



RENOVERTY Exploitation Plan

Exploitation Strategy and Action Plan



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About RENOVERTY

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 & Žumberak (Croatia), Tartu (Estonia), Bükk & Somló-Marcalmunte-Bakonyalja Leader (Hungary), Zasavje (Slovenia), Parma (Italy), Coimbra (Portugal), and Osona & Lluçanès (Spain) will implement the roadmaps, while wider integration of rural and peri-urban development is foreseen in the long run.



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EXECUTIVE SUMMARY

This comprehensive document serves as the framework for the Exploitation Plan of RENOVERTY, a dynamic initiative poised for continuous refinement post-M24. Subject to ongoing review, the plan stands ready for adaptability and improvement as necessitated by evolving project dynamics.

The initial chapter unfolds with a meticulous exploration of the project, offering readers a detailed panorama of RENOVERTY. Moreover, this section goes on to elucidate the methodology employed in crafting the plan, ensuring a transparent comprehension of the overarching strategy.

Chapter two delves into the intricacies of target groups, commencing with a broad overview before delving into the identification of these groups within each Pilot Country. Moreover, it sheds light on the pivotal role of Local Action Groups (LAG) in each Pilot Area, accompanied by a comprehensive explanation of LAG functionality.

The third chapter takes stock of the project's main outcomes – the deliverables. Each deliverable is encapsulated within a card, providing essential details, including the recommended format for optimal utilization. This meticulous categorization ensures a structured and accessible repository of project outputs.

The fourth and final chapter is the nexus of the plan, employing a matrix to pinpoint the primary targets for each deliverable. This leads to the formulation of an initial draft for the impending Call of Interest, scheduled for launch at M18 (April 2024). Concluding this section is an insightful paragraph outlining the Key Performance Indicators (KPIs) poised to monitor the trajectory and efficacy of exploitation efforts.

In conclusion, this executive overview encapsulates the essence of the RENOVERTY Exploitation Plan, providing stakeholders with a nuanced understanding of its components, strategic direction, and the systematic approach to realizing the project's goals. The plan, designed for adaptability and responsiveness, is a living document that reflects the dynamism inherent in the RENOVERTY initiative.



1. Introduction to the Plan

RENOVERTY is an EU project funded under the LIFE programme, with the objective to tackle energy poverty and to foster energy efficiency building upgrades in some European regions, by setting the methodological and practical frame to build renovation roadmaps of vulnerable rural districts. Research on urban-rural disparities has found significant regional differences across Europe, with rural areas in Central and Eastern Europe being traditionally much poorer and more excluded than urban agglomerations. Southern European rural areas face similar problems, with the added issue that economic differences at the urban-rural divide have been slow to decrease. The project will aim at designing a scalable series of renovation roadmaps with operating models for rural areas in Croatia, Estonia, Hungary, Slovenia (Central and Eastern Europe/Southeastern Europe), Italy, Portugal, and Spain (and Southern European countries), while ensuring the replicability of the model in these regions and scaling it up to the EU level.

The main objectives of RENOVERTY are to promote the renovation of rural vulnerable districts and set the basis for the increase of energy efficiency in 17 rural areas in 7 regions; to empower all public (and non) actors in rural areas becoming involved in the process of renovating vulnerable districts/buildings; to minimize logistical, financial, administrative, and legal burdens caused by a complex and multi-stakeholder home renovation process; to ensure that building retrofits consider the social dimension by incorporating security, comfort, and improved accessibility for citizens to further improve the quality of life of the population.

Before proceeding with the explanation of the present document, it is necessary to give an overview of the main RENOVERTY outcomes. The first outcomes are the **Rural Energy Efficiency Roadmaps (REERs)**, which serve as comprehensive guides outlining the specific pathways to be pursued for the successful renovation of various types of buildings. These meticulously crafted roadmaps have been tailored to suit the unique requirements and characteristics of each pilot area, recognizing the diverse architectural, environmental, and socio-economic landscapes within these regions. By customizing the REERs, the RENOVERTY project aims to ensure that the proposed strategies and actions for building renovation are effective and contextually relevant, thereby maximizing the potential for successful implementation and long-term sustainability.

Furthermore, a critical focus of the project's outcomes lies in the identification and formulation of a series of **policy recommendations**. These recommendations span across multiple levels, ranging from local governance to the broader European sphere, and aim to streamline the often-complex processes associated with building renovation. By advocating for and facilitating the adoption of supportive policies, RENOVERTY seeks to create an enabling environment that encourages and incentivizes citizens to actively participate in the building renovation process. Moreover, these policies also encompass provisions for economic assistance, specifically targeting populations facing financial hardships and energy poverty, thereby ensuring inclusivity and equitable access to the benefits of the renovation initiatives.



A core component of the RENOVERTY project's overarching objectives is the empowerment of stakeholders through robust and impactful **training** initiatives. The training program will be meticulously designed to address various aspects of building renovation, aiming to equip participants with the necessary knowledge, skills, and tools to actively contribute to the implementation and sustainability of the proposed strategies.

It will be divided into two distinct parts; the first part will focus on elucidating the multifaceted economic and environmental benefits associated with building redevelopment. Subsequently, the second part of the program will center on facilitating a comprehensive understanding of the co-design process, emphasizing its pivotal role in the formulation and implementation of effective Renewable Energy Efficiency Roadmaps (REERs). These informative and engaging training sessions will be readily accessible through an online platform, offering participants the flexibility to engage with the content in their preferred language, be it English or the national languages of the pilot countries.

RENOVERTY identified specific "pilot countries" and "pilot areas" within the participating regions, where the proposed solutions will be implemented and tested. A "pilot country" represents an entire country involved in the project, which has demonstrated a strong commitment to the promotion and implementation of energy renovation strategies and has provided a favourable environment for the implementation of such interventions. On the other hand, a "pilot area" refers to a specific geographical area within a pilot country, which has been identified as a priority area for the implementation of energy renovation projects.

Through the implementation of RENOVERTY initiatives in these pilot countries and areas, the project will have the opportunity to evaluate the effectiveness of energy renovation strategies in diverse contexts, including rural and urban settings. This approach will provide an in-depth understanding of the specific challenges and unique opportunities that each country and pilot area present for the transition to a low-carbon economy and for the reduction of energy consumed in buildings.

The present document outlines the plan for the exploitation of the results of RENOVERTY, with the aim to maximise the impact of project results after project completion. The exploitation plan is an integral part of the project and aims to ensure that the results obtained during the project continue to be used and implemented once the project funding has ended, by promoting the dissemination and replicability of the solutions developed. Furthermore, in our case it outlines the comprehensive strategy that extends its reach from the local level of the RENOVERTY project pilots to the national and further European level, seeking to stimulate the adoption of our project's primary outcomes.

The document consists of four chapters that illustrate the development of the exploitation strategy through the accumulation of results and actions from Work Package 1 to Work Package 7 of the project. The first three chapters provide the context and methodology behind the development of this document. Each of the above-mentioned WPs has been and will be involved in exploitation activities, either by actively producing exploitable results or by carrying out



activities that explore and develop the use and application of one or more project results. The last chapter will be focused on the exploitation plan itself. As this is a plan developed during the first year of the project, the goal is to hypothesize how deliverables and results of the project can be elaborated in a way that is easily usable and exploitable.

In the updated and finalized version of the plan, to be delivered at the end of the project, our main objective will be to provide guidance to all stakeholders and actors, revealing how each entity can harness RENOVERTY's achievements within the economic framework. This encompasses the co-designed REERs for our pilot areas, the implementing REER report, and a comprehensive model for extending the reach of the REER to diverse geographic domains. Our methodological approach will ensure optimal integration of Local Action Group (LAG) initiatives and maximised stakeholder involvement at each stage of the Renovation Energy Efficiency Roadmaps (REERs) construction process. The direct involvement of key stakeholders – such as local authorities, local communities, non-governmental organisations and private sector stakeholders – will contribute significantly to an in-depth understanding of the specific needs and unique challenges present in each pilot area. The inclusive and participatory approach will play a crucial role in ensuring that the voices and perspectives of different stakeholders will be adequately represented, thus promoting the creation of customised and contextually relevant solutions. This approach will help to ensure the effective adoption and implementation of REERs in each pilot area, while fostering the active involvement of local communities in the decision-making process and practical implementation of energy renovation strategies. Continuous stakeholder involvement also will help to ensure the durability and long-term sustainability of the renovation initiatives, as the proposed solutions were designed to respond directly to the needs and priorities identified by the local communities and various stakeholders. Also, it will play a key role in ensuring that the proposed renewal strategies and plans are not only theoretically sound, but also practically applicable and adaptable to different local realities and socio-economic contexts.

The report unfolds in several chapters, commencing with a meticulous identification and analysis of our target groups—those individuals and entities for whom RENOVERTY's research and outcomes hold the greatest relevance. Subsequently, it delves into a detailed exposition of the public deliverables, elucidating the primary target groups and the strategic approach that will be employed to fully exploit them. Finally, the plan encompasses comprehensive strategies for both implementation and ongoing monitoring activities to ensure the successful exploitation and application of our project's results.

1.1. Methodology

The overall methodology used for the preparation of the initial exploitation plan, which will be improved and finalized before the end of the project, is based on the analysis of all the deliverables to verify the contents and best format for their exploitation and the target groups



mostly interested. This analysis has been carried based on the inputs of all partners, for the creation of the descriptive cards of the deliverables and the identification of the national targets to address.

The **description cards**, one for each deliverable, detail the various key elements of the deliverables, with a specific focus on the essential information needed to assess the exploitation potential. Each card includes: title of the document, date of first publication, type of document, main language, a detailed description of the content, the specific objectives of the document, the targeted audience, how it will be exploited and utilised, and the partner responsible for the document. Each fact sheet is designed to enable a clear and detailed assessment of how the deliverable can be exploited to maximise impact and promote the dissemination of best practices and innovative solutions in the field of the transition to a low-carbon economy.

Through the use of key information, quantitative data and specific indicators, the description cards will provide a comprehensive overview of the results achieved by the project, thus facilitating also the communication and dissemination of the outcomes reached to the interested public and stakeholders.

This initial plan for the exploitation of project results has been formulated taking into account the valuable contributions made by the partners. Its main focus is on a thorough analysis of the existing material in order to understand how the project results can best be optimized and exploited. This implies a focus on the specific type of content with which the results can be effectively conveyed, taking into account the preferences and needs of various stakeholder groups. In implementing this plan, each deliverable will be revised and reedited in order to reconfigure and adapt the contents in a format compatible with the specific requirements for future exploitation – according to the individual descriptive cards. The plan also includes a **matrix** to show the impact of each deliverable against the specific objectives of RENOVERTY and identify the target groups involved.

For the final exploitation strategy, a country/region plan will be developed to promote the uptake of the training tools and Renewable Energy Efficiency Roadmaps (REERs), followed by an **Action Plan** to implement REERs and scale up initiatives. Promotion activities will focus on local and European events, while deliverables such as energy poverty reports will be vehicles for future research. Dissemination will also take place through the partners' social channels and their websites, as stated in the Communication and Dissemination Plan (D6.1).



2. Primary and secondary target groups

The exploitation of RENOVERTY's results is related to the uptake and implementation of the REERs in the piloting regions and the wider exploitation of the RENOVERTY model made up of guidelines and resources for codesigning REERs outside the project boundaries. The exploitation strategy will concentrate on the main beneficiaries of the project as well as on stakeholders who have an interest in how the renovation barriers in rural areas by vulnerable households can be tackled at the local and regional level.

The identification of target groups plays a crucial role in the comprehensive strategy of the RENOVERTY project. Through a meticulous analysis, we have identified primary and secondary target groups, each with distinct roles and interests in the project outcomes and deliverables. The primary target groups, comprising rural vulnerable households, national and regional decision makers, and municipalities, are the primary beneficiaries of the project's initiatives. Specifically tailored outcomes, such as the Renewable Energy Efficiency Roadmaps (REERs) and policy guidelines, have been strategically designed to cater to the unique needs and requirements of these key stakeholders, ensuring the effective implementation and scalability of the project's results across various regions.

Moreover, the secondary target groups, including market business actors, financial institutions and investors, as well as experts, academics, and researchers, represent key players with a vested interest in the successful outcomes of the project. Their active involvement and engagement in the project activities and outputs are instrumental in furthering the objectives of the RENOVERTY initiative. By addressing the specific needs and interests of these diverse groups, the project aims to foster a collaborative and dynamic ecosystem that fosters sustainable energy efficiency interventions and promotes a collective commitment to building rehabilitation and energy-efficient solutions.

Our **primary target groups** are the direct beneficiary of project outcomes, considering the geographic dimension of RENOVERTY they are the (i) rural vulnerable households, (ii) municipalities, and local governments municipalities, and local governments, (iii) municipalities, and local governments.

To be more specific about which outcomes are addressed to them:

- i. **Rural vulnerable households** are widely and actively involved throughout the project activities, and the REERs are mainly addressed to them;
- ii. **Municipalities and local governments** are the target of the project guidelines which aim to support these actors in implementing policies and actions to promote the renovation, take-up and scalability of the RENOVERTY mechanism;
- iii. **National and regional level decision makers** are the target of roadmaps (REERs) and guidelines (policy recommendations) to ensure scaling-up of results to other regions.



Secondary target groups are the ones interested in project outcomes, they are (iv) market business actors and market social actors, (v) financial institutions and investors and (vi) experts, academics, and researchers.

To be more specific:

- iv. Market actors are the actors who make up the system, shape it and often derive income from it, they are subdivided into two categories: **Market business actors**, mainly from the renovation market and other related markets, have an important role in promoting the take-up of renovation plans and more in general energy efficient interventions; **Social (market) actors**, such as non-profits and associations, are fundamental in pushing households to renovation and energy efficiency solutions. Their active participation in the process of implementation and dissemination of the proposed strategies maximises their impact. Both may be interested in the outcomes of the project due to the changes that markets may experience, with increases in demand for energy renovation work, and could benefit from the exploitation of REERs;
- v. **Financial institutions and investors** are involved to provide their inputs and comments on the financial aspects of the REERs. The outcomes of RENOVERTY can help investors and these institutions develop financial strategies or funds specifically for building rehabilitation;
- vi. **Experts, academics, and researchers** have an interest in the project approach, methodologies, and reports from a scientific viewpoint as the project will advance research in the field of energy efficiency interventions and more specifically in the behavioural sciences perspectives regarding such initiatives.

The following section identifies and analyses the groups in each pilot country in the same order as the target groups were identified.

2.1. Croatia

The primary target group includes:

- i. **household members** of family houses as the most common form of rural housing in Croatia and local stakeholders such as NGOs and other organisations active within the pilot areas of Sveta Nedelja and Žumberak.
- ii. At the **local level** decision makers and local authorities' employees from the City of Sveta Nedelja and the municipality of Žumberak. Their support for pilot areas through the RENOVERTY project is provided with the purpose of implementing the models and guidelines for energy renovation of energy poor in the respective areas.



- iii. On a **national level**, policymakers play an important role and thus, the following competent authorities relevant for energy poverty and energy retrofiting are recognized as the **key stakeholders**:
- Ministry of Economy and Sustainable Development – responsible for implementation of the national energy and climate policies;
 - Ministry of Physical Planning, Construction, and State Assets - responsible for energy efficiency in the building sector, which includes the creation of policies and measures to achieve the energy savings targets in buildings, as well as for addressing energy poverty through energy renovation of buildings;
 - Ministry of Regional Development and EU Funds - responsible for managing the comprehensive system of planning, programming, management, and financing of regional development and the use of funds from the European Union and other international sources of financing intended for regional development (Managing Authority);
 - The Ministry of Labor, Pension System, Family, and Social Policy - responsible for the entire social welfare policy in Croatia;
 - Central State Office for Reconstruction and Housing Care - implementing body for housing measures in supported and demographically affected areas;
 - The Environmental Protection and Energy Efficiency Fund - responsible for co-financing measures defined in national energy and climate plans.

For secondary target groups:

- iv. Energy auditors, project designers and construction companies who will participate in the on the ground execution of energy efficiency retrofits of the buildings can be highlighted. In the category of **social market actors** Croatian Local Action Groups will play a significant role as well as social welfare service providers (i.e. social protection offices).
- v. Among the **financial institutions** different banks operating in Croatia are potential target group, including National Bank for Reconstruction and Development, as a specific entity which could play significant role in boosting REERs implementation in future.
- vi. For the last category of the secondary target groups, the one of **experts, academics, and researchers**, the Faculty of Civil Engineering and Faculty of Architecture will have the interest in the project approach.

2.2. Estonia

Primary target group in Estonia is households in multiapartment buildings situated in settlements considered half a century ago as rural hubs. With the demise of Soviet agricultural build-up and the disappearance of collective farming these settlements found themselves in a periphery of the economic and social sphere



- i. Members of **households in multiapartment houses** of village and former farming hub village Kääpa of Mustvee parish and Homeowners Associations related to those residential buildings;
- ii. **Local authorities** of Kääpa village and Mustvee parish as well as authorities of neighboring parishes and counties in Southeastern region of Estonia;
- iii. On state level there are several **ministries** related to and dealing with energy poverty and related issues – Ministry of Economics Affairs and Communication; Ministry of Finance; Ministry of Social Affairs as well as NGOs such as The Association of Estonian Cities and Municipalities.

The secondary target group consists of **stakeholders and beneficiaries** to the process of reducing rural energy poverty and providing rural households with more energy efficient housing stock:

- iv. Energy auditors and consultants, local construction companies and contractors specialising in the renovation of multiapartment houses, architectural construction and utility design offices;
- v. Banks and other financial institutions. In case of Estonia also 'Ettevõtluse ja Innovatsiooni Sihtasutus', half of which used to be KredEx Fund – an executive agent of renovation grants.;
- vi. Scientists and researchers especially in the fields of construction and of sociology.

2.3. Hungary

As regards the **primary target** groups, in rural areas, both pilot areas in Hungary (Somló-Marcalmunte-Bakonyalja and Bükk LA) are characterised by:

- i. **single-family houses:** a significant percentage of the buildings are of poor energy performance, which is linked to the poor financial situation of the families and the lack of support. The roadmaps and guidelines produced in RENOVERTY will provide valuable information for future renovation;
- ii. **Municipalities** and mayors can help to communicate our plans to the wider national decision-maker and to lobby for the goals set out in the documents;
- iii. **regional and national policy makers** can play a key role to design support schemes to help people in rural areas to modernise their households' energy systems;

For secondary target groups:

- iv. **Building renovation companies** could be the beneficiaries of a process that will lead to a greater number of family houses being renovated in rural areas. The roadmap and the guidelines can also help;



- v. **Banks** involved in building renovation programmes to adapt their support policies to the needs of the future.
- vi. The documents produced may contain elements that can be integrated into existing research processes, by **researchers** and **academics**.

2.4. Slovenia

In Slovenia, there are several target groups. **Primary target** groups are:

- I. **rural vulnerable households:** This group will be involved through audits, training activities, REER development and implementation of initial practical measures from REER. In particular, 12 households will be the focus of the project, representing 4 different housing situations: individual house, apartment in a block, rental apartment and 'colony' (an old-style miners' housing building, consisting of several apartments, which often do not have an individual bathroom or toilet, but are shared). However, through the representative households also the other households of people, affected by energy poverty, will be targeted by the project;
- II. **municipalities, and local governments:** This group of beneficiaries will be involved in the REER design phase in order to take up the results of REER process to promote the renovation take-up and scalability of the REER in the Zasavje region;
- III. **national level decision makers:** This group will be involved in the REER design phase, as well as in the REER dissemination phase. Their role will be to guide REER design to fit the national needs (e.g. local energy concept review, which is due in the coming years), as well as to see how to scale up the REERs from Zasavje region to entire Slovenia (apart from 'colonies', other types of housing are present in most parts of Slovenia).

Secondary target groups in Slovenia are:

- IV. **companies and cooperatives** that can implement renovation measures and/or integration of renewables in the renovation.
Other key local actors have been found in Slovenia, and it encompasses actors such as **centres for social work** (identification and communication with the households, affected by energy poverty), **local development agency** (reach out to local actors and networks) and **youth organisations** (reach out to people, affected by energy poverty).
- V. **Eco Fund**, Slovenian Environmental Public Fund, that promotes development in the field of environmental protection by offering financial incentives such as soft loans and grants for different environmental investment projects – it has several grants (100% support) for households, affected by energy poverty, hence it is a highly relevant actor in REER design and implementation;
- VI. experts, academics, and researchers.



2.5. Italy

Concerning Italy, in the **primary targets** listed above include:

- i. **Owners** of farmsteads and apartment buildings: We aim to involve both owners of rural dwellings, such as farmsteads, and owners of multi-family residential buildings. The objective is to implement models and guidelines for energy renovation, aiming at reducing energy poverty.
- ii. **Municipalities and local authorities:** We will mainly involve municipalities within the pilot area, such as the municipality of Parma and surrounding municipalities like Compiano, Bedonia and Fornovo. These authorities play a key role in implementing the models and guidelines for energy restructuring in their area.
- iii. At the **national level**, we will actively involve the CREA (Council for Agricultural Research and Analysis of Agricultural Economics), a research body under the Ministry of Agriculture. At the regional level, we have involved the government of the Emilia-Romagna region.

As far as our **secondary target groups** are concerned:

- iv. **Market actors:** We will include representative associations such as 'Confedilizia', 'Confagricoltura' and 'Coldiretti', which play a fundamental role in the economic and social context in question.
- v. **Financial institutions and investors:** We will involve Ricrediti, an association that promotes financial education courses and microcredit programmes.
- vi. **Research institutions:** We will involve the Faculty of Architecture of the University of Parma, which is an important research centre in the sector.

2.6. Portugal

In Portugal the **primary target groups** are:

- i. Mainly **owners** but also **tenants** living in houses in rural districts, in small villages. By empowering our target group with information and support, we are providing them with the ability to perform better and take part in the transition. Favouring the owners and users' participation in the process, from the diagnostic phase, through the design of the improvement measures and planning of the renovation works, it is possible to reach good results and this interaction is essential to demonstrate that effective energy efficiency is only possible intertwining buildings, users and stakeholders into teams;



ii. **National and local level decision makers:** partnerships with local authorities (municipalities and parish councils), with social support entities and their technicians, and involving the established Local Action Groups, not only to run the pilot and set the baseline, but also to help design the measures and give feedback to financing support mechanisms design and implementation:

- **Local Social Support Entities:** important institutions that have the local identification of the low-income families and give them social support locally. Their association with the project gives transparency and trustiness to the local implementation of the project actions and contributes to a better and quicker engagement (Santa Casa da Misericórdia and the Cáritas Diocesan, for example). These organisations have a decades-long track record of working with socially disadvantaged people, in particular the elderly, and could also work as facilitators helping identify potential beneficiaries of the project's actions and establishing communication channels.

Other **local authorities** are the Central Region Coordination and Development Committee (CCDRC), the Directorate General for Energy, the Regional Energy Agency AREAC and the RENAE with Neighbourhood Associations, and with NGOs working with vulnerable consumers.

Since the project will elaborate an intervention roadmap against Energy Poverty for rural zone, the households are being chosen to be as representative as possible of the local situation, so the measures could be easily replicated to other neighbours in similar conditions.

Therefore, in relation to the **secondary target groups to be involved** in Portugal:

- iv. **Companies** and **energy** and **housing cooperatives** that can implement renovation measures and/or integration of renewables in the renovation of the houses as well as the creation of Renewable Energy Communities in the rural areas;
- v. The support of existing financing mechanisms, e.g., Fundo Ambiental (Environmental Protection and Energy Efficiency Fund), for co-financing measures defined in national energy and climate plans. Third party investors will also be contacted to deliver their support at local level. This is the case of the Renewable Energy Communities that could require third-party investors and may require the involvement of local authorities (e.g., Municipalities, Social Support Entities, etc). Think tanks, local Foundations, energy cooperatives and housing cooperatives able to support vulnerable citizens and can facilitate fund raising campaigns for the improvement measures and/or integration of renewables in the renovation of the houses as well as the creation of Renewable Energy Communities in the rural areas;
- vi. Experts, academics, and researchers.

2.7. Spain

Concerning Spain, the **primary targets** listed above include:

- i. **Household members**, both tenants of multi-family households, and also some tenants of single-family households. Only two of the households audited in the pilot are owners. They are directly involved in the project activities, and part of the REERs are addressed to them.
- ii. **At a local level, municipalities and local governments** are concerned, 42 municipalities of Osona's County and 11 municipalities from Lluçanès' County. These local authorities are a key group of stakeholders for the REER co-creation process to ensure their feasibility and also the implementation of some of the initiatives.
- iii. **At the regional level policymakers**, the most important actor is the Local Energy Agency of Osona, which is a department of Osona's Regional Council. Its role is supporting municipalities regarding energy efficiency matters and the promotion of renewable energies, which include provide technical support in the co-creation and implementation of the REER.
- iv. **At a national level decision maker, the Energy Catalan Institute** could promote and disseminate the REER in other regions to ensure their replicability at a national level.

For **secondary target groups**, the pilot has selected:

- i. **The Local Energy Communities of Osona** which have a key role in the region's just energy transition. Almost all the municipalities in the pilot county are working on the creation of their own Local Energy Community. The REER will take into account these communities as key stakeholders in promoting within the community members the importance and benefits of renovation.
- ii. **Building renovation companies** which could provide their point of view during the co-creation process regarding barriers that household members could face during a renovation process. They also could be involved in some measures of the REER.
- iii. **Financial actors** that could provide their knowledge and experience on the financial topics of the REER and supporting the implementation of some of the measures.

2.8 Local Action Group (LAG)

The following table shows all the Local Action Groups (LAGs) involved in the pilot areas (reported also in the target groups section). LAGs are an instrument promoted by the European Union to develop plans and programmes of action dedicated to the socio-economic improvement of rural communities. LAGs are groupings of public and private partners representing both rural populations, through the presence of public territorial authorities (municipalities, provinces and mountain communities), and organisations of economic operators in the area.

Table 1: List of Pilot Country and Involved LAGs

Piloting country	City or Town of the Pilot Area	County or Province of the Pilot Area	Description of the Pilot Area	Name of the LAG
<i>Italy</i>	Parma, Compiano, Bedonia, Fornovo	Parma	Located in the Parma Apennine area, it involves a total of 59 municipalities, covering the provinces of Parma and Piacenza.	GAL del Ducato
<i>Spain</i>	Osona county	Osona county	Rural area. Total population of 162.257 inhabitants (2020) in 50 municipalities. Half of the population is concentrated in 3 municipalities (Vic, Manlleu and Torelló). 24 municipalities have less than 1.000 inhabitants and 18 of them less than 500 inhabitants. 28 municipalities of the area are covered by 3 different LAGs.	Associació pel Desenvolupament Rural de la Catalunya Central; Associació per al Desenvolupament Rural Integral de la Zona Nord-Oriental de Catalunya; Associació Leader Ripollès Ges Bisaura

Portugal	Arganil, Góis, Oliveira do Hospital, Tábua		1030 km ² , 49.232 inhabitants. Very rural, mountaneous, area	ADIBER - Associação de Desenvolvimento Integrado da Beira Serra
	Coimbra		Urban and periruban areas.	CoimbraMaisFuturo,
Hungary	The LAG includes several villages	Borsod-Abaúj-Zemplén	Located in the most underdeveloped region of Northern HU and is made up of 40 municipalities with a total population of 87.512 inhabitants.	Bükk-Térségi Leader Action Group
	The LAG includes several villages	Veszprém	Located in the Central Transdanubia, which is one of the most developed regions of HU with several disadvantaged municipalities in the area. The LAG covers 42 municipalities with a total of 25.073 inhabitants.	Somló-Marcalmunte-Bakonyalja Leader Akciócsoport;
Croatia	Sv Nedelja	Zagreb County	The city currently has 18221 inhabitants who mostly live in rural and peri-urban areas	SAVA; Vallis Colapis
	Karlovac/Zagreb County	Zagreb County/Kalovac County	Very Rulal, hills, remote - 609 inhabitants	
Estonia	Villages in Tartu County	Tartu County	Rural county in South-Eastern part of Estonia. 145 000 inhabitants 65% of which live in regional capital Tartu.	Tartu County Development Association
Slovenia	Hrastnik, Trbovlje, Zagorje, Litija	Zasavje	The smallest Slovenian region in area and population - 57,000. Defined by the mining history.	Partnership Zasavje



3. RENOVERTY outcomes: Documents and Materials

Most of the deliverables of RENOVERTY will be (re-)designed to be exploitable. Key exploitable outcomes are all the documented reports and materials that will be developed and available under an open-source license useful for the creation of REERs, as well as the REERs themselves, ensuring the sustainability of the outputs beyond the timeframe of the project. These include:

- Report on energy efficiency and financing policies for energy poverty in rural areas;
- Report on energy poverty in the rural areas overview and framework;
- Customised engagement tools for citizens and other actors;
- Training resources, including the one for facilitators for the co-creation processes and one more concerning the benefits for energy requalification;
- Renovation energy efficiency measures portfolios;
- Overview of policy mechanisms for renovation roadmap development;
- Overview of financial mechanisms for renovation roadmap development;
- REERs + REERS implementation activities report.

3.1. Description Cards

Below are all of the description cards of the project deliverables which are public and can be downloaded from the RENOVERTY websites or via the consortium partners’ associated project webpages. Each individual card shows a number of key informational details, including the title of the document, the date of first publication, the type of document, the target language, a detailed description of the content, the specific objectives of the document, the target audience or audience, how it is to be exploited and used, and the person responsible for the document.

Title	Extract of the project data from the LIFE KPI webtool
Month	9
Type of Document	R — Document, report
Language	English
Description	This extract will report the 11 KPI impacts specific to the Clean Energy Transition sub-programme in the LIFE KPI webtool.
Objective	Provide information on the KPIs reached by the project

Target	All stakeholders
Exploitation	<p>What is the added value of the deliverable in terms of future exploitation? Give quantitative results and indicators for RENOVERTY achievements.</p> <p>How can the deliverable (or parts of it) be exploited? Infographics and tables with the KPI</p> <p>What activities can be carried out by RENOVERTY to promote its exploitation (target specific if needed)? Infographics and other similar material for multiplying the outreach of the results can be delivered during events.</p>
Lead Beneficiary	IEECP

Title	Updated Extract of the project data from the LIFE KPI webtool
Month	36
Type of Document	R — Document, report
Language	English
Description	This updated extract will report the 11 KPI impacts specific to the Clean Energy Transition sub-programme in the LIFE KPI webtool.
Objective	Provide information on the KPIs reached by the project
Target	All stakeholders
Exploitation	<p>What is the added value of the deliverable in terms of future exploitation? Give quantitative results and indicators for RENOVERTY achievements.</p> <p>How can the deliverable (or parts of it) be exploited? Infographics and tables with the KPIs</p> <p>What activities can be carried out by RENOVERTY to promote its exploitation (target specific if needed)? Infographics and other similar material for multiplying the outreach of the results can be delivered during events.</p>
Lead Beneficiary	IEECP

Title	Report on energy poverty framework and energy efficiency and financing policies for energy poverty in rural areas.
Month	15
Type of Document	R — Document, report
Language	English
Description	Overview of the current situation of the energy poverty in rural areas, status, statistics, barriers to overcome and perspectives. Analysis of the current state of energy efficiency and financing policies in rural areas. Identification of inefficiencies/ barriers to their implementation, regulatory gaps, as well as ways to enhance the uptake of energy efficiency measures in English.
Objective	Provide key insights and identify the gaps in energy poverty and energy efficiency policy implementation in rural areas.
Target	All stakeholders
Exploitation	<p>What is the added value of the deliverable in terms of future exploitation?</p> <p>The deliverable will be a novel contribution in an understudied subject, i.e., energy poverty and energy efficiency policy implementation in rural contexts. Therefore, and thus, it will upgrade knowledge and provide key insights to future stakeholders.</p> <p>How can the deliverable (or parts of it) be exploited?</p> <p>In future academic/scientific papers and reports relevant to energy poverty, energy justice, and energy efficiency.</p> <p>What activities can be carried out by RENOVERTY to promote its exploitation (target specific if needed)?</p> <p>Partners' participation in future conference presentations, workshops, and seminars, as well as inform local, national, and EU-level policy makers and the media on the issues identified about energy poverty in rural contexts.</p>
Lead Beneficiary	UPRC

Title	Report on activities addressing stakeholders
Month	18
Type of Document	R — Document, report
Language	English
Description	Report in English on all activities which have been organised within the pilots to address/engage different stakeholders, the material engagement prepared will be annexed to the report
Objective	Make an overview of everything that has been done and collect the engagement material in a single document
Target	National and regional level decision makers, municipalities and local governments
Exploitation	<p>What is the added value of the deliverable in terms of future exploitation?</p> <p>Providing barriers and solutions to future involvement of stakeholders</p> <p>How can the deliverable (or parts of it) be exploited?</p> <p>Infographics summarising barriers and solutions of involving stakeholders (to be prepared as an annex of the deliverable)</p> <p>What activities can be carried out by RENOVERTY to promote its exploitation (target specific if needed)?</p> <p>Dissemination of the infographic via the partners' social media and the RENOVERTY page of their website</p>
Lead Beneficiary	AISFOR SRL

Title	Training resources and report
Month	34
Type of Document	R — Document, report
Language	English + summaries in partner languages
Description	The report will be in English and will contain all the training and working resources developed by the project and a report on the training activities (including the one for facilitating co-creation processes at local level)

Objective	Provide the tools to understand the benefits of redevelopment and how to carry out codesign aimed at creating REERs
Target	Stakeholders and citizens
Exploitation	<p>What is the added value of the deliverable in terms of future exploitation?</p> <p>Provide basic knowledge about the renovation process and debunk myths, possibility of using the material in future projects,</p> <p>How can the deliverable (or parts of it) be exploited?</p> <p>Summary of training content, basic material used and free use of the Project Platform, Renoverty Training and the Co-design Training. Also, the platform can be used for future activities and as an archive for all the documents and the materials.</p> <p>What activities can be carried out by RENOVERTY to promote its exploitation (target specific if needed)?</p> <p>Reserve a slot for training during the final event, disseminate the summary and infographics via social posts</p>
Lead Beneficiary	AISFOR SRL

Title	Portfolios of energy efficiency measures addressing energy poor households
Month	20
Type of Document	R — Document, report
Language	English
Description	Application of the DREEM model for the development of optimised energy efficiency portfolios for each pilot region, cca 30-40 pages, electronic, in English.
Objective	To determine the most suitable energy efficiency measures for households identified in the pilot regions through a portfolio optimisation framework.
Target	All stakeholders
Exploitation	What is the added value of the deliverable in terms of future exploitation?

	<p>The deliverable will use real data derived from energy audits in several rural regions, and will use optimisation criteria to identify the specificities of rural households in terms of the implementation of energy efficiency measures. Key insights and knowledge derived from the deliverable could support the future implementation of energy efficiency measures in vulnerable rural areas across the EU.</p> <p>How can the deliverable (or parts of it) be exploited?</p> <p>Inclusion in Rural Energy Efficiency Roadmaps. Moreover, they could be included in future academic/scientific papers and reports relevant to energy poverty, energy justice, and energy efficiency.</p> <p>What activities can be carried out by RENOVERTY to promote its exploitation (target specific if needed)?</p> <p>Partners' participation in future conference presentations, workshops, and seminars, as well as inform local, national, and EU-level policy makers and the media on the issues identified about energy poverty in rural contexts.</p>
Lead Beneficiary	UPRC

Title	Overview of policy mechanisms and financial mechanisms for renovation roadmap development
Month	18
Type of Document	R — Document, report
Language	English
Description	Collection of policy and finance mechanisms for renovation roadmaps, report on ca. 30-40 pages, electronic, in English
Objective	To gather and analyse existing policies addressing energy poverty and renovations on the EU level and corresponding mechanisms available on national and regional levels.
Target	All levels of policymakers, local authorities, businesses and social organisations.
Exploitation	What is the added value of the deliverable in terms of future exploitation?

	<p>The results giving the comparison of different approaches and measures can be used as the basis for designing future policy and financing mechanisms.</p> <p>How can the deliverable (or parts of it) be exploited?</p> <p>National/local instruments identified in pilot areas can be multiplied as best practices in other regions; they can also be used by local actors on their territories to support renovation actions. It can be divided into targeted infographics for each Pilot country with translation into the language of the addressed country.</p> <p>What activities can be carried out by RENOVERTY to promote its exploitation (target-specific if needed)?</p> <p>Sharing the document or relevant parts with stakeholders identified on different levels.</p>
Lead Beneficiary	ELARD

Title	Set of 17 renovation roadmaps
Month	31
Type of Document	R — Document, report
Language	English + Partner languages
Description	Developing 17 renovation roadmaps on cca 15-20 pages each, in local languages and translated to English
Objective	<p>This set will link all the REERs produced by the project. Renovation Energy Efficiency Roadmaps (REERs) aim at providing a renovation plan for renovating households, affected by energy poverty. REERs are fine-tuned to the distinctive characteristics of the households, affected by energy poverty, and of the pilot regions. They are delivering a scalable operating model, to support the replicability of the renovation in other regions. The model will provide support to public and private bodies to take up and scale the project results. REERs 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 financial and technical perspective to undertake the renovation of the households, affected by energy poverty.</p>

Target	All stakeholders
Exploitation	<p>What is the added value of the deliverable in terms of future exploitation?</p> <p>The added value of this deliverable in terms of future exploitation is that it represents a model for renovation of households affected by energy poverty, which can be scaled up to EU level and supports the replicability of the renovation roadmaps in other parts of EU.</p> <p>How can the deliverable (or parts of it) be exploited?</p> <p>This deliverable can best be exploited to provide support to public and private bodies to take up and scale the project results. On the long run, after the end of the project, it can guide public and private actors to renovate rural vulnerable districts.</p> <p>What activities can be carried out by RENOVERTY to promote its exploitation (target-specific if needed)?</p> <p>Activities that can be carried out by RENOVERTY to promote its exploitation are the following:</p> <ul style="list-style-type: none"> - For municipalities and local governments: Dissemination and promotion of REERs through national and EU level networks of municipalities and local governments, such as e.g. Community of municipalities of Slovenia at national level, or ICLEI and European Municipalities network at EU level. - For local actors that can support implementations of REERS (such as LAGs, development agencies, social actors...): Dissemination and promotion of REERs through national and EU level networks of local actors, such as e.g. networks of centres for social work at national level, or ELARD at EU level. - For national and regional level decision makers: Dissemination and promotion of REERs through national and EU level networks of decision-makers, such as e.g. relevant ministries at national level, or European Parliament at EU level. - For market actors: Dissemination and promotion of REERs through national and EU level networks of market actors, such as e.g. Chamber of commerce sections on construction and building materials at national level, or EIC Federation and European Builders Confederation at EU level. - For financial institutions and investors: Dissemination and promotion of REERs through national and EU level networks of

	<p>financial institutions and investors, such as e.g. national level energy efficiency funds, or European Energy Efficiency Fund at EU level.</p> <ul style="list-style-type: none"> - For experts, academics, and researchers: Dissemination and promotion of REERs through national and EU level networks of experts, academics and researchers, such as e.g. Local energy agencies at national level, or EPAH and ENGAGER at EU level. <p>The cross-cutting activities to be done for all the target groups are:</p> <ul style="list-style-type: none"> - Mapping the key networks of target groups at national level (by all project partners) - Mapping the key networks of target groups at EU level (by WP7 lead with support of all partners) - E-mail based dissemination (by WP7 lead at EU level and all partners at national level) - Event based dissemination (by all partners attending different events) - Social media based dissemination (by WP7 lead with the support of all partners) - Scientific articles based dissemination (by WP7 lead with the support of all partners) - Media based dissemination (by WP7 lead with the support of all partners)
Lead Beneficiary	FOCUS

Title	Implementation activities report
Month	34
Type of Document	R — Document, report
Language	English
Description	Report detailing the implemented activities from the roadmaps, cca 20 pages, electronic, in English
Objective	Monitoring the effectiveness of activities implemented on the basis of REERs
Target	All stakeholders

Exploitation	<p>What is the added value of the deliverable in terms of future exploitation?</p> <p>This deliverable will detail and plan the implementation scope of the four actions/initiatives in all roadmaps based on actual implementation experience during the project. Therefore, the barriers detected during the implementation of these actions and the solutions carried out to overcome them will be detailed.</p> <p>How can the deliverable (or parts of it) be exploited?</p> <p>Identifying local stakeholders that could provide technical and financial support for the exploitation.</p> <p>Identifying regional, national and other local policymakers that could be interested in the replication in other regions.</p> <p>What activities can be carried out by RENOVERTY to promote its exploitation (target specific if needed)?</p> <p>Identifying events from the local to EU level to present the results of the REER implementation with the aim to identify policy framework opportunities.</p> <p>Sharing the document with all stakeholders involved in the co-creation process of the REER.</p>
Lead Beneficiary	ECOSERVEIS

Title	Synthesis of policy recommendations
Month	34
Type of Document	R — Document, report
Language	English + Summaries in project languages
Description	Development of policy recommendation, including practical guidelines, deployment based on the project results in English, summary in project languages
Objective	To build a solid policy framework which will support the implementation of the developed REERs on local, regional and national level
Target	Policy/decision makers on local, regional and national level

Exploitation	<p>What is the added value of the deliverable in terms of future exploitation?</p> <p>To create a basis for overcoming current national and regional barriers and creating future policies enabling the implementation of the developed renovation roadmaps.</p> <p>How can the deliverable (or parts of it) be exploited?</p> <p>Giving specific policy recommendations for policy/decision makers to adopt the measures and therefore enable the implementation of the energy renovation roadmaps.</p> <p>What activities can be carried out by RENOVERTY to promote its exploitation (target specific if needed)?</p> <p>Promotion through bilateral meetings with key stakeholders/decision makers on national and regional level but also to raise awareness on identified policy recommendations through organisation and participation of project partners on conferences, workshops, trainings, etc.</p>
Lead Beneficiary	REGEA

Title	Report on proceedings and material from the EU and national level events
Month	12
Type of Document	R — Document, report
Language	English
Description	Summary of materials from the first EU and national level events, including presentations, participant lists, discussions, key outcomes and eventual booklets/ papers in English on M12. Updated summary of all materials from the EU and national level events, including presentations, participant lists, discussions, key outcomes and eventual booklets/ papers on M36
Objective	Gather an overview and information of all events that have been carried out and collect the results and insights of the events.
Target	Project Partners and Sister Projects
Exploitation	What is the added value of the deliverable in terms of future exploitation?

	<p>The deliverable captures and preserves RENOVERTYs knowledge, presentations, and discussions from events held at both EU and national levels. This information can serve as a knowledge repository for the project's stakeholders and beyond. The information in the deliverable fosters collaboration with other initiatives and stakeholders who may find the content relevant to their work. This can lead to synergies and joint efforts in addressing common challenges to energy poverty alleviation. The document provides a reference point for project participants and partners to revisit the content, ensuring that insights and outcomes are easily accessible for future reference.</p> <p>How can the deliverable (or parts of it) be exploited? Tables already contained within the document can be used to understand which events or workshops may be more functional and through which modalities.</p> <p>What activities can be carried out by RENOVERTY to promote its exploitation (target specific if needed)? Dissemination of the infographic via the partners' social media and the RENOVERTY page of their website</p>
Lead Beneficiary	Climate Alliance

Title	Communication and Dissemination Plan (CDP) with a review on M24
Month	2
Type of Document	R — Document, report
Language	English
Description	The electronic document will present the dissemination strategy of the project and plan the dissemination and communication activities in English
Objective	Identify target groups and outline strategies and activities to reach them. Give partners guidelines and material to ease their strategies of reaching target groups.
Target	RENOVERTY partners

Exploitation	<p>What is the added value of the deliverable in terms of future exploitation?</p> <p>As it gives a detailed description of the communication and dissemination activities that will be taken by the project. It will offer in the future the possibility to do a cross-check of what worked and what didn't work, in addition to providing a series of useful material for the partners.</p> <p>How can the deliverable (or parts of it) be exploited?</p> <p>This question does apply</p> <p>What activities can be carried out by RENOVERTY to promote its exploitation (target specific if needed)?</p> <p>This question doesn't apply here</p>
Lead Beneficiary	IEECP

Title	Report on communications tools and activities at national and EU levels
Month	36
Type of Document	R — Document, report
Language	English
Description	This electronic report will present all communication tools, activities, material, and EU and national articles in English.
Objective	Create a distinctive project identity and design branded dissemination materials as well as fostering continuous communication and engagement with target groups, maintaining active relationships within the consortium and among primary and secondary target stakeholders.
Target	All Stakeholders
Exploitation	<p>What is the added value of the deliverable in terms of future exploitation?</p> <p>It provides communication tools, materials, and templates that can significantly enhance the project's outreach and impact. It offers a structured approach to engaging stakeholders, disseminating findings, and addressing rural energy poverty and building renovations. The</p>



	<p>added value lies in its potential to empower various stakeholders to effectively communicate, collaborate, and drive positive change in addressing energy poverty.</p> <p>How can the deliverable (or parts of it) be exploited?</p> <p>The deliverable can be exploited by various stakeholders involved in the RENOVERTY project and those interested in addressing rural energy poverty and building renovations. Communication tools and materials can be merged in a single guide with a simple format so that they can be used freely by other projects or in other initiatives, as long as the RENOVERTY brand is recognisable.</p> <p>What activities can be carried out by RENOVERTY to promote its exploitation (target specific if needed)?</p> <ul style="list-style-type: none"> - Develop Effective Dissemination Activities: Create targeted dissemination activities tailored to specific stakeholder groups, providing detailed information on project results. These activities should include presentations, webinars, workshops, sister project exchanges, leaflets, and publications aimed at sharing in-depth knowledge with relevant stakeholders. - Raise Awareness about Energy Poverty and Renovations: Conduct awareness campaigns and information sessions on energy poverty and the benefits of energy renovations. These efforts should be designed to reach a wide range of stakeholders, including policymakers, local communities, and vulnerable populations. - Inform rural (vulnerable) communities: Develop accessible and user-friendly communication materials that explain the advantages of energy renovations and the steps involved the REERs. Ensure that these materials are culturally sensitive and available in multiple languages to effectively reach rural communities. - Increase Interest in Renovation Support Programs: Promote dedicated renovation support programs among rural vulnerable communities by highlighting the financial incentives, energy savings, and improved living conditions associated with renovations.
Lead Beneficiary	Climate Alliance

Title	Final Publishable Report
Month	34
Type of Document	R — Document, report
Language	English
Description	The final publishable report will summarise all project results in an easy-to-read format to disseminate RENOVERTY outcomes
Objective	Give an overview of all the results achieved by RENOVERTY
Target	All stakeholders
Exploitation	<p>What is the added value of the deliverable in terms of future exploitation? It gives in an easy-to-understand and summarised format, an overview of the results of the project for our target groups to build on them.</p> <p>How can the deliverable (or parts of it) be exploited? By building on the resources that will include, to use them directly or start from them for further development.</p> <p>What activities can be carried out by RENOVERTY to promote its exploitation (target specific if needed)? Dissemination activities, like targeted articles, events, mailings and so on.</p>
Lead Beneficiary	IEECP

Title	RENOVERTY exploitation report
Month	12
Type of Document	R — Document, report
Language	English
Description	Country and region-based exploitation report in English, which will include the initial exploitation strategy and action plan in the first version as well as all exploitation kits, resources and the report on activities carried out (30 p. +kit). It will be updated and finalized in M36
Objective	Define a strategy for the exploitation of project results
Target	All stakeholders

Exploitation	<p>What is the added value of the deliverable in terms of future exploitation?</p> <p>It offers the possibility of identifying the main and secondary targets of the project in each of the pilots, as well as providing a kit that can be used during other European initiatives or events.</p> <p>How can the deliverable (or parts of it) be exploited?</p> <p>The deliverable can be exploited by creating infographics summarising the deliverables and incorporating within it the communication material created.</p> <p>What activities can be carried out by RENOVERTY to promote its exploitation (target specific if needed)?</p> <p>Dissemination of infographics during events held by RENOVERTY or during events in which the consortium participates.</p>
Lead Beneficiary	AISFOR SRL

Title	RENOVERTY framework policy paper
Month	34
Type of Document	R — Document, report
Language	English
Description	Framework in English with recommendations on how to support the renovation process - addressing all stakeholders
Objective	Give policy guidelines on how to support the renovation process
Target	RENOVERTY stakeholders
Exploitation	<p>What is the added value of the deliverable in terms of future exploitation?</p> <p>The policy recommendations can be taken up and implemented by policy makers at different level.</p> <p>How can the deliverable (or parts of it) be exploited?</p> <p>Use the guidelines to actually boost and accelerate the renovation process.</p> <p>What activities can be carried out by RENOVERTY to promote its exploitation (target specific if needed)?</p>



	Meetings, events, new projects building on RENOVERTY results.
Lead Beneficiary	IEECP

4. Exploitation Plan

Through the use of this matrix, we aim to gain a comprehensive overview of the impact of each deliverable. In particular, our aim is to understand how each delivered material may influence the specific objectives we have set for ourselves. By analysing the interaction between the various delivered materials and the different stakeholders involved, we seek to identify the specific target groups to whom these outcomes might be directly addressed or whose issues they might significantly affect. The matrix serves as a strategic tool to outline a clear and focused path toward the effective achievement of the objectives, carefully considering the different stakeholders involved and their specific needs.

Table 2: List of deliverables and target groups

	Rural vulnerable households	National and regional level decision-makers	Municipalities and local governments	Market business and Market social actors	Investors and Financial Institutions	Experts, academics, researchers
Extract of the project data from the LIFE KPI webtool		X	X	X	X	X
Updated Extract of the project data from the LIFE KPI webtool		X	X	X	X	X
Report on energy poverty framework and energy efficiency and financing policies for energy poverty in rural areas.		X	X	X	X	

Report on activities addressing stakeholders				X	X	X
Training resources and report (including the one for facilitators for the co-creation processes)	X		X	X		X
Portfolios of energy efficiency measures addressing energy poor households	X	X	X	X	X	X
Overview of policy mechanisms and financial mechanisms for renovation roadmap development		X	X	X	X	
Set of 17 renovation roadmaps	X	X	X	X	X	X
Implementation activities report	X	X	X	X	X	
Synthesis of policy recommendations		X	X			
Report on proceedings and material from the EU and national level events		X	X			X

Communication and Dissemination Plan (CDP) with a review on M24	-	-	-	-	-	-
Report on communications tools and activities at national and EU levels	X	X	X	X	X	X
Final Publishable Report	X	X	X	X	X	X
RENOVERTY Exploitation report		X	X			
RENOVERTY framework policy paper		X	X			



The material with which these results will be exploited, mainly concerns the creation of easily usable infographics, leaflets, and summaries. The promotion activities that are mostly suggested will concern the participation or creation of events, ranging from the local to the European level, during which the deliverables, project results and most of the information can be distributed. Some of the deliverables, e.g. "Report on energy poverty framework and energy efficiency and financing policies for energy poverty in rural areas" and "Portfolios of energy efficiency measures addressing energy poor households", will provide a basis for future academic work focusing on energy poverty, both in rural and urban areas. In addition, many of the deliverables developed by RENOVERTY can be shared in whole or in part with policy makers, enabling them to develop tailor-made strategies and policies to reduce energy poverty in rural areas and implement the number of upgraded buildings. Finally, one of the main activities for the dissemination of the project material and results, including full deliverables, will be shared on the social pages of the consortium partners, as well as being available on their websites. In addition, all deliverables will be uploaded to Zenodo, an open-access archive managed by CERN, so that they will be available for a longer time and reach a wider audience of researchers and academics.

Regarding the activities of the strategy, once the single household REERs, as well as the overall model and guidelines for the building of the single REERs have been developed, partners will define the first element of the internal Sustainability, Exploitation and Scalability Plan (SESP), created to guide all exploitation activities. This first step will be a country and potentially region-based exploitation strategy to promote the uptake of the main project outputs: the capacity building tools for stakeholders, the codesigning tools, and the REERs. Building on the experience and results of the project, partners will prepare the second element of the SESP, namely the Action Plan of how to make the best use of REERs for renovating rural districts by M30, addressing all stakeholders. The final action plan will indicate how each actor can use the RENOVERTY outcomes in terms of economical frame, the perspective of all stakeholders involved, the codesigned REERs for the piloting areas, the implementing REER report and also the model on how to scale the REER in other geographical areas. In addition, the plan will detail the steps to create a better environment to successfully implement all of the REER steps. It will illustrate the social and market advantages and benefits of taking up a renovation program or renovation works and will include a detailed description of each step of all roadmaps, describing their implementation on behalf of private and public stakeholders, including engagement of local and national stakeholders and organizations in participatory dialogue.



4.1 An initial proposal for the call

The RENOVERTY project will aim to have a lasting impact on communities affected by energy poverty and aims for lasting change by inviting different organisations, academic institutions, NGOs, experts and stakeholders to collaborate. For this reason, a call of interest will be launched and the first version of the idea is described below. Since this is a first proposal, templates, promotional pages, any email addresses for information and respective deadlines will be built at the appropriate time during the project.

CALL OF INTEREST: Join the RENOVERTY Initiative in Combating Energy Poverty!

The ***RENOVERTY Project*** is dedicated to addressing energy poverty in multiple countries, striving for a sustainable and enduring impact on affected communities. We invite collaboration with organizations, academic institutions, NGOs, industry experts, and other stakeholders who share our mission to combat energy poverty and foster a sustainable energy future.

Objectives:

The RENOVERTY call aims to foster collaboration with organizations and individuals dedicated to combating energy poverty. The main objective is to find organisation or entities that are motivated and willing to replicate and achieve the same results that have been achieved through the RENOVERTY project.

Who Can Participate:

Open to all EU organizations and stakeholders, irrespective of geographical location.

What Participants Receive:

Selected participants will have the chance to actively contribute to the RENOVERTY initiative, gaining visibility and recognition as contributors to the fight against energy poverty. Successful proposals may lead to collaboration, funding opportunities, and active involvement in a transformative project with a lasting impact.

Why Participate:

Contribute to a Transformative Cause: Be part of a project dedicated to creating sustainable solutions for energy poverty.

Visibility and Recognition: Gain visibility and recognition for your contributions in combating energy poverty.

Networking Opportunities: Connect with like-minded organizations, experts, and stakeholders in the energy sector.

How to Apply:

Interested parties can submit proposals and contributions through the following channels:



Fill out the online form available on the official website of the RENOVERTY Project Partners. Each partner will be able to decide to initiate or implement the relevant activities either face-to-face or online, as required.

Key Information:

- Communication channels include related projects, energy poverty initiatives within EPAH (Energy Poverty Advisory Hub), Covenant of Mayors initiatives, and other relevant EU initiatives.
- All responses will be handled by ***AISFOR***, the responsible partner.
- Contacts from outside the consortium will be managed and added to the database.
- Participants from within the consortium countries will be forwarded to the relevant partner for further evaluation and potential involvement in the project.

Visibility and Accessibility:

The call will be promoted on the partner's official website and social media channels of our partners. We commit to keeping the call accessible online for a minimum period of 1 year after the project's conclusion to enhance visibility and opportunities for participation. Join us in making a difference! Submit your proposals and be part of the RENOVERTY initiative in combating energy poverty and fostering a sustainable energy future. Together, we can create lasting positive change.

For further details, visit **TO BE DEFINED**.

Deadline for submission: **TO BE DEFINED**.

4.2 Monitoring activities and KPIs

For the monitoring of exploitation activities, it will be crucial to adopt a comprehensive approach to assess the impact, effectiveness, and reach of the initiatives undertaken to disseminate and capitalize on the project's results. In essence, the same set of key performance indicators (KPIs) that were initially defined for the monitoring of communication and dissemination activities, and used in the monitoring file created in WP6, will serve as the foundation for evaluating the exploitation efforts. These KPIs encompass a variety of essential metrics that provide valuable insights into the extent to which the project's deliverables and knowledge are being effectively utilized and leveraged.

4.2.1 Key Performance Indicators (KPIs)

Table 3: Communication and Dissemination KPIs + Exploitation KPIs

Activity	Objective	Expected audience	Monitoring
Communication and Dissemination KPIs			
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
Exploitation KPIs			
Stakeholder Satisfaction	Measure stakeholder perception and satisfaction	At least 110	Questionnaires and interviews
Community Involvement	Assess the degree of involvement and active participation of the local community	At least 115	Number and list of participants to local events and workshops if available, as well as minutes, and photos
Adoption of Guidelines and Roadmaps	Monitor the rate of adoption and implementation of proposed guidelines and roadmaps	20	How many policymakers adopt or use them
Integration of Sustainable Solutions	Evaluate the level of integration and adoption of proposed energy efficiency solutions	30	How many Market business and Market social actors integrate or adopt them

First and foremost, the number of downloads of deliverables or any related infographics will be a pivotal KPI. This metric will offer a tangible measurement of the accessibility and attractiveness of the project's intellectual outputs. Each download will signify a potential opportunity for stakeholders, partners, or interested parties to engage with and potentially apply the knowledge and tools provided by the project.

Integrating Key Performance Indicators (KPIs) into our strategy is vital for evaluating the qualitative impact and effectiveness of the exploitation activities. These KPIs, ranging from stakeholder satisfaction and community involvement to the adoption of guidelines and roadmaps, will serve as benchmarks to gauge success. Additionally, results and best practices from related projects will be considered, ensuring an in-depth understanding of the broader context and fostering synergistic collaboration to achieve common goals. Below is a list of the main KPIs that will be used to monitor the exploitation of results:

Stakeholder Satisfaction: Measure stakeholder perception and satisfaction with the effectiveness and relevance of proposed energy renovation initiatives.

Community Involvement: Assess the degree of involvement and active participation of the local community in renovation activities and the implementation of energy efficiency strategies.

Adoption of Guidelines and Roadmaps: Monitor the rate of adoption and implementation of proposed guidelines and roadmaps by policymakers.

Integration of Sustainable Solutions: Evaluate the level of integration and adoption of proposed energy efficiency solutions by Market business and Market social actors. Some indicators that will be used in the project that are useful for dissemination, but can also



be useful for exploitation, will be:

- **Project Citations and Usage Indicator:** it measures how often the RENOVERTY project is cited or used in articles, posts, and other content published online.

- **Article Monitoring:** with the use of online publication monitoring tools to identify and analyse articles that mention or use concepts, technologies, or products associated with RENOVERTY.

- **Social Media Content Analysis:** with the use of social media analysis software to detect the use of the term "RENOVERTY" or direct references to the project in interactions and content shared on social media. A significant increase in the number of citations and usage indicates increased recognition and adoption of the project by external entities and other stakeholders in the field. Such recognition can be seen as an indicator of the project's success and impact in the area of addressing energy poverty.

- **Digital networking and clustering activities with EU projects:** Monitor active participation and collaboration with related projects within the LIFE Programme and other European initiatives, assessing the degree of exchange of knowledge and good practices.

Another significant aspect of the monitoring process will be the participation in events and conferences where material related to the project's deliverables is distributed. Attending such events is often an essential part of the exploitation strategy, as it allows for direct engagement with stakeholders, experts, and the wider community interested in the project's field. This KPI provides insights into the project's ability to connect with relevant individuals and organizations, and it serves as a direct measure of the interest generated by the project's results within its intended audience.

In addition to these KPIs, it is essential to consider the nature and quality of the interactions and engagements that take place. Qualitative data, such as feedback from stakeholders, can provide valuable insights into the practical impact and relevance of the project's outputs.

The temporal dimension will be another aspect that should be considered in the monitoring of exploitation activities. Monitoring over time can reveal trends and patterns in the utilization of project deliverables. For example, tracking the growth or decline in downloads, interactions, and participation over specific time periods can help identify seasonal variations, emerging opportunities, or areas where the exploitation strategy might need adjustments. Furthermore, the project will have to remain flexible and adaptable in its exploitation approach. If initial data indicates that certain strategies or channels are not as effective as anticipated, it may be necessary to pivot and explore alternative approaches or platforms. Continuous assessment and a willingness to adjust strategies based on the monitored data can significantly enhance the project's exploitation outcomes.

In addition to quantitative metrics, it will be equally important to collect qualitative data that provides a nuanced understanding of the impact and reach of the project's results. This will be achieved through surveys, interviews, or feedback mechanisms that allow stakeholders to express their experiences, challenges, and successes in applying the project's outputs. Qualitative insights will offer a more comprehensive picture of how the project is contributing to the targeted field and where improvements may be needed.

In conclusion, by regularly assessing the download rates of deliverables, social media interactions, surveys, interviews, and through all the other KPIs, the project will evaluate the exploitation of the results achieved by RENOVERTY and their impact.



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