




CODEMA

City of Dublin Energy Management Agency

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Work Package 1

Information & Awareness Raising





Information & Awareness Raising Activities

Activities will be planned in detail based
on findings of the market analysis and
the marketing strategy
&
according to specific situation in
country



Instruments

- PR activities
- Information Folder (printed & on web)
- Workshops
- Informal meetings with relevant groups of actors
- Presentations
- Mailing target groups
- Project web-site
- E-mail news letter



PR Activities in Media

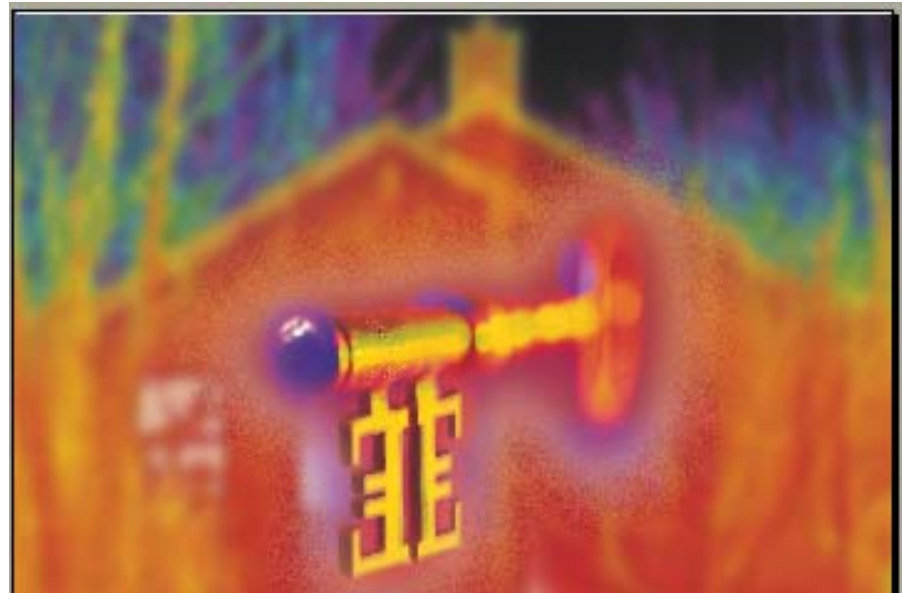
At least 5 Articles (Adverts / Editorials)

In GDA:

- MOVING iN
- First Post (Dublin City Council)
- Local Authority News
- Construct Ireland
- A.N. Other



Pilot Advert




**Key to Securing
Future of Investment**

The introduction of Energy Certificates over the coming year is going to have a huge effect on the re-sale value of your property.

CODEMA offers all property owners and investors a competitive professional service that can help secure the future of your investment.

For more information contact Codema on 01 4100659 or www.codema.ie

 **CODEMA**
City of Dublin Energy Management Agency



Packaging of Advert & Information Folder

- High Impact
- Smart
- Appeal to interest of target audience
 - Life style rather than technical/scientific
- Communicate a quality professional service that will result in return of investment



Information Folder (1)

Basic Information tool in 1st phase of project

Contain:

- Country & region specific information about EPBD implementation
- Information on BUDI project
- Relevant contact details for further information





Information Folder (2)

Distributed to Target Groups
& Key Actors

Through:

- Workshops
- Meetings
- Presentations
- Mailings



Workshops

At least 1 in every country

For the key actors & target groups to:

- inform
- raise awareness
- promote
- facilitate an information exchange between relevant actors



Meetings

With relevant group of actors

- Includes Communication & Meetings with actors on the National level
 - Informal meetings (before Graz)
 - Formal meetings (after Graz)

Important for Energy Agencies to have a defined role & to be aware what is happening on a National level





Presentations

- At various events
- Reach target audience
- Disseminate information folder

Mailing

- Reach target audience - through their associations





Information Point

Provide :

- Information through phone calls
- Information through e-mail
- Discussion forum on web-site

Web-site

Provide :

- information through project web-site
- partners web-site
- others where access is available





E-mail Newsletter

- A least 3 during project duration ,
to target groups



Performance Indicators

Performance Indicators		Success Criteria
Number of visitors on web-site		3,000
Targeted international/national transfer actions	min. 2 per partner	14
Number of Information folders provided to relevant actors	500 per region	3,000
Total no.of participants in workshops for key actors	35 each	200
Number of persons addressed in informal meetings	8 each	50
Presentations at various events to reach the target groups		24
No of press releases in media	at least 8 in each country participating	50
Papers, articles, contributions to newsletters addressing regions of countries not directly covered by the project team		14
Number of e-mail news letters to target groups	3 per county	18
Number of persons reached with news letter	280 per newsletter & country	5,000
Number of information folders distributed	80 in each region	500



Work Programme

Duration of BUDI Project (mths)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
Work Package 1 (Duration 10 mths)	█	█	█	█	█	█	█	█	█	█															
Market Analysis	█	█	█	█	█	█	█	█	█	█															
Market Strategy	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Information and Awareness Raising Activities	█	█	█	█	█	█	█	█	█	█															
Work Package 2																									
Work Package 3																									
Work Package 4																									
Work Package 5 (Duration 10 mths)																									
Production of 2 information packages																									
Dissemination and implementation support: housing companies																									
Dissemination and implementation support: public administrations																									
Information Point Activities																									
Work Package 6																									
Work Package 7																									
Work Package 8																									



Information & Awareness Raising Time Schedule

Duration of BUDI Project (mths)	1	2	3	4	5	6	7	8	9	10	14	22
Work Package 1 (Duration 10 mths)												
Information & Awareness Raising												
PR Activities										X		
1 st draft of Information Folder				X								
Final Information folder per country						X						
Establishment of web-site					X							
Links to national home page						X						
Workshops per country									X			
E-mail newsletter								X			X	X
Meetings with relevant group of actors						X						
Presentations to target groups										X		
Mailing target groups										X		
Act as Information Point										X		

