- Participate in the four online sessions with mentor and peer group
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How does the application process work?

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