




# CODEMA

City of Dublin Energy Management Agency

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26<sup>th</sup> September 2005

## Progress with WP1



**Market Analysis**

- Detailed Market Analysis for GDA - Complete
- Summary of Market Analysis – Complete
- Power Point Presentation of results - Complete

**Market Strategy**

**Information and Awareness Raising**

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	26	27	28	29	30	
Work Package 1 (Duration 10 mths)																															
Market Analysis																															
Market Strategy																															
Information and Awareness Raising Activities																															


## Market Strategy


Market Strategy developed early stage but will continue through the life time of the project

Allowed us to clearly identify :

- Who are target groups
- Point of market interception for energy certificates
- Communication strategies – early adopters & mass market
- Packaging
- Information and awareness raising instruments




Apply wisdom/lessons learned from Market Strategy to Market Analysis Process – further refine target groups







## Information & Awareness Raising 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

## 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 newsletters to target groups	3 per country	18
Number of persons reached with news letter	280 per newsletter & country	5,000
Number of information folders distributed	80 in each region	500


## Advert







## Brochure




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## PR Activities in Media

At least 5 Articles (Adverts / Editorials)

So far - GDA:

- Commercial property
- First Post (Dublin City Council)
- Construct Ireland

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## Workshops for Target Groups

1<sup>st</sup> Workshop for Public Authority

- DCC – Building Control Unit.
- 20th May 2005
- 5 attendees


2<sup>nd</sup> Workshop for Public Authority

- DCC - Housing Dept.
- 20th Sept 2005
- 13 attendees

3<sup>rd</sup> Workshop for Possibly Estate Agents

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## Web-site

Provide :

- information through project web-site [www.codema.ie](http://www.codema.ie)
- BUDI web-site [www.buildingdirective.org](http://www.buildingdirective.org)

## Meetings

Communication & Informal Meetings with relevant group of actors

- Sustainable Energy Ireland (SEI)
- Dept of Environment, Heritage and Local Government (DEHLG)

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## Presentations

Conference: Promoting a Sustainable Energy Culture in Europe (22<sup>nd</sup>- 23<sup>rd</sup> Sept 2005)

CODEMA shall organise a presentation for DCC (14<sup>th</sup> Oct 2005)

- DCC – Quantity Surveyors, Planners, Architects and Engineers.
- Expected attendees –approx. 40

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## Thank You For Your Attention

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