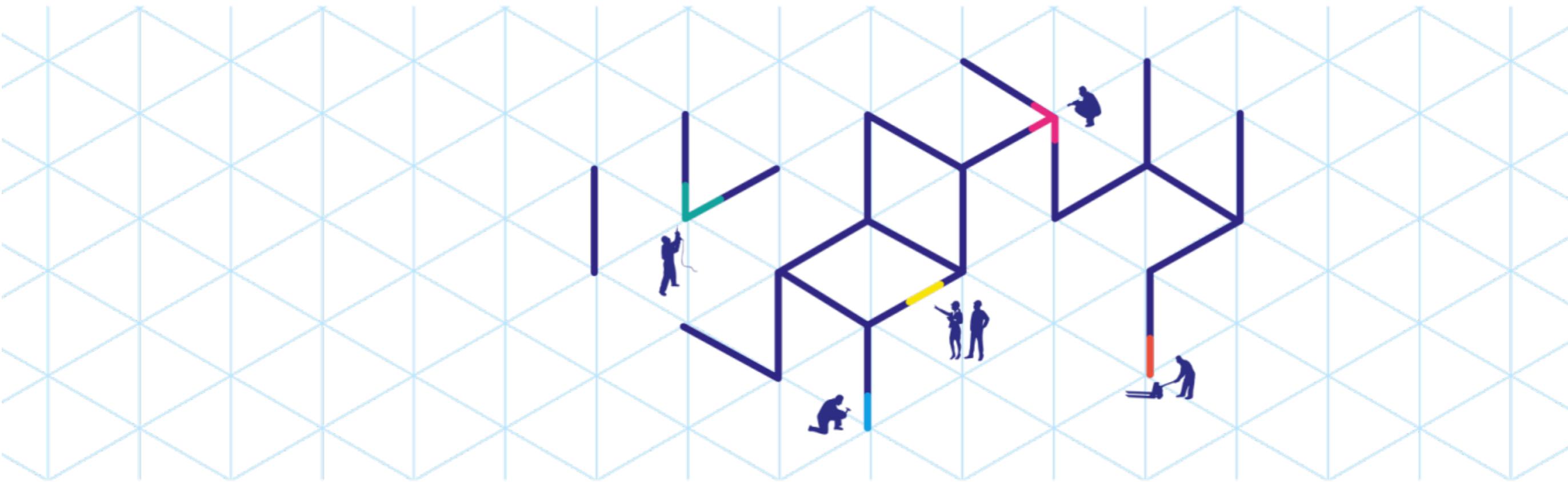




European
Commission

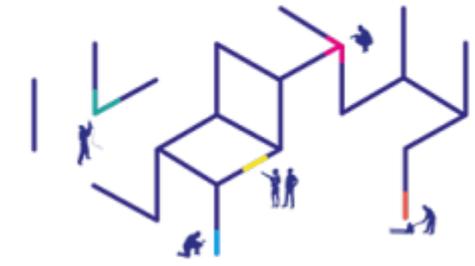
BUILDUP Skills

ENERGY TRAINING FOR CONSTRUCTION WORKERS



www.buildupskills.eu





Communication activities

- How to communicate on the results of your project?





Types of communication

- Online

- Website
- Social media:
 - Twitter
 - Facebook
 - LinkedIn
- Newsletter
- Webinars
- Multipliers
- Media partnerships

- Offline

- Participation in relevant national events
- Partnering for events with other similar initiatives
- Workshops and trainings
- Direct local outreach to associations, organisations or municipalities



How to communicate

- Understanding your audiences
- Create content for your audiences
- Using the right channels to attract and reach them
 - Using your own project website
 - Using your own project social media
 - Using your own newsletters
 - Using webinars/videos
 - Using multipliers:
 - Using the BUILD UP Skills identity
 - Using the BUILD UP Skills website & collaborative platform
 - Using the BUILD UP Skills newsletter and BU social media

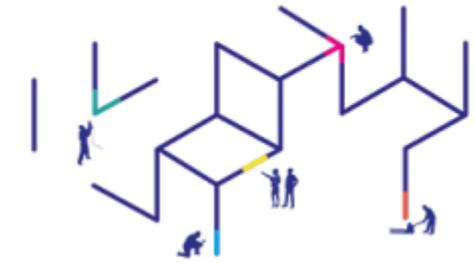


Understanding your audiences

You have to identify who is interested in the information you are providing.

- **WHO** are your audiences and where do you find them?
 - All relevant stakeholders in the field of energy efficiency, renewable energy sources
 - Public and private organisations focused on training of construction workers
 - Public bodies that develop policies in the field of energy efficiency and renewable energy sources
 - Municipalities implementing rules, standards on EE and RES
 - Individual professionals trying to improve their skills and knowledge in the area of EE and RES

Reach out to your audiences where they are!



Creating content for your audiences

Structure your information in the way that is useful to your audiences.

- **What is important to them?**
 - How to solve their lack of skills and training
 - How to fulfill legal requirements in the areas of EE and RES
- **What would they like to know?**
 - How to best receive EE and RES training and additional skills (news and events)
 - New available qualifications online and/or offline (events)
 - Updates in the regulations in the area of EE and RES
- **Update, edit or rephrase your content accordingly**



Creating content for your audiences

Structure your information in the way that is useful to your audiences.

BuildUpSkillsNL

RE SULTATEN TRAININGSAANGOD WERKCONFERENTIES NETWERK ENGLISH PARTNERS

Actualités

- 16-12-2013 | Build Up Skills Pilier 2 : 4 projets français déposés | France
Ce sont 4 projets français qui, à la connaissance du consortium, ont...
- 14-11-2012 | France | France
Dans le contexte de mutation technique et culturelle que vit la profession...
- 16-12-2013 | Réunion de conclusion du 29 novembre : l'intégralité des échanges | France
Vous pouvez retrouver l'intégralité des échanges de la ré...
- 29-11-2013 | Appel à projets Pilier II : 4 consortiums français complémentaires sur les rangs | France
Après la réunion d'échanges du 9 octobre, 4 consortiums fran...
- 29-11-2013 | Feuille de route approuvée | France
La feuille de route approuvée a été remise à l'EACI ce...

Particuliers
Un projet de rénovation ou de construction ? Profitez de nos conseils pour économiser de l'énergie !

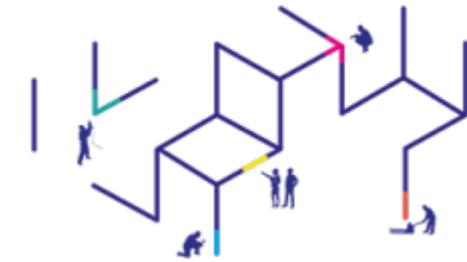
Entreprises
PME ou grande entreprise ? Profitez de nos conseils pour améliorer l'efficacité énergétique de votre entreprise !

Communes
Profitez de nos services pour améliorer votre politique énergétique et climatique !

Experts
Vous êtes actifs dans le monde de l'énergie ? Voici comment nous pourrions vous aider !

Pour en savoir plus sur la construction durable, consultez le portail européen de la construction durable : <http://www.construction21.eu/france>

[Lire la suite](#)



Using your project website to attract

Provide information and always link back to the website

- Create a straightforward URL to be easy to be found
- Promote the URL in your written and printed materials
- Introduce the project and what it is about (helps in Google search)
- Provide regular updates
 - From the project
 - From relevant stakeholders & other initiatives
- Use visuals and simple language
- Do not complicate the navigation
- Link to other relevant initiatives and content (e.g. other trainings or regulations)
- Use a simple contact form or other ways to reach you

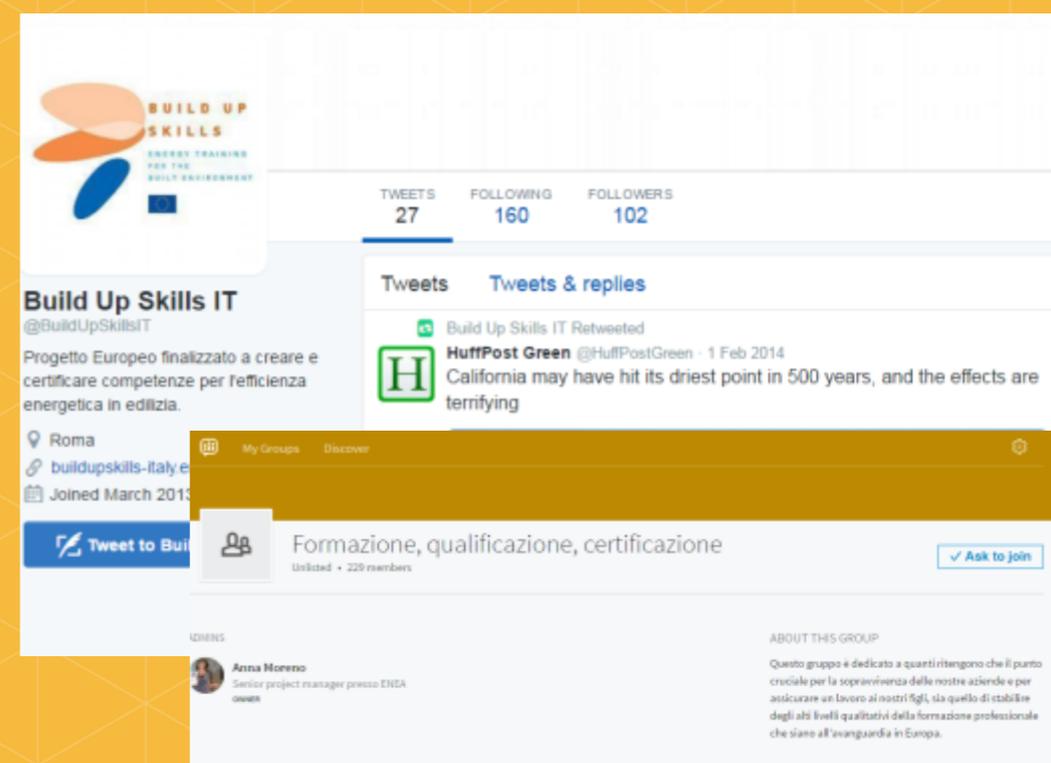
The screenshot shows the website for 'BUILD UP SKILLS ENERGY TRAINING FOR BUILDERS' in the construction sector of North Macedonia. The page is in French and includes a navigation menu with links for Home, Events, Join Us, NQ Platform, Publications, and Contact. The main content area features a large image of a construction worker and a headline: 'Partenaire pour une transition énergétique'. Below this, there are sections for 'Partenaires', 'Entreprises', and 'Communes'. A 'Dernières actualités' section highlights a 'Smart Home' article. A central 'ROADMAP' section displays four key documents: 'ROADMAP', 'ROADMAP POSTER', 'STATUS QUO ANALYSE', and 'STATUS QUO POSTER'. A text block below the roadmap states: 'The Build Up Skills project in Macedonia, FYR defines the path that needs to be followed in the next seven years for the upgrade of skills and qualifications of the building workers in the practical application of EE and RES measures as the national energy targets for 2020 could be met.' The footer includes a 'Pour les particuliers' section with three sub-sections: 'Vous souhaitez construire?', 'Vous souhaitez rénover?', and 'Le conseil myenergy sur rendez-vous'.



Using your social media to engage

Engage directly with hard to reach audiences and stakeholders through new tools

- Decide whether to create the social media channel based on:
 - Where is your audience
 - You have dedicated person that will ensure regular posting & replies
- Be consistent: Similar visuals, post regularly (every day or every other day)
- Follow, share, retweet, like and comment on other relevant initiatives and their content
- Don't overthink the content, pick interesting information for your audience e.g. « #DYK»
- Use a lot of visuals (use simple tools to create visuals e.g. canva.com)
- Use hashtags sparingly and consistently (e.g. #energyefficiency or #zeroenergy)
- Use heavily hashtags of events when attending
- Tag other initiatives/individuals relevant to EE or RES in images and text
- Create own hashtags for your own campaigns e.g. an important training or final deliverable





Using newsletters to disseminate

Disseminate and access more relevant stakeholder through targeted emailing

- Create a local newsletter
- Publish it on a regular basis (monthly or bi-monthly)
- Use it to promote your past and upcoming activities
- Exchange newsletter entries with relevant local /EU level partners
- Invite others to participate on content creation
- Publish it online for everyone to find & add register box next
- Use a simple tool (campaign monitor, mail chimp etc.)

The collage displays several pages from the BUILD UP Skills website:

- Overview page:** Shows a list of news items, including 'The 8th BUIL available!', 'SAVE THE DATE: The 9th date & place announced', and 'BUILD UP Skills as best new report'.
- Resources page:** Features a 'View', 'Edit', and 'Node export' menu, and lists various resources like 'How to use Logo and Templates', 'Library of useful links', and 'Newsletters'.
- Registration form:** A yellow box with the heading 'Register to the newsletter' containing input fields for 'First Name', 'Last Name', 'Email', 'Organisation', and 'Position', and a 'Subscribe' button.
- Other pages:** Includes sections for 'Renovate Europe!', 'QUALICHECK Upc Know', 'Three Sector Skills have been selected', and 'Energy Efficiency C'.



Using webinars/video to provide training

Use digital tools to provide training directly

- Create an online webinar/ video tutorial according to a training script
- You can provide it online in real time or record it and publish it for further viewing
- It should be instructive and visual
- Interested audiences can join through an online tool (e.g. gotomeeting)
- You can promote and disseminate project results in the webinar/video

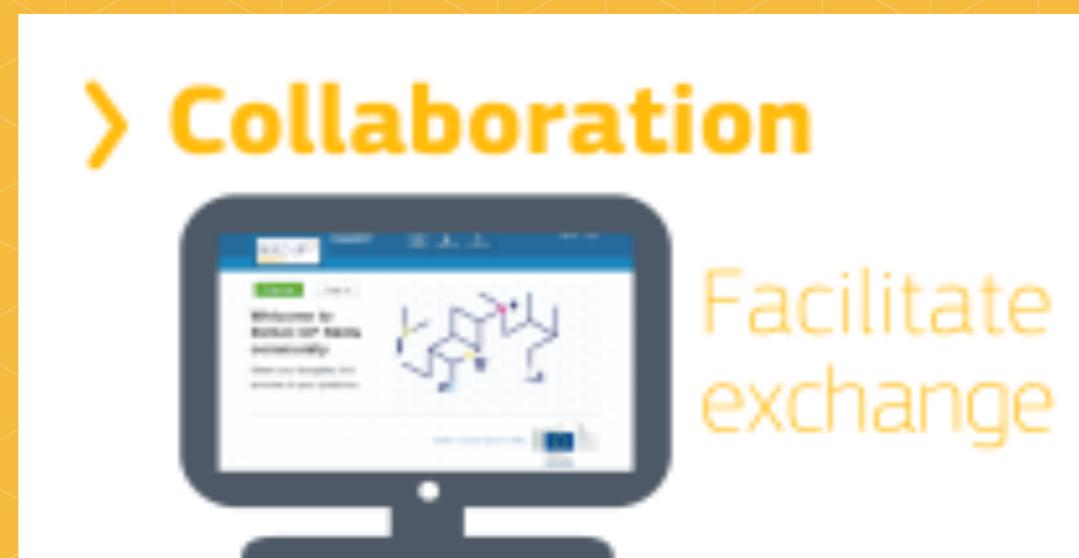


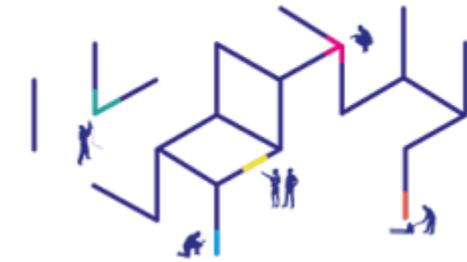


Using multipliers to extend your reach

Increase your reach through other relevant networks

- Relevant local and international multipliers can help you extend your reach beyond your own network
- Create partnerships with other relevant projects or initiatives to exchange and share:
 - Content
 - Networks
 - Workload

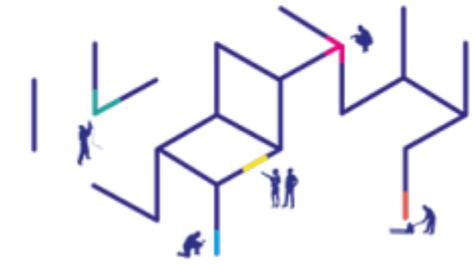




Using the BUILD UP Skills website

Get more traction through multipliers such as the BUILD UP Skills website

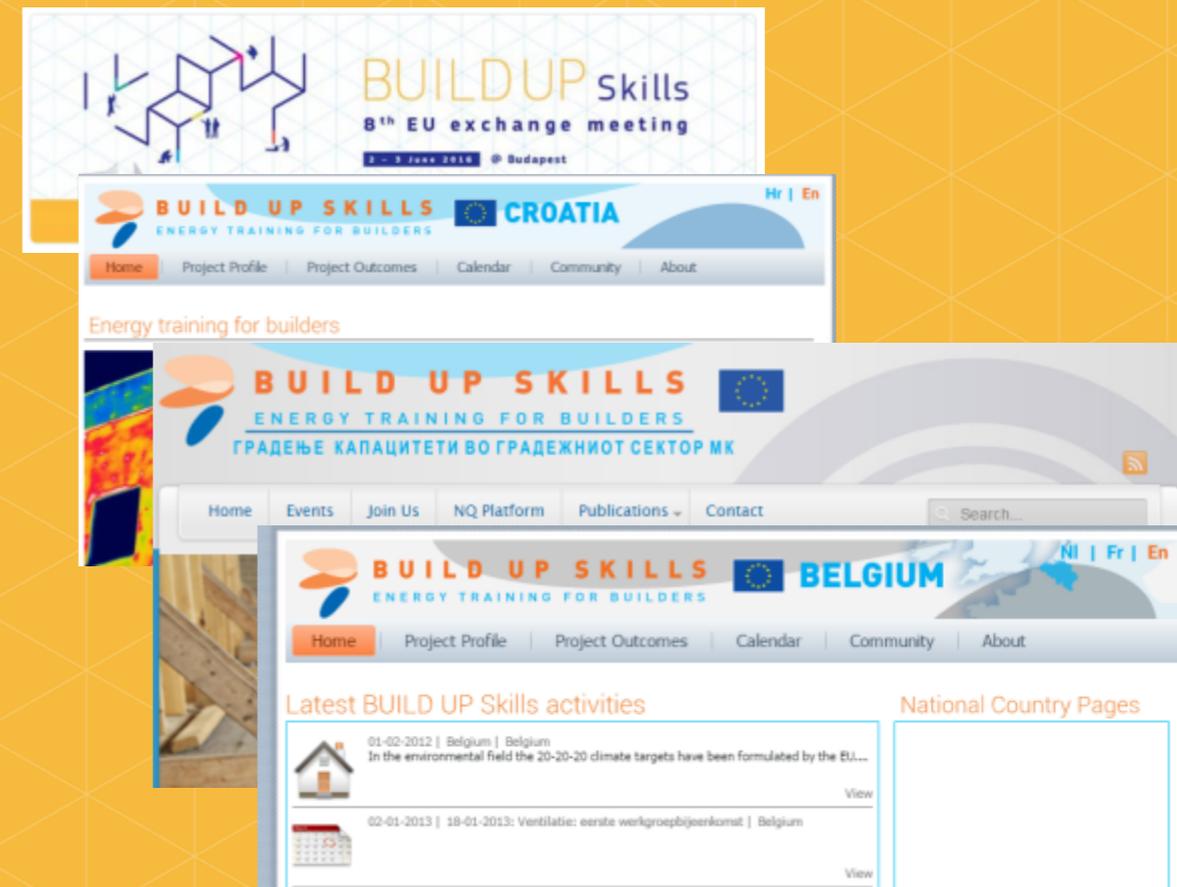
- Create news and events about relevant deliverables and disseminate on all these levels:
 - News / events
 - Published on the website in their country profile
 - Entered into the newsletter
 - Social media promotion
- Engage with other national projects in the collaborative platform
- Update the information on your country profile
- Promote your project results on the BU /BUS websites
- Use the BU embedded pages functionality to keep your project profile after the project end



Using the BUILD UP Skills identity

Create the connection to the EU level BUILD UP Skills

- It offers better brand recognition & more leverage
- Link back, use the BUS logo, provide short information in English
- Ensure that all deliverables are up-to-date on the BUS website
- Submit news and events to the BUS Newsletter and BUS website
- If using social media, engage with BUS content on the BU social media (comment, retweet, share)





Media partnerships to promote project results

Foster partnerships with media to promote the most successful deliverables

- Engage with local and/or national media
- Provide them with a storyline on the project result you want to promote
- Angle: not a press release, but a story “how does this help” “how does this improve” people lives
- Engage with media on social media (Twitter is best, Facebook depends on the country)
- Establish long term relationship so that they automatically come to your social media for content





QUESTIONS?

PLEASE REACH US AT: WWW.BUILDUPSKILLS.EU



BUILD UP Skills



THANK YOU!

ADAMA CARR & VERONIKA CERNA
GOPACOM

