



Energy Training for Construction Workers for Low Energy Buildings

BUILD Up Skills QualiBuild

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1 Introduction

The BUILD UP Skills QualiBuild project aims to establish a new baseline in relation to energy training for crafts people in the construction sector. It therefore needs to communicate with a wide range of stakeholders and actors in order to secure their support during implementation of the BUILD UP Skills QualiBuild project. A clear, focused communication strategy is required to achieve this. This communication strategy will be for the entire project and will be complimented by the Quality Building Communication Campaign in WP5.

This document seeks to outline the key communication strategies and actions which will be utilised during the course of the project.

2 Target Audiences/Stakeholders

The target audiences/stakeholders for the overall project communication are at a strategic level when compared to the broad target groups addressed with the WP5 Communications Campaign. The key target groups for the project communication are

1. Project partners
 - Clear set of stakeholders
2. Steering Committee
 - Original BUSI Steering Committee with additional recommendations.
3. External Stakeholders
 - A large range of stakeholders were discussed at the project Kick Off meeting. It was agreed that some of these would be more appropriate for dissemination as opposed to attending steering committee.

The relevant organisations are outlined below. LIT is responsible for compiling a contact database which can be utilised to promote the project appropriately amongst the stakeholders.

Organisation	Level
National Consumer Association	Dissemination
Construction Safety Partnership	Steering
Engineers Ireland	Steering
Department of Education & Skills	Steering
NAMA	Dissemination
RIAI	Steering
Association of Private Training Providers	Dissemination
Financial Organisations	Dissemination
Construction Safety Partnership (contact Peter McCabe)	Steering
Chambers Ireland	Dissemination
Solicitors Firms – Bar Council / Law Society	Dissemination
Associations of Local Authority's (LAMA / CCMA)	Steering
Clerk of Works Associations	Steering
Building Control Officers	Steering
Irish Timber Frame Association	Steering
Passive House Association	Steering
Agencies e.g. Threshold & Focus Ireland	Dissemination
Through the SEAI those training providers on CBO Schemes	Dissemination
Age Action Ireland	Dissemination
Surveyors SCS	Steering
Institute of Technology of Ireland	Steering
National Guild of Master Craftsmen	Steering
Association of Building Engineers	Steering
IBEC	Dissemination
ISME	Dissemination

2.1 The target message(s)

The focus of the project is on Quality Building and this core message will need to be consistent through WP5 and WP7. In terms of the overall project the core messages will be

- Achieving low energy buildings which are comfortable, affordable and efficient requires a focus on quality at all stages of the process (for both new build and retrofitting)
- The Build Up Skills initiative is a European movement aiming to support the EU and its member states to achieve its 2020 energy targets
- The success of the Irish Build Up Skills Roadmap, and the QualiBuild Project, will depend on active engagement from all stakeholders
- Build Up Skills depends on stakeholders from Construction, Education, Energy and other sectors of the economy engaging on a common theme

2.2 The communication methods

The core communication methods for the project will be

- Steering Committee meetings (total of 4 held during the course of the project)
- Project Brochures (developed in WP5) at start and end of the project
- Project Website

2.3 The proposed guidelines

2.3.1 Project Logo

A project logo will be defined. This will be procured by LIT. The key words for the logo designer will include

- Quality
- Building
- Craftsworker
- National
- Energy
- Retrofitting
- New Build
- Low Energy
- Construction

The logo will be designed so that it can be utilised across multiple platforms i.e. print, web, banners etc. and will have sufficient graphic identity that it can be developed into a Quality Mark for the projects activities in relation to the Registration system etc.

2.4 Promotional Guidelines

As well as the development of the logo the logo designer will be required to produce a style guide outlining the use of the logo and text in terms of colour, size, positioning, as well as functional

guidelines with fonts, heading styles and layouts for general documents which should be used in the context of the project.

2.5 EU logos & Disclaimer

The appropriate EU logos should be included on all documentation/outputs produced by the project. The minimum requirements is the following logo. Further details are available on the relevant EU website. Any queries should be directed to the Project Coordinator for clarity.



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