

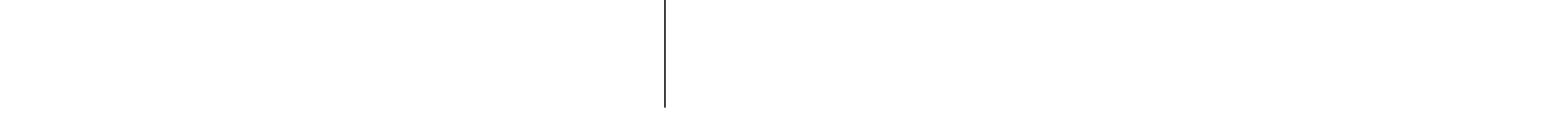
**D7.2. Report on dissemination activities**

**RenoHUb** H2020 project

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“Integrated Services to Boost Energy Renovation in Hungarian Homes”  
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| V1 | 29/01/2020 | Final | MEHI |
| V2, V3 | 11/09/2020 | Adding Communication Plan; Action Plan; general update | MEHI, ENERGIAKLUB, MCSTE, IMRO |
| V4 | 04/12/2020 | Final version, adding COVID effects; general update | MEHI |
| V5 | 04/11/2021 | Final version, taking Communication and Marketing Strategy into consideration | MEHI |
| V6 | 12/05/2023 | Expanding the Plan to Report on Dissemination and Communication Activities | MEHI |
| V7 | 21/06/2023 | Completing the Report on Dissemination and Communication Activities | MEHI |

*Table 2: Document History*

PROJECT PARTNERS

**AACM:** AACM Central Europe Llc

**ENERGIAKLUB:** Energiaklub Climate Policy Institute and Applied Communications Association

**IMRO:** IMRO - DDKK Non-profit Ltd

**MCSTE:** Hungarian Family House Owner Organization

**MEHI**: Hungarian Institute for Energy Efficiency

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# INTRODUCTION

## RenoHUb

The National Energy Strategy, National Building Energy Performance Strategy, Energy Efficiency Action Plans and annual reports contain Hungary’s energy and climate targets, present energy efficiency policy measures and monitor the annual results of energy savings. Hungary’s final energy saving commitment by the end of 2020 assumes 167.5 PJ.

The global challenge the project intends to address is that Hungary as demonstrated by the annual reports of Article 24 (1) and Annex XIV Energy Efficiency Directive 2012/27/EU with the current pace of energy efficiency refurbishment will not be able to achieve its commitments under the EU climate and energy framework for 2020 and the compliance with the 2030 climate and energy targets remains a key concern.

Although the 2020 targets are unlikely to be achieved, the goals for 2030 have already been drafted in the National Energy and Climate Plan (NECP). The NECP is still under elaboration, the final targets will be set in the final version of the document at the end of 2019. It is already declared though in the draft that the residential sector will be the primary sector targeted for energy efficiency developments.

Although the residential sector representing a very high energy saving potential is largely untackled in Hungary. In 2015 the total of 4.4 million households present in Hungary was the biggest energy consumer in Hungary, representing 34% of the total final energy consumption, followed by transport and industry (about 25% both). The residential sector had a higher share in the final consumption than the EU average. Two-thirds of the present residential building stock is energetically outdated. The complex energy refurbishment of the building stock offers at least 40-50% global reduction in the energy use. The potential of home energy efficiency retrofit market is immense. The cumulative investment need within the next 5 years is estimated at over 1,200 billion HUF (about 4 billion EUR). An obvious conclusion is to capitalize on the immense energy saving potential offered by the residential building stock in order to make the achievement of the national climate and energy commitments realistic.

Whilst some notable progress can be recorded with regards to the energy efficiency renovation of multi-family buildings, especially those of the panel buildings, the energy refurbishment of the single-family buildings is substantially lagging behind, albeit the ratio of single-family buildings is above 95% of the residential building stock which is in European comparison very high. Therefore, the second obvious conclusion is that inclusion of single-family buildings is an imperative.

Achieving the set energy saving targets is far beyond the financing capacities of the public sector. Moreover, it is very likely that large-scale grant-driven home renovation is going to an end in Hungary for two reasons: i.) the dedicated resources within the 2014-2020 have already mostly committed, and ii.) it is assumed that the principles for low carbon finance by public sources will substantially change in the 2021-2027 programming period. The third obvious conclusion is that a complete change of mindset is required in order to phase-in marked driven solutions in energy efficiency finance in the residential sector.

Based on the Proposer’s understanding the key barriers hindering the penetration of the energy efficiency investments in the residential sector identified include in particular:

* lack of awareness and personal motivation to undertake to a complex (technical, financial and legal) process;
* lack of trust/miscommunication between homeowners and installers;
* in many respects single and multi-family homes face the different challenges and require specific support measures;
* lack of information sources and independent advisory services providing the homeowners with guidance in the decision-making and implementation process;
* lack of easily accessible financing; and
* uncertanties in the future availability of policy instruments coupled with the likely phase out of high-intensity grant contribution.

## Objectives of the project

The overall aim of RenoHUb project is to trigger an upscale of the energy retrofits of the Hungarian homes through the development of an integrated business model (RenoHUb) that is capable to substantially expand within and beyond the project lifecycle in an economically viable manner without involving additional public grant co-financing.

The purpose of RenoHUb structure that initially includes an on-line platform and two offices (“RenoHUb information hotspots”) is to promote energy efficiency refurbishment and building integrated renewables in the residential sector, both in single and multi-family buildings, with increasing leveraging of private funds, and where relevant, gradual phase-out of public grant finance.

Generally, the project targets all homeowners in Hungary. However, according to recent nation-wide surveys, approximately 24% of the Hungarian household share considering to implement full or staged energy saving refurbishments in their homes within the next 3-5 years. The project will specifically focus of these homes in multi-apartment or single-family houses to facilitate to turn their plans into completed investments. The specific project objectives (SPOs) will include:

* (SPO)1: To understand the entire value chain of home retrofit.
* (SPO)2: To develop an economically viable integrated service model (Renovation Hub)
* (SPO)3: To establish, operate and continuously improve the Renovation Hub with the declared aim to create a sustainable system
* (SPO)4: To trigger a substantive dialogue with all relevant stakeholders.
* (SPO)5: To disseminate the project results on the broadest possible basis and to substantially support the replication initiatives.
* (SPO)6: To ensure the accessibility of adequate financing opportunities for homeowners

# PURPOSE AND GOALS

The main objectives of the national and international dissemination and communication are to raise awareness of and promote RenoHUb, to publicize the project concept and the project results, and to enhance the visibility and showcase the achievements of the project among various national and international stakeholders. Therefore, maximizing opportunities to promote, communicate and disseminate research results throughout the lifetime of RenoHUb, and beyond, are essential and the main purpose of this document. This will ensure that key stakeholders can contribute to, and act on the findings. Exploitation comprises the creation of a Replication Plan, with the aim of ensuring the long-term sustainability of RenoHUb.

Just a few months after the kick-off of RenoHUb project, the COVID situation emerged. After assessing the potential effects of this issue, we decided to put more emphasis and action to communication of the project itself than it was planned preliminarily. In order to implement these intentions, we revised the dissemination and communication goals, methods and related tasks.

Dissemination, communication and exploitation activities in RenoHUb pursue four main objectives, namely to:

1. **Promoting publicity and raising reputation of RenoHUb amongst citizens:**
   1. Promoting and raising the demand for energy efficiency investments
   2. Reaching and attracting potential renovators to visit the online platform and the offices, to use RenoHUb’s services
2. **Raising reputation of RenoHUb amongst professionals:**
   1. Inviting them to RenoHUb’s professional conferences and events
   2. Letting them know, read and utilize RenoHUb’s outputs
3. **Developing the quality of the RenoHUb services:**
   1. Seeking for partners:
      1. Banks: to cooperate in designing common/their own financial products to be available for renovators
      2. Local municipalities: to open Information Hotspots in cooperation with RenoHUb
      3. Contractors, engineers, other relevant professionals: to registrate in and join RenoHUb as partners
      4. Professionals: to give feedback, inputs, help in development of and help promoting RenoHUb services
      5. Professional events: to find more partners, promote RenoHUb
   2. Building in the results of task 2.1:
      1. Adjusting communication methods, tune and messages to the specific customer needs
4. **Fostering the development of similar services and offices:**
   1. Delivering professional materials helping replication to potential professionals, organisations country wide and international

# METHODOLOGY

The dissemination and communication activities will be discussed and planned by 3 main means: dissemination and two types of communication.

Dissemination

Communication of project results

Communication

I. Pillar:   
Project communication

II. Pillar:  
Service communication

The dissemination activities will raise awareness of the project results amongst potential users especially to professionals and potential partners, and any other stakeholders with interest.

The communication activities are split by two: the first pillar will promote the RenoHUb project itself, while the second pillar will promote the product (service) of the RenoHUb project, namely RenoPont. Regarding the latter, a Communication and Marketing Strategy (including the Online Communication Plan) is developed and will ensure a successful awareness raising campaign about the possibilities for renovators.

The dissemination and project communication (I. Pillar) activities will be introduced and planned in details in the next chapters.

# DISSEMINATION

The Dissemination Plan has been developed along the following considerations/guidelines:

What is the goal of dissemination

WHY

Which project results the consortium should disseminate and promote in order to maximise the impact of the project, both within and beyond the participants and their countries

WHAT

Who will benefit from the project results. Defining the target audience, identifying stakeholders

TO WHOM

What tools and channels should be used for contacting beneficiaries and maximizing outreach

HOW

The timeline of dissemination and promotion activities, taking into account project progress and achievements

WHEN

The partner organisation in charge of specific dissemination activities

BY WHOM

The first guidelines will be detailed in the following chapters. Regarding “When” see chapter 6. Regarding “By whom”: all dissemination tasks are coordinated by MEHI.

## WHY – Dissemination goals

The main idea behind dissemination is to be effective and not to work twice: after developing our project results, we make an effort to reach all potential professionals, organisations with interest with our results to avoid them having the same researches.

## WHAT – Key project results to disseminate

At this stage of project planning, the following key deliverables are foreseen to be the subject of dissemination:

1. The results of the baseline research studies and analyses (WP2);
2. The process of setting up the RenoHUb Online Platform and Information Hotspots (WP3);
3. The method of involving a broader audience through roadshows (WP4);
4. The method of collecting volunteers to the pilots and recording experiences and conclusions for feedback to adjust the RenoHUb model (WP5).

We distinguish 3 main types of dissemination activities, depending on the type of output and the relevant target group:

1. Main results (light blue): these are the most important outputs for our main target groups. Here we need a wide and diverse communication to reach our direct (residential) and also multiplier target groups.
2. Expert materials (light red): these outputs are more important for the experts in the relevant fields. Here we are not supposed to use all our possible channels, but to directly reach the key experts on conferences, workshops, webinars and in project newsletters. Through the project period, these channels will be fine-tuned by efficiency and by the feedbacks of the expert stakeholders.
3. Special outputs (white): these materials will be detailed professional reports, especially useful for organisations planning to set up a One-Stop-Shop model like RenoHUb. Since this is a specific target group, searchable, easy-to-find placing on the project website and mentioning in the newsletters are the most important channels to ensure later exploitation.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Deliverable Number** | **Deliverable** | **Delivery Type** | **Month Due** | **Rescheduled month Due** | **Content** |
| **D 1.4.** | Project website | Public Report | M3 |  | Project-related materials, pubic deliverables (studies, research results, newsletters, press releases, events, etc.) will be available in English and in Hungarian. |
| **D 2.1** | Research on homeowners’ motivations, drivers and obstacles | Public Report | M4 | M5 | A research report based on focus group research and deep interviews to understand in depth what are the drivers and obstacles for homeowners to renovate their buildings. |
| **D 2.2** | Inventory of the elements of technical-engineering process of home renovation | Public Report | M6 | M5 | A report to identify all intervention points in the technical-engineering process and map the entire home renovation process. |
| **D 2.3** | Benchmark handbook | Public Report | M4 | M8 | Creating a set of benchmarks for building types to simplify the estimation “technical scope versus cost” scenarios of home renovation to enable a rapid and simplified preliminary assessment of the building renovation needs, for the online calculator. |
| **D 2.4** | Report on the strategic evaluation of existing financial schemes | Public Report | M8 | M7 | The report reviews and evaluates the financial schemes currently available on the market and formulates recommendations concerning the improvement of their effectiveness and more integrated co-financing options. |
| **D 2.5** | Market analysis on the impact of EE renovation on homes’ market price | Public Report | M11 | M23 | This output conducts a comprehensive countrywide market analysis how the costs of energy refurbishment incorporates into the market price of the renovated homes. |
| **D 2.6** | Product selection guide | Public Report | M8 | M23 | This guide supports the homeowners in the selection of materials and equipment for home renovation with comparison of the technical parameters and efficiency of the similar product types involved in the building energy efficiency investments. |
| **D 2.7** | Description of RenoHUb model | Public Report | M9 | M18 | This document is dedicated to describe the conceptual design and principles of the RenoHUb including the Online Platforms and the Information Hot Spots. |
| **D 2.8** | Toolkit of standardized documents | Public Report | M11 | M15 | The standardised technical, financial and legal documents and templates to be made available on the platform and physical or electronic form in the hotspot including checklists, request forms and information materials. |
| **D 3.2** | Online Platform | Public Website | M18 | M24 | A complex knowledge base on energy efficiency renovations, where general information, practical guides and ready-to-use materials will all be found. |
| **D 3.3** | Online Platform Structural Brief | Public Report | M20 | M27 | This material contains the know-how of the process of the platform creation, in order to allow international replication. |
| **D 3.4** | Installer database and rating system | Public Dataset | M14 | M26 | As a base of a contractor quality assurance system, RenoHUb sets up a voluntary-based system for the installers which will provide a platform to the users to evaluate them and give feedback on quality. |
| **D 4.3** | Operation manual for RenoHUb hotspot operators | Public Report | M14 | M25 | The Operation Manual provides the most relevant information to potential customers. The operators could ensure the smooth flow of the customer journey, thus decreasing the rate of drop-out. |
| **D 4.4** | Training material for installers | Public Report | M19 | M26 | The training material will improve installers’ reasoning skills and make their communication tools refined and simplified. On the long run the training will raise the prestige of the skilled knowledge in the building sector. |
| **D 5.4** | List of pilot projects | Public Report | M20 | M27 | The documentation of the mentoring phase, where RenoHUb customers will go through the stages of the customer journey and RenoHUb experts will assist the owners through the decision-making and planning process. |
| **D 6.2** | Training materials for financial institutions | Public Report | M6 | M27 | The report aims to facilitate the staff of the financial institutions to better understand the technical content and the financial risks associated with energy efficiency projects. |
| **D 6.3** | Analysis on the integration of the existing financial instruments | Public Report | M7 | M27 | An analysis of financial schemes/products currently available on the market in order to trigger maximised synergies between them and to bring the existing financial products align with the “one-stop-shop” concept. |
| **D 6.4** | Report on proposed measures for new financing schemes | Public Report | M11, M16, M28 | M27 | A collection of proposals developed for new integrated and synergetic financial products to help home renovations. |
| **D 7.2** | Report on dissemination activities | Public Report | M36 |  | This report documents the results of the dissemination activities of the project and evaluates them concerning the target indicators and qualitative results as well. |
| **D 7.3** | Final conference | Public Conference | M35 |  | As a major and final step stone of RenoHUb, an international closing conference will be organized in Budapest to allow a wider sharing of the project results with the expert community. |
| **D 7.5.** | Project video for dissemination purposes | Public Website | M35 |  | A short film in Hungarian, with English subtitles to help a better visual understanding of project results. |
| **D 7.6.** | Final Publishable Report | Public | M35 |  | The project will prepare a Final Publishable Report that will include important lessons learnt, recommendations, guidance for replicators and detailed information on the project's process as well as signed contracts and contractual arrangements. An executive summary of the will be available in English, French, German, Italian, Spanish and Polish. |

## TO WHOM – Target audience

Target audiences include various stakeholder groups, both at national and international levels. Stakeholder groups could be interested in project outcomes either from a scientific, theoretical, methodological, research aspect, and/or from a practical, applicability, replicability aspect.

The crucial point of successful dissemination is to identify the specific stakeholders who have the greatest potential in replicating the RenoHUb model. According to the present assumptions, the target audiences will comprise:

1. researchers and academia,
2. professional organisations (e.g. associations),
3. market actors (e.g. installers, construction firms),
4. municipalities, local governments,
5. financial institutions,
6. policy makers.

## HOW – Key principles and channels

The key principles governing the dissemination and exploitation activities are the following:

**Replicability:** it is a major concern throughout the project to make the general know-how of the model accessible, to allow replicability. Subjects of dissemination will be determined based on this principle;

**Directedness:** the dissemination activities shall reach all relevant participants and target audiences,

**Effectiveness:** methods and tools shall be selected in order to maximize outreach and impact;

**Cost-effectiveness:** the dissemination measures shall be affordable, and the costs shall be proportionate to the impacts achieved by dissemination;

**Sustainability:** dissemination measures shall be applied in a way to serve the objectives of exploitation.

The target groups, their main characteristics and the primary information channels are summarized in the table below. The detailed information about channels and tools can be read in the next main chapter. According to these results and the ongoing experiences with relevance of the different target groups, other changes may also occur through the project period.

|  |  |  |
| --- | --- | --- |
| Target group | Characteristics, information needs | Primarily used information channels |
| 1. researchers and academia | interested in research results, exploitation | project website newsletter  workshops  conferences  webinars  expert articles |
| 1. professional organisations | interested in research results, communication channel between other target groups | newsletters exhibition  conference panel discussion |
| 1. market actors | might be interested in real estate market news, investments; might reach and inform wide range of the main target group of homeowners | project website  trainings newsletter conferences |
| 1. municipalities, local governments | might reach and inform wide range of the main target group of homeowners, might be interested in opening and running hot spots, communication channel between other target groups | face to face meetings project website newsletter conferences  webinars workshops trainings  booklet |
| 1. financial institutions | banks, investors, credit organisations affecting the market and the potential renovators  *information needs: research results regarding the link between estate values and renovation; renovation savings and risks* | meetings booklet exhibition / conference |
| 1. policy makers | *information needs: background studies (research results) for policy making to reach EU targets* | meetings booklet  conferences  reports with executive summaries |

Each activity shall be designed on the careful consideration of why it is necessary to disclose a particular subject of dissemination to a particular group of audience. The primary goal is that by publicising the project concept and the project results, project partners provide means to various stakeholders so that they can contribute to the upscale of home energy retrofits in Hungary, by replicating all or parts of the RenoHUb integrated service model. A specific and articulated goal of the dissemination and exploitation activities is to establish further information hotspots in Hungary. These activities will start during the project period, but will be pursued beyond the project’s lifetime. Another objective is to disseminate project achievements internationally, in order to raise general awareness in other EU member states for further potential one-stop-shop services.

# PROJECT COMMUNICATION

The Project Communication Plan has been developed along the following considerations/guidelines, regarding the communication of the project:

What is the goal of the planned communication activity

WHY

Which project results should be communicated and promoted in order to maximise the impact of the project

WHAT

Who will benefit from the project information, defining the target audience

TO WHOM

What tools and channels should be used to maximize outreach

HOW

The timeline of communication and promotion activities, taking into account project progress and achievements

WHEN

The partner organisation in charge of specific communication activities

BY WHOM

The first guidelines regarding 1st pillar communication tasks are coordinated by MEHI and will be detailed in the following chapters. 2nd pillar communication tasks of the service are coordinated by Energiaklub, these activities are planned and detailed by the Communication and Marketing Strategy.

## WHY – Communication goals

The main goal is to raise awareness of and promote RenoHUb project. The aim of the communication is to publicize the project concept, the project activities and results, and to enhance the visibility and showcase the achievements of the project among various national and international stakeholders. This is also an indirect way of the 2nd Pillar, communication of the RenoPont service, because getting information about the project implies also being familiar with the services planned/already available.

## WHAT – Communication highlights

Regarding communication of the project, the main content of the 1st Pillar communication are the milestones of the project (next to the Deliverables, which are the main content of the dissemination). These milestones are summarized in the table below:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Milestone Number | Milestone Name | Related Work Package(s) | Month Due | Means of |
| MS1 | Conceptual design of the RenoHUb model | WP2 | M18 | D2.7 Description of RenoHUb model |
| MS2 | Setting up, testing and operating RenoHUb Online Platform | WP3 | M25 | D3.2 Online Platform |
| MS3 | Opening of RenoHUb Information Hotspot in Budapest | WP3 | M25 | RenoHUb information hotspot no. 1. Budapest |
| MS4 | Opening of RenoHUb Information Hotspot in Nagykanizsa | WP3 | M15 | RenoHUb information hotspot no. 2. Nagykanizsa |
| MS5 | Incorporation of the findings and conclusions into the RenoHUb model and documentation | WP5 | M31 | D5.6 Finalized RenoHUb model and documentation |

## TO WHOM – Target audience

The target groups, their main characteristics and the primary information channels are summarized in the tables below. According to these results and the ongoing experiences with relevance of the different target groups, other changes may also occur through the project period. Regarding homeowners, their group might be split into more specified groups (e.g. by age: group A: age 30-50, group B: age 50+) based on the results of the focus group interviews (T 2.1).

The main tartget goups for ***communication of the project*** are the followings:

1. Homeowners – family house & multi-apartment
2. Multipliers
3. Researchers and academia
4. Professional organisations
5. Market actors
6. Municipalities, local governments
7. Financial institutions
8. Policy makers.

## HOW – Key principles and channels

The key principles governing communication activities are the following:

**Consistency:** It is essential that the basic message is recognizable in each communication element. This helps the stakeholders to gain and strengthen trust in the project.

**Preparedness:** The concept of „one-stop-shop” is an unknown scheme in Hungary, therefore the best way to introduce the concept is to start to communicate the goals from earliest possible date.

**Openness:** It is important to outline the details of the project in an understandable and readable way. That kind of communication is needed, which gives the opportunity to the public to understand the project and to get answer for the questions.

The target groups, their main characteristics and the primary information channels for the ***communication of the project (1st Pillar)*** are summarized in the table below.

|  |  |  |
| --- | --- | --- |
| Target group | Characteristics, information needs | Primarily used information channels |
| 1. homeowners – family house & multi-apartment | property owners, with /without the existing intention of renovation  *information needs: see results of T2.1 (focus group interviews)* | project / partner website newsletter social media press release to online and print media article in newspapers, magazines targeted to homeowners exhibitions podcasts roadshows/local events  radio / TV programmeblog booklets/leaflets  short video |
| 1. multipliers | might be interested in real estate market news, risks and benefits of renovation and investments; might reach and inform wide range of the main target group of homeowners, e.g. authorized joint representatives | online media news advertisements online / print social media blog podcast events booklet  newsletters exhibition / conference panel discussion posters (to put inside the buildings) |
| 1. researchers and academia | interested in research results, exploitation | project website newsletter  workshops  conferences  webinars  expert articles |
| 1. professional organisations | interested in research results, communication channel between other target groups | newsletters exhibition  conference panel discussion |
| 1. market actors | might be interested in real estate market news, investments; might reach and inform wide range of the main target group of homeowners | project website  trainings newsletter conferences |
| 1. municipalities, local governments | might reach and inform wide range of the main target group of homeowners, might be interested in opening and running hot spots, communication channel between other target groups | face to face meetings project website newsletter conferences  webinars workshops trainings  booklet |
| 1. financial institutions | banks, investors, credit organisations affecting the market and the potential renovators  *information needs: research results regarding the link between estate values and renovation; renovation savings and risks* | meetings booklet exhibition / conference |
| 1. policy makers | *information needs: background studies (research results) for policy making to reach EU targets* | meetings booklet  conferences  reports with executive summaries |

# TOOLS AND CHANNELS – DISSEMINATION AND COMMUNICATION RESULTS

One of the most important purpose of the Dissemination and Communication Plan is to find and assign the appropriate and most effective tools and channels to the target audiences considering their interests and needs.

In the following sub-chapters, we will introduce the main tools and channels which will be used for dissemination and communication in the RenoHUb project by type of dissemination and communication: national or international. This includes selected opportunities according of our goals and target groups (indicated in the tables above). The exact tools and channels by each activity of dissemination and communication is indicated in the Action Plan updated every month (see the actual version in Annexes).

## Communication and dissemination survey

In order to explore all of our communication and dissemination possibilities, we outlined a survey amongst out partners to see what kind of existing channels and tools are there in the consortium. Therefore, the core partners of RenoHUb – Energiaklub, Hungarian Energy Efficiency Institute (MEHI), AACM Central Europe Llc (AACM), IMRO-DDKK (IMRO) and Hungarian Family House Owner Organization (MCSTE) – have been completed a survey outlined by Energiaklub. The survey itself can be read in the Annexes.

The overall aim of this survey was to learn more about every partner's knowledge, experience and general practice of using various communication channels, and how these could be used for communication and dissemination activities in RenoHUb. In addition, this information is useful for us as WP7 leaders to know where and in which communication activities we need to provide additional assistance to various partners so that as a team we can meet all our communication and dissemination objectives.

The main results of the survey are below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Energiaklub | MEHI | AACM | IMRO | MCSTE |
| Active communication channels | Website, Facebook, Blog, Newsletter | Website, Facebook, LinkedIn, Newsletter | Twitter, Youtube, LinkedIn | Website, Facebook, Youtube | Website, Newsletter, Facebook, Youtube, press release |
| Main communication channel | Newsletter, Facebook | Newsletter, Website | LinkedIn | Facebook | Newsletter, Facebook |
| Existing target groups | Residentials, professionals, decision makers | Professionals, decision makers |  | Professionals, business, residential | Residentials |
| Specific dissem./comm. tasks | Awareness raising (residentials), contacting potential partners | Contacting potential partners, businesses | Reaching residentials with different financial options; reaching other stakeholders | Nationalwide awareness raising | Awareness raising about RenoHUb and the offices |

# NATIONAL DISSEMINATION AND COMMUNICATION

## Newsletters

Newsletters will be prepared to provide information on the implementation process: it will contain news and events related to the project. Newsletters will be published electronically in Hungarian for national target groups in every 4 Months, therefore altogether 8 during the project period).

At first it will be spread among the professional partners of the PPs, but since subscription will be available at the project website and at events, the list of subscribers will grow. Special focus will be put on informing the members of National Energy Network (NEN was set up as a policy measure to fulfil the obligation of 2012/27/EU Art. 7.).

During the communication of RenoHUb project there will be a regular e-newsletter to help communication with the RenoHUb community. The newsletter will be published every 4 months. The newsletter will be in English and Hungarian, and it will be sent to identified experts and interested people subscribing to it through the project website, members/representatives of the media, etc.

### Results

In the project, 8 national newsletters were planned in the project period, and in total, 12 was sent.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Issue | Date | Sent to | Deliv-ered | Open-ed | Click-ed | Bounc-ed | Unsub-scribed | Total opens | Total clicks |
| 1 | 2020. 06. 16. | 204 | 195 | 102 | 46 | 9 | 2 | 349 | 93 |
| 2 | 2020. 09. 25. | 193 | 193 | 92 | 31 | 0 | 1 | 313 | 74 |
| 3 | 2020. 11. 19. | 208 | 208 | 87 | 13 | 0 | 1 | 236 | 49 |
| 4 | 2021. 04. 23. | 207 | 206 | 80 | 22 | 1 | 1 | 204 | 50 |
| 5 | 2021. 09. 13. | 206 | 200 | 79 | 22 | 6 | 2 | 153 | 43 |
| 6 | 2021. 11. 18. | 201 | 197 | 138 | 16 | 4 | 2 | 281 | 21 |
| 7 | 2021. 12. 10. | 198 | 194 | 93 | 19 | 4 | 0 | 220 | 31 |
| 8 | 2022. 02. 21. | 198 | 194 | 84 | 20 | 4 | 2 | 172 | 37 |
| 9 | 2022.06.01 | 196 | 188 | 68 | 17 | 8 | 2 | 113 | 45 |
| 10 | 2022.09.05. | 193 | 184 | 78 | 23 | 9 | 0 | 141 | 48 |
| 11 | 2022.12.23. | 190 | 183 | 66 | 13 | 7 | 1 | 118 | 27 |
| 12 | 2023.04.06. | 187 | 182 | 78 | 25 | 5 | 0 | 142 | 54 |
| TOTAL | | **2381** | **2324** | **1045** | **267** | **57** | **14** | **2442** | **572** |

## News bulletin

The news bulletin will be used as a final summary channel of all results. It is one comprehensive newsletter at the end of the project in Hungarian, displaying all major outcomes of the project. It is based on the other existing channels as most of the content will be detailed on the RenoHUb website and platform.

### Results

The news bulletin was sent for 185 subscribers on the last days of the project. It contained a selection of the most important results and milestones of the RenoHUb project.

## Event participations

RenoHUb Partners will participate and give presentations at relevant national and/or professional events, conferences, workshops. We aim at participation at 6 national events during the project period.

The representatives of PPs and members of the advisory committee are skilled energy efficiency professionals, who are in contact with the energy efficiency community locally and internationally. Part of their mandate will be to publicize RenoHUb and raise awareness of the project. The broad professional network of PPs (MEHI, AACM and Energiaklub), and their regular presence in the national and international field will allow the participation and dissemination at various events.

### Results

The consortium partners actively participated (as presenters, roundtable participants etc.) on more than 20 national events, reaching appr. 1120 experts, from which the most important are listed below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Title | Type | Organisor | No. of participants |
| 2021.10.14 | Reducing carbon footprint in the residential sector | workshop | Greendependent, Daikin | 30 |
| 2021.10.27 | SEIF National Energy Efficiency Roundtable | workshop | European Commission, Ministry for Innovation and Technology | 60 |
| 2021.12.02 | III. Ferencváros (Budapest 9th district) Climate Platform Meeting | workshop | Hungarian Environmental Education Association | 55 |
| 2021.12.14 | Energy Efficiency Workshop HungAIRy | workshop | Herman Otto Institute | 23 |
| 2022.02.23 | Energy consciousness starts at home | webinar | IPOSZ | 25 |
| 2022.02.24 | HUGBC Green Talk | webinar | Hungarian Green Building Council | 30 |
| 2022.03.09 | Másfélfokos életmód otthon 2. / GreenDependent Intézet - 2022. március 9. | webinar | Greendependent | 55 |
| 2022.03.09 | Klenen conference 2022 | conference/expo | Congress Rendezvényszervező Kft. | 200\* |
| 2022.04.28 | Energy Day 2022 | conference | MVM partner | 50 |
| 2022.05.30 | LOSZ II országos konferencia | conference | LOSZ | 80\* |
| 2022.09.14 | Efficient ways for housing associations to control overhead | workshop | MEHI, Budapest VIII. district | 16\* |
| 2022.09.20-25. | Building my home 2023 | virtual conference | György Bodnár | 60\* |
| 2022.10.13 | Overhead reduction tips - How to save money in the office? | workshop | Municipality of Józsefváros (Budapest, VIII. disrict) | 25\* |
| 2022.10.14 | Overhead reduction tips at home | workshop | Municipality of Józsefváros (Budapest, VIII. disrict) | 10\* |
| 2022.10.21 | Energy efficiency for SMEs | workshop | [Győr-Moson-Sopron Megyei Kereskedelmi és Iparkamara](https://gymsmkik.hu/gymsmkik.hu/impresszum) | 20\* |
| 2023.02.07 | Új Ház Centrum Energy Efficiency training I. | webinar | Új Ház Centrum | 40\* |
| 2023.02.24 | Energy efficient renovation in practice I. | webinar | HuGBC | 96 |
| 2023.03.08 | Klenen conference 2023 | conference/expo | Congress Rendezvényszervező Kft. | 150\* |
| 2023.03.09 | Energy efficient renovation in practice II. | webinar | HuGBC | 62 |
| 2023.03.22 | Új Ház Centrum Energy Efficiency training II. | workshop | Új Ház Centrum | 11 |
| 2023.05.13 | Launch event of aHang campaign for the energy modernisation of residential buildings | workshop | aHang | 20\* |
| TOTAL |  |  |  | 1120 |

\*estimated by the presenter

The RenoHUb consortium organized 6 national events (excluding the final conference) during the project period, reaching further appr. 200 experts.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Title | Type | Target Group | Number of participants |
| 2020.05.26 | RenoHUb Launch | Press Background Discussion | press | 10 |
| 2020.10.07 | MEHI conference | Conference about OSS | experts | 100 |
| 2021.11.19 | Bank Association workshop | workshop, training | bank experts | 21 |
| 2022.02.03 | Real estate value and energy renovation | webinar | experts, banks, media, academia | 46 |
| 2022.09.21 | RenoHUb research results | webinar | bank experts | 8 |
| 2023.04.27 | Bank Association consultation | consultation | bank experts | 10 |

## International Conferences

The conference will allow a wider sharing of the general project results with the expert community both nationwide and internationally. International conferences are also suitable spaces to meet similar research projects and use synergies of combining them.

### Results

Please see the results of international conferences at 11.4, International Conference.

## RenoHUb project website

The website was launched in early project period, in order to structure and publicize information gathered through the implementation of the Work Programme. The primary aim of the website is to provide information on the project, and allow insight to the implementation process. The website contains profiles of project partners, project-related materials (publications, presentations), news and events and all public deliverables. The project website is available both in Hungarian and in English, and will be maintained for 5 years following the project completion.

### Results

The project website provided the following information in Hungarian via different posts, added to its original status (as in D1.3):

|  |  |  |
| --- | --- | --- |
| RenoHUb website - News | |  |
| Date | **Content** | **Link** |
| 2019.12.06 | RenoHUb has started | <https://renohub-h2020.eu/2019/12/06/elindult-renohub-ismerje-meg-munkatarsainkat/> |
| 2020.03.16 | Energy Efficiency Finance Market Place | <https://renohub-h2020.eu/2020/03/16/energy-efficiency-finance-market-place/> |
| 2020.04.20 | Consortium meeting | <https://renohub-h2020.eu/2020/04/20/renohub-konzorciumi-talalkozo-2020-aprilis-16/> |
| 2020.06.07 | Introduction of RenoHub project | <https://renohub-h2020.eu/2020/06/07/hir1/> |
| 2020.10.10 | MEHI conference | <https://renohub-h2020.eu/2020/10/10/mi-kell-ahhoz-hogy-felujitsunk/> |
| 2020.10.22 | Gábor Orbán's presentation on MEHI conference | <https://renohub-h2020.eu/2020/10/22/mi-osztonzi-a-magyar-lakossagot-hogy-energetikai-felujitasba-kezdjen/> |
| 2020.10.28 | Presentation about Reimarkt | <https://renohub-h2020.eu/2020/10/28/hogyan-tehetok-vonzobba-a-lakossagi-energiahatekonysagi-epuletfelujitasok-egy-mukodo-modell-tapasztalatai/> |
| 2020.10.30 | Tamás Szórádi's presentation on MEHI conference | <https://renohub-h2020.eu/2020/10/30/el-kell-mozdulni-a-melyfelujitasok-fele/> |
| 2020.11.04 | Tamás Versits's presentation on MEHI conference | <https://renohub-h2020.eu/2020/11/04/a-minosegi-melyfelujitas-nyomaban/> |
| 2020.11.05 | István Gulyás's presentation on MEHI conference | <https://renohub-h2020.eu/2020/11/05/a-kozosseg-ereje-a-csaladi-hazas-felujitasok-teren/> |
| 2020.11.06 | Presentation about green finance | <https://renohub-h2020.eu/2020/11/06/zold-penzugyi-termekekkel-az-energiahatekonysagert/> |
| 2020.11.23 | RenoHUb is one year old | <https://renohub-h2020.eu/2020/11/23/egy-eves-lett-a-renohub-projekt/> |
| 2021.04.06 | RenoHUb in mainstream media | <https://renohub-h2020.eu/2021/04/06/a-renohub-projekt-es-az-egyablakos-tanacsadoi-irodahalozat-adhat-lokest-a-hazai-energetikai-felujitasoknak-sajtoszemle/> |
| 2021.04.07 | RenoPont name and image | <https://renohub-h2020.eu/2021/04/07/renopont-energetikai-otthonfelujitasi-kozpont-lesz-a-renohub-egyablakos-felujitasi-tanacsado-szolgaltatasanak-neve/> |
| 2021.04.08 | Firsd RenoPont office opened | <https://renohub-h2020.eu/2021/04/08/elindult-az-elso-renopont-iroda-tesztuzeme-nagykanizsan/> |
| 2021.04.26 | MCSTE news | <https://renohub-h2020.eu/2021/04/26/sikeres-energetikai-felujitas-feltetelei-otthonfelujitasi-tamogatassal/> |
| 2021.05.26 | Business model | <https://renohub-h2020.eu/2021/05/26/elkeszult-a-renohub-uzleti-modell/> |
| 2021.09.02 | RenoPont operator training | <https://renohub-h2020.eu/2021/09/02/felhivas-renopont-tanacsado-trening-es-allaspalyazat/> |
| 2021.09.06 | Nóra Feldmár's article about energy poverty (inc. RenoHUb) | <https://renohub-h2020.eu/2021/09/06/akik-kimaradnak-az-energetikai-felujitasokbol-lakhatasi-szegenyseg-magyarorszagon/> |
| 2021.10.15 | C4E Forum | https://renohub-h2020.eu/2021/10/15/a-renohub-projekt-debutalt-a-regios-energiahatekonysagi-csucstalalkozon/ |
| 2021.10.18 | RenoPont operator training | https://renohub-h2020.eu/2021/10/18/sikeresen-lezajlott-a-renopont-tanacsadok-treningje/ |
| 2021.11.18 | RenoPont.hu launch | <https://renohub-h2020.eu/2021/11/18/elindult-a-renopont-hu-a-renohub-tanacsado-halozatanak-honlapja/> |
| 2021.11.25 | REELIH conference | https://renohub-h2020.eu/2021/11/25/renohub-eloadas-a-2-regionalis-reelih-konferencian/ |
| 2021.11.29 | Incitatoin to RenoHUb presentation | https://renohub-h2020.eu/event/meghivo-renohub-eloadas-a-iii-ferencvarosi-klimaplatformon/ |
| 2021.12.15 | RenoPont offices opened in Budapest | https://renohub-h2020.eu/2021/12/15/forradalmasitja-a-lakossagi-energetikai-felujitasokat-a-renopont-megnyilt-ket-budapesti-renopont-iroda/ |
| 2022.01.05 | RenoPont roadshow | https://renohub-h2020.eu/2022/01/05/felhivas-jelentkezesi-lehetoseg-renopont-informacios-nap-szervezesere/ |
| 2022.01.19 | RenoPont info day Józsefváros | https://renohub-h2020.eu/2022/01/19/elso-renopont-infonap-lesz-januar-27-en-jozsefvarosban/ |
| 2022.02.11 | Mennyivel ér többet a házunk, ha energetikailag korszerűsítjük? | https://renohub-h2020.eu/2022/02/11/mennyivel-er-tobbet-a-hazunk-ha-energetikailag-korszerusitjuk/ |
| 2022.02.15 | HuGBC esemény beharangozó | https://renohub-h2020.eu/2022/02/15/hugbc-green-talk-lakoepuletek-energiahatekonysaga-a-megvalositas-szemszogebol/ |
| 2022.02.21 | SEIF 2 conference | https://renohub-h2020.eu/2022/02/21/masodik-nemzeti-kerekasztal-az-energiahatekonysag-finanszirozasarol-magyarorszagon/ |
| 2022.02.25 | HUGBC event video recording | https://renohub-h2020.eu/2022/02/25/elerheto-a-hugbc-green-talk-esemeny-videofelvetele/ |
| 2022.04.13 | RenoPont infovideo | https://renohub-h2020.eu/2022/04/13/rovid-informacios-video-keszult-a-renopontrol/ |
| 2022.06.02 | RenoPont Partnernap | https://renohub-h2020.eu/2022/06/08/renopont-partner-program-varja-az-epuletenergetikai-szakembereket/ |
| 2022.06.30 | online calculator | https://renohub-h2020.eu/2022/08/03/mar-elerheto-a-renopont-online-kalkulator/ |
| 2022.09.12 | EUSEW Sust day | https://renohub-h2020.eu/2022/09/12/renohub-fenntarthato-energia-nap/ |
| 2022.12.15 | Illésné presentation | <https://renohub-h2020.eu/2022/12/15/mi-a-fenntarthatobb-egy-epuletet-felujitani-vagy-ujat-epiteni/> |
| 2022.12.15 | Magyarósi Csaba video | https://renohub-h2020.eu/2022/12/15/mennyibol-lesz-rezsikompatibilis-egy-regi-haz-magyarosi-csabaval-forgattunk/ |
| 2023.03.01 | Habitat International publication | https://renohub-h2020.eu/2023/03/01/nemzetkozi-publikacioban-a-renohub/ |
| 2023.04.27 | RenoHUb final conference | https://renohub-h2020.eu/2023/04/27/renohub-zarokonferencia-regisztracio-es-program/ |
| 2023.05.10 | RenoHUb final conference summary | https://renohub-h2020.eu/2023/05/10/energetikai-felujitasokrol-es-ingyenes-tanacsadasi-lehetosegrol-is-szolt-a-renohub-projekt-zarokonferenciaja/ |
| 2023.06.21 | C4E Forum | https://renohub-h2020.eu/2023/06/21/kozep-europa-legnagyobb-energiahatekonysagi-konferenciajan-ismertettuk-a-renohub-eredmenyeit/ |
| RenoHUb website - Results | |  |
| 2020.05.13 | D2.1.: Research on homeowners motivations, drivers and obstacles | <https://renohub-h2020.eu/result/d2-1-kutatas-a-haz-es-lakastulajdonosok-motivacioirol-a-drive-okrol-es-az-akadalyokrol/> |
| 2020.05.15 | D2.2. Inventory of the elements of technical engineering process | <https://renohub-h2020.eu/result/d2-2-a-tarsashazak-es-csaladi-hazak-felujitasi-folyamatanak-leirasa/> |
| 2020.09.24 | D2.4 Report on the strategic evaluation of existing financial schemes | <https://renohub-h2020.eu/result/a-piacon-elerheto-penzugyi-termekek-strategiai-ertekelese/> |
| 2020.09.25 | D2.3 Overview of the Hungarian building typology and modernization measures; suggestions for the building energy calculator design | <https://renohub-h2020.eu/result/d2-3-lakossagi-epuletenergetikai-dontestamogato-kalkulator-kovetelmenyrendszere/> |
| 2021.04.14 | D2.8 Toolkit of standardized documents | <https://renohub-h2020.eu/result/d2-8-elkeszult-a-felujitokat-segito-sablondokumentumok-eszkoztara/> |
| 2021.05.26 | D2.6 Business model | <https://renohub-h2020.eu/result/d2-6-description-of-renohub-model/> |
| 2021.08.12 | D3.4 Installer database and rating system | <https://renohub-h2020.eu/result/d3-4-installer-database-and-rating-system/> |
| 2021.09.08 | D2.7 Real estate value market analysis | <https://renohub-h2020.eu/result/d2-7-az-energetikai-felujitasok-hatasa-a-lakoingatlanok-ertekere/> |
| 2021.12.15 | D3.2 RenoPont online platform | <https://renohub-h2020.eu/result/d3-2-renopont-online-platform/> |
| 2022.01.19 | D4.1, D4.2 | <https://renohub-h2020.eu/result/elkeszult-a-renohub-online-kommunikacios-es-marketing-strategiaja-d4-1-es-a-renohub-informacios-iroda-operatoroknak-szolo-kepzesi-anyag-d4-2/> |
| 2022.01.21 | D2.5 product selection guide | <https://renohub-h2020.eu/result/d2-5-termekvalasztasi-segedanyag/> |
| 2022.04.06 | D4.3 Operation Manual | <https://renohub-h2020.eu/result/d4-3-iroda-uzemeltetesi-kezikonyv-renopont-tanacsadoknak/> |
| 2022.06.27 | D4.4 Training material for installers | <https://renohub-h2020.eu/result/d4-4-kivitelezok-kepzesi-anyaga/> |
| 2022.09.21 | D3.3 Online Platform Structural Brief | <https://renohub-h2020.eu/result/d3-3-online-platform-felepitesi-osszefoglalo/> |
| 2023.01.24 | D4.5 Topics and financial plan for roadshow events | <https://renohub-h2020.eu/result/d4-5-roadshow-esemenyek-tematikaja-es-penzugyi-terve/> |
| 2023.02.23 | Reports on cooperation with financial institutions | <https://renohub-h2020.eu/result/beszamolok-penzintezetekkel-valo-egyuttmukodesekrol-d6-1-d6-2/> |
| 2023.04.02 | D6.3 report on financial instruments | <https://renohub-h2020.eu/result/d6-3-adaptalhato-penzugyi-eszkozok-integraciojanak-vizsgalata/> |
| 2023.04.27 | D5.6: Finalised RenoHUb model and documentation | <https://renohub-h2020.eu/result/d5-6-veglegesitett-renohub-modell-es-dokumentacio/> |
| 2023.05.10 | D6.4: Report on proposed  measures for new  financing schemes | <https://renohub-h2020.eu/result/d6-4-jelentes-az-uj-finanszirozasi-rendszerekhez-javasolt-intezkedesekrol/> |
| 2023.05.12 | D5.4 List of pilot projects | https://renohub-h2020.eu/result/a-kiserleti-projektek-listaja/ |
| 2023.05.13 | D7.5: Project video | https://renohub-h2020.eu/result/d7-5-projektvideo/ |
| 2023.05.13 | D7.3: Final conference | https://renohub-h2020.eu/result/d7-3-zarokonferencia/ |
| 2023.05.13 | D6.2: Training materials for financial institutions | https://renohub-h2020.eu/result/d6-2-kepzesi-anyag-penzintezeteknek/ |
| 2023.05.22 | D7.6: Final report | https://renohub-h2020.eu/result/d7-6-zarojelentes/ |
| RenoHUb website - Events | |  |
| 2020.03.22 | Mi kell ahhoz, hogy felújítsunk? | <https://renohub-h2020.eu/cms/wp-admin/post.php?post=225&action=edit> |
| 2021.06.25 | C4E Forum | <https://renohub-h2020.eu/cms/wp-admin/post.php?post=492&action=edit> |
| 2021.11.29 | Invitation: RenoHUb presentation on III. Ferencvárosi Klímaplatform | <https://renohub-h2020.eu/event/meghivo-renohub-eloadas-a-iii-ferencvarosi-klimaplatformon/> |
| 2022.02.11 | Mennyivel ér többet a házunk, ha energetikailag korszerűsítjük? | <https://renohub-h2020.eu/event/mennyivel-er-tobbet-a-hazunk-ha-energetikailag-korszerusitjuk/> |
| 2022.02.15 | HuGBC event invitation | <https://renohub-h2020.eu/event/meghivo-hugbc-green-talk-lakoepuletek-energiahatekonysaga-a-megvalositas-szemszogebol/> |
| 2022.06.01 | RenoPont Partner day | <https://renohub-h2020.eu/event/renopont-partner-program-bemutatkozo-nap/> |
| 2022.08.31 | RenoHUb EUSEW conference | <https://renohub-h2020.eu/event/kiut-a-rezsivalsagbol-renohub-konferencia/> |
| 2022.08.31 | RenoPont Green Building Week | <https://renohub-h2020.eu/event/zold-epites-hete-felujitasokkal-az-elszabadult-rezsiarak-ellen/> |
| 2022.09.27 | Europa project | <https://renohub-h2020.eu/event/a-felujitasi-hullam-felskalazasa-az-europa-projekt-tanulsagai-es-legjobb-gyakorlatai-nyoman-workshop/> |
| 2023.04.05 | SAVE THE DATE: RenoHUb final conference | <https://renohub-h2020.eu/event/save-the-date-renohub-zarokonferencia/> |

In total, 10 events, 24 deliverables and 40 news were published on the RenoHUb website in Hungarian language.

## Roadshows

Although national roadshows are primarily designed for communication activities engaging homeowners, they will indirectly be used for dissemination purposes as well. During organization and implementation of roadshows, meetings with municipalities, local organisations and local market actors will be initiated. As the personal, less formal interaction, the two-way exchange is often more effective, than formally presenting the project at larger events. The meetings will serve the purpose of promoting the RenoHUb model.

Due to the COVID situation, the first roadshows will be held integrated with the openings of the RenoPont offices, in close cooperation with the affected Municipalities.

### Results

In total, 37 roadshows were held in person countrywide, resulting in more than 650 people reached.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Date | Event | City | Persons reached |
| 1 | 2022.01.27. | Józsefváros infónap | Budapest 8th district | 19 |
| 2 | 2022.03.02. | Erzsébetváros társasházas infónap | Budapest 7th district | 12 |
| 3 | 2022.03.04. | Óbuda infónap | Budapest 3rd disctrict | 1 |
| 4 | 2022.03.11. | Sopronkövesd infónap | Sopronkövesd | 8 |
| 5 | 2022.03.16. | Ajka infónap | Ajka | 3 |
| 6 | 2022.03.17. | Szombathely infónap | Szombathely | 5 |
| 7 | 2022.03.26. | Újbuda Tavaszváró piknik | Budapest 11th district | 31 |
| 8 | 2022.03.26. | Budapest Zugló ENES-CE | Budapest 14th district | 11 |
| 9 | 2022.04.06. | Construma Expo | Budapest 10th district | 6 |
| 10 | 2022.04.07. | Construma Expo | Budapest 10th district | 7 |
| 11 | 2022.04.08. | Construma Expo | Budapest 10th district | 17 |
| 12 | 2022.04.09. | Construma Expo | Budapest 10th district | 17 |
| 13 | 2022.04.10. | Construma Expo | Budapest 10th district | 10 |
| 14 | 2022.04.23. | Budapest 8. kerület - Föld napja | Budapest 8th district | 52 |
| 15 | 2022.04.23. | Veszprém - Fenntarthatóság mindenKor | Veszprém 8th district | 25 |
| 16 | 2022.04.24. | Budapest 2. kerület - Föld napja | Budapest 2nd district | 31 |
| 17 | 2022.04.27. | Bükkszentkereszt infónap | Bükkszentkereszt | 74 |
| 18 | 2022.05.12. | Kitelepülés - Széll Kálmán tér | Budapest 1st district | 0 |
| 19 | 2022.05.19. | Kitelepülés - Deák Ferenc tér | Budapest 5th district | 13 |
| 20 | 2022.05.22. | Wekerle Közösségi Piknik | Budapest 9th district | 0 |
| 21 | 2022.06.02. | Kitelepülés - Boráros tér | Budapest 9th district | 0 |
| 22 | 2022.06.02. | Budapest 1. kerület lakossági fórum | Budapest 1st district | 4 |
| 23 | 2022.06.09. | Kitelepülés - Móricz Zsigmond körtér | Budapest 11th district | 0 |
| 24 | 2022.06.16. | Kitelepülés - Baross tér | Budapest 9th district | 4 |
| 25 | 2022.09.07. | EUSEW - EK-MEHI konferencia | Budapest 6th district | 63 |
| 26 | 2022.09.14. | Társasházak hatékony megoldásai a rezsiköltségek kézben tartására  RenoHUb Könyvbemutató | Budapest 8th district | 16 |
| 27 | 2022.09.16. | Fenntartható Városok Konferencia | Budapest 6th district | 36 |
| 28 | 2022.09.17 | Sopronkövesdi kitelepülés | Sopronkövesd | 42 |
| 29 | 2022.09.27. | Párhuzamosan energetikai tanácsadás és RenoPont kitelepülés | Győr | 35 |
| 30 | 2022.09.28. | Párhuzamosan energetikai tanácsadás és RenoPont kitelepülés | Győr |
| 31 | 2022.09.29. | Párhuzamosan energetikai tanácsadás és RenoPont kitelepülés | Győr |
| 32 | 2022.10.14. | Energiamegtakarítással kapcsolatos szemléletformáló előadás és RenoPont kitelepülés | Budapest 8th district |
| 33 | 2022.10.14. | IMRO Pop-up stand, Zalaegerszeg | Zalaegerszeg | 13 |
| 34 | 2022.10.21. | IMRO Pop-up stand, Szombathely | Szombathely | 17 |
| 35 | 2022.10.25. | IMRO Pop-up stand, Győr | Győr | 16 |
| 36 | 2022.11.3. | Közös Képviselők Klubja | Budapest 11th district | 40 |
| 37 | 2022.11.4. | B2W (Business-to-Woman) festival | Budapest 9th district | 23 |
|  | **TOTAL** |  |  | **651** |

## Social media channels

In today's internet-driven world the cheapest and an effective way of reaching the public is the communication via social networks, the project will navigate the target groups towards the events and websites by this interface, which will contain detailed information on and insight into the project. Use of social media contributes to establishing and maintaining public engagement with the project. A Facebook, a LinkedIn and YouTube profile are created exclusively for showcasing RenoHUb issues, news and results.

### Results

With 62 Facebook posts, we reached almost 4000 individual Facebook accounts with RenoHUb news.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Date | Content | Individual reach | Link |
| 1 | 2020.04.14 | website URL update | 63 | https://www.facebook.com/RenoHUb.projekt/posts/127050248911500 |
| 2 | 2020.07.09 | Newsletter | 47 | <https://www.facebook.com/RenoHUb.projekt/posts/154113496205175> |
| 3 | 2020.09.09 | RenoHUb description | 154 | <https://www.facebook.com/RenoHUb.projekt/posts/170710161212175> |
| 4 | 2020.09.25 | MEHI / RenoHUb conference | 63 | https://www.facebook.com/RenoHUb.projekt/posts/174644164152108 |
| 5 | 2020.10.05 | MEHI conference/Reimarkt | 53 | https://www.facebook.com/RenoHUb.projekt/posts/177622863854238 |
| 6 | 2020.10.18 | Építészfórum article about MEHI conference | 49 | https://www.facebook.com/RenoHUb.projekt/posts/182156843400840 |
| 7 | 2020.10.22 | Introducing RenoHUb / MEHI conference | 45 | https://www.facebook.com/RenoHUb.projekt/posts/183517386598119 |
| 8 | 2020.10.28 | Reimarkt presentation / MEHI conference | 51 | https://www.facebook.com/RenoHUb.projekt/posts/185083553108169 |
| 9 | 2020.10.30 | Tamás Szórádi presentation / MEHI conference | 46 | https://www.facebook.com/RenoHUb.projekt/posts/185560476393810 |
| 10 | 2020.11.05 | István gulyás presentation / MEHI conference | 69 | https://www.facebook.com/RenoHUb.projekt/posts/187024796247378 |
| 11 | 2020.11.23 | RenoHub is 1 year old | 46 | https://www.facebook.com/RenoHUb.projekt/posts/193763405573517 |
| 12 | 2020.11.26 | RenoHUb results 2.1 | 51 | https://www.facebook.com/RenoHUb.projekt/posts/196107818672409 |
| 13 | 2020.11.27 | RenoHUb results 2.2 | 53 | https://www.facebook.com/RenoHUb.projekt/posts/196601798623011 |
| 14 | 2020.12.02 | RenoHUb results 2.3 | 122 | https://www.facebook.com/RenoHUb.projekt/posts/200329621583562 |
| 15 | 2020.12.03 | RenoHUb results 2.4 | 63 | https://www.facebook.com/RenoHUb.projekt/posts/201005074849350 |
| 16 | 2021.03.29 | RenoHUb G7 podcast | 40 | https://www.facebook.com/RenoHUb.projekt/posts/274254287524428 |
| 17 | 2021.04.07 | Mainstream media appearances | 42 | https://www.facebook.com/RenoHUb.projekt/posts/279960266953830 |
| 18 | 2021.04.07 | RenoPont image and name | 46 | https://www.facebook.com/RenoHUb.projekt/posts/280149596934897 |
| 19 | 2021.04.12 | First office opened | 55 | https://www.facebook.com/RenoHUb.projekt/posts/283295129953677 |
| 20 | 2021.04.14 | RenoHUb results 2.8 | 57 | https://www.facebook.com/RenoHUb.projekt/posts/284800873136436 |
| 21 | 2021.04.23 | RenoPont image and name | 54 | https://www.facebook.com/RenoHUb.projekt/posts/290395685910288?\_\_cft\_\_[0]=AZVeeIy7EvKzf3XHfI2CQObQ-kSVKB9EZoWs\_L53J9GhGAjCIpvpBIjk3hRVGnCVSmLLW0PFeCzjEnS5-wxb1Pg\_vU9qU7yvJwzUUrRqi1bawjrpLRyFtEoUIQ86i5aH6ZVQPEVPbrOO2iase7sWiLVnOmb\_g2Q8DlFuAnQUQNFXnQ&\_\_tn\_\_=%2CO%2CP-R |
| 22 | 2021.04.27 | MCSTE News | 57 | https://www.facebook.com/RenoHUb.projekt/posts/292835495666307 |
| 23 | 2021.04.28 | MCSTE News II | 54 | https://www.facebook.com/RenoHUb.projekt/posts/293629235586933?\_\_cft\_\_[0]=AZUnbc2lVaQAkwKSgiAiCUHNouF6W4z5UdjLulEKaBZI1ugx-ieKjy1LOtdT2puc3\_Y552gUN-QjRofFdScmfpxzEzOQshECFnCiuEE527mPSY1prN1nBiC1P\_rPWzsJRpsAc4VbTytF-FgqLn2HES7H7XVo69zGBLMjtbkOa2PYRw&\_\_tn\_\_=%2CO%2CP-R |
| 24 | 2021.04.28 | Energiaklub news | 46 | https://www.facebook.com/RenoHUb.projekt/posts/294364518846738?\_\_cft\_\_[0]=AZX9HA0KJ5jDPSxzK1YOYxBMIkj2oKJOhmU9tbEYYUnEDJc4dOEE\_E6Rl0PsUjIxJuYgp9ufRWMCRrGX77UVPaxXGEaAHCKehdTjGvFeWgkDT3YeJfjUSxHX\_mw1mShPKseB6RRXVQ3W7iC3wtb366u1swzdPpqMEnGQEWfHUNr0pg&\_\_tn\_\_=%2CO%2CP-R |
| 25 | 2021.04.29 | MCSTE News III | 116 | https://www.facebook.com/RenoHUb.projekt/posts/294789395470917?\_\_cft\_\_[0]=AZVe3q6NiKNKAkpKhKllTENHjQpcKIKX4k7gP22-6cFCAllcIIKxiT4O025mnAGZcsoTVZhxXlJ0XRN-l1q9fBfQGqQ6MaBLybEBdbX0afHQyq1ddcT9obO1Fpl-3bl96W\_-GNAgOMoQWWkR0J5cfoAIUz1FZkWXiD6QWybPAPR4rA&\_\_tn\_\_=%2CO%2CP-R |
| 26 | 2021.05.14 | Prospect2030 May | 61 | https://www.facebook.com/RenoHUb.projekt/posts/303857634564093 |
| 27 | 2021.05.26 | RenoHUb Business model | 74 | https://www.facebook.com/RenoHUb.projekt/posts/312018333748023 |
| 28 | 2021.06.25 | C4E Forum | 69 | [https://www.facebook.com/RenoHUb.projekt/posts/331654998451023?\_\_cft\_\_[0]=AZV774YJcbmy5m24WJ4bhtcVhR7DJGeAOPFiWkTGDH6rBEsfYWSfoB4qfpJh9rJdfyuRdS6QVbIi72Li6jGydNOucWmAvkUOSIqEVbEslqayUuMzQ36AtjLN2QpCJPGGXmG4jR3-yAXrNnkEjej6\_7VU7GLmHxVNV6POdr7mN0VUlA&\_\_tn\_\_=%2CO%2CP-R](https://www.facebook.com/RenoHUb.projekt/posts/331654998451023?__cft__%5b0%5d=AZV774YJcbmy5m24WJ4bhtcVhR7DJGeAOPFiWkTGDH6rBEsfYWSfoB4qfpJh9rJdfyuRdS6QVbIi72Li6jGydNOucWmAvkUOSIqEVbEslqayUuMzQ36AtjLN2QpCJPGGXmG4jR3-yAXrNnkEjej6_7VU7GLmHxVNV6POdr7mN0VUlA&__tn__=%2CO%2CP-R) |
| 29 | 2021.08.04 | MEHI article about Hungarian buildings | 81 | [https://www.facebook.com/RenoHUb.projekt/posts/358627839087072?\_\_cft\_\_[0]=AZVB6GT9NQWQbyU5S8x2eZSayrBFekDedDddQfBl9DjmUi0GRrQuRrC4vp5xNv\_ZQN5b4P6mFgkkVD1SjMczhO1PfNvDDwd7EKpyRmd\_1Qqbi\_AIRuzDEAVO3j7e0yyLpcmenJrko6WOEdY8OQYiJP2ooZ4Kdzs3opRuUL81-ekGMQ&\_\_tn\_\_=%2CO%2CP-R](https://www.facebook.com/RenoHUb.projekt/posts/358627839087072?__cft__%5b0%5d=AZVB6GT9NQWQbyU5S8x2eZSayrBFekDedDddQfBl9DjmUi0GRrQuRrC4vp5xNv_ZQN5b4P6mFgkkVD1SjMczhO1PfNvDDwd7EKpyRmd_1Qqbi_AIRuzDEAVO3j7e0yyLpcmenJrko6WOEdY8OQYiJP2ooZ4Kdzs3opRuUL81-ekGMQ&__tn__=%2CO%2CP-R) |
| 30 | 2021.08.12 | D3.4 results | 44 | https://www.facebook.com/RenoHUb.projekt/posts/364153135201209 |
| 31 | 2021.08.31 | MEHI interview podcast | 75 | https://www.facebook.com/RenoHUb.projekt/posts/376691990613990?\_\_cft\_\_[0]=AZV8ama\_Wgiu725wNoRSu2i\_hEi8qzSTBq9PQoq3HX8VbfPaieOorXx6oULe45BLUZEJgas6NHY9btb8Bdz5muqw9whY2mZmIWH1UKhHQZNhr\_DoB7bmmbxQpPJ1XLcLuOtdGvzsUPVoAmav1Uw\_Qzba5zOuasuFPyRV5AqFRtk5\_Q&\_\_tn\_\_=%2CO%2CP-R |
| 32 | 2021.09.02 | RenoPont operator training | 67 | <https://www.facebook.com/RenoHUb.projekt/posts/378171557132700> |
| 33 | 2021.09.06 | Nóra Feldmár's article | 77 | https://www.facebook.com/RenoHUb.projekt/posts/380830770200112 |
| 34 | 2021.10.18 | C4E after | 80 | https://www.facebook.com/RenoHUb.projekt/posts/408120950804427 |
| 35 | 2021.11.19 | Renopont.hu | 99 | https://www.facebook.com/renopontotthonfelujitas/posts/114127407751440 |
| 36 | 2021.11.29 | Climate Platform invitation | 86 | https://www.facebook.com/RenoHUb.projekt/posts/434431834840005?\_\_cft\_\_[0]=AZW3Fq\_OHoK7cTxEMLN\_iODCvZ0HrOOuq5Y1\_WqfHd0mGWAXsAsGrQ4JUHbIdJ5dRLGmCzgG4ful9Pgw\_24R0bnxSkIMUPTBLI\_X-beNAifdSRjvI-Z\_Ef5g9nmOjD-LBuk1lLRwAMt551OtW\_sAh\_3vTnnRYO11Cj4tnBQ4bRRGqA&\_\_tn\_\_=%2CO%2CP-R |
| 37 | 2021.12.03 | Multifamily apartments renovation | 68 | https://www.facebook.com/RenoHUb.projekt/posts/436772457939276 |
| 38 | 2021.12.15 | RenoPont | 105 | https://www.facebook.com/RenoHUb.projekt/posts/444236773859511?\_\_cft\_\_[0]=AZUjT0eSMnt410kd6vn\_MQ-GwqkbVNTqLqzATHHmLic0lHHkCsJ8murmd3qXYAwBjklAEznsaAg1brHlracWTN3\_IJOUJZHhFuuYJOpSPkxRcc\_KrkPsPbT0jmj293u\_bke8u5HkREXvrpv8IbgqFLhaWU-8fC5fG6M\_d2rY9er79g&\_\_tn\_\_=%2CO%2CP-R |
| 39 | 2022.01.10 | energy renovations in Hungary | 75 | https://www.facebook.com/RenoHUb.projekt/posts/459885998961255 |
| 40 | 2022.01.13 | sign up for renopont newsletter | 78 | <https://www.facebook.com/RenoHUb.projekt/posts/461735778776277> |
| 41 | 2022.01.19 | RenoPont infoday Józsefváros | 58 | https://www.facebook.com/RenoHUb.projekt/posts/465467511736437?\_\_cft\_\_[0]=AZVeM\_u0JzeddkKq9j8v\_3nSExaf57EDPB8ab\_E-6iRbDrmx94UQNkKqZdu6867ojlhpcK-u8OR4SLZBkBOrppTt3dyB90VNi7CT-kUU35O0aYbzLD-VWDyMN\_Gft9Eom9j8jXZcuMAPgBGK66L2qPZVHn9\_YvdlXHKlJvpg1q8RiQ&\_\_tn\_\_=%2CO%2CP-R |
| 42 | 2022.02.11 | MEHI webinar | 71 | https://www.facebook.com/RenoHUb.projekt/posts/479096850373503?\_\_cft\_\_[0]=AZXVHOhgB74Pie4WsuHtWGQvY8xp-2Vr9Lqj4BHf-J4EmiY1Ri5w2\_aWgHlV0n\_u0RDJ5aJ14Dydu5hff5qxd5Xqz5ixOeIqWNXP9bYfiKsJp6fLezu1RZp\_3A3MTScXE-XvwbKK-VcGVNdr8A9RjG4NtTbQWUx7I2ERU-oOXW0SxQ&\_\_tn\_\_=%2CO%2CP-R |
| 43 | 2022.02.15 | HuGBC invitation | 83 | https://www.facebook.com/RenoHUb.projekt/posts/481578010125387?\_\_cft\_\_[0]=AZWydllR3R3z9d4sucAlJNYTQyDB7SN-REdZUbmlLpe0BHyx03Wm\_-iZeI7BJ7Xfuy2DIB9UZ34T8uMBPWEpFNIqR1utuiAj\_Srz-RBvepD077zHYuHGmE4oCRdhsmVJ\_THcHJsULtrjfz2VAaw2bzHqtUlZfniM7tl\_QV1wfGqPUQ&\_\_tn\_\_=%2CO%2CP-R |
| 44 | 2022.02.21 | SEIF 2 | 89 | https://www.facebook.com/RenoHUb.projekt/posts/485216709761517 |
| 45 | 2022.02.25 | HUGBC event video recording | 80 | https://www.facebook.com/RenoHUb.projekt/posts/487764866173368?\_\_cft\_\_[0]=AZWsluny\_BU58-O4emmJwteFDHbsJiiVHrb2BjQuobQ5oGQO\_WxxSKYg1MR85NRSxEtuEBVgRJra3okN2hXj1S-59MD45ZiSDZAPNcZz1T3JoNa0bqNjo18u8H\_OCU0pkz8GWrR6L750dGnjfkQo\_vMviYbSr6rJPNFrSuwy5eDSxw&\_\_tn\_\_=%2CO%2CP-R |
| 46 | 2022.04.06 | D4.3 | 80 | https://www.facebook.com/RenoHUb.projekt/posts/512428960373625 |
| 47 | 2022.04.13 | RenoPont infovideo | 65 | https://www.facebook.com/RenoHUb.projekt/posts/516656296617558 |
| 48 | 2022.07.28 | D4.4 | 49 | https://www.facebook.com/RenoHUb.projekt/posts/pfbid0NHAt8vavHQTUeN2dH2MaEfWuuHR7mspSZmAChU4XqjF5FgyN3Y7PraWVrBQKmBGyl |
| 49 | 2022.09.21 | D3.3 | 165 | https://www.facebook.com/RenoHUb.projekt/posts/pfbid0jvTrJ7hhJ4mh97RfZqCiYWxwhLRpVntAaY2axunSvHeyTXdwcNzY6yntKNGKqis2l |
| 50 | 2022.09.26 | Presentation at Építem a Házam conference | 37 | https://www.facebook.com/RenoHUb.projekt/posts/pfbid02MmxHAjAxt8wJekAmcVVoM7ZuP9SNYFgoHcYoNG1FqCLh5isFYqva39gTyvNFAsjul?\_\_cft\_\_[0]=AZUkNJ-pow6\_uSRjIOS3DAX8abKI1kvNdjMle3W02CmC1KJ6tqI72RQJk--k7bOg9VaBQkRoq\_wcGGS5FVBGsdjhqBL5EJtaz9nQDJKvUzM33clV1XMMpos-9jRmvrCXB5I&\_\_tn\_\_=%2CO%2CP-R |
| 51 | 2022.09.27 | Europa project workshop invitation | 55 | https://www.facebook.com/RenoHUb.projekt/posts/pfbid02wV1sHvMSvuhHQQiKP41bgjxfpetVqzJfgTpWZuzqGFYmpFuFUW9WVhzmXhxWTmcel |
| 52 | 2023.01.11 | Invitation to report webinar | 37 | https://www.facebook.com/RenoHUb.projekt/posts/pfbid02oJugS2fkW64h9hfEFKU2Qw5kefKio16nPY3Y1aNKMjaMY6GZTbemjMj3DXhPuTLvl |
| 53 | 2023.02.23 | Illésné-Szalay előadás | 33 | https://www.facebook.com/RenoHUb.projekt/posts/pfbid0366QeBr1spz1V6CAy8NssBdFnrCWSh8iKiCXkrMK2HtnJBYL98M3W1MFq4AhMMzwYl |
| 54 | 2023.03.09 | D4.5, D6.1, D6.2 | 45 | https://www.facebook.com/RenoHUb.projekt/posts/pfbid02eivEgRT2TDUQxrCGXhToDgAX3c6xTr3P1Y2vMTVUBwkkShFVxVjo7SWCwdtTMfiyl |
| 55 | 2023.03.14 | Newest RenoPont office opened in Szentendre | 51 | https://www.facebook.com/RenoHUb.projekt/posts/pfbid0vaisF2pTJ7f3Kia9peFBhgexmvhJKbyzyKGiuohJgbG4f19C7JxCEeo5XcmRt2kKl |
| 56 | 2023.03.16 | International Publication - Habitat | 30 | https://www.facebook.com/RenoHUb.projekt/posts/pfbid0Z4n7w9TnpT3GjHGxPLYXNoR2jWZQAidkVbEHQQcBG91dS3vTuZkpdfNcq4R9nEwEl?\_\_cft\_\_[0]=AZVxhZQqZrTNqAmWDxhuJ5Rem3PegOvlbeUeJBTrxDqUFGjCgDYUyhs\_O9g\_FnshJXJDgR55jp1JGH\_Dgu-Yj1RHMSQuZKtOfGf4evRWGmakU79c3L7bajUJbN9zO3EbgK\_yZwbjoUu6GZvu45rpWu6CLPophuB7RlMmDebYlpjiNwg5FRjzUL60-Gf3OtBPNpU&\_\_tn\_\_=%2CO%2CP-R |
| 57 | 2023.03.20 | HuGBC event | 35 | https://www.facebook.com/RenoHUb.projekt/posts/pfbid0zASTuGghDUy5rmktzq3D3XRT5VkbJ44WqiQgfcNJU5cKuB34vDQDvmtWV2wQpKhjl?\_\_cft\_\_[0]=AZXKvsI-kzUB-4yY7NK20MtGyS2JQyQdki4h9HtvFZAr8yj55Cy-6v6QEkdrITaHA8LTRkH\_f53-3hVV1xmCSUpNIcDuro\_pmbxaliImanCqBr2YfpZfFv4vMWZLzgK4pBlboW3I4MbH\_l9vEOqm8xAWx1DReSkqDytqYhqts7bwqqlsw7ZIRTZ5nLcY0J9jVDs&\_\_tn\_\_=%2CO%2CP-R |
| 58 | 2023.04.05 | Save the date: RenoHUb final conference | 136 | https://www.facebook.com/RenoHUb.projekt/posts/pfbid0wm63SfeGcgqs3hwdhxsYqr9Zu68LZ24PLZHJzgGmXofZ4nz3Kbsd5xdtHYaEagJCl?\_\_cft\_\_[0]=AZUqb5IxjSBmiAPPS1-xRBicFdCEC4alkC3xokD\_il7fY1DMxyuJXY3N3V0RGOJCIOsFasyFM4ky8QMZegAzCxlxKoj4\_JX7LzYUDU1C3E2MxUKUXEh9644ZThC8KDZP-HE9XU\_PIbXqH624oSucenyxqEyy-OqxJuMAkiNJ25RqLLVCjUzUwPWe04B9lHIQTbk&\_\_tn\_\_=%2CO%2CP-R |
| 59 | 2023.04.27 | Invitation to RenoHUb final conference | 40 | https://www.facebook.com/RenoHUb.projekt/posts/pfbid0YoGe98eh9c9zYBQof6yPU6W6L4Qvz81uN1ViVCWkeDLMcHRqwXqH5DK34PbCyY29l?\_\_cft\_\_[0]=AZWIrlyMGN-z22c1fMLx6KcKx\_espRV9n28iUcCTmj1yoc4OQUQAx5XtVCvZO8QdG1\_BfB4Uczui6RNn0iYXj3iiYFy3-cESLr-wH3QxWSkySFbvRnrwdZvcqRHRoFYtsLmif5YWYhd4FWN6MN1UsV79bXBI8VrlGoxVHTdV16g6iZPt7ynGyKXU0pL3tpoMX-I&\_\_tn\_\_=%2CO%2CP-R |
| 60 | 2023.05.03 | register to the final conference | 33 | https://www.facebook.com/RenoHUb.projekt/posts/pfbid029vhDk6z8p8rhDNLkPWg3mPBvqfPTmQGBMRHNibCvh4D4MZgKPkxQ1pYwm91Vab8rl?\_\_cft\_\_[0]=AZWLtMLdFjyEhxDRNSeYbMxpG5OHPPZ1HplTAaB-Bxx7RsyjpwV\_XeNrMcVaAUylbuBwEgIWbRymR4bCcrSPuLnV7kCCtRq9s-LhcX4iDfujSf5KdeSTRdvFsTVoNhV6J\_4RpdDVbHTdpniyM0QjwHbrILvq5Qg3ih057KfXHA1TLHMSkub5MjEJXUUat7fYUgM&\_\_tn\_\_=%2CO%2CP-R |
| 61 | 2023.06.12 | D6.2, D6.3, D6.4 | 18 | https://www.facebook.com/RenoHUb.projekt/posts/pfbid024Jq6bh15Vv4SVb6wLFL3Jma74gHWWwXWjQw5oxE2LACptC3DCzZ46Aixnt8Nxo9Vl |
| 62 | 2023.06.12 | D5.4, D7.3, D7.5, D7.6 | 15 | https://www.facebook.com/RenoHUb.projekt/posts/pfbid02gyojY5rpGAEr7SzTMXrTHWbz8tUVSJiFB424WUrfALwgaW3kj2vy8Qfz7WiSdUbXl |
|  | TOTAL |  | 3986 |  |

## Mainstream media work

Media work is planned mainly within national dissemination activities, timed around the milestones of the project; 5 press releases will be prepared during the project.

### Results

In total, 5 press releases were made. However, due to numerous dissemination and communication activities, the RenoHUb’s mainstream media appearance was almost independent from the press releases, and resulted in a high number (hundreds) of articles in online and printed media. Some of them are the top 50 media in Hungary, resulting in ten thousands of reaches per article.

Regarding other media, the following appearances happened:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Radio |  |  |  |  |
| Medium | Title | Date | Content | Link |
| KLUB Rádió | Ép ésszel | 2021.12.23 | RenoPont services | https://www.klubradio.hu/archivum/ep-esszel-2021-december-23-csutortok-1400-22031 |
| Karc FM | Spájz | 2022.03.10 | RenoPont services | https://www.mixcloud.com/karcfm/sp%C3%A1jz-2022-03-10-0900-1200-2/ |
| Karc FM | A Kádár-kockákban rejlő lehetőségek | 2022. ápr. 21. | RenoPont and Kádár houses | https://www.youtube.com/watch?v=DqKB-PPrqow&ab\_channel=KarcFM |
| Spirit FM | Beszóló Lampé Ágnessel - Beteg-e Putyin? Folytatódik a háború | 2022.05.10 | Ukraine, EU, energy efficiency, RenoPont | https://www.youtube.com/watch?v=MKoJwOVYD2E&ab\_channel=SpiritFM |
| Kossuth Rádió | Napközben, Energiamegtakarítási tippek | 2022.11.02 | Energy savings tips | https://mediaklikk.hu/radio-lejatszo-kossuth/?date=2022-10-28\_09-05-00&enddate=2022-10-28\_11-10-00&ch=mr1 |
| Podcast |  |  |  |  |
| Medium | Title | Date | Content | Link |
| Greenfo | Instead of the government, the NGOs promote real utility cost reduction | 2020.06.10. | Introduction of RenoHub project | <https://greenfo.hu/hir/renohub-az-allam-helyett-a-civilek-segitik-a-valodi-rezsicsokkentest/> |
| G7 | Ha nem kezdjük el energetikailag is felújítani az otthonainkat, esélytelenek a 2050-es klímacélok | 2021.03.27 | MEHI report and RenoHUb as solution | <https://g7.hu/podcast/20210327/ha-nem-kezdjuk-el-energetikailag-is-felujitani-az-otthonainkat-eselytelenek-a-2050-es-klimacelok/> |
| Rike's Twitch channel | About Energy efficiency | 2021.05.14 | energy efficiency in general and RenoHUb | <https://youtu.be/fYkMOdAV_qs> |
| HVG | zCast | 2022.05.06 | sustainable homes - talk with IKEA | https://m.hvg.hu/zhvg/20220504\_zCast\_Ne\_pakoljunk\_fel\_napelemeket\_amig\_azt\_sem\_tudjuk\_hogyan\_kell\_rendesen\_szelloztetni?utm\_medium=Social&utm\_source=Facebook#Echobox=1651742041 |
| G7 | Az államnak is megérné felpörgetni az itthoni ingatlan-felújításokat | 2023.06.10 | energy renovations, RenoPont | https://g7.hu/podcast/20230610/az-allamnak-is-megerne-felporgetni-az-itthoni-ingatlanfelujitasokat/ |
| TV |  |  |  |  |
| Medium | Title | Date | Content | Link |
| MTVA | Kék Bolygó | 2021.05.10 | RenoHUb and RenoPont | https://mediaklikk.hu/video/kek-bolygo-2021-05-10-i-adas/ |
| 9TV - Budapest 9th district TV | Felújítási támogatásra várva - társasházak korszerűsítése napjainkban | 2022.01.10 | Energy renovatoins and RenoPont | https://www.youtube.com/watch?v=Soa8tqqxuHI&ab\_channel=9Tv-Ferencv%C3%A1rosTelev%C3%ADzi%C3%B3ja |
| 9TV - Budapest 9th district TV | RenoHUb projekt és a RenoPont - Energetikai Otthonfelújítási Központ Józsefvárosban - 9Tv | 2022.03.11 | RenoHUb and RenoPont | https://www.youtube.com/watch?v=eGMQcCHxW08&ab\_channel=9Tv-Ferencv%C3%A1rosTelev%C3%ADzi%C3%B3ja |
| Hatoscsatorna | Tea Glóriával | 2022.03.23 | Gergely Schum from RenoHUb | https://www.youtube.com/watch?v=xWF0mbASc-k&ab\_channel=hatoscsatornam%C5%B1sorai |
| Újbuda TV | A vágtázó energia-árak ellen - Schum Gergely, Renopont. Negyedóra (2022.11. 10.) | 2022.11.10 | RenoHUb, RenoPont | https://www.youtube.com/watch?v=WaOrQpJZSzY&ab\_channel=Telev%C3%ADzi%C3%B3%C3%9Ajbuda |
| TV2 | Több, mint Testőr | 2023.01.11 | RenoPont | https://www.youtube.com/watch?v=HHx5\_VYrg9I |

## Project video from the case studies

A short film with English subtitles to help a better visual understanding of project results.

### Results

Finally, several videos were made during the project, also in cooperation with other influencers and organizations such as WWF.

The following videos are introducing the RenoHUb model, RenoPont OSS or case studies:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Video topic | Length | Co-Producer | Link |
| 1 | **RenoHUb summary video** | 5 min |  | https://youtu.be/gnYgNZVeGnE |
| 2 | **RenoHUb short animation** | 2 min |  | https://youtu.be/FLiVlUQYdXs |
| 3 | **RenoPont introduction animation** | 2 min |  | https://youtu.be/djaT7frGPiI |
| 4 | Webinar recording about D2.7 | 53 min |  | https://youtu.be/uXYlowhSyzY |
| 5 | A network to promote energy renovations (RenoPont) | 28 min | IPOSZ | https://youtu.be/WqLB3QFDCxQ |
| 6 | Introduction of RenoPont Partner Program | 22 min |  | https://youtu.be/qBUzTFXxDTw |
| 7 | Stop the contards! (RenoPont Partner Program) | 22 min | nyugodt epitkezes.hu | https://youtu.be/QiSqgOYW9jg |
| 8 | Influencer video with Csaba Magyarósi | 20 min | Magyarósi Csaba | https://youtu.be/NIqYCYPGHB4 |
| 9 | RenoPont renovation minutes: insulation | 3 min | Baumit | https://youtu.be/44AGCTb0ONk |
| 10 | Interview with Gergely Schum, RenoHUb project manager | 11 min | 9TV | https://youtu.be/gDb-1M8WlM4 |
| 11 | Energy renovation case studies 01 | 12 min | WWF | https://youtu.be/C2HKMvUirSg |
| 12 | Energy renovation case studies 02 | 16 min | WWF | https://youtu.be/HGXJ-STJJaY |
| 13 | Energy renovation case studies 03 | 15 min | WWF | https://youtu.be/E6\_biU\_JW0s |
| 14 | Energy renovation case studies 04 | 12 min | WWF | https://youtu.be/diVAz5OL4hA |
| 15 | Influencer video with Gergely Litkai (stand-up comic) 1. | 5 min | Gergely Litkai | https://www.youtube.com/watch?v=LP9BHJEyDcA |
| 16 | Influencer video with Gergely Litkai (stand-up comic) 2. | 4 min. | Gergely Litkai | https://www.youtube.com/watch?v=TUHZFJE5pkw |
| 17 | Influencer video with Gergely Litkai (stand-up comic) 3. | 4 min. | Gergely Litkai | https://www.youtube.com/watch?v=DhZLUD6mr-I |
| 18 | Influencer video with Gergely Litkai (stand-up comic) 4. | 6 min. | Gergely Litkai | https://www.youtube.com/watch?v=DLSq7pbs9u0 |
| 19 | Influencer video with Gergely Litkai (stand-up comic) 5. | 4 min. | Gergely Litkai | https://www.youtube.com/watch?v=W4hoKmqL4p0 |

## Research reports

Although we have not committed to a scientific publication as part of the project, finally, two of them were created, one in Hungarian language and one international in English (see 8.10.). The Hungarian publication was authored by the research group of T2.5 market value research and was [published in the official journal](https://www.ksh.hu/statszemle_archive/all/2021/2021_10/2021_10_923.pdf) of the Central Statistical Office of Hungary (Statisztikai Szemle, 99/10 2021).

# INTERNATIONAL DISSEMINATION

The representatives of PPs and members of the Advisory Committee are skilled energy efficiency professionals, who are in contact with the energy efficiency community internationally. With the assistance of their extended network (EuroACE, European Climate Foundation, Building Performance Institute Europe, E3G), and utilizing the excessive international channels of the energy efficiency community, the following dissemination tools will be used:

## Newsletters

International newsletters will be published in appr. every 8 months in English for international target groups (altogether 4 during project period).

### Results

Altogether, 4 issues of international newsletters were sent out. The subscriber list was not numerous, however, relevant international experts and organizations (such as OSSs) were subscribed on it.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Issue | Date | Sent to | Delivered | Opened | Clicked | Bounced | Unsubscribed | Total opens |
| 1 | 2021.06.04 | 18 | 18 | 7 | 1 | 0 | 0 | 11 |
| 2 | 2021.10.28 | 21 | 21 | 7 | 0 | 0 | 0 | 13 |
| 3 | 2022.07.06 | 24 | 23 | 8 | 3 | 1 | 1 | 17 |
| 4 | 2023.04.06 | 24 | 22 | 10 | 0 | 2 | 0 | 19 |
| TOTAL |  | **87** | **84** | **32** | **4** | **3** | **1** | **60** |

## News bulletin

One comprehensive newsletter will be sent at the end of the project in English, displaying all major outcomes of the project.

### Results

The news bulletin was sent for 21 international subscribers on the last days of the project. It contained a selection of the most important results and milestones of the RenoHUb project.

## Event participations

We plan to participate and give presentations at 4 international events, conferences, workshops e.g. EUSEW, Visegrad countries events, C4E Forum. Being the Hungarian ambassador for the 2yearly C4E Forum, MEHI will organise a panel session about RenoHUb’s ongoing results and conclusions.

### Results

The RenoHUb partners actively participated at the following international events:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Date | Title | Type | Organisor | Venue | Participants | Link |
| 1 | 2020.10.13 | SEIF (Sustainable Energy Investment Forums) ROUNDTABLE ON FINANCING ENERGY EFFICIENCY IN HUNGARY | roundtable discussion | European Commission / Central Bank of Hungary | Online | 65 | https://ec.europa.eu/energy/topics/energy-efficiency/financing-energy-efficiency/sustainable-energy-investment-forums/roundtable-financing-energy-efficiency-hungary-13-october-2020-line-event\_hu |
| 2 | 2021.03.24 | "PROSPECT2030 Replicant workshop: Energy efficiency in buildings" | workshop | PRACSIS – ECN – Climate Alliance Consortium (represented by PRACSIS s.p.r.l.), AACM | Online | 34 | https://drive.google.com/open?id=1X20VQpjcTLHIh-Fr1DSWsTvDwV9hp7LW |
| 3 | 2021.05.18 | PROSPECT2030 Workshop for replicant partners: Stakeholders engagement and the role of consumers | workshop | PRACSIS – ECN – Climate Alliance Consortium (represented by PRACSIS s.p.r.l.), AACM | Online | 30 | https://www.interreg-central.eu/Content.Node/PROSPECT2030.html#Events |
| 4 | 2021.09.17 | UIPI Renovation Tour | conference | UIPI | Budapest | 40\* | https://www.uipi.com/renovation-tour/ |
| 5 | 2021. 09. 21-24. | C4E Forum - Central ans Eastern European Energy Efficiency Forum 2021 | conference | <https://c4eforum.net/organisers/> | Brasov, Romania | 115 | [https://c4eforum.net](https://c4eforum.net/) |
| 6 | 2021.11.16-17. | REELIH Regional conference II. | conference | Habitat for Humanity. | online | 44 | <https://getwarmhomes.org/the-second-reelih-regional-conference-to-be-part-of-the-europe-housing-forum-2021/> |
| 7 | 2021.11.16-19. | European Housing Forum | conference | [Habitat for Humanity International](https://www.habitat.org/emea) | online | 60 | https://europehousingforum.eu/ |
| 8 | 2021.11.10 | DG ENER discussion | meeting | Habitat for Humanity International | online | 7 |  |
| 9 | 2021.12.16 | presenting RenoHUb | meeting | RenoHUb-PadovaFIT | online | 9 |  |
| 10 | 2021.12.20 | presenting RenoHUb | meeting | RenoHUb-INZEB | online | 3 |  |
| 11 | 2022.04.12 | Engager final conference | conferencefield trip | Engager | Budapest | 28 | http://www.engager-energy.net/ |
| 12 | 2022.04.26 | Buildings for Future webinar | webinar | BPB | online | 25 |  |
| 13 | 2022.05.24 | Europa Mentoring Programme | workshop | EUROPA Mentoring Programme | Riga, Latvia | 12 | https://europaonestop.eu/replication-page/ |
| 14 | 2022.06.14 | WEBINAR: WHAT MAKES A PROGRAMME FOR BUILDINGS RENOVATION SUCCESSFUL? | webinar | Narodowa Agencja Poszanowania Energii S.A. | online | 35 | https://nape.pl/en/visegrad-fund/ https://www.youtube.com/watch?v=S\_XRHLq\_GcM&ab\_channel=NAPES.A. https://nape.pl/wp-content/uploads/2022/06/RenoHUb\_introduction\_20220614.pdf |
| 15 | 2022.06.15 | International Social Housing Festival | conference | Housing Europe | Helsinki, Finnland | 25 | https://www.housingeurope.eu/event-1453/international-social-housing-festival-2022 |
| 16 | 2022.07.06 | Energy prices & energy poverty in Eastern Europe | conference | Feansta, Habitat, Városkutatás | Budapest | 30\* | https://www.feantsa.org/en/event/2022/07/06/energy-prices-energy-poverty-in-eastern-europe-realities-perspectives?bcParent=22 |
| 17 | 2022.10.04 | 2022 Retro Talks - ‘Upscaling IHRS in Europe through Mentoring Process: the case of EUROPA project‘ Agenda | webinar | EUROPA Mentoring Programme | online | 10 | https://europaonestop.eu/retro-talks/ |
| 18 | 2022.05.23-25. | C4E Forum - Central ans Eastern European Energy Efficiency Forum 2023 | conference | Buildings for the Future, Slovakia | Samorin, Slovakia | 140\* | [https://c4eforum.net](https://c4eforum.net/) |

Even though some events were held with just a few participants, since these were special meetings e.g. with other OSSs, these were of special importance because of the project aims and development as well as disseminating RenoHUb results and experiences directly to the relevant experts.

## International Conference

The Final conference will provide a unique opportunity to disseminate the project results to the wider range of European and other international experts and professionals.

### Results

The RenoHUb final conference was held in Budapest, at MagNet Community House. In total 131 experts applied for the hybrid event, and 51 experts were participating on site and 29 online (80 in total).

All project partners participated at the event and all of the consortium organisaitons held a presentation or roundtable discussion. The event was streamed online and two interpreters helped to eliminate language barriers on site and online as well. The programme was the following:



## RenoHUb project website

As the project website is available also in English, it will be widely used for international dissemination purposes – see details in subchapter 6.1.5.

### Results

The English version of the website was almost identical to the Hungarian, only with a fewer less content, since some of them was only relevant in Hungarian (e.g. an invitation to an event in Hungarian where there is no interpretation). In total, 27 news, 25 results and 10 events were published on the English website besides the static content of the RenoHUb website.

|  |  |  |
| --- | --- | --- |
| RenoHUb website - News | |  |
| Date | Content | Link |
| 2019.12.06 | Introduction of partners | https://renohub-h2020.eu/2019/12/06/renohub-has-started/ |
| 2020.03.16 | EASME conference summary | https://renohub-h2020.eu/2020/03/16/energy-efficiency-finance-market-place-and-easmes-contractors-meeting/ |
| 2020.04.16 | Consortium meeting | <https://renohub-h2020.eu/2020/04/20/renohub-consortium-meeting-16-april-2020/> |
| 2020.10.17 | MEHI conference summary | https://renohub-h2020.eu/2020/10/17/within-a-year-two-renovation-consulting-offices-will-open-in-hungary/ |
| 2020.11.17 | One year old RenoHUb | https://renohub-h2020.eu/2020/11/17/renohub-project-is-one-year-old/ |
| 2021.02.22 | Introduction of RenoHUb – in a nutshell | https://renohub-h2020.eu/2021/02/22/introduction-of-renohub-in-a-nutshell/ |
| 2021.04.07 | RenOnBill news | https://renohub-h2020.eu/2021/04/07/renonbill-calls-on-energy-utilities-and-financial-institutions-to-fill-in-a-questionnaire-helping-on-bill-replicability/ |
| 2021.04.07 | Reopont name and logo | https://renohub-h2020.eu/2021/04/07/renopont-energy-home-renovation-centre-will-be-the-name-of-the-one-stop-shop-created-by-renohub-project/ |
| 2021.04.08 | First office opened | https://renohub-h2020.eu/2021/04/08/first-renopont-pilot-office-opened-in-nagykanizsa/ |
| 2021.04.21 | PROSPECT2030 | https://renohub-h2020.eu/2021/04/21/renohub-entrance-at-prospect2030-workshop/ |
| 2021.05.26 | Business model | https://renohub-h2020.eu/2021/05/26/renohub-business-model-has-been-finalized/ |
| 2021.05.31 | PROSPECT2030 May | <https://renohub-h2020.eu/2021/05/31/renohubs-research-was-presented-at-the-last-preospect2030-workshop/> |
| 2021.10.15 | C4E debute | https://renohub-h2020.eu/2021/10/15/renohub-debuted-at-c4e-conference/ |
| 2021.10.18 | RenoPont operator training | https://renohub-h2020.eu/2021/10/18/successful-training-for-renopont-consultants/ |
| 2021.11.18 | RenoPont.hu online platform launch | https://renohub-h2020.eu/2021/11/18/launch-of-renopont-online-platform/ |
| 2021.11.25 | REELIH conference | https://renohub-h2020.eu/2021/11/25/renohub-presentation-at-the-2nd-regional-reelih-conference/ |
| 2021.12.15 | RenoPont offices opened in Budapest | <https://renohub-h2020.eu/2021/12/15/renopont-revolutionises-residential-energy-renovation-two-renopont-offices-open-in-budapest/> |
| 2022.02.21 | SEIF2 | https://renohub-h2020.eu/2022/02/21/second-national-roundtable-on-financing-energy-efficiency-in-hungary/ |
| 2022.03.31 | Opportunities to accelerate energy renovations – REC webinar on the experience of European one-stop-shops | <https://renohub-h2020.eu/2022/03/31/opportunities-to-accelerate-energy-renovations-rec-webinar-on-the-experience-of-european-one-stop-shops/> |
| 2022.06.24 | RenoPont network further expanded: we now help renovators in 5 offices in Hungary | https://renohub-h2020.eu/2022/06/24/renopont-network-further-expanded-we-now-help-renovators-in-5-offices-in-hungary/ |
| 2022.06.30 | online calculator | https://renohub-h2020.eu/2022/06/30/renopont-online-calculator-is-here/ |
| 2022.09.12 | EUSEW | https://renohub-h2020.eu/2022/09/12/renohub-sustainable-energy-day-at-the-eusew/ |
| 2022.10.06 | RenoPont intro day | https://renohub-h2020.eu/2022/10/06/renopont-welcomes-building-energy-professionals-summary-of-the-partner-programme-introduction-day/ |
| 2022.12.15 | What is more sustainable: renovating a building or building a new one? | https://renohub-h2020.eu/2022/12/15/what-is-more-sustainable-renovating-a-building-or-building-a-new-one/ |
| 2023.03.01 | International publication of RenoHUb research results and experiences of RenoPont | https://renohub-h2020.eu/2023/03/01/international-publication-of-renohub/ |
| 2023.04.27 | RenoHUb Final conference | https://renohub-h2020.eu/2023/04/27/renohub-final-conference-registration-link-and-programme/ |
| 2023.06.21 | C4E Forum | https://renohub-h2020.eu/2023/06/21/renohub-results-presented-at-the-largest-energy-efficiency-conference-in-central-europe/ |
| Results |  |  |
| 2020.05.13 | D2.1.: Research on homeowners motivations, drivers and obstacles | <https://renohub-h2020.eu/result/research-on-homeowners-motivation/> |
| 2020.05.15 | D2.2. Inventory of the elements of technical engineering process | <https://renohub-h2020.eu/result/d2-2-inventory/> |
| 2020.09.24 | D2.4 Report on the strategic evaluation of existing financial schemes | <https://renohub-h2020.eu/result/strategic-evaluation/> |
| 2020.09.25 | D2.3 Overview of the Hungarian building typology and modernization measures; suggestions for the building energy calculator design | <https://renohub-h2020.eu/result/building-typology/> |
| 2021.04.14 | D2.8 Toolkit of standardized documents | https://renohub-h2020.eu/result/d2-8-toolkit-of-standardized-documents/ |
| 2021.05.26 | D2.6 Business model | https://renohub-h2020.eu/result/d2-6-description-of-renohub-model/ |
| 2021.08.12 | D3.4 Installer database and rating system | https://renohub-h2020.eu/result/d3-4-installer-database-and-rating-system/ |
| 2021.09.08 | D2.7 Real estate value | https://renohub-h2020.eu/result/d2-3-market-analysis-on-the-impact-of-energy-efficiency-renovation-on-homes-market-price/ |
| 2021.11.23 | D2.7 Real estate value | https://renohub-h2020.eu/result/d2-3-market-analysis-on-the-impact-of-energy-efficiency-renovation-on-homes-market-price/ |
| 2021.12.15 | D3.2 Online Platform | https://renohub-h2020.eu/result/d3-1-renopont-online-platform/ |
| 2022.01.19 | RenoHUb Online Communication and Marketing Strategy (D4.1) and Training Material for RenoHUb Hotspot Operators (D4.2) are ready | https://renohub-h2020.eu/result/renohub-online-communication-and-marketing-strategy-d4-1-and-training-material-for-renohub-hotspot-operators-d4-2-are-ready/ |
| 2022.01.21 | D2.5 Product selection guide | https://renohub-h2020.eu/result/d2-5-product-selection-guide/ |
| 2022.04.06 | D4.3 Operator manual | https://renohub-h2020.eu/result/d4-3-operation-manual-for-renohub-hotspot-operators/ |
| 2022.06.28 | D4.4 Training material for installers | https://renohub-h2020.eu/result/d4-4-training-material-for-installers/ |
| 2022.09.21 | D3.3 Online Platform Structural Brief | https://renohub-h2020.eu/result/d3-3-online-platform-structural-brief/ |
| 2023.01.24 | D4.5 Topics and financial plan for roadshow events | https://renohub-h2020.eu/result/d4-5-themes-and-financial-plan-for-roadshow-events/ |
| 2023.02.23 | Reports on cooperation with financial institutions | https://renohub-h2020.eu/result/reports-on-cooperation-with-financial-institutions/ |
| 2023.04.03 | D6.3 financial instruments | https://renohub-h2020.eu/result/d6-3-analysis-on-the-integration-of-the-existing-financial-instruments/ |
| 2023.04.27 | D5.6: Finalised RenoHUb model and documentation | https://renohub-h2020.eu/result/d5-6-finalised-renohub-model-and-documentation/ |
| 2023.05.10 | D6.4: Report on proposed  measures for new  financing schemes | https://renohub-h2020.eu/result/d6-4-report-on-proposed-measures-for-new-financing-schemes/ |
| 2023.05.12 | D5.4: List of pilot projects | https://renohub-h2020.eu/result/d5-4-list-of-pilot-projects/ |
| 2023.05.13 | D7.5: Project video | https://renohub-h2020.eu/result/d7-5-project-video/ |
| 2023.05.13 | D7.3: Final conference | https://renohub-h2020.eu/result/d7-3-final-conference/ |
| 2023.05.13 | D6.2: Training material for financial institutions | https://renohub-h2020.eu/result/d6-2-training-materials-for-financial-institutions/ |
| 2023.05.22 | D7.6: Final report | https://renohub-h2020.eu/result/d7-6-final-report/ |
| RenoHUb website - Events | |  |
| 2020.03.22 | What do we need to renovate? Conference | <https://renohub-h2020.eu/cms/wp-admin/post.php?post=225&action=edit> |
| 2021.06.25 | C4E Forum | https://renohub-h2020.eu/cms/wp-admin/post.php?post=492&action=edit |
| 2021.11.29 | Invitation: RenoHUb presentation at the 3rd Ferencváros Climate Platform | https://renohub-h2020.eu/event/meghivo-renohub-eloadas-a-iii-ferencvarosi-klimaplatformon/ |
| 2022.02.11 | Real estate value event | https://renohub-h2020.eu/event/mennyivel-er-tobbet-a-hazunk-ha-energetikailag-korszerusitjuk/ |
| 2022.02.15 | HuGBC event invitation | https://renohub-h2020.eu/event/meghivo-hugbc-green-talk-lakoepuletek-energiahatekonysaga-a-megvalositas-szemszogebol/ |
| 2022.06.01 | RenoPont Partner day | https://renohub-h2020.eu/event/renopont-partner-program-bemutatkozo-nap/ |
| 2022.08.31 | RenoHUb EUSEW conference | https://renohub-h2020.eu/event/kiut-a-rezsivalsagbol-renohub-konferencia/ |
| 2022.08.31 | RenoPont Green Building Week | https://renohub-h2020.eu/event/zold-epites-hete-felujitasokkal-az-elszabadult-rezsiarak-ellen/ |
| 2022.09.27 | Europa project | https://renohub-h2020.eu/event/a-felujitasi-hullam-felskalazasa-az-europa-projekt-tanulsagai-es-legjobb-gyakorlatai-nyoman-workshop/ |
| 2023.04.05 | SAVE THE DATE: RenoHUb final conference | https://renohub-h2020.eu/event/save-the-date-renohub-zarokonferencia/ |

## Webinars

Webinars are popular and cost-effective tools to disclose information internationally. During the project period organizing 2 webinars is planned.

### Results

Since we actively participated national and international events and conferences, we initiated only one international webinar, in cooperation with REC (Renovate Europe Campaign). This event was held on 21st March 2022 hosted by REC, focusing on OSSs, with the title: *One-Stop-Shops: Maximising Their Potential to Accelerate Energy Renovation*. There were 6 presenters, including Adrien Bullier from CINEA, presenting OSS experiences from 5 different, mainly Eastern-European countries. 74 experts were following the event and its [recording](https://www.youtube.com/watch?v=yjYA9-oqUko&t=5345s&ab_channel=RenovateEurope) has 117 views on YouTube.

## Renovate Europe Campaign (REC)

MEHI, as official Hungarian partner of REC will submit RenoHUb as best practice to raise awareness about the project results and the fine-tuned solutions of the adopted one-stop-shop model.

### Results

Anikó Pálffy, colleague of MEHI, in charge of international networking, participated the monthly REC partner calls and presented the actualities, most important results and challenges of the RenoHUb project. This active partnership was the basis of the REC cooperation about the international webinar described in 8.6.1.

## EASME

We plan to contribute, upon invitation by the EASME, to common information (like reporting on impact indicators) and dissemination activities to increase synergies, and the visibility of H2020 and European Commission supported actions.

### Results

Several RenoHUb consortium partners participated the Energy Efficiency Finance Market Place in Brussels in February 2020. Later, at the next event, due to the not relevant topic of the event, we were not invited.

## E.N.T.E.R.

RenoHUb project is registered at www.enter-network.eu, a European Network for Transfer and Exploitation of EC Project Results (E.N.T.E.R.), a website where the users share the results of EU financed projects with each other. There are over 800 users from 35 countries (ministries, Chambers, social partners, other networks, private organizations, small and medium-sized enterprises, NGOs, universities, educational institutions, schools, environmental organizations). This interface allows reaching the relevant target groups all over Europe.

## Research reports

Although we have not committed to a scientific publication as part of the project, finally, two of them were created, one in Hungarian language (see 7.10) and one international in English. The [international publication](https://getwarmhomes.org/wp-content/uploads/2023/01/REE-Observatory-in-CEE-Rethinking-Energy-Efficiency-in-time-of-an-energy-crisis-by-HFHI-EME.pdf) was authored by MEHI colleagues, published by REE Observatory in CEE of Habitat for Humanity International, Europe and the Middle East, Area Office (HFHI EME) about the research results of the project and experiences of the RenoPont offices.

# PLANNING OF DISSEMINATION AND COMMUNICATION ACTIVITIES

Based on the Methodology in Chapter 3, we already know what, to whom and how to disseminate and communicate. The more detailed tasks and deadlines are prepared and updated by a team of MEHI (in charge of dissemination activities and communication of the project) and Energiaklub (in charge of communication of the service). This detailed, step-to-step plan of each dissemination and communication activity is a dedicated, living document, updated every week and is a fundamental part of the Dissemination and Communication plan. The actual version can be seen here: [LINK](https://docs.google.com/spreadsheets/d/1JHkEWaA_myeawrd8_x7felApG4woAinp/edit?usp=sharing&ouid=110717462463339684752&rtpof=true&sd=true).

# EVALUATION OF DISSEMINATION AND COMMUNICATION ACTIVITIES

Every 3 months, we review our dissemination indicator results in the Dissemination template tables. We evaluate the results considering if the right tools are used in the right time for the right target groups regarding each project results. We channel our findings to the Dissemination Plan, therefore updating it regularly through the whole project period.

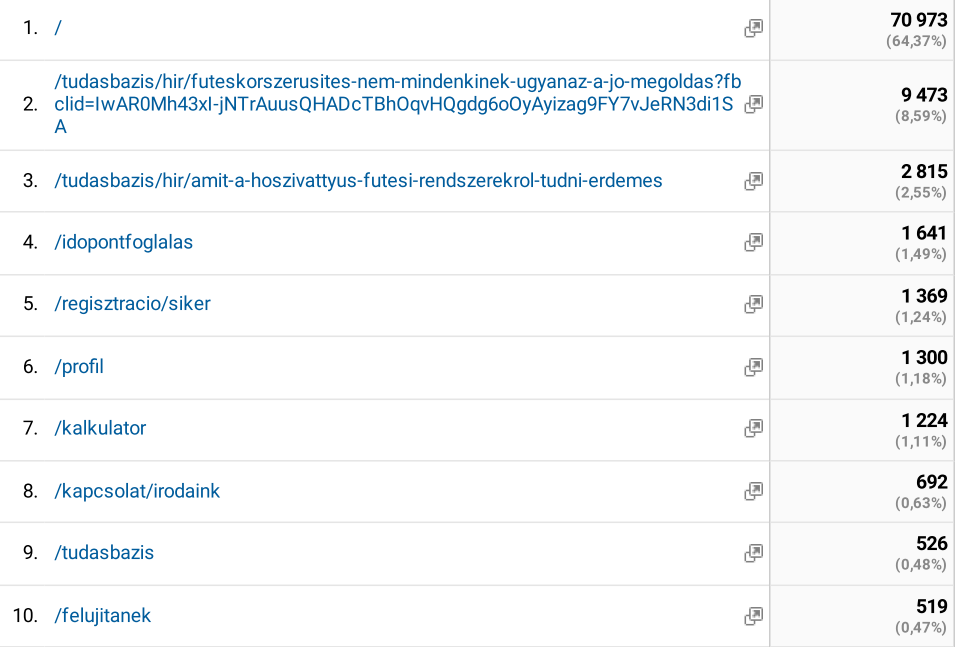
Regarding monitoring of the status of dissemination, quantitative and qualitative evaluation will be used based on the indicators below. The exact indicators will be fine-tuned based on the final structure of the website etc., to be finalized in the next version of the Dissemination Plan.

|  |  |  |  |
| --- | --- | --- | --- |
| Quantitative Evaluation of Dissemination and Communication Activities | EXI | FINAL RESULT | unit |
| Users of RenoHUb Online Platform (renopont.hu) | 46000 | 74000 | visitor |
| Participants at roadshows | 5000 | 650 | person |
| Stakeholders reached by national and international dissemination events | 1000 | 1802 | person |
| Stakeholders reached by national and international newsletters | 5000 | 12552 | person |
| Participants at the Final Conference | 120 | 80 | person |

|  |  |
| --- | --- |
| Quantitative Evaluation of Dissemination and Communication Activities |  |
| Origin of users (geographical, organizational, channel) | see below |
| Most and least popular areas of website | see below |
| Most questions asked via online platform and other communication channels | technical |
| Usage, satisfaction, perception of quality of information | see feedback report |
| Information needs met and unsatisfied by online platform and Hotspot users | see feedback report |
| Length of time spent on website | aver. 30 sec |

## Renopont.hu statistics

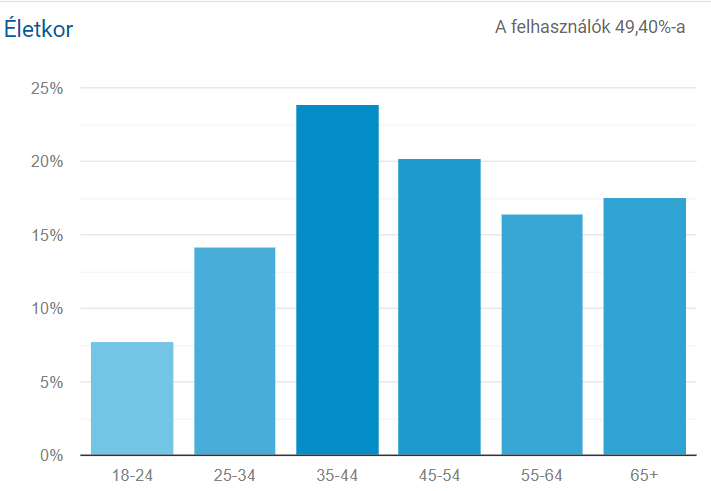
**10 most popular areas of website:**



**Origin of users:**



**Age:**



**Sex:**

