

“Towards Zero energy Hospitals in the Balkan Region – ZenH Balkan”

Communication Plan

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Version 2

Project co-funded by the European Union



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Note: The “ZenH-Balkan Communication Plan” is the joint effort of all project partners.

Project co-funded by the European Union and National Funds of the participating countries

General communication strategy

1. Introduction of the “ZenH Balkan” project

The “Towards Zero Energy Hospitals in the Balkan Region” (ZenH Balkan) is an Interreg Balkan Med project that aims to facilitate the implementation of the Energy Performance of Buildings Directive (EPBD) by defining the characteristics and Standards for Zero Energy Hospitals in the South Balkan region. Thus, it will contribute towards improved energy efficiency in the building sector. Hospital buildings are considered complex systems as they are hosting several energy intensive functions (HVAC under strict comfort conditions, high hot water demand, kitchen facilities, etc). There is considerable work in EU on the definition of near Zero Energy residential buildings, offices and hotels but not for hospital buildings.

The project objectives are summarized as:

1. Produce benchmarks and design guidelines for ZenH
2. Improve the technical capacity of professional groups and government officials towards the ZE buildings notion
3. Prepare detail analysis and test the benchmark models for upgrading 7 hospital buildings into NZEB that will be ready to seek financial tools for their implementation.

The methodological approach is to work on a joint implementation approach for the development of robust retrofitting design tools that could adapt regional climate & RES potential characteristics. The partners will derive primary data from energy audits and existing Building Data Hubs to support the production of proposed tools. Project experts and officials from Health authorities will jointly select hospitals. Nontechnical government officials is a crucial target group for the transferability of the produced results and will be invited to participate in the policy and planning meetings of the project (KO, midterm & final). The added value is the training of building professionals to new concept and technical approaches that will advance the impact of the EPBD on other building sectors with regard the concept of NZEBs.

2. Objectives

2.1 Overall communication objectives

The Communication Strategy is designed to effectively communicate and disseminate the project and its purpose is to assist:

- Achieve project objectives
- Demonstrate the success of the project work
- Ensure stakeholders have the information they need.

The plan for the dissemination of the project results was agreed by the consortium during the proposal drafting stage.

The overall objective of the ZenH Balkan communication strategy is to increase the impact of the project among the target audiences. These target audiences and the expected impacts at different stages of project development are detailed hereafter.

The specific objectives of this strategy are to

- Identify relevant stakeholders
- Provide a framework for dissemination
- List routes of communication and means/media

2.2 Target groups

The target groups were defined by the consortium at the proposal drafting stage and revised during the development of this report, and they include:

- Within the participating countries (Greece, Albania, Bulgaria, Cyprus, FYROM)
The ZenH Balkan Project targets six segments of the regional societies, those who directly will benefit from project's results:
 - administrative and technical staff of hospitals
 - health care organizationsand project stakeholders, that although not directly involved in the project, share an interest in the success of the project
 - policy makers
 - technical professionals in the building sector
 - the academic community
 - general public
- Within the EU

- technical professionals
- administrative and technical staff of hospitals
- health care organizations
- the academic community

2.3 Specific objectives for each target group, related to the action's objectives and the phases of the Project cycle

Specific information for different target groups will be disseminated at the different phases of the ZenH Balkan Project cycle.

- **General Public:** Raise awareness amongst general public in participating countries on benefits of energy efficiency and RES in buildings. To approach the general public segment the consortium will be active in providing information in local and national markets in the form of press releases, media interviews.
- **Public and Private Building Sectors:** This is matter of significant interest as the public and private building sectors should acknowledge the need for new and retrofitted energy efficient buildings (nZEB) according to upcoming EPBD target dates. The concept of near ZEB is of significant interest to building's designers. 6 e-newsletters will be produced with technical information.
- **Building Technical Professionals:** For the building technical professionals the consortium will provide guidelines on technical solutions for EE & RES measures applicable to hospitals. These methodologies can be transferable to other types of complex and energy intensive buildings such as hotels, malls, supermarkets, sports centers, educational, and office buildings. Technical professionals and technical staff of hospitals will be invited to the workshops and project meetings on Zero Energy Hospitals organized in each participating country during the Project cycle. The benchmarking approach and the design approach will be detailed in technical guide for the ZenH and the applicable technologies targeting the building professionals.
- **Administrative staff of Hospitals:** Administrative staff of hospitals and health care organisations will be informed about the project results and the benefits of implementing energy efficiency and RES measures in buildings
- **Academic Community:** The academic community will be invited to comment on the project activities, to participate with lectures in the events and it will have access to all project results.

3. Communication activities

3.1 Main activities that will take place during the period covered by the communication and visibility plan

The main activities that will take place during the period covered by the communication plan are:

- Traditional dissemination material: Project logo, leaflet, posters, giveaways etc.
- Organization of workshops and technical seminars
- Organization of an international final conference
- Publications
- Presentations
- Internet
- Hospital data exchange with building data hubs
- Handbook

a) Traditional dissemination material

- Project logo: The logo of the project was established (Annex A.1) and the template of the letter paper (Annex A.2) and project's presentations in power point (Annex A.3) with the logo of the project.
- Project leaflets: The leaflet (Annex A.4) will be available for the partners to deliver project information at international conferences, meetings, and workshops; the leaflet may be updated when needed with recent progress in the activities, etc.
- Project poster: The poster is created to be displayed as a communications support in events. This poster is a generic base of information for ZenH Balkan (Annex A.5).

b) Organization of workshops & technical seminars:

- The first workshop on "Zero Energy Buildings" organised in Nicosia, Cyprus in May 2018. Cyl is responsible for the organisation of the event with the support of all partners.
- The first one-day Seminar on "Solar Heating and Cooling" will be organised in Skopje, FYROM in June 2018. CeProSARD is responsible for the organisation of the event with the support of all partners.
- The second technical Seminar on "Building Simulation" will be 2 days, it will be organised in Sofia, Bulgaria in November 2018. SEC is responsible for the organisation of the event with the support of all partners.

- The third one-day Seminar on “Biomass, CHP and Geothermal Heating and Cooling” will be organised in Tirana, Albania in March 2019. ALBAFOREST is responsible for the organisation of the event with the support of all partners.
- The second one-day workshop on “Zero Energy Hospitals” will be organised in Xanthi, Greece in July 2019. DUTH is responsible for the organisation of the event with the support of all partners.

The template for the agenda of the workshops and technical seminars was finalized (Annex A.6).

c) Organisation of international conference

The findings of the project will be presented on an international thematic conference. The conference will be held in Xanthi, Greece in October 2019. DUTH is responsible for the organisation of the event with the support of all partners.

d) Publications and presentations

The findings of the project will be presented on EU/National networks by the project partners. Articles related to Zero Energy Hospitals will be published in national journal and in partner’s web pages. Each project partner will provide 3-6 presentations and/or publications. At least 18 presentations and/or publication are foreseen.

e) Internet

- A web site dedicated to the ZenH Balkan project will be created. The web site will include information on the objectives of the project, the project partners, newsletters and announcement of events, project results. All produced materials will be uploaded in the web site. The web site will be updated regularly. Responsible for the elaboration of the web site is DUTH in collaboration of all project partners.
- A web page dedicated to the ZenH Balkan project will be included in the The BalkanMed Programme website. It will include data from the Application Form, Project Summary, newsletters and announcement of events, project results. All produced materials will be uploaded in the web site. The web site will be updated regularly. Responsible for the provision of the relevant material for the web site is DUTH in collaboration of all project partners.
- Information on the project with link to the project web site will be uploaded in partners’ web sites. Newsletters and information on the events will also be uploaded in their web sites. Responsible: all partners
- 6 e-newsletters to inform target audience about the evolution of the project (Annex A.7).

- The produced data on energy consumption patterns will be shared at an EU level by sharing the collected data with existing Building Data Hubs (ENTRANZE, BPIE, CRES, etc.). Responsible: SEC

f) Hospital Data Exchange with Building Data Hubs

Data on buildings characteristics will be collected and exchanged through Building Data Hubs and, finally, the produced data on energy consumption patterns in hospitals will be shared at an EU level by sharing the collected data with existing Building Data Hubs (ENTRANZE, BPIE, CRES, etc.).

g) e-Handbook

An e-handbook on “Zero Energy Hospitals” will be produced in the end of the project. The handbook will present the findings of the project, technical solutions for energy refurbishment of hospitals and financial assessments of these solutions. The handbook is oriented to hospitals staff and professionals from the building and energy sector. All partners will contribute to the elaboration of the hand book. Responsible: Cyl and DUTH

3.2. Communication tools chosen

Different communication tools are chosen depending on the tasks and the target groups. The dissemination tools are chosen in order to reach all target groups with the relevant information.

- a) *Press releases* will be used to inform the administrative and technical staff of hospitals, technical professionals, healthcare organisations and the academic community on forthcoming events and project results. Press releases will be uploaded on project web page, as well as on partners’ web pages. They also will be sent by e-mails with the invitations for the workshops, seminars and training events.
- b) *Presentations at conferences, workshops and other events* will be made in order to inform the target groups on the project outcomes. Participations in events will be not only a mean of dissemination of the project results, but also an opportunity to exchange information and seek for synergies with other projects related to energy efficiency in buildings.
- c) *Publications of articles in magazines and electronic media* will disseminate information on project idea and project results in participating countries. The publications will reach all target groups, including the general public.
- d) *Web pages* – project web page and partners’ web pages will be used as a tool for communication of the project results amongst professionals all over Europe. The project results will be available also after the completion of the project.

- e) *Organisation of events* – the aim of this communication tool is to involve professionals and the academic community of the participating countries in the project activities and to increase their knowledge on technical solutions for implementation of zero energy hospitals.
- f) *Organisation of an international conference* – the aim of this dissemination tool is to spread the projects outcomes at European level. The target groups of this conference are the administrative and technical staff of hospitals, technical professionals, healthcare organisations and academic community from all EU countries.

4. Indicators of achievements

Monitoring and evaluation is key for the proper planning and implementation of the communication strategy. A number of Monitoring and Evaluation tools will be used to achieve the best possible results of the strategy implementation. The communication plan proposes key performance indicators in order to monitor and evaluate the activities set out in this communication strategy. These indicators are:

- Events: No of events, No of participants,
- International conference: No of papers, No of participants
- Publications / Presentations: No of Publications / presentations
- Website: No of visits
- E-Handbook: no of visits, no of downloading
- Media: No of Press Releases/interviews
- Newsletters: No of recipients
- Traditional dissemination material: No of posters/leaflets/giveaways produced, No of posters/leaflets/giveaways disseminated.

The designated Communication Experts will keep a record of all communication and dissemination activities related to the project (articles on newspapers and magazines, web presentations, conferences, seminars, etc.) and of the results.

An archive of the information and the promotional material used during the dissemination activities (press release, newsletter, brochures, flyer, etc.) will be created.

Events' participants will complete tables of attendance. These tables will contain information about the organized event, such as date/location, target group, aims and objectives, dissemination tools, number of attendees, etc. The purpose of these tables is that all involved parties in the project will have an overall view of dissemination activities.

5. SWOT analysis

<p>Policy/strategy for Hospital EE and RES applications in place including specific consumption targets for NZe Hospitals</p> <p>Existing successful programmes and initiatives to encourage different stakeholders to establish acceptable & targeted solutions</p> <p>Informed stakeholders on existing EU requirements and establishment of national policies to achieve the targets</p> <p>Support from EU and other donors and financial institutions to implement measures in the sector to contribute to the overall goal of the green (EE) transition</p> <p>Transfer derived strategies and concepts to other types of buildings.</p> <p>Media is a highly consumed source of information by the public and is very cooperative with the government</p>	<p>At distributed level, top management is committed but not well aware of EE and RES policies</p> <p>No strategic EE and RES planning completed in the sector of health buildings</p> <p>Insufficient information on EE and RES measures (economic, social & environmental benefits) that can be applied from public authorities and the public sector</p> <p>Higher costs for green products/procurement and investments</p> <p>Little or no guidance at an operational level on how to implement policies that are in place</p> <p>Lack of internal communication and alignment mechanism between energy group entities and related government authorities</p>	<p>EU supported programs for awareness raising and consulting</p> <p>Transfer of experience and knowledge diffusion to/from other EU and Balkan countries</p> <p>Best practices, examples and information on the value and benefits of EE and RES measures applied in households, services and private sectors</p> <p>Capacity building activities that could allow a wider exchange of best practices and experiences among different regions and local authorities</p> <p>Promote the green procurement at regional level and create new green investment opportunities</p> <p>Improve the quality of energy data</p>	<p>Absence of a mature EE and RES market (products, expertise) No significant domestic production of equipment and materials for EE and RES (increase of imports)</p> <p>Lack of budget making, makes prospective communication plans difficult</p> <p>Insufficient interest in improving environmental performance</p> <p>Lack of energy consumption targets may render investments incomplete</p> <p>Heavy dependence on Mass Media and above the line tools in comparison to social media tools and interactions with the general public through customized programs and campaigns</p>
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6. Resources

6.1. Human Resources

- Man months required to implement the communication activities (covers WP2)
 - DUTH : 6,1
 - ALBAFOREST : 5,5
 - SEC : 4,0 (without workshops)
 - Cyl : 1,8
 - CeProSARD : 6,0

- Members of the management team responsible for communication activities
 - DUTH: Argiro Dimoudi
 - ALBAFOREST: Mehmet Metaj
 - SEC: Evelina Stoykova
 - CeProSARD : Gordana Pecelj
 - Cyl: Despina Serghides

The responsibilities of each member in more details is:

- DUTH: Argiro Dimoudi – responsible for:
 - ✓ Communication with the managing authority,
 - ✓ D2.1.1 Finalization of the communication plan,
 - ✓ D2.1.2 Development of project’s brochure, poster, newsletters. Sending all materials to be uploaded in the ZenH Balkan section of Interreg Balkan-Mediterranean portal, printing of leaflet and poster in Greek, dissemination activities as press releases, presentations and articles, uploading of project materials and results in web page,
 - ✓ D2.1.3 Elaboration of the e-handbook on ZenH,
 - ✓ D2.1.4 Organization of international conference in Greece,
 - ✓ D2.1.5 Data collection from Building Data Hubs,
 - ✓ D6.1.5 Organization of workshop on “Zero Energy Hospitals” in Xanthi, Greece, organize agenda, invite speakers
 - ✓ D6.1.1, D6.1.2, D6.1.3, D6.1.4 Overall responsibility of workshops’ /training seminars content, agenda, speakers. Invitation to hospitals’ technical staff for attending workshops/training seminars, selection of speakers, participations in workshops and training seminars.

- ALBAFOREST: Mehmet Metaj – responsible for:
 - ✓ D2.2.2 Uploading of project materials and results in ALBAFOREST’s web page, dissemination activities as press releases, presentations and articles, printing of leaflet and poster in national language
 - ✓ D2.2.3 Input to the e-handbook on ZenH,
 - ✓ D2.2.4 Participation with presentation in the international conference in Greece,
 - ✓ D2.2.5 Data collection from Building Data Hubs,
 - ✓ D6.2.4 Organization of training seminar on “CHP, Biomass and Geothermal Technologies” in Tirana, Albania, organize agenda, invite speakers
 - ✓ D6.2.1, D6.2.2, D6.2.3, D6.2.5 Invitations to hospitals’ technical staff for attending workshops/training seminars, participation in workshops and training seminars.

- SEC: Evelina Stoykova – responsible for:
 - ✓ D2.3.1 Elaboration of the communication plan,
 - ✓ D2.3.2 Printing of leaflet and poster in national language, dissemination activities as press releases, presentations and articles, uploading of project materials and results in SEC’s web page,
 - ✓ D2.3.3 input to the e-handbook on ZenH,
 - ✓ D2.3.4 Participation with presentation in the international conference in Greece,
 - ✓ D2.3.5 Data collection from Building Data Hubs (ENTRANZE), collection of data from project partners, sharing the collected data with existing Building Data Hubs (ENTRANZE, BPIE, CRES, etc.).
 - ✓ D6.3.2 Organisation of training seminar on “Buildings Energy Simulation Tools” in Sofia, Bulgaria, organize agenda, invite speakers
 - ✓ D6.3.1, D6.3.3, D6.3.4, D6.3.5 Invitations to hospitals’ technical staff for attending workshops/training seminars, participation in workshops and training seminars.

- CeProSARD: Gordana Pecelj – responsible for:
 - ✓ D2.4.2 Uploading of project materials and results in CeProSARD’s web page, dissemination activities as press releases, presentations and articles, printing of leaflet and poster in national language

- ✓ D2.4.3 Input to the e-handbook on ZenH,
 - ✓ D2.4.4 Participation with presentation in the international conference in Greece,
 - ✓ D2.4.5 Data collection from Building Data Hubs,
 - ✓ D6.4.3 Organization of training seminar on “Solar Heating and Cooling Technologies” in Skopje, FYROM, organize agenda, invite speakers
 - ✓ D6.4.1, D6.4.2, D6.4.4, D6.4.5 Invitations to hospitals’ technical staff for attending workshops/training seminars, participation in workshops and training seminars.
- Cyl: Despina Serghides – responsible for:
 - ✓ D2.5.2 Contribution to development of projects’ brochure, leaflet. Uploading of project materials and results in Cyl’s web page, dissemination activities as press releases, presentations and articles, printing of leaflet and poster in national language
 - ✓ D2.5.3 Elaboration of the e-handbook on ZenH,
 - ✓ D2.5.4 Participation with presentation in the international conference in Greece,
 - ✓ D2.5.5 Data collection from Building Data Hubs,
 - ✓ D6.5.1 Organization of workshop on “Zero Energy Buildings in Nicosia”, Cyprus, organize agenda, invite speakers
 - ✓ D6.5.2, D6.5.3, D6.5.4, D6.5.5 Invitations to hospitals’ technical staff for attending workshops/training seminars, participation in workshops and training seminars.

6.2 Financial resources

- Budget required to implement the communication activities (in absolute figures and as a percentage of the overall budget for the action)
 - DUTH: 37,340.10 €, 13% of the overall budget
 - ALBAFOREST : 11,220 €, 11% of the overall budget
 - SEC: 26,770 €, 17% of the overall budget,
 - Cyl: 25,990.79 €, 15.0% of the overall budget
 - CeProSARD : 14,665.80 €, 17 % of the overall budget

Annex A

Templates of communication materials

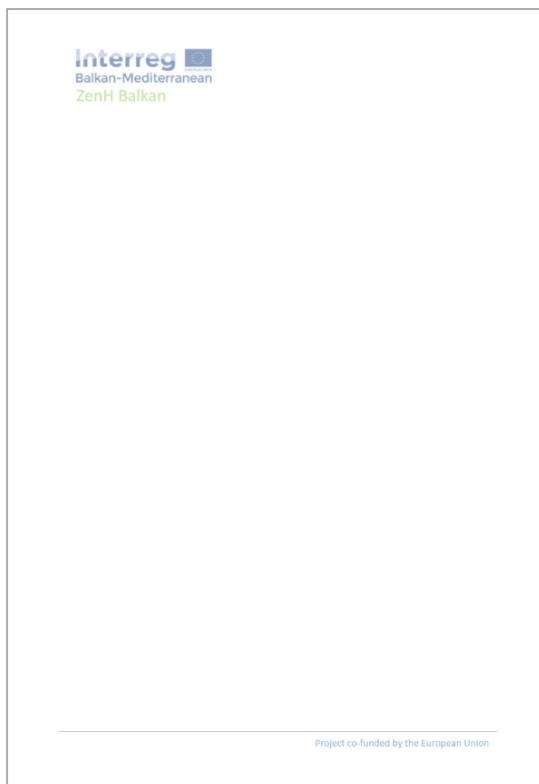


A.1 Project's logo

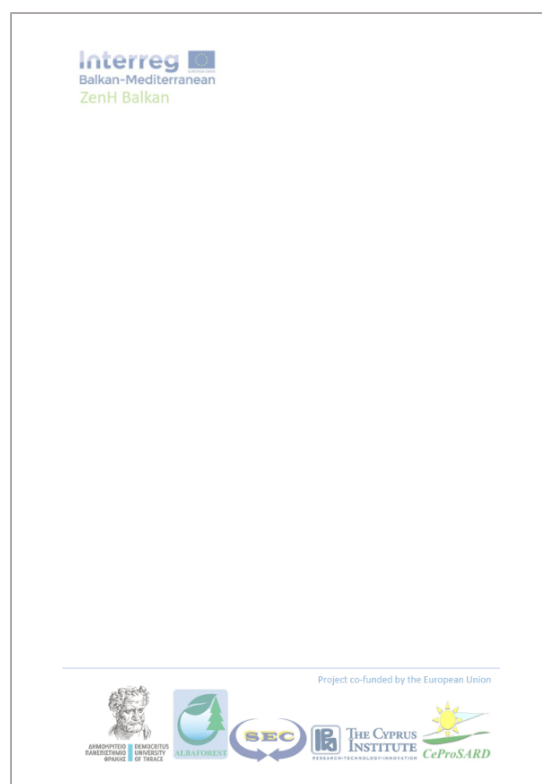


A.2 Template of text document - Letter

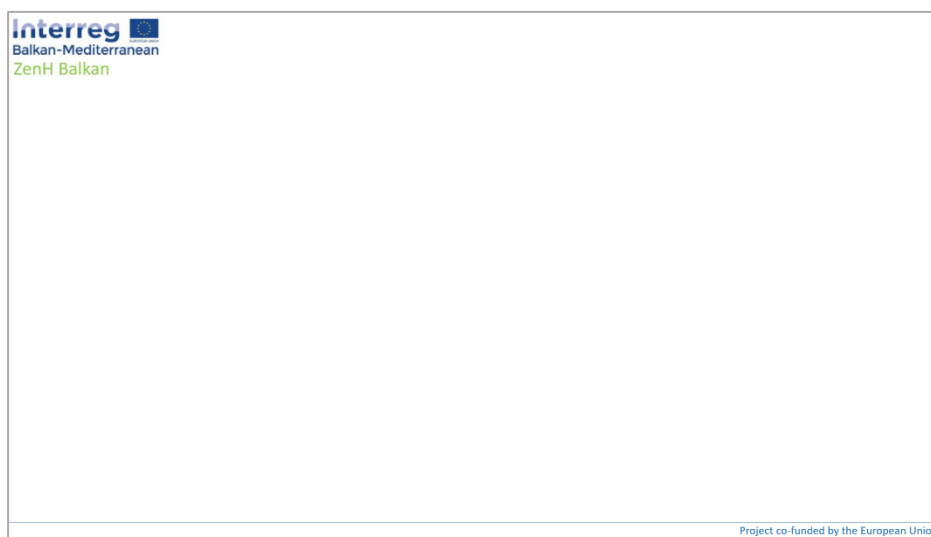
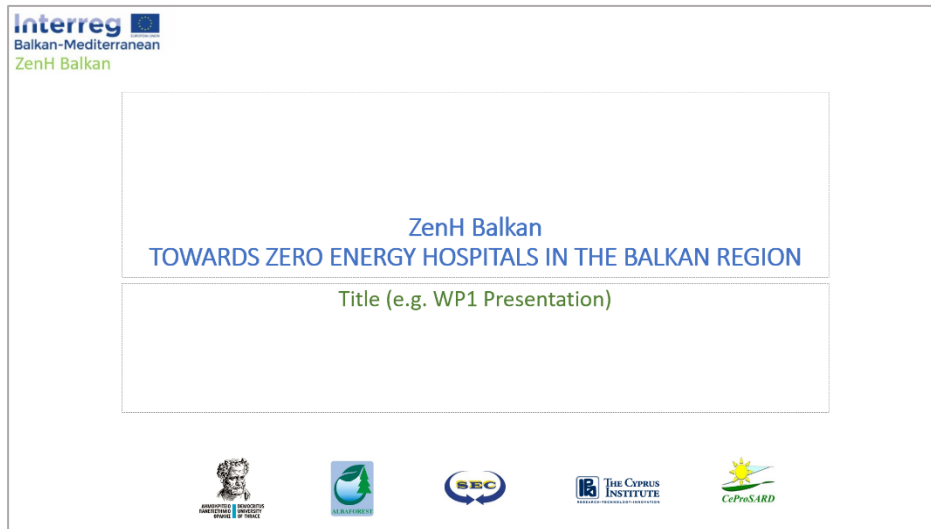
Template 1



Template 2



A.3 Template of presentations



A.4 Template of leaflet



ZenH Balkan

The project aims to facilitate the implementation of the EPBD by defining the characteristics and Standards for Zero Energy Hospitals in the South Balkan region.



Interreg 
 Balkan-Mediterranean
 ZenH Balkan



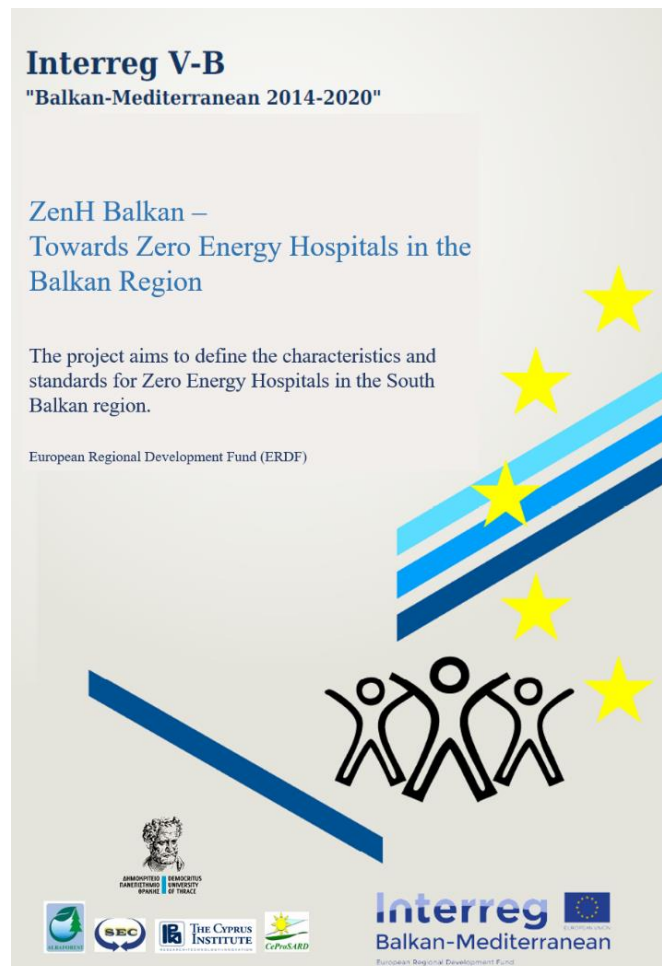
Interreg 
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 ZenH Balkan

**ZenH Balkan-
 Towards Zero
 Energy Hospitals
 in the Balkan
 Region**



This project is funded by the European Union

A.5 Template of poster



A.6 Template of Workshop / Technical Seminar Agenda

Technical Seminar “.....”

Date, Place, City, Country

9:00 – 9:30	Registration
9:30 – 9:45	Welcome address (Name)
9:45 – 10:00	The ZenH Balkan Project (Assoc. Prof. Argiro Dimoudi, DUTH)
10:00 – 10:30	
10:30 – 11:00	
11:00 – 11:30	Coffee break
11:30 – 12:00	
12:00 – 12:30	
12:30 - 13:00	
13:00 – 14:00	Lunch break
14:00 – 14:30	
14:30 – 15:00	
15:00 – 15:30	
15:30 – 16:00	
16:00 – 17:00	Discussion

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A.7 Template of newsletter

