 Project 101120713 LIFE22-CET-LIFE ReHABITA

DISSEMINATION AND COMMUNICATION PLAN

Deliverable: D7.1

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Review:

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1. Introduction

The **LIFE ReHABITA** project aims to alleviate the energy poverty by fostering deep energy renovations of the energy inefficient homes of vulnerable families in the municipalities of Lorca (ES), Ploiești (RO), Plovdiv (BU), Saldus (LV) and Gospić (HR). Despite all the advantages that a deep renovation would have on the quality of life of a vulnerable family, citizens continue to perceive the need for renovation as a problem rather than an opportunity. In order to overcome this barrier, the project will set up ReHABITA Offices (one-stop shops) to deliver an integrated home renovation services in some of the most deprived neighbourhoods in the participating municipalities.

This **Dissemination and Communication Plan** has been developed to maximise the impact of the project by wide spreading the LIFE ReHABITA project objectives, activities and results among all citizens living in the regions involved. The local communication and awareness campaigns expect to encourage the inhabitants of the project municipalities to take further action in the fight against energy poverty. LIFE ReHABITA hopes that citizens will be then aware of the importance of fighting the climate change through the implementation of renovation works and other energy efficiency actions, making them participants of future activities organized in the municipalities.

The document includes the definition of the visual identity of the project; the description of the dissemination and communication activities to be developed during the project with a detailed planning; tasks regarding the set up and maintenance of webpages and tips on how to communicate the project through the partners' social media profiles; the definition and monitoring of communication performance indicators and surveys to assess the implementation of the plan.

The communication and dissemination materials and tools produced in the framework of the project will be disseminated during the 4 years of the project lifetime and will be available for download during the after-LIFE period (5 years beyond its end). The activities will guarantee the dissemination of the activities developed and the results obtained. Moreover, the project sites in the beneficiaries' websites and the project social media will be maintained until August of 2032.

2. Project details

Programme	LIFE Programme
Sub-Programme	Clean Energy Transition
Topic	ENERPOV
Keywords	Energy renovation, energy poverty, SECAP
Project Name	LIFE22-CET-LIFE ReHABITA
Project Acronym	LIFE ReHABITA

Project Title	Addressing local energy poverty through the creation of energy renovation offices
Total Budget	1. 948.987,88 €
EU contribution	1.851.537,46 €
Time Frame	01/09/2023 - 31/08/2027

3. Deliverables details

Name of the deliverable	Deadline
D7.1 Dissemination and Communication Plan	30/11/2023
D7.2 Project video	28/02/2025
D7.3 Project partners' websites updated with the project section	28/02/2024
D7.4 Final publishable report	30/06/2027

4. Milestones details

Name of the deliverable	Deadline
MS9 Project visual identity	28/02/2024
MS10 Project info-day	31/10/2025

5. LIFE REHABITA- Project overview

LIFE ReHABITA project aims to **alleviate the energy poverty** by fostering deep energy renovations of the energy inefficient homes of vulnerable families. Despite all the advantages that a deep renovation would have on the quality of life of a vulnerable family, citizens continue to perceive the need for renovation as a problem rather than an opportunity. In order to overcome this barrier, the project will set up **ReHABITA Offices** (one-stop shops) to deliver an integrated home renovation services in some of the most deprived neighbourhoods in the participating municipalities.

In those offices, municipal technicians will guide citizens through the whole process until their homes are energy- refurbished. In relation to the general project indicators, the primary objective is to renovate 500 dwellings, providing benefits to 1,250 citizens through these renovation works. The project will facilitate an investment of over 6.5 million € to accomplish this goal. The renovation activities are anticipated to have a significant positive impact on the quality of life for vulnerable

citizens, resulting in a remarkable 37% reduction or 2,144 MWh/year in energy consumption per household. LIFE ReHABITA also includes accompanying actions that are essential to address the alleviation of energy poverty in an integral way. In the spirit of the New European Bauhaus, the aim of LIFE ReHABITA is not only to act at the citizen and building level, but also on the environment of the buildings concerned. To this end, each municipality will implement climate change adaptation actions that will act as climate shelters for extreme weather events, following a process of co-creation with the citizens.

The **specific objectives** of the LIFE ReHABITA project are:

- To **ensure an effective coordination and management** of the project for its correct implementation
- To **foster the start-up of 20 renovation offices** to support vulnerable citizens in the renovation of their homes to make them more energy efficient (5 in the project municipalities and 15 in replicant ones).
- To **improve the energy efficiency and habitability conditions** of at least **500 dwellings** (100 per country) through the implementation of energy renovation measures.
- To **facilitate the access of owners and tenants** to the available subsidies for the renovation of at least 500 dwellings.
- To trigger the investment on local construction related companies to boost the renovation actions and the local economy (6.53 million € within the project and 27.12 million € 5 years after its end).
- To **reduce the energy consumption** of the renovated homes by 2 **144MWh**, a reduction of **37%** on average compared to the initial consumption.
- To **reduce the CO2** equivalent emissions linked to residential energy consumption by **105 TnCO2eq/year**.
- To **disseminate and communicate the results** of the project to **40 000 civilians** in order to raise awareness of energy poverty issues and the benefits of energy renovation.
- To **design 20 roadmaps** (5 in project municipalities and 20 in replicant ones) for energy housing renovation through co-creation methodologies to encourage stakeholder involvement in the fight against energy poverty.
- To **engage at least 400 local stakeholders** (100 in the project municipalities and 300 in the replicant ones) in the development and implementation of the roadmaps.
- To **empower at least 15 replicating municipalities**, supporting them in the creation of a renovation office and in the design of roadmaps to achieve the energy renovation of their buildings.
- To institutionalise the fight against energy poverty by adopting specific local policies in at least 5 municipalities.

- **Awareness raising about energy poverty** and promotion of energy renovation of dwellings at technical and non-technical level among **1 250 EU citizens**.

6. Mandatory requirements of LIFE PROGRAMME

LIFE project beneficiaries have a number of obligatory and recommended communication requirements, as de Grant Agreement describes in the *ARTICLE 17 – COMMUNICATION, DISSEMINATION AND VISIBILITY*. The following activities are **mandatory**:

1. Communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display **the LIFE flag and funding statement "Co-funded by the European Union"**¹, translated into local languages, where appropriate (Art. 17.2).



**Co-funded by
the European Union**

2. Apart from the emblem, **no other visual identity or logo may be used to highlight the EU support**. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem **must be displayed at least as prominently and visibly** as the other logos (Art.17.2).
3. For audio-visual material, the credits at the beginning and/or at the end shall include an **explicit audible and readable mention to the LIFE financial support** (e.g. "With the contribution of the LIFE Programme of the European Union"). The credits can be translated into other EU languages depending on the target audience of the activity.

¹ The logo in English and in the other official languages is available on the website: https://cinea.ec.europa.eu/programmes/life/communication-and-gdpr-rules_en

4. Disclaimer. Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them. (Art.17.3).

The disclaimer may be translated into other EU languages depending on the target audience of the activity.

5. All durable goods acquired in the framework of the project shall bear the **LIFE logo** unless otherwise specified by the Agency/Commission. Examples of other materials made in the context of a LIFE project are shown below:



6. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority (Art. 17.1). To this end, all beneficiaries shall inform the project coordinator with the details of such events so that they can inform the granting authority.
7. The obligation to display the LIFE Programme logo **does not confer to the beneficiaries a right of exclusive use**. The beneficiaries shall not appropriate the LIFE Programme logo or any similar trademark or logo, either by registration or by any other means. The LIFE logo may not be referred to as a certified quality label or eco-label. Its use shall be restricted to dissemination activities (Art. 17.2).
8. The coordinating beneficiary shall create **a project website or use an existing website** in at least one official language of the European Union for the dissemination of project activities, progress and results. The web address where the main results of the project are available to the public shall be indicated in the reports. This website shall be online at the latest six months after the starting date,

shall be regularly updated and shall be kept for at least five years after the end of the project. A summary of the project in English language, including name and contact information of the coordinating beneficiary, will be placed on the LIFE website and made available to the general public.

9. The beneficiaries shall **erect and maintain notice boards** describing the project at the locations where it is implemented, at strategic places accessible and visible to the public.

7. Dissemination and Communication Plan Objectives

The **main objectives** of this dissemination and communication plan are:

- Developing a **communication plan** and organizing the **resources and tools** to disseminate the project to the society.
- Creating local outreach **campaigns to disseminate** the energy renovation opportunities.
- **Raising awareness** about energy poverty issues.
- **Increasing knowledge** about the advantages of energy renovation.
- **Following up and assessment** of the communication impact.

8. Target groups

Target audience	Description
Public administrations at local and regional level	<p>This is a very important target audience because they can replicate the ReHABITA methodology in their scope of action, and therefore, multiply the impact of the project. The communication strategy with this target group is based in reaching their attention by showing the results of the LIFE ReHABITA project, the benefits for the vulnerable citizens, and the good perception of the project in the public opinion of the locations where the project was executed.</p> <p>In addition, the project deliverables will be public so that they can apply the methodology in their own locations. These documents have a digital format and will be written in English and in the official languages of the locations of the project partners and aims to reach a wide audience. To promote them and increase their visibility, they will be presented to local and regional administration as well as to regional associations of administrations, who will be asked to host the documents in their webpages.</p>

Public administrations at national and EU level	These target groups will be addressed by the specific activities as press notes, dissemination of project deliverables and events scheduled throughout the project.
Architects, construction companies and craftsmen	<p>These collectives need promotion of strategies of energy renovation among them as a prior step to the concept acceptance by the general public. A better understanding of the energy renovation techniques will increase their chances of being contracted by the administrations and then improve their portfolio.</p> <p>To keep them up to date, publications will be published in the media, on partners' webpages and social media, project brochures will be distributed, workshops will be organised and various communication materials will be distributed.</p>
The media	Media, at all levels (from local to European), has a great influence in supporting the communication of project objectives, activities and results to a bigger number of citizens that cannot be reached by, for example, online channels. Press releases will be prepared to announce public events, workshops and meetings and to inform about the progress of the project (media communication campaign) and will be shared with the media.
Other associations and NGOs	<p>Apart from the population and associations that are part of the targeted neighbourhood, there are other entities at the local level that are part of the civil society and can be recipient of project results so they can also boost the energy renovation of dwellings in other neighbourhoods or cities.</p> <p>These audiences will be invited to participate in training courses and others events, will receive news from project newsletters and project brochures and will also be the target audience for media appearances and news published on the partners' website and social media.</p>
General public, specifically those at risk of energy poverty	<p>People are the final beneficiaries of the actions developed in the neighbourhoods where the project is executed.</p> <p>It will connect with them through physical communication materials such as noticeboards in vulnerable neighbourhoods, information roll-ups, video news, media appearance, and invitations to attend different events.</p>

9. Internal communication management

EuroVértice, as coordinator of communication activities of the project, must ensure that the established deadlines and established requirements are met. In order to achieve this goal, all communication activities will be monitored, including their indicators, the performance of partners involved in the process, deadlines and available budget.

All project partners will participate by providing information to develop contents and attending to events. The project also includes information and awareness activities, both technical and non-technical, which include the reception of visits to the demonstration sites, the holding of workshops, etc.

Regarding the development of sustainability and transfer tools, EuroVértice will be responsible for making these materials in collaboration with project partners.

10. Public awareness and communication activities

The dissemination and communication activities of the project are detailed in Work Package 7, which in turn is divided into two different tasks. The first, T.7.1, focuses on the creation of the present Dissemination and Communication Plan, outlining strategies and methodologies. The second task, T.7.2, is designed to implement the specific dissemination and communication actions outlined in the plan in order to effectively reach out to the target public and stakeholders.

T.7.1 Dissemination and Communication Plan

This task focuses on the development of the present **Dissemination and Communication Plan**, which includes:

- The visual identity of the project, with templates for deliverables, agendas and project presentations
- The design and planning of the dissemination activities, setting schedule, objective, target audience, channels for communication, tools, approaches, resources needed and responsibilities
- A detailed planning for the development of communication materials, events and other project activities
- Tasks regarding the set up and maintenance of webpages (to be placed in project partners' websites) and tips on how to communicate the project through the partners' social media profiles;
- Definition and monitoring of communication performance indicators and surveys to assess the implementation of the plan

The details of this Dissemination and Communication Plan are specified in the following table:

Objective:	<p>The Dissemination and Communication Plan sets a list of actions, target audience, dates, definition of messages and indicators to ensure a wide project communication.</p> <p>The document has been produced by EV. Technical partners (AE3R, EAP, EKO and DOOR) have reviewed the document and provided their insights based on their knowledge and experience acquired in previous projects.</p> <p>The communication plan is a living document that can be updated to the project needs within its implementation.</p>
Target audience:	All project beneficiaries
Indicators:	<p>Continuous assessment to monitor, quantify and define improvements for the communication activities within the project. The correct implementation of this action will be ensured if indicators described in the following actions are achieved.</p>
Deliverable:	Communication Plan (30/11/2023)
Benchmarks:	<p>Launch of the Communication Plan (30/11/2023)</p> <p>Review of the document at the end of reporting period (01/02/2025)</p> <p>Review of the document at the end of reporting period (01/08/2026)</p> <p>Review of the document at the end of reporting period (01/08/2027)</p>

Project logo: LIFE ReHABITA aims to develop climate change adaptation measures that will reduce climate change risks for European municipalities and their citizens. These adaptation measures will improve the quality of life for citizens in a way that respects the environment.

Main version



Other possible variants to be applied depending on the support:



Other specifications of the visual identity: Typography and colour palette

Aa AVENIR
ABCDEFGHIJKLM
ABCDEFGHIJKLMOPQRZ
0123456789



A power point presentation, word documents models and logo will be provided to all project beneficiaries, which can be found annexed to this document

T.7.2 Dissemination and communication actions

This task will develop all the dissemination and communication activities that will be implemented within the project. The following activities and materials will be produced within the project lifetime and accordingly to this Plan:

- Webpage
- E-newsletter
- Notice boards
- Roll ups
- Identification plaques
- Layman report
- Project brochures
- Social media profiles
- Video news
- Appearances in the media
- Final publishable report
- Communication material
- Events: workshops, infodays and other events

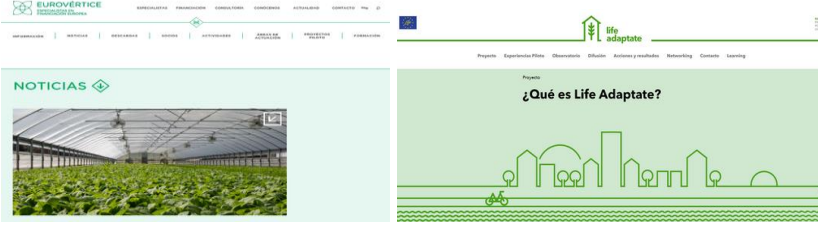
Each of the dissemination activities, setting schedule, objective, target audience, channels for communication, tools, approaches, resources needed and responsibilities are described below.

The design of the materials will be done at least one month before the deadline of the deliverable so that project beneficiaries have enough time to adapt and translate their content to their national requirements.

1. Webpage

Objective:	A webpage should be integrated in the project partners' websites with information of the project and deliverables. This web will include: a description of the project, objectives, actions, progress and results, multimedia resources and a contact tool.
Target audience:	All project beneficiaries
Deliverable:	Project website (28/02/2024)
Benchmark:	The webpages will be at least updated once a month by all project partners.
Indicators:	9 project webpages in project beneficiaries' websites

	48 updates per partner within the project (1 update/month)
Division of work:	<p>EV will provide templates and examples and each partner (LOR, EV, PLOI, AE3R, SAL, EKO, GS, DOOR and EAP) must create the webpage in their websites. Each partner will translate the contents into their own national languages (ES, LV, HR, RO, BG).</p> <p>Each partner (LOR, EV, PLOI, AE3R, SAL, EKO, GS, DOOR and EAP) will update their website with news about the progress of the project in their own language once a month. The update must be recorded in the shared excel Project registration document available here:</p> <p>https://docs.google.com/spreadsheets/d/1kiy3xm8KCPXOA8fiBUol8uePFMIce-ipiD9FVoiCVEo/edit?usp=sharing</p> <p>Each partner (LOR, EV, PLOI, AE3R, SAL, EKO, GS, DOOR and EAP) should provide the content of each news in English to EV and place it in the following share folder:</p> <p>https://drive.google.com/drive/folders/1CBuS_TovntQGstVtbQ4HHhRhLe3NOXm?usp=drive_link</p> <p>EV will create a summary of the news published by others partners every month in English to be published in all project beneficiaries webpages.</p> <p>This website shall be online and public at the latest six months after the starting date. It shall be regularly updated and must be kept for at least five years after the end of the project (August 2032).</p>

Examples	
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2. E-newsletter

Objective:	<p>Diffusion of a newsletter in electronic format, reporting on project activities and progress.</p> <p>The newsletters will be uploaded into the project partners webpages and distributed by the municipalities mailing lists.</p>
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Target audience:	All project beneficiaries
Deliverable:	e-newsletters
Benchmark:	e-newsletters 1 (28/02/2024) e-newsletters 2 (01/09/2024) e-newsletters 3 (01/04/2025) e-newsletters 4 (01/12/2025) e-newsletters 5 (01/08/2026) e-newsletters 6 (01/04/2027)
Indicators:	Number of newsletters produced: 54 e-newsletter distributed at the end of the project. 6 e-newsletter per project partner in their national languages
Division of work:	EV will develop the newsletter in English with the contribution of all project partners (LOR, PLOI, AE3R, SAL, EKO, GS, DOOR and EAP). Each partner (LOR, PLOI, AE3R, SAL, EKO, GS, DOOR and EAP) will translate the e-newsletters into their own national languages (ES, LV, HR, RO, BG).
Examples	

3. Notice boards

Objective:	<p>Notice boards to be set in the target neighbourhoods.</p> <p>Two notice boards per location will be displayed in the target neighbourhoods to inform of the project activities and the LIFE co-funding.</p>
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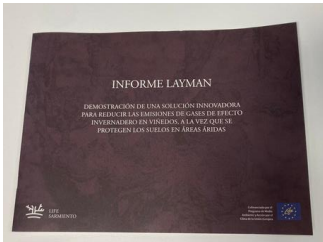

	<p>Boards will be made of wood or metal, highly resistant outdoors, including anchoring to walls and/or placement with posts on the ground should be install.</p> <p>The boards shall be informative and branded. They shall include the LIFE logo and explain in non-technical terminology and at least two languages (national language and English). The content will be specifically developed by the technical partners in order to adapt their content to the needs of each municipality.</p> <p>They will also include the contact details of ReHABITA Offices.</p>
Target audience:	<p>Citizens affected by energy poverty in the target neighbourhood</p> <p>Local architects, construction companies and craftsmen</p> <p>Public administrations at local and regional level</p>
Deliverable:	Notice boards (28/02/2024)
Indicators:	<p>Number of noticeboards installed:10 notice boards</p> <p>2 per municipality (LOR, PLOI, SAL, GS and EAP)</p>
Division of work:	<p>EV will provide the design.</p> <p>Technical partners (EV, AE3R, EKO, DOOR and EAP) will develop the content based on the needs of each municipality and will translate them into their own national languages (ES, LV, HR, RO, BG).</p>
Example	

4. Roll ups

Objective:	A roll up should be installed in the Town Hall and used in the events and meetings.
Target audience:	All project beneficiaries
Deliverable:	Roll up (28/02/2024)
Indicators:	Number of roll up produced: 5 roll up 1 per municipality (LOR, PLOI, SAL, GS and EAP)
Division of work:	EV will provide the design. Technical partners (EV, AE3R, EKO, DOOR and EAP) will adapt the content to the needs of each municipality and translate them into their own national languages (ES, LV, HR, RO, BG).
Example	

5. Layman report

Objective:	<p>Document of 5 to 10 pages with general project information about the project activities, the energy poverty problem and the approach followed within LIFE ReHABITA actions and outcome and contact information.</p> <p>It will be sent to the European Commission and distributed through the partners' websites and sent to the media by press notes.</p> <p>It will be in digital format, unless a member wishes to print it.</p>
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Target audience:	General Public Public administrations at national and EU level
Deliverable:	Layman report (30/09/2027) The deadline for completion is three months after the end of the project (to be submitted with the final report).
Indicators:	Number of Layman report distributed: 1.350 downloads. 150 downloads per partner (LOR, EV, PLOI, AE3R, SAL, EKO, GS, DOOR and EAP).
Division of work:	EV will provide the document in English. Each technical partner (EV, AE3R, EKO, DOOR and EAP) will translate it into their own national languages (ES, LV, HR, RO, BG).
Examples	 

6. Project brochures

Objective:	Design and production of 2 project brochures with basic information on project objectives and presenting results achieved during the project implementation phase. The brochures will also be available for download in project partners' webpages.
Target audience:	General public Architects, construction companies and craftsmen
Deliverable:	2 brochures throughout the project: 01/02/2024 and 28/02/2027
Indicators:	Number of brochures distributed: 1.500 copies In total, 750 copies of each brochure will be distributed in English and national languages (ES, LV, HR, RO, BG): 150 copies of each brochure will be printed in each project language.
Division of work:	EV will develop the English version and all technical partners (EV, AE3R, EKO, DOOR and EAP) will translate its content into their national languages, and will also be responsible for the adaptation of its content if needed.

Examples



7. Identification plaques

Objective:	In order to visually identify those dwellings that have been renovated within the framework of LIFE ReHABITA, it is proposed the installation of identification plaques or any other identification system with project information to be placed on the renovated buildings.
Target audience:	General public
Deliverable:	Plaques placed at the end of the project (30/09/2027)
Indicators:	Number of dwellings with an identification plaque installed in their entrance: 500. 100 per municipality (LOR, PLOI, SAL, GS and EAP).
Division of work:	EV will propose a design, but each municipality can adapt the design to their specific needs. Each technical partner (EV, AE3R, EKO, DOOR and EAP) will translate into their own national languages (ES, LV, HR, RO, BG) and adjusted according to the local requirements.

Examples



8. Social media profiles

Objective:	Use social media profiles to interact with citizens and stakeholders.
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	<p>All project partners (LOR, EV, PLOI, AE3R, SAL, EKO, GS, DOOR and EAP) will post at least once per month using the hashtag #LIFEReHABITA.</p> <p>The posts will be done in national languages and in English</p>
Target audience:	<p>Citizens affected by energy poverty in the target neighbourhood</p> <p>Architects, construction companies and craftsmen</p>
Indicators:	<p>Number of posts in social media: 432 posts in total using the hashtag #LIFEReHABITA (to 28/02/2024 until 31/08/2027). 48 post (one per month) per partner (LOR, EV, PLOI, AE3R, SAL, EKO, GS, DOOR and EAP).</p> <p>Number of individuals reached by local communication campaigns: 40.000 social media followers by the end of the project.</p>
Division of the work:	<p>Each partner (LOR, EV, PLOI, AE3R, SAL, EKO, GS, DOOR and EAP) will post in their social media profiles with the with information on the progress of the project using the hashtag #LIFEReHABITA.</p> <p>Each partner (LOR, EV, PLOI, AE3R, SAL, EKO, GS, DOOR and EAP) is responsible for recording the publications in the shared project sheet available here:</p> <p>https://docs.google.com/spreadsheets/d/1OmVlsELMUwbJujAc03DnhGzp1QH8XzF5w2C_8SbJDyA/edit?usp=drive_link</p>

9. Project videos

Objective:	<p>This task will promote the advantages of energy renovation and ease the engagement of citizens.</p> <p>Video news for promoting the advantages of energy renovation and ease the engagement of citizens.</p> <ul style="list-style-type: none"> • 5 Video news: promotional videos of the ReHABITA Offices to foster the engagement of vulnerable families, one per location in their own languages with English subtitles • 1 Project video: video summary of the project in English
Target audience:	Vulnerable citizens and general public
Deliverable:	<p>Video news (28/02/2024)</p> <p>Project video (28/02/2025)</p>

Indicators:	Number of project videos published: 6 (1 general project videos (EV) and 5 video news in project municipalities for citizens' engagement and promotion of the ReHABITA Offices (LOR, PLOI, SAL, GS and EAP)
Division of the work	<p>EV will be responsible for the script and editing works of the project general video, while technical partners (EV, AE3R, EKO, DOOR and EAP) will be responsible for recording the necessary videos in their countries.</p> <p>Each municipality will make the promotional video in their national languages (ES, LV, HR, RO, BG).</p> <p>For audio-visual material, the credits at the beginning and/or at the end shall include an explicit audible and readable mention to the LIFE financial support. e.g. "With the contribution of the LIFE Programme of the European Union".</p>

10. Appearances in the media

Objective:	<p>Increase the visibility of the project and the ReHABITRA Offices in the media including:</p> <ul style="list-style-type: none"> • 50 TV interviews • Radio interviews • Articles in press and magazines <p>The media will be related to the main public events of participation and also to specific days.</p>
Target audience:	All project beneficiaries
Indicators:	<p>Number of appearances in the media: 150 appearances. 16-17 appearances in the media per partner (LOR, EV, PLOI, AE3R, SAL, EKO, GS, DOOR and EAP).</p> <p>Number of TV interviews: 50 TV interviews. 5-6 interviews in TV per partner (LOR, EV, PLOI, AE3R, SAL, EKO, GS, DOOR and EAP).</p>
Division of the work:	<p>Each partner (LOR, EV, PLOI, AE3R, SAL, EKO, GS, DOOR and EAP) will do their appearances in the media of their choice in their own national languages (ES, LV, HR, RO, BG).</p> <p>Each partner (LOR, EV, PLOI, AE3R, SAL, EKO, GS, DOOR and EAP) is responsible for recording their media appearances in the shared excel Project registration document available here: https://docs.google.com/spreadsheets/d/1eFdOKDG6jnwj_-llplp7hccrGxplG2xDgjwIKVVmcDM/edit?usp=sharing</p>


For audio-visual material, the credits at the beginning and/or at the end shall include an explicit audible and readable mention to the LIFE financial support. e.g. "With the contribution of the LIFE Programme of the European Union".

11. Final publishable report

Objective:	<p>To report presenting the key results, main lessons learnt, and recommendations for the future.</p> <p>The final publication should be professionally designed, attractive and tailored to the target group.</p> <p>The content and final draft of the publishable report must be discussed with CINEA before publication.</p>
Target audience:	All project beneficiaries
Deliverable:	Final publishable report (30-06-2027)
Indicators:	<p>Number of final publishable report downloads: 1.350 downloads</p> <p>Around 150 per partner (LOR, EV, PLOI, AE3R, SAL, EKO, GS, DOOR and EAP).</p>
Division of the work:	<p>EV will propose the design.</p> <p>Each technical partner (EV, AE3R, EKO, DOOR and EAP) will translate into their own national languages (ES, LV, HR, RO, BG) and adjusted according to the local requirements.</p>

12. Communication materials

Objective:	<p>This task will develop all the dissemination and communication materials that will be distributed within the project events.</p> <p>To be decided by each partner. E.g.: bags, USBs, pencils.</p> <p>Each partner will keep one unit of each communication material produced for reporting reasons.</p>
Target audience:	All project beneficiaries
Division of the work:	EV will provide examples of materials that will be translated to the project languages (ES, LV, HR, RO, BG) and adjusted according to the local requirements.

	<p>Technical partners (EV, AE3R, EKO, DOOR and EAP) will be responsible for the selection, purchase and distribution of the merchandise.</p> <p>It is necessary to take into consideration what is stated in the 6 Mandatory requirements of LIFE PROGRAMME, according to the acknowledge EU support and display the LIFE flag and funding.</p> <p>For audio-visual material, the credits at the beginning and/or at the end shall include an explicit audible and readable mention to the LIFE financial support. e.g. "With the contribution of the LIFE Programme of the European Union".</p> <p>EV will verify that communication materials produced comply with the communications requirements.</p>
<p>Examples:</p>	

13. Workshops: technical training courses

<p>Objective:</p>	<p>To inform the general public about the project.</p> <p>There will be workshops for the general public (at least one per municipality and per year) with basic information on energy efficiency and energy management. Each partner will decide do this workshop online or face to face. The proposed themes for these workshops are:</p> <ul style="list-style-type: none"> • Workshops 1: Energy efficiency in dwellings • Workshops 2: Renewable energy in the community • Workshops 3: Sustainable mobility • Workshops 4: Benefits of energy renovation of buildings
<p>Target audience:</p>	<p>All project beneficiaries</p>
<p>Indicators:</p>	<p>Number of technical training courses: 20 workshops in total</p> <ul style="list-style-type: none"> • 4 Online Workshops in Lorca (ES) • 4 Online Workshops in Ploiești (RO) • 4 Online Workshops in Saldus (LV)

	<ul style="list-style-type: none"> • 4 Online Workshops in Gospić (HR). • 4 Online Workshops in Plovdiv (BU)
Division of the work:	EV will prepare the documentation in English and each municipality (LOR, PLOI, SAL, GS and EAP) will translate the materials into their own languages (ES, LV, HR, RO, BG).

14. Info days

Objective:	To present the project to the general public and the media during the EU Sustainable Energy Week in each country.
Target audience:	General public The Media
Milestone	Project info day: 28/02/2024 . Project info day: 31/10/2025. In order to be able to present the work done within the project, the project Steering Committee decided to postpone the deadline of the Milestone M10. It will not take place in Month 6 but will occur during the second part of the project.
Indicators	Number of local communication and awareness raising activities: 5 info days in total: <ul style="list-style-type: none"> • 1 Info-day in Lorca (ES) • 1 Info-day in Ploiești (RO) • 1 Info-day in Saldus (LV) • 1 Info-day in Gospić (HR). • 1 Info-day in Plovdiv (BU)
Division of the work:	Each municipality (LOR, PLOI, SAL, GS and EAP) develops the specific content according to the needs.

15. Other events

Objective:	<p>The objective is to share information and explore possibilities for networking, joint development and cooperation and synergies with other related initiatives, mainly (but not limited to) other LIFE projects.</p> <p>The aim of these events is to maximise the communication of the results of successful projects and to go further with new initiatives.</p>
Target audience:	Public administrations at local and regional level Public administrations at regional, national and EU level

	Social actors Other associations and NGOs
Indicators:	Number of networking activities: 5
Division of the work:	All project beneficiaries will identify related initiatives and will explore different forms of communication. They will inform EV in order to track the results of these networking events.

11. Expected results

Number of project webpages in project beneficiaries' websites	9
Number of newsletters produced	54
Number of noticeboards installed	10
Number of roll up produced	5
Number of Layman reports downloaded	1.350
Number of brochures distributed	1.350
Number of dwellings with identification plaques installed in their entrance	500
Number of posts in social media	432
Number of individuals reached by local communication campaigns	40.000
Number of project video published	1
Number of video news published	5
Number of appearances in the media	150
Number of TV interviews	50
Number of reports published	500
Number of technical training courses	20
Number of local communication and awareness raising activities	5
Number of participations in other related events	5

12. Budget

LORCA Spain	2 000 EUR - Short project video about household renovation-(WP7) 1 000 EUR - Conference fees-(WP7)
EuroVértice Spain	1 000 EUR - Conference fees-(WP7) 6 000 EUR - Merchandise for and organization of engagement activities-(WP7) 10 000 EUR - Translation and lay out of deliverable and project documents in Spanish 10 000 EUR - Printing of communication materials in Spanish-(WP7)
PLOIESTI Romania	2 000 EUR - Short project video about household renovation-(WP7) 1 000 EUR - Conference fees-(WP7)
AE3R Romania	1 000 EUR - Conference fees-(WP7) 6 000 EUR - Merchandise for and organization of engagement activities-(WP7) 5 000 EUR - Translation and lay out of deliverable and project documents in Romanian 8 000 EUR - Printing of communication materials in Romanian-(WP7)
SALDUS Latvia	2 000 EUR - Short project video about household renovation-(WP7) 1 000 EUR - Conference fees-(WP7)
EKODOMA Latvia	1 000 EUR - Conference fees-(WP7) 6 000 EUR - Merchandise for and organization of engagement activities-(WP7) 10 000 EUR - Translation and lay out of deliverable and project documents in Latvian 10 000 EUR - Printing of communication materials in Latvian-(WP7)
GOSPIC Croatia	2 000 EUR - Short project video about household renovation-(WP7) 1 000 EUR - Conference fees-(WP7)
DOOR Croatia	1 000 EUR - Conference fees-(WP7)

	<p>6 000 EUR - Merchandise for and organization of engagement activities-(WP7)</p> <p>10 000 EUR - Translation and lay out of deliverable and project documents in Croatian</p> <p>10 000 EUR - Printing of communication materials in Croatian-(WP7)</p>
EAP Bulgaria	<p>1 000 EUR - Conference fees-(WP7)</p> <p>6 000 EUR - Merchandise for and organization of engagement activities-(WP7)</p> <p>10 000 EUR - Translation and lay out of deliverable and project documents in Bulgarian</p> <p>10 000 EUR - Printing of communication materials in Bulgarian-(WP7)</p> <p>2 000 EUR - Short project video about household renovation-(WP7)</p> <p>1 000 EUR - Conference fees-(WP7)</p>

13. Gantt chart

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36	M37	M38	M39	M40	M41	M42	M43	M44	M45	M46	M47	M48											
WP7 Dissemination and communication activities																																																											
<i>T.7.1 Dissemination and communication plan</i>					MS9/D7.1																																																						
<i>T.7.2 Dissemination and communication actions</i>							D7.3												D7.2																																								

Deliverables

- D7.1 Dissemination and communication plan
- D7.2 Project video
- D7.3 Project partners' websites updated with the project section
- D7.4 Final publishable report

Milestones

- MS9 Project visual identity
- MS26 Project info day