



SAVE THE HOMES

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1. Executive Summary

This report presents the communication and dissemination plan for Save the Homes. In this document, the goals and target groups for the communication & dissemination of Save the Homes are identified. Based on these factors, the communication strategy and marketing mix is defined.

This document also outlines the activities to increase project's dissemination and communication while ensuring a clear overview on the goals that were set and the progress and process in getting there.



2. Goals

The main goal of the Work Package 6 *Dissemination and communication* is increasing the public awareness and promoting its activities and results, as well as the engagement and participation of stakeholders and the adoption of the project by authorities and organizations.

2.1 Objectives

The objectives for the Save the Homes communication and dissemination are:

- To raise awareness about the impact of renovations on a healthy living environment.
- To make information about renovating easily accessible and easy to understand.
- To promote the results and progress of Save the Homes.

2.2 KPI's

For the overall project communication and dissemination, the following table shows the tools and channels that will be used where the targeted impacts were already defined.

Tool	Success indicator	Target	M6
Website	Number of visitors	15.000	287
Website	Page visits	37.500	697
Flyers	Amount of flyers distributed	TBD	-
News updates	Number of newsupdates	6	-
News updates	Reach of news updates		-
Scientific publications	Number of publications	TBD	-
Workshops/ webinars	Number attended + reach	TBD	-
Conferences/ workshops	Number attended + reach	TBD	2 / 21
Linkedin	Followers	500	123
Linkedin	Reach	100.000	2405
Twitter	Followers	1.000	196
Twitter	Reach	100.000	8558



3. Communication strategy

Based on the Golden Circle by Simon Sinek¹, the Save the Homes is to be explained to the audience. According to Simon Sinek every organization knows what they do, some know how they do it. But few know why they do it. They're purpose. Inspired organizations communicate from the inside out. People feel more connected to project's 'why' than 'what'. For Save the Homes, therefore the communication starts with project's 'why', then explains 'how' and 'what'. These are clearly stated on the website and also show the ways consortium wants to communicate publicly.

3.1 Why

Investments in renovations of homes are vital for the environment, economy, and people's quality of life. Europe is struggling with an aging housing stock where only 10% of buildings currently have A or B class energy performance certificates. Next to that, the condition of a house is increasingly related to health due to demographic and climate change.

Living in unrenovated homes can have major implications for your health while improved housing conditions may save lives, reduce health risks and increase quality of lives. By renovating residential buildings an opportunity presents to achieve major improvements in health, comfort and well-being.

3.2 How

Save the Homes wants to stimulate home renovation demand, increase renovation rate and thus contribute to improving people's lives. We understand that people might feel a barrier to renovate. And we want to help with:

- Technical skills and capacity
- Overseeing the market
- Financing
- Trust
- Performance data

3.3 What

Save the Homes is a 3 year Horizon 2020 projects. Save the Homes wants to help make the renovation process easier, faster and more affordable by introducing a one stop shop, the Citizen Hub. With this service, we will help people with:

- Technical assessment
- Technical offer
- Contractual offer
- Access to affordable financing options
- Monitoring an verification of works and overall quality assurance
- Independent support

¹ <https://simonsinek.com/>



4. Target group

The project's communication covers different audience types and target groups, with different characteristics and needs. This is considered for the Save the Homes communication strategy. For Save the Homes two groups are identified: primary and secondary target groups.

4.1 Primary target groups

The primary target groups for Save the Homes are home owners, landlords, municipalities and the scientific community.

4.1.1. Homeowners and landlords

The aim is to raise awareness of homeowners and building renovation decision makers about importance of renovations through user-oriented decision making. Awareness of energy, IEQ and well-being by occupants by user-oriented information on overall performances after renovation. The plan is to reach them via direct dissemination through umbrella association International Union of Property Owners as consortium partner at EU level (UIPI). But also, communication on a national (by involving some of UIPI members), regional and municipal (by NL, ES, SI partners) level. The website of [Save the Homes](#) is mainly written with the homeowners in mind. For the citizen hubs, also dedicated communication will be set up to connect to home owners. Further aim is to connect with homeowners through the channels of Hero at Home on Twitter and Instagram.

4.1.2. Municipalities

Save the Homes also aims to help municipalities motivating citizens towards deep renovations by using the Citizen Hub platform. Municipalities EU wide having interest in OSS will be contacted through direct dissemination through the global network Local Governments for Sustainability (ICLEI as consortium partner), Covenant of Mayors (CoM) web-based capacity building activities and promotion of relevant activities through the CoM Platform.

4.1.3 Scientific community

Third primary group is also scientific community in order to share relevant research findings, concept developments and results of the project. The project outcomes will be disseminated through presentations at the international workshops and conferences via social media and publications.

4.2 Secondary target groups

Here is an overview of the secondary target groups Save the Homes wants to reach:

Target group	Goal	Means
Housing companies, associations	Raise awareness about user-oriented decision making by their tenants by user information on overall performances after renovation (energy, IEQ)	Direct dissemination through Housing Europe (HE, letter of support given), awareness campaigns
Private real estate companies (bigger landlords)	Raise awareness about user-oriented decision making. Awareness of energy, IEQ and well-being by occupants by user-oriented information on overall performances after renovation	Direct communication with the real estate companies through pilots in NL, ES as followers, ES and SI



Tenants	Raise awareness of energy, IEQ and well-being by user oriented information on overall performances after renovation in cases of mixed ownership	Direct communication with Housing Europe (HE)
Architects chambers	Raise awareness of quality control aspects in design process. Understanding of roles of other trades in realizing quality in relation to architectural design.	Direct communication with architect chambers members
Engineers branches (HVAC, building services)	Raise awareness of quality control aspects in engineering, design and realization. Understanding of roles of other trades in realizing quality for building services.	Direct communication with REHVA (Letter of support given)
Investors, financiers, banks, funds	Home renovation programmes can deliver attractive investment pipelines of projects.	Direct outreach to local banks, European investors, financiers through professional networks, conferences, webinars



5. Content strategy

Next to determining the target audience (chapter 4) communication strategy (chapter 3) and timing, **what** you say is also very important. This should be tailored to the needs and motivation of the target groups. But also, to the stage people find themselves (in their journey).

5.1 The journey

Communicating with Save the Homes target groups is important. It is not only necessary to know who the project consortium wants to communicate to, but also what you want to communicate and when. We want to bring a different message to people who see Save the Homes for the first time, then to people who are engaging with the project already for a longer while. For this we use Google's see, think, do care model.

See

In this stage people don't know us yet, so this is their first encounter with Save the Homes. This can be in various places. For example:

- Seeing Save the Homes at an event and hear a presentation.
- Seeing Save the Homes at an event and see a brochure.
- Finding the website or social media.
- Reading a publication.

The goal of this phase is to get people interested, so want to know more about Save the Homes.

Think

In this stage, people have heard of Save the Homes and are interested to find out more. For example:

- After seeing Save the Homes at an event, visit the website to find more information. (For example, a specifically communicated landing page with more information.)
- Returning to the website after a first visit, reading more articles.
- Following Save the Homes on social media.
- Signing up for a webinar.

Do

When people have heard of Save the Homes and learned more about it, they might want to go over to action. There are multiple actions possible:

- Contact Save the Homes (for more information or to join).
- Ask for a collaboration.
- Offer their services.
- Ask how Save the Homes can help/ which findings can help.

Care

Once people know Save the Homes well and have been into contact, worked together, or were part of demonstration case, we enter the care phase. There people can share their experience with Save the Homes. For example:

- Tell their friends and family about the experience.
- Share messages on social media with their opinion & experience.
- Work with us on a user story.
- Be an ambassador for Save the homes.



This is a basic framework that will help us with our content strategy. Of course, within Save the Homes we are mapping the customer journey (task 3.1) and specific persona's for our demonstration cases. There we will follow the more elaborated customer journey and touchpoints and develop a fitting strategy within task 6.3.

5.2 Hero/ hub/ help

For each phase, another type of communication is recommended. Here is where we use Google's 'Hero, Hub, Help' model.

5.2.1 Hero

Hero content is meant to get as much as attention as possible in a short amount of time. The reach will be enlarged when people share this content with their network. Hero content should therefore be attractive and remarkable. People should not just like the content, but also want to share and show it to other people. For Save the Homes we can think of videos, brochures, or infographics.

5.2.2 Hub

Hub content makes sure will regularly see something coming by of Save the Homes. To provide regular content, people will get to know Save the Homes and they will also learn, when to expect new content. Often, followers want to learn a bit more about the company or brand they are following. With hub content, we are allowing people to do so. Examples of content for Save the Homes are a recurring weekly post (For example introducing the partners), user stories, interviews, vlogs, behind the scenes photos/ information etc.

5.2.3 Help

Help content is the foundation of the Save the Homes content marketing strategy. With help content, you really provide information that will benefit others. That will tell them something they don't know yet or help them further. For Save the Homes, think of publications, content blogs (that answer a question / issue), demonstrations and tips. People who are in the think of do phase can find the last puzzle pieces before they join save the Homes.



6. Communication channels

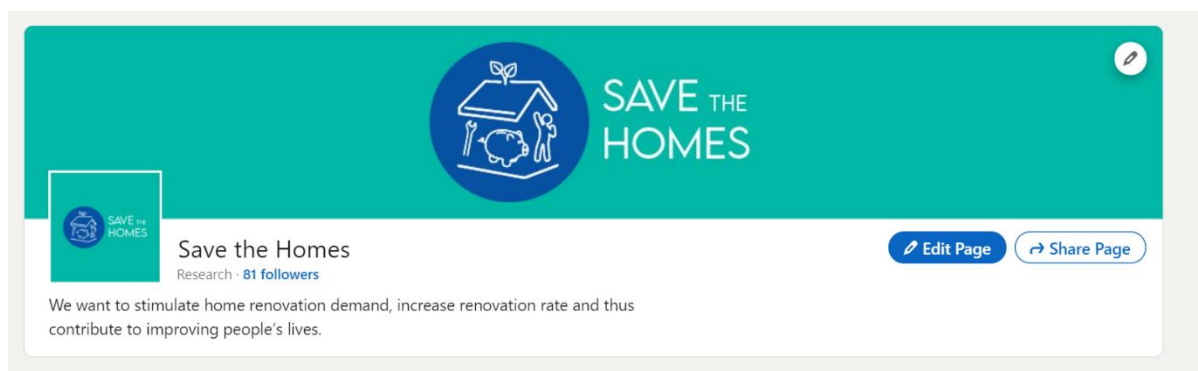
There are multiple communication channels that we will use, addressing different target groups.

6.1 Save the Homes website

We are happy to present the Save the Homes website: <https://savethehomes.org/>. With the website of Save the Homes, we want to inform everyone on the progress of the project in an engaging and understandable way. We choose for a colorful website with a lot of icons. We wanted to make the website easy to scan and attractive and understandable for homeowners to read.

6.2 LinkedIn

We created a [LinkedIn Showcase page for Save the Homes](#).



On this page, we share all the news about Save the Homes, we share the promotional material like the animation and keep people updated on the progress. We also share other related news that might be interesting for our followers.

6.3 Twitter

We created a [Twitter account for Save the Homes](#).



← **Save the Homes**
17 Tweets



Save the Homes
@SavetheHomes

Horizon 2020 project.
We want to stimulate home renovation demand, increase renovation rate and thus contribute to improving people's lives.

📅 Joined October 2020

251 Following 155 Followers

Also on this page, we share all the news about Save the Homes, we share the promotional material like the animation and keep people updated on the progress. We also share other related news that might be interesting for our followers.

6.4 Hero at Home

Save the Homes joined the Hero at Home channels to share tips for homeowners. #HeroAtHome, a social campaign initially launched by four EU projects to show how we can be heroes in the comfort of our homes, continued. EU projects eTEACHER, UtilitEE, and TripleA-reno joined forces with STEP-IN, Save the Homes and NRG2peers to proceed with the social campaign #HeroAtHome.

Find Hero at Home on Twitter @Hero_atHome and Instagram @Hero_At_Home where we share our tips and feel less isolated and more united.

6.5 Events

Save the Homes will participate in events and conferences to present the project. So far, we already attended Sustainable Places 2020 (online).

6.5.1. Sustainable Places 2020

At Sustainable Places 2020, TURNKEY-RETROFIT held a workshop, bringing together several H2020 EU-funded projects which aim at creating or replicating innovative “Integrated Home Renovation services” throughout Europe. Each project aims at dramatically improving the quality of the renovation service by covering the whole “customer journey” from technical and social diagnosis,





[Download the full logo](#)

7.1.1 Logo without background #1

It's also possible to use the logo without the background colour. This is only possible when the background of the element you put the image in is already in the same colour as the image element itself.



[Download the green logo](#)

7.2.1 Logo without background #2

It's also possible to use the logo without the background colour. This is only possible when the background of the element you put the image in is already in the same colour as the image element itself.



[Download the blue logo](#)

7.2 Color styling and usage

8. Promotional material

For Save the Homes icons were developed. They can already be found on the website. If the moment arises where we can't use an icon that is provided, new icon can be created.







HOW?

HOW?

WHAT?

WHAT?