Report on communications tools and activities at national and EU levels

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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 (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.

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EXECUTIVE SUMMARY

RENOVERTY is an EU project aimed at addressing energy poverty and improving energy efficiency through building renovations in vulnerable rural and peri-urban areas of Europe. The project focuses on developing scalable renovation plans and operational models by creating Rural Energy Efficiency Roadmaps (REERs) for pilot areas in Croatia, Estonia, Hungary, Slovenia, Italy, Portugal, and Spain, with the goal of replicating these models throughout Europe.

This deliverable (D6.2) reports on the **communication and dissemination tools and activities** implemented at both EU and national levels, following the framework set out in the Communication and Dissemination Plan (D6.1). It provides evidence of how RENOVERTY engaged key audiences, promoted project outputs, and built visibility for rural renovation as a policy priority.

Key achievements include:

- **Communication materials**: development of the RENOVERTY visual identity, brochure, poster, infographics, factsheets, policy briefs, and the full set of REERs in multiple languages.
- **Digital presence**: a dedicated project webpage hosted by IEECP, regularly updated with news, deliverables, and events, complemented by partner microsites and social media outreach.
- **Energy Poverty Bulletin and media**: two annual newsletters distributed to stakeholders in full GDPR compliance, plus different press releases and national/EU-level media articles.
- **Events:** RENOVERTY results were presented at EU-wide conferences, national workshops, and local meetings, creating strong synergies with networks such as the Energy Poverty Advisory Hub and Covenant of Mayors.
- **Internal communication**: partners used templates, guidelines, and internal kits to ensure consistent messaging and coordinated outreach.
- **Monitoring** against the KPIs defined in D6.1 shows solid progress in visibility and stakeholder engagement, with thousands of visits to the webpage, a growing subscriber base for newsletters, and wide dissemination of factsheets and REERs.

RENOVERTY's communication and dissemination activities are **on track** and in several areas already **exceeding targets**.

1. **Webpages**: almost 3000 unique users and over 6000 views, with over 13500 visits across RENOVERTY partner websites. Engagement reached 19000 interactions (1500 clicks/downloads).

2. **Newsletters**: Disseminated to around 18,700 recipients through partner lists, with over 300 subscribers to the RENOVERTY Global newsletter. Opening rates are at 50%, surpassing the 30% target.
3. **Social media**: The RENOVERTY hashtag has been used almost 800 times across platforms. On LinkedIn (since March 2024), the project has over 900 followers, over 50,000 impressions, and more than 3,000 engagements. On X/Twitter, whose account is now closed: 524 followers, 14,000 impressions, and 491 engagements.
4. **Videos**: Over 1,800 cumulative views so far, surpassing the 500 target.
5. **Webinars**: Strong participation across six sessions, with between over 100 registrants and 51–84 participants per event and 8–12 questions raised each time, showing interactive engagement.
6. **Infographics and factsheets**: 458 between clicks and downloads, well above the 100 per year benchmark.
7. **Articles & press releases**: Five press releases issued (launch, REERs, trainings, factsheets, final event), with coverage in 90 media publications.
8. **Events & conferences**: RENOVERTY has been presented at 36 EU-level and 28 national events, in addition to organize two high-level EUSEW sessions, consistently meeting the target for high-level external participation.
9. **Clustering**: Referenced in 70 external websites and projects, exceeding the target of 50.
10. **Final conference**: 254 people registered, of which 151 in person, we had 154 participants in person and 74 people attending online

The report also reflects on lessons learned:

- Continuous partner input was essential to maintain an active communication flow, though uneven engagement across countries posed challenges.
- Tailored national-level materials proved most effective in reaching municipalities and households.
- Visual and practical tools (factsheets, videos, leaflets) had stronger uptake compared to longer reports.
- By consolidating its communication and dissemination efforts, RENOVERTY has built trust among local actors, raised awareness of rural energy poverty, and positioned REERs as a practical and replicable solution for a just energy transition.

Introduction

RENOVERTY is an EU LIFE project that addresses the structural challenges of energy poverty in rural and peri-urban areas of Europe. By developing and testing **Rural Energy Efficiency Roadmaps (REERs)**, the project provides practical guidance for household and district-level renovations that are financially viable, socially just, and scalable across diverse European contexts. Over the course of three years (2022–2025), RENOVERTY has worked in **seven pilot regions** — Sveta Nedelja (Croatia), Tartu (Estonia), Bükk-Mak & Somló-Marcalmente-Bakonyalja Leader (Hungary), Zasavje (Slovenia), Parma (Italy), Coimbra (Portugal), and Osona (Spain) — to co-create, implement, and test these roadmaps together with local actors and vulnerable communities.

The core objective of RENOVERTY is to demonstrate how energy renovations in rural districts can be scaled and replicated across Central and Eastern, South-eastern, and Southern Europe. Beyond improving the energy performance of buildings, the project explicitly integrates social dimensions such as comfort, health, accessibility, and community well-being, ensuring that renovation contributes to higher quality of life for vulnerable citizens.

Within this framework, communication activities play a central role in ensuring that the project's findings, tools, and lessons reach the right audiences. Communication and dissemination activities are not only about visibility but also about mobilising stakeholders, empowering local actors, and fostering trust among rural households. They support the wider project objectives by:

- Informing vulnerable households about the benefits and steps of renovation;
- Engaging policymakers and financial institutions in developing enabling frameworks;
- Equipping local actors (municipalities, LAGs, NGOs) with tools to promote renovation;
- Building awareness of rural energy poverty and its solutions at the European level.

The purpose and scope of this report are threefold:

1. To create strong communication foundations at both EU and local levels, ensuring that the project's outputs remain visible and usable beyond its lifetime.
2. To strengthen RENOVERTY's identity and visibility, ensuring a coherent project image across all channels and materials.

3. To support stakeholder engagement and community-building through practical tools, enabling municipalities, LAGs, NGOs, and households to become active drivers of renovation in rural areas.

The report provides a comprehensive account of RENOVERTY's communication and dissemination activities throughout the project's lifetime.

The **Introduction** outlines the overall objectives of the project's Communication, Dissemination, and Exploitation work, situating them within RENOVERTY's mission to promote rural energy renovation and alleviate energy poverty. It also explains the strategic approach taken to ensure coherence between internal communication, external visibility, and stakeholder engagement.

Chapter 1 – Target Groups and Key Messages describes how RENOVERTY's outreach was tailored to different audiences. It details the main communication approaches developed for municipalities, Local Action Groups (LAGs), households, and policymakers, highlighting the specific messages and tools designed to meet each group's needs.

Chapter 2 – Tools & Materials Developed presents the full range of communication products and channels used to raise awareness and share project results. It includes an overview of the external and internal communication kits, website analytics, newsletters, social media presence, and the production of factsheets, infographics, and policy briefs. The chapter also summarises RENOVERTY's participation in events, as well as the development of visual and multimedia materials supporting both dissemination and training activities.

Chapter 3 – Challenges & Lessons Learned reflects the main barriers encountered and the strategies that proved most effective in engaging diverse stakeholders across rural contexts. It concludes with recommendations for future LIFE projects and a synthesis of key lessons learned to guide similar communication and dissemination efforts in upcoming EU initiatives.

2 Target Groups and Key Messages

The RENOVERTY communication and dissemination strategy identified five main audiences: **municipalities, Local Action Groups (LAGs), households, policymakers, and EU networks**. Each group was targeted with tailored messages and channels, while outreach evidence is provided in the form of events, newsletters, press and media coverage, and communication materials.

2.1 Municipalities

RENOVERTY engaged municipalities across all seven pilot areas through workshops, local events, and direct collaboration with LAGs. Municipalities were not only participants but also **co-organisers of activities**, ensuring that local realities were reflected in the design of REERs.

Key messages:

- Municipalities are key facilitators of renovation in rural areas, bridging households, LAGs, and national authorities.
- Renovation roadmaps can improve community well-being, reduce energy poverty, and unlock access to financial and technical support.
- Municipal actors play an essential role in building trust with citizens and in implementing energy poverty measures.

In **Croatia**, municipal representatives from Sveta Nedelja and Žumberak actively participated in workshops held in 2023 and 2024, co-defining criteria for household selection and discussing financing schemes for renovation. Events gathered between 13–18 participants, with roughly half representing city and municipal administrations.

In **Hungary**, municipalities within both Bükk and Somló-Marcalmente LAGs joined 11 events (5 household events and 6 stakeholder workshops). Discussions centred on barriers such as scarce financial resources and lack of technical expertise, with municipalities confirming their role as trusted communicators for rural households.

In **Slovenia**, municipalities of Hrastnik, Litija, Trbovlje, and Zagorje were present at multi-stakeholder co-creation workshops, jointly with social services and housing companies. Municipal staff contributed to REER development, particularly on aligning local needs with the Slovenian Eco Fund renovation schemes.

In **Italy**, the Province of Parma and municipalities within GAL del Ducato were engaged in workshops co-organised with ATES Parma. Representatives discussed building stock challenges, fiscal incentives, and the role of municipalities in supporting agricultural households. A workshop in February 2024 included 26 participants, several of whom were municipal officials.

In **Spain**, municipal representatives joined local LAG events, particularly in the identification of households and the co-design of REERs. Municipal involvement was crucial to reach smaller settlements (often under 500 inhabitants) where trust in external actors is limited.

In **Portugal**, municipalities in the Coimbra district were involved through two local workshops co-organised by ISR-UC, ADIBER, and CoimbraMaisFuturo in January and February 2024. Events in Vila Nova de Oliveirinha and Arzila gathered around 18 participants each, including local authorities, LAGs, and residents. Discussions introduced the RENOVERTY project and REERs, explained the benefits of energy audits and certificates, and encouraged municipal collaboration in identifying and engaging vulnerable households.

In **Estonia** the municipality of Mustvee was involved in development concept of energy community in Kääpa, including renovation of building, reorganizing of district heating and solar energy generation by citizens. In Kaagvere village, the representative of municipality of Kastre was involved on development of renovation roadmap. The both municipalities were engaged in seminars.

Across pilots, municipalities consistently provided:

- Political support by endorsing events and mobilising local participants.
- Institutional legitimacy for REERs, ensuring local uptake.
- Practical insights into administrative barriers (e.g., permit issues, fiscal frameworks, subsidy limitations).

Municipalities in all pilot areas actively engaged in RENOVERTY workshops and events, often co-organising activities with LAGs and project partners. Overall, RENOVERTY demonstrated that municipal engagement is a cornerstone for scaling renovation roadmaps. Their involvement lent credibility, broadened outreach to households, and helped identify systemic barriers that feed into policy recommendations.

2.2 Local Action Groups (LAGs)

Local Action Groups (LAGs) are public–private partnerships established under the EU's **LEADER/Community-Led Local Development (CLLD) approach**. They bring together municipalities, civil society organisations, businesses, and citizens to design and implement **Local Development Strategies (LDS)** tailored to rural needs. Because of their deep local roots and trusted role in communities, LAGs are uniquely positioned to **mobilise stakeholders, foster dialogue, and support co-creation** in renovation processes.

Key messages:

- LAGs are trusted rural facilitators, able to mobilise municipalities, households, and SMEs.

- They provide local ownership of REERs and strengthen partnerships for renovation.
- Their networks support bottom-up co-creation and replication of renovation strategies.

From the very start of RENOVERTY, Local Action Groups (LAGs) were identified as cornerstones of engagement in rural areas. Unlike municipalities, which provide institutional legitimacy, LAGs bring trusted networks and close community ties, making them indispensable for building awareness and co-creating renovation pathways.

Their contribution went beyond attendance:

- They identified suitable households for audits and roadmap development.
- They mobilised local stakeholders through their existing Local Development Strategies (LDS).
- They co-organised events and workshops, ensuring participation from groups that are otherwise hard to reach.

Examples from the pilots illustrate this role:

In **Croatia,** LAG Sava and LAG Vallis Colapis acted as facilitators between municipal administrations and households, helping to select 15 homes for audits and promoting dialogue on renovation barriers.

In **Hungary**, the Bükk and Somló-Marcalmente-Bakonyalja LAGs ensured a high level of participation, co-hosting 11 events that mixed municipal, business, and household perspectives.

In **Slovenia**, LAG Zasavje helped Focus NGO reach socially vulnerable households and supported co-creation workshops alongside regional agencies and social services.

In **Italy**, GAL del Ducato created new links between agricultural associations, local authorities, and households, highlighting the overlap between energy poverty and rural livelihoods.

In **Estonia** the formed LAG in Kääpa helped TREA to develop concept of district level renovation of four apartment buildings in Kääpa village. The LAG in Kaagvere helped TREA to develop deep renovation concept. In both cases the LAGs contribution was also to include households needs to renovation task.

In **Portugal and Spain**, multiple LAGs (ADIBER, COIMBRAMAISFUTURO, ADRINOC, among others) broadened RENOVERTY's reach across scattered rural municipalities, often acting as the first point of contact for households unfamiliar with EU projects.

Overall, LAGs functioned as **multipliers of trust and participation**, ensuring that RENOVERTY's communication was not only visible but also **locally embedded and socially accepted**.

2.3 Households

Households were at the **heart of RENOVERTY**, both as beneficiaries of energy audits and as co-creators of the Rural Energy Efficiency Roadmaps (REERs). Outreach efforts recognised that vulnerable rural households often face **barriers of trust, information, and affordability**, and therefore relied on **direct, personal contact** rather than abstract messages.

Key messages:

- Renovation improves everyday life by lowering energy bills, increasing comfort, and improving health and well-being.
- Clear step-by-step information empowers households to make renovation decisions.
- Support schemes and tailored guidance are essential to overcome financial and technical barriers.

In **Croatia**, households in Sveta Nedelja and Žumberak were involved through one-to-one meetings as well as collective events, where audit results and renovation options were explained in simple terms. Local workshops also introduced citizens to available subsidy schemes, sparking discussions about financial feasibility.

In **Hungary**, household forums in Bükk and Somló-Marcalmente attracted strong participation, with residents sharing their experiences of struggling to heat homes adequately. Feedback highlighted that while families saw the benefits of renovation, financial literacy and upfront costs remained key barriers.

In **Slovenia,** Focus NGO, together with LAG Zasavje and social services, visited 12 households directly to conduct audits and provide free energy-saving devices. Training events followed, explaining renovation benefits and Eco Fund opportunities in accessible language.

In **Italy**, households in Parma province joined hybrid workshops, where they received energy performance certificates and practical advice from auditors. Testimonies from farmers and elderly residents underscored both the urgency of upgrades and the bureaucratic challenges they face.

In **Estonia** the seven trainings targeted to households in both pilot area municipalities where organized. Also, households were involved to events where audits and REERS were introduced and one-to-one meetings for consultancy.

In **Portugal and Spain**, household engagement relied heavily on local LAGs and municipalities, which used trusted word-of-mouth channels and community events. In Osona, for instance, small rural municipalities mobilised citizens who otherwise would not have engaged with an EU project.

Across all pilots, RENOVERTY learned that **trust, clarity, and practical guidance** are decisive for household engagement. Providing energy audits, free efficiency kits, and step-by-step REERs turned abstract renovation plans into tangible, actionable pathways. This direct involvement not only increased awareness but also laid the groundwork for wider community acceptance of renovation as a solution to energy poverty.

2.4 Policy makers

RENOVERTY addressed policymakers through policy briefs, workshops, and participation in national and EU-level events, ensuring that lessons from rural pilots fed into broader regulatory discussions.

At the EU level, the project disseminated a policy brief on rural energy poverty and REERs, reaching networks such as EPAH, the EU Rural Pact and the Covenant of Mayors. RENOVERTY was presented at key events (e.g. EUSEW, EU Regions Week, Right to Energy Forum, and EPAH policy dialogues), linking its findings to ongoing debates on the EPBD revision and reaching EU institutions, national ministries, and networks.

The project linked its practical findings with ongoing policy debates, especially the **2024 recast of the Energy Performance of Buildings Directive (EPBD, 2024/1275)**. The alignment of REER findings with EPBD and NECPs is ongoing, with RENOVERTY partners preparing recommendations for scaling-up. These highlight the need for accessible financial instruments, integration of social policy with renovation frameworks, and recognition of rural vulnerabilities in national strategies. Policymakers were also engaged through multi-stakeholder workshops in each pilot, where local municipalities, social services, and national energy agencies debated financing, barriers, and roadmap adoption.

Key messages:

- Rural energy poverty requires tailored frameworks and cannot be solved with one-size-fits-all EU or national schemes.

- Policy support is essential to make REERs financially viable and administratively feasible.
- Aligning with EU legislation (EPBD, NECPs, Fit-for-55) ensures long-term policy relevance.

At the national level, each pilot produced a dedicated policy brief summarising barriers, opportunities, and recommendations for EPBD alignment, as summarised below.

- **Croatia**: Stressed barriers such as unlegalized buildings, unresolved property rights, and the need to embed REERs in subsidy schemes (Eco Fund, Social Climate Fund). Policy recommendations included integrating REERs into national building renovation plans and strengthening municipal capacity.
- **Estonia**: Highlighted challenges for rural multi-apartment buildings, including low awareness and financial stress. Recommendations focused on co-creation in national renovation plans, expanding one-stop-shops, and targeted subsidies for vulnerable groups.
- **Hungary**: Audits in Bükk and Somló-Marcalmente showed severe inefficiencies, with 78% of houses in the lowest categories. Recommendations emphasised simplifying grants, supporting one-stop-shops, and ensuring renovation plans include rural typologies.
- **Portugal**: Identified systemic weaknesses such as poor building stock, obsolete heating, ageing populations, and weak policy adaptation to rural realities. Policy asks included rural-specific typologies in NECP/NBRPs, OSS expansion, and 100% subsidies for low-income households.
- **Italy**: Findings from Parma underlined extremely inefficient buildings (average >400 kWh/m²). Recommendations focused on linking REERs with renovation passports, embedding social/rural criteria in subsidies, and scaling OSS with technical/legal support.
- **Slovenia**: The Zasavje pilot developed four REERs tailored to different dwelling types, including rented housing and former miners' colonies. Recommendations stressed aligning MEPS with energy poverty reduction, protecting tenants against "renovictions", and expanding Eco Fund grants.
- **Spain (Catalonia)**: Pilots in Osona and Lluçanès flagged high renovation costs, limited access to skilled labour, and weak subsidy uptake in rural areas. The REERs were validated at local, regional, and state levels and contributed to national renovation planning. Key asks included targeted funding for rural areas, integrating local co-creation into NECPs, and itinerant OSSs.

The following main policy recommendations were derived from RENOVERTY outputs:

- Integrate REERs into National Building Renovation Plans and NECP updates as practical, participatory tools.
- Simplify and expand subsidy schemes to cover rural and low-income households, avoiding exclusion due to legal/administrative barriers.
- Institutionalise co-creation in policy design, ensuring participation of municipalities, LAGs, and households.
- Align MEPS and subsidy schemes with social goals, including explicit safeguards for renters.
- Scale up One-Stop-Shops (OSSs), ensuring coverage in rural and peri-urban areas.

Overall, RENOVERTY positioned REERs as a bridge between EU policy frameworks (EPBD, NECPs) and national/local implementation, providing a replicable model for inclusive, rural-sensitive renovation policies.

3 Tools & Materials Developed

Communication and dissemination under RENOVERTY relied on a **broad toolbox of materials and platforms**, designed to reach both technical stakeholders and rural households with clear, accessible, and tailored information. While D6.1 set out the strategy and planned tools, D6.2 demonstrates how these were concretely delivered and adapted to pilot needs.

3.1 External Communication Kits

The project developed visual identity guidelines, logos, templates, and press materials to ensure consistent branding across EU and national channels. These supported partner press releases, media outreach, and presence at external events. The kit included:

- Project brochure and poster (EN and translated versions) (see Figure 2 and 3)
- Leaflet (see Figure 4)
- Poster pyramid for events (Figure 1)
- Standardised slide deck for partner use in presentations (see Figure 5)
- Video interviews of the LAGs
- Animated videos of practical steps of a renovation procedure for energy poor households:
    - Portugal
    - Spain

- Italy
- Estonia
- Hungary
- Slovenia
- Croatia

- Press releases at major milestones:
  - Time to put rural energy poverty on the map: alleviating rural vulnerability of energy poor households through replicable and scalable renovation roadmaps (February 2023)
  - New Rural Renovation Roadmaps in 7 EU Countries Guide Homeowners towards Sustainable Futures (March 2025)
  - New Online Training on Co-Creation for inclusive and participatory Energy Renovation in Rural Areas (May 2025)
  - New RENOVERTY Factsheets detail data-driven energy efficiency solutions for rural households in 7 countries (July 2025)
  - Press Release: Beyond the horizon: eight LIFE projects conclude, delivering actionable roadmaps for a fair and smart energy transition (October 2025)
- **Policy briefs**
  - Renewing Rural Homes: Recommendations for Energy Poverty Mitigation
  - Barriers, opportunities and recommendations on how to support vulnerable households in rural areas in 7 EU countries to renovate their home:
    - Italian National Policy Brief (in Italian)
    - Portugal National Policy Brief (in Portuguese)
    - Spanish National Policy Brief (in Catalan)
    - Spanish National Policy Brief (in Spanish)
    - Croatian National Policy Brief (in Croatian)
    - Hungarian National Policy Brief (in Hungarian)
    - Slovenian National Policy Brief (in Slovenian)
    - Estonian National Policy Brief (in Estonian)
  - Aligning rural energy renovations with the revised EPBD:
    - Read the Spanish policy brief
    - Read the Hungarian policy brief
    - Read the Italian policy brief
    - Read the Estonian policy brief
    - Read the Slovenian policy brief
    - Read the Croatian policy brief
    - Read the Portuguese policy brief

- Advancing rural renovation across Europe: Insights and policy recommendations from REERs

Infographics and factsheets

- Infographic: Methodology process for the report 'Updating the energy poverty and energy efficiency framework in rural areas across the EU'
- Factsheet n°1: Energy Poverty and Energy Efficiency in Rural Areas: Desk-Research Findings with translations
- Factsheet n°2: Energy Poverty and Energy Efficiency in Rural Areas : Stakeholder Survey Findings with translations
- Factsheet n°3: Energy Poverty and Energy Efficiency in Rural Areas: Regional results, with translations
- Factsheets n°4: Detail data-driven energy efficiency solutions for rural households in 7 countries with translations
- Translations of ComAct factsheets on energy consumption
- Translations of EmpowerMed material with hints and tips for improving well-being in your home

Figure 1 - RENOVERTY consortium with the pyramid poster

Figure 2 Project brochure

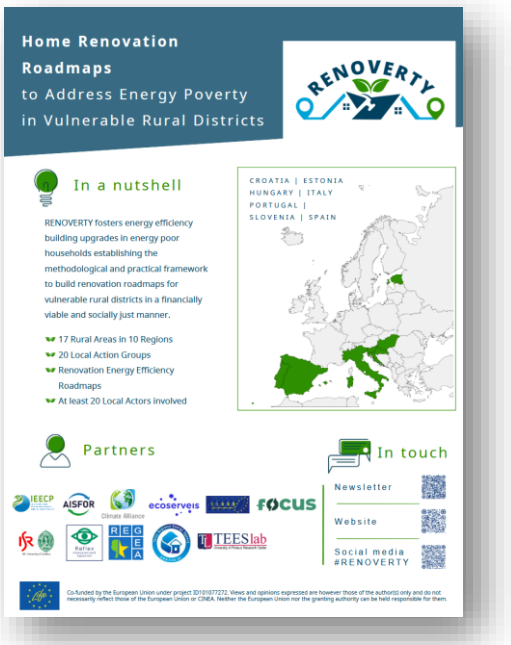


Figure 3 Poster

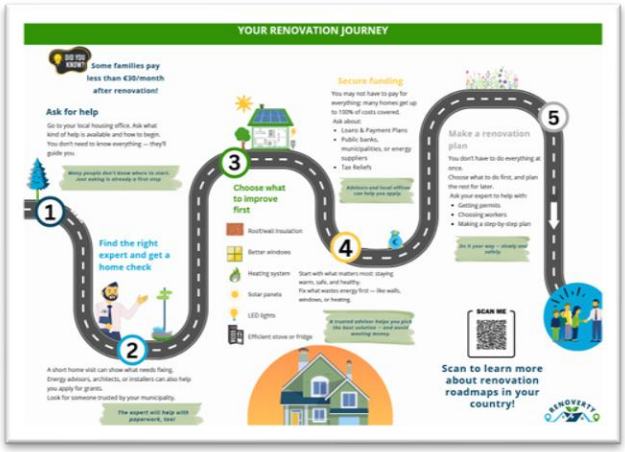


Figure 4 Leaflet – Step-by-step guide

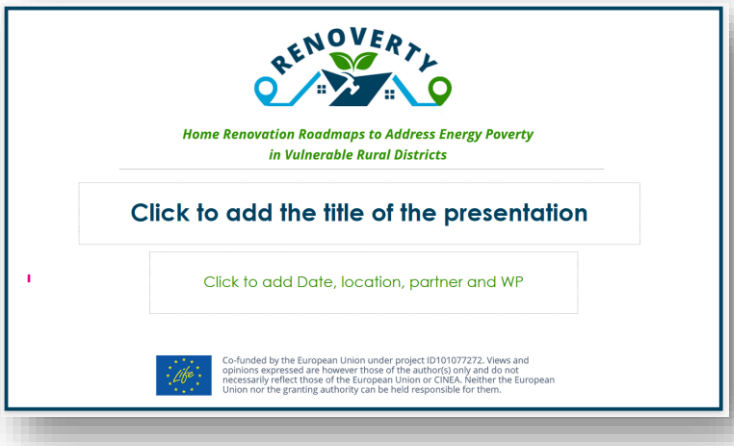
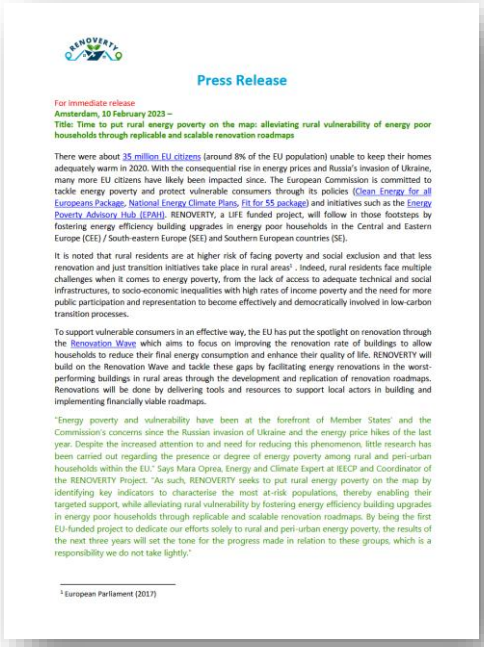


Figure 5 Slide deck



Press Release

For immediate release

Amsterdam, 10 February 2023 –

Title: Time to put rural energy poverty on the map: alleviating rural vulnerability of energy poor households through replicable and scalable renovation roadmaps

There were about 35 million EU citizens (around 8% of the EU population) unable to keep their homes adequately warm in 2020. With the consequential rise in energy prices and Russia's invasion of Ukraine, many more EU citizens have likely been impacted since. The European Commission is committed to tackle energy poverty and protect vulnerable consumers through its policies (Clean Energy for all Europeans Package, National Energy Climate Plans, Fit for 55 package) and initiatives such as the Energy Poverty Advisory Hub (EPAH). RENOVERTY, a LIFE funded project, will follow in those footsteps by fostering energy efficiency building upgrades in energy poor households in the Central and Eastern Europe (CEE) / South-eastern Europe (SEE) and Southern European countries (SE).

It is noted that rural residents are at higher risk of facing poverty and social exclusion and that less renovation and just transition initiatives take place in rural areas[1] . Indeed, rural residents face multiple challenges when it comes to energy poverty, from the lack of access to adequate technical and social infrastructures, to socio-economic inequalities with high rates of income poverty and the need for more public participation and representation to become effectively and democratically involved in low-carbon transition processes.

To support vulnerable consumers in an effective way, the EU has put the spotlight on renovation through the Renovation Wave which aims to focus on improving the renovation rate of buildings to allow households to reduce their final energy consumption and enhance their quality of life. RENOVERTY will build on the Renovation Wave and tackle these gaps by facilitating energy renovations in the worst-performing buildings in rural areas through the development and replication of renovation roadmaps. Renovations will be done by delivering tools and resources to support local actors in building and implementing financially viable roadmaps.

"Energy poverty and vulnerability have been at the forefront of Member States' and the Commission's concerns since the Russian invasion of Ukraine and the energy price hikes of the last year. Despite the increased attention to and need for reducing this phenomenon, little research has been carried out regarding the presence or degree of energy poverty among rural and peri-urban households within the EU." Says Mara Oprea, Energy and Climate Expert at IEECP and Coordinator of the RENOVERTY Project. "As such, RENOVERTY seeks to put rural energy poverty on the map by identifying key indicators to characterise the most at-risk populations, thereby enabling their targeted support, while alleviating rural vulnerability by fostering energy efficiency building upgrades in energy poor households through replicable and scalable renovation roadmaps. By being the first EU-funded project to dedicate our efforts solely to rural and peri-urban energy poverty, the results of the next three years will set the tone for the progress made in relation to these groups, which is a responsibility we do not take lightly."

[1] European Parliament (2017)

Press Release

For immediate release

Title: New Rural Renovation Roadmaps in 7 EU Countries Guide Homeowners towards Sustainable Futures

Brussels [7 March 2025] – The EU LIFE project RENOVERTY is excited to announce the completion of its *Rural Renovation Roadmaps*, a practical guide designed to make energy-efficient renovation accessible for rural communities across the EU. As energy efficiency emerges as a key policy tool to address energy poverty, RENOVERTY's roadmaps are helping rural homeowners improve living conditions, while contributing to the EU's ambitious climate goals.

These roadmaps are developed in close collaboration with Local Action Groups in seven regions, in Sveta Nedelja & Žumberak (Croatia), Tartu (Estonia), Bükk-Mak & Somló-Marcalmente-Bakonyalja Leader (Hungary), Zasavje (Slovenia), Parma (Italy), Coimbra (Portugal), and Osona (Spain). They respond to the unique challenges faced by rural areas, which are often overlooked by mainstream energy efficiency initiatives. They offer clear, practical guidance on technical, legislative, and financial options, simplifying the renovation process for energy-poor households. By tackling barriers such as complex administrative requirements, limited funding, and a lack of qualified professionals, the roadmaps enable rural homeowners to plan renovations tailored to their specific needs and budget.

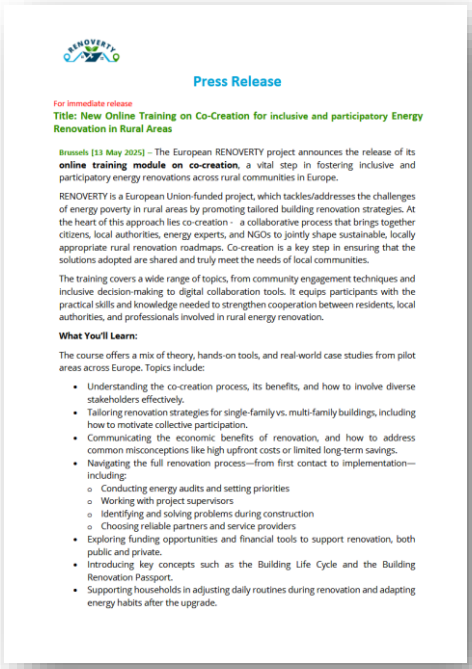
Europe's aging building stock presents an urgent challenge: 35% of buildings are over 50 years old, and 75% remain energy inefficient, contributing to 40% of the EU's energy use and 36% of CO_2 emissions. Rural areas face unique vulnerabilities that intensify energy poverty. Physical isolation, high poverty rates, and older, inefficient building stocks all contribute to a heightened vulnerability in rural regions. Unlike urban areas, rural households are often situated in outdated, energy-inefficient homes built before modern thermal standards were introduced in the 1970s. Many of these households also rely on high-carbon fossil fuels such as coal, heating oil, and biomass due to limited energy options. RENOVERTY's roadmaps address these challenges, presenting actionable steps to support rural communities.

A Tool for the Green Transition

"With these roadmaps, we're giving rural homeowners the tools they need to be active participants in Europe's green transition, making sustainable renovation feasible for all communities" said Mara Oprea, Project Coordinator of RENOVERTY.

Sergio López, project officer at the LAG Associació pel Desenvolupament rural de la Catalunya Central emphasized the long-term value of these efforts, stating, *"we are not dealing with rehabilitation expenses but rather rehabilitation investments. Every euro invested in energy rehabilitation and tackling energy poverty will return to us in the future. These efforts will strengthen our economic resilience and contribute to the sustainability of our territories. While the short-term benefits might not always be immediately visible, the long-term impacts, especially in rural areas, will be significant"*.

The roadmaps offer adaptable frameworks for rural municipalities to address building renovation, energy poverty, and carbon footprint reduction in ways that are both **practical** and **community-focused**. RENOVERTY's approach prioritises co-creation with Local Action Groups and local stakeholders, ensuring that roadmaps address not only **technical** details but also **financial** and **social dimensions** essential for impactful renovation.



Press Release

For immediate release

Title: New Online Training on Co-Creation for inclusive and participatory Energy Renovation in Rural Areas

Brussels [13 May 2025] – The European RENOVERTY project announces the release of its **online training module on co-creation**, a vital step in fostering inclusive and participatory energy renovations across rural communities in Europe.

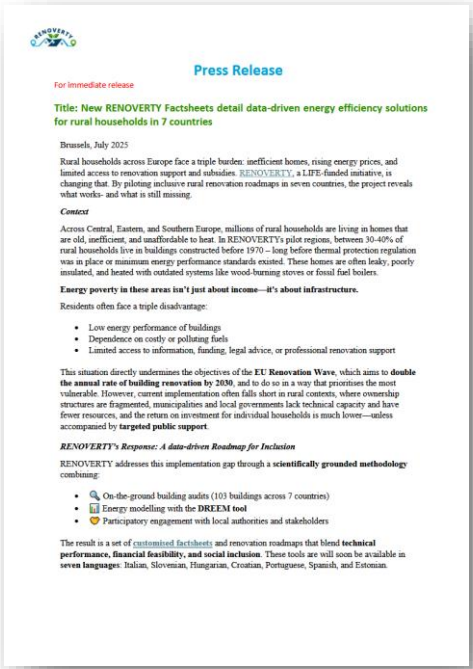
RENOVERTY is a European Union-funded project, which tackles/addresses the challenges of energy poverty in rural areas by promoting tailored building renovation strategies. At the heart of this approach lies co-creation - a collaborative process that brings together citizens, local authorities, energy experts, and NGOs to jointly shape sustainable, locally appropriate rural renovation roadmaps. Co-creation is a key step in ensuring that the solutions adopted are shared and truly meet the needs of local communities.

The training covers a wide range of topics, from community engagement techniques and inclusive decision-making to digital collaboration tools. It equips participants with the practical skills and knowledge needed to strengthen cooperation between residents, local authorities, and professionals involved in rural energy renovation.

What You'll Learn:

The course offers a mix of theory, hands-on tools, and real-world case studies from pilot areas across Europe. Topics include:

- Understanding the co-creation process, its benefits, and how to involve diverse stakeholders effectively.
- Tailoring renovation strategies for single-family vs. multi-family buildings, including how to motivate collective participation.
- Communicating the economic benefits of renovation, and how to address common misconceptions like high upfront costs or limited long-term savings.
- Navigating the full renovation process—from first contact to implementation—including:
  - Conducting energy audits and setting priorities
  - Working with project supervisors
  - Identifying and solving problems during construction
  - Choosing reliable partners and service providers
- Exploring funding opportunities and financial tools to support renovation, both public and private.
- Introducing key concepts such as the Building Life Cycle and the Building Renovation Passport.
- Supporting households in adjusting daily routines during renovation and adapting energy habits after the upgrade.



Press Release

For immediate release

Title: New RENOVERTY Factsheets detail data-driven energy efficiency solutions for rural households in 7 countries

Brussels, July 2025

Rural households across Europe face a triple burden: inefficient homes, rising energy prices, and limited access to renovation support and subsidies. RENOVERTY, a LIFE-funded initiative, is changing that. By piloting inclusive rural renovation roadmaps in seven countries, the project reveals what works- and what is still missing.

Context

Across Central, Eastern, and Southern Europe, millions of rural households are living in homes that are old, inefficient, and unaffordable to heat. In RENOVERTY's pilot regions, between 30-40% of rural households live in buildings constructed before 1970 – long before thermal protection regulation was in place or minimum energy performance standards existed. These homes are often leaky, poorly insulated, and heated with outdated systems like wood-burning stoves or fossil fuel boilers.

Energy poverty in these areas isn't just about income—it's about infrastructure.

Residents often face a triple disadvantage:

- Low energy performance of buildings
- Dependence on costly or polluting fuels
- Limited access to information, funding, legal advice, or professional renovation support

This situation directly undermines the objectives of the **EU Renovation Wave**, which aims to **double the annual rate of building renovation by 2030**, and to do so in a way that prioritises the most vulnerable. However, current implementation often falls short in rural contexts, where ownership structures are fragmented, municipalities and local governments lack technical capacity and have fewer resources, and the return on investment for individual households is much lower—unless accompanied by **targeted public support**.

RENOVERTY's Response: A data-driven Roadmap for Inclusion

RENOVERTY addresses this implementation gap through a **scientifically grounded methodology** combining:

- 🔍 On-the-ground building audits (103 buildings across 7 countries)
- 📊 Energy modelling with the **DREEM tool**
- 🤝 Participatory engagement with local authorities and stakeholders

The result is a set of customised factsheets and renovation roadmaps that blend **technical performance, financial feasibility, and social inclusion**. These tools are will soon be available in **seven languages**: Italian, Slovenian, Hungarian, Croatian, Portuguese, Spanish, and Estonian.

Figure 6 Press releases

3.2 Internal Communication Kits

To ensure smooth coordination, an **internal partner kit** was created, featuring templates for deliverables, reporting, and newsletters.

The kit included:

- Templates for deliverables, presentations, newsletters, event agendas, and reporting.
- A communication manual detailing use of the RENOVERTY visual identity, guidance on GDPR-compliant imagery, and an English style guide for written outputs.
- Standardised reporting sheets for events and newsletters, enabling systematic monitoring of outreach.

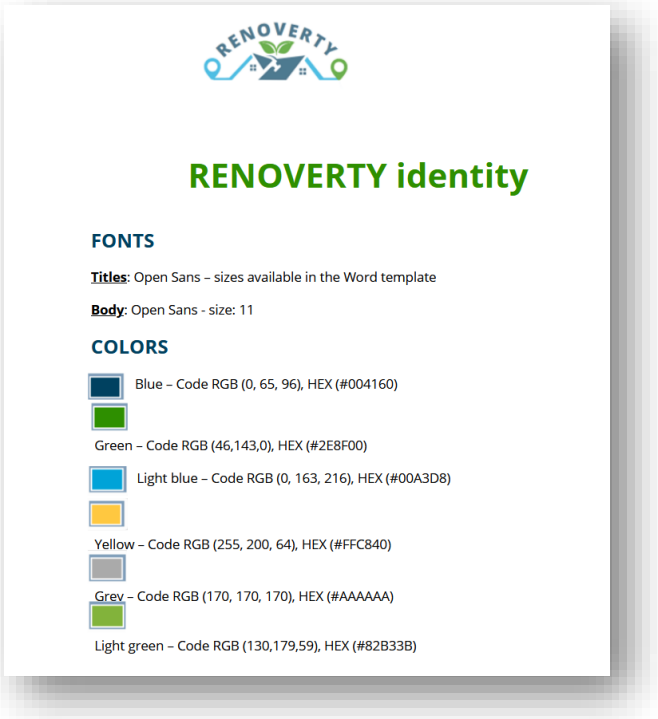


Figure 7 RENOVERY Identity

Collaboration tools and practices were also established:

- Shared repositories (Google Drive and SharePoint) for storing deliverables, event materials, translations, and communication and dissemination activities monitoring Excel.
- Regular Communication and Dissemination calls and related meeting minutes document.

- Regular email updates, coordinated by the communication lead, ensured that all partners were informed about new publications, press releases, or required actions.

By M36, these tools had created a **streamlined workflow** and a **cohesive project identity**, reducing duplication of work and enabling partners to focus on content creation while maintaining professional quality standards.

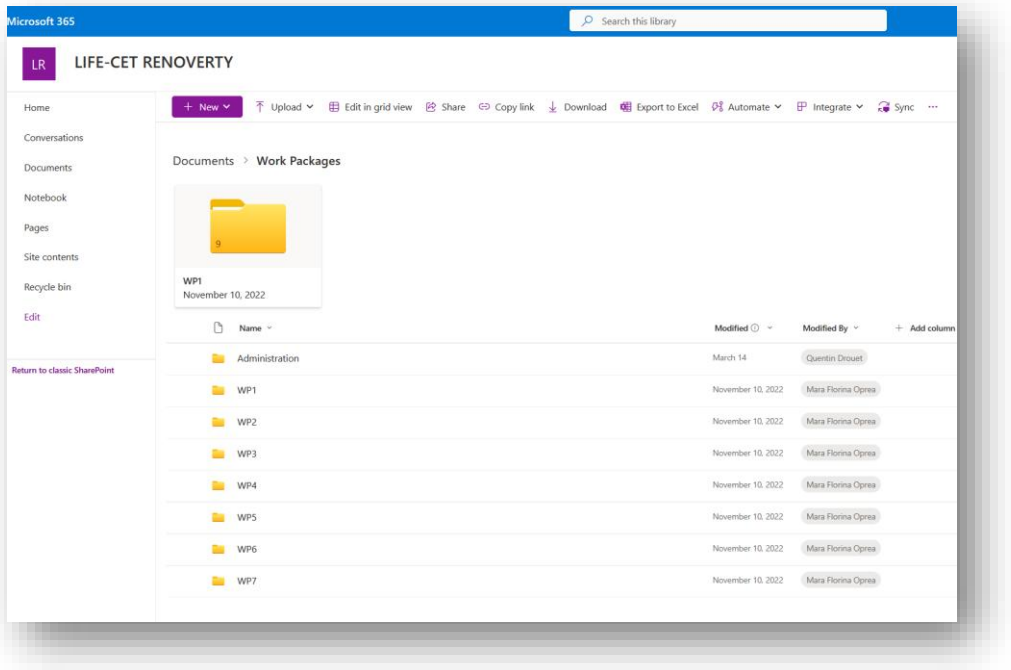


Figure 8 RENOVERTY SharePoint

The Communication and Dissemination Plan (D6.1) defined a set of **Key Performance Indicators (KPIs)** to measure the effectiveness of RENOVERTY's outreach activities. These were monitored regularly through reporting sheets, the shared KPI monitoring Excel file analytics (website, social media, newsletters), and partner feedback. The table below shows **planned vs. achieved** values (status as of October 2025, M31).

Table 1 RENOVERTY KPIs

Activity	Expected audience	Status (as of 29 October 2025)
Webpages	1500 unique visitors per year to the main page of IEECP's website 1000 downloads per year	2670 unique users, 5960 views, 17000 engagements from users (1404 click and downloads) 11790 visits to the RENOVERTY webpages on the other partners' websites

Newsletters	5000 recipients over the project term 30% opening rate	18700 recipients from partners' newsletters, 340 subscribers to RENOVERTY Global newsletter; 50% average opening rate
Social media channels	The RENOVERTY hashtag used 1200 times on Twitter	769 hashtag used on different social media . From March 2024, 1 account on LinkedIN with 902 followers, over 51219 impressions and 2916 engagements and on X (closed) with 524 followers, 14023 impressions and 491 engagements
Videos	500 views cumulative views	1809 views (YouTube and LinkedIn)
Webinars	At least 30 participants in each webinar with at least 5 questions per webinar	March webinar= 120 registered, 51 participants, 10 questions May webinar= 111 registrants, 81 participants, 10 questions October CLR webinar= 90 registrants, 65 participants, 11 questions January webinar = 139 registered, 84 participants, 12 questions asked May Lunch Talk 2025 webinar=122 registered, 80 participants, 9 questions July 2025 webinar on BRPs = 79 registered, 50 participants, 7 questions 2 EUSEW 2025 sessions (one online, one hybrid)
Infographics	100 downloads per year	458 downloads on factsheets, infographic and briefs
Articles & press releases	Readership expected: 9 articles and press releases during the project's course	5 press releases to launch the project, the REERs, the trainings and the factsheets and 90 media publications
Events and conferences	12 externally organised events attended as speakers ; Webinars and events (T6.5+T5.2) and ELARD annual meetings	Project presented in 37 EU events and 28 National events
Digital networking and clustering activities with EU projects	Project referenced online ≥50 times by other websites, EU-project and conferences	Project referenced in 68 different external websites
Final conference	The audience of 80-100 participants	254 people registered, of which 154 participants attended in person and 74 people attended online

Monitoring approach:

- Partners submitted standardised event reports after each national activity (D5.2).
- Analytics dashboards/ monitoring file were used to track website, newsletter, press releases, media mentions and social media performance.

- The Communications and Disseminations team reviewed KPI progress during consortium meetings and adjusted communication efforts (e.g. stronger push on LinkedIn after Twitter deactivation).

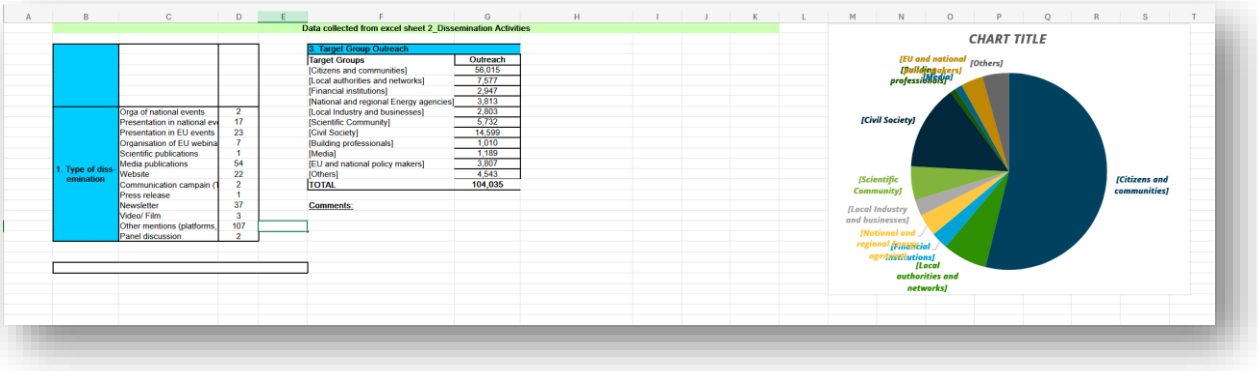


Figure 9 RENOVERTY Communication & Dissemination Monitoring File

3.3 Project Website and Analytics

The RENOVERTY webpage hosted on the IEECP website (https://ieecp.org/projects/renoverty/) has acted as the main **digital hub** of the project, hosting news updates, communication materials, deliverables, and REERs. The site provided clear navigation through sections on the project, pilot regions, outputs, and events, ensuring that both expert stakeholders and general audiences could access information.

Website performance (M1–M36):

- Total unique visitors: 2823
- Page views: 6297
- Average session duration: 1 minute
- Top pages visited: Call of interest, Report on energy efficiency measures (D4.1), Policy briefs
- Traffic sources: Direct (35%), Search (45%), Social media (10%), Referrals (10%)

Figure 10 - RENOVERTY webpage on the IEECP website

3.4 Newsletter

RENOVERTY circulated the **periodic newsletter Energy Poverty Bulletin**, coordinated by IEECP to stakeholders. The newsletter also includes a form where external stakeholders can suggest content. The issues were disseminated in English via Mailchimp and complemented by partner-level national mailings in local languages. Newsletter analytics show open rates of 50% and steady subscriber growth. The Bulletin gathers a variety of media (articles, briefings, infographics, podcasts and more!) on Energy Poverty across the globe, from its impacts and challenges to solutions to tackle it, connects multiple EU

initiatives working on energy poverty and renovation, reaching policymakers, municipalities, researchers, and practitioners across Europe. Each issue also includes RENOVERTY **updates, event highlights, and policy insights** with news from other LIFE and Horizon projects, creating a shared knowledge hub on energy poverty.

The subscription process was made accessible through a **dedicated sign-up form**:
☞ Subscribe to the Energy Poverty Bulletin

To encourage stakeholder contributions, each issue included a call to action with a submission form for updates and events:
☞ Submit an item to be featured in the next Energy Poverty Bulletin

Table 2 Overview of RENOVERTY Newsletters

	Send	Average open rate	Number of subscribers
1. newsletter	March 2024	56.4%	134
2. newsletter	July 2024	51.5%	209
3. newsletter	September 2024	48.6%	212
4. newsletter	December 2024	52.6%	218
5. newsletter	April 2025	49%	295
6. newsletter	July 2025	44.3%	297
7. newsletter	October 2025	*expected to be similar to previous opening rates*	340

1st issue, March 2024

Dear readers,

We welcome you to the first edition of The Energy Poverty Bulletin!
For this first newsletter, we have gathered inspiring intitiatives tackling energy poverty from different corners of the world, as well as current news and policy challenges ahead.
We have also put together recent research, policy development and a wide range of multimedia looking at energy poverty from different angles in different forms.
Enjoy the reading and don't hesitate to send us your ideas for the next edition of the Bulletin here!

Spotlight number

42 million Europeans were not able to heat their homes properly during the winter of 2022-2023

2nd issue, July 2024

Dear readers,

We welcome you to the second edition of The Energy Poverty Bulletin!

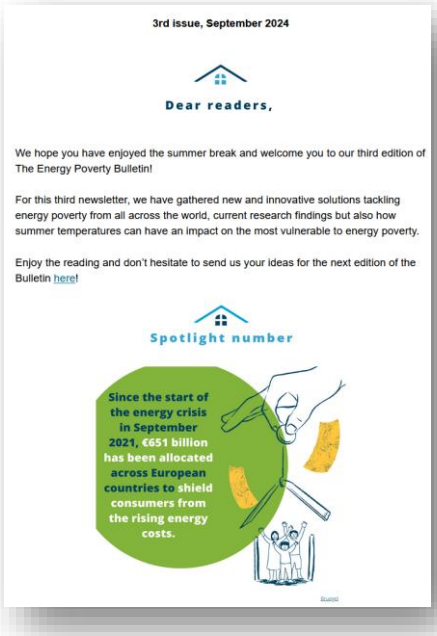
For this second newsletter, we have gathered once again inspiring solutions tackling energy poverty from all across Europe, current research findings but also results and actions taken from other European projects, from different angles in different forms!

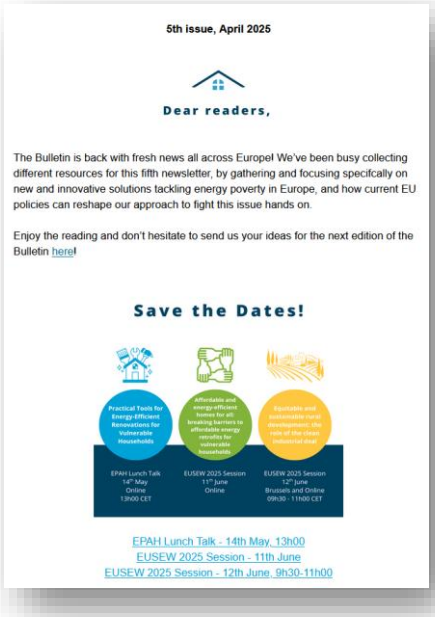
Enjoy the reading and don't hesitate to send us your ideas for the next edition of the Bulletin here!

Spotlight number

6,9% in 2021

9.3% in 2022





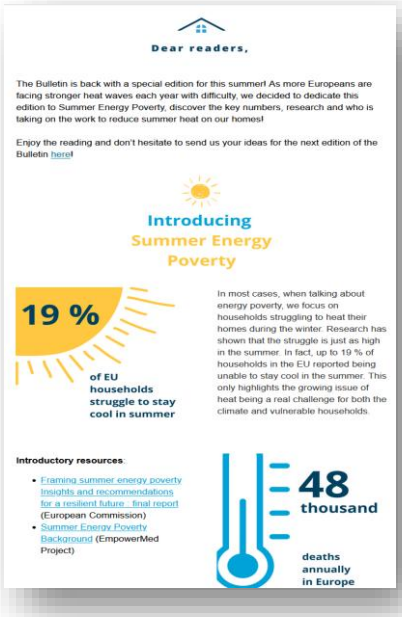
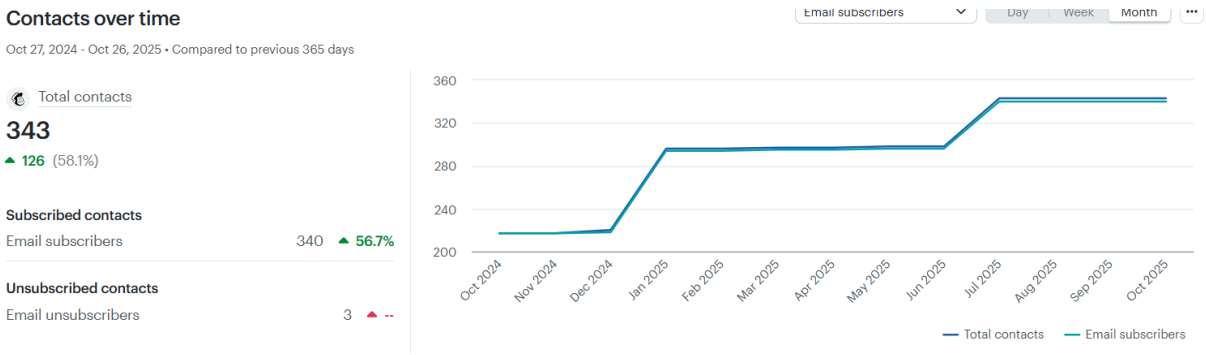


Figure 11 Overview of RENOVERTY´s Energy Poverty Bulletin covers

Growth trend chart: subscriber numbers over time



3.5 Social Media

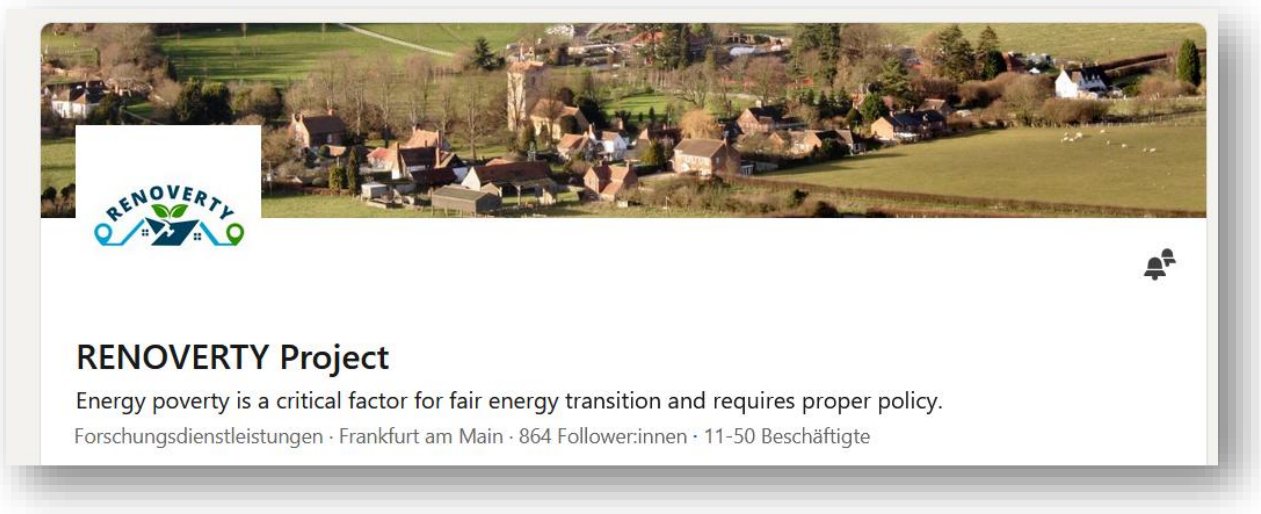


Figure 12 RENOVERTY LinkedIn landing page

RENOVERTY relied on a dedicated LinkedIn page (https://www.linkedin.com/company/renovertyproject/) as its primary social media channel, complemented by partner accounts on LinkedIn and Twitter/X. Twitter was deactivated in mid-2025 because of the platform trend, and substituted with posts on the more and more popular platform BlueSky. Most of the efforts were employed on LinkedIn, as it emerged as the most effective tool for reaching policymakers, municipalities, and EU stakeholders. To ensure continuity and effective exploitation of existing communication channels, the **ENPOR project's LinkedIn account was repurposed and rebranded as RENOVERTY's official page**, allowing the project to build on an established platform and community already engaged in the field of energy poverty and building renovation.

Posts featured visual cards, infographics, and short videos, amplifying project milestones such as the publication of REER factsheets, national policy briefs, and participation in EU events (EUSEW, Right to Energy Forum).

Analytics indicate steady growth: by M36, the LinkedIn page had almost 900 followers, with over 3,000 total engagements. Follower analytics show a strong concentration of RENOVERTY's LinkedIn audience in key European policy and research hubs. The largest shares of followers are based in Athens (8.4%), Brussels (7.6%), and the Randstad region in the Netherlands (3.1%), followed by Rome, Berlin, Frankfurt, Zagreb, Madrid, and Barcelona. In terms of professional background, the audience is highly specialised, with the majority working in research services (13.2%), higher education (10.3%), and government administration (8%). Other relevant sectors include environmental services, civic and social organisations, and renewable energy industries, confirming that RENOVERTY's communication successfully reached a policy-relevant and technically engaged community across Europe.

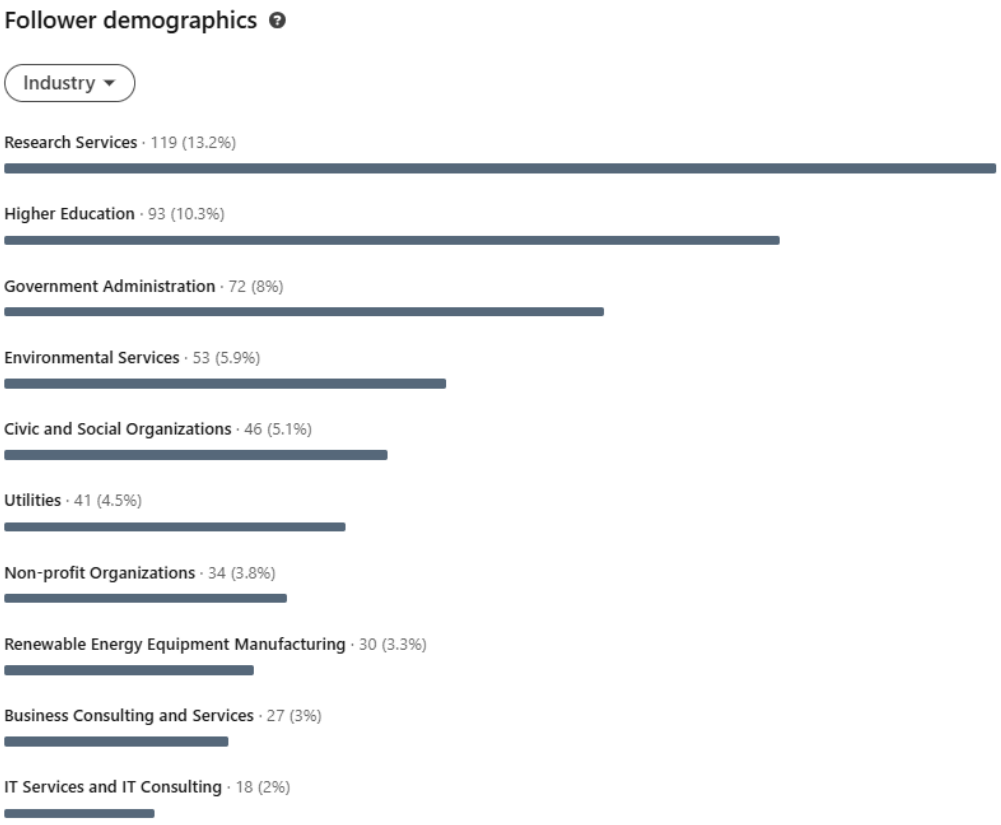
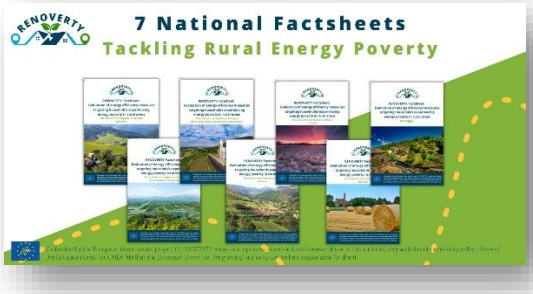
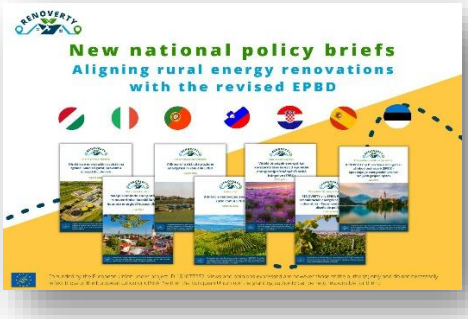


Figure 13 RENOVERTY´s LinkedIn follower demographics


7 National Factsheets
Tackling Rural Energy Poverty


New national policy briefs
Aligning rural energy renovations
with the revised EPBD

National Policy Briefs
Supporting vulnerable
households with
energy renovations

New translations:
Updating the energy poverty and
energy efficiency framework in
rural areas across the EU

New Call of Interest to
replicate energy solutions
in rural areas:
Discover the advantages
and participate!
EXTENDED
CALL OPEN FROM
FEBRUARY 28 TO 10 JUNE
Training
Social inclusion
Networking
Innovation
Apply
Now!

Report on the
replicability of the composite
energy and transport poverty
indicator (CETPI)
New
report!

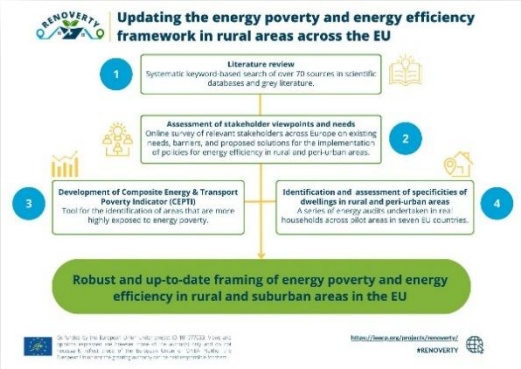


Figure 14 Example social media cards

3.6 Factsheets, Infographics and Policy Briefs

Factsheets: To support communication at both EU and national levels, RENOVERTY developed factsheets for each pilot country (Croatia, Estonia, Hungary, Italy, Portugal, Slovenia, Spain). Each factsheet presents:

- Key data from energy audits and socio-economic profiling.
- Barriers and opportunities for rural renovation identified during co-creation workshops.
- Recommended measures at household and community level.
- Linkages to national subsidy schemes and EU policy frameworks.

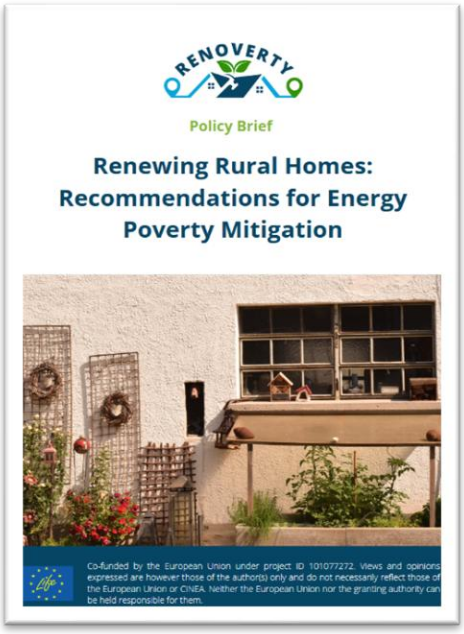
These factsheets were designed as accessible summaries, intended for policymakers, municipalities, and LAGs, but also understandable to interested households. They were made available in **English and national languages** and disseminated through local networks, newsletters, and events.

Policy Briefs: RENOVERTY produced a series of policy briefs to connect project findings with the Energy Performance of Buildings Directive (EPBD, 2024/1275) and National Energy and Climate Plans (NECPs). These briefs addressed both EU-wide and country-specific challenges:

- **EU Policy Brief**: Framed REERs as a bridge between local practice and the EPBD's requirement for targeting the worst-performing buildings and vulnerable households.

- **National Policy Briefs**: Prepared for each pilot country (Croatia, Estonia, Hungary, Italy, Portugal, Slovenia, Spain). They summarised rural-specific barriers (e.g. unlegalized housing, low financial literacy, shortage of skilled labour) and offered concrete recommendations such as simplified grant schemes, expanded one-stop-shops, safeguards against "renovictions," and recognition of rural typologies in national renovation plans.

Table 3 Example of EU Policy briefs



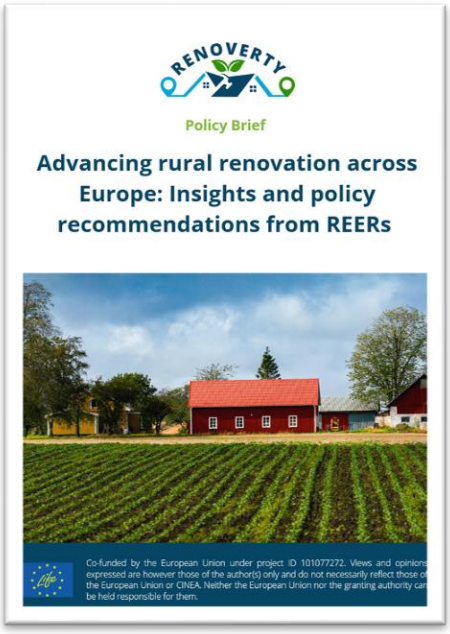


Table 4 Overview of RENOVERTY Factsheets and Policy Briefs

Category	Title / Focus	Languages Available	Main Audience	Dissemination Channels
Infographic	Methodology process for REER development	EN	EU networks, partners	Website, presentations
Factsheets #1	Energy Poverty & Energy Efficiency in Rural Areas: Desk Research Findings	EN, IT, SL, HU, HR, PT, ES, ET	Policymakers, researchers	Website, events, partner mailings
Factsheets #2	Energy Poverty & Energy Efficiency in Rural Areas: Stakeholder Survey Findings	EN, IT, SL, HU, HR, PT, ES, ET	LAGs, municipalities	National workshops, newsletters

Factsheets #3	Energy Poverty & Energy Efficiency in Rural Areas: Regional Results	EN, IT, SL, HU, HR, PT, ES, ET	Municipalities, households	Local events, municipal channels
Factsheets #4	Detail data-driven energy efficiency solutions for rural households in 7 countries	EN + 7 national versions	Households, policymakers, LAGs	Disseminated locally via LAGs, OSS
Policy Brief (EU)	Renewing Rural Homes: Recommendations for Energy Poverty Mitigation	EN	EU institutions, NGOs, ministries	EUSEW, Right to Energy Forum
Policy Briefs (National)	Barriers, opportunities & recommendations on rural renovation (IT, PT, ES, HR, HU, SL, ET)	National languages + EN	Ministries, municipalities	National workshops, partner events
Policy Briefs (EPBD)	Aligning rural energy renovations with the revised EPBD (ES, HU, IT, ET, SL, HR, PT)	EN + national languages	EU & national policymakers	
Policy Brief (EU)	Advancing rural renovation across Europe: Insights and policy recommendations from REERs	EN	EU & national policymakers	Website, newsletters
Factsheets from ComAct: make energy efficiency	Translations of ComAct factsheets on energy consumption (ES, HU, IT, ET, SL, HR, PT)	EN + national languages	EU institutions, NGOs, LAGs ministries	
Factsheets from EmpowerMed: Hints and tips for improving	Hints and tips for improving well-being in your home (ES, CAT, HU, IT, ET, SL, HR, PT)	EN + national languages		

3.7 Events & Outreach Materials

Events were one of the most visible dissemination channels for RENOVERTY, allowing direct interaction with municipalities, LAGs, households, and policymakers. To ensure consistency and strong branding, partners used event toolkits that included:

- Branded agendas and PowerPoint templates to ensure coherence with RENOVERTY's identity.
- Sign-in sheets and participant lists for monitoring attendance.
- Evaluation forms to collect feedback on content and relevance.
- Promotional materials such as posters, flyers, and factsheets, distributed at national and EU events.

Table 5 Overview of RENOVERTY Events and Outreach Materials

Level	Date / Period	Location / Format	Audience (approx.)	Main Focus / Materials Used	Notes / Highlights
EU-level	2023–2025	EUSEW (Brussels)	80+ per session	Poster, brochure, REER slide deck	Positioned RENOVERTY in EU policy debate
EU-level	Oct 2025	Brussels (Final conf.)	120+	Roll-ups, factsheets, policy briefs, presentations	Co-organised with IEECP Conference
EU-level	Oct 2025	Brussels (EU Regions WEEK)	~30	Presentation and workshops	Co-organised with Citizen-Led Renovation and FORTESIE
EU level Sister project webinar	Oct 2023	Online (EU-wide)	~43 participants	Dialogue with relevant stakeholders and consortia of projects	Lead to invitation to common events and further common activities (newsletters, etc.)
Croatia	2023–2024	Sveta Nedelja & Žumberak	13–18 per workshop	Municipal workshops with factsheets & subsidy guidance	Half participants municipal staff
Hungary	2023–2024	Bükk & Somló-Marcalmente	11 events (avg. 20–30)	Household forums, stakeholder workshops, brochures	Strong LAG–municipality collaboration
Slovenia	2024	Zasavje (Hrastnik, Litija, Trbovlje, Zagorje)	20+	Co-creation workshops, Eco Fund links, factsheets	Included households, social services
Italy	Feb 2024	Parma (GAL del Ducato)	26	Stakeholder workshop with	Farmers + municipalities engaged

Portugal	2024	Coimbra district	20+	roll-up, flyers, agricultural focus Local workshops with brochures, REER factsheets	ADIBER & COIMBRAMAISFUTURO mobilised
Spain	2024–2025	Osona & Lluçanès	25–30	REER validation workshops, factsheets, policy briefs	Validated at local, regional, state levels
Estonia	2024	Tartu	15–20	Workshops on rural multi-apartment buildings, infographics	Focused on housing companies + citizens
Webinar #1	2023	Online (EU-wide)	~60	Introduction to RENOVERTY and survey/factsheet findings	Early visibility; targeted EU networks
Webinar #2	2023	Online	~50	Stakeholder survey results and rural renovation challenges	Engaged LAGs, municipalities
Webinar #3	2024	Online	~70	Mid-term progress, national insights	Included pilot-level updates
Webinar #4	Mar 2025	Online	120 registered, 51 active	Training on co-creation for inclusive renovation	Supported WP4 rollout; recordings shared
Webinar #5	Jul 2025	Online	~70	Presentation of REER factsheets & data-driven solutions	tbd
Webinar #6	Late 2025	Online	~80	Dissemination of national policy briefs & final recommendations	Linked to EPBD and NECP updates

Between 2022 and 2025, RENOVERTY partners participated in more than 72 external events across Europe, ensuring broad visibility beyond the consortium's own workshops and webinars. These included EU-level policy events such as the EU Sustainable Energy Week (EUSEW), EU Regions Week, the Covenant of Mayors conferences, and the Energy

Poverty Advisory Hub (EPAH) lunch talks; scientific and technical conferences including SDEWES and Sustainable Places; as well as national and regional events in all seven pilot countries, where partners presented project results to municipalities, LAGs, NGOs, and households.

In many cases, partners contributed as speakers or panellists, consistently meeting the **D6.1 target** of at least four speaking engagements per year. Detailed documentation of these events and materials can be found in **Deliverable D5.2 – "Report on proceedings and material from the EU and national level events"**.

Through this active presence, RENOVERTY reached policymakers, researchers, local governments, civil society organisations, and green economy experts, positioning the project as a reference point for **rural energy poverty and inclusive renovation roadmaps**.

3.8 Visual & Multimedia Tools

To complement written materials, RENOVERTY invested in video communication products that provided accessible and engaging content for different audiences.

Step-by-step guides:

A series of eight animated explainer videos was produced — seven tailored to the pilot countries (Croatia, Estonia, Hungary, Italy, Portugal, Slovenia, Spain) and one EU-wide version. Each video outlined the renovation process in clear steps, aimed at helping households and local actors understand how to engage with REERs.

EU: https://www.youtube.com/watch?v=AXCryup1Ah0

Italian: https://www.youtube.com/watch?v=Qg9-LBKyNvU

Slovenian: https://www.youtube.com/watch?v=Wp206KukOgQ

Hungarian: https://www.youtube.com/watch?v=yD9AuVkdv4s

Croatian: https://www.youtube.com/watch?v=uQc1SC95qJU

Portuguese: https://www.youtube.com/watch?v=PnMhdiKHCTo

Spanish: https://www.youtube.com/watch?v=vYrlxvh8YzQ

Estonian: https://www.youtube.com/watch?v=WmKiWkWn2es

Figure 15 RENOVERTY Animated video for Step-by-step renovation

Interviews with LAGs:

A set of five video interviews with Local Action Groups was recorded and disseminated via LinkedIn. Each interview lasted around 8–12 minutes and featured LAG representatives reflecting on their role in rural renovation and household engagement. These videos were among the most engaging social media posts, combining authenticity with professional production quality.

- Highlight videos with key testimonies from Local Action Groups
- Interview with Kristiina Tammets, ELARD to give the testimony of the Local Action Group from Estonia
- Interview with Maja Cicko, SAVA to give the testimony of the Local Action Group from Croatia
- Interview with Giovanni Pattoneri, Gal del Ducato to give the testimony of the Local Action Group from Italy
- Interview with Maša Kovac, Zasavje Region to give the testimony of the Local Action Group from Slovenia

- Interview with Sergio Lopez, Catalunya Central to give the testimony of the Local Action Group from Spain

Webinars:
All six RENOVERTY webinars were recorded and are freely available on YouTube, ensuring that the training content remains accessible and reusable beyond the project's lifetime.

1. https://citizen-led-renovation.ec.europa.eu/news/euregionsweek-close-you-webinar-urban-rural-power-community-driven-building-renovation-actions-2024-10-23_en
2. https://www.youtube.com/watch?v=HzCjSrMeqVk&feature=youtu.be
3. https://www.youtube.com/watch?v=ZVrAW5AkaY0&feature=youtu.be
4. https://www.youtube.com/watch?v=VvUjirajJAQ
5. video not available
6. https://www.youtube.com/watch?v=PyBawNXkTuw

Other information video:

An additional video resource was produced by Ecoserveis and made available on YouTube: RENOVERTY Information Video

Figure 16 RENOVERTY YouTube Video by Ecoserveis

4 Challenges & Lessons Learned

4.1 Barriers Encountered

Despite strong overall performance, several barriers affected communication and dissemination activities, as described below.

- **Reaching vulnerable households**: Many target groups in rural areas were hard to reach due to **limited digital access, low trust in external actors, and language barriers**. Word-of-mouth and LAG involvement were essential to overcome this.
- **Translation and localisation**: Ensuring high-quality translations of factsheets, newsletters, and videos into **seven national languages** required additional time and resources. In some cases, local partners needed to adapt wording to ensure cultural and policy relevance.
- **Delays in coordination**: Synchronising EU-level communication (policy briefs, press releases) with national pilot outputs sometimes caused timing gaps, particularly when pilot data was not available on schedule.

4.2 What Worked Best

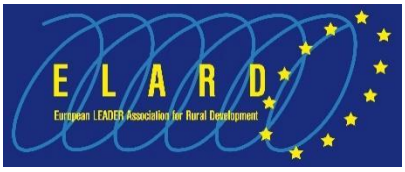
Several elements proved particularly effective in ensuring outreach impact, as summarise below.

- **Partnership with local actors**: Collaborating with **LAGs, municipalities, and NGOs** gave RENOVERTY credibility and improved access to vulnerable households.
- **Leveraging existing networks**: Collaborations were complemented by **close cooperation with sister projects** such as **POWERPOOR, ComActivate, SCEPA as well as the Energy Poverty Advisory Hub (EPAH)**, which amplified the project's visibility and helped position RENOVERTY within a wider European community working on energy poverty and renovation.
- **Webinars and hybrid formats**: Recording all webinars and sharing them on YouTube extended their reach, ensuring content could be reused by stakeholders after the live events.

4.3 Recommendations for Future LIFE Projects

Based on these experiences, RENOVERTY highlights the following recommendations:

- **Invest early in local multipliers** (LAGs, municipalities, social services) to build trust with vulnerable households.
- **Prioritise translation and cultural adaptation** of materials, ensuring messages are accessible and relevant for local contexts.
- **Plan flexible dissemination timelines** to accommodate delays in pilot data while keeping EU-level communication active.
- **Focus on multimedia**: Short videos, infographics, and recorded webinars are more engaging and accessible than text-heavy reports.
- **Align with EU networks and clusters**: Ensure that project results are consistently showcased in EU policy debates, maximising uptake and replication potential.
- **Local actors are indispensable**: Trust-building through LAGs, municipalities, and NGOs is the only effective way to reach vulnerable rural households.
- **Keep it simple and visual**: Infographics, videos, and step-by-step guides work far better than text-heavy materials for both households and policymakers.
- **Flexibility matters**: Communication timelines need to adapt to pilot data delays and shifting platforms, while still ensuring EU-level visibility.



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