

## Deliverable

### D5.2: Communication and Dissemination Plan

March 2024

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<b>Authors</b>	Danijela Mavrić Čeliković, DOOR Anamari Majdandžić; DOOR Kristina Ijubica Paša; DOOR Ivan Duilo, DOOR
<b>Review</b>	Sanela Mikulčić Šantić, KLIK Ana Šenhold, CGBC March 20 <sup>th</sup> , 2024

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## 1. Introduction

The general objective of **crOss renoHome** project is to establish and organise a comprehensive marketplace and one-stop-shops for homeowners and experts and for these to serve as a central point for all crucial information and guidance on how to implement a successful energy renovation. The project will offer full-service holistic renovation packages for homeowners – a guide through the whole customer journey with the aim of renovation processes unification in the entire territorial scope which will ultimately lead to the intensification of renovation projects of family houses and multi-apartment buildings in Croatia, thus making them more energy efficient and fossil fuel independent while retaining the same (or creating even better) indoor quality and comfort.

### 1.1. Purpose & Scope

The scope of **Deliverable 5.2 Dissemination and Communication Plan** has been developed to disseminate and exploit the results of the project key stakeholders: citizens, business sector that includes technology providers (equipment) and renovation companies, and the financial sector (banks, national grants from national authorities, local grants from local authorities, crowdfunding and other financial sources) and other relevant stakeholders like regulators, the scientific community, renovation-based industry (including SMEs), policymakers, public authorities, housing providers, social workers and health practitioners, media, consumer organizations and the general public.

The **crOss renoHome** communication/dissemination plan will define key messages, main project outcomes and outputs, and target audiences. It will select appropriate tools and channels to reach and meet the information needs of the target audiences. The plan will be updated annually.

Dissemination will be focused on **crOss renoHome** target groups, and different dissemination actions will be applied. These activities will be implemented as part of WP5: Communication and Dissemination. DOOR will be responsible for coordinating the efforts of all partners and will make its best efforts within their capacity to continue the main dissemination activities.

## 2. crOss renoHome – Project Overview

LIFE **crOss renoHome project** aims to simplify the home renovation process for citizens using OSS services, thus increasing energy renovation in the private housing sector. Despite all the advantages that a deep renovation would have on the quality of life of a vulnerable family, citizens continue to perceive the need for renovation as an issue rather than an opportunity. Therefore, OSS's main goal is to establish itself as a primary interface between extremely fragmented supply (contractors/craftsmen, installers, project designers/engineers tend to offer only specialized services) and demand (homeowners) as well as other stakeholders (financing institutions and energy companies), to support homeowners in development and implementation of their energy renovation projects.

The specific objectives of the LIFE **crOss renoHome project** are:

1. Establishment of a One Stop Shop in Zagreb based on the existing Energy Poverty Alleviation Centre and upgrading an existing One Stop Shop in Križevci.
2. Providing comprehensive and standardised service to citizens on deep energy refurbishment of family houses and multiapartment buildings.
3. Aggregating technical, financial, and legal experts on one platform to facilitate information distribution to interested target groups.

The project-specific expected impacts are:

- To certify 10 energy advisors within the project and 10 during 5 years after the project
- To create 2 standardised contracts for the renovation of the family houses and multiapartment buildings within the project and 2 during 5 years after the project
- To create 1 set of training materials to train energy advisors within the project and one set during 5 years after the project
- To establish 2 OSS within the project and 4 during the 5 years after the project
- To develop one online marketplace within the project and one during the 5 years after the project
- To involve 1500 stakeholders in promotion and education on energy renovation, RES, energy transition, and climate neutrality within the project and 2500 stakeholders during 5 years after the project

- To directly support 130 homeowners through the OSS service in the renovation process within the project and 400 stakeholders 5 years after the project
- To save 1382,81 MWh/4y achieved by the renovation of 130 dwellings in 4 years and in the next 5 years renovation of 400 dwellings with energy savings of 4272 MWh/5y
- To save 269,95 TnCO<sub>2</sub>/4y achieved by the renovation of 130 dwellings in 4 years and in the next 5 years renovation of 400 dwellings with emission reduction savings of 834,4 TnCO<sub>2</sub>/

This project strongly supports „The Clean Energy for All Europeans package“ which places citizens (homeowners) at the center of the energy transition. Citizens are considered active market players in the energy system and should be better informed and have an increased capacity to fully engage in energy markets.

### 3. Mandatory requirements of LIFE PROGRAMME

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

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



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

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<sup>1</sup> The logo in English and the other official languages is available on the website: [https://cinea.ec.europa.eu/programmes/life/communication-and-gdpr-rules\\_en](https://cinea.ec.europa.eu/programmes/life/communication-and-gdpr-rules_en)

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

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

5. All durable goods acquired in the framework of the project will bear the LIFE logo unless otherwise specified by the Agency/Commission.
6. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority (Art. 17.1). To this end, all beneficiaries will inform the project coordinator with the details of such events so that they can inform the granting authority.
7. The obligation to display the LIFE Programme logo does not confer to the beneficiaries a right of exclusive use. The beneficiaries will not appropriate the LIFE Programme logo or any similar trademark or logo, either by registration or by any other means. The LIFE logo may not be referred to as a certified quality label or eco-label. Its use shall be restricted to dissemination activities (Art. 17.2).
8. The coordinating beneficiary will create a project website or use an existing website in at least one official language of the European Union for the dissemination of project activities, progress, and results. The web address where the main results of the project are available to the public will be indicated in the reports. This website will be online at the latest six months after the starting date, will be regularly updated, and will be kept for at least five years after the end of the project.
9. A summary of the project in English language, including the name and contact information of the coordinating beneficiary, will be placed on the LIFE website and made available to the general public.
10. The beneficiaries will erect and maintain notice boards describing the project at the locations where it is implemented, and strategic places accessible and visible to the public.



## 4. Dissemination and Communication Plan Objectives

The main objectives of this dissemination and communication plan are:

- Supporting targeted dissemination and fostering the wide adoption of the project's results.
- Preparing the ground for the exploitation of the project's results.
- Raising awareness and ensuring the recognition of **crOss renoHome project** (value of OSS existence)
- Communicating the project objectives and results by formulating key messages to communicate, and preparing communication material.
- Promoting planned activities and actions/projects that address the problem of the energy efficiency of homes or the lack thereof to trigger renovation which will contribute to energy savings, local renewable energy production, and sustainable energy investments.
- Establishing an effective and comprehensive communication channel with stakeholders - website and marketplace (toolbox).

## 5. Target groups

Target audience	Description
Citizens (homeowners)	The primary target group of projects <b>crOss renoHome</b> are citizens (homeowners): citizens living in single-family houses, citizens living in multi-apartment buildings, building managers, private rented sector (landlords and tenants), so-called free-based tenancy, which always includes two separate families/households in the same dwelling and extended families living in a joint household and finally energy-poor households.

Business sector	<p>The secondary target groups are business sector - service providers for energy renovation of single-family homes and multiapartment buildings which includes architects, contractors, heating and cooling systems production companies, supervision companies, and financial sector - banks providing green loans.</p> <p>Several private sector stakeholders, including public and private utilities; energy service companies, start-ups, and SMEs working in the field of sustainable energy, will be invited to offer their services for citizens in the marketplace considering their role as service providers in each city.</p>
Financial sector	<p>The third group consists of national authorities providing national grants, and local authorities providing local grants.</p> <p>Representatives who are responsible for creating financing schemes like national or local renovation grants (Program for energy renovation of family houses, Program for energy renovation of multi-apartment buildings, and Program to alleviate energy poverty, which includes the use of renewable energy sources in residential buildings), banks and innovative financing schemes such as crowdfunding.</p>

## 6. Internal communication management

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

All project partners will participate by providing information to develop content and attending events. The project also includes information and awareness activities, both technical and non-technical, which include holding workshops, etc.

## 7. Public awareness and communication activities

The dissemination and communication activities of the project are detailed in Work Package 5, which in turn is divided into three different tasks. The first, T.5.1, focuses on the preparation and implementation of the present Communication and Dissemination Plan, outlining strategies and methodologies. The second task, T.5.2, is designed to implement the specific dissemination and communication outreach activities outlined in the plan to effectively reach out to the target public and stakeholders. The third task, T.5.3 includes opportunity-based promotion of the project.

## 8. A communication and dissemination plan

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

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

The main dissemination objectives (DOB) behind the planned dissemination activities are outlined below, along with the targeted groups:

**DOB1:** Supporting targeted dissemination and fostering the wide adoption of the project's results. (Target Audiences: citizens, business sector and financial sector, and national and local authorities responsible for creating financing schemes (grants) for renovation)

**DOB2:** Preparing the ground for the exploitation of the project's results.

The main communication objectives (COB) behind the planned communication activities are outlined below, along with the targeted groups:

**COB1:** Raising awareness and ensuring the recognition of **crOss renoHome project** (value of OSS existence) (Target Audiences: citizens, business sector, and financial sector).

**COB2:** Communicating the project objectives and results, by formulating key messages to communicate, and preparing communication material (Target Audiences: citizens, business sector, and financial sector).

**COB3:** Promoting planned activities and actions/projects that address the problem of the energy efficiency of homes or the lack thereof to trigger renovation which will contribute to energy savings, local renewable energy production, and sustainable energy investments (Target Audiences: citizens).

**COB4:** Establishing an effective and comprehensive communication channel with stakeholders - website and marketplace (toolbox) (Target Audiences: citizens, business sector, and financial sector).

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

Objective:	<p>The Dissemination and Communication Plan sets a list of actions, target audience, definition of messages, and indicators to ensure a wide project communication.</p> <p>The document has been produced by DOOR. Project Partners (KLIK and CGBC) have reviewed the document and provided insights based on their knowledge and experience acquired in previous projects.</p> <p>The communication plan is a living document that can be updated to the project's needs within its implementation.</p>
Target audience:	All project beneficiaries
Indicators:	Continuous assessment to monitor, quantify, and define improvements for the communication activities within the project. The correct implementation of this action will be ensured if the indicators described in the following actions are achieved.
Deliverable:	Communication Plan (31/03/2024)

Benchmarks:	<p>Launch of the Communication Plan (31/03/2024)</p> <p>Review of the document at the end of reporting period (01/04/2025)</p> <p>Review of the document at the end of reporting period (01/10/2026)</p> <p>Review of the document at the end of reporting period (01/10/2027)</p>
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**The crOss renoHome logo:** Designing a logo for Croatian One-Stop Shop (OSS) for energy renovation is essential for brand recognition, professionalism, and effective communication. The logo in figure below serves as a visual symbol, conveying the project's core message and values. The logo also promotes a unified and cohesive image across various communication channels ensuring the success of the energy renovation initiative.



*Figure 1 crOss renoHome Official logo*



*Figure 2 crOss renoHome Logo vertical*

## 8.1. Communication and dissemination actions

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

- Website
- E-newsletter
- Promotional material (brochure, leaflet/flyer, roll-up, poster, bags, usb stick)
- Social media
- Infographics
- Audio-visual presentation
- Press Releases
- Participation in relevant events
- Target group meetings and workshops
- Cross-promotional activities

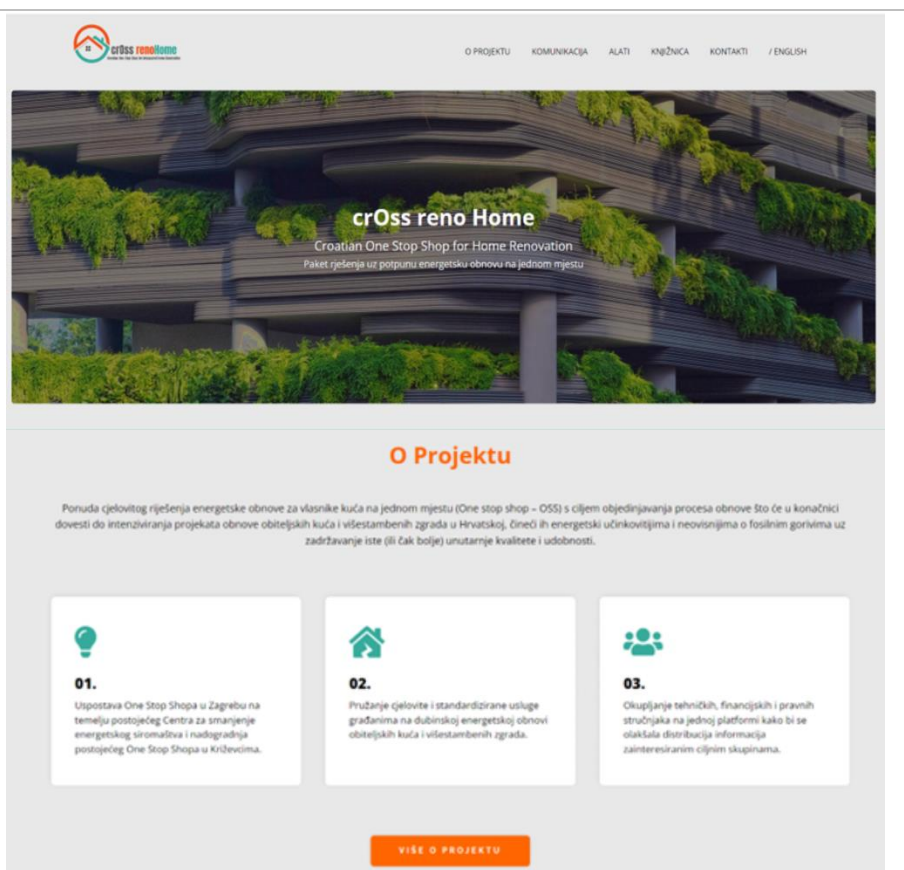
Each of the dissemination activities, setting a schedule, objective, target audience, indicators and frequency, tools, monitoring measures, resources needed, and partners' responsibilities are described below.

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

### 1. Website

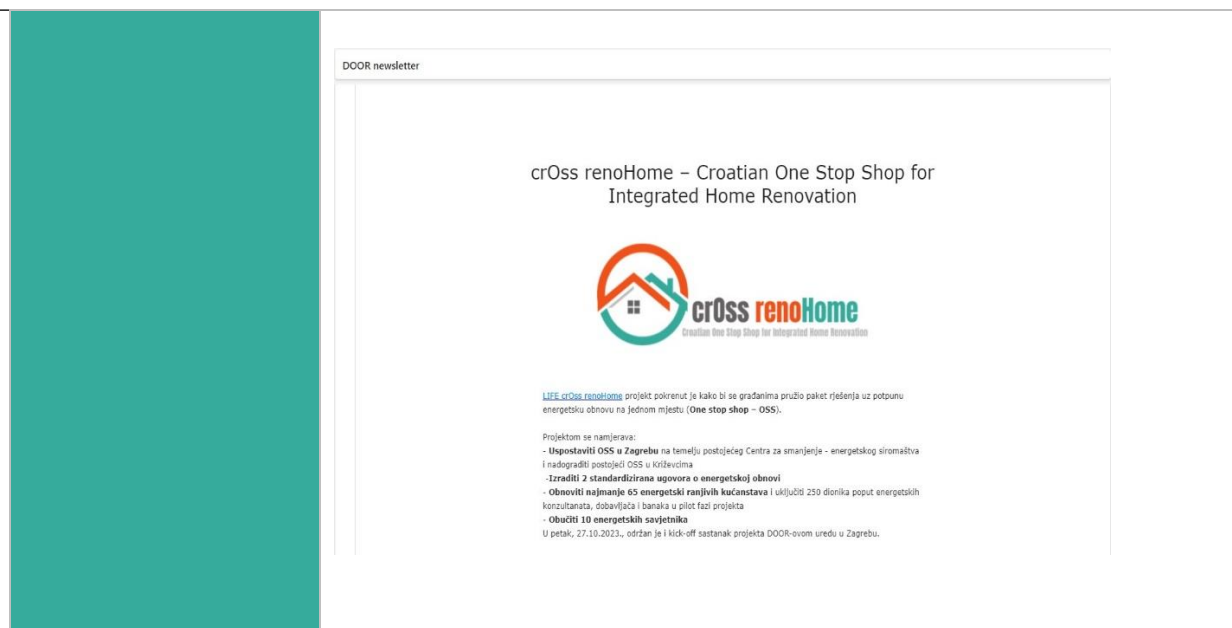
Description and Objective	A webpage should be integrated into the project partners' websites with information of the project and deliverables. This web will include: a description of the project, objectives, actions, progress and results, multimedia resources and a contact tool. The initial language of the website will be Croatian, but the website offers an English language option.
Type/Time	Dissemination/Communication tool due on 29/02/2024
Partners Involved	The website ( <a href="https://crossreno.door.hr/">https://crossreno.door.hr/</a> ) will be kept up-to-date and checked regularly by DOOR
Targeted Audience	Citizens, business, and financial sector
Frequency/Indicator	Throughout the project duration/At least 1000 visits
Monitoring Measure	Website statistics (Google Analytics)

Example



## 2. E-newsletter

Description and Objective	Diffusion of a newsletter in electronic format, reporting on project activities and progress using existing partners' e-newsletter. Information easy to understand and communicate to the different stakeholders.
Type/Time	Dissemination tool DOOR – <i>monthly</i> CGBC – <i>monthly</i>
Partners Involved	DOOR, KLIK, CGBC
Targeted Audience	Citizens, business, and financial sector
Frequency/Indicator	72 crOss renoHome articles in newsletters/More than 3000 recipients
Monitoring Measure	Number/List of recipients
Example	



### 3. Promotional material (brochure, leaflet/flyer, roll-up, poster, bags and usb sticks)

Description and Objective	Creating awareness and familiarity with the project topic, objectives, and results
Type/Time	Dissemination tool brochure leaflet/flyer, roll-up, poster, bags and usb sticks
Partners Involved	DOOR, KLIK, CGBC
Targeted Audience	Citizens, business, and financial sector
Frequency/Indicator	One brochure at the beginning (100 per partner = 300); one promotional leaflet/flyer per Public Call; Roll-up (1 per partner = 3); Poster (1 per partner = 3)
Monitoring Measure	Keeping track of where these are distributed
Example	Brochure





crOss renoHOME

### PARTNERI



This project has received funding from the European Union's CRIS-CO - National Research and Innovation Programme (NRI) under the LIFE Energy sub-program. Grant agreement No 101120096

### Koordinator projekta

DOOR- Društvo za oblikovanje održivog razvoja

info@door.hr



**crOss renoHome**

"One stop shop" (OSS)  
Zagreb i Križevci - Energetska obnova doma na jednom mjestu

„sve na jednom mjestu“ - olakšati procesa energetske obnove uspostavom "One stop shop" (OSS)



„ključ u ruke“ - pojednostaviti postupak obnove i time potaknuti veći broj energetske obnove obiteljskih kuća i stambenih zgrada diljem Hrvatske



### LOKACIJE

I.Z. Dijankovečkog 8, Križevci (KLIK)  
Ul. Slavka Batušića 7, Zagreb (DOOR)

## One Stop Shop centar

### Paket rješenja uz potpunu energetske obnove na jednom mjestu

- **Savjetovanje i podrška:** pružanje savjeta vlasnicima domova kako bi im se olakšao proces obnove
- **Energetski savjetnici:** tehnička i administrativna podrška stručnjaka iz OSS-a u pripremi projektne dokumentacije za energetske obnove
- **Izložbeni centar:** postavljanje različitih tehnologija, poput PV panela, solarnih kolektora, dizalica topline, inovativnih građevinskih materijala i tehnologija
- **Sve informacije na jednom mjestu:** informacije o javnim pozivima i financijskim mogućnostima te pravni okvir za obnovu bit će pažljivo praćeni od stručnjaka iz OSS-a.
- **Marketplace:** virtualno mjesto za umrežavanje pružatelja usluga za energetske obnove, financijskih institucija i građana

## "One stop shop" (OSS) Zagreb i Križevci - Energetska obnova doma na jednom mjestu



### Ponuda na jednom mjestu

Provjera i priprema dokumentacije

Energetska i tehnička rješenja

Financijsko savjetovanje

Usluga Marketplace

Podrška kroz cijeli proces renovacije

## Očekivani utjecaj





Poster



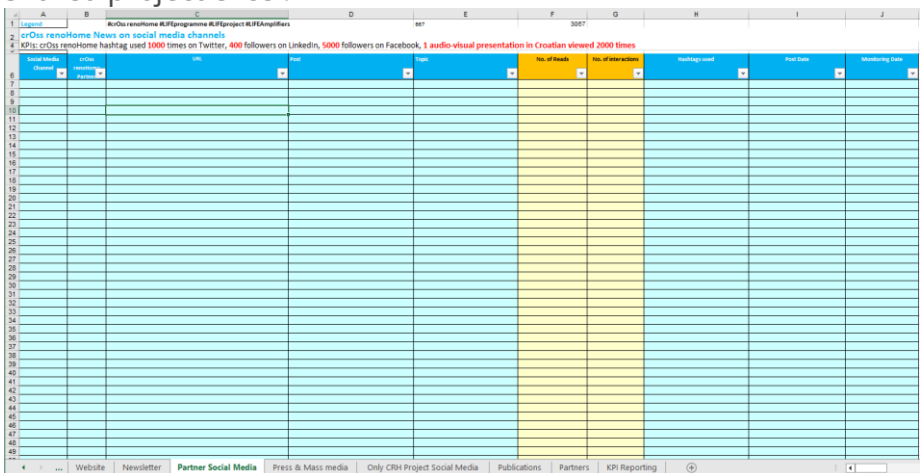
Bags



USB sticks




## 4. Social Media

Description and Objective	Establishment of presence on LinkedIn, Instagram, and Facebook using partners' existing social network infrastructure. Main activities: Promote project's outcomes and events; interact with followers to get feedback on various channels; regular update of the content on the various channels; monitor relevant hashtags and collecting and analysing data of the reach of the published information.
Type/Time	Dissemination/Communication
Partners Involved	DOOR , KLIK, CGBC
Targeted Audience	Citizens, business, and financial sector
Frequency/Indicator	crOss renoHome hashtag used as much as possible; new followers on Instagram, LinkedIn and Facebook
Monitoring Measure	Social Media Analytics
Example	<p>Each partner (KLIK, CGBC, and DOOR) will post on their social media profiles information on the progress of the project using the hashtag #LIFecrOssrenoHome.</p> <p>Each partner is responsible for recording the publications in the shared project excel:</p> 

## 5. Infographics

Description and Objective	Infographics will be created as part of the project to convey information to the targeted audience of the crOss renoHome project in a simple and illustrative manner - optimal for the wider public and media.
Type/Time	Dissemination/Communication tool/during project implementation
Partners Involved	DOOR
Targeted Audience	Citizens, business, and financial sector

Frequency/Indicator	12 infographics with more than 2000 views
Monitoring Measure	Social Media Analytics
Example	 <p>The infographic 'Javni poziv' lists the following requirements:</p> <ol style="list-style-type: none"> <li>1. Prijavni obrazac</li> <li>2. Obostrani sken važeće osobne iskaznice prijavitelja</li> <li>3. Važeći dokaz da je obiteljska kuća izgrađena prema Zakonu o gradnji ili koje je prema posebnom zakonu s njom izjednačena</li> <li>4. Zemljišno-knjižni izvadak čestice kojim se dokazuje knjižno vlasništvo obiteljske kuće</li> <li>5. Injevšče energetske certifikatora o provedenom energetskom pregledu i važeći energetske certifikat obiteljske kuće</li> <li>6. Obrazac tehničkog proračun</li> <li>7. Detaljne ponude ili troškovnike izvođača radova/dobavljača opreme</li> <li>8. Fotodokumentaciju postojećeg stanja obiteljske kuće</li> <li>9. Slavni projekt, u slučaju provedbe mjera za koje je obveza izrade istog propisana Zakonom i Pravilnikom</li> <li>10. Izjavu prijavitelja pod materijalnom i kaznenom odgovornošću</li> </ol>

## 6. Audio-visual presentation

Description and Objective	Audio-visual presentation in Croatian to present the project objectives and research results.
Type/Time	Communication tool/during project implementation
Partners Involved	All partners
Targeted Audience	Citizens, business, and financial sector
Frequency/Indicator	2000 views
Monitoring Measure	Social Media Analytics
Example	



## 7. Press Releases

Description and Objective	Press releases to announce the project events, results, and publications. In addition, press releases to promote the pilot renovation of OSS in Croatia. Via traditional media (press, radio, TV). Most publications expected during the last project phase and both (media & publications) will be professional as the public press will be targeted. A media database will be created for contacting and targeting during the project implementation.
Type/Time	Communication tool/during project implementation
Partners Involved	All partners
Targeted Audience	Citizens, business, and financial sector
Frequency/Indicator	4 press releases to be issued per partner at the national level and 6 press released at the EU level
Monitoring Measure	Document gathering the press releases/screenshots of resulting articles in the press



## Representative example



### crOss renoHome

Hrvatski „One stop shop“ (OSS) - Energetska obnova doma na jednom mjestu

Jeda od glavnih ciljeva crOss renoHome projekta je ponuda cjelovitog rješenja energetske obnove za vlasnike kuća „sve na jednom mjestu“ čime se olakšava proces energetske obnove uspostavom „(One stop shop – OSS)“. Objedinjavanje procesa obnove (tzv. „kijuč u ruke“) će u konačnici dovesti do intenziviranja projekata obnove obiteljskih kuća i višestambenih zgrada u Hrvatskoj, čineći ih energetski učinkovitijima i neovisnijima o fosilnim gorivima uz zadržavanje iste (ili čak bolje) unutarnje kvalitete i udobnosti.

Usluge One Stop Shop centra:

- Savjetovanje i podrška: pružanje savjeta vlasnicima domova kako bi im se olakšao proces obnove,
- Energetski savjetnici: stručnjaci iz OSS-a pomažu u prikupljanju potrebnih podataka i izradi projektne dokumentacije za energetska obnova,
- Izložbeni centar: tehnička i administrativna podrška stručnjaka iz OSS- u izradi projektne dokumentacije za energetska obnova,
- Informacije na jednom mjestu: u OSS nalaziti će se postav različitih tehnologija, poput fotonaponskih panela, solarnih kolektora, dizalica topline, i građevinskih materijala i
- Marketplace: virtualno mjesto za umrežavanje pružatelja usluga za energetska obnova, financijskih institucija i građana.




Društvo za oblikovanje održivog razvoja  
Slatka Batašića 7, HR- 10 090 Zagreb DB: 19904220725  
T: +385 1 4655 441 E: info@door.hr  
www.door.hr

## 8. Participation in relevant events

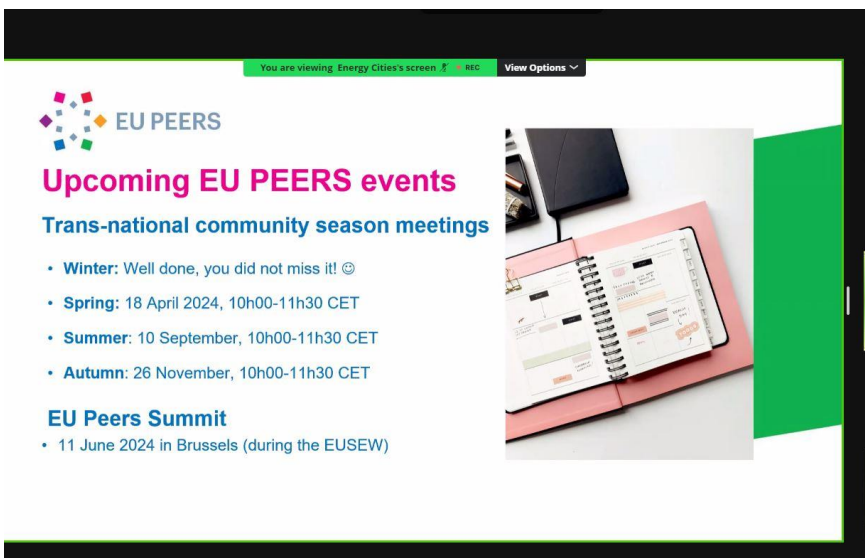
Description and Objective	Events that partners will aim to present include assemblies of associations and networks. Continuous work on dissemination and piloting of OSS (physical place) and (online place) developed Marketplace (toolbox) during project implementation.
Type/Time	Dissemination tool/during project implementation
Partners Involved	All partners
Targeted Audience	Citizens, business, and financial sector
Frequency/Indicator	Throughout the project/At least 10 events total
Monitoring Measure	Dissemination report, including event description, agenda, and partner contribution
Example	EU SUSTAINABLE ENERGY WEEK – 11 <sup>th</sup> TO 13 <sup>th</sup> JUNE, BRUSSELS (BELGIUM) “Net-zero energy solutions for a competitive Europe”. One-Stop Shops (OSS) for residential energy renovation, in the framework of EU Peers project.

## 9. Target group meetings and workshops

Description and Objective	<p>Focused meetings and workshops will be organized throughout the project to involve the target groups selected amongst the various stakeholders. During the project partners will consult and gather received feedback on the project's performance from end-users and other stakeholders. Emphasis will be placed on integrating the results and outcomes to fit the needs of end-users (citizens) and other stakeholders (business and financial sector).</p>
Type/Time	Dissemination tool/during project implementation
Partners Involved	DOOR, KLIK, CGBC
Targeted Audience	Citizens, business, and financial sector
Frequency/Indicator	Throughout the project/At least 130 individual meetings and 8 workshops with citizens; 8 group meetings and 4 workshops; 50 meetings face to face with stakeholders that will be a part of the marketplace (business sector); 8 meetings and 4 workshops for the financial sector.
Monitoring Measure	Dissemination report, Meeting & Workshop minutes, citizen record, and partner contribution
Example	



## 10. Cross-promotional activities

Description and Objective	Related OSS activities and networking activities
Type/Time	Communication tool/during project implementation
Partners Involved	DOOR, KLIK, CGBC
Targeted Audience	Citizens, business, and financial sector
Frequency/Indicator	Project referenced online on about 20 other websites and referenced at EU-projects meetings and conferences
Monitoring Measure	Digital monitoring
Example	<p>Coffee to Peers and collaboration with LIFE HORIS which will be “sister projects” for comms and dissemination actions, and further on research aspects.</p>  <p>The screenshot shows a slide titled "EU PEERS" with the subtitle "Upcoming EU PEERS events". It lists "Trans-national community season meetings" with four bullet points: Winter (Well done, you did not miss it!), Spring (18 April 2024, 10h00-11h30 CET), Summer (10 September, 10h00-11h30 CET), and Autumn (26 November, 10h00-11h30 CET). It also lists the "EU Peers Summit" on 11 June 2024 in Brussels (during the EUSEW). The slide includes a background image of a desk with a laptop, a notebook, and a pen.</p>

## 9. Budget

DOOR	<p>5 300 EUR - 5 EU events for one person/two days</p> <p>1 500 EUR - national events (WP5)</p> <p>22 000 EUR - organizing business fairs and B2B events</p> <p>6 000 EUR - printed promotional material (roll-up, brochures, leaflets, bags...)</p>
KLIK	<p>4 600 EUR - 4 EU events for one person/two days</p> <p>1 500 EUR - national events</p>
CGBC	<p>2 000 EUR - 2 EU events for one person/two days</p> <p>1 500 EUR - national events</p>



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