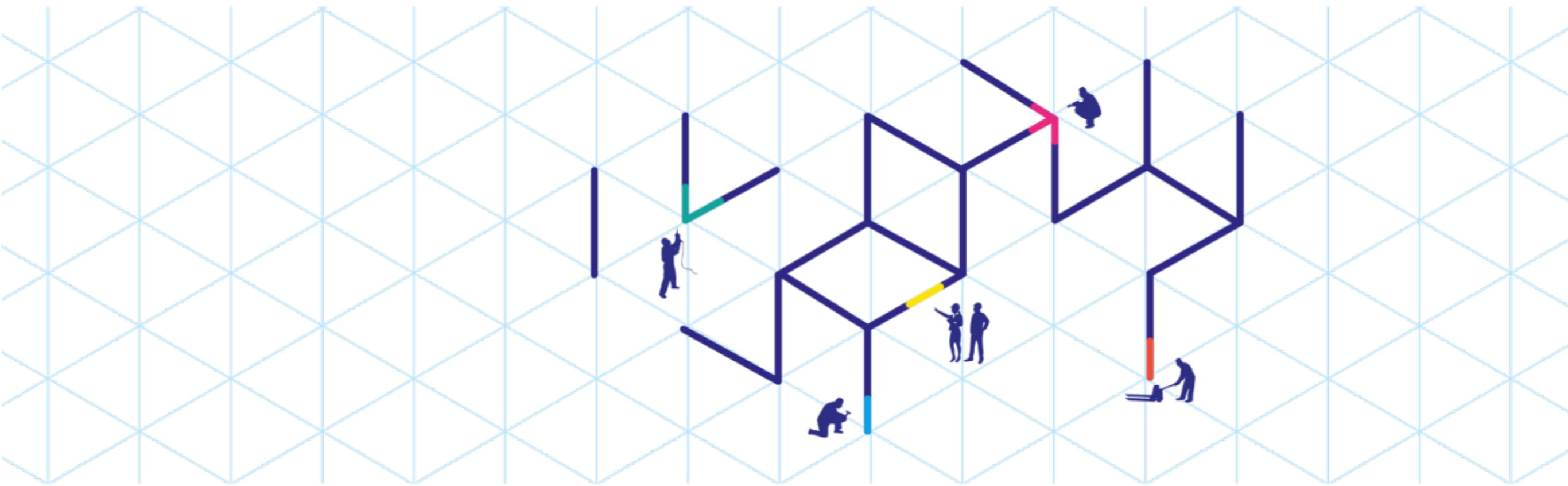




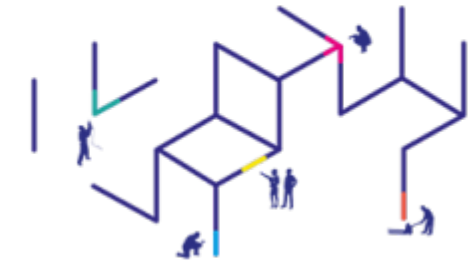
European  
Commission

# BUILDUP Skills

ENERGY TRAINING FOR CONSTRUCTION WORKERS



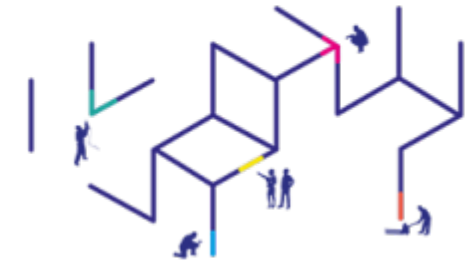
[www.buildupskills.eu](http://www.buildupskills.eu)



## Communication activities

- How to communicate on the results of your project?





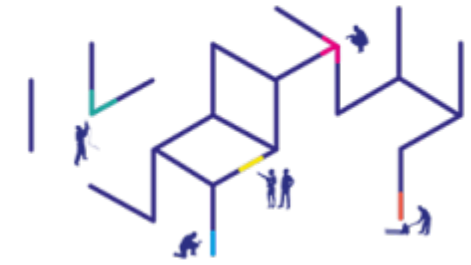
## Types of communication

- Online

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

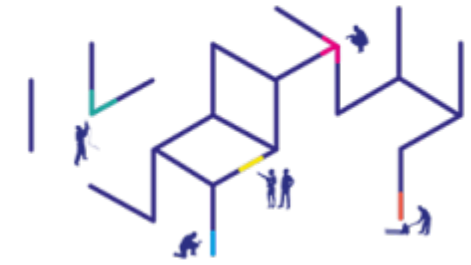
- Offline

- 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

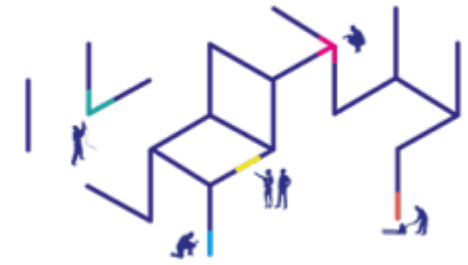


## Understanding your audiences

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 myenergy website for the BUILD UP SKILLS project. The header includes the logo and navigation links: Home, Events, Join Us, NQ Platform, Publications, and Contact. The main content area features a large image of a man in a hard hat, a section titled "Partenaire pour une transition é", and a grid of four posters: "ROADMAP", "ROADMAP POSTER", "STATUS QUO ANALYSE", and "STATUS QUO POSTER". The footer contains a section for "Pour les particuliers" with three sub-sections: "Vous souhaitez construire?", "Vous souhaitez rénover?", and "Le conseil myenergy sur rendez-vous".

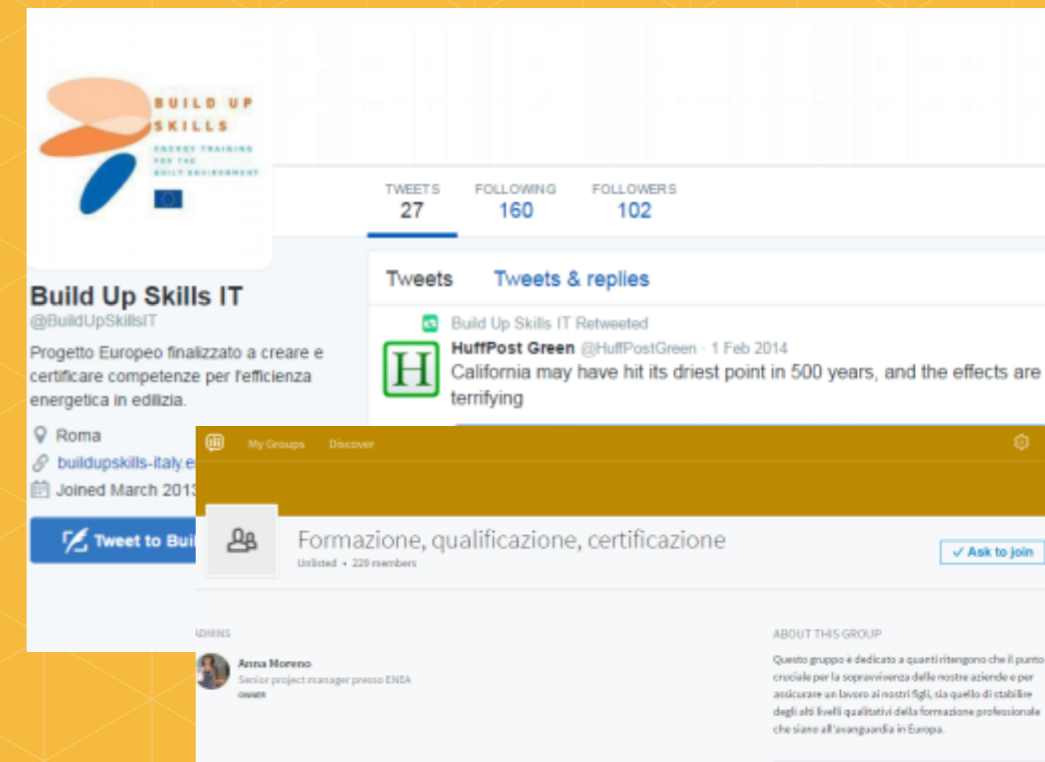




## Using your social media to engage

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 various sections of the BUILD UP Skills website, including news articles, resource libraries, and a newsletter registration form. The registration form is highlighted in a yellow box and includes the following fields:

- First Name
- Last Name
- Email
- Organisation
- Position
- Subscribe button



## 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

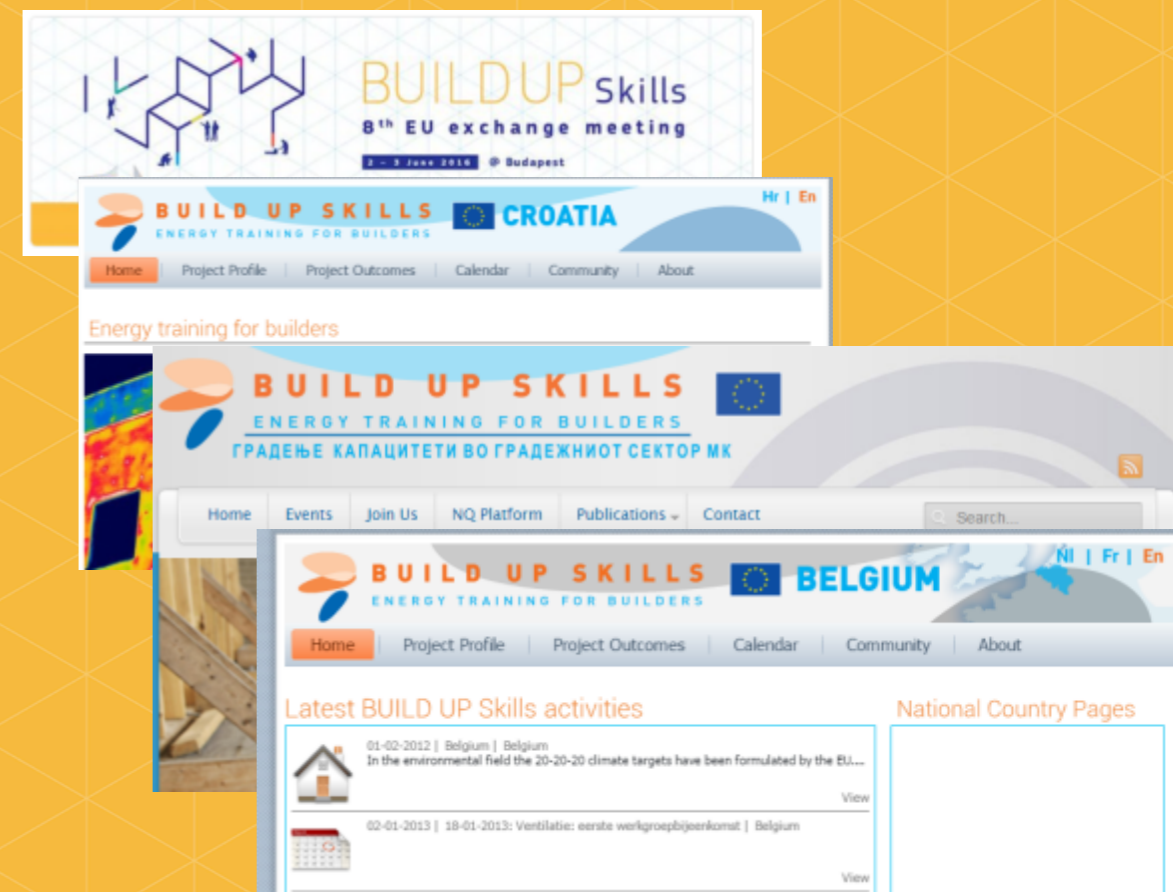
- Create news and events about relevant deliverables and disseminate on all these levels:
  - News / events
  - Published on the website in their country profile
  - Entered into the newsletter
  - Social media promotion
- Engage with other national projects in the collaborative platform
- Update the 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)



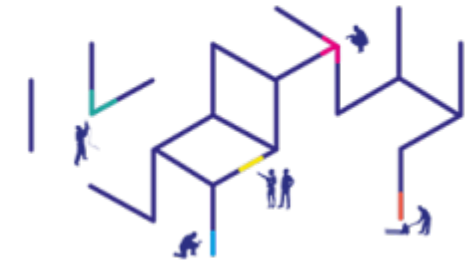


## Media partnerships to promote project results

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](http://WWW.BUILDUPSKILLS.EU)



# BUILD UP Skills



# THANK YOU!

ADAMA CARR & VERONIKA CERNA  
GOPACOM

