



AFFIRMATIVE INTEGRATED ENERGY DESIGN ACTION

AIDA

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D7.1 Dissemination and Communication Strategy

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Written by	Geonardo Ltd.
Checked by	
Validated by	Raphael Bointner, TU Wien (18-07-2012)



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1. INTRODUCTION

This document presents the Dissemination and Communication Strategy that will be employed over the course of implementation of the AIDA project. It is intended to serve as a guidance document for the AIDA consortium partners; as such, it is an intra-consortium working document and this first version of the Strategy is subject to updates and adjustments throughout the project's lifetime with a view to conducting more effectively the dissemination and communication activities. On this basis, the implementation of the Strategy will be continuously monitored and fine-tuned according to whether the foreseen impact is achieved and whether there is a need for adaptation in approach.

The Dissemination and Communication Strategy aims to ensure that the different target groups are appropriately approached by using the most effective and relevant tools in line with their needs. It is also intended to enhance the links and potential synergies between the Dissemination work package (WP7) and other work packages in AIDA as well as avoid possible overlaps between the various communication activities conducted in parallel.

Within this framework, the target groups and the various communication and dissemination tools, which are planned to be utilised in AIDA, are first briefly introduced, providing an overview to the Strategy. Subsequently, the Strategy is presented by describing for each dissemination/communication tool, the intended target group(s), the expected input/output to/from the target groups, and the means of dissemination/communication to reach that target group. The partners' general and specific roles in dissemination and communication activities are also described.

2. OVERVIEW

2.1 Rationale and objectives

The achievement of the AIDA project's objectives is intrinsically linked to the engagement of the project's target group in the project activities and their exploitation of the project's results. Efficient and quality communication and sound dissemination is therefore a key requirement in AIDA. To engage the target groups in the project's activities, partnership agreements and contacts are being established as part of WP2-WP4 activities. Additional, complementary top-down dissemination is also being implemented under WP7 (Dissemination and Communication) to ensure further engagement of the target groups in AIDA's activities and wider exploitation of the project's results.

The objective of the Dissemination and Communication Strategy, developed as part of WP7, is to ensure that the different target groups are appropriately approached by using the most effective and relevant tools in line with their needs. This will contribute to achieving the expected impact of the central activities of the project that aim to create local seeds for nearly zero energy buildings (NZEB) via study tours, assistance for municipalities and promotion of existing tools (WP2, WP3 and WP4). To this end, the current Dissemination and Communication Strategy describes for each dissemination/communication tool, the intended target group(s), the expected input/output to/from the target groups, and the means of dissemination/communication to reach that target group. The implementation of the Strategy will be continuously monitored and fine-tuned according to whether the foreseen impact is achieved and whether there is a need for adaptation in approach.

The Dissemination and Communication Strategy also aims to enhance the links and potential synergies between WP7 and WP2-WP4 and avoid overlaps with these work packages (see below the interrelations between the WPs of AIDA). Table 1 on the next page has been developed towards this aim and shows the specific communication/outreach and promotional activities under the different work packages and the synergies amongst them.

Figure 1: Graphical Representation of the Interrelations between the WPs of AIDA

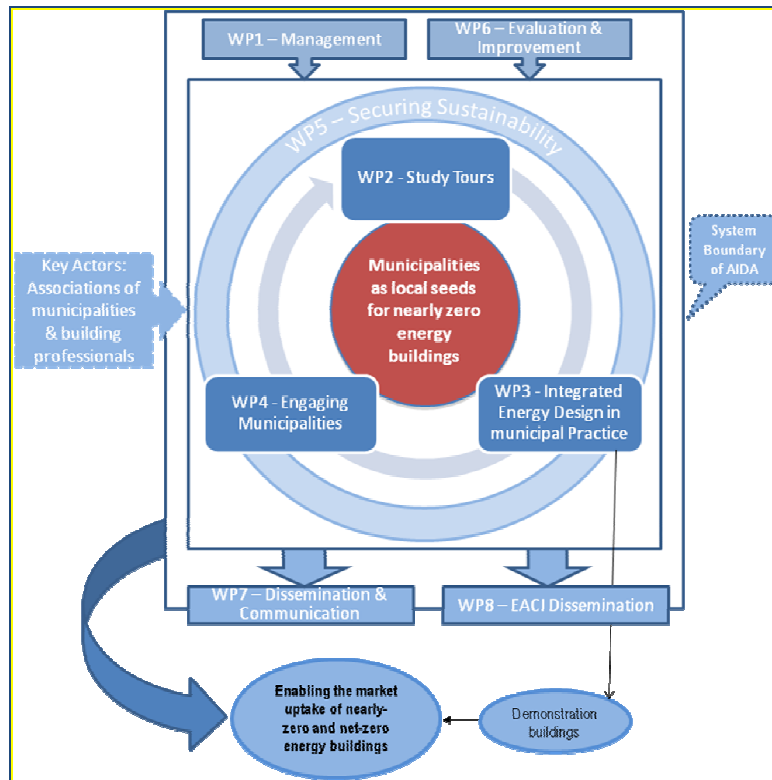


Table 1: Overview of the communication activities within WPs and their synergies

Work Packages	Specific Communication/Outreach and Promotional Activities	Potential synergies with other WPs
WP2. Study Tours	<ul style="list-style-type: none"> Develop partnerships with European, national and local associations of municipalities. 	<ul style="list-style-type: none"> Help engage a higher number of municipalities under WP4. Enhance the promotion of project results and lessons learnt towards local authorities and decision makers under WP7.
	<ul style="list-style-type: none"> Develop partnerships with local and national associations of architects and master-builders. 	<ul style="list-style-type: none"> Reinforce dissemination efforts under WP7 towards professionals of the building sector (architects and master builders). Help enhance knowledge and competences of architects and master-builders on NZEB, thereby contributing to WP5 on ensuring the sustainability of AIDA beyond the project duration.
	<ul style="list-style-type: none"> Organise national and European study tours including operational success stories and workshops on IED tools 	<ul style="list-style-type: none"> Support engaging local authorities and bringing IEE work to their attention in WP4 (WP4.1 and WP4.2).
WP3. Integrated Energy Design in Municipal Practice	<ul style="list-style-type: none"> Organise workshops with the building owners (i.e. the municipal representatives) before the first stage of planning process to collect data to fix the building energy targets further than NZE and to initialise an integrated energy design (IED) process. 	<ul style="list-style-type: none"> Support engaging local authorities and bringing IEE work to their attention under WP4 (WP4.1 and WP4.2).
WP4. Engaging Municipalities / Local Authorities	<ul style="list-style-type: none"> Produce basic common material (instructions, key points to be raised, information available, summary PowerPoint presentation etc.) to enable all participants involved to go out and make first contacts with a large number of municipalities using AIDA as a calling card. 	<ul style="list-style-type: none"> Contribute to efforts on dissemination beyond target countries under WP7. Attract more municipalities to the study tours under WP2.
	<ul style="list-style-type: none"> Identify the completed IEE projects that are most relevant (such as “Display”, EU Greenbuilding, RURENER and Energy for Mayors), and present these projects to the municipalities as a portfolio of possible first steps to be taken. 	<ul style="list-style-type: none"> Provide input to the workshops as part of the study tours under WP2.
	<ul style="list-style-type: none"> Organise a conference to which selected municipalities will be invited to present their 	<ul style="list-style-type: none"> Help exploit synergies with Energy Cities (subcontractor) and the Covenant of

	experience. The conference will be organised in close cooperation with relevant key actors, especially Energy Cities.	Mayors in order to maximise the impact without duplicating effort.
WP5. Securing Sustainability	<ul style="list-style-type: none"> • All activities and related outputs 	<ul style="list-style-type: none"> • Reinforce dissemination efforts under WP7
WP6. Improvement and Evaluation of the Action	<ul style="list-style-type: none"> • Hold advisory committee meetings for a strong involvement of all stakeholders of the project. • Evaluate the study tours by means of a questionnaire. • Evaluate the integrated energy design process in municipalities 	<ul style="list-style-type: none"> • Provide recommendations to WP4 and WP5.

2.2 Target groups

Raising awareness towards NZEB among local authorities and building planners is a key factor in reaching the objectives of AIDA. Therefore, the main target groups of AIDA are municipal representatives as market multipliers on the demand side, and architects and master-builders on the supply side. These two groups are briefly described below.

➤ **Mayors, municipal representatives and local authorities**

Municipalities play an important role in achieving EU's 20-20-20 targets. They have the power to contribute to energy savings and the rationale use of energy as well as the use of RES but often lack sufficiently high quality information to empower them to take ambitious decisions in this respect. Even if decision makers at the municipal level want to start an energy relevant action, they often have no idea how to begin. Therefore, AIDA offers essential information to municipalities, supports them in setting up own ways and strategies to contribute to the 20-20-20 targets.

➤ **Architects and master-builders**

Architects and master builders play an important role in building design process. Very often the design of the whole building or its components is not up to the state of the art respectively the interaction of components, e. g. the heating system, is inadequate, sometimes by reason of tradition, lack of knowledge or other causes. In many cases building owners trust their planners and their design, as well as their constructors and their skill, especially in the private home sector. It is not appropriate to teach and inform all building owners but essential giving information on integrated energy design of buildings to architects and master-builders, who will be engaged in the study trips.

In addition to these two target groups, AIDA will also liaise with key actors; these are **associations of municipalities** and **associations of building professionals** on regional, national and international level. These associations are vital to spread the idea of nearly zero-energy buildings among municipalities and building professionals in Europe.

Finally, AIDA will closely cooperate with other **relevant projects and initiatives** at local, regional and European levels to exploit synergies and avoid overlaps, and also inform **public at large** to raise awareness of NZEB.

2.3 Dissemination and communication tools and means

Various means and tools of dissemination and communication have been envisaged and are being developed as part of WP7 in AIDA. The following specific means and tools have been conceived:

- Project homepage (AIDA website)
- Project newsletter
- Project brochure
- Project poster
- Social media tools

The project consortium will utilise these tools and means in reaching the relevant target groups throughout the project's lifetime. These will be used through on-line as well as off-line media at various occasions. In particular, the partners will use every opportunity to attend relevant events, distribute brochures, and present AIDA. In addition, specific targeted actions have been planned:

- Awareness raising campaign for architects and master-builders;
- Dissemination beyond the targeted countries (with special focus on CEE region);
- Presentation of AIDA's results and liaison with other initiatives.

A visual identity for AIDA has already been developed within WP7 in the first three months of the project, and related graphical elements are being integrated into the specific dissemination and communication tools.

Section 3 of this report defines in detail the intended use of the dissemination and communication tools and means and their related planning.



3. AIDA DISSEMINATION AND COMMUNICATION STRATEGY

3.1 Visual identity

A common graphical identity in all dissemination tasks allows for better visibility and recognition as well as branding of the project. A distinctive, original visual identity, including the project's logo, general colour schemes and design elements, have been created for AIDA to be used for all templates issued by the project consortium (e.g. PPT templates, publications, reports, etc.). All dissemination tools and activities must refer to the name of the project, the project's website URL and include the graphical elements.

The graphical identity and the common project layouts help to consistently communicate and disseminate the project in external project communication. Common templates, for instance, are important to ensure a united impression and a consistent visual appearance of the project. Such templates also help save time and effort for the members of the consortium, since no further design work is necessary.

3.1.1 AIDA Logo

To allow partners initiate external communication activities as soon as possible with the branding of the project, the AIDA logo (see below) has been designed shortly after the project's kick-off meeting. Various samples have been created, and once finalised, the logo has been made available to the partners in high-resolution.

The logo includes the name of the project (acronym as well as full title). Graphically it is based on green color to evoke the project's goal of a greener economy through near zero-emission buildings. Additional design elements include the sun and a windmill promoting alternative energy sources to energize buildings as well as a stylized wall structure (in green) for the building aspect of the project.

The logo is being used and will be used in all of the dissemination tools and material – from internal communication and reporting templates to external communication tools such as the project web site, poster, etc.





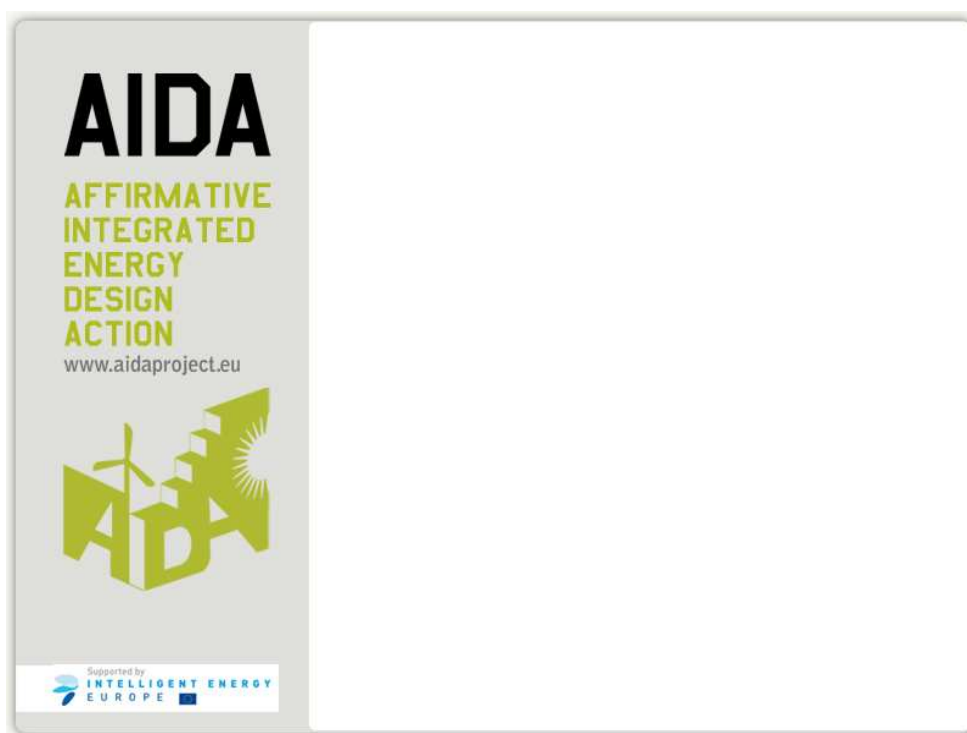
IEE logo: The AIDA logo is always accompanied by the Intelligent Energy Europe logo (below). The combination of both is used in all the events attended and documents produced by the project, thus showing the partners' commitment to the fulfillment of the project's objectives and the acknowledgement of the financial support from the European Commission.



3.1.2 Standard templates

Standard templates include letterhead papers for official paper-based communication and PowerPoint templates for presenting AIDA in events. Other templates will be developed on as-needed basis during the project.

Figure 2: AIDA PowerPoint Templates





3.2 Dissemination and communication tools

Experience shows that the more channels are open to distribute and communicate results, the greater number of audience will be eventually reached at least by one of these channels. For this reason, AIDA will utilize a broad range of dissemination and communication tools, aiming to achieve maximum impact on the selected target groups as well as on the wider public. This section introduces each of these tools including their intended use and target groups. Table 2 at the end of this section is intended to provide a summary of this section.

3.2.1 Project homepage (AIDA website)

This online tool serves as the main interface of the project towards the wider community on a European level (including municipality representatives and decision makers as well as the general public). It acts as a principal means of publication and regular updates, making the website informative and giving interested people reasons for coming back. The web domain for AIDA has been purchased at the start of the project and a first version of the website has been developed and launched and is publicly available on the web at www.aidaproject.eu.

AIDA website provides public access to general information of the project such as the project's objectives, scope, activities, events and results including a downloads page which is

intended to present the project deliverables and other publications deemed of interest in the context of the project. Contact details of the project partners are also available on the website. Moreover, it provides private access to the consortium for the exchange of confidential information between the partners.

Figure 3: AIDA Homepage



The public section of the AIDA website provides:

- A brief project summary highlighting the project's objectives, content and structure including the composition of its consortium. It is available in English and also in all the other languages the Consortium represents (Spanish, French, Italian, German, Hungarian, Greek);
- A short profile of each of the AIDA partners and a link to their websites;
- Access to the project's public deliverables; and
- Copies of publications and presentations done at external conferences in various formats (pdf, MSWord, etc.).

The main activity regarding this channel of dissemination is to launch, populate and maintain the project's homepage as well as to provide links to it on different platforms and through various tools and means. The target groups intended to be reached via the AIDA website are municipalities, architects and master builders, associations of building professionals, partners of other relevant projects and public at large. It is anticipated that this traditional way of promotion will boost public awareness towards the project and will increase the visibility of its activities at the same time. Enhanced engagement of the intended target groups in the project's activities is also foreseen. In addition, further exploitation of the project's results (an increased uptake of the methods demonstrated in AIDA) is envisaged in the long run.

As the interest and the understanding of the project varies among the selected target groups (identified in WP2, WP3 and WP4), different user levels will be defined for the different stakeholder groups providing access to tailored information on the project. The site will be in English, German, Hungarian, Greek, Italian, French and Spanish and interlinked with national partners' website. By clicking on the name/logo of a partner, visitors can reach the homepage of the company, research center or other organization represented.

Information in the national language is very important in working with municipalities and building professionals. The website will be fed by continuously updated content throughout the project's lifetime. Additionally, the webpage will also be an instrument to keep partners in permanent contact through a partner area (a 'working' area) on the website, where all project related material (minutes of meetings, project logo, CA, ECGA and other supporting documents) and achieved results (deliverables, recommendations, etc.) will easily be reached and downloaded by the consortium members. Only registered AIDA partners with username and password can use this restricted section.

Indicators such as the increase in the number of visits to the AIDA homepage and the growing number of downloads of the publicly available deliverables published on the website will reinforce the concept of the utilization of a designated website for dissemination purposes. Such data will also serve as a good indicator on the project's ever increasing public awareness and its higher coverage in the online/offline media and the web.

The methodology applied in covering the above mentioned indicators ranges from the monitoring of the online discussions and the received feedback through the regular monitoring of various web statistics (e.g. by Google analytics) to visibility assessments (conducting media/web surveys). In addition, constant monitoring of received inquiries as well as gathering feedback through online polls, surveys and questionnaires supplements the methodology toolbox.

Based on previous experience of similar activities, it is anticipated that once the word on the project is out, roughly 300 individuals will visit the site totaling up to about 10,000 visitors during the project's 3-year lifetime. In addition, the consortium is confident that a total sum of around 1,000 downloads (reports, deliverables, publications, other publicly available documents) will be initiated proving the high quality of the consortium's work. Furthermore, it is forecasted that ca. 120 inquires and about 20 media items will be filed throughout the course of the project's lifetime.

3.2.2 Project newsletter

An electronic newsletter will be issued on a yearly basis to be sent out to the subscribers as well as to be available for download at the website, containing all the information found in the most recent brochures and additionally:

- Summary of progress of all WPs, including all the deliverables produced since the last edition of the newsletter;
- Reports of activities of each partner since the last edition of the newsletter;
- Advertisement of relevant forthcoming conferences / meetings; and
- Advertisement of forthcoming study tours, etc.

The newsletter will be specifically promoted to the main target groups (municipalities and architects and master-builders) as it will contain detailed information on the project's activities and results. Its impact is envisaged to result in the enhanced engagement of the intended target groups in the project's activities, and also in an increased uptake of the methods demonstrated and promoted by the project.

After each issue of the project's newsletter, the consortium expects an elevated number of visits to the AIDA website and also feedback in response to the Newsletter emails sent out. Specific inquires regarding further information on the content or support are also anticipated. These periodical changes in the website visits will be closely monitored using various web statistic tools, such as Google analytics. Feedback on each issue of the newsletter will be gathered through online polls, surveys and questionnaires. We expect to reach 500-1,000 subscribers to the newsletter resulting in approximately a total of 300-800 visits to the project's website. Furthermore ca. 50 associations, municipalities and/or architects and master builders are expected to take up the project's methods and exploit its results. Time after time, a total of ca. 15 specific inquires/feedback are planned to be received and handled after sending out each issue of the newsletters.

3.2.3 Project brochure

A project brochure (hardcopy) will be produced as the project evolves (inception, mid-term and final versions) to be distributed at the study tours and workshops as well as at other relevant events that will be attended by the partners. The brochure, which will be available at the public section of the website, will contain the overall aim of the project and the actions that will be undertaken to achieve this aim, as well as results from completed WPs and the expected outcomes from WPs that are active at the time. It will also contain a link to the homepage of AIDA, the general inquiry e-mail address as well as the contact details of the partners. Each brochure will be produced and printed in English, and the local partners will assume the task of translating the brochure (German, Hungarian, Greek, Italian, French and Spanish). An initial version of the AIDA brochure (flyer) has already been produced and made available electronically to all partners (see Figure 4 on the next page).

The translated versions will yield the possibility to actively distribute the brochures electronically to the various target groups (municipalities, architects and master-builders, associations of municipalities, associations of building professionals, coordinators/partners of other relevant projects) and relevant platforms in the project countries using their native languages.

Figure 4: AIDA Brochure v1.0



Such actions are planned to increase awareness and visibility of the project and its activities as well as to enhance engagement of the intended target groups in the project's activities.

Similar to the distribution of the newsletter, the partners expect a notable increase in the number of hits to the project website following the dissemination of the brochures at the relevant events. An increase in the number of downloads from the website is also expected. These will be monitored by the same web tools mentioned earlier.

Thanks to the high number of study tours that will be organized as well as the events where the project is planned to be presented, it is expected that over 3,000 brochures will be distributed over the course of the project, half of which is anticipated to trigger a visit to the project's homepage. Spreading the word of mouth from this point on may result in an additional few hundred brochure downloads from the website.

3.2.4 Project poster

A project poster will be developed for poster presentations within relevant European and international events (a total of 15-25 events) such as those identified as part of the awareness raising campaign for architects and master builders (see Section 3.3). Essentially, the poster will be compiled to represent an abstract version of the most up-to-date brochure, yet on a larger scale (e.g. A0). Similar to the production of the project brochures, Geonardo will produce a master-copy of the poster and provide the partners with an electronic version that can be sent to a printing house to be printed in A0 format. For versions in the partners' languages, each partner will provide Geonardo with a translation of the poster content, which Geonardo can integrate into the master-copy layout and send to the partners electronically.

The target groups and expected impact of the poster sessions and the indicators hence are the same as in project brochure dissemination activities. In terms of quantifiable targets, we expect that the poster will reach ca. 500 individuals at these events, of which ca. 80% is expected to be informed of the project's goals. Uptake of the applied methods and the exploitation of the results are expected by at least 20-25 associations, municipalities and architects/master builders thanks to the presentation of the poster at these key events.

3.2.5 Social media tools

Information on AIDA will be actively posted on various social media and platforms such as LinkedIn, Twitter, Facebook and thematic blogs. In doing so, the project's coverage in online and offline media, by other similar/relevant projects and the web in general is aimed to be boosted.



The main activity of this modern dissemination channel focuses on the active promotion of the project on LinkedIn and Facebook (by posting under relevant groups, establishing a specific AIDA group/platform or FB page respectively) as well as on Twitter and on relevant thematic blogs.

The target group intended to be reached via these channels are architects and master builders, associations of building professionals, partners of other relevant projects and public at large. It is anticipated that such new media surfaces will boost public awareness towards the project and will increase the visibility of its activities at the same time. Enhanced engagement of the intended target groups in the project's activities is also foreseen. In addition further exploitation of the project's results (an increased uptake of the methods demonstrated in AIDA) is envisaged on the long run.

LinkedIn

There are various indicators which may prove the utilization of these social media channels for dissemination purposes fruitful, such as discussions and information exchange within the different platforms keeping up people's interests in the subjects mentioned. Also, the regular increase in the number of visits to the AIDA homepage can serve as a good indicator on the project's ever increasing public awareness as well as the growing number of downloads of the publicly available deliverables published on the website. An increase in the number of inquires / partners contacted directly should also facilitate the concept of the higher coverage of AIDA in the online/offline media and the web.

Online discussions and the received feedback will be tracked through the regular monitoring of various web statistics (by Google analytics) and visibility assessments will be conducted (e.g. media/web surveys). In addition, constant monitoring of received inquiries as well as gathering feedback through online polls, surveys and questionnaires will also help track the indicators.

It is anticipated that the project will be able to reach ca.1,800 people via these social media platforms and tools, of which ca. 70%'s awareness will be raised during the project's life cycle. Furthermore, the consortium strongly believes that the uptake of the project's methods



and exploitation of its results could be achieved by 20 relevant associations, municipalities and/or architects and master builders.

Table 2: Overview of the Planned Use of the Specific Communication/Dissemination Tools in AIDA

Communication / Dissemination Tool	Activity	Target group	Expected impact	Indicators	Methodology	Quantifiable Targets
AIDA Website	<ul style="list-style-type: none"> • Launch, populate and maintain AIDA's homepage • Provide link to AIDA's homepage on various platforms and through various tools 	<p>Municipalities, architects and master-builders, associations of municipalities, associations of building professionals, coordinators/partners of other relevant projects, public at large</p>	<ul style="list-style-type: none"> • Increased awareness and visibility of the project and its activities. • Enhanced engagement of the intended target groups in the project's activities. • Increased uptake of the methods demonstrated in / promoted by AIDA (exploitation of results). 	<ul style="list-style-type: none"> • Regular increase in the number of visits to AIDA's homepage. • Number of downloads from the website. • Increase in the number of inquiries / Partners contacted directly with pertinent questions / comments. • Increased coverage of AIDA in the online/offline media and the web. 	<ul style="list-style-type: none"> • Regular monitoring of web statistics (Google analytics) • Regular conducting of media/web surveys (Visibility assessment) • Monitoring of inquiries • Gathering feedback through online polls, surveys and questionnaires 	<ul style="list-style-type: none"> • ca. 300 individuals per month, in total ca. 10,000 visitors to AIDA homepage during the project's lifetime • ca. 1,000 downloads (reports, publications, brochures, etc.) • ca. 120 inquiries over the project's lifetime • ca. 20 media items over the project's lifetime

<p>AIDA Brochures</p>	<ul style="list-style-type: none"> • Distribute brochures at the study tours and workshops as well as at other relevant events attended by the partners • Make available the brochure electronically on AIDA's homepage • Actively distribute (email/upload) the brochures electronically to target groups and relevant platforms 	<p>Municipalities, architects and master-builders, associations of municipalities, associations of building professionals, coordinators/partners of other relevant projects, public at large</p>	<ul style="list-style-type: none"> • Increased awareness and visibility of the project and its activities. • Enhanced engagement of the intended target groups in the project's activities. • Increased uptake of the methods demonstrated in / promoted by AIDA (exploitation of results). 	<ul style="list-style-type: none"> • Increase in the number of hits to the project website following the dissemination of the brochures at the relevant events. • Number of downloads from the project website. • Increase in the number of inquiries / Partners contacted directly with pertinent questions / comments. 	<ul style="list-style-type: none"> • Regular monitoring of web statistics (Google analytics) • Regular conducting of media/web surveys (Visibility assessment) • Monitoring of inquiries 	<ul style="list-style-type: none"> • ca. 3,000 brochures distributed, leading to around 1,500 visits to AIDA's homepage • ca. 200 brochure downloads • Around 50 specific inquiries/feedback received after distributing the brochures
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<p>AIDA Newsletter</p>	<p>Make the Newsletter available on AIDA's homepage and send out to the subscribers</p>	<p>Subscribers to the newsletter – in particular municipalities and architects and master-builders will be targeted and encouraged.</p>	<ul style="list-style-type: none"> • Enhanced engagement of the intended target groups in the project's activities • Increased uptake of the methods demonstrated in / promoted by AIDA (exploitation of results). 	<ul style="list-style-type: none"> • Increase in the number of visits to the project website following the distribution of the Newsletter. • Feedback received in response to the Newsletter e-mails sent out • Specific inquiries received for further information / support. 	<ul style="list-style-type: none"> • Regular monitoring of web statistics (Google analytics) • Monitoring of inquiries • Gathering feedback through online polls, surveys and questionnaires 	<ul style="list-style-type: none"> • ca. 500-1,000 subscribers leading to around 300-800 visits to AIDA's homepage • Uptake of methods and exploitation of results by 50 associations, municipalities and/or architects and master-builders • Around 15 specific inquiries/feedback received after sending out each Newsletter
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<p>AIDA Poster</p>	<p>Present AIDA (ppt) / AIDA poster within relevant European and international events (15-25 events foreseen)</p>	<p>Municipalities, architects and master-builders, associations of municipalities, associations of building professionals, coordinators/partners of other relevant projects, public at large</p>	<ul style="list-style-type: none"> • Increased awareness and visibility of the project and its activities. • Enhanced engagement of the intended target groups in the project's activities. • Increased uptake of the methods demonstrated in / promoted by AIDA (exploitation of results). 	<ul style="list-style-type: none"> • Direct (face-to-face) specific feedback/inquiries at the events / poster sessions. • Increase in the number of hits to the project website following the presentation of the poster at the relevant events • Number of downloads from the project website • Increase in the number of inquiries / Partners contacted directly with pertinent questions / comments. • Increased coverage of AIDA in the online/offline media and the web 	<ul style="list-style-type: none"> • Regular monitoring of web statistics (Google analytics) • Regular conducting of media/web surveys (Visibility assessment) • Monitoring of inquiries 	<ul style="list-style-type: none"> • ca. 450 individuals view / hear about AIDA at events, of which ca. 80%'s awareness is raised (i.e. ca. 360) • Uptake of methods and exploitation of results by 25 associations, municipalities and/or architects and master-builders • Around 10 specific pertinent feedback / interaction with stakeholders at each event
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<p>Social Media Tools</p>	<p>Actively promote AIDA on LinkedIn (post under relevant groups, establish a specific AIDA group/platform), Twitter, Facebook (establish a specific AIDA page), and relevant thematic blogs.</p>	<p>Municipalities, architects and master-builders, associations of municipalities, associations of building professionals, coordinators/partners of other relevant projects, public at large.</p>	<ul style="list-style-type: none"> • Increased awareness and visibility of the project and its activities. • Enhanced engagement of the intended target groups in the project's activities. • Increased uptake of the methods demonstrated in / promoted by AIDA (exploitation of results). 	<ul style="list-style-type: none"> • Discussions and information exchange within the platforms under the social media tools • Regular increase in the number of visits to AIDA's homepage • Number of downloads from the project website • Increase in the number of inquiries / Partners contacted directly with pertinent questions / comments. • Increased coverage of AIDA in the online/offline media and the web 	<ul style="list-style-type: none"> • Monitoring of online discussions and feedback received • Regular monitoring of web statistics (Google analytics) • Regular conducting of media/web surveys (Visibility assessment) • Monitoring of inquiries • Gathering feedback through online polls, surveys and questionnaires 	<ul style="list-style-type: none"> • ca. 1,800 people reached and attracted, of which ca. 70%'s awareness is raised (i.e. ca. 1,260) • Uptake of methods and exploitation of results by 20 associations, municipalities and/or architects and master-builders
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3.3 Awareness raising campaign for architects and master-builders

As part of the top-down dissemination approach, a regional campaign for building professionals will be organised to raise awareness of the project (in the initial phase) and disseminate the outcome of its activities (towards the end). In order to reach the right audience but still remain cost-effective, the campaign will be hosted in the frame of annual conferences of building professionals (e.g. as part of the European Regional GBC Network Events¹ and/or RENEXPO, the “World Sustainable Energy Days” interlinked with “Energiesparmesse Wels”, Equator Europe Network involving architectural companies from Belgium, Czech Republic, Finland, France, Hungary, Ireland, Portugal, Romania and Sweden).

AIDA will also use the unique web 2.0 portal, the World Architecture Community². Furthermore, the project results generated under different work packages (e.g. good practice guide on operational success stories and for engaging municipalities, etc.) will be made publicly available as part of these events’ book fairs. The campaign (by developing contact with the network of Associations of Architects based in each European country) will have an additional value of attracting participants for the international study tours organised for professionals under WP2.

3.4 Dissemination beyond the targeted countries

Under this task, awareness raising activities designed specifically for municipalities in countries not directly targeted by the project will be carried out. This task will complement the activities carried out under WP2, 4 and 5 in order to achieve the broadest coverage.

In disseminating the project’s results beyond the target countries, AIDA relies on the individual partners’ strong outreach capacity thanks to their direct involvement in key European and international initiatives. The involvement of key actors on European level such as Energy Cities³ and RURENER⁴ will further enhance the AIDA consortium’s capacity to reach stakeholders beyond the target countries. In addition, the consortium has identified a set of relevant initiatives (outside the partners’ direct involvement) with which it will establish links during the implementation of the project. Two dedicated tasks – Task 2.1 and Task 2.2 – will also ensure that municipalities and architects and master builders will be addressed at a European scale and will be informed of AIDA’s activities and take up the knowledge

¹ <http://www.buildgreencee.org>

² www.worldarchitecture.org

³ <http://www.energy-cities.eu>

⁴ <http://rurener.eu>

provided on integrated energy design and nearly zero-energy buildings with a view to implementing the necessary energy efficiency measures and renewable energies in buildings.

Special attention will be put on countries of the former 'Iron Curtain' countries (Poland, Slovakia, Czech Republic, Romania, Bulgaria, Croatia and Macedonia). Due to their historical heritage their attitude towards the goals of 20-20-20 and knowledge on NZEB are rather low, therefore a different, more robust dissemination is required in this region of Europe. In general, dissemination beyond the target countries will be conducted in close cooperation with Energy Cities, using their broad geographical coverage. Furthermore, all consortium participants have travelling budget available. So, all partners will contribute to the dissemination of AIDA's outcomes in creating high awareness and enabling sustainability of the action. The following specific activities have been planned:

- All partners will refer to the project on their homepages (as a news item and/or by providing a dedicated space).
- All partners will use every opportunity to present the project (objectives, activities, results) at relevant high-profile European/international events that they will attend (poster presentation, scientific paper submission, PowerPoint presentation, etc.). All partners have an adequate budget to be able to contribute to dissemination via presentations once a year (cf. subscriptions fees and travel costs to conferences and fair trades below).
- In addition to the dissemination of the relevant deliverables and project brochures that are in English, those deliverables and dissemination material that will be translated into the partners' languages will also be actively disseminated to the relevant target groups in those EU Member States that have the same official language (i.e. Belgium (FR, DE), Luxembourg (FR, DE), Cyprus (EL), Germany (DE), Malta (EN), Ireland (EN), etc.). Energy Cities and RURENER as well as other relevant umbrella and stakeholder organisations will also be encouraged to disseminate these deliverables.
- While overseeing the implementation of the above activities, Geonardo will specifically concentrate on dissemination in Central and Eastern European (CEE) countries. As the Coordinator of the ongoing CONCERTO project GEOCOM, Geonardo is in regular contact with municipalities from Hungary, Slovakia, Romania, Serbia, Macedonia and Poland. Geonardo will use this network to promote AIDA's results. In addition, within the GEOCOM project, a "Mayor's Club Internet Platform" is being set up, targeting a broad-range of stakeholders in the EU and Western Balkan countries, which will link together local SMEs, environmental and regional management authorities (local, regional and high level), recognised NGOs of the CEE countries and local governments. Geonardo will also utilise this

resource for conveying AIDA's results in CEE. Similarly, TU WIEN will exploit its potential to reach the relevant stakeholders in Bulgaria, Czech Republic and Romania thanks to its coordinating role in the ENTRANZE project. Consequently, we aim to identify and reach at least 40 municipalities from CEE, provide them with information on AIDA and its results, and request feedback (e.g. via questionnaires/surveys) to understand their perception of NZEB, tendency to adopt relevant measures (e.g. aims, plans, strategies, targets, etc.), including any constraints or specific needs they may have.

3.5 Presentation of AIDA's results and liaison with other initiatives

AIDA and its results will be actively presented in national and international conferences, trade fairs, posters sessions and relevant workshops, targeted at municipal representatives and stakeholders such as trade chambers, associations of architects, ministries, etc. to ensure maximum benefit of the dissemination efforts and exploit all potential synergies on regional, national and international levels.

The most suitable events for dissemination can only be estimated, as this mainly depends on the appropriate timing and the right theme of the event (e. g. workshop with a special focus on municipal buildings as side event of a trade fair, annual conference on energy with a special focus on NZEB). Usually this information is available 3-9 months before the event in question, which requires certain flexibility in terms of time and location. Clearly, the event location is directly linked to travel costs (distance, train connection, availability of low cost air-carriers, etc.). All partners will keep track of relevant national, regional and international/European events with a view to identifying a suitable event to attend and present AIDA. Together with the planned activities mentioned in Sections 3.3 and 3.4 above, it is foreseen to participate in 15-25 major events (i.e. at least 2-3 events per partner).

The following events in the last quarter of 2012 and in 2013 have been identified as potential events in which AIDA partners could participate:

- Retrofit Solutions for Non-Domestic Buildings 2012
26 September 2012, London, UK
www.ice-conferences.com/Upcoming-events/Retrofit-Solutions-for-Non-Domestic-Buildings-2012
- Renexpo Germany, 1st Workshop EnergiePlusHaus, 27.09.2012, Augsburg, Germany
- 4th International Renewable Energy and Energy Efficiency Forum
16-17 October 2012, Kyiv, Ukraine
www.ref-ua.com

- Renexpo Austria, 1st Symposium Energy-Plus-Buildings, 29.11.2012, Salzburg, Austria
- Internationale Energiewirtschaftstagung, TU Wien, 13. – 15. 2. 2013, Vienna, Austria
- World Sustainable Energy Days
27.02-01.03 2013 Wels, Austria
www.wsed.at/en/programme/nearly-zero-energy-buildings
- 17th International Passive House Conference 2013
17-21 April 2013, Congress Center Frankfurt am Main, Germany
www.passivhaustagung.de/sechzehnte/Englisch/index_eng.php
- Annual Energy Cities Conference
24-26 April 2013, Växjö, Sweden
www.energy-cities.eu/-Conferences.21
- Greenbuilding 2013
Final dates pending. Verona, Italy
www.greenbuildingexpo.eu
- 9th South-East European Congress & Exhibition on Energy Efficiency and Renewable Energy
29-31 May 2013, Sofia, Bulgaria
www.eeandres.viaexpo.com/en/exhibition
- Sustainable Building and Refurbishment for next generations
26-28 June 2013, Prague, Czech Republic
www.cesb.cz/en
- European conference of the International association for Energy Economics
Düsseldorf, Germany, September 2013
- SB13 Graz - Sustainable Building Conference 2013 / Ökosan 2013
25–28 September 2013, Graz University of Technology and AEE INTEC, Austria
www.sb13.org

Annex I to this document provides a template for the AIDA partners to record their dissemination efforts in specific activities and events. This way, we will ensure that all the dissemination activities are duly recorded and in a streamlined manner.

AIDA will also liaise with other relevant projects and initiatives to exploit synergies and prevent overlaps. For example, we will closely monitor the activities of the IEE-funded ENTRANZE project⁵, which aims to actively support policy making by providing the required data, analysis and guidelines to achieve a fast and strong penetration of nZEB and RES-H/C within the existing national building stocks.

⁵ <http://www.entranze.eu>

“The European Portal for Energy Efficiency in Buildings” (the BUILD UP Platform⁶) has been identified as one of the relevant initiatives for AIDA to liaise with. Launched in 2009, BUILD UP is a European Commission initiative aiming to reduce the energy consumption of buildings across Europe. BUILD UP’s Public Relations Desk has recently contacted AIDA’s Coordinator TU WIEN, informing the consortium of the dissemination opportunities that the BUILD UP platform offers. AIDA will make use of these opportunities by:

- Actively sharing the relevant project deliverables at the BUILD UP Communities page (“Propose a Publication” service);
- Actively sharing news on AIDA’s activities (“Propose a news item” service);
- Actively announcing relevant events organised within the framework of AIDA (“Propose an event” service); and
- Establishing an embedded page for AIDA within the BUILD UP platform.

3.6 Allocation of Tasks

All of the AIDA partners will duly contribute to the overall dissemination and communication efforts. In addition, they have been allocated specific tasks to conduct. All partners have accordingly been allocated adequate budget.

Being coordinator, **TU Wien** will oversee all the relevant tasks under the Dissemination work package (WP7). In addition, its staff will contribute to the general activities mandatory to all partners, such as attending high profile events, organising national study tours or providing translation for the various dissemination materials to be distributed in Austria and as a result of the German language in Germany, as well.

As the leader of the Dissemination WP, and responsible for the delivery of the relevant deliverables, **Geonardo** will coordinate, allocate and control all partners’ activities related to this WP to ensure their highest level of delivery. All sub-tasks will be closely monitored and kept under tight control in order to meet the project’s schedule on these issues.

AEE Intec’s main task is to conduct the general dissemination activities, while assisting TU Wien by providing their input to text translations into German. Their contribution is highly anticipated particularly during the implementation of the “**Awareness raising campaign for architects and master-builders**” phase of the Strategy.

⁶ <http://www.buildup.eu>

CIME's specific role will be to provide the consortium with municipal contacts under the activity “**Dissemination beyond the targeted countries (with special focus on CEE region)**”.

CRES' responsibilities include securing the sustainability of the action both during the lifetime of the project as well as after the end of the project duration. This task includes ensuring the sustainability of dissemination as well, which means that CRES is exposed to all sub-tasks outlined in this Strategy.

EURAC will see to details providing input for various project material for the local authorities defined under WP3.

HESPUL is also a main contributor to the project's dissemination and communication with special emphasis on the dissemination of the study tours at the level of local municipalities and on approaches to attracting building professionals to such events. Its main input is expected for subtasks 3 and 4 of WP7.

Though **IREC** and **Greenspace** have not been assigned specific tasks, they will actively contribute to dissemination and communication activities by utilising their resources and outreach capacity at local, regional and European levels.

Table 3 below summarises the allocation of tasks between AIDA partners in WP7.

Table 3: Summary of Task Allocations under WP7

Partner	Task(s)
TU Wien	General contribution to dissemination
AEE Intec	General contribution to dissemination
CIMNE	Providing input for the project dissemination & communication strategy and providing municipal contacts for task 4
CRES	Ensuring sustainability of dissemination
EURAC	Providing input for the project dissemination & communication strategy and project material for local authorities defined under WP3
Geonardo	Coordination of all tasks, responsible leader for the deliverables
HESPUL	Providing input for the project dissemination & communication strategy and requirements for study trips for local authorities; cooperation in attracting building professionals
IREC	General contribution to dissemination
Greenspace	General contribution to dissemination



ANNEX I: DATA COLLECTION TEMPLATE FOR DISSEMINATION ACTIVITIES

Title of Event / Activity ⁷	Type of Event / Activity ⁸	Partner	Date of event / activity ⁹	Place of event / activity ¹⁰	Language(s) ¹¹	Scope of event / activity ¹²	Dissemination / Communication tool(s) / mean(s) used ¹³	Number of material distributed ¹⁴	Type(s) of target group / key actors reached ¹⁵

⁷ Full official title as indicated in the event’s registration form, etc.
⁸ Conference, workshop, seminar, networking day, etc. Specify whether national, regional, European or international.
⁹ Specify the full dates of the event.
¹⁰ Indicate the city and country.
¹¹ Indicate the main language of the event as well as other languages involved (e.g. through interpretation) (EN, DE, IT, etc.).
¹² Provide a brief description of the event including its objectives, expected outcomes, etc.
¹³ Specify the tool(s) utilised as per section 3.2 of this document.
¹⁴ Provide actual figures or best estimate.
¹⁵ Specify according to section 2.2 of this document.