

## COOLREGION

### WP 5 Dissemination strategy "How to reach our target groups" SLOVENIA

#### Background

Increasing thermal loads, large-sized glass facades and higher demands on indoor climates result in a higher demand for cooling also in the temperate climate zones of the EU. For both new buildings and those under refurbishment, the subject of "cooling prevention and energy-efficient cooling" has a low priority today. This is mostly due to a lack of awareness and a lack of know-how.

The project "Coolregion" aims to address these barriers by a series of well-targeted dissemination activities, both in the 7 regions involved in this project as well as on European level.

#### Target groups for the dissemination

##### Regional level

Based on an analysis of the information needs and know-how deficits, the following target groups were defined for the dissemination activities in each region - with a focus on "level 1" and "level 2":

Policy and regulation ("level 1"):

- policy makers and representatives of the public administrations in charge of building legislation, technical standards, funding and other promotion programmes relevant for the project topic, including energy agencies
- Energy agencies
- [Energy advisors](#)

Decision makers on building level ("level 2"):

- Private building owners in different sectors (e.g. office, schools, hospitals, groceries, warehouses, business enterprises)
- Architects
- Engineers
- professional associations & networks of architects, engineers and other relevant specialists (e.g. HVAC companies, shading companies)
- organisations and companies of building owners and user groups (e.g. hospital administrations, school administrations, chamber of commerce)

- persons, institutions and companies with specific know-how in the field of energy-efficient cooling (e.g. specialised architects, companies offering relevant equipment, energy service companies)
- representatives of press – specialised architecture magazines, magazines dealing with heating/cooling/ventilation, energy magazines, etc.
- **investors and decision makers in building process**

Decision makers on user level ("level 3"):

- Building users
- Craftsmen

#### European level (experts & decision makers outside the project regions)

Based on an analysis of the information needs and know-how deficits, the following target groups were defined for the dissemination activities outside the project regions:

- Policy makers & public administrations in other European regions & member states as well as on European level including all bodies in charge of or connected to the implementation of the European Directive on the Energy Performance of Buildings
- Local, regional and national energy agencies around Europe and their networks
- National and European organisations & associations of building owners in different sectors as well as European networks of architects & engineers

#### **dissemination activities on European level**

The dissemination activities on European level concern all partners in the same manner.

Developing and implementing the project network on European level include the following steps:

1. Identification of relevant European networks and actors:
  - Energy agencies and other regional & local actors (Fedarene, Energie Cités, EnR, ManagEnergy)
  - relevant European networks of professionals (e.g. Architects Council of Europe, the European Solar Shading Organisation, ASERCOM, Eurelectric, Euroheat & Power, EUREC, EREC, ESTIF, UEAPME etc.)
  - the EPBD Buildings Platform - [www.buildingsplatform.org](http://www.buildingsplatform.org)
  - European Committee for Standardisation
  - experts in organisations & companies specialised in this field (R&D organisations, specialised architects etc.)
  - **related EIE projects**

2. Identify relevant websites, newsletters and media:  
examples: ManagEnergy web-ste and case-studies, EEA newsletter, "leonardo energy", newsletter of the EBPD "Concerted Action" as well as newsletters of all the networks mentioned above
3. Establish individual contacts (e.g. by phone, eMail or at the occasion of a meeting) to a few, selected European actors & networks
4. Setting up the European internet platforms to be used by experts outside the project regions
5. Developing and disseminating electronic newsletters to the European actors (4/ year)
6. Preparing and disseminating a project leaflet
7. Preparing and implementing 3 European meetings which will also include experts from outside the consortium
8. Presenting the project at selected European events (e.g. World Sustainable Energy Days)
9. Organising the final international conference

### dissemination activities SLOVENIA

The following steps will be taken on regional level to establish the regional network as a channel of communication and dissemination:

Description of the activities	Target group
Identification of actors	All actors: national and local authorities, manufacturers, traders and installers of cooling equipment, architects, planners, building owners, energy agencies, newspapers and magazines
Identification of relevant technical and professional media and press	Newspapers and magazines (like: EGES, Gradbenik, Ucinkovito z energijo...)
Publications of 4 articles per year in relevant technical and professional media and press	Professionals such as manufacturers and traders of cooling equipment, architects, planners,
Publication of press releases (2/year)	All actors
Establish individual contacts(e.g. by phone, eMail or at the occasion of a meeting) with the most important regional actors	Section of HVAC engineers at Chamber of Engineers, Chamber of architecture and space, professional societies, national and regional authorities, energy agencies, media and

	press
Promotion of website	All actors
Setting up the regional internet platforms to be used by regional experts	All actors
Preparing and disseminating the best practice examples	All actors
Preparing and disseminating the guidelines	Professionals such as architects, planners, HVAC companies, traders and installers of cooling equipment, and <b>last but not least investors and decision makers!</b>
Preparing and disseminating the publications on lighthouse projects	Professionals such as architects, planners, HVAC companies, traders and installers of cooling equipment, national and regional authorities, energy agencies, newspapers and magazines; investors and decision makers!
Developing and disseminating electronic newsletters to the regional actors (4/ year)	All actors
Preparing and implementing the 2 meetings/year as well as the 2 full-day meetings and site-visits throughout the project period.	Professionals such as architects, planners, HVAC companies, traders and installers of cooling equipment, national and regional authorities, energy agencies
Mailings to actors	All actors
Distribution of project leaflet	All actors
Organisation and implementing network meetings (2 per year)	All actors
Organisation and implementing one regional conference	All actors