



Energy Training for Construction Workers for Low Energy Buildings

BUILD Up Skills QualiBuild



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1 Introduction

This document outlines the Communication Strategy for the QualiBuild project. This document and the communications work plan form the methodology for completion of Work Package 5.

The target group of the BUILD UP SKILLS QUALIBUILD project is **Craft Workers and Operatives** in the Building Construction Sector. A core principle of the Irish Build Up Skills (BUSI) Roadmap is one of **Quality Building**. By focusing on Quality Building, of which low-energy buildings is a priority theme, this creates greater opportunities for the construction supply chain to take ownership of the issue.

The development of a **culture** within the construction sector which has **quality as a core value** requires strong communication. QualiBuild will implement a **focused, innovative and targeted communication campaign** to convince consumers, building construction workers and construction companies of the value of addressing quality when completing low-energy building projects. This includes a campaign to develop a common **Quality Building language** between construction professionals and workers.

2 Communications Strategy Targets

The communications strategy has been developed around the target markets of:

- Building construction workers
 - To complete the FES programme
 - Awareness raising, recognise the value of Quality Building
 - Input into the National Construction Worker Registration System
 - Recognise need for better communications with design professionals
- Building construction trainers
 - To complete the Train the Trainer programme
 - Awareness raising, recognise the value of Quality Building
- Employers of Building construction workers
 - To enrol staff in the FES programme
 - Awareness raising, recognise the value of Quality Building
- Professionals in the industry
 - To input into WP4 and WP6
 - To be aware of the FES and TtT programmes
 - To input into case studies
 - Awareness raising, recognise the value of Quality Building
 - Recognise need for better communications with building construction workers
- Building Owners (domestic and non-domestic)
 - To source information from the QualiBuild website
 - To hire contractors/tradesmen who have completed the FES training or are otherwise training in low-energy building
 - Awareness raising, recognise the value of Quality Building

3 KPIs per Target Group

Indicator	Metrics	Target	Specific Target Groups	Communication Methods
<ul style="list-style-type: none"> Target Group Database 	<ul style="list-style-type: none"> No of entries 	<ul style="list-style-type: none"> Minimum of 1,000 organisations / employers listed by Month 12 	<ul style="list-style-type: none"> Employers Professional Organisations 	<ul style="list-style-type: none"> Partner outreach Email outreach Phone calls Social media/website
<ul style="list-style-type: none"> Project Presence at Industry Events 	<ul style="list-style-type: none"> No of Events 	<ul style="list-style-type: none"> Minimum of 5 during project life time 	<ul style="list-style-type: none"> Construction worker Employers Consumers 	<ul style="list-style-type: none"> Face-to-face Project flyers
<ul style="list-style-type: none"> Stakeholder Engagement at Events 	<ul style="list-style-type: none"> No of people who visit & engage with project at events will be recorded 	<ul style="list-style-type: none"> 1,000 	<ul style="list-style-type: none"> Construction worker Employers Consumers 	<ul style="list-style-type: none"> Email sign up Organiser statistics Pre- and post-event outreach/follow up Survey completion
<ul style="list-style-type: none"> Success of communication campaigns. 	<ul style="list-style-type: none"> No of consumers (home owners and builders) reached. No of professionals and craftsmen reached. 	<ul style="list-style-type: none"> TBD during project TBD during project 	<ul style="list-style-type: none"> Construction workers Homeowners Professionals Trades 	<ul style="list-style-type: none"> Newsletter sign ups Social media metrics Webhits
<ul style="list-style-type: none"> Coffee Talks 	<ul style="list-style-type: none"> No of Coffee Talks No of workers at each event 	<ul style="list-style-type: none"> Min. of 10 Min. of 20 	<ul style="list-style-type: none"> Construction workers Professionals 	<ul style="list-style-type: none"> Email outreach Social media/website Phone calls

<ul style="list-style-type: none"> Stakeholder Surveys (Month 8 and 26) 	<ul style="list-style-type: none"> Survey Response Rate Increase in 'value' placed on quality calculated 	<ul style="list-style-type: none"> 200 completed survey forms ; TBD during project 	<ul style="list-style-type: none"> Construction workers Employers Construction trainers Homeowners Professionals 	<ul style="list-style-type: none"> On-line surveys In-class surveys Event surveys
<ul style="list-style-type: none"> Web Portal Visits 	<ul style="list-style-type: none"> No of unique site visits 	<ul style="list-style-type: none"> 10,000 by Month 33 	<ul style="list-style-type: none"> Construction workers Employers Construction trainers Homeowners Professionals 	All linking back to website: <ul style="list-style-type: none"> Social media Email outreach Flyers
<ul style="list-style-type: none"> Training material downloads from Web Portal 	<ul style="list-style-type: none"> No of downloads 	<ul style="list-style-type: none"> 1,000 by Month 33 	<ul style="list-style-type: none"> Construction workers Construction trainers 	<ul style="list-style-type: none">
<ul style="list-style-type: none"> Radio Interviews 	<ul style="list-style-type: none"> No of interviews given 	<ul style="list-style-type: none"> 10 by Month 33 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
<ul style="list-style-type: none"> Press/Journal/Magazine articles 	<ul style="list-style-type: none"> No of articles printed 	<ul style="list-style-type: none"> 20 by Month 33 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
<ul style="list-style-type: none"> Case Studies 	<ul style="list-style-type: none"> No of case studies produced 	<ul style="list-style-type: none"> 20 by Month 33 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
<ul style="list-style-type: none"> Video Interviews with relevant stakeholders 	<ul style="list-style-type: none"> No of videos produced 	<ul style="list-style-type: none"> 30 by Month 33 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">

4 Communications Strategy Programme

The programme for the communications strategy is as follows:

2nd Quarter 2014

- Launch of QualiBuild website
- Outreach to Train the Trainer participants

3rd Quarter 2014

- Outreach to Train the Trainer participants
- Outreach to contractors and construction workers for the FES programme
- Promotion of the project via communication channels

4th Quarter 2014

- Delivery of Train the Trainer programme
- Outreach for Construction Worker Registration System workshops
- Delivery of Construction Worker Registration System workshops
- Outreach to contractors and construction workers for the FES programme
- Promotion of the project via communication channels
- Altitudinal Survey of Trainers

1st Quarter 2015

- Outreach to contractors and construction workers for the FES programme
- Promotion of the project via communication channels
- Outreach to Train the Trainer participants for 3rd Q delivery
- Support and promotion of Implementation Framework actions
- Altitudinal Survey of FES participants
- Construction/professional coffee talks (2)
- Project presence at events

2nd Quarter 2015

- Delivery of the FES programme
- Promotion of the project via communication channels
- Quality Building Communication Campaign
- Outreach to Train the Trainer participants for 3rd Q delivery
- Promotion of pilot Construction Worker Registration System
- Support industry involvement of Construction Worker Registration System
- Support and promotion of Implementation Framework actions
- Construction/professional coffee talks (2)
- Project presence at events

3rd Quarter 2015

- Delivery of the FES programme
- Promotion of the project via communication channels
- Quality Building Communication Campaign
- Delivery of Train the Trainer programme
- Promotion of outcomes of FES pilot
- Promotion of Train the Trainer CPD system
- Promotion of pilot Construction Worker Registration System
- Support industry involvement of Construction Worker Registration System
- Support and promotion of Implementation Framework actions
- Altitudinal Survey of FES participants
- Construction/professional coffee talks (2)
- Project presence at events

4th Quarter 2015

- Delivery of the FES programme
- Promotion of the project via communication channels
- Quality Building Communication Campaign
- Delivery of Train the Trainer programme
- Altitudinal Survey of Trainers
- Promotion of outcomes of FES pilot
- Promotion of Train the Trainer CPD system
- Promotion of pilot Construction Worker Registration System
- Support industry involvement of Construction Worker Registration System
- Support and promotion of Implementation Framework actions
- Promotion of national rollout
- Construction/professional coffee talks (2)
- Project presence at events

1st Quarter 2016

- Outreach to contractors and construction workers for the FES programme
- Promotion of the project via communication channels
- Quality Building Communication Campaign
- Outreach to Train the Trainer participants for 3rd Q delivery
- Promotion of national rollout
- Construction/professional coffee talks (2)
- Project presence at events

2nd Quarter 2016

- Delivery of the FES programme
- Quality Building Communication Campaign
- Promotion of the project via communication channels
- Outreach to Train the Trainer participants for 3rd Q delivery
- Promotion of national rollout
- Closeout of the programme
- Reporting
- Handover to national agency
- Project presence at events

5 Communications Strategy Implementation

The primary approach to the communication strategy implementation is via content marketing. The aim is to create a collection of informative content for those in the industry and for home owners, and distribute this via our communications channels. The communications delivery is based on a weekly schedule, which is in a separate document. This programme is set until project completion, but the schedule is a live document so topics/themes, contributors, channels, etc will be adjusted as the project progresses. Each week has a theme for discussion, scheduled tasks and deliverables and a communications partner from the consortium.

Current online channels are:

- Website
 - www.QualiBuild.ie
- Facebook
 - <https://www.facebook.com/QualiBuild>
- Twitter
 - <https://twitter.com/QualiBuild>
- LinkedIn
 - https://www.linkedin.com/groups?home=&gid=8193022&trk=anet_ug_hm
- Newsletter
 - Monthly, to list developed from partner lists and website sign ups
- YouTube
 - Video channel
- SlideShare
 - Presentation channel

Current offline channels are

- Trade shows
 - Industry
 - Consumer
- Construction worker/professional coffee talks
- Media
 - Print
 - Radio
- Surveys
 - Trainers
 - Construction workers
 - Consumers

Content to support both channels includes

- Articles
- Blog/website content
- Case Studies
- Fact Sheets
- Videos

6 Partner Communication Activities

The QualiBuild partners will be actively engaged with the Quality Building Communications Campaign as well as the promotion of the activities from all work packages. Information for promotion will be supplied by IGBC, the WP5 leader, and the partners leading the other work packages.

Overall promotion and support of WP5 activities: All partners will promote QualiBuild on their own communication channels according to their internal policies. This may include QualiBuild information on their websites and in their publications, sharing through social media, promotion at events and through their own network channels.

WP 2, Foundation Energy Skills: All partners will promote the Foundation Energy Skills programme, providing general information, and to recruit participants. This may include FES information on their websites and in their publications, sharing through social media, promotion at events and through their own network channels. Additionally, ITB and LIT will work on specific outreach to students and registration.

WP 3, Train the Trainer: All partners will promote the Train the Trainer programme, providing general information, and to recruit participants. This may include TtT information on their websites and in their publications, sharing through social media, promotion at events and through their own network channels. Additionally, ITB will work on specific outreach to students and registration.

WP 4, Construction Worker Registration System: All partners will promote the Construction Worker Registration System. This may include information on their websites and in their publications, sharing through social media, promotion at events and through their own network channels. Additionally, DIT will work on specific outreach to construction workers and industry.

WP 6, National Roll Out: All partners will promote the National Roll Out. This may include information on their websites and in their publications, sharing through social media, promotion at events and through their own network channels.

WP 7, Project Dissemination: All partners are encouraged and supported by the IGBC to provide content for the QualiBuild website (www.QualiBuild.ie) and for other communication channels.

7 Communications Strategy Measurement

The effectiveness of the Communications Campaign will be measured in a variety of ways: bookings for Train the Trainer and Foundation Energy Skills, attendance at various workshops and events, unique visitors to the website, downloads of materials and interaction on various social media channels and at in-person events.

A communications report will be prepared monthly from Nov 14 onwards, and will show monthly and cumulative statistics measured against set targets. This will be circulated to the consortium for comments and feedback.

8 Appendices

Target Markets, Message and Channels

Market	Message	Channels
Homeowners	What is quality building	Web, FB, media, articles, videos
	Why is quality building important	Web, FB, media, articles, videos
	Where can you find a quality builder	Web, FB
	Where can you find a FES trained builder	Web, FB
Builders	What is quality building	Web, FB, media, coffee talks, CIF channels, articles, videos
	Why is quality building important	Web, FB, media, coffee talks, CIF channels, articles, videos
	How can quality building help me get jobs or on the job?	Web, FB, coffee talks, CIF channels
	What do I need to be a quality builder	Web, FB, coffee talks, CIF channels
	Where can I find FES training	Web, FB, coffee talks, CIF channels, media, direct email
	What can I do after FES training	Web, FB, coffee talks, CIF channels
Trainers	What is quality building	Web, LI, Twitter, media, IT/edu channels, articles, videos
	Why is quality building important	Web, LI, Twitter, media, IT/edu channels, articles, videos
	Why should builders upskill in energy skills and knowledge	Web, LI, IT/edu channels, articles, videos
	What training do builders need to be a quality builder	Web, LI, IT/edu channels, articles, videos
	Why should I update my training offerings?	Web, LI, IT/edu channels, articles, videos
	What is FES training	Web, LI, IT/edu channels
	Where can I find FES train the trainer	Web, LI, IT/edu channels, direct mail
Design Professionals	What is quality building	Web, LI, Twitter, media, prof institute channels, articles, videos
	Why is quality building important	Web, LI, Twitter, media, prof institute channels, articles, videos
	Why should I promote quality building to my peers and clients	Web, LI, Twitter, prof institute channels, articles, videos
	Why should I look for FES trained builders on my projects	Web, LI, prof institute channels, articles, videos
	What should I communicate to the contractor on my projects	Web, LI, prof institute channels, articles, videos

Building owners	What is quality building	Web, LI, Twitter, media, FM channels, govt agency/local authority channels, articles, videos
	Why is quality building important	Web, LI, Twitter, media, FM channels, govt agency/local authority channels, articles, videos
	Where can I find a quality builder	Web, LI, FM channels, govt agency/local authority channels
	Why should I look for FES trained builders on my projects	Web, LI, FM channels, govt agency/local authority channels, articles, videos
Built Env Industry	What is quality building	Web, LI, Twitter, media, prof institute channels, articles, videos
	Why is quality building important	Web, LI, Twitter, media, prof institute channels, articles, videos
	Why should I promote quality building to my peers and clients	Web, LI, Twitter, prof institute channels, articles, videos
	Why should I look for FES trained builders on my projects	Web, LI, prof institute channels, articles, videos
	What should I communicate to the contractors on my projects	Web, LI, prof institute channels, articles, videos
Policy makers	What is quality building	Web, LI, direct contact, govt agency/local authority channels, articles, videos
	Why is quality building important	Web, LI, direct contact, govt agency/local authority channels, articles, videos
	Where can I find more information about quality building	Web, LI, direct contact, govt agency/local authority channels
	What does quality building mean to Ireland's retrofit building stock	Web, direct contact, govt agency/local authority channels, articles
	What does quality building mean for new build in Ireland	Web, direct contact, govt agency/local authority channels, articles
	How does quality building relate to our EU/national targets	Web, direct contact, govt agency/local authority channels, articles
Politicians	What is quality building	Web, LI, direct contact, govt agency/local authority channels, articles, videos
	Why is quality building important	Web, LI, direct contact, govt agency/local authority channels, articles, videos
	What does quality building mean to my constituency	Web, direct contact, govt agency/local authority channels, articles