D6.1 - Communication and Dissemination Plan (CDP)

Project Acronym	RENOVERTY
Project Name	Home Renovation Roadmaps to Address Energy Poverty in Vulnerable Rural Districts
Project Coordinator	IEECP
Project Duration	November 2022 - October 2025
Website	

Deliverable No.	D6.1 Communication and Dissemination Plan (CDP)
Dissemination Level	PU
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Lead beneficiary	IEECP
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Reviewed by	AISFOR, ECOSERVEIS, REGEA
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1. Project description

In recent years, the driving forces of energy poverty at the local, regional, national and European scales have become more well-known, yet the absence of a practical and theoretical understanding of how to address the issue in rural areas still persists.

Rural and peri-urban areas across Central and Eastern Europe (CEE), South-eastern Europe (SEE), as well as Southern Europe (SE) are indeed being left behind in the energy transition. This is the case due to housing stocks being less condensed than in urban areas, where economies of scale for energy renovation are easier to achieve. Despite their need for support, rural areas still show high risks of poverty and frequent social exclusion related to depopulation, lack of education, unfavourable labour markets, and significant gaps in knowledge and practices to reduce energy poverty.

RENOVERTY will foster energy efficiency building upgrades in the Central and Eastern Europe (CEE), South-eastern Europe (SEE) countries, as well as Southern European countries (SE), by setting the methodological and practical framework to build renovation roadmaps of vulnerable rural districts in a financially viable and socially just manner.

Specifically, the project aims to deliver tools and resources to support local and regional actors to build and execute operational single or multi-household roadmaps for rural areas. A scalable model will also be created to ensure the wide geographical replicability and implementation of the roadmaps by different actors at the EU level. Strategically, the project will contribute to minimising logistical, financial, administrative, and legal burdens caused by a complex and multi-stakeholder home renovation process. Additionally, RENOVERTY will ensure that building retrofits consider the social dimension by incorporating security, comfort, and improved accessibility in the roadmaps to further improve the quality of life of vulnerable populations. Over the project's three years, seven pilots located in Sveta Nedelja (Croatia), Tartu (Estonia), Bükk-Mak & Somló-Marcalmente-Bakonyalja Leader (Hungary), Zasavje (Slovenia), Parma (Italy), Coimbra (Portugal), and Osona (Spain) will implement the roadmaps, while wider integration of rural and peri-urban development is foreseen in the long run.

1.1. Overall project objectives

Main objective

Designing a scalable series of renovation roadmaps with operating models for rural areas across Europe, while ensuring the replicability of the model in CEE, SEE and SE regions and European social contexts. In the long run and past the end of the project, the model will serve to guide

other public actors to renovate rural vulnerable districts via its scalability instructions and guidelines.

Specific Objective 1: Promote the renovation of rural vulnerable districts to increase the energy efficiency of 17 vulnerable rural areas across 7 regions by:

- Providing individual household Renovation Energy Efficiency Roadmaps (REERs) according to the distinctive characteristics of the household and of the regions. The project aims to build 17 single roadmaps which will be designed with the direct collaboration of at least 20 local actors (participating in the LAGs) and will be realistic, achievable and timebound from both a financial and technical perspective to undertake the renovation of the houses.
- Supporting the building of 7 strong and reliable Local Action Groups (LAGs – 1 in each piloting region) including public-private partnerships (PPP) for the building and implementation of the roadmaps.
- Delivering a scalable operating model, to support the replicability of the renovation roadmaps, in the CEE, SEE and SE regions and scaling it up to the EU level. RENOVERTY will provide a comprehensive model and guidelines for single REERs according to the different geographical – social contexts.

Specific Objective 2: Empower all public (and non) actors in rural areas to become involved in the process of renovating vulnerable districts/buildings by:

- Identifying and overcoming regional-local collaboration barriers inherent to home renovation services in the seven piloting regions through participatory activities with local actors.
- Codesigning activities with the collaboration of public and private actors. RENOVERTY will deliver several tools and resources to increase the knowledge and the capacity of all the actors in the renovation value chain. The resources will ensure that these actors have the capacity to successfully address each phase of the process, beginning with the initial phase of building the roadmaps.

2. Objectives of the communication and dissemination activities

General objectives:

- Develop effective dissemination activities targeting specific groups with detailed information on project results as well as communication activities with more general information about RENOVERTY for wider audiences.
- Raise awareness about energy poverty and energy renovations to a range of stakeholders as a pathway to address the former.
- Inform rural energy vulnerable communities on the multiple benefits of energy renovations and related steps linked to the Renovation Energy Efficiency Roadmaps (REERs).
- Increase the interest towards dedicated renovation support programmes among rural vulnerable communities.

National objectives will be developed by each partner country to ensure that the communication and dissemination strategy fits the local contexts and reach the appropriate local and national actors. These objectives will be part of a template to be filled in by each national partner to describe their dissemination actions at national and local level by M6. It will include the objectives at national level, the concrete dissemination actions planned during the project, their timeline and links to the shared table to identify specific target groups. It will serve as a guideline for local actions throughout the project. The template is available [here](#).

Specific communication and dissemination objectives:

- Develop a communication and dissemination plan to guarantee large uptake and coverage of the project achievements.
- Develop an appropriate project identity and branded dissemination materials.
- Establish a lively dialogue and ensure ongoing relationships between the consortium and the target groups, as well as within the target groups themselves.
- Create awareness on energy poverty and the household Renovation Energy Efficiency Roadmaps (REERs) in an easy-to-understand and targeted format.
- Establish continuous communication, coordinate, and exploit synergies with relevant initiatives and projects.

Expected challenges:

- Inability to convince the main target group on the benefits of renovation measures in relation to the alleviation of energy poverty;
- Inability to reach out to RENOVERTY's main target groups to communicate project results due to language barriers;

- Inability to reach the indicators set during the proposal period;
- Possible delays in other Work Packages (WPs), leading to decreased time for a proper dissemination and communication of the project results;
- Inability to engage vulnerable households because of poor attention to ethics (putting the condition of 'energy-poor' people under the spotlight);
- Insufficient engagement of stakeholders.

The communication and the national partners will tackle these challenges by identifying target groups through well-known networks and major communication channels right from the onset and ensuring a regular communication at EU, national and local levels about the intention and importance of the project. IEECP will closely coordinate all activities for which partners are responsible to ensure timely action and smooth processes within the consortium and with external stakeholders. This coordination will be ensured with the help of the other communication partners and the national dissemination plans, as described above.

In addition, messages will be tailored to the different target groups, and translated. With regards to possible delays, the consortium will closely follow the original workplan of the project, warning about possible changes in advance.

3. Target groups, key messages and preferred channels

The main target groups of the project are listed below. Each target group will be approached using specific messages leveraging on the benefits they can accrue from the project and targeted channels. The CDP lists the engagement activities and the communication material that will be used for the dissemination and communication activities and targets the below mentioned groups. Since reaching out to local actors is key for the success of the project, national partners will have the opportunity to list their target groups and define related dissemination activities. The template that will be sent out to partners is already available in the Teams shared folders at this link.

Table 1 – RENOVERTY target groups, key messages, main tools

| Audience	Main messages	Main tools
Primary target audiences		
Rural Communities and citizens' groups	Lower energy bills, higher quality of life. Increased awareness on energy poverty. Easier access to information and financial supports.	Events, brochures, infographics, social media, digital campaigns, articles in national and local press.
Community-based organisations	Increased awareness on energy poverty in the regions. Easier access to support for their communities.	Events, brochures, infographics, social media, articles in national press, videos.
Local authorities and networks	Better coordination between local actors. Better inclusion for rural inhabitants. Financial support and recognition for increased well-being of their communities.	Events, infographics, social media, website, newsletters.
Building professionals	Increased revenues and customer segments and	Articles in national press, events, brochures.

	increased awareness and knowledge on the topic.	
Rural NGOs and associations	Increased awareness on energy poverty in the regions. Engagement of new networks.	Events, brochures, infographics, social media, articles in national press, videos, website
Secondary target audiences		
EU and national policymakers	Increased awareness on energy poverty in rural areas in Central and Eastern Europe (CEE), South-eastern Europe (SEE) countries, as well as Southern European countries (SE). Development of better-tailored support schemes.	Events, policy briefings, infographics, social media, articles in EU press.
Financial Institutions	Increased transparency concerning financial instruments. Aggregation of projects for social housing.	Events, website, articles in EU and national press.
Academia	New methodologies for further developments.	Reports and briefings.
National and regional energy agencies	Better access and collaboration to multiple networks. Simplified access to energy efficiency solutions for the citizens and the possibility of becoming frontrunners in addressing energy poverty in rural areas.	Digital awareness campaigns, briefings, infographics, events.
Local businesses/industry	More revenues and customers due to the	Brochures, websites, social media.

	inclusiveness of the area after the project.	
Civil Society	Increased awareness on energy poverty in Central and Eastern Europe (CEE), South-eastern Europe (SEE) countries, as well as Southern European countries (SE).	Events, policy briefings, infographics, social media, articles in EU press.

4. Communication and dissemination tools

The next subchapters describe the activities the consortium will take throughout the project to reach the above-mentioned target groups and an even larger audience. **Dissemination** aims at maximising the impact of research results by targeting specific groups that are potential users. On the other hand, **communication** targets a much wider audience, and focuses on the employment of a number of communication means which can be used and tailored to different stakeholder groups, that are outside of the primary and secondary audiences of the project. An overview of the dissemination and communication activities is available in Figure 1.
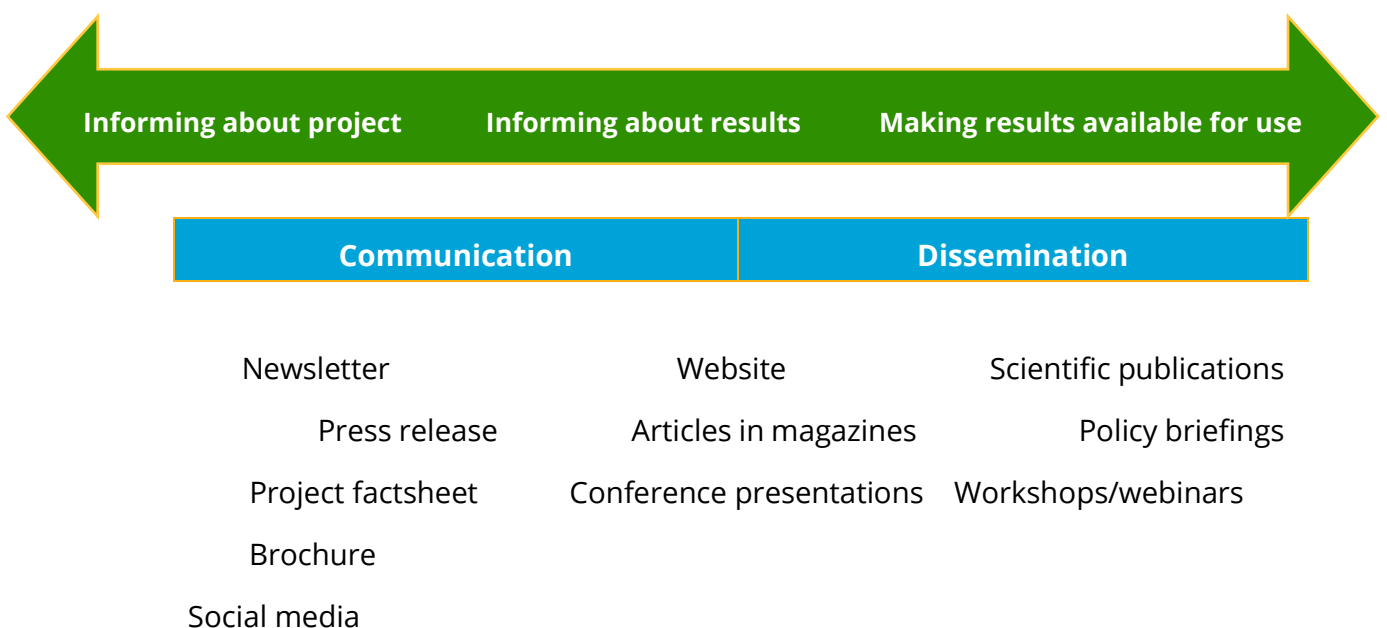
Figure 1 - Communication, dissemination and related activities

4.1. Communication kits

Tailored internal and external communication kits will be developed in the first months of the project and updated throughout its duration. These will include briefings for partners or stakeholders on how, what, and how often to communicate about the project (such as template tweets, posts for social media and content for press releases), descriptions of the project to be included on websites, as well as several other project guides and templates (Word, PowerPoint, Excel, one-pager) useful for the communication and dissemination of the project.

4.1.1. Internal Communication kits

Internal kits assist rural outreach efforts by providing each partner, at every level, with the tools to support LAGs, rural energy poverty-stricken households, and other such actors. These kits mainly include the following:

- Creation and delivery of templates to follow for brand identity and internal WP5 and WP6 communication (agenda for internal meeting, content of minutes of meetings, briefings, quick key points update to ensure accountability).
- Updates to the internal communication strategy during the communication monthly meeting and shared soon after with all partners.
- Preparation of monitoring templates and interim report format to be shared with the partners to fill jointly.

Visual identity and communication guidelines

The visual identity and guidelines were developed by IEECP and include logo, colours, fonts, Word/Deliverable and PowerPoint presentation templates (with internal and external purposes) to be used throughout the project lifetime. The font to be used within RENOVERTY is Open Sans, which is already present in the Microsoft Office package (Figure 2). All the materials which are part of the identity guidelines are stored in a shared folder on Microsoft Teams, to be used by all partners.

Figure 2 - Logo

The RENOVERTY logo was designed to incorporate all the main aspects of the project, that are rural home renovation (the home and the leaves), energy efficiency (the hammer) and renovation roadmaps (the two location icons bringing from one point to another). All publications should have the project logo on the front page in case of a written document, as well as in the header, or very prominently in case of graphics, to ensure brand recognition.

FONTS

Titles: Open Sans – sizes available in the Word template

Body: Open Sans - size: 11

COLORS

Blue – Code RGB (0, 65, 96), HEX (#004160)

Green – Code RGB (46,143,0), HEX (#2E8F00)

Light blue – Code RGB (0, 163, 216), HEX (#00A3D8)

Yellow – Code RGB (255, 200, 64), HEX (#FFC840)

Grey – Code RGB (170, 170, 170), HEX (#AAAAAA)

Light green – Code RGB (130,179,59), HEX (#82B33B)

Figure 3 – Font and colours

Every deliverable or material branded RENOVERTY should include the funding source, the LIFE flag and the disclaimer:

Co-funded by the European Union under project ID 101077272. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

It is also important to always include the project website URL and social media links and/or tags on every document meant for public dissemination.

In line with the European Commission's policy on corporate visual identity, LIFE projects will be promoted as a verbal brand, meaning no "visual mark" or logotype.

For uniform writing of deliverables and outputs within the project, the Consortium will refer to the EU communication and writing guidelines. In particular:

- *EU Communication and GDPR rules*
- *European Commission style guide*

Monitoring our impact

IEECP prepared an Excel monitoring table that was shared with partners to keep track of all dissemination and communication work undertaken over the project lifetime. This includes

press coverage, specialised journal contributions, events' presentations, mentions by relevant stakeholders in different kinds of public files. It also includes tables to keep track of the newsletter recipients of the consortium and a tab specifically dedicated to the social media links of the different partners.

The monitoring file is available in a shared folder on Teams and will be evaluated periodically against RENOVERTY communication KPIs.

A screenshot of the table is displayed in Figure 4.

Type of dissemination	
Orgs conference/workshop	0
Presentation	1
Press release/Article	0
Non scientific publication	4
Scientific publications	0
Flyers	0
Website	0
Communication campain (TV/Radio)	0
Participation conference/ workshop	0
Newsletter	0
Video/ Film	0
Trade fair/Exhibit	0
Panel discussion	0

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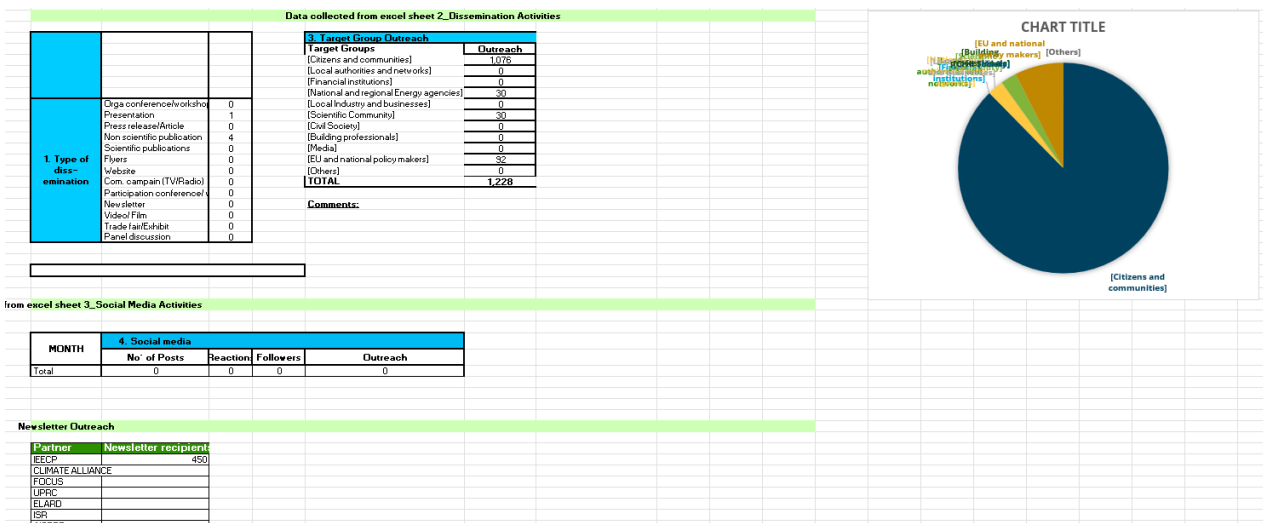| No`	Date	Title	Clustering Activity?	Venue/ Source (name of paper, newslett etc.)	Type of dissemination	Proving documents/ Links	Audience	outreach	Country	Language	Comment
1	01/12/2022	Renoverty KoM	No	Focus FB page	Non scientific publication	https://www.facebook.com/drustvoFocus/posts/pfbid035CvVbHXrNnpaZ2fdqvZEh9SLwHpsVHmj4TJPgixT9F8i4masAfAktoDmTvWoZxPMI?__cft__[0]=AZUIFNOX_0ACHQv6i6YTUisQP7NFnAlHGV6piNap7	[Citizens and communities] [Local authorities and networks] [Financial institutions] [National and regional Energy agencies] [Local Industry and businesses] [Scientific Community] [Civil Society] [Building professionals] [Media] [EU and national policy makers] [Others] TOTAL	1076 1076	SI	SI	
2	01/12/2022	Renoverty KoM	No	Focus Twitter	Non scientific publication	https://twitter.com/Focus_drustvo/status/15982544...90590490070	[Citizens and communities] [Local authorities and networks] [Financial institutions] [National and regional Energy agencies] [Local Industry and businesses] [Scientific Community] [Civil Society] [Building professionals]		SI	SI	

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Figure 4 - Screenshots from the RENOVERTY monitoring file

4.1.2. External communication kits

The external kits can be used by associations, cooperatives, municipalities, local organisations policymakers and more to communicate on rural energy poverty related to the project and will be used at all levels of the ecosystem including within the regions, between the regions and beyond the project. These kits will be defined in collaboration with WP3 before M6, to support the activities related to increasing the awareness of households regarding the benefits of renovation, increasing the capacity of stakeholders to undertake renovations, bridging the needs of different actors and promoting a constructive and efficient dialogue surrounding home renovations in rural areas.

These kits will include for example traditional communication materials such as brochures and factsheets but also more dynamic material such as videos, interviews, real stories about rural building renovations, easy to understand workflow diagrams of all the renovation steps, and if possible, small simulations or demonstrations, in addition to specific templates for external communications.

Templates for communication materials

Posts will be prepared and shared via a dedicated folder with the partners in order for them to share content through the most appropriate channels. These will include for example:

- Specific templates for the roadmaps to share with external key stakeholders
- Specific templates for the recommendation and key messages to share with external key stakeholders and decision makers
- Specific templates for the articles to share with external key stakeholders

The dissemination to external stakeholders will be estimated according to the development of the pilots and key milestones of the project to guarantee reporting of key elements and advancement of the project properly.

4.2. Online communication strategy

4.2.1. Website

In order to have a public-facing platform which can be used for stakeholders to interact with the project, IEECP, as the coordinator of RENOVERTY, will set up and run the project's main webpage, hereby also referred to as the micro website, on their website (https://ieecp.org/). This will host editable content relevant to the project's goals and results, and will serve as the project's main outlet to promote events and news, disseminate all public reports, attract new stakeholders, and facilitate exchanges between projects and actors interested in alleviating energy poverty in rural districts.

The micro-website will thus include:

- Project presentation and scope
- Partners
- Dedicated pages for pilot cases
- News and events from the project
- Contact information
- Sister projects
- Links to publications and communication material

All project partners will also have dedicated RENOVERTY pages on their websites which will present highlights of the project, accompanied by a link to the main webpage, that will redirect visitors to the IEECP webpage. This will be done to avoid repetition of the same information amongst multiple channels, reduce inefficiencies, and centralise project information. In addition, having such an arrangement will allow a lasting presence and availability of the developed material past the end of the project. Information on partner websites will also be available in local languages, to ensure inclusivity so that national stakeholders are aware of the possibility to interact in their native languages.

The RENOVERTY pages on the other partners' websites are free not to use the project identity to avoid conflict with their institutions' branding. They should, however, include the project logo and the following information (that can be translated in the pilots' languages):

- Project description and objectives
- Consortium information

- Information on all pilots
- Funding programme information

IEECP will keep track of the visits on the website through Google Analytics. A cookie policy will allow people to decide not to be tracked, following the General Data Privacy Regulation (GDPR) requirements, entered into force on 25 May 2018. IEECP will also ask partners to provide analytics of the project page on their website before the necessary reporting periods.

4.2.2. Newsletter

To capitalise on the solid networks of the project partners, RENOVERTY will not have a project-branded newsletter, but will instead build on those already established by the partners. To be updated with the project news, people will need to subscribe to one of the partner's newsletters that are all GDPR-compliant.

In particular, IEECP news will be used as the main EU-level newsletter, whereas the national partners' will specifically target the national target groups.

Interested stakeholders can register for the IEECP newsletter from the website through a GDPR-compliant form divided per topic. The RENOVERTY newsletter will fall under the *energy poverty* topic.

4.2.3. Social media strategy

Climate Alliance, with its more than 1900 primarily small and medium-sized cities, will provide the main outreach using its social media channels. The nature of the outputs of RENOVERTY is not considered compatible with independent social media channels and thus it is more relevant to connect to established networks both internally within the consortium as well as externally with existing local initiatives such as the Energy Poverty Advisory Hub and the Covenant of Mayors. Within this task, a social media strategy will be developed by M6 to ensure that the project builds on the partners' existing accounts to share information and gain visibility. Campaigns, including hashtags and posts, will be regularly shared with partners to ensure consistency and track performance and mentions via email so they can directly click and share content. In such campaigns, target NGOs and local associations will always be tagged.

Climate Alliance will engage with various stakeholders to ensure a spread of the different activities of the RENOVERTY project (e.g., event organizes, advancement of the pilot projects, roadmaps developed etc.). The content channeled will be designed according to the development of the project, focusing more on ongoing activities and shared results from the pilot projects. A minimum of 1 social media post per month will be shared during the preparation

period of the project, to be increased up to a minimum of 2 posts per month during the core of the implementation and the exploitation of the results. Each post will include the specific thematic hashtag and reference to the key partners. The content will be produced in order for partners to post independently on their social media channel. To guarantee outreach to the main target audience, partners will be invited to translate the content into their national language.

IEECP's and other partners' existing accounts will be used to disseminate information on a regular basis and engage with target groups. Where possible, followers will be re-directed to the micro-website to boost traffic.

A shared Excel table of target accounts to follow or tag is available in the Teams shared folder. All partners will be asked to fill it in with key actors at national and local levels.

4.3. Media

The consortium will share the project results with EU media and the professional press at Member State level. IEECP will send out Press Releases at appropriate times during the project duration. Partners will support these activities by reaching out to their media contacts at the national level and forward the Press Releases or other useful information. Partners will foresee the PR translation to their language and provide support to reach the press in their countries. The first press release is foreseen at the start of the project, soon after the website is launched.

A pre-selection of our key media targets, in Brussels and at Member States level, is displayed below, and it will be constantly updated by all partners, when other targets are identified. This selection was made to ensure reaching all identified target groups (from policymakers to building owners, research and academia, etc.).

The consortium will foresee around 9 articles and press releases published during the project lifetime, complementing the set of articles and editorials written for the newsletter and the project website with the partners' support.

Table 2 - Pre-selection of media targets

EU Specialised Press	REVOLVE, Pan European Networks, Carbon Pulse, Energy Intelligence, altenergymag.com, Energetica International, European Energy Innovation Magazine, Recharge, REHVA Journal, Buildings & Energy Efficiency, E.I.B.I. EnergyZINE, Energy in Demand, Energy Matters Briefing, European Energy Review, Business Green, Enterprise & Industry Magazine, Politico, EURACTIV, ENDS Europe, Energy Post & The European Files, FEDARENE, **European Energy Forum, CEPS (Centre for European Policy Studies), Sustainable Brands Greenhouse Communications, 3BL CSRwire Renewables Now, Renewable Energy Magazine, Clean Energy Wire, Balkan Green Energy News**.

National Specialised Press	**Italy:** Quotidiano Immobiliare, MonitorImmobiliare, QualEnergia.it, CasaClima, Guidaenergia,, Enel News, Quotidiano Energia, QE Magazine, GreenMe, Canale Energia, Gestione Energia, Tekneco, Energia e Dintorni, Il Sole 24 ore, Ansa, RIENERGIA. **Hungary: Épületgépész, Greenfo, VGF&HKL, Magyar Épületgépészet, Szigetelő, E-gepesz.hu** **Estonia: ehitusuudised.ee, Ekyl, RMP, kinnisvarauudised.ee, EhitusEST magazine, EHITUSEST** **Slovenia:** Energetika.net, Delo in dom, Naš dom **Spain:** Construible, Energias Renovables, Casa Clima, Casa Domo, Inmodiario, Calor y Frio, El instalador, Energetica, Climaeficiencia. **Croatia: Green.hr, Poslovni.hr, Association of Cities** **Portugal: Jornal Económico, Edificios et Energia, Smart Cities, Energia em Portugal, Jornal de noticias**

Scientific publications

At least 10 articles are foreseen to be published by the partners during the project to disseminate key findings, progress, and project results, including the roadmaps themselves. These will be prepared in advance and the timing will be decided subject to upcoming coverage and key moments identified in the CDP. As such, CA, ECOSERVEIS, FOCUS, IEECP, and UPRC will coordinate efforts to ensure that the project is communicated to the scientific community via technical literature and dedicated peer-reviewed journals and magazines, as well as papers being presented at conferences and other events in the scientific community. This will be supported by academic and technical project partners.

The mentioned scientific publications should all follow the green open access standard (i.e., without costs for the readers). Some of the publications identified as being relevant are the following: Applied Energy, Energy, Energy and Buildings, Energy Economics, Energy Policy (Elsevier); International Journal of Energy Sector Management (Emerald); Energies, Sustainability (MDPI); International Journal of Low-Carbon Technologies (OUP); Energy Efficiency (Springer); Advances in Building Energy Research, International Journal of Sustainable Energy (Taylor & Francis); Foresight and STI Governance (HSE Moscow); Journal of Technology Management and Innovation (Universidad Alberto Hurtado); ENERGETIKA (Elsevier); Energy, Sustainability and Society (BMC, part of Springer Nature); Renewable Energy and Environmental Sustainability (EDP Sciences); Journal of Renewable Energy (Hindawi Publishing); Materials for Renewable and Sustainable Energy (Springer); Clean Energy (Oxford Academy); Energy and Policy Research

(Taylor & Francis); Carbon Neutrality (Springer); Renewable and Sustainable Energy Transition (Elsevier).

Digital networking: communication boosters

Digital Networking refers to the outreach to interesting organisation/initiatives/projects (such as platforms, blogs, associations, NGOs, etc.) that can help spread the project's messages. These organisations could either benefit from the project's results or use their networks to promote the project. They will be contacted via emails and engaged through social media activities and direct meetings. This aspect of WP6 will be strictly related to T5.2.

An Excel table that serves to collect these targets is available in the SharePoint at this link.

A first list of target projects and events was already identified and is displayed in the table below.

Table 3 - List of target events and projects

Events	Projects
• **European Sustainable Energy Week** • **World Sustainable Energy Days** • **Eceee summer study** • **The JRC workshops** • **Alliance to Save Energy EE Global** • **ACEEE summer study (global aspect)** • **World Green Building Week (annual)** • **Renovate Europe Days** • **CA EPBD+EED joint meetings** • **Interclima + Elec (Comfort and Energy Efficiency)** • **(SEED 2019 Conference) 3 rd International Conference on the Sustainable Energy and Environmental Development** • **Energy Med** • **Ecomondo - The Green Technology Expo** • **Cities Forum 2023 – Together for green and just cities** • **SDEWES Conference** • **Berlin EcoSummit** • **Festival dell'energia (Milano)** • **KlimaHouse**	• EP-0 • ComAct • Reverter • EmpowerMed • Cooltorise • iBRoad2EPC • POWERPOOR • ENPOR • SocialWatt • PROSPECTPlus • Drive 0

- **Construmat**
- **Rehabitar Madrid**
- **Genera**
- **Right to Energy Forum**
- **National Meeting of Hungarian Green COs**
- **European Conference on Renewable Energy Systems (ECRES 2023)**
- **International social housing festival**
- **EPAH lunch talks**
- **Energy Poverty Action Week**

4.4.   Events

The event activities are linked to the dissemination of the project results through conferences and workshops organised externally or by the project consortium. The next paragraphs will dive deep into the different activities related to events.

4.4.1.   Project-branded events

During the RENOVERTY project a series of events and workshops will take place. In this phase the list of planned events is not exhaustive, and will be further developed and planned, according to the project's progress.

Two workshops and two events targeting mainly households will be organised, with the participation of all key stakeholders in the renovation value chain (financial bodies, market actors, public bodies, etc.). The aim is to illustrate to households the entire renovation chain and to highlight social and economic benefits of renovation.

Moreover, three participative workshops will be conducted:

- The first workshop will gather key stakeholders at the local level at pilot sites (local and regional decision makers/authority representatives, regional development and energy agencies, CSOs, as well as organisations providing social services with specific focus on those experienced in fieldwork and acquainted with local situation). The aim of the first workshop will be to support the roadmaps co-creation process, by setting the timeframe and what will be worked on with the stakeholders.
- The second workshop will be organised at a national level after the first draft of the roadmaps have been developed, inviting also national-level stakeholders such as representatives of competent ministries, agencies, energy service companies and

companies providing different services within the energy efficiency retrofit, banking and financial institutions. Its objective is to present the first draft of the project's co-designed roadmaps.

- The third workshop will be a larger event, also at the national level, which will be open to both stakeholders and interested public, to present the final developed roadmaps drafts and gather final feedbacks.

Moreover, at least 6 relevant events, mainly in the form of webinars, will be organised during the project, with each webinar tailored to specific stakeholders. These webinars will be planned to generate interest and present periodic results from the project. They will be organised by IEECP, CA, and UPRC together with each partner mainly contributing to the proposed outcomes. A first indicative timeline of them is shown in Figure 5. In addition, to further dissemination, ELARD will host 2 annual meetings where outputs and results of RENOVERTY will be shared with their network.
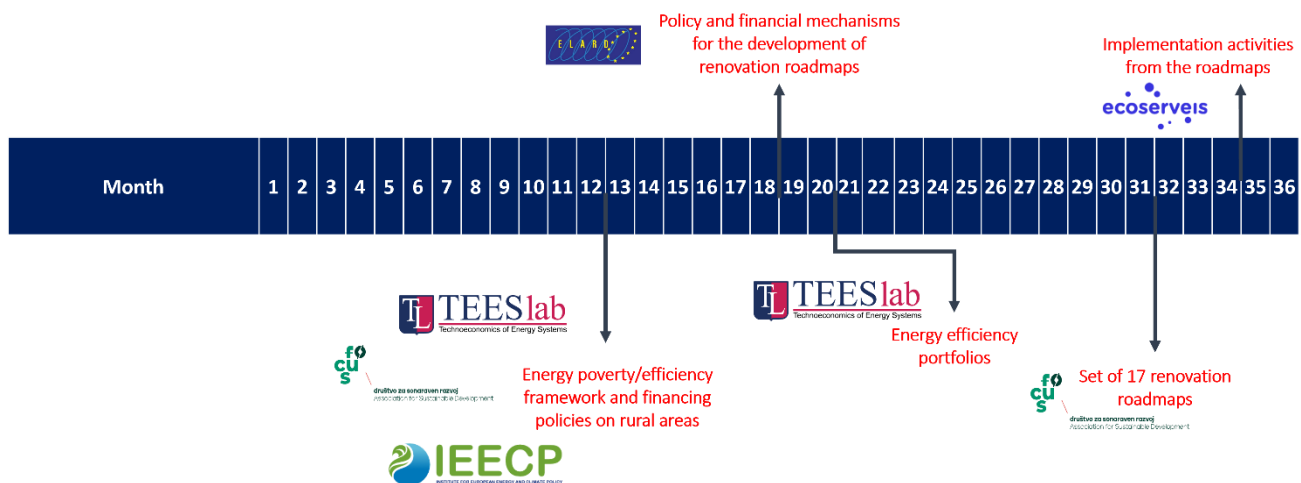
Figure 5 - Indicative timeline of the project's main outcomes that could be presented in the internally organised webinars.

Finally, an at least full-day-long conference at the EU level will be organised at the end of the project. In the conference, all accumulated knowledge during the project will be presented, including policy implications and recommendations. The event will be organised digitally, or if possible, in Brussels, gathering about 100 participants including policymakers, cities and regions, as well as other EU-funded projects.

4.4.2. External events

Apart from the events organised by the consortium, RENOVERTY will be further promoted through participation in external events. In this respect, partners will be required to participate at different events, either as speakers or audience members, to share the project results at least

twice per year, with a goal of 4 or more attended as speakers yearly (for a total of 12 externally organized events).

These kinds of activities include the participation in events organised by the European Commission and to other international conferences and workshops in the respective fields, so as to update the scientific community, universities, research centres, the European Commission, green economy experts and other interested groups on RENOVERTY's outcomes. Participatory ideas include European Sustainable Energy Week, World Sustainable Energy Days, World Green Building Week, Renovate Europe Days, Energy Cities annual meeting, Berlin Energy Days, C4E forum, Build in Green, South-East European Exhibition and Forum on Energy Efficiency and Renewable Energy, European Network of Housing Researchers, ENLIT, as well as others indicated in a shared Excel table that all partners can fill in with identified opportunities to present RENOVERTY and available at this link.. The events will be tracked and reported using the monitoring Excel table (more details available in Section 4.1.1).

5. Timeline – deliverables and milestones

Table 4 - List of RENOVERTY deliverables and milestones, with respective deadlines and responsible partners

Deliverable /Milestone number	Deliverable/Milestone name	Responsible partner	Deadline
D6.1	Communication and Dissemination Plan (CDP) with a review on M24	1 – IEECP	M2 (December 2022)
D6.2	Report on communications tools and activities at national and EU levels	4 – Climate Alliance	M36 (October 2025)
D6.3	Final Publishable Report	1 – IEECP	M34 (August 2025)
M13	Project identity and basic promotional materials available	1 – IEECP	M2 (December 2022)
M14	Project web area	1 – IEECP	M2 (December 2022)
M15	Final conference	1 – IEECP	M36 (October 2025)

Table 5 - Timeline of activities for the first half of RENOVERTY

1st half of the project	2022		2023												2024			
	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A
Communication and dissemination plan	■	◆ D6.1, M13																
Internal communication kits	■	■																
External comms kits	■	■	■	■	■	■												
Micro-website		◆ M14																
Social media activity		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Newsletters			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Videos/infographics					■			■				■					■	
Articles or Press Release			■				■			■			■			■		
Webinars (tbc)																		

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Table 6 - Timeline of activities for the second half of RENOVERTY

2nd half of the project	2024								2025									
	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O
Communication and dissemination plan						◆ Update D6.1												
Internal communication kits																		
External comms kits																		
Micro-website																		
Social media activity		▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Newsletters			▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Videos/infographics					▓			▓					▓					▓
Articles or Press Release			▓				▓		▓				▓			▓		
Webinars																		
Final Conference																		◆ M15
Report on comms tools																		◆ D6.2
Final publishable report																	▓	◆ D6.3

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6. Roles and Responsibilities

Table 7 - List of activities and respective responsibilities within the consortium

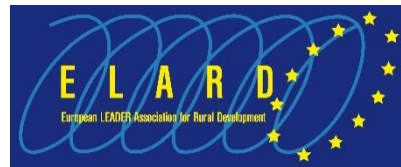| Activity	Role of partners
Website	IEECP will manage the micro-website and its content. All partners will support the revision of content and provide regular inputs (interesting articles/news/media mentions, etc.)
Internal Comms kit	CA will ensure to collect information from the different members of the consortium and prepare a sum up of the ongoing activities in order to keep each other informed and prepared to share key information.
External Comms kit	CA will select among the internal information the one suitable for the external different target audiences and prepare a pitch document to then channel through various media.
Social networks	All partners will help multiply the message, by reposting/translating the messages from Climate Alliance accounts and mention the project hashtags in every social media post or repost (#RENOVERTY).
Newsletter	All partners will share news about the project in their own newsletter and share analytics with IEECP to keep track of the indicators.
Press releases and articles	Relevant partners may be asked to contribute with quotes and some content. All partners will fill the monitoring files with or flag to IEECP the mentions of RENOVERTY from media outlets, event presentations and platforms. Pilot leads will support IEECP in connecting to media contacts at the national level and listing respective media targets.
Peer-reviewed articles	Climate Alliance, ECOSERVEIS, FOCUS, IEECP, and UPRC will coordinate efforts to ensure that the project is communicated to the scientific community via technical literature and dedicated peer-reviewed journals and magazines, as well as papers being presented at conferences and other events in the scientific community. Academic and technical project partners will act as support.
Videos	IEECP will produce the material with support from Climate Alliance. Pilot leads will translate the material if relevant.
Infographics	IEECP will produce the material (from content to layout) with support from Climate Alliance. Pilot leads will translate the material if relevant.

Presentations at conferences	All partners will have to present and disseminate RENOVERTY results in external events. IEECP and UPRC can support in identifying relevant events (a first list is available in the [Excel file with target events](#)). A PowerPoint project template is already available on SharePoint, all partners are responsible for preparing their presentations.
Webinars	CA, IEECP, and UPRC will be responsible for organising webinars. More specifically, UPRC is responsible for organising the webinars' content (in collaboration with the partners most contributing to the specific outcomes/results that each webinar presents) while CA and IEECP are responsible for the more technical and organisational part (links, invites, etc.).
Final EU Conference	IEECP and Climate Alliance will organise the event. Relevant partners will be asked to contribute with content and all partners will be asked to contribute to its dissemination.
Clustering with EU projects	All partners will be asked to identify potentially related projects and communicate them to IEECP for potential collaborations or to fill in the monitoring file when the collaboration took place. UPRC and Climate Alliance will be responsible for the overall coordination and ongoing management, review and reporting of common themes, the synergies, and the complementarities of the initiatives with the RENOVERTY project this activity, supported by relationship managers assigned from within the consortium to each EU key stakeholder (organisations, initiatives, projects). These relationship managers will be responsible for overseeing and ensuring effective and ongoing dialogue and exchange with each initiative identified, linking closely with the project's WPs to ensure their effective engagement in the relevant activities of the RENOVERTY project.

7. Key Performance Indicators (KPIs)

Table 8 – RENOVERTY KPIs for each activity planned to be rolled out during the project lifetime

Activity	Objective	Expected audience	Monitoring
Webpages	Increasing knowledge on the project topic & making information easy-to-understand	1500 unique visitors per year to the main page of IEECP's website 1000 downloads per year	Google Analytics account set up when main webpage is launched
Newsletters	Making information easy-to-understand & communicating to different stakeholders in the EU	5000 recipients over the project term 30% opening rate	Mailchimp
Social media channels	Creating awareness and familiarity with the project topic, objectives and results	The RENOVERTY hashtag used 1200 times on Twitter	Twitter analytics via all partner channels
Videos	Creating awareness and familiarity with the project topic, objectives and results	500 views cumulative views	YouTube statistics
Webinars	Webinars on co-developing the renovation roadmaps, capacity building purposes and for presenting the overall project while linking it with other relevant projects	At least 30 participants in each webinar with at least 5 questions per webinar	Number of attendees and number of questions asked
Infographics	Translating the project topic, objectives and results into a non-scientific language and in a clear and impactful way	100 downloads per year	Number of downloads from the main webpage and where tracked
Articles & press releases	Creating awareness and familiarity with the project topic, objectives and results	Readership expected: 9 articles and press releases during the project's course	Media monitoring performed regularly with copies of the articles shared on communication platforms.
Digital networking and clustering activities with EU projects	Creating awareness and familiarity with the project topic, objectives and results	Project referenced online ≥50 times by other websites, EU- project and conferences	Digital monitoring
Final conference	Present the project topic, objectives and share the results	The audience of 80-100 participants	Number and list of participants if available, as well as minutes, and photos

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