

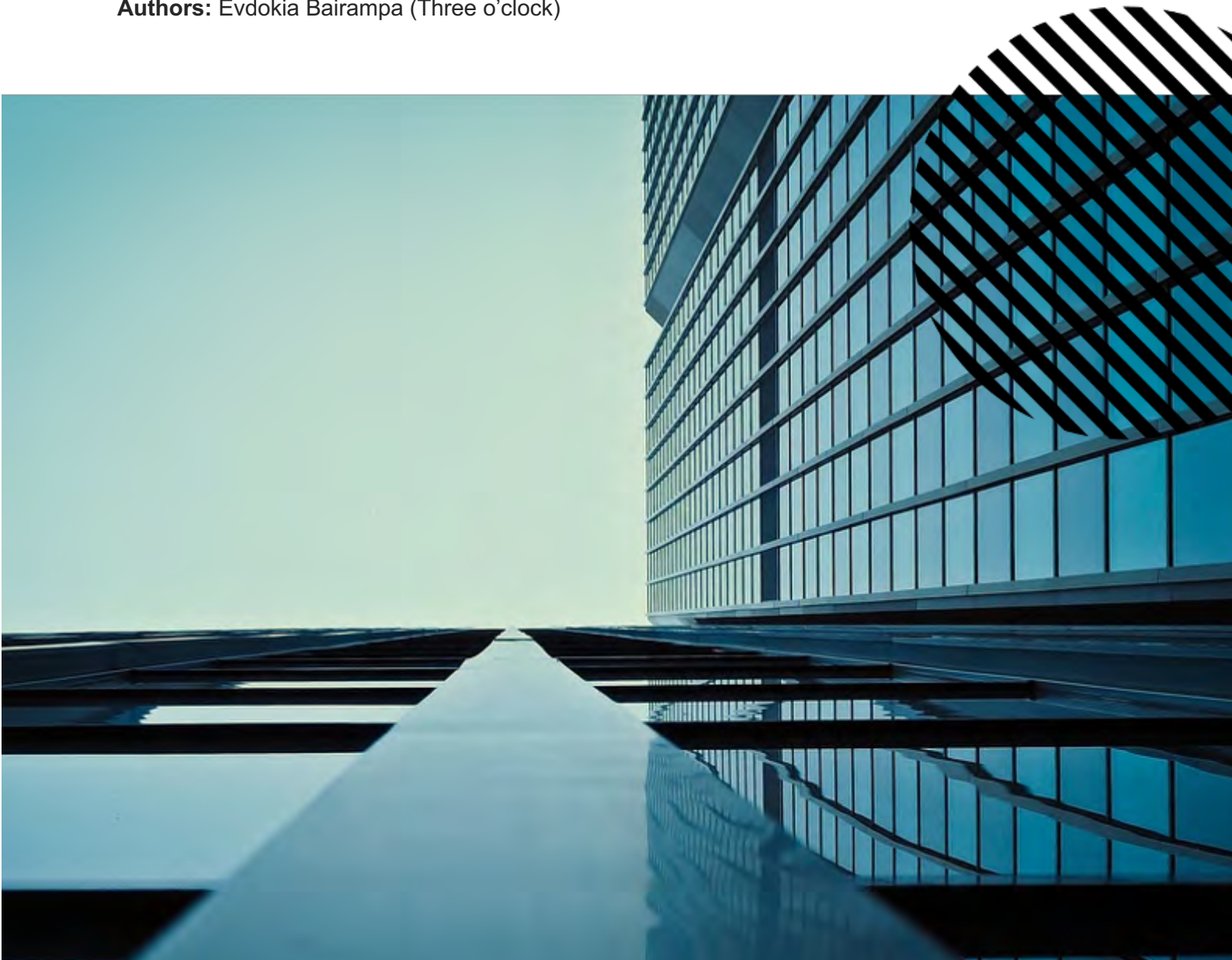


Co-funded by
the European Union

D5.1: Project communication kit

WP5, Task 5.1

Authors: Evdokia Bairampa (Three o'clock)



Document information

Project Acronym	nZEBRA
Project Title	Intensive blended course in Climate Neutral Buildings to address nZEB regulation and complex behavior of buildings
Project Coordinator	Heidi Norrström (Halmstad University) heidi.norrstrom@hh.se
Project Duration	1 September 2023 – 31 August 2026
Deliverable No.	D5.1
Dissemination level	PU – Public
Work Package	WP 5 – WP Dissemination and Exploitation
Task	T5.1 – Project communication toolkit
Lead beneficiary	Three o'clock (3OC)
Contributing beneficiary/ies	-
Due date of deliverable	29 February 2024
Submission date	29 February 2024

Document history

Ver.	Date	Beneficiary	Author
1.0	29/02/2024	3OC	Evdokia Bairampa

Copyright notice

© nZEBRA. ALL RIGHTS RESERVED. ANY DUPLICATION OR USE OF OBJECTS SUCH AS DIAGRAMMES IN OTHER ELECTRONIC OR PRINTED PUBLICATIONS IS NOT PERMITTED WITHOUT THE AUTHOR'S AGREEMENT.

This Project is co-funded by the European Union under the ERASMUS + Programme with Grant Agreement Number:1435998. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Table of contents

1	Introduction	7
1.1	Purpose and scope of the document	7
2	Visual identity of the project	8
2.1	The nZEBRA logo	8
2.2	Templates	10
3	Communication kit	11
3.1	Poster and leaflets	11
3.2	Other communication materials	12
4	Online communication channels	13
4.1	Website	13
4.2	Social media networks	16
4.3	Press releases	16
4.4	Newsletters	18
5	Conclusions	19

List of Figures

Figure 1:	Communication tools	7
Figure 2:	Logo variations	8
Figure 3:	Brand colours	9
Figure 4:	EU disclaimer	9
Figure 5:	Project Power Point Presentation template	10
Figure 6:	nZEBRA Poster	11
Figure 7:	Examples of online communication materials	12
Figure 8:	nZEBRA website homepage	14
Figure 9:	nZEBRA website About page	15
Figure 10:	nZEBRA social media channels	16
Figure 11:	nZEBRA first press release	17
Figure 12:	The press releases shared by the partners	17
Figure 13:	The nZEBRA press release shared by the Croatian Green Building Council	18

Abbreviations and acronyms

Acronym	Description
BEM	Building Energy Model
BIM	Building Information Model
D	Deliverable
EU	European Union
KPIs	Key Performance Indicators

Executive summary

The building sector significantly contributes to global energy consumption and CO₂ emissions, accounting for 36% and 37%, respectively. Moreover, construction and demolition waste represent over 33% of all waste in the EU, with only one-third suitable for reuse. To tackle these challenges, sustainable solutions throughout a building's life cycle are essential, aiming for a 42% reduction in energy use, 35% in greenhouse gas emissions, and improvements in resource utilisation. The European Directive on Energy Performance mandates nearly Zero Energy Buildings (nZEB) for all new constructions from 2021. However, there is a need to enhance educational programmes, ensuring that architecture, civil engineering, and energy engineering curricula comprehensively cover sustainability aspects. This involves internationalizing training, developing multidisciplinary curricula, providing practical skills in BIM & BEM software, and meeting the growing demand for professionals in nZEB construction.

In response to these challenges, the nZEBRA project aims to develop an immersive blended course focused on Climate Neutral Buildings, utilising micro-credentials for assessment. The primary objective is to elevate the skills and competencies of Higher Education Institution (HEI) students studying architecture, civil engineering, and energy engineering. The goal is to provide them with the necessary expertise to design and maintain nearly Zero Energy Buildings (nZEB), meeting the demand for highly qualified professionals in the job market. This initiative contributes to global endeavors in combating climate change.

Dissemination and communication play a crucial role in the nZEBRA project to ensure that the course, knowledge, and other outcomes (such as the booklet and Train-the-Trainer toolkit) reach the relevant target groups in a consistent and effective manner. While D5.2 focuses on the implementation of dissemination activities and exploitation pathways, this deliverable presents the communication kit for nZEBRA, laying out the communication tools and materials developed to illustrate and promote the project's main objectives, activities, and results. The kit will assist project partners in communicating about the project to stakeholders and wider audiences, while keeping the dissemination activities clear, consistent, and engaging. D5.1 and D5.2 are considered complementary documents; therefore, certain information may overlap or be extensively mentioned in one of the reports.

Keywords

nZEB, micro-credentials, green skills, climate change, sustainability

1 Introduction

1.1 Purpose and scope of the document

This report contains the items comprising the communication kit developed in the nZEBRA project that contribute to promoting the project's vision, its activities and results among a wide range of stakeholders. It describes the promotional materials, the website, and the tools that will be used to better communicate the project to students, stakeholders (addressed in D5.2) and the wider audience.

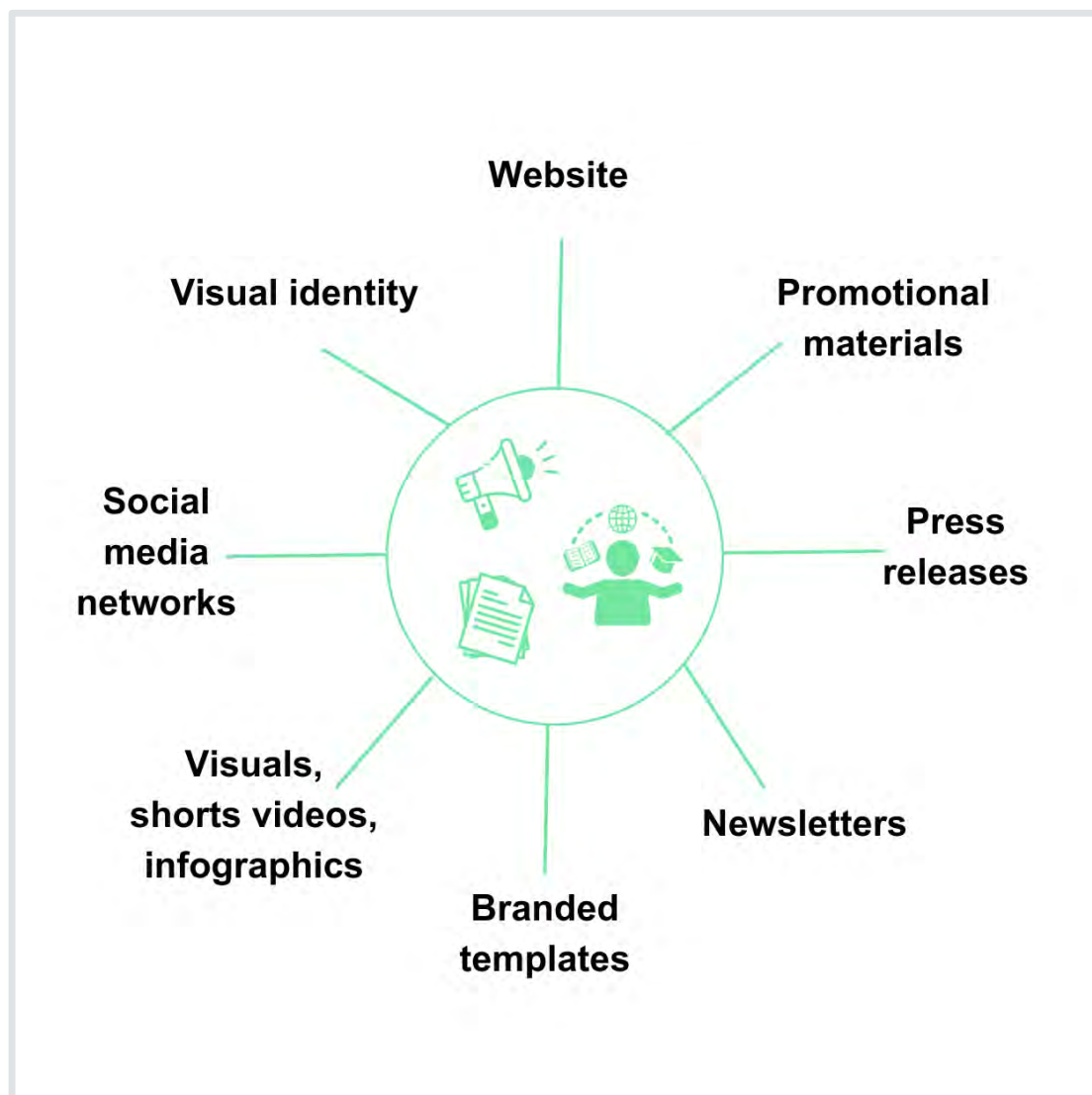


Figure 1:Communication tools

2 Visual identity of the project

2.1 The nZEBRA logo

A project logo and visual identity have been developed in order to satisfy the visual and graphic requirements of the project and maximise the project's visibility. The logo ensures that the project is recognisable and forms the basis for the design of all the promotional materials that will be produced (e.g. leaflets, posters, infographics, newsletters, deliverables, social media, website, external events, etc.).



Figure 2: Logo variations

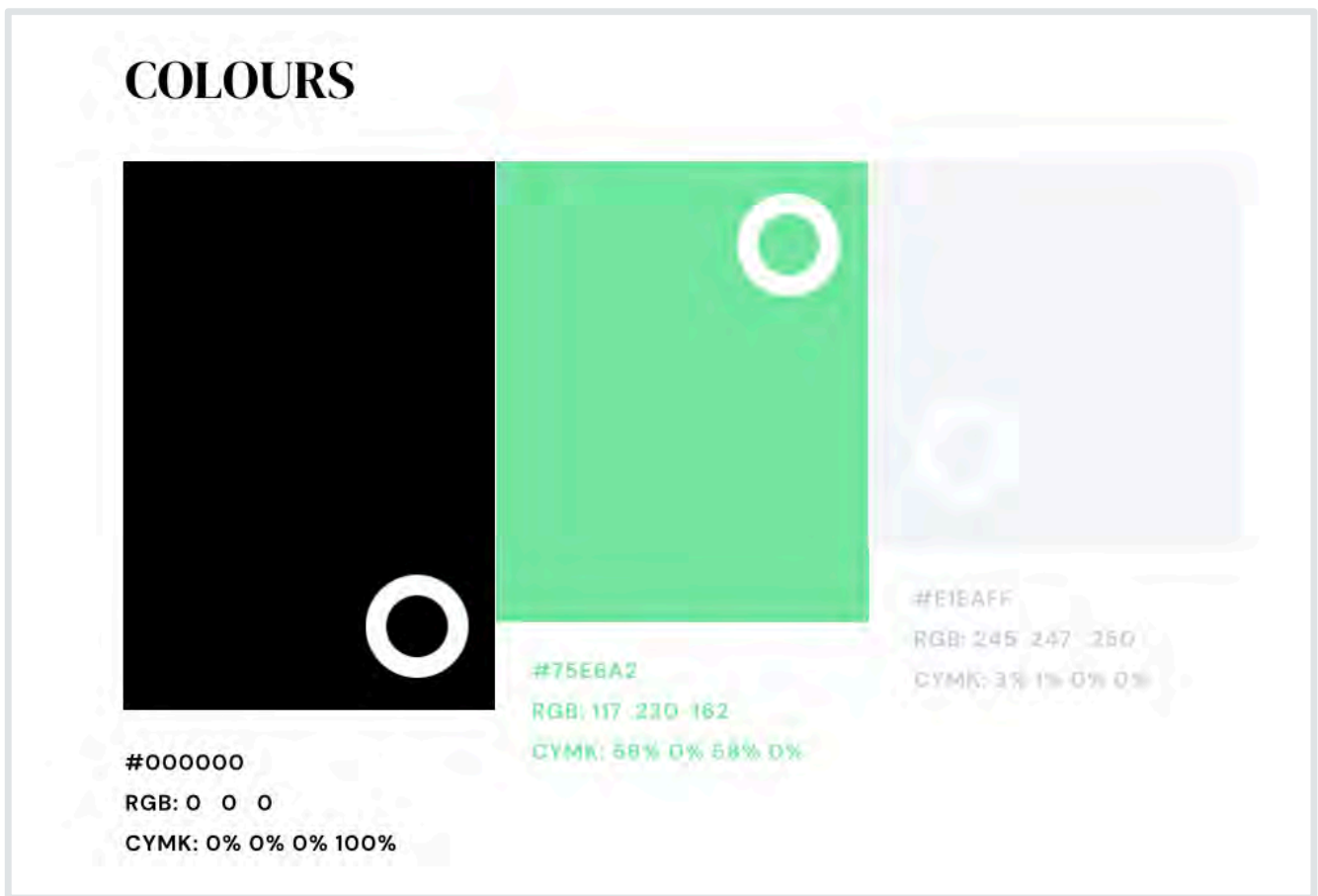


Figure 3: Brand colours

In addition to the nZEBRA project logo, in all communication materials, deliverables, presentations, etc. produced in the frame of the project, the EU emblem will be included.



Figure 4: EU disclaimer

2.2 Templates

To harmonise the presentation of the project in different communication activities, a PowerPoint template has been prepared and shared with nZEBRA partners, according to the project's visual identity to be used by all nZEBRA partners. A deliverable template in Word has also been designed.

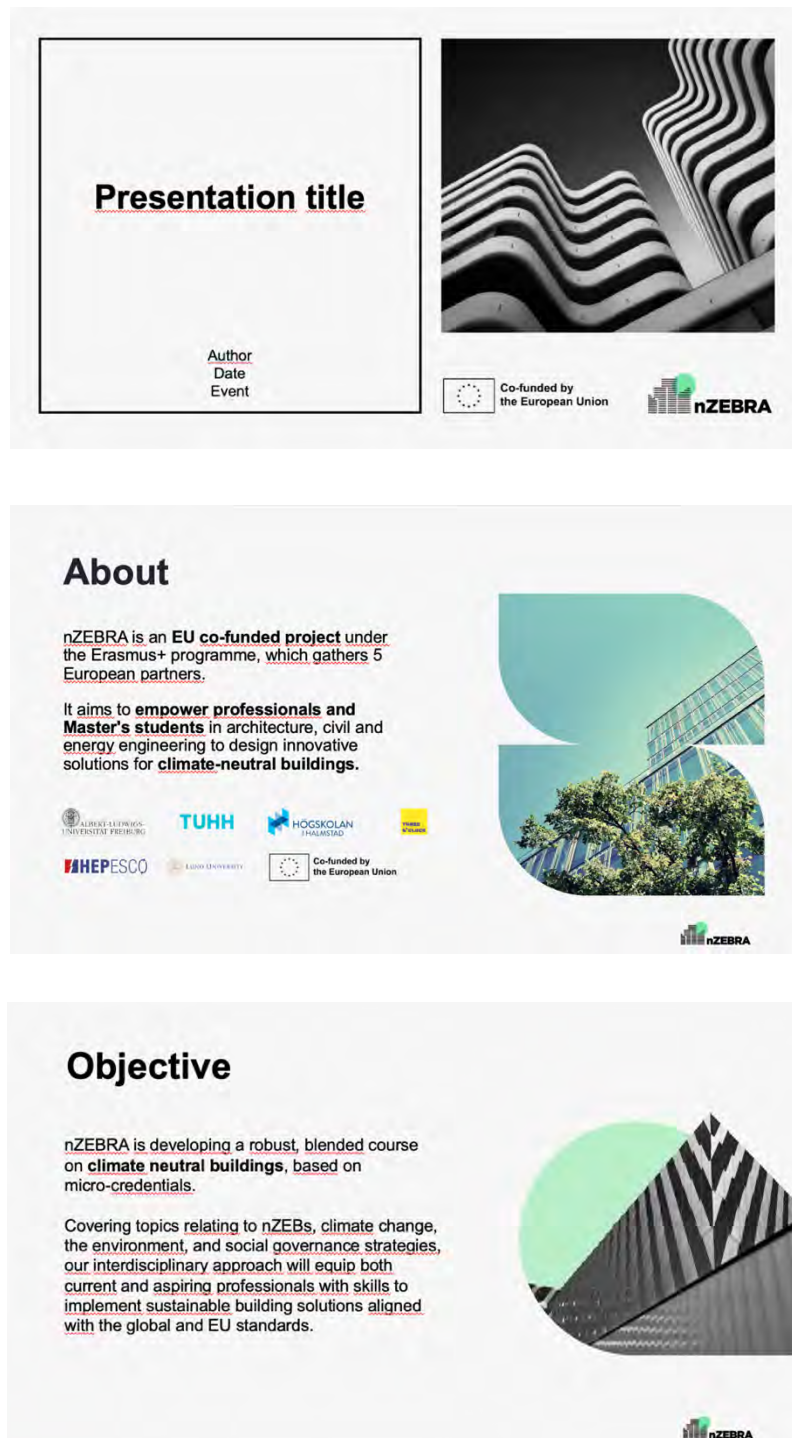


Figure 5: Project Power Point Presentation template

3 Communication kit

3.1 Poster and leaflets

The nZEBRA project will develop two leaflets and one poster during the project lifetime to support its dissemination and communication activities and attract the interest of relevant stakeholders.

Both promotional products provide information about the partners involved, contact, website and social media details and will acknowledge the funding that the project receives through the Erasmus+ programme.

Both the leaflet and the poster will be available in downloadable electronic form on the nZEBRA website under the resources page. Furthermore, hard copies will be available for distribution at various events that will be organised in the frame of the project but also in external events, which partners will participate in. In the project's lifetime, 1 poster and 2 leaflets will be designed by 3OC. These materials will be stored on the website and potentially they will be translated in other languages upon request.

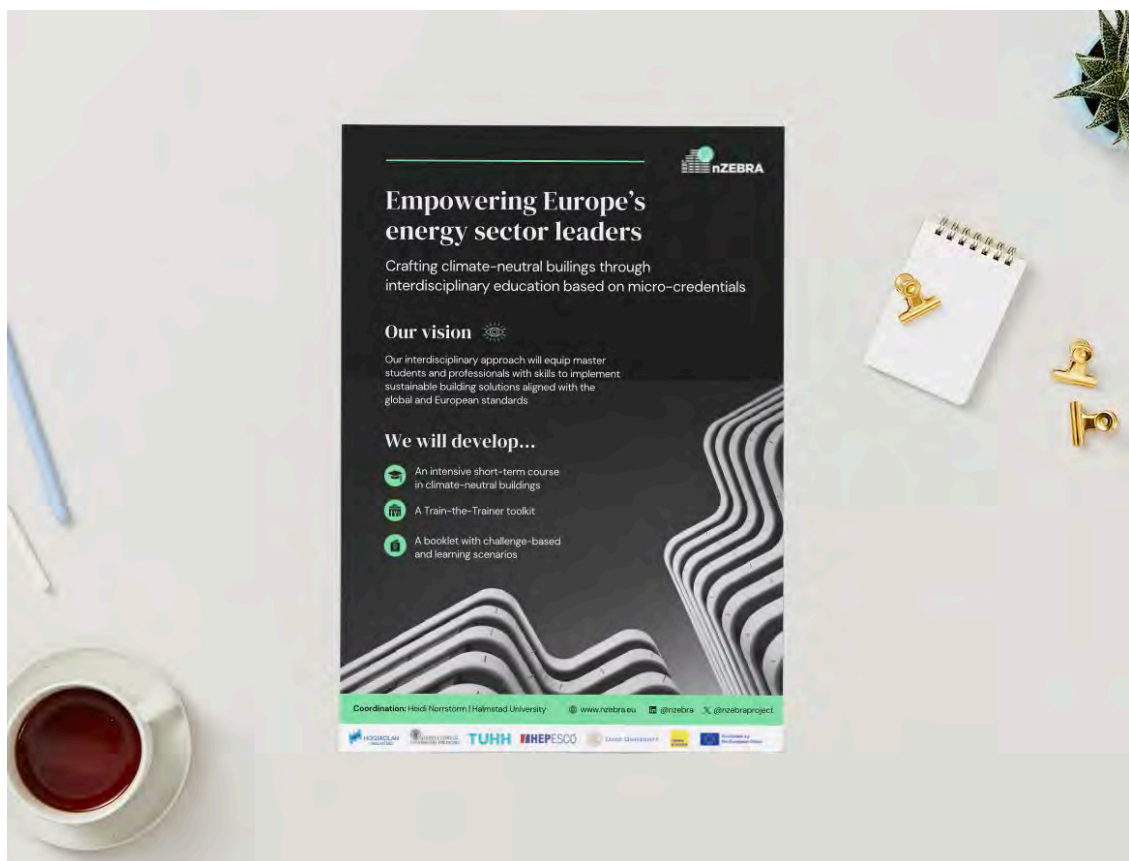


Figure 6: nZEBRA Poster

3.2 Other communication materials

During the lifetime of the project, nZEBRA will develop various communication materials to engage the respective target audiences and effectively communicate the project's updates and major outcomes. These materials will include branded visuals, infographics, and short videos. For instance, a video, developed in collaboration with the project's coordinator outlines the key challenges of the energy building sector and the main goal and contribution of nZEBRA. The video has been shared on the project's social media accounts and will be published on the website.

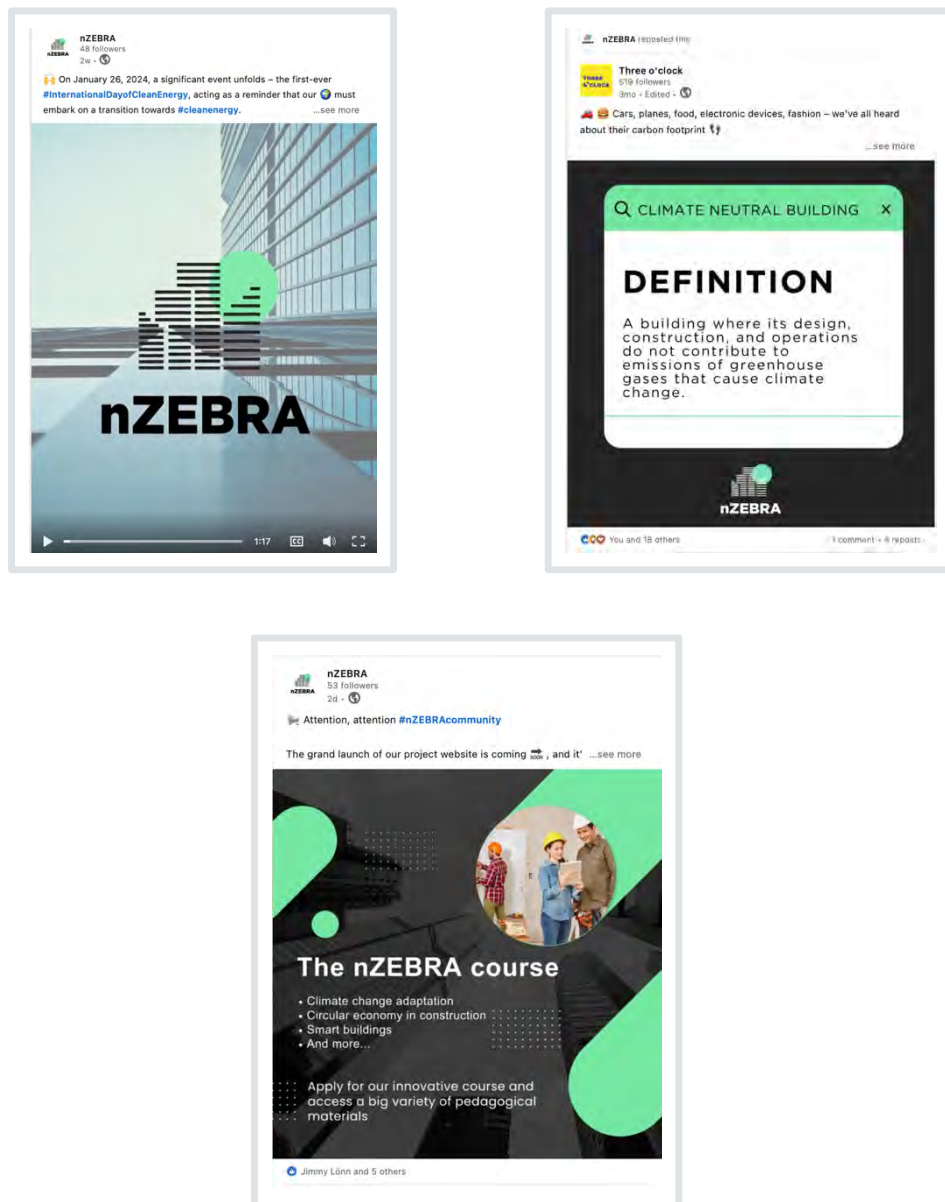


Figure 7: Examples of online communication materials

In the upcoming months, more communication materials will be designed and published to accompany blog posts and online campaigns.

4 Online communication channels

4.1 Website

The website is a key communication tool to increase the project's visibility and impact, and present the progress of the project to wider audiences.

The nZEBRA website was launched in the end of M6 and will serve as the main online platform for public and consortium communication. The structure and content of the website are designed in a way to ensure ease of use. It will report on the project's course and objectives and will promote relevant information about its progress with news and resources, such as the latest public deliverables.

Three o'clock (3OC) is the partner responsible for the development, maintenance, and management of the website, assisted by all partners who will provide content regularly. Further information concerning the content plan can be found in D5.2.

In addition to the main information about the project, the website will include all publishable project outcomes, promotional materials, articles, deliverables and further resources of interest. As the website reflects all the work produced in the context of nZEBRA, all partners will contribute to the content development with news and updates. The news page will regularly be updated (once per month) with topics such as introduction/presentation of the project's outcomes, the nZEB concept, energy efficiency in buildings, climate resilience and energy systems, sustainability and green building.

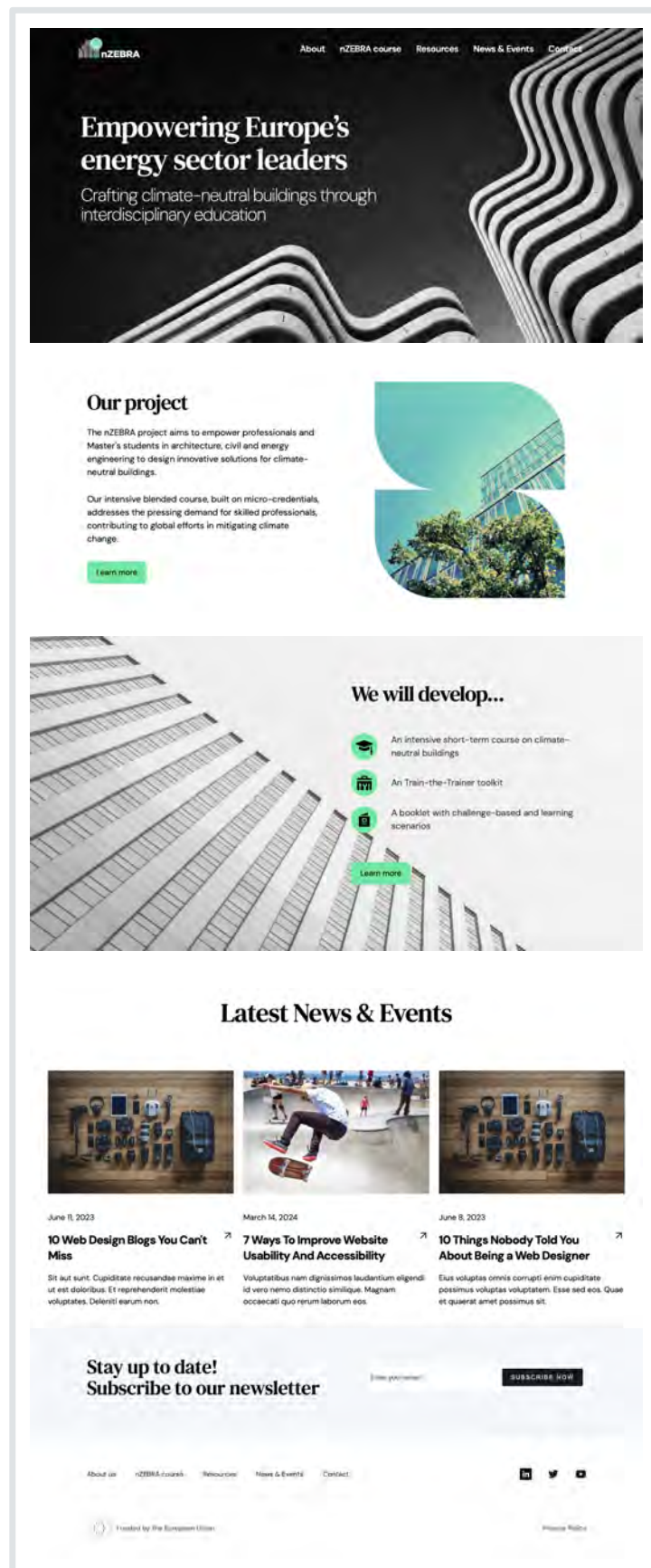


Figure 8: nZEBRA website homepage



Figure 9: nZEBRA website About page

The KPI for the website is 1000 visitors by the end of the project.

4.2 Social media networks

Social media is a critical tool for communication and dissemination purposes, as well as for measuring the impact of the project, through the number and types of stakeholders engaged. The nZEBRA social media channels were launched in M3, aiming at communicating its launch as soon as possible and building a network of relevant stakeholders.

The project's LinkedIn page has already 53 followers and X gathers 15 followers. The KPI for social media is to gather 200 followers by the end of the project.

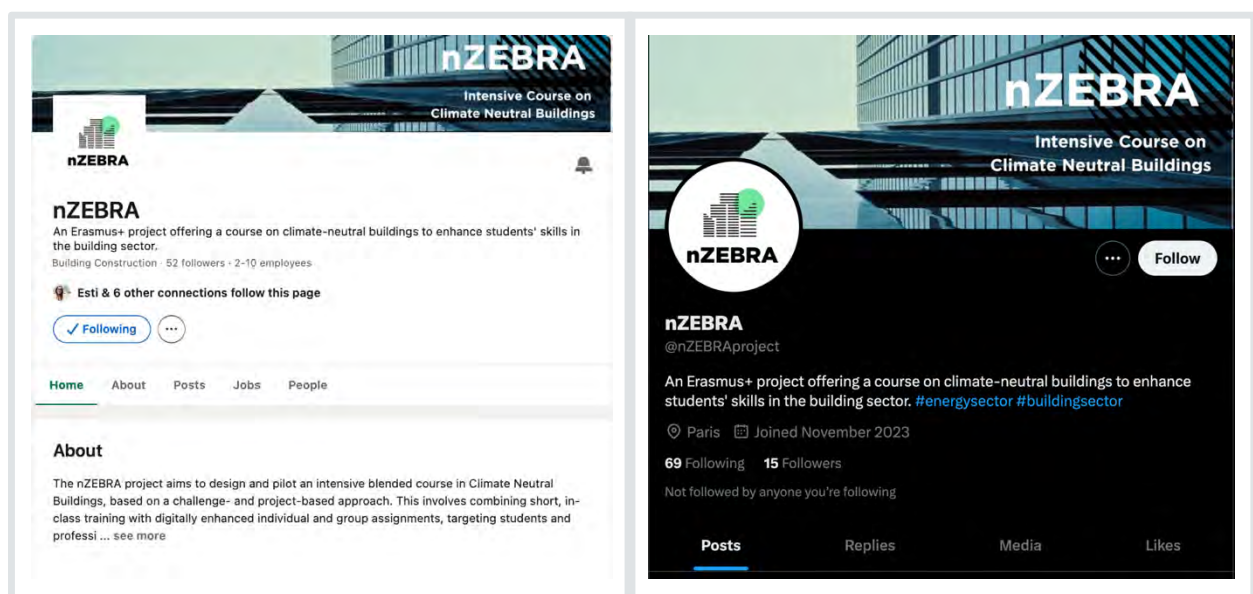


Figure 10: nZEBRA social media channels

4.3 Press releases

The project will produce two press releases in total. The first press release was launched in M4 after the kickoff meeting (see image below). It included key information about the project's funding and consortium, its vision and objectives. It was shared on the [project's social media](#) channels as well as on the partners' institutional pages.



Figure 11: nZEBRA first press release

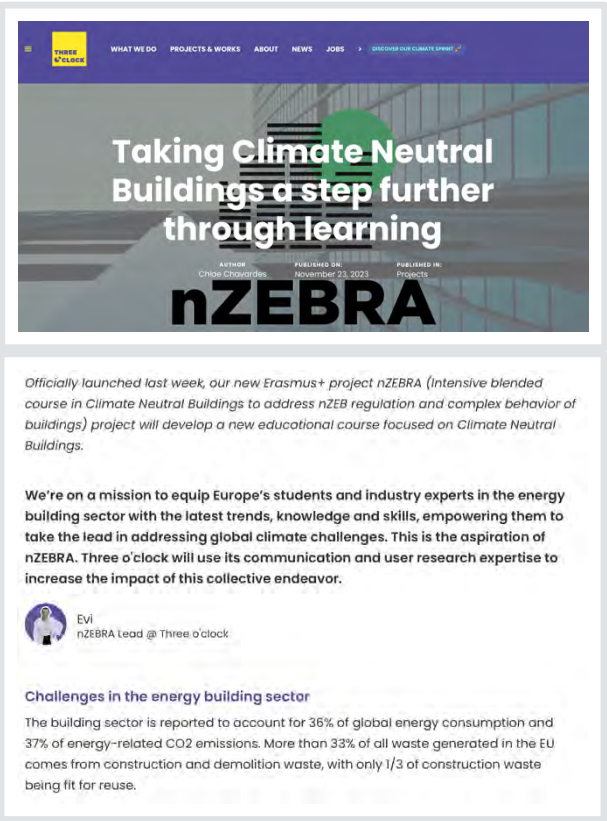
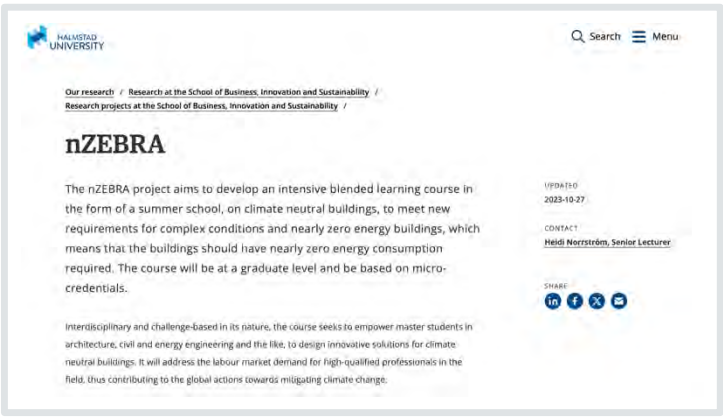


Figure 12: The press releases shared by the partners

The nZEBRA press release has also been shared on the website of [the Croatian Green Building Council](#), close partner and collaborator of nZEBRA member, HEP ESCO.



Figure 13: The nZEBRA press release shared by the Croatian Green Building Council

4.4 Newsletters

The nZEBRA newsletter will serve as an additional digital channel to reach out to the project's audiences and update them on the project's progress, news, and events in the energy efficiency and building sector. The project will produce two newsletters: the first will be sent out in M12 and the second after M24.

The newsletter aims to attract and retain stakeholders (industry experts, public authorities, professors, universities, and master students) who are interested in the project. The topics of the newsletter will be discussed with partners and will be linked with the development of the nZEBRA course.

3OC is in charge of releasing the newsletter. Brevo is the newsletter platform that will be used for the development and distribution of the newsletter.

5 Conclusions

The nZEBRA communication kit is designed to offer a comprehensive range of promotional materials aimed at facilitating the communication and dissemination of the project's activities, objectives, and anticipated outcomes. These materials will be readily accessible to the general audience through the project's various communication channels. Furthermore, we will continually explore new communication methods and channels as the project progresses.

The project is poised to make a significant contribution to enhancing energy efficiency in the building sector. Therefore, it is paramount to raise awareness and garner social and business acceptance through a series of targeted communication initiatives. By leveraging innovative educational programmes, pedagogical methods, and tools, the project aims to drive improvements in energy efficiency within the building sector across Europe.