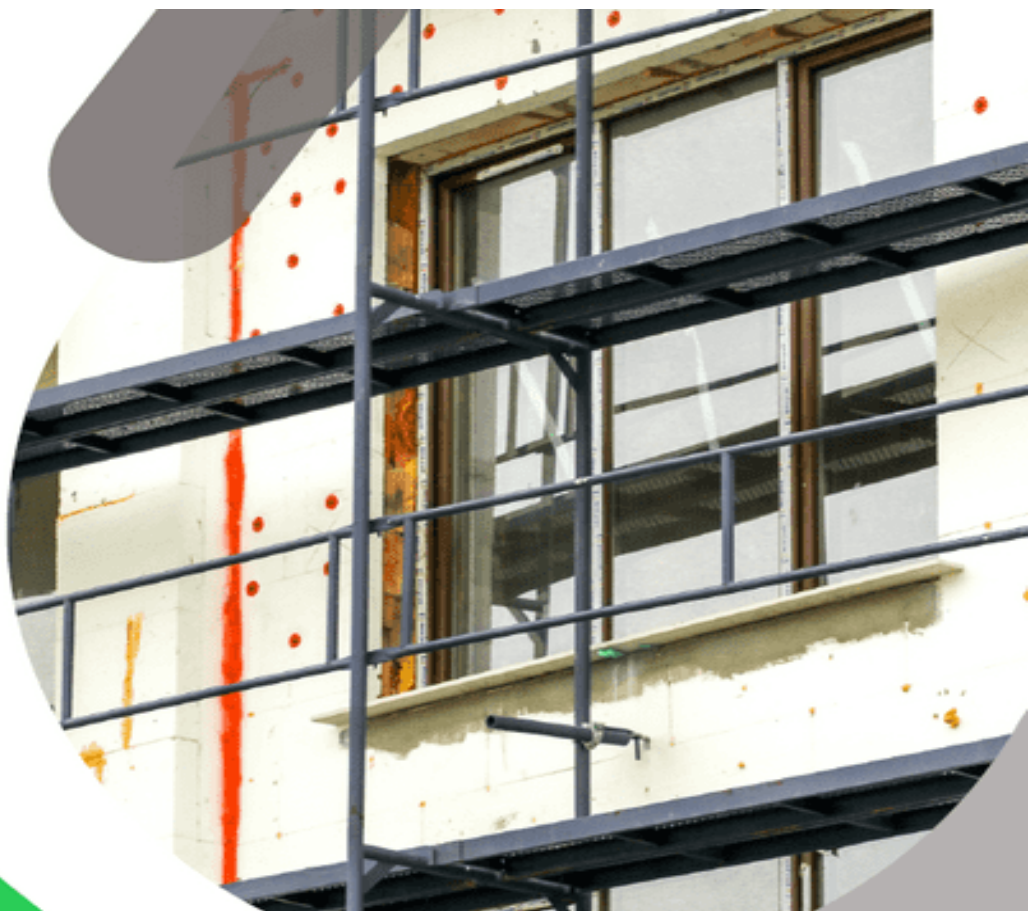


D8.1 Dissemination and Communication Strategy




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House Style

	Red RGB	Green RGB	Blue RGB	HEX
Logo				
Green	42	205	87	#2acd57
Orange	255	132	71	#ff8447
Grey	79	76	76	#4f4c4c
 THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027 LINK				
EU corporate blue	0	51	153	#003399
Yellow	255	204	0	#FFCC00

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Table of Contents

House Style.....	1
Authors, Co-authors and contributors	1
Quality Control.....	2
History of Changes	2
1. Executive summary.....	4
2. Communication and Dissemination Strategy	5
2.1. Role of the consortium partners.....	6
2.2. Dissemination Content.....	6
2.3. Specific communication and dissemination actions towards SMEs:	9
2.4. Specific communication and dissemination actions towards CAs:	10
3. Target Audiences and Key Stakeholders	10
3.1. Letters of support	12
4. Visual Identity	15
5. Dissemination Channels	15
5.1 Local dissemination channels	16
5.2 Network for local dissemination activities:.....	18
5.3 National dissemination channel	19
5.4 Dissemination channels on EU level.....	20
5.5 Network for EU dissemination activities:.....	21
5.6 Event Suggestions	21
6. Events and Boards Strategy.....	22
6.1. Events in Flanders and the Netherlands.....	22
6.2. Events in other EU countries	23
6.3. National and International Advisory Board.....	23
7. Website, Social Media and Newsletter Strategy	24
7.1 CondoReno Website	25
7.2 CondoReno Twitter	28
7.3 CondoReno LinkedIn	29
7.4 CondoReno ResearchGate.....	31
7.5 CondoReno Project Newsletter.....	31
8. Report on undertaken dissemination activities.....	32
8.1. Communication Monitoring tool.....	32
9. Conclusion	34
10. Appendices	35
Appendix 1: Visual Identity	35
Appendix 2: Templates.....	43
Appendix 3: Flyer and Postcard	49

1. Executive summary

The CondoReno communication strategy is designed to coordinate the efforts of the consortium in engaging key stakeholders with all the activities derived from the project.

The communication strategy supports the five project outputs, including visibility of IHRS models for condominium renovations, development of decision-support tools, and demonstration of exemplary renovation cases in Flanders and the Netherlands. It also aims to demonstrate the co-creation of the supply and demand for IHRS with local stakeholders, marketing to Condominium Associations (CAs), and training for SMEs. Additionally, it will facilitate the multiplication of IHRS models across cities and regions in Europe, backed by strategic advisory boards and cross-sectoral agreements.

Key activities to spread the message of CondoReno include participation in relevant industry events, media outreach, and the creation of promotional content such as flyers, videos, and articles. In order to develop these in a coherent manner, the plan also includes the creation of a brand image and the visual language to accompany it.

Regarding dissemination channels, this communication strategy is based in leveraging existing networks of consortium members and strategic partners and outlines the use of these communication channels and how to measure their effectiveness through performance indicators.

Last, the plan also describes how Consortium partners will actively manage communications through social media, project websites, and local networks to boost engagement. The strategy will also involve collaboration with other EU-supported initiatives, using a wide array of channels to maximize visibility across Europe and beyond.

2. Communication and Dissemination Strategy

The Communication and Dissemination strategy of CondoReno will be built on the prioritization of certain groups of stakeholders and is formalized in this Deliverable D8.1. The strategy was previously released at M4 and fine-tuned with the progress of the project to come to this version. It will again be updated in M48 into a public version. This will also include an overview of different communication channels used. The final report will measure the effectiveness of communication and engagement activities through quantitative performance indicators.

The communication and dissemination strategy supports the five different project outputs as follows:

- **Visibility of exemplary IHRS (SO1):** create six examples of IHRS for condominium renovations (1 in the Netherlands and 5 in Flanders) combining strengths of market-driven and local-authority driven models and provide market evidence that the created IHRS are valued by CAs and SMEs (SO1).
- **Tools and methods (SO2):** develop adapted tools and methods for IHRS to support financial decision-making by CAs; namely tools and methods (SO2).
- **Exemplary renovation cases (SO3):** demonstrating eight different cases (2 in the Netherlands and 6 in Flanders) that IHRS can achieve label A renovation of condominiums by intervening effectively in CA decision processes.
- **Development of supply and demand for IHRS for condominiums (SO4):** development of supply and demand for IHRS for condominiums (SO4), using co-creation trajectories with local stakeholders in three Flemish cities (Antwerp, Mechelen, Ostend), marketing material for CAs, training for SMEs, a digital resource centre providing follow-up of projects and matchmaking of supply and demand.
- **Multiplication of IHRS for condominiums (SO5):** exploit the developed IHRS in view of multiplying IHRS for condominiums in other cities, regions and countries, using a Dutch and a Flemish advisory board to develop cross-sectoral agreements, and raise awareness about, and disseminate knowledge for, IHRS for condominiums with communication activities as well as awareness raising workshops in 10 EU countries.

To help achieving these outcomes, the strategy uses existing communication channels of the consortium members and strategic collaboration partnerships for the dissemination of the results. In this way we can easily reach a large audience as these existing channels already have a solid group of followers/subscribers.

The objectives of this communication and dissemination plan are to describe actions to:

- Establish a dissemination and communication strategy to connect with all type of relevant stakeholders
- Set up the relevant communication channels to share CondoReno milestones and findings, notably using establish media channels and also using EU supported channels, such as BuildUP and BuildUP Skills
- Create opportunities to present CondoReno in events: energy and/or construction/ real estate/ housing conferences, workshops, seminars, webinars at the European, national and local level; collaboration with sister projects

- Keep track of presence in media and create the material relevant for the outreaching activities: flyers, templates, videos
- Raise awareness on IHRS and CondoReno beyond Belgium and the Netherlands
- Support linkages with all public deliverables

The communication activities will be performed by all project partners to maximize all the channels that each organization has in its respective fields of work, and they will include participation to events, the redaction of articles, an online presence and the creation of a promotional video.

2.1. Role of the consortium partners

EBC, TUD, UIPI and EMBUILD are involved in the creation of the **Visual identity** and **communication material**. This task aims at creating the logo, communication kit, presentation templates, templates for agenda, minutes, attendance lists, project reports, as well as flyers (1 at the beginning of the project and one by M36), video (including testimonials) and all the creative content needed for the promotion of the project.

TUD takes the lead in creating a project website as repository for the project deliverables and to announce workshops/meetings. They **create and feed the social media-accounts on ResearchGate and LinkedIn** and are also involved in **presenting the projects results in events** such as international conferences. The **closure event** will be organised by TUD with support from other partners. Upon invitation by the Agency, **TUD** will contribute to common activities related to dissemination and visibility, and synergies with other LIFE and EU supported actions.

UIPI will create the **Twitter account** to disseminate relevant content. Additionally, to draw more attention to the project, the organisation also **conducts annually a mapping of events of relevance** which can have the format of external fairs, conferences, workshops, or webinars.

EBC creates the **LinkedIn page** and lead the creation of an online community of stakeholders interested in CondoReno developments and results. Both **EBC** and **UIPI** will draft one article, per year in relevant media (BIMToday, Build Up portal, KHL Construction) and other tailored to the sector and stakeholders they represent.

ANTW, MECH, WNR and OOST develop the online presence of the project at the local level and use their own website, Twitter and LinkedIn accounts as outlets to increase awareness and involvement of IHRS.

2.2. Dissemination Content

The following paragraph provides a general overview of the project and can be used by all partners for dissemination activities.

To support the Renovation Wave, Integrated Home Renovation Services (IHRS) are needed to support the whole renovation journey. However, most IHRS focus on advice and support for individual homeowners, are not self-sufficient, and encounter management and financing problems when dealing with condominiums which represent a majority of residences in large cities in the Low

Countries. Therefore, CondoReno will coordinate and support the creation of six IHRS for buildings co-owned by multiple private homeowners, targeting Condominium Associations (CAs) in the Netherlands and Flanders, while paving the way for upscaling such IHRS.

CondoReno does this by combining strengths of market-driven IHRS in the Netherlands and local authority-driven IHRS in Flanders into adapted IHRS business models. These will be tested by intervening directly in CA meetings of eight condominiums cases. The IHRS will also integrate living-cost neutral propositions and financial arrangements for achieving label A renovations, while training CAs and SMEs on quality assurance and performance contracting. At the same time, local stakeholder groups will co-create local IHRS supply in three cities and the project will activate CA demand for local IHRS supply with workshops and matchmaking. A Flemish digital resource centre will be initiated that supports actor listing at local level and matchmaking. Market evidence of the IHRS values will lead to cross-sectoral agreements for the further multiplication of IHRS in multiple cities and regions. Partners' and stakeholders' local, national and international networks and communication channels disseminate and exploit CondoReno knowledge and experiences across Europe. The partnership encompasses experienced project managers and researchers (TU Delft), market-driven frontrunners (WNR), local-authority frontrunners (Antwerp, Mechelen and Ostend), renovation trainers (KERN, APC), contractor associations (EMBUILD, EBC) and property owner associations (UIPI).

Taglines:

We have different taglines for different communication channels and purposes. These taglines can be modified for the target audience they are used for. However, it is important to keep the notion of energy renovations in condominiums in all taglines used. More taglines can be added through time if necessary.

Creating and multiplying integrated home renovation services in the Netherlands and Flanders.

Are you a condo association, contractor, SME or involved with energy renovations in condos?

Description:

CondoReno is a multi-year, multi-stakeholder project focused on creating and replicating Integrated Home Renovation Services (IHRS) in Flanders and the Netherlands. The project aims to accelerate label A renovations with condominium associations.

The following acknowledgement must be featured on all communications materials including websites, social media, noticeboards, print material and presentations:

CondoReno is a LIFE-2021-CET-HOMERENO project.

CondoReno is co-financed by the European Union's LIFE - Clean Energy Transition – programme. This project has received funding from the European Union's Programme for Environment and Climate Action (LIFE) MGA — Multi & Mono, under grant agreement No. 101076316.

The project will run from 2022-2026.

Quality of information disclaimer

The following sentence should appear on project deliverables:

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.

General Description

CondoReno will coordinate and support the creation of six Integrated Home Renovation Services for buildings co-owned by multiple private homeowners. We focus on condominium associations in the Netherlands and Flanders and are paving the way for upscaling IHRS across Europe.

CondoReno will lead to the development of Integrated Home Renovation Services (IHRS) for condominium associations interested in the implementation of energy renovations. The services developed in this project will offer support across the whole renovation journey for buildings co-owned by multiple private homeowners.

Project Results

CondoReno will result in the following:

- Six IHRS models
- In the Netherlands, a full-service advice-support-implementation IHRS model will be developed.
- In Flanders, three policy-driven and two market-driven IHRS models will be created. The project aims to act beyond pure advice-support and implementation
- Tools and methods for IHRS to support financial decision-making by condominium associations
- Demonstrations (eight cases in total) to illustrate that IHRS can lead to renovations achieving an energy label A by intervening effectively in the decision-making processes of condominium associations.
- Developing supply and demand for integrated home renovation services for condominium associations, using co-creation trajectories, marketing materials, training for SMEs and a digital resource centre providing matchmaking.
- Establishing two National Advisory Boards focused on multiplying IHRS for condominiums, one in Flanders and one in the Netherlands.

Objective

The objective of CondoReno is to create six IHRS for buildings co-owned by multiple private homeowners, targeting the Netherlands and Flanders, while paving the way for upscaling such IHRS across Europe.

How will we do it?

CondoReno will deploy IHRS across Europe by combining strengths of market-driven IHRS in the **Netherlands** and **local authority-driven IHRS in Flanders** into adapted IHRS business models. These will be **tested by intervening directly in meetings of eight condominium associations**.

The IHRS will integrate **living-cost neutral propositions and financial arrangements for achieving label A renovations**, while **training condominium associations and small and medium enterprises** on quality assurance and performance contracting.

Local stakeholder groups will co-create local IHRS supply in three cities and the project will activate CA demand for local IHRS supply with **workshops and matchmaking**. **A Flemish digital resource centre** will be initiated that supports actor listing at local level and matchmaking.

By demonstrating market evidence of the IHRS, the project aims to **develop cross-sectoral agreements for the further multiplication of IHRS** in multiple cities and regions across Europe. This will be further supported by engaging the local, national and international networks and communication channels of project partners and stakeholders.

2.3. Specific communication and dissemination actions towards SMEs:

Given the key role of SMEs in building renovation activities (being the construction SMEs the main players in the renovation market, as they contribute to more than 70% of the added value in the EU building sector), the CondoReno consortium, counting in particular on the good positioning of EBC (representing 17 national associations of construction SMEs in 16 European countries) and Embuild (representing construction companies in Flanders), will carry out specific communication and dissemination actions addressed to this target group, to make sure that the IHRS solutions developed by CondoReno can effectively reach out to them. For a - not yet exhaustive - list of actions already identified:

- Dissemination of the **supply-side toolkit** to be developed under WP3 to encourage SMEs to engage into the IHRS-approach
- Dissemination of available **training programs** targeting the needs of SMEs involved renovation activities
- Identification of possible side, local, regional and/or national **brainstorming and networking workshops** with SMEs
- Organisation of dedicated **info sessions / webinars** to inform SMEs about the tools developed by CondoReno

- Widespread dissemination of CondoReno results via **workshops and collaboration with local stakeholders** (including construction SMEs and property owners) in **other EU countries**, as part of CondoReno's replication plan

2.4. Specific communication and dissemination actions towards CAs:

- A **tool kit** and **training** to support CA managers and the CA-boards to prepare a well-structured decision-making process under WP3
 - Dissemination of method and tool for a smoother working process of IHRS to prepare a decision making on profound information on financial impacts for CAs
 - Dissemination of solution to eliminate any financial risks for CAs who step into an integral renovation process

Widespread dissemination of CondoReno results via **workshops and collaboration with local stakeholders** (including construction SMEs and property owners) in other EU countries, as part of CondoReno's replication plan

3. Target Audiences and Key Stakeholders

According to the Dissemination and Communication Strategy argued in chapter 1, the following groups of stakeholders were identified:

1. **Project partners**
2. **Small and Medium Enterprises** (SMEs) aiming at creating and testing IHRS for condominiums. These SMEs, in our definition enterprises of 2-250 employees, can be companies from different fields, for example construction, advice or energy companies. We also include freelancer/self-employed workers in this category.
3. **Condominium Associations and condominium managers** in Flanders and the Netherlands. Also, property owner associations fall under this category as they represent condominium associations and managers.
4. **Flemish and Dutch key players for developing the IHRS supply and demand**, including local regional and national authorities and associations. These players include:
 - 4.1 **Policy actors** (e.g.: local or regional authority, public agency or institute,..)
 - 4.2 **Renovation solution suppliers** (e.g. planning and construction parties, urban planners, architects, design team, general contractors, products suppliers, ESCO, contractor, energy monitoring, facility manager, installation provider, one-stop-shop,..)
 - 4.3 **Energy solution suppliers** (e.g. distributor system operators, energy supply companies, energy agencies, renewable energy companies, heat grid operators, aggregators, service providers, net managers, energy monitoring providers, energy cooperatives,..)
 - 4.4 **Beneficiaries** (e.g. clients, residents, homeowner assemblies, community/occupants' organizations, action groups, Housing associations and cooperatives: private, public, semi-public,..)

- 4.5 **Financing intermediaries** (e.g. banks, investment funds, real estate developers, project developers, portfolio managers, ESCOs,...)
- 4.6 **Other intermediaries** (e.g. federations, trade organizations, not-for-profit organizations, neighbourhood interest associations, neighbourhood communication agents, business model developers, consultants,...)
5. **The EU Peers network and EU associations** targeting their members and a wider community of IHRS stakeholders

C&D Activities	Target group	Objective
Communication & Dissemination Strategy (WP8)	1	Strategic framework for successful implementation of C&D activities. Will be actively highlighted and jointly updated with the whole project team
Visual identity and communication material (WP8)	1	Reaching uniform deployment of project results and unified project narrative by creating project logo, one-pager, word and PPT template (including EU logo to ensure Visibility of EU funding) that will be available for all project partners through the joint project-folder.
Steering Committee & Partner meetings (WP1)	1	Discuss project progress to discuss C&D strategy and actions during semi-annual SC and additional partner meetings
National advisory board meetings (WP7)	1, 4	Discuss progress and provide on C&D activities in semi-annual meetings with NAB members and provide steering committee with advice and tools to be actively engaged in dissemination project results.
CondoReno workshops (WP1)	1, 2, 3, 4, 5	Semi-annual working activities, coupled to NSC and partner and SC meetings, with activity definition and input from target groups depending on partner and project needs (e.g., field trip, focus group, workshop, lecture)
Local stakeholder group meetings (WP5)	1, 2, 3	Activate local IHRS development and communication on the project by local stakeholders during the regular meeting in Antwerp, Mechelen and Ostend.
Project website (WP8)	1, 2, 4, 5	Repository for project results and communication material, central access point for local activities (such as local digital resources centres)

Digital resource centre (WP5)	1, 2, 3	CRM and matchmaking tool hosted by Mechelen, licensed by Ostend, aimed at local IHRS stakeholders and CAs wishing to renovate.
Online and social media presence & newsletters (WP8)	1, 2, 3, 4, 5	Developing an online community of stakeholders interested in CondoReno developments and results (nationally (NL-BE) as well as internationally (EU))
Matchmaking event (WP5)	2, 3, 4	Aspiring IHRS (at least three) pitching integrated offer to CAs who want to renovate (at least five)

3.1. Letters of support

The following 65 institutions provided a letter of support (LoS) to the project to date (14 October 2024), which can be found in the table below. More information about the organisations and their role in the project can be found in a [dedicated document in the CondoReno Teamfolder](#). These organisations have shown interest in and committed to spreading the outcomes of CondoReno. As such they are key players in broadening the reach of the project.

Organisation	Short description	Country	Stakeholder group
Aannemersfederatie Nederland Bouw en Infra	Construction association	Netherlands	3-NL/BE local actors
AEDS	Federation of social housing associations	Netherlands	3-NL/BE local actors
AMS Institute	Knowledge institute	Netherlands	3-NL/BE local actors
Appartement en eigenaar	HOA interest association	Netherlands	3-NL/BE local actors
bouwend nederland	Construction association	Netherlands	3-NL/BE local actors
Branchevereniging VVE beheerders BVVB	CA federation	Netherlands	2-Condominium associations
Centraal Beheer	Insurance company	Netherlands	3-NL/BE local actors
Consumentenbond	Consumer federation	Netherlands	3-NL/BE local actors
Creative City Solutions	platform for integrated renovation solutions	Netherlands	1-SMEs active in IHRS
Deelstroom Delft	Energy cooperative Delft region	Netherlands	3-NL/BE local actors
DVvE	One-stop-shop	Netherlands	1-SMEs active in IHRS
Energiebespaarders	one-stop-shop for single-family homes/districts	Netherlands	3-NL/BE local actors
Energiesprong Alliantie	IHRS for HOA's	Netherlands	3-NL/BE local actors
Gemeente 's-	Local authority	Netherlands	3-NL/BE local actors

Hertogenbosch			
Gemeente Amersfoort	Municipality	Netherlands	3-NL/BE local actors
Gemeente Amsterdam	Municipality	Netherlands	3-NL/BE local actors
Gemeente Breda	Local authority	Netherlands	3-NL/BE local actors
Gemeente Brunssum	Local authority	Netherlands	3-NL/BE local actors
Gemeente Den Haag	Local authority	Netherlands	3-NL/BE local actors
Gemeente Rotterdam	Local authority	Netherlands	3-NL/BE local actors
Gemeente Wijk bij Duurstede	Municipality	Netherlands	3-NL/BE local actors
Hogeschool Utrecht	Education	Netherlands	3-NL/BE local actors
MilieuCentraal	Advisory centre	Netherlands	3-NL/BE local actors
Ministerie van BZK	National authority	Netherlands	3-NL/BE local actors
Nederlandse Vereniging Duurzame Energie	Sustainable energy federation	Netherlands	3-NL/BE local actors
Nederlandse Vereniging voor Doelmatig Onderhoud (NVDO)	Federation	Netherlands	3-NL/BE local actors
Onderhoud.NL	SME federation	Netherlands	3-NL/BE local actors
Pcvb	exams for CA managers	Netherlands	3-NL/BE local actors
Peilon B.V.	Supply chain integration advisor	Netherlands	1-SMEs active in IHRS
province Gelderland	Regional authority	Netherlands	3-NL/BE local actors
Provincie Utrecht	Province	Netherlands	3-NL/BE local actors
Provincie Zuid-Holland	Regional authority	Netherlands	3-NL/BE local actors
Regionaal energieloket	Consultant	Netherlands	3-NL/BE local actors
Schuttelaar en Partners	Consultant	Netherlands	3-NL/BE local actors
Segon BV	Financial expert	Netherlands	3-NL/BE local actors
Stichting VVE Belang	Federation of CAs	Netherlands	2-Condominium associations
Stichting !Woon	Non-profit organisation	Netherlands	1-SMEs active in IHRS
Stichting Duurzaam Stoer	energy cooperative specialized in joint buying of solutions	Netherlands	3-NL/BE local actors
Stimuleringsfonds Volkshuisvesting	Fund manager	Netherlands	3-NL/BE local actors
Stroomversnelling	Non-profit organisation	Netherlands	3-NL/BE local actors
TKI Urban Energy	Innovation network	Netherlands	3-NL/BE local actors
TNO/TKI-Bouw en Techniek	Construction innovation centre	Netherlands	3-NL/BE local actors
vennster Parta	Guidance decision processes	Netherlands	3-NL/BE local actors
Verbouwstromen	Innovation network	Netherlands	3-NL/BE local actors
Vereniging Eigen Huis	Federation of	Netherlands	2-Condominium

	homeowners		associations
Vereniging Nederlandse Gemeenten (VNG)		Netherlands	3-NL/BE local actors
Vereniging Projectmanagement Nederlandse Gemeenten (VPNG)	Community of practice	Netherlands	3-NL/BE local actors
Vereniging van Eigenaren. nl	Media outlet	Netherlands	2-Condominium associations
VvE Bond	VVE	Netherlands	2-Condominium associations
VVE Bond	assembles CA's in Amsterdam	Netherlands	3-NL/BE local actors
VvE Het Bentjen		Netherlands	3-NL/BE local actors
VVE Transitiecentrum Brabant	CA support for municipalities	Netherlands	3-NL/BE local actors
VvE-010	Consultant	Netherlands	2-Condominium associations
Warmtefonds		Netherlands	3-NL/BE local actors
WOAB Woningabonnement	Aspiring IHRS	Netherlands	1-SMEs active in IHRS
Woonnu		Netherlands	1-SMEs active in IHRS
Provincie Antwerpen		Belgium	3-NL/BE local actors
European Insulation Manufacturers Association (ERUIMA)	Construction association	EU	5-EU wide network
European Construction Industry Federation (FIEC)	Construction association	EU	5-EU wide network
European Electric Contractors' Association	Construction association	EU	5-EU wide network
European Heating Industry	European association	EU	5-EU wide network
European Mortgage Federation - European Covered Bond Council	European association	EU	5-EU wide network
Federation of European Heating, Ventilation, and Air Conditioning Associations (REHVA)	European association	EU	5-EU wide network
VME Salvator	Condominium association	Belgium	2-Condominium associations
Eurogas	European association	EU	5-EU wide network

This list is further broadened in cooperation with Work Package 2 “Mapping stakeholders and activating business models for IHRS for condominiums”, in the context of setting up the National and local advisory boards.

4. Visual Identity

Task 8.2 aims at creating the logo, communication kit, presentation templates, templates for agenda, minutes, attendance lists, project reports, as well as flyers (1 at the beginning of the project and one by M36), video (including testimonials) and all the creative content needed for the promotion of the project.

A brand guidelines document (Annex 1) for CondoReno which includes: logos (stacked and horizontal and their respective grey scale and negative variants; brand fonts; colour scheme; visual language and basic brand usage guides have been created by UIPI and are used in all online and print materials. This document will help ensure brand consistency among all the visual products produced by different partners.

The aim when developing the Condoreno visuals was to create an aesthetic logo that is easy to be memorized and understood by the general audience. Therefore, the structure is kept purposefully simple and not more than three colours are being used. At the same time the focus of the project is clear: Condominiums. To point to the overall objective of achieving the sustainability goals for buildings, 'Reno' is written in green, standing out from the rest.

Feeding into the process of creating the project's identity, the colour scheme orange, grey and green are repeatedly used in the templates (Annex 2). All templates can be found in a shared, dedicated folder: [Templates](#).

The templates are designed in a simple, user-friendly way to simplify the usage for all project partners. Therefore, as these are the conventional formats, Word and PowerPoint have been chosen as standards. Nevertheless, one reporting template for special occasions (for example to attract stakeholders) has been kept on Canva as the platform allows to apply unique designs that could support the recognition value of the project.

Lastly, a draft of the first project flyer has been created (Annex 3). The project flyer serves the goal to introduce the project, listing the main aspects/objectives and aesthetically drawing the attention of stakeholders. After receiving feedback from partners, the flyer will be adjusted and finalised shortly. To follow the set sustainability goals of the EU, to become climate-neutral by 2050, the flyer will be for now used in a digital form. At the same time, a printed version will be needed, especially when partners will meet stakeholders or attend events. Therefore, a postcard has been created as well, serving the same aim as the flyer but providing the possibility of being used and therefore, will be less considered as waste. Also, the postcard is currently in the stage of being a draft but will be finalised shortly.

5. Dissemination Channels

Various dissemination activities ensure good visibility of the project towards the identified target groups and the general public. These are based on a Dissemination and Communication strategy tailored to the various needs and expectations of the target groups. Ways of contacting actors differ in three main aspects:

- Type of link established with each actor: from being informed to being involved;
- The number of actors being reached;
- The effectiveness in getting the outcomes of the project understood.

Communication tool	Indicator	Target end of project
Project website	N° visitors/ N° page visits	15.000 / 37.500
Digital resource centre Flanders	N° visits per month N° stakeholders listed	300 20
E-mail marketing	Open ratio	20%
Publications, newsletters	N° of publications in journals N° of project newsletters	2 4
Workshops	N° participants	50 / workshop
Matchmaking event	N° participants / N° CAs	20 / 5 CAs
Trainings live+virtual	N° participants	24+160
LinkedIn	N° followers	500
ResearchGate	N° subscriptions	50
Twitter	N° followers/ reach, impressions	250
Local stakeholder meetings	N° stakeholders present	12/ local meeting
Conference presentations	N° presentations	2 international, 4 national
Articles in (web) magazines	N° articles national/ international	10 (5 per country) / 2
Video	N° views	300

Information will be shared by partners to inform, inspire and encourage implementation of IHRS for condominiums. For this purpose, various channels have been identified to be used for the dissemination. Varying in terms of size and target audience, they can be divided in international, national and local dissemination channels as visible in the tables below. Within the development of the project, it will be further defined how the dissemination channels are used more specifically.

5.1 Local dissemination channels

Dissemination channel	Target area	Communication format and quantity	Subscribers / Visitors / Followers (if available)	Target Audience
EMBUILD 14-day newsletter 'Bouwfocus'	Flanders	6+ news items	2,000	4-Flemish/Dutch key players
Daily newsletter 'Bouwflash'	Flanders	6+ news items	10,000	2-SMEs (building companies)

EMBUILD website www.Embuid.be	Flanders	Project page	40,000 visitors per year	2-SMEs (building companies)
EMBUILD social media: Facebook, Twitter, LinkedIn	Flanders	Sharing of posts	To be defined	4-Flemish/Dutch key players
Newsletter 'Antwerpen voor klimaat'	Antwerp		5,000	3-Condominium Manager Condominium Associations
Stad Antwerpen Social media channels	Antwerp	Sharing of posts	Facebook +/- 18.000 followers; Instagram 2.700	3-Condominium Manager and Condominium Associations
Website 'Antwerpen voor klimaat' https://antwerpenvoor.klimaat.be/	Antwerp	Topical best practice example	To be defined	3-Condominium Manager and Condominium Associations
Stad Mechelen website klimaatneutraal.mechelen.be and www.mechelen.be	Mechelen	Creation of Project page	Mechelen: 962.837 unique visitors in the last 12 months Mechelen Klimaatneutraal: 27.563 unique visitors in the last 12 months CondoReno-page: 144 visitors (since 24/10/2022) Klimaatneutraal.mechelen.be/appartement-renoveren: 36 visitors (since 26/4/2023)	3-Condominium Manager and Condominium Associations
Stad Mechelen Digital newsletter	Mechelen	Sharing of posts	6458 enlisted members	3-Condominium Manager and Condominium Associations
Stad Mechelen social media channels: Linked	Mechelen	Sharing of posts	LI: 6966 followers FB: +22000 followers IG: 17400 followers	3-Condominium Manager and Condominium Associations

In, Facebook, Hoplr			FB MKN: +1100 followers (Hopplr does not registrate followers)	
Stad Mechelen city magazine 'Nieuwe Maan'	Mechelen		Print edition: 48472 copies	3-Condominium Manager and Condominium Associations
Energiehuis Oostende website	Ostend	Project page	-	3-Condominium Manager and Condominium Associations
Energiehuis Oostende social media channels	Ostend	Sharing of posts	To be defined	3-Condominium Manager and Condominium Associations 4-Flemish Key Players
Oostende newsletter 'Update'	Ostend	To be defined	40,000	3-Condominium Manager and Condominium Associations 4-Flemish Key Players
APC newsletter	Paris	Articles	To be defined	3-Condominium Manager and Condominium Associations
APC website	Paris	Project page	-	3-Condominium Manager and Condominium Associations
Training by Stad Antwerpen	Antwerp	Annual training	To be defined	3-Condominium Association managers active in Antwerp with CIB and VIVO
Seminars by Stad Antwerpen	Antwerp	3/year	To be defined	3-Building professionals and Condominium managers

5.2 Network for local dissemination activities:

- Antwerp database of energy coaching contacts (36 professional CA managers, 233 CAs)
- Antwerp local/regional press network for press items, example

- 'CoachCopro network (28 members of the network, including climate agencies and municipalities)
- City access to regional, national networks of local authorities and energy agencies: VVSG climate and energy network, Klimaatwijken (with Flemish government, Leuven and Kortrijk), region
- 'Rivierenland', provinces of Antwerp and West Flanders
- Brussels Capital Region and the Walloon Region via EMBUILD sister association CCW

5.3 National dissemination channel

Dissemination channel	Target area	Communication format and quantity	Subscribers / Page visitors / Followers (if applicable)	Target Audience
EMBUILD magazine 'Embuild Magazine' (maandblad)	Belgium	2 articles	10,000	2-SMEs (building companies)
WNR Website	Netherlands	Project page	-	2-SMEs 3-Condominium Manager and Condominium Associations 4-Dutch key players
KERN Website	Netherlands	Project page	-	2-SMEs 3-Condominium Manager and Condominium Associations 4-Dutch key players
Newsletter DNA in de Bouw	Netherlands	Articles	To be defined	
TU Delft Website	Netherlands	Project page	-	4-Dutch key players
TU Delft social media	Netherlands	Sharing of posts	To be defined	4-Dutch key players
Supporter: Bouwend Nederland Magazine BNL and website	Netherlands	To be further defined	4,300	2-SMEs 4-Dutch key players (Building companies)

Supporter: WTCB: Magazine Contact, website, LinkedIn	Belgium	To be further defined	100,000	2-SMEs 4-Dutch key players (Building companies)
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Network for national dissemination activities:

- TU Delft networks ECEEE, CIB, ENHR, TKI Bouw en Techniek, Urban Energy Institute
- UIPI national property owner member associations
- EBC national construction enterprises member organizations

5.4 Dissemination channels on EU level

Dissemination channel	Target area	Communication format and quantity	Subscribers / Visitors / Followers (if available)	Target Audience
EBC website	EU	Project page	-	2-SMEs 5-EU wide network
EBC newsletter	EU	Articles, further, to be defined	1,700	2-SMEs 5-EU wide network
EBC social media: Twitter, LinkedIn	EU	Sharing of posts	Twitter: +2.500 followers LinkedIn: +900 followers	2-SMEs 5-EU wide network
UIPI website	EU	Project page	-	3-Condominium Manager and Condominium Associations 5-EU wide network
UIPI monthly newsletter to members	EU	Articles, further, to be defined	90	3-Condominium Manager and Condominium Associations 5-EU wide network
UIPI social media: Facebook, Twitter, LinkedIn	EU	Sharing of posts	Facebook: 720 followers Twitter: +1,300 followers LinkedIn: +900 followers	3-Condominium Manager and Condominium Associations 5-EU wide network

5.5 Network for EU dissemination activities:

- Ongoing EU projects and initiatives (SHIFFT, BE REEL!, EU City Facility, Covenant of Mayors, SaveTheHomes, EU Peers, I-HEROS, BIM4Ren, BIM-SPEED, Construction Blueprint, BIO4EEB, HumanTech, Beeyonders, Renpower, ONeClickReno)
- EBC networks: European Housing Forum, SMEunited, Small Business Standards (SBS), Construction 2050 Alliance, BuildUP platform, ECCREDI, Built4People, etc.

5.6 Event Suggestions

Dissemination of project results through relevant media channels of the project partners and stakeholders (see letters of intent), participation in national and international conferences, articles in specialized and general magazines and other media.

On an annual basis a mapping of relevance is being created, so that CondoReno is presented in external fairs, conferences, workshops and webinars for promotional purposes by different partners, according to availability and profile (4 external conferences/ year, 2 dissemination activities/year).

To collect relevant event possibilities for the project, a document has been created that all partners are asked to use: [Event calendar](#).

The goal is to not only create an overview but also to stimulate the partners to participate in an event on behalf of CondoReno. So far, the document already has been filled with some event suggestions as visible in the screenshot below.

Start Date	End Date	Event Title	Event Type
10-10-2022	12-10-2022	SBE22 international conference Delft, presentation on upscaling living-cost neutral renovations (W	Conference
17-11-2022	17-11-2022	OPENGELA final conference Brussels (Part of Renovation Summit)	Workshop
1-12-2022	2-12-2022	Workshop on integrated home renovation services, workshop will gather around 30 projects	Workshop
	10-1-2023	Building Blocks - ervaring en geleerde lessen Boomgaardshoek Rotterdam, presentation on workshc	Workshop
12-1-2023	12-1-2023	The role of Real Estate Investment Trusts in financing building renovation in Europe	Webinar
	30-5-2023	Embuild conference DAY 1	Conference
	31-5-2023	Embuild conference DAY 2 Couple to WP2 workshop and partner meeting TBC	Workshop etc
20-6-2023	22-6-2023	EUSEW 23	Conference
7-6-2023	9-6-2023	Affordable Housing Initiative Tech Camp	Workshop

When partners decide to attend an event, it is necessary to register this activity. As mentioned in the previous chapter, a [dissemination registration form](#) has been created to keep track of all dissemination activities. When it comes to registering an event, the partners would need to fill in additional fields in the form. Firstly, partners need to answer if they attended the event in person or online, and secondly, they need to indicate in which city/country the event took place.

6. Events and Boards Strategy

6.1. Events in Flanders and the Netherlands

To engage the wider audience of CondoReno in Flanders, Embuild Vlaanderen is in the lead to organize co-creation with supply-side. To achieve this, Embuild Vlaanderen organises a workshop on the topic of condominium association during the yearly Energy congress. This workshop included a speaker from the project of CondoReno and other relevant experts on the matter.

In addition, a learning network will be organised starting in October 2024. A learning network is a trajectory in which experts present relevant topics to spark a discussion and cooperation between the participants. This trajectory consists of four sessions, all focused on a specific aspect of renovation:

Session 1 - Outlining the Market

Establishing a roadmap for renovations, including informing property owners, forming a project team, and creating a Renovation Master Plan.

Session 2 - Practical Business Models

Exploring various business models and responsibilities for coordinating and executing renovations.

Session 3 - Tools for Cost Optimization

Providing insight into renovation costs, financing options, and available subsidies for property owners and condominium associations.

Session 4 - Integrated Approach: Quality and Performance Guarantees

Ensuring quality and performance guarantees within different renovation models to achieve the desired outcomes.

This learning network has a group selected to represent all stakeholders in the condominium renovation process: renovation specialists, HVAC installers, constructions companies, buildings owners, syndics and condominium associations, study agencies, energy houses and renovation coaches.

In order to engage the right people, Embuild Vlaanderen will communicate through a daily newsletter, a separate mailing and social media on the following dates:

- Mailing: 27/8
- Flash: 3/9
- LinkedIn Embuild Vlaanderen: 3/9
- LinkedIn Life_CondoReno: 18/9
- Mailing by other Flemish partners on 5/9 and 11/9, targeted towards CA and syndics.
- Personal mailing to contractors and study agencies

The learning network will be repeated due to the high interest.

6.2. Events in other EU countries

As part of the EU-wide replication established in WP7, UIPI and EBC will lead in the organisation of 10 international workshops in, at least, 5 EU countries different to the regions in which CondoReno is active with the objective to exploit project results as starting kit for multiplying IHRS for condominiums. As a baseline, the workshops will be structured as follows:

- A brief explanation of the main principles of the new EPBD
- A focus on the provisions on one-stop shops for building renovation
- A presentation of the CondoReno project and its key findings
- A discussion on the local state of play on IHRS/OSS
- A discussion on replicability of CondoReno concepts at national or local level
- Advisory boards format

Closing this round of events, UIPI and EBC will also organise a policy workshop (T7.3B2) in Brussels which will differ in the structure and content but will make use of the same promotion channels. The format and orientation of this workshop will rely on the main findings of CondoReno, the collaboration with other LIFE projects (in particular EU Peers) and the evolution of the policy/legislative landscape.

Content to promote this workshops will be developed including a poster for online and offline use (if relevant), news items in the CondoReno and partners' website and social media promotion before and after the event has taken place.

Participation to the workshops is expected to be channelled through co-hosting local associations of EBC and UIPI. Materials will be adapted and shared with them to accommodate their established channels. Contacts with the speakers and assistants will be made through mailing. Other dissemination channels will be explored case by case to invite participants should this be needed.

6.3. National and International Advisory Board

National Advisory Board

Two National Advisory Boards (NAB) are set up, one in the Netherlands and one in Flanders, to create and multiply IHRS for condominiums with members recruited from organisations that are not involved in the project itself, so to ensure that they are independent, representing all stakeholder groups (IHRS demand, IHRS supply, IHRS policy and possible intermediaries)

The goal of the National Advisory Boards is to support the uptake of IHRS by condominium associations in the Netherlands and Flanders. The National Advisory Boards provide the project partners with advice and tools through the project and will be actively engaged in the dissemination of project results. Tasks of these NABs are to:

- Reflect/advice on project activities and results, and on potential changes in the project.
- Advice on dissemination activities and reach out to stakeholders.
- Support paving the way for self-sustaining the developed IHRS for condominiums
- Prepare formalized intentions for the uptake of IHRS in national policy or covenants

NABs are to meet once a year, alternating each half year in Flanders and in the Netherlands, in conjunction with project steering committee meetings and workshops

International Advisory Board

The International Advisory Board (IAB) will serve as a key advisory body, composed of leading European stakeholders involved in developing Integrated Home Renovation Services (IHRS) for condominiums. The board, which includes EU policymakers, construction sector representatives, and building owners, will meet three times throughout the project (M25, M34, and M41) to monitor progress, provide feedback, and propose policy recommendations.

Key features for this are:

- The agenda for these meetings includes discussions on the project's key deliverables, such as viable business models and decision-making toolkits for condominium renovations and sharing insights from National Advisory Boards (NABs) across different EU regions. A core focus of the IAB is to identify strategic synergies with other EU-funded initiatives and facilitate knowledge exchanges, particularly with projects related to one-stop shops for energy efficiency.
- All IAB activities and discussions stem from the Letters of Support collected during the first phase of the project, ensuring strong engagement and commitment from key stakeholders

The IAB will further contribute by formulating actionable policy guidance, fostering collaborations with other relevant EU projects, and promoting the exchange of expertise, with a particular emphasis on aligning with initiatives aimed at energy efficiency improvements through one-stop-shop models.

Promotion of both the IAB and NAB will be made through branded mailing. Results from the sessions will be shared through project channels -social media and website- if relevant to the wider audience. A section of the website will also be dedicated to explaining the role of the boards and members of it.

7. .Website, Social Media and Newsletter Strategy

The following subchapters will explain which website and different social media channels will be used to disseminate the project's content.

Regarding social media, the following hashtags should be used in the posts.

#LIFE_CondoReno

#LIFEprogramme

#LIFEproject

#LIFEprojects

#EU2050

Furthermore, guidelines for social media usage for EU-funded projects can be found here: [Social media guide for EU funded R&I projects](#).

To keep track and organise social media activities, a calendar has been created: [Calendar of Publications](#). The calendar (screenshot below) is used to collect ideas for social media posts and to divide responsibilities between partners. Furthermore, all links to the posts are in the document to facilitate reporting.

Date	Content	Partners	WEE	LI	TW	Notes
17 November 2023	Ragy's article	TUD		update/		
17 November 2023	Workshop WP2 invitation (annouce full program)	TUD		update/		
24 November 2023	UIPI renovation tour promo post	TUD/UIPI		update/		
01 December 2023	NAB and Flemish Advisory Boards - general post	TUD/EBC?		update/		
01 December 2023	Partners' presentation EBC	EBC		update/	renoLit	
09 December 2023	D2.1 results! Declarations joint business model development	TUD		update/	ife/stat	
15 December 2023	Partners' presentation WNR	TUD		update/	ife/stat	
05 January 2024	Belgian Renovation Week & CondoReno workshop	TUD		update/	ife/stat	
19 January 2024	Looking back at Belgium Renovation Week	TUD		update/	ife/stat	
02 February 2024	D2.2 Report	TUD		update/	ife/stat	
02 February 2024	D3.4 Report	TUD		update/	ife/stat	
09 February 2024	UIPI OSS event series	UIPI		update/	ife/stat	

The calendar includes also the four project's milestones. This allows the partners to plan ahead as these moments in the project are of great importance and require extra communication activities.

June 2023	Milestone 1: Starting models IHRS
March 2024	Milestone 2: Ready for application in IHRS
September 2025	Milestone 3: Ready for replication
June 2026	Milestone 4: IHRS replicated

The social media accounts will be managed by UIPI, EBC, TU Delft and Embuild, according to a planning made in agreement between these four partners, which will be monitored and updated during communication meetings. Other partners are invited and encouraged to contribute and engage with the content shared.

7.1 CondoReno Website

Currently, still under construction, the CondoReno website is available at condoreno.org. The website will serve as a repository for project deliverables as well as [resources](#) for the target audiences of the project. Established and maintained by TUD, UIPI and EBC are helping to feed the website with project developments and updates.

The website is structured in the following subpages: About the project, Resources, Community, News & Events and Contact Us, as can be seen in the screenshot below.

Header & Menu

Project logo – Creating Integrated Home Renovation Services for Condominium Associations [link to Home page http://condoreno.eu/]		Contact Us Translate Page button 5 Small Social Button Icons in 1 row (LinkedIn, Instagram, Twitter, Facebook)				
		About the Project	Resources	Community	News & Events	Contact Us
			Project Deliverables	Project Consortium		
		Pilots	Other Resources for IHRS	Advisory Boards		
				Community		

Footer

Contact Us	Newsletter Signup	LinkedIn News Feed
<p>This project has received funding from the European Union's Programme for Environment and Climate Action (LIFE) MGA — Multi & Mono, under grant agreement No. 101076316.</p> <p>Views and opinions expressed on this website 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.</p> <p>[EU Life Logo]</p>		
Follow Us [icons] LinkedIn Instagram Twitter Facebook		
	Privacy	

The Homepage is structured in a simple way and will contain a limited number of elements, in order to give a clear first impressions to visitors of the website. A short text about the project is accompanied by a full-size image of a condominium stressing the focus of the project on this type of dwelling. The homepage also displays the latest news and events, as to make the website more dynamic and give the visitor a first glance to the latest activities of the projects, and links to the main segments of the website

The 'About the Project' subpage will entail an extensive description of the action and objectives of the project. With further progress of the project, the section 'Pilots' will be added in order to give more information on the development on the different business models of Integrated Home Renovation Services.

In the 'Resources' subpage, links to project deliverables and additional resources that support the development and implementation of Integrated Home Renovation Services, can be found. In order to

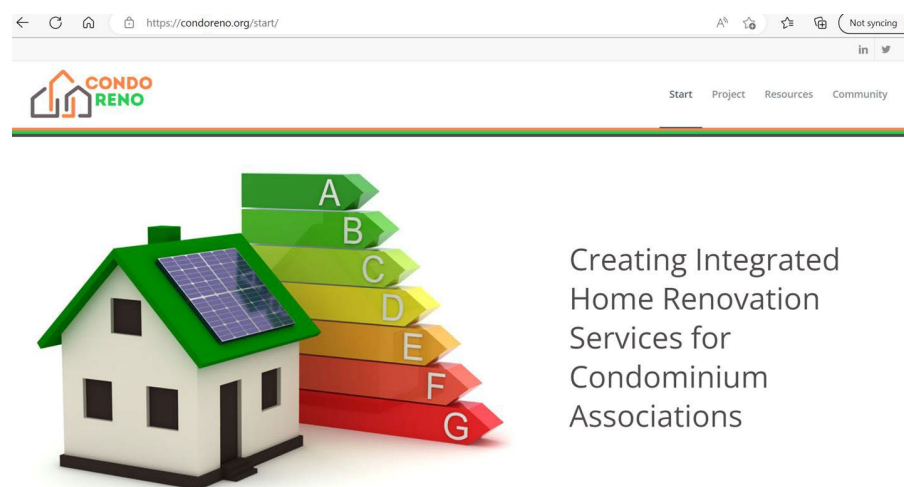
address the different stakeholder groups, toolkits for each kind will be uploaded. Furthermore, reports and local experiences of the project will be available to the public to spread the project's knowledge and therefore, potentially replicate the results on EU level.

Under 'Community' the Consortium and the Advisory Boards are introduced, entailing logos and links of the partners. The aim is to increase traffic on both the partner's and the CondoReno website. Above this introduction, different ways of how to get involved in the project are listed: Linked-In, events, newsletter etc. All of them are linked to the 'Contact Us' subpage where more information can be found on how to get in touch.

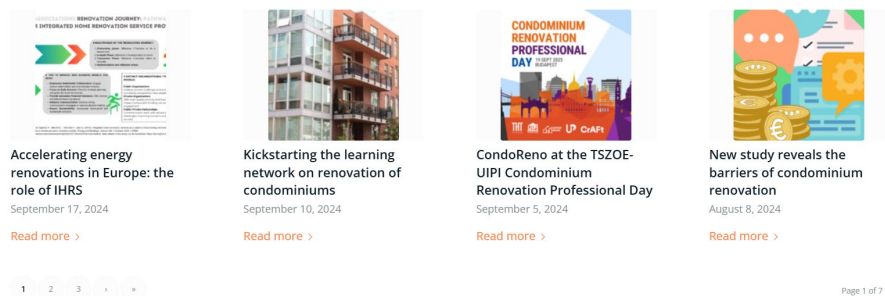
'Events and News' is a subpage regularly updated with articles, social media posts and events of the past and future. Possibly the page will be linked to the LinkedIn and Twitter accounts, so news from these social media accounts will show automatically.


The KPI set for the website, is to gain 15.000 visitors and 37.500 page views by the end of the project. Google Analytics will be tracked to assess this KPI.

Outlook of the first version of the website:




LATEST NEWS






[Start](#)
[Project](#)
[Resources](#)
[Community](#)


CondoReno will lead to the development of Integrated Home Renovation Services (IHRS) for condominium associations interested in the implementation of energy renovations. The services developed in this project will offer support across the whole renovation journey for buildings co-owned by multiple private homeowners.



About the Project



Resources





[Start](#)
[Project](#)
[Resources](#)
[Community](#)

PROJECT CONSORTIUM



7.2 CondoReno Twitter

In order to align the understanding of social media indicators, the definitions of all indicators used in this report are noted at the beginning of each social media channel.

Follower: the number of people, who opt in to receive the CondoReno tweets.

Impressions: the number of times a user receives a tweet in the timeline or searches for results.

Engagement: the number of times a user interacts with a tweet.

Engagement rate: the number of engagements divided by the number of impressions.

The CondoReno Twitter profile (<https://twitter.com/CondorenoLife>) counts currently 5 followers.

On a rotating basis, TUD, EBC and UIPI will feed the Twitter account with content, the aim is to publish around two posts per month. Content can be meetings, events, announcements and project developments.

Example of successful tweets:



Recommendations for partners:

- Follow the page from your professional and personal accounts
- Retweet posts from your professional and personal accounts
- Tag @CondoReno in your posts and comments
- Use your company page to boost the spread of CondoReno posts
- To achieve higher visibility, you can also tag relevant EU bodies in appropriate discussions, re-tweets and tweets

CondoReno LinkedIn

Company page visitors the number of people who visited CondoReno LinkedIn page.

Company page followers: the number of people who follows and receives CondoReno LinkedIn post on their timeline.

Impressions: the number of people who saw CondoReno content (including revisits).

The social media platform LinkedIn is be used in two different ways by the project, aiming to reach different target audiences.

On the one hand, a private CondoReno group has been created to exchange relevant information. This group targets the stakeholder group 1, the project partners. This space is used to exchange relevant content as inspiration for developing new ideas within the project. Furthermore, updates that are not relevant to the public can be shared.

One the other hand, a public account has been created with the aim to reach a large part of the target audience, namely stakeholder groups 2,3,4 and 5. To increase this Community, relevant content such as articles on project developments, attendance and announcements of events and outcomes of Consortium meetings will be posted.

The goal is to have 500 followers at the end of the project. Same as for the Twitter account, TUD, EBC and UIPI will publish content on a rotating basis.

The CondoReno LinkedIn profile (<https://www.linkedin.com/company/89225127/>) counts 39 followers.

Example of successful posts:

Screenshots



Recommendations for partners:

- Follow the LinkedIn company page with your personal profile
- Like and share posts coming from CondoReno

7.4 CondoReno ResearchGate

ResearchGate is a social networking platform designed for scientists and researchers to share their publications, collaborate on projects, and connect with peers in their field. It allows users to upload their research, access articles, ask questions, and exchange knowledge with a global academic community. Researchers can also track citations and metrics related to their work, making it a valuable tool for academic networking and visibility. In the frame of this project, ResearchGate will serve as a dissemination platform for the scientific and academic papers produced by TUDelft.

The network allows for the following metrics to be tracked:

Reads means the number of times someone views a publication summary (such as the title, abstract, and list of authors), clicks on a figure, or views or downloads the full text.

Publications is the number of documents (articles, figures, posters etc.) that CondoReno uploads on ResearchGate.

Citations is the number of times CondoReno was quoted on ResearchGate.

Network contains of the people CondoReno cited and was cited by.

Originally, and as per what was stated in the Grant Agreement, a profile for the project was created under <https://www.researchgate.net/project/LIFE21-CET-HOMERENO-CondoReno>. But on 31 March 2023 the feature that allows for project publications [was discontinued](#).

As the platform is still a valuable communication channel for scientists, the personal profiles TUDelft members [Erwin Mlecnik](#) and [Ragy Elgendy](#) will continue to promote all the CondoReno-related publications.

7.5 CondoReno Project Newsletter


Newsletters about the project's developments will be published via the platform Mailchimp. It is possible to subscribe via the following link: <http://eepurl.com/idaegH>

The newsletter will entail articles on events that partners have attended/organised on behalf of CondoReno, project's meetings and achievements, and general updates. The newsletter will be sent out 2 times per year as a joint effort by partners in WP8.

The aim is on the one hand to keep all project partners informed about the developments within the project. On the other hand, the newsletter targets the stakeholder groups of SMEs condominium managers, Condominium associations, Flemish and Dutch key players HOMERECOM network and EU associations to increase awareness of the project and to potentially generate interest in the developed business models.

8. Report on undertaken dissemination activities

This communication plan and the progress made will be regularly monitored, evaluated and discussed to ensure our KPI's will be met. If necessary, action will be taken to help meet the KPI's.

Every six months regular reporting on the undertaken dissemination activities for each consortium partner is taking place. The KPIs will be presented by TU Delft with input from ECB and UIPI at each semi-annual steering committee meeting. 

8.1. Communication Monitoring tool

After completing a dissemination activity, partners are asked to fill in the following form: [Dissemination Registration](#).



Dissemination Registration - CondoReno

The purpose of this form is to track dissemination activities for the LIFE-CondoReno project by the project consortium partners. Please fill in this form after completing a dissemination activity.

* Required

Tell us about the activity

The form has been created to keep track and monitor dissemination activities but also to facilitate the process of reporting afterwards. In the form, partners need to specify the type of dissemination activity they completed, indicate the full name and mention who organized the activity. It is also possible to include a URL.

After a review of the registration process, partners decided to scrap the Dissemination Registration tool and switch to manual registration in an Excel sheet. The change was

The tracker includes the following categories per activity:

- Short description of the activity and your involvement (e.g. TU Delft presented CondoReno in the workshop ... / EBC & UIPI drafted an article on CondoReno that was published in the newsletter ... , etc.)
- Type of dissemination / communication activity
- Type(s) of target audience / stakeholders reached (multiple choices possible)
- Organiser(s) / author(s) of the activity (e.g. R2M for the Sustainable Places 2023 Conference / EBC & UIPI project teams for the article to be published in the BUILD UP newsletter, etc.)
- Start date (d-m-y)
- End date (d-m-y)

- Country where the activity takes place City where the activity takes place
- Outcome / KPIs / Metrics of the dissemination or communication activity (e.g. 50 attendees in the workshop ... / 1500 subscribers reached via the article published in the newsletter ... , etc.)
- # of stakeholders reached
- (whole numbers only)
- URL of the activity

9. Conclusion

This report set out with the overall strategy and planned activities for the successful dissemination of CondoReno project progress and results. As communication and dissemination is a continuous process and not a one-time effort at the end of the project, activities are taking place at all stages of the project. As a result, this document will be constantly updated throughout the project lifespan with reports of the partners on their expected and actual dissemination activities.

To ensure project recognisability and successful dissemination it is important that all partners use the cooperate identity of D8.1 when disseminating CondoReno project results and follow the strategy developed in this deliverable. This includes proper use of the project name, logo, colour pallet, template as well as acknowledgment of EU funding.

10. Appendices

Appendix 1: Visual Identity



Brand guidelines

This project has received funding from the European Union's Programme for Environment and Climate Action (LIFE) MGA — Multi & Mono, under grant agreement No. 101076316



Co-funded by
the European Union

CondoReno colours

The main colours of the project are the fully saturated versions, paler hues may be used for emphasis, backgrounds, etc. more sporadically.

RGB 42 205 87 #2acd57	RGB 95 218 129 #5fda81	RGB 149 230 171 #95e6ab	RGB 202 242 213 #caf2d5
RGB 255 132 71 #ff8447	RGB 255 163 117 #ffa375	RGB 255 194 163 #ffc2a3	RGB 255 224 209 #ffe0d1
RGB 0 0 0 #000000	RGB 64 64 64 #404040	RGB 128 128 128 #808080	RGB 191 191 191 #bfbfbf

Typography: Open Sans

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 ?!.,,;

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 ?!.,,;**

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 ?!.,,;**

Available for free in:



Open Sans

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, wh

 Google Fonts

Title Open Sans 56 Extrabold

Subtitle Open Sans 28 Regular

Heading Open Sans 30 Bold

Subheading Open Sans 24 Bold

Section header Open Sans 24 Light

Body Open Sans 12 Regular

Caption Open Sans 10 Regular





CondoReno Logos

CondoReno has two official main logotype (logo) variations, stacked and horizontal, they can both be used interchangeably to better suit the space allocated to the logo.



Stacked white
*for colour or photo
backgrounds*



Stacked grey
*for black and white
documents*



Horizontal white
*for colour or photo
backgrounds*



Horizontal grey
*for black and white
documents*



Using the logo: common dos and don'ts

Logo is not readable

a) Add a safety zone



b) Choose another variant



Other common misuses:

- Do not **distort** the logo (stretch, cut, etc.)
- Do not **alter** the colours
- Do not **cover** part of the logo

Visual & graphic language

When choosing images to accompany any CondoReno product:

Choose real buildings or situations, avoiding staged compositions.

If possible, stick to the topic and make the image content-relevant.

Make sure you own the rights of the images (if applicable)

Be careful when using AI-generated content. If in doubt, ask!



Shapes and icon stock

Suggested keywords: vector, modern, shape, neat, icon, ...

Buildings



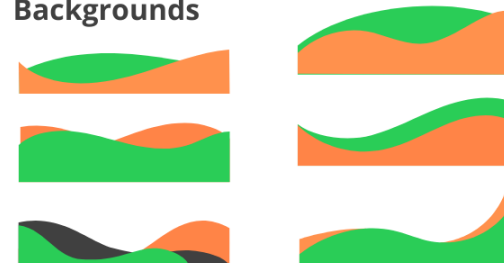
Shapes



Nature



Backgrounds



Appendix 2: Templates

Meeting Agenda:

Mekelweg 5, 2628
CD Delft, Netherlands
2. Floor

Online link:
Meeting ID:
Password:



20 April, 2024
 09:00 - 17:00

Meeting Agenda

2nd CondoReno Steering Committee

Time	Topics
09:30 – 11:00	WP8 Communication & Dissemination, moderated by X
11:00 – 12:30	Insert here
Insert here	Insert here
Insert here	Insert here
Insert here	Insert here
Insert here	Insert here
Insert here	Insert here



This project has received funding from the European Union's Programme for Environment and Climate Action (LIFE) MGA — Multi & Mono, under grant agreement No. 101076316

Attendance list:



This project has received funding from the European Union's Programme for Environment and Climate Action (LIFE) MGA — Multi & Mono, under grant agreement No. 101076316

Attendance list

By signing this list, I declare to have attended the CondoReno Project Meeting in Delft (Mekelweg 5, 2628) on 1st of April 2024.



	NAME	SURNAME	ORGANISATION	SIGNATURE
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				

Meeting minutes:





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Meeting Minutes Day 1

APRIL 1, 2024

AGENDA	
WP1 Updates	<ul style="list-style-type: none">• Insert Text here• Insert Text here

Presentation:



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TITLE TO BE INSERTED

Subtitle to be inserted

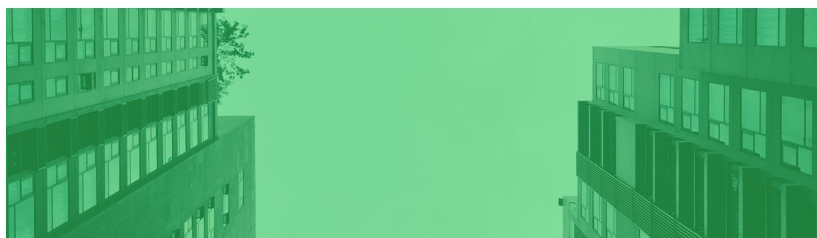


CONTENT

01 To be inserted	02 To be inserted	03 To be inserted
04 To be inserted	05 To be inserted	06 To be inserted



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Introduction

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Pellentesque adipiscing commodo elit at imperdiet.

ortor at risus viverra adipiscing at in. Faucibus turpis in eu mi bibendum neque. Neque sodales ut etiam sit amet nisl. Semper eget duis at tellus at urna condimentum mattis pellentesque.

Standard Deliverable Reporting Template:



Name of the Deliverable

Deliverable number



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PU=Public, SEN=Confidential, only for members of the consortium (including the Commission Services),
CI=Classified, as referred to in Commission Decision 2001/844/EC.

Design reporting template (on Canva):



Appendix 3: Flyer and Postcard

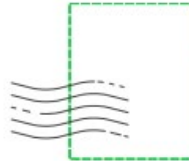
Please note that these are first drafts and will be replaced in the upcoming months.





**CREATING AND MULTIPLYING
INTEGRATED HOME RENOVATION
SERVICES FOR PRIVATE CONDOMINIUMS
IN THE NETHERLANDS AND FLANDERS**







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