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D6 Communication guide



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RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

D6 Communication guide

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Preface

The BRITA in PuBs project is an EU-supported integrated demonstration and research project that aims to increase the market penetration of innovative and cost-effective retrofit solutions to improve energy efficiency and implement renewable energy in public buildings all over Europe. Firstly, this will be realised by the exemplary retrofit of 8 demonstration public buildings in four European regions (North, Central, South, East). By choosing public buildings of different types such as colleges, cultural centres, nursery homes, student houses, churches etc. for implementing the measures it will easier reach groups of differing age and social origin. Secondly, the research issues include a socio-economic research study identifying real project-planning needs, financing strategies, the development of design guidelines, the development of an internet-based knowledge tool on retrofit measures and case studies and a quality control-tool box to secure a good long-term performance of buildings and systems.

Bringing Retrofit Innovation to Application in Public Buildings – BRITA in PuBs is therefore a leading project within the EU ECO-BUILDINGS programme. The ECO-BUILDING concept is expected to be the meeting point of short-term development and demonstration in order to support legislative and regulatory measures for energy efficiency and enhanced use of renewable energy solution within the building sector, which go beyond the Directive of the Energy Performance of Buildings (EPBD).

1 Introduction

1.1 Purpose

The communication guide is a reference document to be used for the dissemination of information on innovative retrofit energy saving measures for public buildings - for example by innovative manufacturers of building products and components helping them to better target their marketing information. Specifically the guide will be used for the dissemination of the results of the BRITA in PuBs project and for marketing the tools developed within the project.

1.2 Objectives

The primary objective of the dissemination activities is to make public decision-makers (key local political and administrative decision-makers at different hierarchic levels) bring retrofit innovation technologies for energy saving or renewable energy supply into application in public buildings.

The key to this motivation is to convey knowledge about technical possibilities of energy saving and renewable technologies paired with practical and economical experience to the decision-makers. The explicit goal is to make the innovative sustainable building renovation issues an integrated part of decision-making.

1.3 Background

The communication guide has been developed to complete the dissemination strategy of the BRITA-in-PuBs project to give overall and country specific guidance for the dissemination of the project results. Based on a socio-economic analysis the original project strategy for disseminating knowledge to the different target groups has been refined. A short summary of the socio-economic analysis has been placed after the main part of the guide, which describes the dissemination strategy, identifies the target groups and the means for reaching the target groups.

2 Communication guidelines

The communication guidelines are subdivided into 3 main parts: Strategy, targeting information and means or channels for dissemination. It is hoped that this structure makes it easy to quickly locate the type of information needed, typically: What type of information should be produced for this particular target group? Or which information distribution channels could be useful for particular information to reach a specific target group?

2.1 Dissemination strategy

The dissemination strategy is based on the original dissemination ideas for the BRITAinPuBs project and the results of the socio-economic analysis. The overall idea is to make the most use of current advanced electronic communication systems by using existing information distribution means (existing city networks, websites, technical newsletters, journals, etc.) to reach the target groups in the first place and thereafter make them connect to the BRITA in PuBs project website (in our case – for a product manufacturer or an energy service company it should be their project website) to receive further news (in electronic form) from the project. The target groups have to feel that they will benefit from this connection in the future. Private product manufacturers may implement this idea by for example providing simple to use calculation tools for building designers. The BRITA in PuBs project will provide the results of the project, for example the design guidelines from WP2, the quality control tool box from WP3, the integrated information tool (WP4) and the description of the case studies (WP5).

The strategy also calls for *targeting information* towards the different target groups. In short this means that the information that goes to for example politicians cannot be the same as goes to building designers. The idea of targeting is not based on the assumption that the target groups could be overstrained by the information provided, but on the experience that in our current information age users prefer short to the point information useful for their every day professional life. The implementation of this part of the strategy is detailed in chapter 2.3 (and in 2.3.2 for the BRITA-in-PuBs project).

2.2 Targeting information

In this chapter the identified target groups are listed, the groups and their special position are briefly described and the characteristics of the information useful for each target group given. The socio-economic study identified the following target groups:

- Technical personnel (planning and management) in the municipalities (local authorities), who in practice act as the building owners
- Technical maintenance staff in the municipalities
- Technical consultants (building designers)
- Politicians
- Contractors
- Building users
- The general public

These target groups interact in different ways - and not always the same way in each situation and in each country. Fig. 1 shows some of the relations between the target groups (except the

contractors, which is considered a separate group). The relations are described under the different target groups.

The technical department is for public buildings the department that generally acts as the building owner and is responsible for the initiation of renovation and retrofit project. The personnel in this department (working with planning and management) were identified by the socio-economic analysis to be primarily responsible for the decision concerning the introduction of innovative energy saving renovation measures in the public buildings, but as illustrated by the figure they have to work with the other groups to reach their goals and they are also influenced by other groups, i.e. by building designers and by the people responsible for maintenance and operation, who in turn are influenced by the feed-back from the building users.

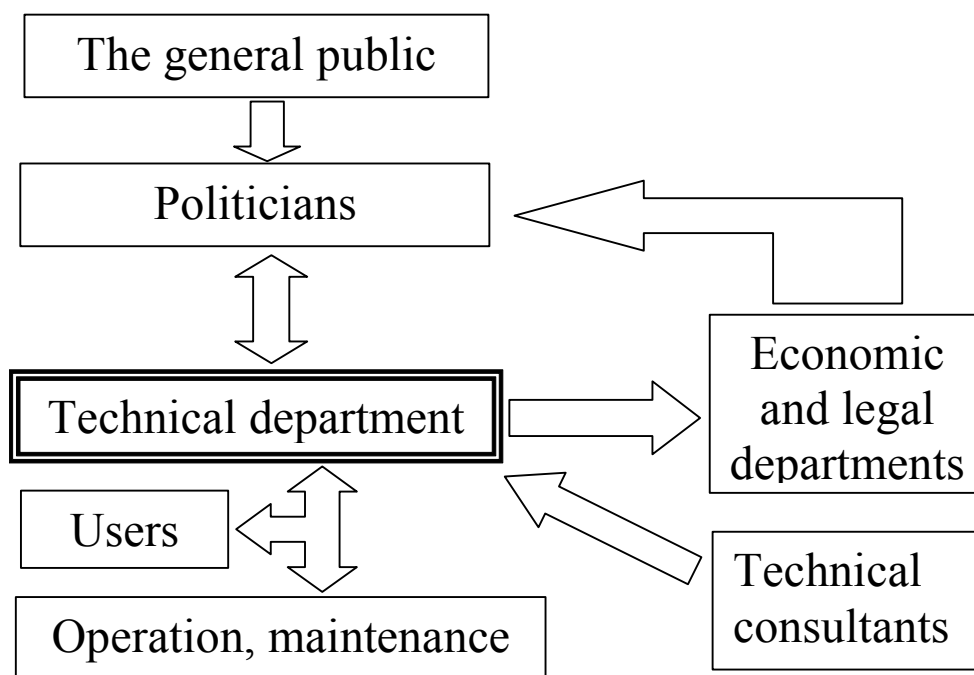


Fig. 1 Illustration of the interaction of the target groups.

Below the characteristics of the information useful/needed by each of the target groups are described as well the relevant output from the BRITA in PuBs project for this group is listed.

Technical personnel (responsible for planning and management) in the municipalities are the key persons to reach. Not only is it necessary to convince this – often very interested but also technically very experienced group of the benefits of the innovative technologies. It is also important to provide them with information that they can easily use to convince the part of the organisation responsible for economical matters. Likewise the technical personnel is cooperating with the department of legal affairs for possibilities according to the law of planning etc.

Characteristics of information: Short to the point technical and economical information – including energy savings, investment, operational and maintenance costs. To convince other parts of the administration they also need information about case studies from successful demonstration projects. Also information about financing, incentives and available funding models (e.g. based on national or international funding opportunities) are needed for the communication with the other departments and for preparing proposals to the politicians.

To the specific needs of this group BRITA in Pubs can provide:

- Electronic newsletter
- Website
- Financial schemes report
- BRITA in PuBs information tool on innovative retrofit measures
- Demonstration building report
- Articles in journals and magazines
- Symposium and alternative conferences

Technical maintenance staff: Often the persons responsible for the maintenance generally have a significant influence, because they advice and may even go as far as they can reject some things.

Characteristics of information: This group experiences what goes wrong in everyday life and is often the most sceptical group. Information that conveys the reliability of the innovative measures as well as the operational and maintenance costs should be directed towards this group.

To the specific needs of this group BRITA in Pubs can provide:

- Quality control toolbox
- BRITA in PuBs blackboard information sheets
- BRITA in PuBs e-learning module

Technical consultants (architects and engineers): This is an important target group as one of the experienced reasons for not introducing the available innovative energy saving technologies was the conservatism of the consultants, who claimed that the technologies are not very known and not well documented and therefore not recommendable. Consultants are responsible for the reliability of a proposed technology. A special target group connected closely with the technical consultants are the building research institutes, as the consultants often seek their information there.

Characteristics of information: Design information, guidelines and tools. Short precise technical information - e.g. from a database – could be useful to introduce this group to innovative measures in the first place. Then they should be able to find more detailed information when needed for a particular project.

To the specific needs of this group BRITA in Pubs can provide:

- Design guidelines
- Demonstration building report
- Symposium and alternative conferences

Politicians: The political decision can be fundamental for the possibility for change; it sets the qualitative goals, the financial limits and most of all: to introduce changes in the planning process, political decisions are needed.

Characteristics of information: Towards politicians it is important to show simple and exact arguments for introducing these technologies/measures related to energy savings, reduced CO₂-emissions – meeting the Kyoto goals.

To the specific needs of this group BRITA in Pubs can provide:

- electronic newsletter
- website (www.brita-in-pubs.com)
- Articles in journals and magazines

Contractors: Being responsible for the actual implementation of the retrofit measures and the cost of it the contractors are often a hindering for the introduction of innovative measures as

they are (and need to be) careful when they estimate the cost of the new measures and tend to add some extra to cover their uncertainty.

Characteristics of information: What counts for this group is documented case studies showing how a certain new retrofit measure was installed and at what cost.

To the specific needs of this group BRITA in Pubs can provide:

- Demonstration building report
- Quality control toolbox
- BRITA in PuBs information tool on innovative retrofit measures

Building users: The users feel the building – they are the ones to tell if the thermal comfort is not good, ventilation, lighting, etc. So, in some cases they will ask for improvements which may lead to retrofitting. However, they are also the ones that file claims if a certain system does not work, especially if it has been installed without hearing their opinion.

Characteristics of information: This group is interested in practical experiences covering aspects relating to comfort, noise, etc.

To the specific needs of this group BRITA in Pubs can provide:

- BRITA in PuBs blackboard information sheets
- Website

The general public: The general public influence the politicians. The group is very diversified. In some countries (or in some municipalities) the green movement can be of considerable strength – which means that the politicians will have to listen to them.

Characteristics of information: Similar as to the politicians it has to be simple and exact arguments for introducing these technologies/measures related to energy savings, reduced CO₂-emissions – meeting the Kyoto goals.

To the specific needs of this group BRITA in Pubs can provide:

- Website
- BRITA in PuBs blackboard information sheets
- BRITA in PuBs e-learning module

2.3 Means for dissemination

2.3.1 Overview of existing means – communication channels

The choice of means/channels must be made according to the type of information that should be distributed and the intended target group. Chapter 4 presents the country specific overview of existing communication channels with a short indication of the use of the channel. An overview of the types of channels is presented here:

- City networks
- E-mail newsletter
- Websites
- Professional journals
- Newspapers
- General mass media (Radio, TV, news)
- Seminars/work shops for building professionals

It is important to relate to the fact that the target groups differ with respect to how actively they will be searching for information. Some of the listed means are mostly suited for the actively searching groups (e.g. the city networks, the website, articles in journals and seminars), whereas the rest are directed towards the less actively searching part of the

community. It is obvious that an effective communication strategy will include both types of means.

2.3.2 Specific information distribution means / channels to be used by the BRITA in Pubs project

City networks

The information from the BRITA in Pubs project will be directly communicated through existing channels in two levels of city networks:

1. Local, country specific city/municipality and professional networks comprising representatives from the target groups and local and regional energy agencies in each participating country. Networks could typically be city networks, Agenda21 networks, network for sustainability, and professional networks (for building professionals).
2. Internationally the Energie-Cites network will work as subcontractor and contributes to reach the target groups also in other member countries. The results of the BRITA in PuBs project will be disseminated as part of the daily activities of Energie-Cites including also its website, meetings, symposia and other information channels.

The networks are good instruments for placing inspiration, initiating discussions and linking results to other topics.

The BRITA in PuBs project demonstration results from each country will be the starting point for spreading information from the project and will be used as appetizers to reach the target groups and inform them of and give them the link to the main information channel; the BRITA in PuBs website and electronic newsletter.

E-mail newsletter

The newsletter will be connected to the homepage and be one for all the countries. An electronic newsletter will be worked out and send out 4-6 times a year and present new information on the website.

BRITA in PuBs website

The BRITA-in-PuBs website/homepage is a common website with national sub-websites. The website will function as the place for inspiration and will be the central element in disseminating the technical information. The website holds and presents the results of the project:

- BRITA information tool (BIT)
- BRITA quality control tool-box
- BRITA design guidelines
- BRITA report on financial schemes
- The demonstration projects

Professional journals, newspapers, general mass media (news, opinion, cases and research results), external communication in general:

BRITA-in-PuBs produces articles for use in introducing energy efficient topics in the public domain (an easy way to influence the political debate and thereby the politicians). The texts must be short, precise, tell a good story and reliable.

Workshops/conferences/seminars: established forums for exchange of knowledge and to introduce discussions of the different aspects of each solution. The BRITA in PuBs project arranges an eco-buildings symposium in Berlin in November 2005 and the partners participate in different conferences, workshops, seminars, etc.

According to the answers given in the questionnaires the short focused workshops/seminars where you meet your colleagues from other municipalities are valued as a good way of presenting new technologies.

The matrix overleaf shows by which means and to which target groups the BRITA in PuBs results are disseminated.

BRITA in PuBs Deliverables \ BRITA in PuBs target groups	technical personnel (planning + management)	technical maintenance staff	technical consultants (architects & engineers)	politicians	building owners	contractors	building users	general public
financial schemes report	Specifically targeted		Offers valuable information		Offers valuable information			
design guidelines	Offers valuable information		Specifically targeted					
quality control toolbox	Offers valuable information	Specifically targeted				Specifically targeted		
BIT: BRITA in PuBs information tool on innovative retrofit measures	Specifically targeted		Offers valuable information	Offers valuable information	Offers valuable information	Specifically targeted		
demonstration building report	Specifically targeted	Offers valuable information	Specifically targeted		Offers valuable information	Specifically targeted		Offers valuable information
BISHs: BRITA in PuBs blackboard information sheets		Specifically targeted					Specifically targeted	Specifically targeted
BRITA in PuBs e-learning module		Specifically targeted					Offers valuable information	Specifically targeted
website (www.brita-in-pubs.com)	Offers valuable information	Offers valuable information	Offers valuable information	Specifically targeted	Specifically targeted	Offers valuable information	Specifically targeted	Specifically targeted
electronic newsletter	Specifically targeted			Offers valuable information				
PR-campaign	Offers valuable information			Specifically targeted	Offers valuable information			
articles in journals + magazines	Specifically targeted		Offers valuable information	Specifically targeted	Specifically targeted			Offers valuable information
common eco-buildings symposium + alternative conferences	Specifically targeted		Specifically targeted					

specifically targeted to group
 offers valuable information to group

Fig. 2: BRITA in PuBs deliverables for the different target groups

2.3.3 A few general comments about dissemination in this context

It is well known that introducing new ideas/technologies in building projects is best done as early in the project phase as possible. As the technical departments of the municipalities – and their budgets – rely on the political interest it is fundamental to work out political arguments as e.g. the coherence with international, European and national environmental legislation. Clear arguments and reliable information can build bridges between partners at different stages in the planning process by introducing qualitatively political topics.

These political arguments can be formed as good stories, shall be easily understandable and made to function as press releases or short articles. The stories or arguments will be part of the newsletters but can also be central in the topics spread through the existing networks.

2.3.4 Evaluation of the dissemination strategy and activities

After a certain time period the strategy and the activities should be evaluated to be able to implement changes to the strategy if necessary. The process can be seen as a circle-process as illustrated on figure 3.

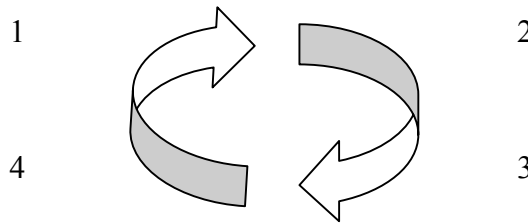


Fig. 3 Evaluation circle: 1- Is the dissemination working as expected, 2 – If not, why?, 3 – What has to be changed?, 4- Implementation of changes.

3 Socio-economic analysis

The results of the socio-economic analysis are described in detail in a separate project report D5 – “Barriers and needs”. Here a short summary is presented. A 3-step approach was used - first a literature study was made, thereafter interviews were carried out and finally a questionnaire was developed and answered on the project website by representatives from the target groups in each country. The *literature study* suggested looking at the barriers in three different categories:

- Information/knowledge
- Economics
- Organisation

and the interviews and questionnaires were organised accordingly.

The need for type and level of information is different in the different municipalities/public organisations. Some need knowledge about the technological possibilities and others need advice on implementation, covering practical and financial aspects – incl. for example information about existing incentives.

With regards to the *economy* the interviews revealed that the possibility for different kind of financing and funding models vary a lot, not only between the countries but also from city to city. The economy is often seen as the main barrier but the budget is also seen in relation with the expected output of the project. The reliability of the energy saving measure is very important and must also be based on reliable estimates of the savings and the maintenance costs.

The economic aspect therefore coexists with other political and legal aspects in a complicated matter. Specific solutions are often found in the single building project and good examples must be presented for each country and function as inspiration for the cities which have not yet worked on this topic.

With respect to the *organisation* the interviews revealed that the identity of the main decision maker depends on the organisation in the municipality and the project. The decision can for example be influenced from politicians or done by others like consultants in the project. Another aspect is that the introduction of energy efficient solutions demands a new way of structuring the working process in the municipality – more interdepartmental activities are needed. Therefore the time aspect is seen to be an important factor – there is simply not enough time to evaluate new solutions.

The questionnaires underlined the results from the interviews: What is needed is reliable, technical, economical information covering investment costs, operational and maintenance costs and the energy savings. Also design aid information (guidelines and computer tools) is of relevance. Equally important was judged information about energy saving possibilities from statistics and experiences obtained from national demonstration projects.

According to the answers to the questionnaire the target groups are primarily the technical staff in the municipalities own organisations and technical consultants (building designers). Also building owners (in some countries these are the most important target group) and building contractors are voted of high importance followed by the building users and the general public.

The people who answered the questionnaire seems to agree that the best ways to reach the target groups is via newsletter sent by e-mail in combination with a website with specific information. Thirdly there seems to be a general interest in attending focused workshops presenting particular projects or technologies.

In most countries the need for information in the language of the country seems to be required.

4 Information channels in Denmark

Address Short description – enabling the reader to select an information distribution channel according to the type of information and the intended target group

Web-sites with newsletters

www.bygnet.dk

www.dcue.dk

www.byggeri.dk

www.eco-info.dk

www.miljo.horisonetnet.dk

www.kf.dk

www.mestertidende.dk

Egen nyhedsmail, mange links .. mest egenproduktion
Rettet mod byplanlæggere, forskellig indlæg, mange links
Til entreprenører, nyhedsbrev udkommer lejlighedsvis
Øko-info..bæredygtig udvikling
Portal om miljø og energi
Konstruktørforeningen, nyhedsbrev, mm
Mindre entreprenører og håndværkere

Journals/magazines

www.techmedia.dk

www.byg-erfa.dk

www.byggeplads.dk

www.stadshavn.dk

www.ing.dk

www.dal-aa.dk

www.arkbyg.dk

www.dansk-vvs.dk

Forskellige magasiner bl.a. HVAC (VVS-bladet)
Nyhedsbrev 6 gange årligt
Specialmagasin inden for byggeri og arkitektur med fokus på de nyeste byggeprojekter i landet
Nyhedsbrev 11 gange årligt omkring d. 20 i mdr.
Nyhedsbrev hver dag, nyhedsavis hver fredag, magasin gange årligt
”Arkitekten”, nyhedsbrev hver mandag
Udkommer 11 gange årligt – små artikler på nettet
Gode artikler, egen produktion, også engelsk version

Special sites

www.webmedier.dk

Oversigt over websteder o. lign. (this site provides an overview of web-sites and journals in Denmark – similar sites may be found in the other countries)