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RENOINVEST

sustainable renovation of buildings

Communication and Dissemination Plan Modified Version I.



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Disclaimer

This document describes the concept, strategy and aims of communication and dissemination activities within the framework of the RENOINVEST project. 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.

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RENOINVEST PROJECT

The RENOINVEST project is co-funded by the European Union under the LIFE programme. The project intends to reflect cross-border challenges and opportunities for sustainable building renovation in the private and public sectors. The main aim of the project is to develop action plans on smart investments in sustainable renovation of buildings for 2025-2030 for Austria, Hungary and Slovenia by establishing three national roundtables building on the activities of the Sustainable Energy Investment Forums.

RENOINVEST provides a platform for open dialogue involving key financial, private and public experts through the green finance thematic working group activities to identify barriers to the upscaling of long-term financing instruments and propose improvements to support the development of large-scale investment programmes in existing private and public buildings. Three national policy briefs and a cross-border recommendation package will also be delivered.

Assessing the implementation of the Long-term building renovation strategies and documents and reviewing existing financial solutions and market conditions for stimulating financing of energy efficiency improvement of the existing building stock is an important starting point of the project.

Sharing knowledge among project partners, experts, national stakeholders and similar EU projects three international cross-border exchange events with site-visits will be organized in order to showcase collected 50+ good practices and elaborate six case studies to foster the roll out of smart financing possibilities.

The added value of RENOINVEST is that the consortium is providing specific technical knowledge by engaging key actors representing legislative advisory organizations, research institutes, large engineering manufacturers, SMEs and financial experts in three CE countries fostering sustainable investments.

1. PROJECT CONSORTIUM

1. ÉMI Építésügyi Minőségellenőrző Innovációs Nonprofit Kft (ÉMI)- Hungary, coordinator



NON-PROFIT LIMITED LIABILITY COMPANY FOR
QUALITY CONTROL AND INNOVATION IN BUILDING

2. SOLAR TECH-INVESTMENT TERVEZESI FEJLESZTESI TANACSADO KFT (ARCHENERG CLUSTER)
- HUNGARY



2. Zavod za gradbeništvo Slovenije (ZAG) - SLOVENIA
Slovenian National Building and Civil Engineering Institute



3. Gospodarska zbornica Slovenije (CCIS) - SLOVENIA



4. RENOWAVE.AT eG (RENOWAVE) - AUSTRIA



5. Institut für Immobilien, Bauen und Wohnen GmbH (IIBW) - AUSTRIA



3. INTRODUCTION

The RENOINVEST Communication and Dissemination Plan (CDP) outlines the communication and dissemination activities to be carried out by the RENOINVEST project partners and the means and methods to be used in order to raise awareness on RENOINVEST and its activities to maximise project's visibility, spread its results to the relevant target groups and ensure the use and uptake of the project's outputs. It also outlines strategies and provides guidelines to the project's partners to ensure that dissemination activities are executed appropriately and effectively. Additionally, it emphasizes the importance of maintaining a consistent visual identity across all activities and publications. The CDP of RENOINVEST aims at:

- a) Helping the partners better understand WP6 goals and their individual responsibilities;
- b) Serving as an action plan for the consortium, establishing individual responsibilities and time-frame for implementation, reporting and update of the performed activities;
- c) Giving the consortium members a clear idea on how to communicate about the project's goals, progress and disseminate results through the most appropriate tools to selected target audiences and in a timely manner;
- d) Supporting the sustainability of results after the end of the project.

In the initial phases of the communication and dissemination plan, objectives and a strategy are formulated and subsequently translated into a comprehensive plan. The key considerations to address are as follows:

Objectives:

Clearly define the objectives of your dissemination/communication efforts. What do you aim to achieve through this plan?

Stakeholders:

Identify and analyze your target stakeholders. Understand who they are, their interests and their relevance to your project or message.

Purpose of Communication:

Determine what you want to communicate to your stakeholders and what you aim to achieve through this communication. Clarify the key messages you want to convey.

Communication Strategy:

Develop a strategy for reaching your stakeholders effectively. Consider the channels, platforms and methods that align with your audience and objectives.

Timing and Relevance:

Identify the strategic moments for communication. Consider when your message will have the most impact and relevance for your stakeholders.

A commonly defined strategy and plan will enhance the strategic, consistent and effective communication and dissemination, making them more powerful. A clear and strategic relationship between objectives, stakeholders, messages and tools is crucial. The dissemination, exploitation and communication plan should serve as a guide when developing various tools and activities.

To ensure the plan remains up-to-date, the partnership will regularly revise the current document jointly during the project implementation.

4. COMMUNICATION AND DISSEMINATION PLAN

4.1. COMMUNICATION AND DISSEMINATION OBJECTIVES

Communication and dissemination activities are oriented towards the effective conveyance of information. Dissemination primarily targets external audiences (e.g. scientific community, policy makers, etc.) to showcase noteworthy project discoveries and results. In contrast, communication plays a more expansive and continuous role, promoting interaction and facilitating the exchange of information within the project team and among targeted stakeholders.

The project partners must execute diverse communication and dissemination initiatives through various channels, including electronic tools such as the project website, e-publications and information platforms. Additionally, printed materials like leaflets, press releases and posters, along with various events such as stakeholder workshops, thematic meetings and conferences at both national and European levels, will be utilized.

However, it is essential to ensure that these dissemination activities align with the safeguarding of intellectual property rights, confidentiality obligations and the legitimate interests of the owner(s) of the foreground. Specifically, public materials like press releases, news articles and similar content must not be published without the knowledge and approval of the coordinator.

Specific dissemination and communication focus, objectives and targets of the RENOINVEST project have been defined to influence behaviour, develop an opinion and to raise awareness of specific target groups.

Dissemination

The public release of results through any suitable means, excluding instances related to the protection or exploitation of the results. This includes dissemination through scientific publications in various mediums. Dissemination is making sure the results of the project are available to the target stakeholders: industrial actors (SMEs from the smart building value chain; business networks), households, municipalities, financial actors (International Financial Institutions, Government Agencies, National or regional banks, Energy Service Companies, national policymakers (Regional/National authorities of partners regions), technology providers and relevant EU key players, networks and platforms – using technical language prioritizing accuracy.

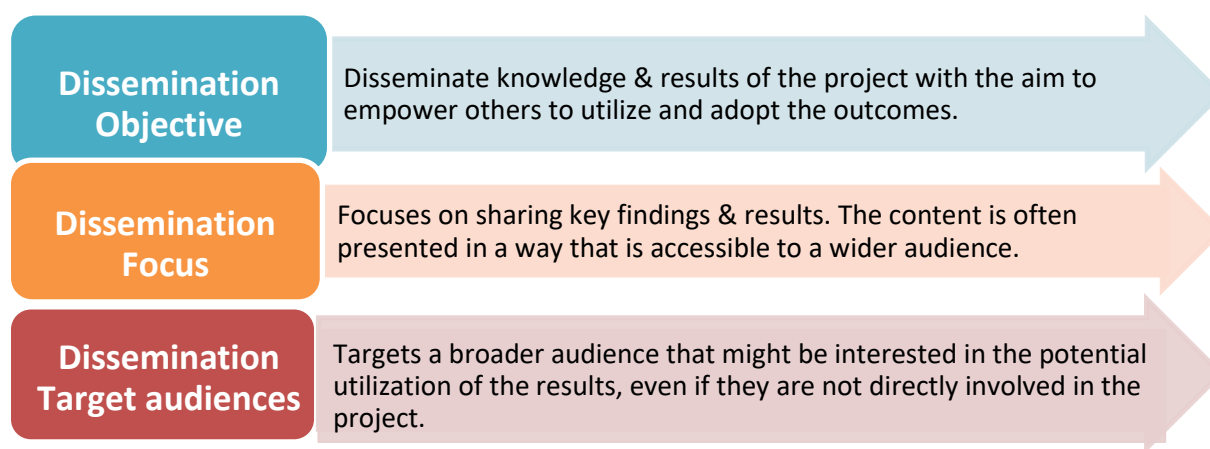


Figure 1: Dissemination goals

Communication

Communication activities, on the other hand, can be thought of as increasing the public visibility of the project and its results in a language that is easy for the public to understand. Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. This shall include aiming for coverage in both traditional and modern media.



Figure 2: Communication goals

4.2. ROLES AND RESPONSIBILITIES

ÉMI, the coordinator, is responsible for the overall management and coordination of the project. The project coordinator also chairs the Steering Committee and serves as the intermediary for all communications between the consortium and the granting authority (CINEA), especially with regards to the submission of deliverables, aspects related to third parties and the consortium of RENOINVEST. Coordinator is responsible for the monitoring of timely execution of all activities - including communication and dissemination- with high quality.

Archenerg is the leader of the *Communication, dissemination and EU Exchange activities* work package (WP6) and is responsible for the execution of the WP with the highest quality in line with the work plan. In cooperation with the Coordinator, Work Package Leader is responsible for communication and dissemination activities in accordance with the consortium. Archenerg coordinates the tasks and discusses the activities with the task leaders and the involved partners.

Slovenian partners (ZAG and CCIS) are responsible for aligning among others the communication activities with the Slovenian partner (Josef Stefan Institute) of the SMAFIN EXPANDED project, funded under the same call (LIFE-FINROUND) and running in parallel with the RENOINVEST project. Specific communication and dissemination activities of the Slovenian partners are detailed in D3.7: Overview table of the SMAFIN EXPANDED and RENOINVEST.

All partners are responsible for implementing the communication and dissemination activities described in the CDP in their respective countries.

General guidelines for partners:

- To ensure the consistency and effectiveness of communication, Archenerg should be contacted in advance regarding all materials intended for public dissemination, such as news, articles, postings and press releases. Final documents should be forwarded to Archenerg for archiving and monitoring purposes.
- Prior notification of the coordinator is also required before publishing any public content.
- Partners are required to follow RENOINVEST on Twitter/X and LinkedIn, where the accounts are active and regularly updated.
- Partners are also encouraged to share any pertinent content they wish to be disseminated from the project's accounts, including information about events, updates, news and reports, with both Archenerg and the Coordinator.
- It is highly recommended for partners to actively engage with and reshare any content that is shared online when their accounts are tagged.
- It is important to use the project's dedicated hashtags and relevant tags to enhance visibility and reach.

4.3. TARGET GROUPS

The target groups comprise users, including potential individuals, groups, or organizations capable of influencing or being impacted by the project's goals and activities, thereby expressing an interest in the project. More specifically, these are actors who can ensure disclosure or generate future market uptake of the outcomes of the RENOINVEST project.

A basic premise behind target group analysis is that different groups have different concerns, capacities and interests and that these needs shall be explicitly understood and recognised when identifying problems, setting objectives and selecting strategies, in order to be able:

- To ensure direct involvement of the identified target audiences and a wide dissemination/communication to other possible stakeholders;

- To help ensure that relevant and proper dissemination and communication actions are formulated to meet the specific communication needs of these audiences

The project coordinator together with the leader of Communication, dissemination and EU Exchange activities (WP6) will carefully select the dissemination targets, to maximise the synergy with exploitation and preference will be given to those events, which have an *industrial and/or scientific orientation towards building renovation and green finance* which demonstrate their capability of attracting a large and high-level audience from **RENOINVEST stakeholders**:

- **first level target group:** Experts of the consortium members
- **second level target group:**
 - Business entities: Small and Medium-sized Businesses (SMEs) and Large companies involved in construction building renovation, energy efficiency, sustainability and related sectors
 - Banks and Financial Institutions: Financial entities providing funding and support for projects related to construction, energy and sustainability. National financial institutions, commercial and national banks, funding bodies
- **third level target group:**
 - sectoral associations,
 - national and European policy actors
 - standardization bodies
 - technological and academic stakeholders: the results will be disseminated through online and offline tools, publications, participation in and organization of workshops, seminars and trainings
 - government & policy makers: Communication to relevant policy maker is crucial. Government bodies and stakeholders will be invited to attend the high-level conferences where partners will be actively involved in order to strengthen collaborations and to increase the visibility of our activities.
 - Non-Governmental Organizations (NGOs): Organizations working towards social and environmental causes.
 - Communities, general public: The wider audience, encompassing local communities building owners and individuals interested in sustainable renovation

practices and the outcomes of the RENOINVEST project. Use of the public-facing project platform will be an important component of this strategy (WP6). Press releases, reports and visits/lectures for the general public will be utilized to publicize topics and results. The objective is to spread widely and in all partner countries press releases in local and national newspapers. Moreover, press releases will be published on the project platform and the platform of synergetic projects as well as EurekaAlert, live science and Cordis to increase project visibility.

These refined target groups encompass a broad range of stakeholders, ensuring comprehensive representation from various sectors that are crucial to the success of the RENOINVEST project.

National stakeholders for the roundtables and their contact information are stored in a secure database, updated every 3-6 months. Details regarding data protection rules can be found in D1.2: Data Management Plan.

4.4. STRATEGY

A crucial component of both the Communication and Dissemination Plan and the Exploitation Plan is the formulation of a strategy that aligns the communication objectives, target audience, intended outcomes of dissemination/communication and the desired reach. Building on this foundation allows us to tailor dissemination and communication more effectively to the actual needs of target groups and the general audience. Consequently, we can better design and establish dissemination and communication tools, channels and events.

Specific outcomes to be disseminated

Project objectives, activities, deliverables and results will be continuously disseminated throughout the project and its various channels. Apart from the continuous dissemination of the project as a whole, specific project outcomes will also be disseminated, namely:

Each country organises 6 national roundtables, 3 connected to the private and 3 to the public sector. The private and public roundtables are expected to be organized jointly.

In each year 2 roundtables are planned (one public, one private sector). These roundtables would be organised as single events in general, but with the possibility to make joint events if needed. To achieve the general objectives and to tackle the challenges set by the call, the consortium has been established in a way to represent non-profit research organisations, chambers, innovation laboratories and clusters including SME and academy. The consortium members are experienced in financing building renovation, influencing policy makers and developing relevant strategies on financing renovation. They are active in 3 CE countries: Austria, Hungary and Slovenia. We

quantified the following specific objectives:

Table 1: Specific Objectives of RENOINVEST project

Specific Objectives	Key Performance Indicators	Verification
SO1: To set up national smart finance roundtables in 3 countries focusing on smart finance with a particular focus on residential & public buildings to facilitate active dialogue between stakeholders and highlight real needs (WP3)	18 roundtables in total: <ul style="list-style-type: none"> o 2 per country / year – 1 private & 1 public o an average 30 relevant stakeholders per roundtable 	Report on roundtable and thematic working group activities, annual update of the information & the participant list (D3.1)
	4 green finance thematic working groups (TWG): i) staged renovation, ii) circular economy & nature based solution, iii) district heating & energy communities, iv) energy consumption monitoring & visualisation: <ul style="list-style-type: none"> o National level & International level o To take place at roundtables, workshops & 2 online webinars per year/ TWG 	
SO2: To support cross border smart financing by organising international exchange meetings with study visits in 3 countries for key stakeholders (WP3)	3 international exchange meeting in total: <ul style="list-style-type: none"> o 1 per year held in different countries each year o 1 study visit per international meeting (1st day of meeting) o 8-10 travelling stakeholders from each country 	Summary report; List of attendees & meeting minutes (D3.1)
SO3: To assess national framework conditions and analyse smart financing solutions replication potential in the participating countries (WP2)	3 National assessments (Austria, Hungary, Slovenia) with a critical and organized overview of all current information: policy, regulation, barriers and market assessment with existing financial models	Report on national assessments; questionnaire collected, interview made with experts (D2.1)
	50 case studies on smart finance solutions in private and public sectors	Showcased at TWGs & best practice handbook (D2.2)

SO4: To develop national action plans & policy papers and to gain institutional endorsement in the financial, political and building industry segments to ensure the sustainability of the project actions and the implementation of the action plan at national level (WP4)	3 national action plans on smart financing for energy efficiency measures & renewable energy sources in the building sector in Central Europe for 2025-2030: <ul style="list-style-type: none"> o two different parts representing the private and the public sector. o development through platform and TWG meetings. 	1 report including 3 harmonised action plans developed; TWGs & platforms organised (D4.1)
	3 policy papers developed: 1 per country	1 report including 3 policy papers (D4.2)
	1 recommendation on international level to support the uptake of viable financial solutions	1 recommendation (D4.3)
	10 endorsement letters/country via the established thematic working groups and annotated good example cases collected / country	Endorsement report prepared (D5.3)
SO5: To pilot case study: financial scheme, business model for building renovation (WP5)	6 feasibility studies for specific market actors both in private and public sector: <ul style="list-style-type: none"> o 2 feasibility study / country 	1 harmonized report including 6 case studies prepared (D5.1)
SO6: To share knowledge, replicate and disseminate beyond partnering countries through EU exchange and other activities (WP5, WP6)	<ul style="list-style-type: none"> o 1 online platform established o Participation on EU Exchange activities o at least 3 conferences attended o at least 2 scientific articles published o Project branding 	Communication & dissemination Plan & Visual elements created (D6.1), Report on communication & dissemination (D6.2) Exploitation Plan (D5.2)

1. Thematic Working Group (TWG) meetings in Austria, Hungary and Slovenia

TWG aims to discuss the crucial points of different focus areas and disseminate the results of each working group to the target audiences. In addition, examples of best practice of each country will be included to facilitate the exchange between the three national roundtables and working groups. The expert groups will be set up consisting of technical and financial experts partially from the consortium and other professionals who

have expertise in their field. The roundtable meetings are planned as one day events inviting the wide stakeholder network covering the value chain with key national organisations. The TWG focus areas are the following: (i) staged renovation, ii) circular economy & nature-based solution, iii) district heating & energy communities, iv) energy consumption monitoring & visualisation.

RENOINVEST aims to organise 36 TWG meetings with 720 participants¹ till the end of the project.

2. Annual national roundtable

These events are covering the private and the public sector (2 roundtables/country/ year. The first national roundtable events will be focused on the dissemination towards potential roundtable participants about the project objectives, goals and opportunities as well as the first results of WP2 (Policies Relevant for financing sustainable building renovations)² will also be showcased and discussed. The registration will be open to ensure as wide a target audience as possible. These national roundtables would be organised as single events in general, but with the possibility to make joint events in the form of a webinar if needed.

RENOINVEST aims to organise 18 national roundtables³ with 300 participants⁴ out of which 20 representing financial institutions.

3. International exchange events

Cross-border knowledge sharing will be done through the international exchange events which are organised once a year by one of the countries. During these cross-border platform meetings key stakeholders of the thematic working groups will meet, share good practices and explore viable projects funded through sustainable financing schemes via site visits. Each country will host an international exchange event during the project connected to one of the national platforms to capitalise on knowledge sharing and more effective exchange of experiences. These 1-1,5 day events will include discussions in the form of a meeting and a study visit to showcase technical implementation of building

¹ Cumulative number of participants

² Systematic overview of existing policies and practices relevant for increasing the energy efficiency (renovation) of the existing building stock and the integration of renewable energy systems (1) on the level of the European Union and (2) on the level of the individual participating countries.

³ Public and private sectors can be organised jointly

⁴ Cumulative number of participants

renovation projects including the assessment of the sustainable financial solution. It is expected that altogether 100 participants are attending the international networking of roundtables and thematic working groups and 60 attending study tours.

4. The main focus of **RENOINVEST project is to complement the work of the Sustainable Energy Investment Forums** which have been initiated by the European Commission in 2016 with the aim to improve cooperation between public and private stakeholders and to promote large-scale investment and financing programmes for energy efficiency. Our partnership works closely with the running SEI Forums as bilateral discussion with the national organisers have already started and a specific task (T 3.2) is dedicated to future discussion and collaborative work. These events aimed to enhance the capacity of and co-operation between public and private stakeholders to develop large-scale investment programmes and financing schemes for energy efficiency.

5. Endorsement activities

At exploitation level, RENOINVEST will develop concrete proposals to endorse and validate measures set out in the national action plans. Each endorsing organisation (e.g., political decision-makers, financial institutes, investors in smart buildings, service providers for building renovation etc.) prepares own proposal clearly stating the objective, scope and content of activities and expected results, timing, the approximate effort, resources and costs necessary for their actions and measures to endorse the roadmap.

The endorsement of the national action plans itself will imply that the respective stakeholders consider the strategic document “binding” them to act and apply according to the conclusion of the project in order to support the development of large-scale investment programmes that mobilise private finance for investments in energy efficiency and integrated renewables. Endorsement agreements with targeted stakeholders (D5.3) at least 10/country will be elaborated which will contain detailed activities on the monitoring of action plan implementation and how the endorsing stakeholders fulfill their commitments.

6. Stakeholder’s digital platform

Initially the communication will be on the event registration surfaces and in the organized meetings. It is necessary to construct and operate an internal communication surface for RENOINVEST in order to mobilize the stakeholders’ related to the roundtable activities. The content will include a knowledge repository based on RENOINVEST main deliverables:

D2.1, D2.2, D4.1, D4.2, D5.1. The digital platform will be finalized by M24. This task will ensure the information repository available for the roundtable participants and a continuous connection and communication opportunity for the actors. When collecting and storing data, GDPR regulations will be applied. The digital platform will also ensure sustainability of the platforms after project closure.

7. Setting Up Pilot Cases

Six feasibility studies will be developed in the three countries for further strategic collaboration in the established stakeholders working groups to secure the roll out in the market. These case studies will be developed both in the private and the public sector considering the national specificities. In each participating country two pilot cases for financing the deep energy renovation of an existing building are set up, one in the private sector and another one in the public sector. Feasibility studies will be prepared showing the optimal technological and financing possibilities to implement the renovation. Each case will be a demonstrator as a one-stop-shop model for replication and up-scaling of the finance scheme for similar cases. It will show the relevant stakeholders to be integrated in the process, existing boundaries and solutions. All six pilot cases will be mentioned in the action plans with the results and will be reported in a separate document. RENOINVEST planned pilot cases:

Austria: Privately owned tenant building (“Zinshaus”)

Hungary: Municipality owned kindergarten building in the city of Kecskemét at Lánchíd street

Slovenia: Municipality of Celje, Slovenia where the case studies will take place. Typical multi-storey residential building in the city of Celje where each apartment has a different owner. Fragmented ownership of multi-apartment buildings is typical for the Slovenian housing stock.

The pilot cases will serve for the uptake and replication of the project results and will be disseminated over social media, websites of the project partners and all members of the national roundtables.

In summary, there are 3 kinds of events planned regarding the attendance level:

1. thematic working group meetings (3 meetings/ year/ country),
2. annual national roundtable events covering private and the public sector (2 roundtables/country/ year),
3. international exchange event one per country (each year in a different country).

4.5 COMMUNICATION AND DISSEMINATION TOOLS AND CHANNELS

The entry point to the project communication activities will be a page website acting as a virtual dissemination vehicle, providing to the public and the specific target groups access to valuable information. The website page will be regularly updated to ensure the provision of most recent and relevant project information to the visitors.

The following tools and channels will be designed/set up to ensure communication and dissemination:

- Initial set of communication tools: project logo and visual layout, roll-up, folders and leaflet, ppt template
- Project website
- Project social media
- Periodic E-Newsletters
- Press releases and articles

Table 2: Communication and Dissemination activities

Communication and Dissemination Activities	Evaluation Strategy	Impact/unit	Timeline
Project image and communicating materials	High Quality professional logo and Presentation templates for all partners Easy to understand by non-specialists such as infographics, documentary	1,000 printed and distributed	2023 Q4
RENOINVEST online platform	Number of site hits The platform will be the main communication tool for the project alongside with the partners' own websites, where all the dissemination materials will be published in a timely manner. The project partners will also link the project platform to their own homepage and it will be kept alive after the end of the project	min 5,000 visits	2026 Q2

Collaboration with other projects/initiatives	The goal is to disseminate RENOINVEST objectives and results, demonstrating the added-value of the project. Partners networks share experiences and best-practices to stimulate the spread of project results and investigate how to best exploit synergies.	3+ common dissemination activities	2024 Q2-2026 Q2
Press releases, articles, publications on project milestones, poster, flyer incl. Online energy efficiency, renewables related magazines	<ul style="list-style-type: none"> - Impact of the press media, number of releases per country - The positive and negative practices in the Central European region and the EU member states can be complemented by policy publications such as 'Best Practices for renovation investments' - Scientific articles in relevant journals e.g. journal Sustainability 	2+ release per year/country 2+ scientific article	-2026 Q2
Project video	Short video with key messages on cross-border exchange event	1+	2025 Q4-2026 Q2
Project newsletter	Sent out to all our contacts/partners from existing network	9 (3/year)	Approx. every four month
Presentations at international conferences and workshops as per the Communication and dissemination Plan (D6.1)	Impact of conferences, feedback from audience, number of papers, citation of published papers and presentations in free internet access. In addition to external conferences, dissemination events will be arranged at EU or worldwide level to involve stakeholders and enhance their awareness, foster cooperation, etc. Press conferences will be also held in the countries involved while kicking-off the project towards journalists and public.	2+ presentations annually	2024 Q2-2026 Q2

4.5.1 Initial set of visual communication tools

An initial set of communications tools are produced, i.e. a project logo along with the coordinated visual layout, a roll-up, a landing website and social channels. These tools will help to build up the identity of the RENOINVEST project, being probably the first point of contacts with our target groups.

1. First of all, to have a strong name and a **PROJECT LOGO** is important as it will be seen as a mark of quality and trust. The logo will be put on all information, promotional and publicity material, including technical documents.



Font type:

MONTSERRAT BOLD

MONTSERRAT LIGHT

Colour information:



#0C7CA3 C:86, M:42, Y:22, K:2; R:12, G:124, B:163



#F7941D3 C:0, M:50, Y:100, K:0; R:247, G:148, B:29



#231F20 C:0, M:0, Y:0, K:100; R:35, G:31, B:42

3. **ROLL-UP and the project folders** will include the project name and logo, a reference to the project partners and the LIFE Programme. It will be used in public events and conferences to promote the project and to strengthen its identity.



4. The **Leaflet**

The objective of the leaflet project is twofold: to promote the project and its actions as a whole and to enhance its visibility. A QR code will be included on the leaflet to allow stakeholders to easily access our website and the core social media pages.



5. Templates

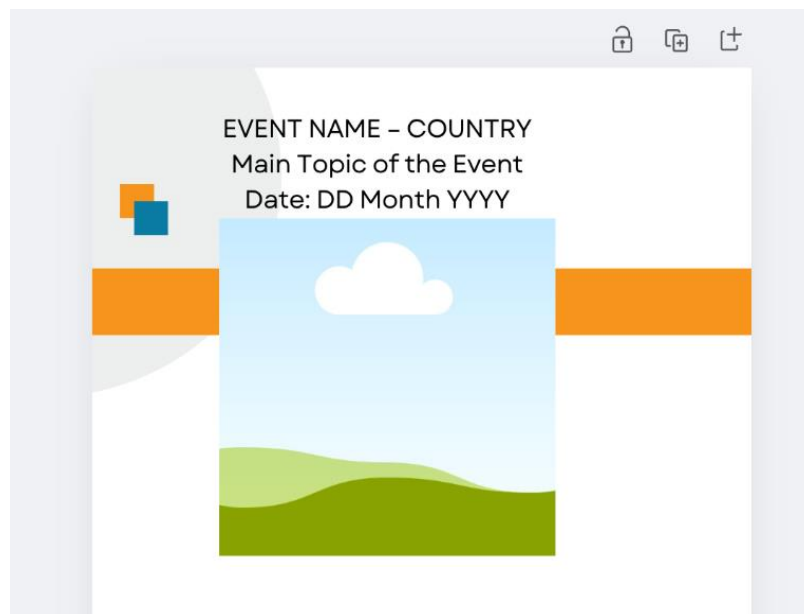
Templates for Word and PowerPoint have been crafted to maintain the integrity of the shared visual identity. Maintaining a consistent visual and written style is crucial for ensuring project recognition and presenting a professional communication effort. The designs consider the logo, the font as well as the chosen projects' colors.

4.5.2 Project website

The project web site is a starting point for a wider dissemination and communication actions that will be executed through the social channels on a daily/weekly basis. The landing website will be developed in English and shall foresee the logo of all partners, project logo, the EU emblem and description of the project's mission. It will be the starting point to follow the project outcomes through several social channels such as Twitter, LinkedIn. All dissemination materials will be promptly published on both the project platform and the partners' websites. Additionally, the project partners will establish links from their own websites to the project platform, creating a seamless and interconnected online presence. The official webpage of the RENOINVEST project has been integrated as a subpage within the Archenerg Cluster website to ensure the continued visibility and accessibility of the RENOINVEST project's long-term activities and applications.

To enhance the structure and usability of the website, **Canva is being used to establish a consistent and recognisable visual identity across all materials.** Professionally designed preview images now accompany event pages and dissemination materials, making it easier for users to navigate the site and identify relevant content (e.g. *Hungarian National Roundtable –*

Municipalities). These visuals follow a standardized design format and naming convention, which not only improves the overall visual coherence of the platform but also reinforces stakeholder engagement and project branding. The Canva templates are centrally maintained to support efficient updates and ensure visual consistency across all communication materials.



4.5.3 Social Channels and Blog

LinkedIn








LinkedIn is the social network where professionals seek job opportunities and connect with others in their respective fields. It is crucial for the project to establish a LinkedIn project page to disseminate information about the project and its events, as well as to connect with experts, researchers and stakeholders (both national and European). Additionally, promoting the project in various LinkedIn thematic groups using partners' accounts is a key strategy.

Top skills on LinkedIn are the following:


Finance • Construction • Renovation • Public Policy • Sustainability

The following LinkedIn Groups are taken into consideration:





Groups related to the Construction/ Renovation/ Green Building sector:

	<p><u>SMART CITIES and Buildings, Connected Home, Smart City Projects, Technologies, Jobs, Careers</u> 14K members</p>
	<p><u>Green Sustainable Living & Construction</u> 6K members</p>
	<p><u>Challenges to Green Building and Sustainability Design and Construction</u> <u>Challenges to Green Building and Sustainability Design and Construction</u> 891 members</p>
	<p><u>Green Plants for Green Buildings</u> 3K members</p>
	<p><u>Building Green, a Sustainability Group</u> <u>Building Green, a Sustainability Group</u> 36K members</p>
	<p><u>Green Building Connect</u> 9K members</p>
	<p><u>Smart City: Urban planning and building</u> 8K members</p>
	<p><u>BIM & Smart Buildings Who's Who by QP4Media #construction #smartbuildings #architects #BIM #QP4</u> 2K members</p>
	<p><u>Green Sustainable Living & Construction</u> 6K members</p>

Groups related to the Financial sector:

	<u>Renewables Investment & Funding by GUNNING.eu #renewable #investment #greenenergy #green #energy</u> 13K members
	<u>BEST PRACTICES IN SDGs,ESG,CLEAN ENERGY,CIRCULAR ECONOMY,GREEN/BLUE SUSTAINABLE FINANCE& DEVELOPMENT</u> 1K members
	<u>Finance for the Green economy</u> 907 members
	<u>ESG Funds Group - responsible investing and green finance</u> 1K members
	<u>Green Finance Network</u> 1K members
	<u>Sustainable Energy Investment Forums</u> 396 members
	<u>Financing for nearly Zero Energy Building Renovations</u> 281 members

Groups related to the EU/National policy sector:

	<u>EU-GCC Clean Energy Technology Network</u> 570 members
	<u>LIFE 2021 2027 EU Environment Climate Programme</u> 1K members
	<u>The LIFE Programme</u> 3K members
	<u>Green Growth Knowledge Partnership</u> 3K members

Groups related to the Sustainability sector:

	<u>The Sustainability Groups (Europe)</u> 2K members
	<u>Sustainability Professionals</u> 345K members
	<u>Renewable Energy, CleanTech, Sustainability, Energy, Greentech, CCUS, Hydrogen, EV, Investment, ESG</u> 47K members
	<u>Green Innovators Network (GIN) for Sustainability and Innovation by GreenInnovatorsNetwork.org</u> 45K members
	<u>Sustainability ESG CSR Climate Carbon Renewable Eco Green Net Zero Circular Regenerative Economy</u> 44K members



RENOINVEST project's Twitter account: @renoinvest_eu

Each project partner shall promote the project and its activities through the official accounts of its organisation and of key persons that might like/share the communication messages of social networks.

Following hashtags will be used:

#RENOINVEST #LIFE #FinTech #renovation #Construction #FinancialSolution #Housing #Sustainability

LinkedIn was selected over X (formerly Twitter) due to its professional orientation, higher engagement among relevant European stakeholders, and greater alignment with the project's communication objectives.

4.5.4 Periodic E-Newsletters

Three project electronic newsletters are planned every year to channel information on project's actions, news, events and results. Communicating with stakeholders keeps readers informed of the Renoinvest project progress while also keeping the project's name in the readers' minds.

Partners are responsible for sending the project newsletter to their stakeholders. The newsletter will be disseminated also to the project target groups respecting the EU GDPR rules and upon the previous collection of permissions from each stakeholder to send him/her project communication materials. The list of stakeholders will be constantly updated by the consortium and kept reserved.

Newsletter Methodology

RENOINVEST newsletters are developed with a user-friendly, engaging, and visually appealing format designed to ensure accessibility and relevance to a broad range of stakeholders. Each issue follows a consistent structure that includes the following elements:

- **Introductory Section:**

Every newsletter opens with a concise introduction to the RENOINVEST project, its overall goals, and its role in accelerating sustainable building renovation and innovative financing across Central and Eastern Europe. This serves as a reminder for new readers or those less familiar with the project.
- **News & Achievements:**

The main body of the newsletter highlights recent project activities, such as implemented workshops, published deliverables, milestones reached, pilot initiatives, or policy inputs. This section ensures that stakeholders are kept informed about the project's latest developments.
- **Upcoming Events:**

Each edition includes announcements about future events such as roundtables, webinars, or trainings, inviting stakeholders to participate and engage with the project in real time.
- **Visual Storytelling:**

To enhance engagement and comprehension, we regularly use:

- **Infographics** to summarise complex concepts (e.g. funding flows, renovation steps, stakeholder roles)
- **Photos** from project meetings and events to build a personal connection
- **Visual icons and section highlights** for improved readability and navigation
- **Interactive Content:**

The newsletter integrates **active hyperlinks** (alive links) to direct readers to:

 - The RENOINVEST project website
 - Event registration pages
 - Downloadable reports and deliverables
 - Partner organisation websites and contact points

- **Tools Used:**

The newsletters are developed using digital tools that support responsive design, ensuring optimal readability on both mobile and desktop devices. We use **Canva** as a primary design platform to create visually engaging layouts, while maintaining brand identity through consistent templates, colours, and styles. This approach ensures professional and coherent communication across all project updates.

The overarching goal of the newsletters is not only to inform but also to **engage** stakeholders, encourage **collaboration**, and ensure that RENOINVEST remains **visible and relevant** within the EU sustainable renovation ecosystem.

4.5.5 Press releases and articles

A number of 2+ press releases and/or media articles per country/ year are foreseen to enhance communication and dissemination about the project. These should be issued when the project is doing something new, interesting or different that would interest local, national or European media.

Press releases are important means to encourage and incite journalists to develop articles on the subject. It is important to target the press release, keep it to one page and make sure that it has news value. When developing the press release it is vital to consider the audience. An audience analysis will determine the tone, style, angle and content of the article. Think and write about what the audience wants to read and write in a way that will appeal to them. Likewise, the message is also at the centre of the writing process. What key information do we want to communicate? Two or three basic messages will form the theme and the article should be built around these messages using evidence and quotes.

Positive and negative practices in the Central European region and the EU member states can be complemented by policy publications, such as 'Best Practices for Renovation Investments'. Additionally, scientific articles published in relevant journals, such as Sustainability, enhance the project's visibility and contribute valuable insights.

4.5.6. Project video

A brief web video will be created as part of the project to introduce the RENOINVEST concept, showcase results and outline the roadmap. This video will employ infographics and key messages. Designed to be short, concise and creative, the introductory video will utilize animation and clear calls to action. Its purpose is to capture and retain the attention of target audiences, sparking curiosity and encouraging them to stay informed about RENOINVEST's outputs.

4.5.7 Other Websites/Dissemination Activities

To enhance the project's visibility and exposure, all project partners are required to promote the RENOINVEST project on their respective institutional websites and maintain updated content. The reference to the project should include a link to the project's website, its logo and must adhere to all mandatory requirements related to the visibility of EU funding. We dedicate significant efforts to engaging a diverse range of stakeholders and forming collaborations with other projects/initiatives. Actively leveraging their websites and social media channels, we share experiences and best practices, thereby facilitating the widespread dissemination of project results. This collaborative approach is aimed at exploring the optimal ways to exploit synergies.

4.5.8 Cooperation between the RENOINVEST project and SMAFIN EXPANDED project

Slovene partners from RENOINVEST and SMAFIN EXPANDED projects involve collaboration among partners such as ZAG, CCIS and JSI. Each partner will focus on its respective project but has agreed to cooperate and share findings on specific topics. CCIS, as a partner, will contribute

to disseminating results at the EU level through FIEC EU WG Sustainability. The Slovene partners plan to identify common communication channels, establish a dissemination protocol and create a dedicated joint Energy Efficiency Financing (EEF) website. This website will serve as a central hub for documents, information and communication related to both projects, maintaining relevance for an extended period (M4-M36). This collaboration further enhances the visibility of ongoing events and outcomes of the RENOINVEST project, extending its reach to a broader audience.

4.5.9. Other public results of the project

The dissemination content will be based on the public outputs and documents produced during the project, listed in Table 3, with their due dates and responsible parties. Almost all project outputs are public and will be publicly available, ensuring that the documents produced with EU co-financing are accessible and usable by all.

Table 3: Public deliverables

Number	Name of deliverable	Responsible	Due date
D6.1	Communication and Dissemination Plan	Archenerg	01 January 2024
D2.1	Policy context and market capacities for sustainable building renovations	ZAG	01 August 2024
D2.2	Best practice handbook of sustainable building renovations	ZAG	01 October 2024
D5.1	Documentation of pilot cases	RENOWAVE	01 November 2025
D2.3	Update of best practice handbook of sustainable building renovations	ZAG	01 April 2026
D3.3	Report on national Roundtable and thematic working group activities-final	CCIS	01 April 2026
D3.6	Report on international roundtable - final	EMI	01 March 2026
D4.1	Action plans	IIBW	01 February 2026
D6.3	Final Publishable Report	EMI	01 February 2026
D4.2	Policy briefs	IIBW	01 March 2026
D4.3	Cross border recommendation for Austria, Hungary, Slovenia	ZAG	01 March 2026
D5.2	Exploitation Plan	RENOWAVE	01 April 2026

Table 3. ConstructSkills4LIFE public deliverables		ZAG	01 April 2026
D5.3	targeted stakeholders		
D5.4	Thematic impact assessments of common actions	EMI	01 April 2026
D6.2	Report on completed communication and dissemination activities	Archenerg	01 April 2026

4.5.10. Achieved communication and dissemination activities:

Significant emphasis was placed on promoting the project's activities and early results through both the project website and partner websites. In addition, partners actively presented the project and disseminated information via various offline and online channels.

Each partner has used the RENOINVEST roll-up banner at events, conferences, and other dissemination activities to enhance visibility and outreach. At the beginning of the project, a comprehensive Communication and Dissemination Plan was developed, outlining activities aligned with the measurable KPIs specified in the Grant Agreement.

The dissemination and communication efforts have led to the following impacts:

Website and social media:

1. Renoinvest website hosted on Archenerg's subpage:
<https://www.archenerg.eu/en/renoinvest>
2. ÉMI-s website: <http://www.emi.hu/EMI/web.nsf/Pub/renoinvest-roundtables-enhancing-smart-investments.html>
3. ZAG's website: <https://www.zag.si/en/research-and-development/research-projects/international-projects/international-projects-details/?id=273>
4. CCIS's website:
https://www.gzs.si/zbornica_gradbenistva_in_industrije_gradbenega_materiala/vsebina/Aktualni-projekti-GZS-ZGIGM/RENOINVEST-Okrogle-mize-za-spodbujanje-pametnih-nalo%C5%BEb-v-energetska-u%C4%8Dinkovito-prenovo-stavb
5. Renowave.at's website: <https://www.renowave.at/renoinvest/>
6. IIBW's website: <https://iibw.at/en/databasesearch/449-renoinvest-roundtables-enhancing-smart-investments-in-sustainable-renovation-of-buildings>
7. LinkedIn: <https://www.linkedin.com/company/renoinvest-eu/posts/?feedView=all>
8. Twitter/X: https://x.com/renoinvest_eu

Articles:

1. Article on the Renoinvest Project in *Házak Magazin* (Offline Hungarian Magazine) – November 2023
2. Article in Slovenian Digital and Printed Magazine Annual “GLAS GOSPODARSTVA GRADNJE” – July 2023 <https://glasgospodarstva.gzs.si/wp-content/uploads/2023/07/gg-gradnje-2023-low-rez.pdf>
3. Article in Slovenian Digital and Printed Annual Magazine “GLAS GOSPODARSTVA GRADNJE” – August 2024: https://glasgospodarstva.gzs.si/wp-content/uploads/2024/08/gg_gradnje_2024_lores2.pdf
4. Article about the project in daily mainstream Slovenian “FINANCE” magazine- printed and online: - July 2023: <https://www.finance.si/nepremicnine/katere-spremembe-bodovplivale-na-gradbeno-panogo-evropske-unije/a/9014508>
5. Article in *EGES* or *Gradbenik* Featuring the Presentation of the Project Structure, Goals and Scope, Along with the Announcement of Cooperation with Smafin Expanded <https://www.gradbenik.net/revija;%20https://ege.hr/eges/arhiva.html>

Press release:

1. https://www.archenerg.eu/files/connected_docs/reno_article/sajtokozlemeny-renoinvest-project-elso-nemzetkozi-talalkozoja-szloveniaban-36.pdf

Newsletters:

1. 1st RENOINVEST Newsletter – August 2024:
Project introduction, partner profiles, first national roundtables, website launch
2. 2nd RENOINVEST Newsletter – November 2024
Stakeholder workshops, policy and market analysis, pilot cases, upcoming events
3. 3rd RENOINVEST Newsletter – March 2025
Joint roundtable in Slovenia, renovation strategies, expert insights, platform update
4. 4th RENOINVEST Newsletter – May 2025
Policy recommendations, financing pathways, municipal practices, next milestones
5. 5th RENOINVEST Newsletter – July 2025
Event reports, SMAFIN collaboration, municipal pilots, results dissemination

Presentations at events:

1. Presentation of the Project to National EAB Member GI ZRMK from Slovenia by the CCIS on 15.11.2023
2. Presenting Renoinvest at Smafin Expanded National Roundtable, 12.06.2024 in Ljubljana <https://www.archenerg.eu/en/reoinvest/news/sabina-jordan-zag-presented-reoinvest-at-smafin-expanded-national-roundtable.html>
3. Presentation of Renoinvest in the Hungarian Construction Forum organised by EMI and Archenerg with Metabuilding Partnership on.28.11.2024.
4. Presentation of RENOINVEST project during the Renowave.at IMPACT DAYS 2023-17.10.2023

Video:

1. Short video release on project activities in ZAG YouTube - <https://www.youtube.com/user/zagvideo>
2. YouTube Video About the International Roundtable Event – April 2024 <https://www.youtube.com/watch?v=dpvNUYS8xhs>

RENOINVEST has been presented and discussed at various smaller or larger scale meetings to explore cooperation opportunities with key stakeholders, including national authorities, market actors, and research communities.

Dissemination Activities:

1. Summary report of the first Hungarian National Roundtable <https://www.archenerg.eu/en/reoinvest/news/hungarian-reoinvest-roundtable-on-financing-condominium-renovations.html>
2. Summary report of Slovenian National Roundtable <https://www.archenerg.eu/en/reoinvest/news/summary-of-the-1st-slovenian-national-reoinvest-roundtable.html>
3. Summary report of the first Austrian National Roundtable <https://www.archenerg.eu/en/reoinvest/news/summary-of-the-1st-austria-national-reoinvest-roundtable.html>
4. Published deliverable D2.1: Policy Context and Market Capacities for Sustainable Building Renovations. Report on Renoinvest website. https://www.archenerg.eu/files/connected_docs/reno_analyse/szakpolitikai-elemzesek-81.pdf

6. INTERNAL COMMUNICATION

5.1. INTERNAL PLATFORM

Currently the Consortium is using the SharePoint Platform of ÉMI (project coordinator) However, the Project Platform will also provide opportunities for the Partners to use it as an internal communication channel. It will have a separate area that the consortium members and national stakeholders will be able to access. Access to the storage is invitation based, where partners will get access via email.

5.2. ONLINE MEETINGS

The web meetings of the project will be held via the web meeting/conference service providers „Teams” and “Zoom”. ÉMI (project coordinator) will conduct and organize meetings in Teams. The Coordinator will be responsible for the internal communication of the project, including organizing project meetings every six months and monthly Project Management Team meetings. The Coordinator should be invited to all web meetings that are not official meetings of the project management bodies. In case the web meeting is organised by a Task Leader, the WP leader should be invited as well.

The organiser of the web meeting is responsible for preparing the project agenda and taking meeting minutes and sharing them with the relevant participants / project bodies. Meetings should be announced in due time (e.g. 7 days in advance) to allow the participation of all the requested parties. The meeting minutes should include the list of participants as well.

5.3. FACE TO FACE MEETINGS

Physical meetings serve two distinct purposes: one is to strategize and discuss the further tasks of the project, while the other aims to disseminate the RENOINVEST project and its results. These gatherings provide a platform for in-person discussions with project partners to plan and refine additional project tasks. The scheduled events include the Kick-off, intermediary meetings, international exchange meetings and the Final meeting. National events, such as roundtable sessions and thematic working group meetings, may be conducted either virtually or offline, depending on the preferences of the partners.

The organiser of the face-to-face meeting is responsible for the logistical organisation of the meeting and preparation of the meeting agenda together with the Coordinator. The coordinator is responsible for taking the meeting minutes and sharing them with all the relevant participants and project bodies. Within 10 calendar days of the meeting the coordinator sends the draft to all

members. The minutes are accepted if within 15 calendar days from sending no member has sent an objection in writing. The coordinator sends the final minutes to all members and uploads it to the project's cloud platform.

7. ANNEXES

Annex 1 Project partners' social networks

The tables below include the social network accounts of project partners that will be utilized to enhance the project's dissemination activities

1. ÉMI Építésügyi Minőségellenőrző Innovációs Nonprofit Kft (ÉMI)- Hungary

Type	Account	Description
Website	http://www.emi.hu/EMI/web.nsf/Pub/index.html	Official website which has a sub-site on current projects
Facebook	https://www.facebook.com/EMI.Nonprofit.Kft	Facebook account of ÉMI LLC.
LinkedIn	https://hu.linkedin.com/company/emi-nonprofit-kft	LinkedIn account of ÉMI LLC

2. SOLAR TECH-INVESTMENT TERVEZESI FEJLESZTESI TANACSADO KFT (Archenerg) - Hungary

Type	Account	Description
Website	https://www.archenerg.eu/	website ArchEnergy Cluster which has a subpage of the RENOINVEST project
LinkedIn	https://www.linkedin.com/feed/	LinkedIn account of ArchEnergy Cluster
Twitter	https://twitter.com/@archenerg	Twitter account of ArchEnergy Cluster
Facebook	https://www.facebook.com/archenergklaszter/	Facebook profile of ArchEnergy Cluster

3. Zavod Za Gradbenistvo Slovenie (ZAG) - SLOVENIA

Type	Account	Description
Website	https://www.zag.si/en/	Official website of ZAG
Facebook	https://www.facebook.com/ZAGLjubljana/	Facebook account of ZAG
LinkedIn	https://www.linkedin.com/company/10831325/	LinkedIn account of ZAG
YouTube	https://www.youtube.com/user/zagvideo	YouTube account of ZAG
Twitter	https://twitter.com/ZAG_Slovenia	Twitter account of ZAG

4. Gospodarska zbornica Slovenije (CCIS) - SLOVENIA

Type	Account	Description
Website	https://eng.gzs.si/	Official website of CCIS
Facebook	https://www.facebook.com/GZSsi	Facebook account of CCIS
LinkedIn	https://www.linkedin.com/company/chamber-of-commerce-and-industry-of-slovenia/	Linkedin account of CCIS

5. RENOWAVE.AT eG (RENOWAVE) - AUSTRIA

Type	Account	Description
Website	https://www.renowave.at/en/	Official website of RENOWAVE
LinkedIn	https://www.linkedin.com/company/renowave-at/	Linkedin account of RENOWAVE
YouTube	https://www.youtube.com/channel/UCvEyBHngYD4pFm1C6S4yNOw	YouTube account of RENOWAVE

6. Institut für Immobilien, Bauen und Wohnen GmbH (IIBW) - AUSTRIA

Type	Account	Description
Website	https://www.iibw.at/de/	Official website of IIBW

Annex 2 External events

List of external events, fairs and conferences that project partners plan to attend in the next 2 years and that might be considered to host the Reninvest project events or to be used for other general promotion activities.

Country	Event	Type of the event	Date	Place	Website
Hungary	Construma 2024	Conferences, fair	10-14.04.2024.	Budapest, HU	https://construma.hu/
	Construma 2025	Conferences, fair	04.2025.	Budapest, HU	https://construma.hu/
Austria	Impact Day 2023	Conferences	17.10.2023.	Graz, AU	

Slovenia	MEGRA 2024	<i>Fair</i>	04.2024	Gornja Radgona, SI	https://www.megra.pomurski-sejem.si/en/
	Slovenian Energy Association international conference - SZE 2024	<i>Conferences</i>	2-4.06.2024	Portorož, SI	
	Slovenian Energy Association international conference - SZE 2025	Conferences	06.2025.	Portorož, SI	