nZEBRA

Co-funded by the European Union

D5.2: Report on the implementation of Dissemination and Exploitation Plan

WP5, Task 5.2

Author: Evdokia Bairampa (3OC)

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.	D5.2.
Dissemination level	PU – Public
Work Package	WP 5 – WP Dissemination and Exploitation
Task	T5.2 – Dissemination and Exploitation
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 8
1.1 Purpose and scope of the document 8
2 Dissemination strategy 9
2.1 Project's objectives and key exploitable results (KERs) 9
2.2 Target groups 10
2.3 Key messages 12
2.4 Key Performance Indicators (KPIs) 13
2.5 Dissemination channels 14
2.5.1 Website 14
2.5.2 Social media channels 15
2.5.3 Content and blog posts 17
2.5.4 Events 18
2.5.5 Other dissemination opportunities 20
3 Internal processes and reporting 21
4 EU acknowledgement 22
5 Exploitation plan 23
6 Annex 25

List of Tables

Table 1:nZEBRA Key Exploitable Results (KERs) 9
Table 2:Key target groups, their benefits from nZEBRA and the link with KERs 10
Table 3:Target groups and key messages 12
Table 4: List of KPIs 13
Table 5:Key accounts to follow and tag 15
Table 6:Potential events for nZEBRA dissemination 19

List of Figures

Figure 1 nZEBRA website skeleton 14

Figure 2 Short video released on the International Day for Clean Energy..... 17
Figure 3 Content plan 18
Figure 4 nZEBRA news on BUILD UP..... 20
Figure 5 EU disclaimer..... 22
Figure 6 Exploitation roadmap..... 24

Abbreviations and acronyms

Acronym	Description
BEM	Building Energy Model
BIM	Building Information Modelling
D	Deliverables
ESCO	Energy Service Companies
EU	European Union
HVAC	Heating, Ventilation and Air Conditioning
RES	Real Estate Salesperson
VET	Vocational Education and Training

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 utilization. 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 programs, ensuring that architecture, civil engineering, and energy engineering curricula comprehensively cover sustainability aspects. This involves internationalising training, developing multidisciplinary curricula, providing practical skills in BIM & BEM software, and meeting the growing demand for professionals in nZEB construction.

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 objective 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 to Trainer toolkit) reach the relevant target groups in a consistent and effective manner. The report on Dissemination and Exploitation (D5.2) outlines the major objectives of the dissemination and exploitation strategy, key messages, target groups, and channels and tools to be implemented to maximize the project's impact and outreach. Additionally, two other deliverables will be submitted: the project communication toolkit (D5.1) by 3OC in M6, and the exit replication and sustainability strategy (D5.3) by HEP-ESCO in M36.

Keywords

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

1 Introduction

1.1 Purpose and scope of the document

This document introduces the Dissemination and Exploitation plan (D5.2) of the n.ZEBRA project. It also highlights the connection between the dissemination and communication activities with:

- Specific objectives of the project
- The development of nZEBRA course
- The needs of the professionals and students in the architecture, civil and energy engineering
- The importance to raise awareness energy efficiency, climate neutral buildings, climate change, sustainability, and the overall role of education to address and tackle these challenges.

This document will cover the following topics:

- Dissemination objectives
- Target groups
- Dissemination tools
- The exploitation plan
- Reporting on the dissemination and communication activities and internal processes

Some aspects of this deliverable will undergo further development and analysis in deliverable D5.1 (Project Communication Kit), where additional visuals and screenshots will be incorporated. The communication kit will encompass the nZEBRA visual identity and brand guidelines, along with corresponding communication materials and tools. As a result, these sections will either not be covered or only partially covered in D5.2.

2 Dissemination strategy

The dissemination strategy outlines the means to effectively raise awareness about the project's key results and objectives, deliver messages and promote the project's educational programme and materials to the main target audiences. The strategy also provides an effective exploitation plan and ensures replicability of the Key Exploitable Results (KERs) and the sustainability of the nZEBRA course. Further analysis and information on the replicability and sustainability of the nZEBRA outcomes will be provided in the exit replicability and sustainability strategy (D5.3 – leading by HEP-ESCO).

To achieve dissemination and communication goals and engage with relevant interest groups, a process of identifying and defining various target groups and tools is undertaken.

2.1 Project's objectives and key exploitable results (KERs)

The nZEBRA project will develop an intensive blended course in Climate Neutral Buildings, based on micro-credentials. More precisely, nZEBRA's main objectives are the following:

- Create a curriculum for interdisciplinary, hands-on learning in Climate Neutral Building, using innovative digital methods and practical challenges for assessments.
- Develop interdisciplinary educational content in Climate Neutral Buildings that covers the entire life cycle of sustainable construction.
- Create guidance and practical tools for teaching challenge-based learning scenarios in the project, along with a toolkit to train instructors in utilising BIM and BEM software for implementing sustainable building solutions.
- Implement and evaluate the Climate Neutral Buildings blended course for its ability to deliver interdisciplinary, practical training that meets current educational demands and the market's needs in building performance.
- Develop a strategy for consistently delivering the project course, with the aim to formalise it within partner and other HEIs' master programmes and obtaining international accreditation.

To achieve the above objectives and maximise the project's impact, it is important to mention the project's main outcomes, the key exploitable results. The following Table *1*: lists the main project's outcomes and a short description for each of them.

Table 1:nZEBRA Key Exploitable Results (KERs)

Outcomes	Short description
nZEBRA course	An intensive training in Climate-neutral buildings, covering nZEB, circular economy, climate adaptation, renewable energy, smart buildings, and environmental governance, preparing professionals and students for sustainable building solutions.

Methodological framework	An innovative course syllabus, blending in-class education with virtual individual and group assignments.
Theoretical contents	The Climate Neutral Buildings Course covers interdisciplinary topics such as building physics, HVAC, renewable energy systems, BIM analysis, materials reuse, and urban material banks.
A booklet	A booklet covering challenge-based & project-based learning scenarios for building performance management and following modern teaching and learning practices.
Train-the-trainers (ToT) toolkit	A guide for lectures on how to effectively use co-designed learning scenarios and BIM and BEM software for analytical purposes.

2.2 Target groups

The important element for effective dissemination and communication lies in the initial identification of the appropriate audiences and stakeholders. This step ensures that the project's goals are achieved and that the results and insights will benefit the relevant groups.

The major target groups for nZEBRA are:

- Master students and learners
- Industry professionals working in energy, building, construction companies
- HEIs representatives, management, and academic team
- Educational institutes
- Associations of professionals and similar organisations
- Public authorities

The table below offers more detailed information about the target audiences, their benefits from the nZEBRA project, and the methods by which they will be reached out to.

Table 2:Key target groups, their benefits from nZEBRA and the link with KERs

Target groups	Benefits from nZEBRA	Methods to engage
Master students and learners	• Access to the project's course learning materials and content • Enhance knowledge and skills • Keep up with new challenges and trends in the energy building sector – a more holistic approach • Get familiar with innovative teaching methods	Website, social media, multiplier events, newsletters, other communication Materials, academic articles

Linkage with KERs: nZEBRA course, methodological framework (syllabus), theoretical content, booklet		
Industry professionals	• Gain new knowledge on energy building sector, architecture, civil engineering • Have free access to materials • Enhance their competences with modern trends and requirements in the sustainable buildings	Website, social media, multiplier events, and webinars newsletters, press releses, communication materials, industry articles
Linkage with KERs: nZEBRA course, methodological framework (syllabus), theoretical content, booklet		
HEIs representatives and academic team	• Discover new teaching methods • Gain access to new teaching materials and toolkits • Expand their network and knowledge	Website, social media, events and webinars, newsletters, press releases
Linkage with KERs: nZEBRA course, methodological framework (syllabus), theoretical content, booklet, ToT toolkit		
Educational institutions	• Access to tailored interdisciplinary methodological framework that follows a modern pedagogical approach • Further content adaptation to other Master programmes • Appealing educational programme for other educational institutes	Website, social media, events, newsletters, press releases, academic articles
Linkage with KERs: nZEBRA course, methodological framework (syllabus), theoretical content, booklet, ToT toolkit		
Professional Associations and similar organisations	• Gain new knowledge on energy building sector, architecture, civil engineering • Have free access to materials • Enhance their competences with modern trends and requirements in the sustainable buildings	Website, social media, multiplier events, and webinars newsletters, press releases, communication materials, industry articles
Linkage with KERs: nZEBRA course, methodological framework (syllabus), theoretical content, booklet, ToT toolkit		

Public authorities	• Better comprehension of new methodologies and guidelines for the experts in the field • Better understanding of the market demand skills • Possibility to co-create the project's materials and programme by providing constructive feedback • Replicability of the project's results in similar areas	Website, social media, multiplier events and webinars, newsletters, communication materials
Linkage with KERs: nZEBRA course, theoretical content		

2.3 Key messages

In the first year of the project, communication will focus on raising awareness about general topics related to energy efficiency, the nZEB concept, sustainability, and data and reports shared by national, European, and international organisations. Additional emphasis will be given to promoting the project's objectives and course, as well as the impact of the nZEBRA educational programme on the lives and careers of professionals in the energy building, civil engineering, and architecture sectors.

The following table presents key messages that address the needs of nZEBRA target groups.

Table 3:Target groups and key messages

nZEBRA target groups	**Key messages**
Master students and learners	nZEBRA will develop a blended innovative course which will reflect the current challenges and professional needs of the energy building retrofitting sector and equip the students with new skills and knowledge on nZEB concept and other energy-related topics.
	nZEBRA aims to produce various educational materials such as an innovative course syllabus and a booklet that will facilitate the students' learning path, increase their project management and analytical skills, and enable them to handle real project-based scenario
Industry professionals	Professionals will have the opportunity to access new educational materials and content for free. They will enrich

	their knowledge with modern techniques in the energy building sector and learn about sustainable solutions.
HEI representatives and academic team	Professors will have access to a wide range of training resources and tools to educate and guide students on topics related to energy building, civil engineering, and architecture. This will provide students with the expertise needed to tackle challenges in their careers.
	The nZEBRA Train-the-Trainers toolkit (ToT) will provide to professors the know-how to effectively use co- designed learning scenarios and BIM and BEM software for analytical purposes.
Educational institutions	Universities will benefit from the nZEBRA course and its updated methodologies, tools, and materials, which can potentially be integrated into the academic curricula of the universities involved in the project. Additionally, this new knowledge can be replicated and utilized by other universities and educational institutions across Europe.
Professional Associations and similar organisations	Professionals will be given the possibility of accessing nZEBRA educational materials and contents free of charge. This will provide them with a possibility to adopt new knowledge about the nZEB buildings and technologies and share it with their members.
Public authorities	The nZEBRA project will involve public authorities in the project's program co-creation process. This involvement will enable stakeholders to understand the current educational demands and the market's needs in building performance.

2.4 Key Performance Indicators (KPIs)

The Key Performance Indicators (KPIs) for dissemination and communication activities in Work Package 5 (WP5) are detailed in the table below.

Table 4: List of KPIs

Channels	Responsible partners	KPIs
Website	3OC	+1000 visitors
Social media (X, LinkedIn)	3OC	200 followers

Dissemination materials	3OC and all partners	2 leaflets, 1 poster
Press releases	3OC	2 press releases
Newsletters	3OC and all partners	2 newsletters
Articles	Partners	1 scientific, 1 academic
Multiplier events	All partners	5 webinars, 1 hybrid event (HEP ESCO), 1 final hybrid event (HH)

2.5 Dissemination channels

2.5.1 Website

The purpose of the website is to consolidate all project-related information and provide necessary resources and details about the nZEBRA course. Serving as a central hub, the nZEBRA website will be the primary platform for professionals and students interested in the project and its training program and materials. Accessible via the URL www.nzebra.eu, the website was launched in February 2024.

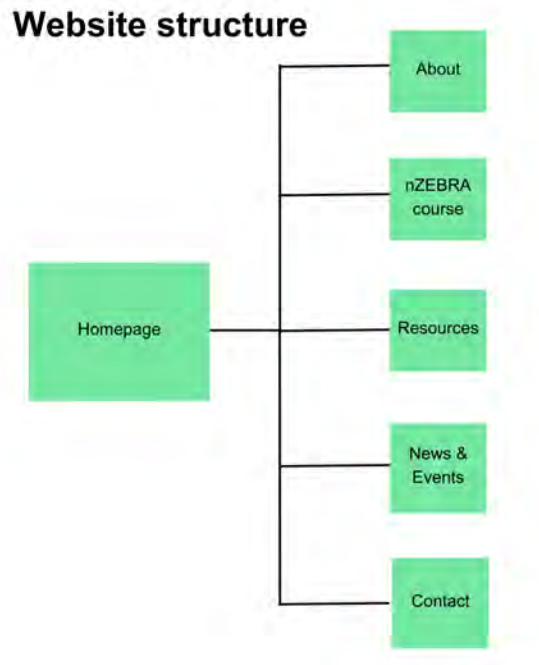

Figure 1 nZEBRA website skeleton

The website is available in English, and all pedagogical materials will be open to the public. Students and industry professionals interested in participating in the nZEBRA course can visit the dedicated page (the nZEBRA course page) to review the course topics and apply. The application process and course content will be managed by UFR. More details about the website and its visual elements will be provided in D5.1.

2.5.2 Social media channels

nZEBRA is active on social media platforms: X (@nZEBRAproject) and LinkedIn (@nZEBRA) were chosen to effectively reach our diverse audience, including master students, industry professionals, universities, and local stakeholders. Both platforms are utilised to maximise engagement, raise awareness about the project, and disseminate its outcomes.

Our social media accounts have been operational since November 2023, with 3OC responsible for weekly updates with relevant content.

Type of content to be published on social media:

- Project's objectives
- Outcomes
- Information about the nZEBRA course and pedagogical materials
- Deliverables and reports
- Relevant information and general facts for energy, nZEB, sustainability, smart buildings, upskilling

Hashtags

The use of hashtags will enhance the prominence of the project's key topics and increase visibility on social media. Hashtags can also be used by followers to search for a specific topic by clicking on those specific hashtags.

Two project dedicated hashtags will be created: #nZEBRAcommunity and #nZEBRAproject.

Other recommended hashtags can be: #nzeb, #energytransition, #energysector, #energyefficiency, #buildingsconstruction, #energyperformance, #construction, #skills, #upskilling, #education #digitalskills, #sustainability #erasmusplusproject.

Key accounts to follow and tag

To enhance visibility and foster connections with European and international organisations, as well as similar initiatives, nZEBRA will reference and tag their X and LinkedIn pages where relevant. Below is a table listing the institutions and initiatives that have been identified.

Table 5:Key accounts to follow and tag

Institution/ initiative	X account	LinkedIn
BUILD UP	@EU_BUILDUP	@ EU_BUILD UP
Cedefop	@Cedefop	@Cedefop

EU Directorate-General for Energy	@Energy4Europe	-
CINEA	@cinea_eu	@ CINEA - European Climate, Infrastructure and Environment Executive Agency
CINEA Clean Energy	@cleanenergy_eu	-
EuroACE – Energy Efficiency Buildings	@_EuroACE	@ EuroACE - Energy Efficient Buildings
European Federation of Agencies and Regions for Energy and the Environment	@fedarene	@ FEDARENE (European Federation of Agencies and Regions for Energy and the Environment)
European Training Foundation	@etfeuropa	@ European Training Foundation
EU Directorate-Genral for Environment (DGENV)	@EU_ENV	@eu environment and climate
Erasmus+	@EUErasmusPlus	-

Additionally, partners' institutional LinkedIn and X pages will be tagged when disseminating the project's activities, results, and news. Partners are encouraged to follow nZEBRA's social media accounts, liking and sharing posts.

Shorts videos, visuals with informative messages will be developed to raise awareness about the project's objectives and key results. For instance, this video was launched on the International Day for Clean Energy to emphasise the connection between clean energy, buildings and education with the nZEBRA project.

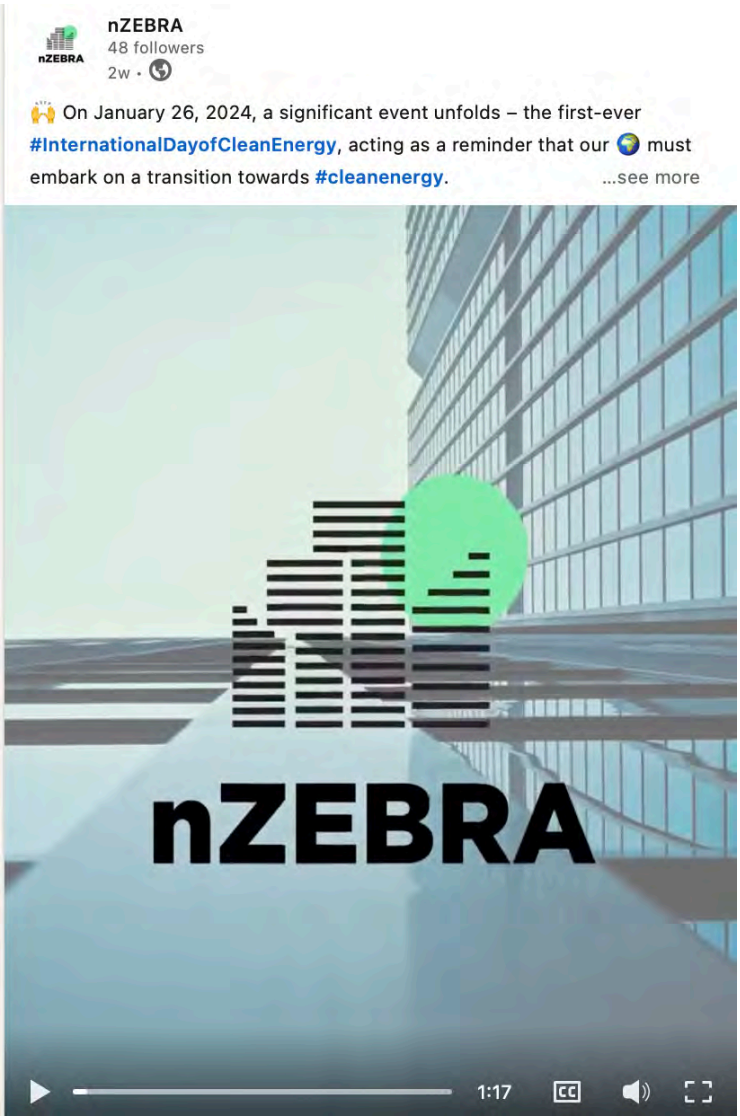

Figure 2 Short video released on the International Day for Clean Energy

Further information and screenshots from nZEBRA social media will be included in the D5.1.

2.5.3 Content and blog posts

The project will create content covering project news, progress updates, major achievements, data/results, original articles, and interviews. These pieces will be shared across all project communication channels, including the website and social media. Additionally, project deliverables and key outcomes will be published on the website. A content plan has been developed in collaboration with partners, covering various topics related to nZEBRA and highlighting key International Days that the project will acknowledge and actively participate in.

	Channel	Date	Post type/topic	Copy	Visual type
2	LinkedIn	05/03/2024 - 08/03/2024	World Women's Day campaign	Invest in women: Accelerate progress"Women voices from nZEBRA consortium: acceleration green economy, green energy	Different set of visuals
3	Twitter	05/03/2024 - 08/03/2025	World Women's Day campaign	Invest in women: Accelerate progress"Women voices from nZEBRA consortium: acceleration green economy, green energy	Different set of visuals
4	Linkedn	12/03/2024	Educational	Climate resilience & urban energy systems How to prepare future energy systems to withstand impacts of climate change (ULUND)	Stock photo
5	Twitter	12/03/2024	Educational	Climate resilience & urban energy systems How to prepare future energy systems to withstand impacts of climate change (ULUND)	Stock photo
6	LinkedIn	19/03/2024	Partner post	Another #MeetThenZEBRATeam series is out! Our Croatian partner ESCO is...	Simple visual
7	Twitter	19/03/2024	Partner post	Another #MeetThenZEBRATeam series is out! Our Croatian partner ESCO is...	Simple visual

January - February | March - April | May - June

Figure 3 Content plan

These International/European Days are the following:

- International Day of Education (24/01)
- International Day for Clean Energy (26/01)
- Women's Day (08/03)
- World Environment Day (05/06)
- European Sustainable Energy Week (20-22/06)
- European Week of Regions and Cities (09-12/10)

According to the content plan, each partner will be assigned to deliver one article per month on a topic related to energy efficiency, energy performance, upskilling, climate change, and the nZEB concept. Additionally, the project partners will disseminate two articles, one scientific and one professional, in connection with the project's outcomes.

2.5.4 Events

International and European events, workshops, exhibitions, and webinars are major activities of the dissemination strategy. During the project seven multiplier events are planned to be organised:

- 5 webinars
- 1 hybrid multiplier event organised by HEP- ESCO (Croatia)
- 1 final hybrid event organised by the Halmstad University (Sweden)

Furthermore, events listed in the tables below are considered excellent opportunities to further disseminate the project and engage with other energy experts and stakeholders. Partners are encouraged to participate in local, national, and European events and inform 3OC in advance of these participations to facilitate dissemination materials or further assistance.

Table 6:Potential events for nZEBRA dissemination

Events	Foreseen Date	Link
Scientific conference on waste and circular economy	14-15 February 2024	https://www.dgaw.de/de/veranstaltung/wissenschaftskongress
GBC live conference: Sustainable financing and implementation of energy efficiency projects	May 2024	https://gbccroatia.org/services/gbc-live-konferencija-odrzivo-financiranje-projekata-2024/
IFAT Fair	May 2024	https://ifat.de/de/
CENTRAL conference on sustainable construction	November 2024	https://gbccroatia.org/services/sredisnja-konferencija-o-odrzivoj-gradnji-studeni-2024/
EU Energy Fair (EU Sustainable Energy Week)	June 2024, 2025	https://interactive.eusew.eu
ENLIT conference	October 2024, 2025	https://www.enlit-europe.com
Utexpo	Pending date for 2024	https://www.hh.se/student-web/content-a-z/utexpo-graduation-fair.html
International Passive House Conference (Sweden)	Pending date for 2024	https://www.passivehouse-international.org/index.php?page_id=255

Before any event, partners are encouraged to coordinate with 3OC to ensure they have access to all available dissemination materials, maximising impact and fostering active engagement during the events.

2.5.5 Other dissemination opportunities

All educational materials and general information about nZEBRA will be accessible through the Erasmus+ Platform, a free portal dedicated to Erasmus+ funded projects. An account will be created to upload all nZEBRA-related content.

Additionally, the project has set up an account on the BUILD UP platform, where information about the nZEBRA course, pedagogical materials, events, and educational articles can be published.

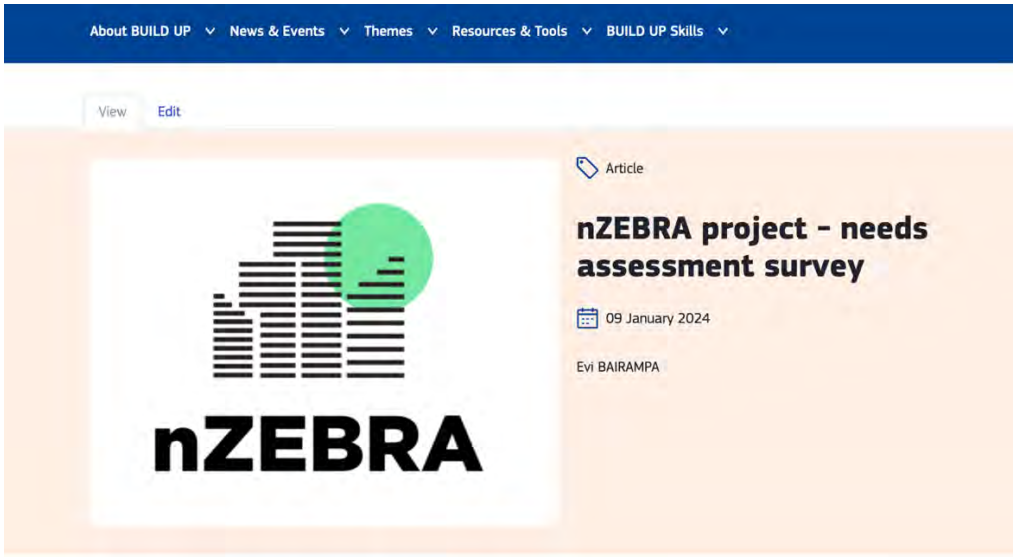

Figure 4 nZEBRA news on BUILD UP

Key project updates and information will be disseminated through this platform to ensure the project's impact is maximized. Additionally, the platform will serve to distribute project outcomes to the appropriate target groups, and to keep relevant energy experts, stakeholders, and other sister projects informed about nZEBRA news and updates.

3 Internal processes and reporting

The project has established an internal workspace using Microsoft Open Drive to improve communication among partners and serve as a centralized repository for documents. Within the Dissemination and Communication Work Package, partners can now access a reporting table for their dissemination and communication activities, allowing them to report on their activities quarterly. Monitoring progress is essential, which is why 3OC has developed an Excel spreadsheet for partners to provide updates on various activities, including events attended, conference presentations, articles published, website content, and overall social media posts. The information gathered through this form will contribute to communication and dissemination reports submitted to the Commission and shared within the consortium to track activities and evaluate impact.

To enhance monitoring and coordination, quarterly calls (30-minute duration) with all project partners will be organised. During these catchups, partners will share their work progress and advancements and identify potential dissemination and communication opportunities.

4 EU acknowledgement

According to European regulations, all the dissemination and communication materials of the project, as well as any infrastructure, vehicles, supplies and major results must use the EU emblem acknowledging the support received under EU programmes. It must be displayed prominently and correctly, in combination with a simple funding statement that mentions the EU's support. The preferred option is "Co-funded by the European Union. Below two logos are presented: one horizontal and one vertical.

Figure 5 EU disclaimer

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.

In addition, the following disclaimer must be included:

> "Funded by the European Union. Views and opinions expressed are however those of the author(s) and do not necessarily reflect those of the European Union or the Swedish Council for Higher Education. Neither the European Union not the granting authority can be held responsible for them"

5 Exploitation plan

nZEBRA focuses on ensuring the widespread promotion and sharing, replication, and transferability of the project's outcomes to reach the widest possible audience. To achieve this goal, nZEBRA will deliver two main results:

- The Dissemination and Exploitation Plan (DEC) led by EOC,
- By Month 36, an Exit Replication and Sustainability strategy will be developed, outlining the distribution of Intellectual Property Rights (IPRs) among partners and defining responsibilities for continued project dissemination, exploitation, and maintenance of project results

HEP ESCO will gather feedback from partner countries at multiplier and other events to prepare a replication strategy, guiding educational institutions, industry companies, and communities in integrating nZEBRA project learning activities and practices. This strategy will highlight successful stories and initiatives developed during the project, serving to inspire future educators.

The exploitation strategy will be aligned with the following points:

1) The project website and the course free-access digital platform will be maintained alive at least two years after the project duration.

2) All pedagogical materials and content will be developed as open-source resources. Partners responsible for the course topics will continuously improve the content based on feedback from learners and professionals. Moreover, the platform has the potential to serve as an open-source tool for various entities, including higher education institutions (HEIs), energy, architecture, and engineering companies, vocational education and training (VET) centres, incubators, ESCO organisations, material providers, and prosumers.

3) All project outcomes will remain free of charge, accessible and in a transferrable and replicable format.

4) nZEBRA will conduct five webinars, one hybrid multiplier event in Croatia, and one final event in Sweden to maximize the project's impact and explore potential exploitable pathways and opportunities.

Methodology

The Exploitation strategy will be developed in different stages and will be closely monitored and validated by the partners and the stakeholders involved in the multiplier events and webinars.

Figure 6 Exploitation roadmap

Phase 1

In the initial phase, partners overseeing the development of course content, the course itself, as well as the booklet and the Train-the-Trainers (ToT) toolkit, will analyse the key findings from the needs assessment survey. This survey will focus on assessing lecturers' digital competence and their needs related to nZEB. The aim is to use these insights to collaboratively design the course objectives and syllabus.

Phase 2

After the development of the nZEBRA course and the relevant pedagogical materials, the organisation of five webinars and two hybrid events (one in Croatia and one in Sweden) will be utilised for feedback from the participants and the stakeholders. This feedback will be collected and further analysed to ensure knowledge transferability to the relevant local, national and European stakeholders (e.g. construction/electrical/civil engineering and architecture companies, HVAC, material providers, insulation companies, RES providers, ESCOs, prosumers, energy communities and districts)

Phase 3

Based on the feedback received, a comprehensive exit replication and sustainability strategy will be formulated. This strategy aims to facilitate and direct the integration of nZEBRA project learning activities and practices into education institutions, industry companies, and communities. The goal is to promote a challenge- and project-based learning approach that fosters critical thinking skills in sustainable building design, construction, and management. As part of this strategy, successful stories, projects, and initiatives developed during the learning and teaching activities will be showcased to inspire future educators.

6 Annex

Partners are encouraged to actively contribute to nZEBRA's dissemination and communication activities by representing and raising awareness about the project. Therefore, it is advised to follow the guidelines below when they participate to an event.

Partner guidelines

- Use the project's PowerPoint presentation template.
- Inform 3OC in advance about their participation in an event.
- Inform at least two weeks in advance 3OC in case it is needed to produce and print any dissemination materials.
- If needed, send the presentation to 3OC to make sure that the presentation follows the project's visual identity.
- Take pictures during the presentation. If it is a physical event, it is important to take group photos, photos while presenting and photos of the dissemination materials. If it's an online event, the partner can take a screenshot of the presentation.
- If the partner has an individual social media account, he/she could make an individual post and tag nZEBRA on LinkedIn and X. In a different case, the partner can send a short text to 3OC to ensure proper dissemination.

Moreover, partners will be occasionally tasked with drafting concise articles that communicate the outcomes of their work and the educational programmes, tailored to a more accessible language for the public. The following guidelines are provided to assist them in their contributions:

- Limit the text to a maximum of one page.
- Use headlines to enhance readability.
- Incorporate pictures or graphical elements to aid in the understanding of complex terms.
- Use straightforward language