

Total Concept

Work Package 6

Communication and Dissemination

WP leader:

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Danish Association of Construction Clients

- in national partnership with SBi/AAU and Rambøll

Kick-off meeting 24-25 April 2014 in Gothenburg



**DANISH ASSOCIATION
OF CONSTRUCTION CLIENTS**

Total Concept

Work Package 6

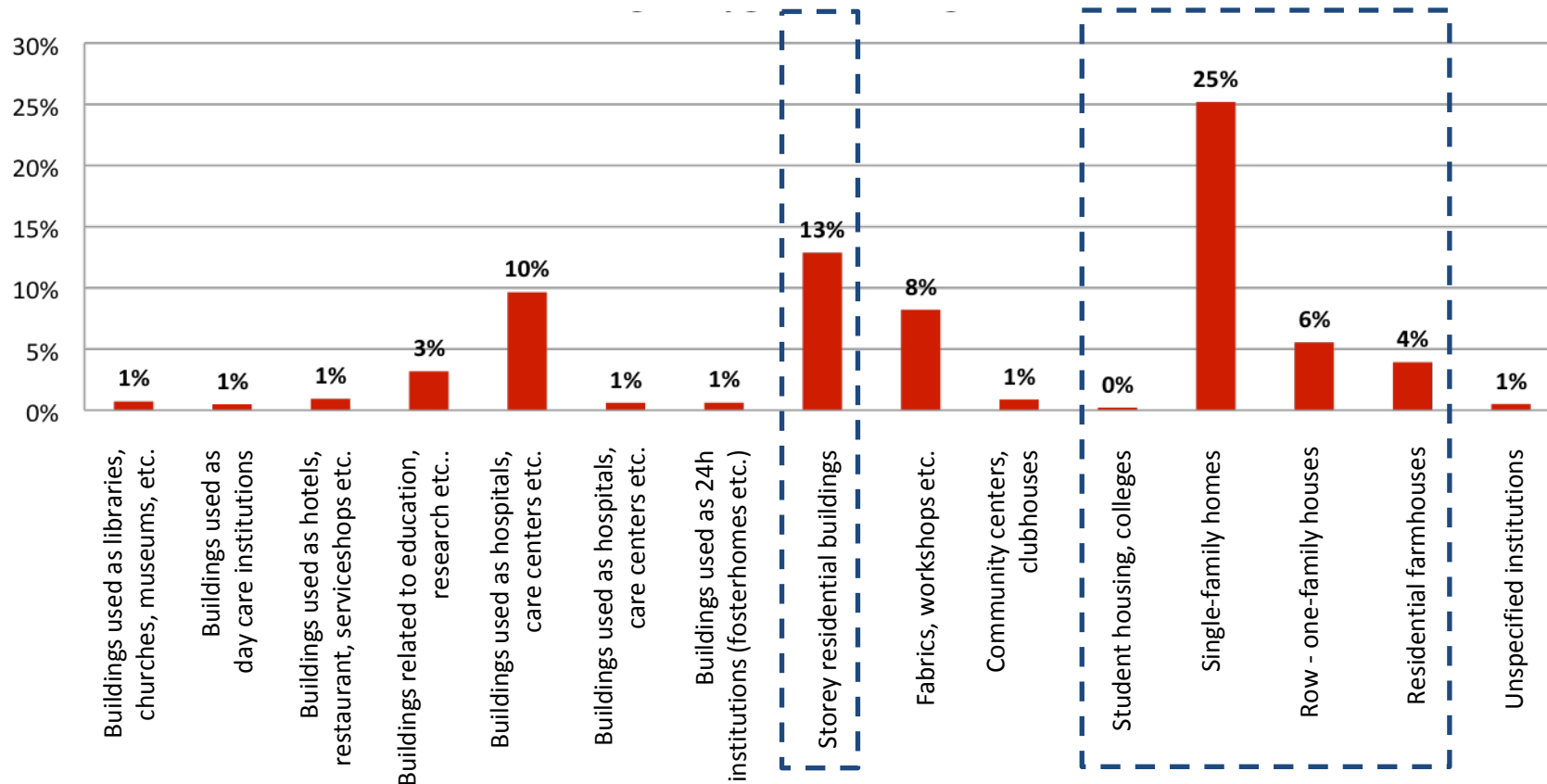
Clarifying the definition of the objects

Specification of the type of building
is important to communicate



Definition of the building type

Example:



In DK the heated non-residential buildings represents aprox. 1/4 of all buldings, nearly 1/2 of all M2 and aprox. 1/4 of the energy use



E.g. Buildings with office purposes



E.g. Buildings with educational purposes



E.g. Transformed buildings (educational -> office)



E.g. Buildings with mixed purposes (residential+non-resid.)?



Total Concept

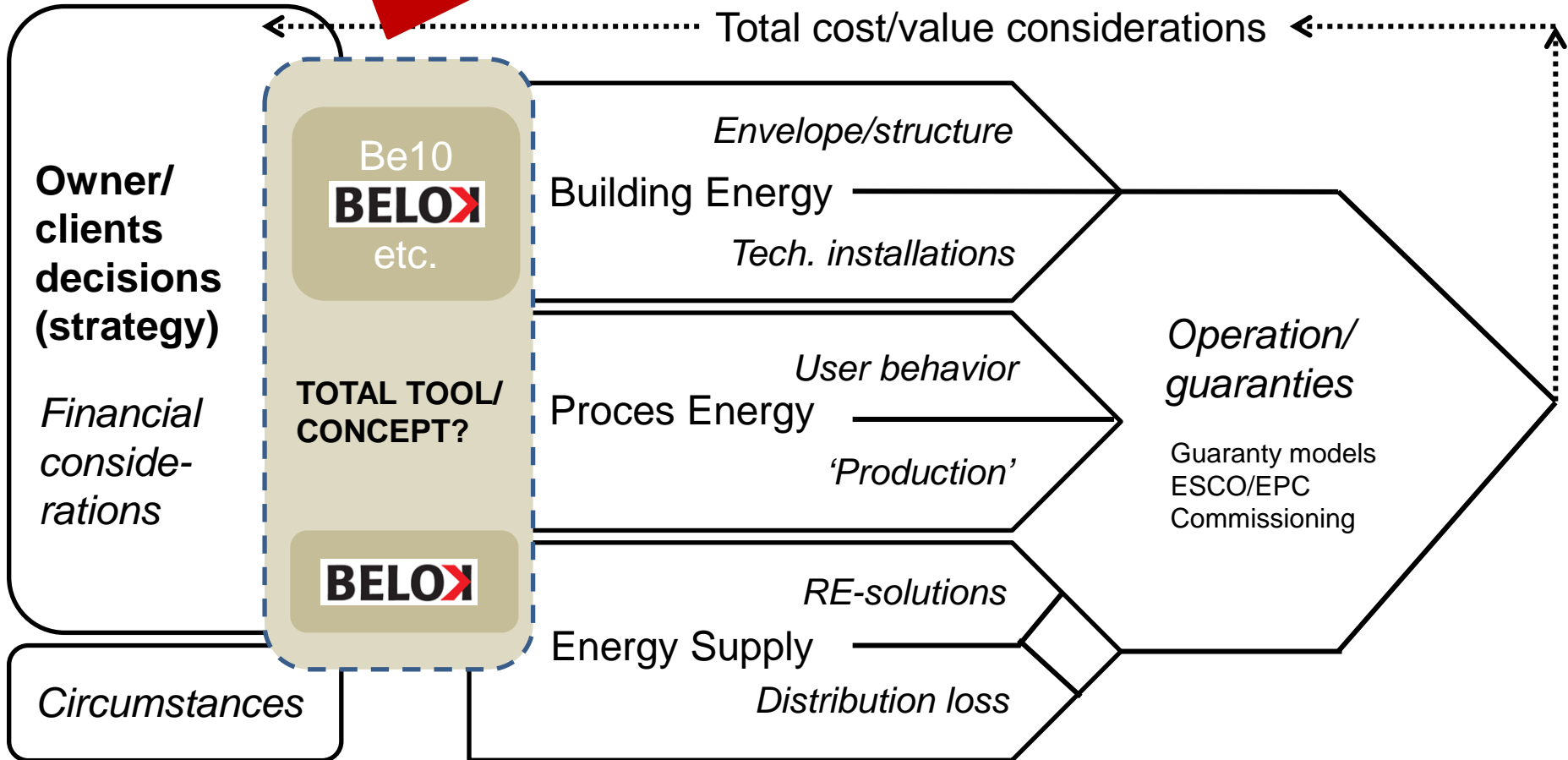
Work Package 6

Explanation of 'total concept' as a useful tool is a central issue

- it isn't obvious to all....



Question: Is the 'Total Concept' the complete strategic answer?



Total Concept

Work Package 6

The communication strategy and plan



Communication / dissemination strategy / plan

Strategic

Target

- What do we want to obtain?
- Awareness?
- Behavioural changes

Messages/issues – primary/secondary

Learning perspectives

Target Groups

- Owners/clients (prof./non-prof.)
- ESCO's, tenants com. Etc.
- Trade/interest associations
- Key actors i building indutry
- Educators/trainers
- Authorities



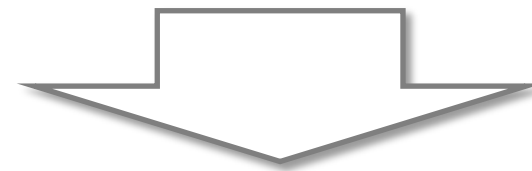
Operational

Channels – Tools, platforms, materials

Operators – different levels

When? – timing/milestones

Success criteria: Impact/targets



Activity and time plan

Evaluation



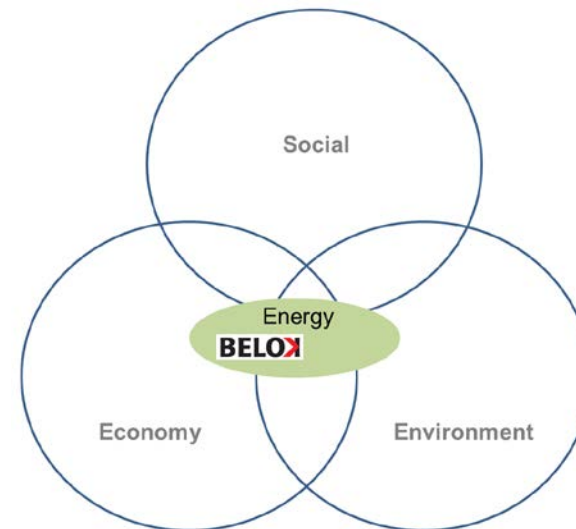
Messages/issues – primary/secondary

Primary

- Lower energy costs
- Prob. better indoor climate
- Improves accordance btw calculations and reality – means greater security for investments (guarantee)
- Better asset management (e.g. long/short time investment strategy)
- Relations to sustainability perspectives

Secondary

- Raised focus on beneficial energy costs
- ‘Another tool in the box’ (for consultants)
- Pre-developed / tested method



Work Package 6

Communication and Dissemination term view

| duration of the project (in months) | | 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 | 31 | 32 | 33 | 34 | 35 | 36 |
|-------------------------------------|--|------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| WP / Project phase | | A 2014 | M 2014 | J 2014 | J 2014 | A 2014 | S 2014 | O 2014 | N 2014 | D 2014 | J 2015 | F 2015 | M 2015 | A 2015 | M 2015 | J 2015 | J 2015 | A 2015 | S 2015 | O 2015 | N 2015 | D 2015 | J 2016 | F 2016 | M 2016 | A 2016 | M 2016 | J 2016 | J 2016 | A 2016 | S 2016 | O 2016 | N 2016 | D 2016 | J 2017 | F 2017 | M 2017 |
| WP 6: | Communication and dissemination (DACC) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Task 6.1 | Dissemination and communication planning | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | D6.1; D6.2 | | | | | | | | D6.2 | | | | | | | | D6.2 | | | | | | | | | | | | | | | | | | D6.2 | |
| Task 6.2 | Establishing a project website | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Task 6.3 | Production of dissemination materials | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Task 6.4 | Seminars for the stake holders in the target group | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Task 6.5 | Total Concept working meetings | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Task 6.6 | Presentations at international and national conferences, seminars or fairs | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Task 6.7 | Articles in different journals/magazines on national and international level | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Task 6.8 | Preparation of further dissemination beyond the project frames | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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Work Package 6

Dissemination strategy



Work Package 5 & 6

Communication and Dissemination activities

| Channel/event | Website | Leaflets & Brochures | Newsletter | National seminars* | Working meeting** | Training courses | Articles |
|--------------------|--|-------------------------|-------------------------|-----------------------|----------------------|------------------------|---------------------|
| Deadline | Aug. 2014 | Dates? - to be discuss. | Dates? (Hole period) | Oct. 2015 and forward | Dates? (Hole period) | Aug. 2016 and forward | Oct. 2015 and forw. |
| Topic | Overall defined in ANNEX 1 – page 69, 70 and 73, plus selected specifically accord. to objects | | | | | | |
| Main messages | General and selected - primarily related to the target groups (local synopsis) | | | | | | |
| Target Group(s) | General | Consultants / Clients | Followers + Selected NL | Consultants / Clients | Selected** | Consultants + Teachers | Magazines /journals |
| Numbers*** (min.) | 1 (in common) | 10.000 3.000 | 4 | 1-2 50-100 part. | 5-6 30 part. | 2 50-100 part. | 1-2? |
| Operator in charge | CIT/SCC | DK: DACC | DK: DACC | DK: AAU/DACC | Project partners | DK: SBI/AAU | DK: SBI/AAU |

*) Plus 1-2 international conferences, seminars or fairs

**) Primarily 'internal' events

***) Type of deliverable - ANNEX 1 page 58 afw



Total Concept

Work Package 6

Risk assessment (SWOT)
Risk management



Risk assessment

Strength

- Pre-developed method (S)
- Comparative possibilities (btw methods)
- 'Clear Cut'
- Improved accordance btw calculations and reality

Opportunities

- Raised focus on beneficial energy costs
- 'Another tool in the box' (for consultants)
- Evaluations cross countries (same method)
- Easy to communicate



For diskussion

- Narrow focus (on economy)
- Relation to sustainability
- Focus on 'low-hanging fruits'
- Poss. differences' cross countries

Weakness

Threats / Challenges

- Lack of (obvious) pilot cases
- Deliveries delayed
- Re-organizations insite the project
- Resistance from target groups

Risk Management:
Close follow-up + Consortium Agreement

