



BE-WoodEN - Buildings and Education in Wood Ecosystem
for the New European Bauhaus

D7.1

COMMUNICATION STRATEGY AND PLAN

WP7/Task 7.1 Communication and Dissemination Strategy



Partners



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ARCHITETTURA E DESIGN



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1. INTRODUCTION

1.1 Context and objectives of the project

The UN and the EU are pressing the whole society towards a transition to a more sustainable and inclusive future: this demand also affects the construction sector, whose industry uses large amounts of finite resources and that is responsible for about one third of all carbon emissions globally. The **estimated consumption of energy** dealing with the use and operation of buildings is **around 40% of the total energy consumption of EU member states** and, by 2030, total construction output is expected to grow by 85%. Bio-based building materials are an important lever to drive the green transition: **shifting to wood as a building construction material** would significantly reduce the environmental impact of building construction over the entire life cycle.

LIFE Be-WoodEN project aims to promote the **decarbonization of buildings** and **improve circularity** through innovative solutions suitable for large building stocks and small buildings, overcoming the different barriers that prevent the widespread use of wood and bio-based materials. These barriers can have cultural, technical, or economic origins, that currently hinder the widespread adoption of these materials in construction. The project covers the entire process, from production and design to installation, facility management, and dismantling.

To reach this objective, the project will insist on increasing the skills and knowledge of different actors involved in the phases of the building process (design, production, construction, facilities management, renovation, dismantling and demolition) and by testing the NEB approach towards the principles of quality, beauty and inclusion. LIFE BE-WoodEN will operate within the NEB approach, as the New European Bauhaus is part of the flagship initiatives 2 (Supporting urban zero pollution action) and 6 (Showcasing zero pollution solutions for buildings) of the Zero Pollution Action Plan and is indicated as a major enabler for the transition committed by the Green Deal.

The NEB approach (https://new-european-bauhaus.europa.eu/index_en) and core values - beautiful, sustainable, together - promoting and adopting **the participatory process, multi-level engagement and trans disciplinarity**, are an ideal framework for the project development and for the maximization of its impacts, also under the replicability potential point of view. A new NEB Pioneer Hub will be created, to contribute to European learning ecosystem in sustainable construction and to ensure the subsequent dissemination of results afterwards.

LIFE BE-WoodEN will pursue the following **specific objectives**:

- increase knowledge of the entire life cycle of timber constructions and expertise in the design of buildings, furniture and public spaces, as well as in construction and erection, by promoting interregional exchange between partners;
- support the development of a local wood supply chain through the cooperation of local administrations (policies), technicians, stakeholders, end users, by carrying out pilot actions;
- disseminate the training activities, the guidelines and the specific results of the project also after its duration through the established pioneer hub;
- promote innovative, experimental and multidisciplinary training.

The **strong European partnership** leading the project guarantees the feasibility of the actions and the validity and usability of its results even after its completion.

The partnership is composed of:

- a network of **Italian and European universities** guaranteeing training content, innovative teaching methods and reaching a European-level audience of technicians and professionals (through a training platform already in use at Architects' Council of Europe and Politechnika Wroclawska - PWR);
- **a local territorial authority and a company linked to local territorial development** (in two Italian regions – Liguria and Emilia Romagna - rich in forest heritage with different wood species), able to promote the wood supply chain by overcoming regulatory barriers and obstacles and to work on policies and environmental certification systems;
- the **Italian Federation of Wood Producers** (FEDERLEGNOARREDO), that makes it possible to reach all companies active at national level and craftsmen who also work in the furniture sector;
- the **European social housing association** (HOUSING EUROPE) allowing the results of the different project experimental activities to be logically subdivided by type of user and by successive levels of detail;
- finally, the establishment of **a new Academy Pioneer NEB HUB at Italian level (NEB SUD Hub)**, in network with University of Primorska (which runs NEBAP), will enable the promotion and support of technology transfer, provide capacity building, and consolidate training and dissemination activities even beyond the conclusion of the project.

1.2 Project actions

The project will then implement proper actions to improve skills and knowledge about NEB and wood in the material production chain, in the design and construction process of buildings, public spaces and furnishings, develop innovation, test outcomes, increase knowledge through pilot actions and carry out initiatives for replication and exploitation.

During the first year of the project, the focus will be on the “**Capacity building**” activities (WP3) aimed at senior & junior professionals - the designers of today and tomorrow – technicians, building managers, companies and public bodies (policy

makers), touching on different topics, like NEB and place making, green and circular buildings, use of wood for the building sector, construction and management of buildings, dismantling, including the refurbishment of existing building stocks using bio-based materials. The training will be developed through webinars, study visits and summer schools.

3 “**Innovation labs**” (WP4) inspired by the NEB approach will be implemented, as a tool to involve stakeholders in the co-development of solutions: these will involve professionals, public officers, companies, experts, artists to find and build together solutions for a reliable use of wood in (public and private) buildings.

WP5 focuses on “**Pilot Actions**”, to be developed on the basis of the results of training and innovation workshops, to test the effectiveness of the NEB approach in promoting the use of wood in buildings and furniture.

Special attention is given to social inclusion, as both pilot projects concern social housing. The first pilot action is represented by a feasibility study to test the conditions for the development of a local wood supply chain in a pilot (Emilia-Romagna); the other pilot action will be carried out in Liguria and will be based on an innovative Challenge Based Learning (CBL) approach for the executive design and consequent realization of a wooden installation in pilot places (social housing). All the project results (capacity building materials, innovation labs tools, pilot actions approach) will be capitalised through actions of replication (transferability analysis will be realized), sustainability (an action plan for long term sustainability of results will be defined) and exploitation (NEB Academy Pioneer Hubs commitment).

Both hubs (NEB SUD HUB and NEBAP HUB) will seek collaboration with other hubs established throughout Europe to enhance their activities and increase the impact.

Besides these actions, to ensure the success of the project and the best dissemination of project’s materials, WP2 will be dedicated to “**Project management and monitoring**”; WP6 to “**Sustainability, replication and exploitation of project results**”, and WP7 to “**Communication and Dissemination**”.

2. PROJECT COMMUNICATION & DISSEMINATION: DEFINITION, OBJECTIVES and TARGET

2.1 Definition and objectives

The “WP7 – Communication and Dissemination” is of crucial importance for ensuring that the project results and outputs will have an **effective and long-term impact on all the relevant stakeholders and general audience at a national and European level**: communication and dissemination efforts will be implemented throughout every stage of the project, starting from the Kick-Off Meeting with the official project launch (27th February 2024).

The aim of the communication of the project is to provide free contents and training material, available to all professionals, technicians, facility managers, producers of wood components, crafts persons, Public administration staff, in order to give the LIFE BE-WoodEN project the widest impact.

The main objectives of the communication activities are:

- Bring the project to the **attention of the greatest number of people**, particularly among the identified direct and indirect target groups.
- Inform and **raise awareness** of the targeted stakeholder and public **about the NEB Initiative** in the related European and local activities.
- Create a **link between the project target groups and beneficiaries** through actions of networking, replicability and dissemination of project’s results;
- Promote and **strengthen the collaboration** of different subjects active in the field of building.
- To ensure **medium- and long-term project impact** during and after its implementation.

Dissemination activities involve the use of many different tools, depending on the different target groups: visual identity and communication templates, project website, social media, videos/infographics/video graphics and digital storytelling, physical and remote events, participation in European and international initiatives. The first communication action is the definition of the guidance document for all the activities related to the communication and dissemination of project results, that is synthetized in this document **D7.1 – Communication Strategy and Plan**: this document aims to be a useful tool to establish common guidelines for all the partners. However, being a product developed at the beginning of the project, it cannot predict the changes that could happen during the project: it is therefore a product that can be modified and updated according to any need.

Being the leader of WP7, FLA will oversee the coordination of all the communication and dissemination activities, in collaboration with the project leader, UNIGE, and all the partners of the Consortium.

The Plan will support beneficiaries in:

- **Identifying stakeholders and target groups** that can benefit from or can contribute to the project activities and outcomes.
- **Identifying the relevant outcomes and outputs** to be disseminated among stakeholders.
- **Identifying a communication strategy** that will be incorporated in a Workplan to implement during and after the project lifetime.
- **Identifying partners' tasks and responsibilities.**
- **Develop indicators to measure the effectiveness** of the communication and dissemination actions implemented.

2.2 Stakeholders and target groups

LIFE BE-WoodEN assures the **involvement of various stakeholders** who, at different territorial levels, may contribute to the success of the capacity building initiatives: each of them refer to a **specific target group**, requiring specific communication and dissemination tools.

The definition of the strategic target groups is a preliminary activity propaedeutic to the realization of a well-defined workplan as it started during the design of the proposal but it will last until the end and after the completion of the project.

So far, these are the groups that have already been identified:

- **Professionals of the Construction sector:**
 - Architects / Designers /Engineers
 - Forestry engineers / agronomists
 - Consultants working for private or public organisations
 - Technicians working in companies engaged in wood transformation, building managers, ...).

They will be involved in the following WPs/tasks:

- **WP3/Task 3.1** – Capacity building on NEB and place making: involvement in eight webinars about NEB and place making, the “NEBinars” and in their evaluation as users (**INVITED**);
- **WP3/Task 3.2** - Capacity building on Green and circular buildings: Involvement in nine webinars about Green and circular buildings and in their evaluation as users (**INVITED**);
- **WP3/Task 3.3** - Capacity building on Use of wood for buildings and public places: involvement in **eight webinars** about wood properties, the potential use of wood and wooden products for construction. Listening to the **5 widespread podcast episodes** on sustainable wood construction issues and Green Deal principles applied to wooden buildings and structures. (**INVITED**)

- **WP3/Task 3.4** - Knowledge assessment and training effectiveness analysis: assignment of training credits after the completion of 80% of webinars (**INVITED**)
 - **WP4/Task 4.1** - Innovation Lab on environmental performances in the wood supply chain. **Participation in Focus Groups** to analyze the tools that can support the development of a local supply chain through a Bauhaus approach and to define a toolkit; invitation to take part in the workshop organized by ART-ER in Emilia Romagna to share the knowledge among public bodies, companies and professionals, and present the toolkit features and potential. (**INVITED**)
 - **WP4/Task 4.2** - Innovation Lab for NEB places. Participation in the workshop organised by REGIONE LIGURIA and UNIGE on the NEB approach applied to the design process for a social housing building, owned by the regional housing agency ARTE (**INVITED**)
 - **WP4/Task 4.3** - Innovation Lab on the use of wood for buildings. 30 professionals from those trained in WP3 participating in the Innovation Labs organised by UP (**INVITED**)
 - **WP5/Task 5.1** Pilot Action in Emilia Romagna and Task 5.2 Pilot action in Liguria
Invitation of some participants of WP3 and WP4 activities to take part in the feasibility study (**INVITED**)
 - **WP7/Task 7.3** Participation to the final hybrid event (in presence and streamed online) and to Country events (**INVITED**)
- **Public bodies** (technical officers in Public Bodies). They will be involved in the following WPs/tasks:
 - **WP3/Task 3.1** – capacity building on NEB and place making: involvement in eight webinars about NEB and place making, the “NEBinars” and in their evaluation as users (**INVITED**);
 - **WP3/Task 3.2** - Capacity building on Use of wood for buildings and public places: Involvement in **nine webinars** about wood properties, the potential use of wood and wooden products for constructions. Listening to the **5 widespread podcast episodes** on sustainable wood construction issues and Green Deal principles applied to wooden buildings and structures. (**INVITED**)
 - **WP3/Task 3.3** - Capacity building on Use of wood for buildings and public places: involvement in eight webinars about wood

- properties, the potential use of wood and wooden products for construction (**INVITED**)
- **WP4/Task 4.1** - Innovation Lab on Enhancing Environmental Performance in the Wood Industry. Participation in Focus Group to analyse the tools that can support the development of a local supply chain through a Bauhaus approach and to define a toolkit; invitation to take part in the workshop organized by ART-ER in Emilia Romagna to share the knowledge among public bodies, companies, and professionals, and present the toolkit features and potential. (**INVITED**)
 - **WP4/Task 4.1** - Innovation Lab on environmental performances in the wood supply chain. **Participation in Focus Groups** to analyse the tools that can support the development of a local supply chain through a Bauhaus approach and to define a toolkit; invitation to take part in the workshop organized by ART-ER in Emilia Romagna to share the knowledge among public bodies, companies and professionals, and present the toolkit features and potential (**INVITED**)
 - **WP5/Task 5.1** Pilot Action in Emilia Romagna and Task 5.2 Pilot action in Liguria
Invitation for some participants of WP3 and WP4 activities to take part in the feasibility study (**INFORMED**)
 - **WP7/Task 7.3** Participation to the final hybrid event (in presence and streamed online) and to Country events (**INVITED**)
- **Companies (timber companies, building companies, wooden products companies.** They will be involved in the following tasks:
 - **WP3/Task 3.1** – capacity building on NEB and place making: Involvement in eight webinars about NEB and place making, the “NEBinars” and in their evaluation as users (**INVITED**);
 - **WP2/Task 3.2** - Capacity building on Green and circular buildings: Involvement in nine webinars about Green and circular buildings and in their evaluation as users (**INVITED**);
 - **WP2/Task 3.3** - Capacity building on Use of wood for buildings and public places: Involvement in **eight webinars** about wood properties, the potential use of wood and wooden products for construction. Listening to the **5 widespread podcast episodes** on sustainable wood construction issues and Green Deal principles applied to wooden buildings and structures. (**INVITED**)

- **WP4/Task 4.1 - Innovation Lab on environmental performances in the wood supply chain. Participation in Focus Groups** to analyse the tools that can support the development of a local supply chain through a Bauhaus approach and to define a toolkit; invitation to take part in the workshop organized by ART-ER in Emilia Romagna to share the knowledge among public bodies, companies and professionals, and present the toolkit features and potential **(INVITED)**
- **WP7/Task 7.3** Participation to the final hybrid event (in presence and streamed online) and to Country events **(INVITED)**

- **Certification bodies**
 - **WP4/Task 4.1 - Innovation Lab on environmental performances in the wood supply chain.** Participation in Focus Groups to analyse the tool that can support the development of a local supply chain through a Bauhaus approach and to define a toolkit; invitation to take part in the workshop organized by ART-ER in Emilia Romagna to share the knowledge among public bodies, companies and professionals, and present the toolkit features and potential. **(INVITED)**
 - **WP7/Task 7.3** Participation to the final hybrid event (in presence and streamed online) and to Country events **(INVITED)**

- **Artists, craftsmen and experts in social inclusion and stakeholders' engagement.** They will be involved in the following tasks:
 - **WP4/Task 4.2 - Innovation Lab for NEB places.**
Recipients of the expression of interest for the engagement in the workshop; participation in the workshop organised by REGIONE LIGURIA and UNIGE on the design through the NEB approach applied for a social housing building, owned by the regional housing agency ARTE **(INFORMED/INVITED)**
 - **WP5 / Task 5.2 Pilot action in Liguria**
Invitation to the participatory labs for the co-design of the spaces of a social building in Imperia **(INVITED)**

- **WP7/Task 7.3** Participation to the final hybrid event (in presence and streamed online) and to Country events **(INVITED)**

- **Elderly and disabled inhabitants of the social building in Imperia; neighbours; Citizens of Imperia Municipality.** They will be involved in the following tasks:
 - **WP4/Task 4.2 - Innovation Lab for NEB places.**
Participation in the two participatory LABs in Imperia workshop organised by REGIONE LIGURIA and UNIGE. The focus will be on the residents of the pilot social housing of WP5 (first of all, the elderly and disabled people living in the building), the neighbour inhabitants, the residents of Imperia Municipality interested to the design of the place **(INFORMED/INVITED)**
 - **WP5 / Task 5.2 Pilot action in Liguria**
Invitation to the participatory labs for the co-design of the spaces of a social building in Imperia **(INVITED)**
 - **WP7/Task 7.3** Participation to the final hybrid event (in presence and streamed online) and to Country events **(INVITED)**

- **General public.** It will be involved in the following tasks:
 - **WP3/Task 3.3 Capacity building on Use of wood for buildings and public places:** Listening to the 5 widespread podcast episodes on sustainable wood construction issues and Green Deal principles applied to wooden buildings and structures **(INFORMED)**
 - **WP4/Task 4.2 - Innovation Lab for NEB places.**
Participation in the two participatory LABs in Imperia workshop organised by REGIONE LIGURIA and UNIGE. The focus will be on the residents of pilot social housing of WP5 (first of all, the elderly and disabled people living in the building), the neighbour inhabitants, the residents of Imperia Municipality interested to the design of the place **(INFORMED/INVITED)**
 - **WP5/Task 5.1 Pilot Action in Emilia Romagna and Task 5.2 Pilot action in Liguria** - Invitation for some participants of WP3 and WP4 activities to take part in the feasibility study **(INFORMED)**

- **WP7/Task 7.3** Participation to the final hybrid event (in presence and streamed online) and to Country events **(INVITED)**

3. COMMUNICATION AND DISSEMINATION STRATEGY

The main objective of the communication and dissemination strategy is to **maximize project visibility** and awareness of the NEB strategy and project activities among the various identified stakeholders: it was therefore necessary to develop different tools to better communicate the various dimensions and issues the project deals with (the technical aspects of the use of wood in the building sector, the social impact of co-design and participative initiatives aimed at citizenship, the European dimension of the project, etc.) to the widest audience.

The BE-WoodEN communication strategy comprehends targeted **communication materials**, and **dissemination events** to maximize the spread of project messages, through the recourse to classical and innovative means of communication, on-line and in person initiatives, the implementation of an ongoing networking effort by all partners.

The strategy implementation will be monitored every 6 months and reviewed if needed.

3.1 Communication & dissemination materials

A set of tools and materials has been identified to grant the maximum dissemination of project's results.

They are listed below:

- **Communication Toolkit and Project visual identity**, including a logo, fonts, colors, templates, headed paper, reporting format, in line with the EU communication rules;
- **Leaflets, brochures and roll up**: a first leaflet introducing the project and a final leaflet reporting project results will be created at the beginning and at the end of the project; a roll up will also be available for display at in person events and partner meetings;
- **Press Notes**: at least two press releases are planned: the first as a joint launch of the project - realised by the Liguria Region and relaunched by the Partners - the second jointly realised by UNIGE - ART-ER - UNIFI for the launch of the NEB SUD Academy HUB.
- **Official Project website**, updated on a regular basis with all the news related to the project: <https://lifebewooden.unige.it/>. The project website is available in English and in Italian. Traffic to the website will be monitored via AWStats and an additional data analysis of the project's social media channels will be conducted to support the update of the communication strategy as required. The website will be kept constantly updated and will be alive for at least 5 years after the project ends.
- **Partners' websites** will contain a specific page/section to promote Be-WoodEN aims, outcomes and results.
- **NEB Newsletter**: the project will produce **6** project newsletters (released in conjunction with major outcomes), according to the following calendar.

M4 - *Intro to the project - NEB SUD Academy Pioneer Hub / Interview UNIGE / Genova NEB festival side event*

M8 - *Webinars for professionals / Interview PWR - ART-ER / Webinar plans*

M11 - *Innovation Lab / Interview LIGURIA REGION / Launching Winter School*

M13 - *Winter School and Podcasts / Interview UNIFI – FEDERLEGNOARREDO*

M17 - *Pilot / Interview LIGURIA - ART-ER*

M23 - *Project results / Public authorities engagement / Interview ART-ER / Launch of final conference*

Each partner will disseminate the newsletter to its own audience, without an exchange of sensitive data.

- **A LinkedIn page** will be activated to spread the project messages and results to professionals and companies in the wood and building sector. The hashtag #BE-WoodEN will be associated to every message related to the project.
- A **YouTube account** will be activated to make available also to a general audience the project videos, infographics and webinars that will be developed during the next two years.
- **Podcasts:** a podcast made of 7 episodes about BE-WoodEN issues (the use of wood in the building sector, social housing, the NEB initiative, and others) will be released in Italian and English on different platforms (Spotify, Audible, Spreaker, Apple Podcasts).
- **Videos/infographics/video graphics and digital storytelling:** Video content will be created: this will include a first and last videos of the project, video interviews and video graphics explaining the project process.

These materials will be available for all the partners to use in different on-line and in-person events where the project will be presented.

Below, a table crossing target audience and materials used:

Communication materials	Target groups						
	Professionals	Companies	Public bodies	Certification bodies	Artist/craftsmen/ Experts in social inclusion	Social housing inhabitants	General public
Project visual identity	X	X	X	X	X	X	X
Leaflets, brochures	X	X	X	X	X	X	X
Roll up	X	X	X	X			
Project website	X	X	X	X	X	X	X
Partners' websites	X	X	X	X	X		X
NEB newsletters	X	X	X	X	X		X
LinkedIn Page	X	X	X	X	X		
Youtube Channel	X	X	X	X	X		X
Podcasts	X	X	X	X	X	X	X
Press Notes	X	X	X	X	X		X

3.2 Dissemination & networking events

The whole consortium is committed in promoting and disseminating project's results in as many circumstances as possible, by taking part both in on-line and in-person events. Just to mention two of the possible events: the Italian ECOMONDO Fair, organized annually in Rimini <https://en.ecomondo.com/>; the International Social Housing Festival <https://www.socialhousingfestival.eu/>.

The main dissemination event of the project will be the **Final Conference**, that will be held in Brussels in Month 23 in hybrid mode (in-person event + streaming) y to spread final project's results and outputs.

The **networking efforts** of all the partners will allow at least 100 participants to be involved in this event: during the two years of the project, the consortium will also build contacts with other European projects, mainly previous and ongoing LIFE projects

about climate mitigation through timber products, forest ecosystem services, use of timber in housing sector, and others.

Some of the Partners will also organize **at least 1 dissemination event** per project Country, to raise awareness of project's contents locally.

The project consortium will also try to take the chance of every European or international initiative dealing with the topics covered in the BE-WoodEN project (EU Green Week, EU Sustainable week, ...) and every existing network, like, for example the JRC's NEB Platform.

4. VISUAL IDENTITY & COMMUNICATION RULES






4.1 Project logo & templates

To communicate effectively the Be-WoodEN actions and results, it was necessary to develop the visual identity of the project, which includes a **logo** and the definition of **guiding colors**.

The logo of the project echoes the colors of the NEB initiative:

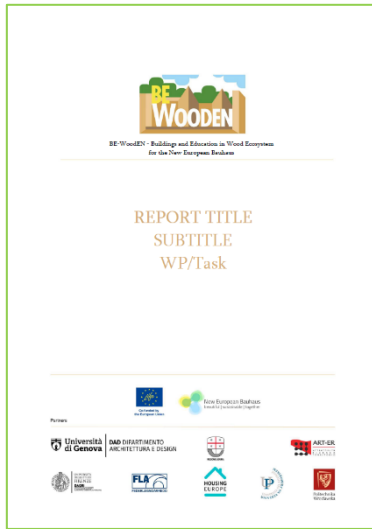


BE-WoodEN logo

	R 172 G 221 B 248
	R 248 G 232 B 49
	R 97 G 154 B 63
	R 238 G 207 B 156
	R 210 G 166 B 77

BE-WoodEN guiding colors

The official templates were developed starting from the logo and the project colors:



1. Word template for deliverables



2. PPT template



3. Webinars template



4. Headed paper

As for the **positioning of the logos** of the organizations participating in the project, the lead partner will appear first, followed by all others:



The project templates can be found in the project Drive:

<https://drive.google.com/drive/folders/1sL1vWXJXUMtGIYugwuamb0CfNL5d19H>

4.2 Visibility of EU support

All the Communication activities promoted by the beneficiaries must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate) + the NEB logo.

EU flag:



Co-funded by
the European Union



Co-funded by
the European Union

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

Any communication or dissemination activity must indicate **the following disclaimer** (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or of the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.”

Both the EU flag and the disclaimer are available at this link:

https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027/european-flag-emblem-and-multilingual-disclaimer_en

4.3 Adhesion to NEB initiative

All the communication materials must give visibility to the NEB initiative, by:

- Showing the NEB logo



New European Bauhaus
beautiful | sustainable | together



- Following the colors and key visual elements:



R 170 G 226 B 255



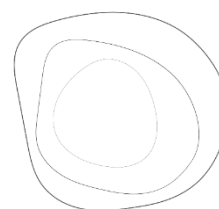
R 116 G 220 B 171



R 252 G 238 B 37



R 77 G 77 B 77



The NEB visual identity guidelines can be found here: https://new-european-bauhaus.europa.eu/get-involved/spread-word_en

Both the EU flag and the NEB logo can be also found on project Drive: <https://drive.google.com/drive/folders/1IAVOUplng88kqo5lwZbOxvcSTp4Y4WBx>

5. IMPACT & INDICATORS

The dissemination activities must help to reach all target groups and in particular the numbers of entities/people indicated in the table below which lists the indicators to verify the success of dissemination efforts at the end of the project, taking into account the potential audience reached out by all the Partners.

Target Groups	Impact indicators
Trained professionals (senior and junior)	2.000
Trained public officers	50
Trained companies	40
Experts participating in innovation labs	30
General public	30.000
Experts participating to innovation labs	30
Artists, craftsmen and social inclusion experts participating to innovation labs	18
Participants to winter school	20
Participants involved in NEB challenge	48
Subjects selected for prizes	6
Participants to study visit	40
Supply chain actors and local stakeholders involved in pilot activities	50
Organizations involved as NEB community	30

Table 1 – Impact indicators

6. COMMUNICATION WORK PLAN

Dissemination workplan is an on-going process. It was initiated at the Kick-Off Meeting in Genoa and it will be constantly updated with the participation of the whole Consortium.

The following table describes the list of the deliverables and outputs with related deadlines and responsible partner.

OUTPUTS	DEADLINE	DESCRIPTION	NOTE	RESPONSIBLE
D7.1 / MS 27 - Communication Strategy and Plan	M3	Key document built upon the identification of the main target groups and appropriate tools to reach a wide range of stakeholders.	The Strategy implementation will be monitored every 6 months	FLA
D7.2 Communication Plan implementation report and dedicated project page on the beneficiaries' website, Project logo & SSMM	M3-M24	The report will contain the results of the communication and dissemination actions implemented		FLA
D7.3 Report of the final International event in Brussels	M24	The report will summarize the main outcomes achieved thanks to the Final Event in Brussels		FLA
Project visual identity	M3	The visual identity is the messenger of the project and it is composed of the logo and the templates.		FLA
Project website	M3	The project website is the main communication and dissemination platform to provide	The website is hosted by UNIGE website, and it will be alive	FLA/UNIGE

		stakeholders and general public access to the project developments and results, including public deliverables and latest news among others.	for 5 years after the project's conclusion. The NEB SUD HUB will have its own website hosted by UNIGE	
Project page on partners' websites	M3	Each partner has a webpage dedicated to LIFE BE-WoodEN on its website		FLA/all partners
Press Notes	M1–M4	At least two press releases are planned: the first for launch of the project (RL) and relaunched by the Partners - the second jointly realised by UNIGE - ART-ER - UNIFI for the launch of the NEB SUD Academy HUB		RL – UNIGE – ART-ER - UNIFI
Social media/LinkedIn	M4	Through social media, LIFE BE-WoodEN will create quick and understandable contents to create social engagement with the topics of the project: an official LinkedIn page will be opened, and the partner will share the project's results also through their entities pages	Every communication on social media will be accompanied by the hashtag #BEWoodEN. At least 3.000 individuals contacted through social media	FLA/All the partners

Social media/Podcast	M11	The project will have its own official podcast, “BE-WoodEN”, which will contain 7 episodes	Every episode will last 15’ and will be translated in English. Different podcast platforms will be used (Spotify, ...)	FLA
Videos/YouTube Channel	M5	A YouTube Channel dedicated to the project will be activated, in order to upload the videos produced (initial and final videos of the project + other material produced)	2 videos: an initial video for presenting the project and a final one for presenting the results (in English with Italian subtitles), by UNIGE. More videos/infographics/video interviews to be done by all the partners	FLA/All the partners
Initial/Final leaflets	M4; M23	Electronic (printable) promotional leaflets to present the project aims and the project results and outputs.	In English and Italian. Designed by FLA	FLA
Roll Up	M4	A roll up of the project will be created to show during internal and public meetings, and during every relevant public event	Designed by FLA, printed by All Partners	FLA
Newsletters	M1-M24	Project outcomes and results will be disseminated throughout 6 NEB newsletter released	Networking activities are very important for the creation of	ART-ER

		by ART-ER and re-launched by all Partners	a targeted mailing list. Each Partner will re-launch the newsletter throughout its corporate communication channels	
Dissemination Events				
Invitation and reminder for dissemination events	Contingent		Before all events	FLA/ALL (in English if international, in Italian when national)
Physical and remote events	M1-M24	The Consortium commits it take part in every relevant event (physical and online) to maximise the impact of the project's result	Example of possible events: ECOMONDO, Social Housing Festival, ...	ALL the partners
European and international initiatives	M1-M24	Joining any relevant international initiative	For example EU Green week; EU sustainable energy week	ALL the partners
Networking with other projects	M1-M24	Every relevant project (mainly those funded under the LIFE program, but not exclusively) will be contacted to disseminate project's results		UNIGE/All the partners
MS29 - Final Conference	M24	Final Conference. The final Conference will be organised in Bruxelles in hybrid mode.	At least 100 attendees. FLA will realise the video of the event and the report in Italian (abstract in English)	HOUSING EUROPE

Local dissemination events		Some of the partners will organize a local dissemination event to increase the project awareness according to their specific audience	At least 1 per each project Country	ALL the partners
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