



MARKETING AND COMMUNICATION MODULE



One-Stop-Shop (OSS) extended model to increase the multi- apartment building stock renovation in the Baltic Sea Region

Vidzeme Planning Region and Baltic
Environmental Forum, Latvia

February, 2025





About RenoWave

The project “One-Stop-Shop extended model to increase the multi-apartment building stock renovation in the BSR” (RenoWave) establishes cooperation among homeowners, construction companies, energy agencies, and public authorities to initiate more energy-efficiency renovations in multi-apartment buildings. The main result of the RenoWave project will be One-Stop-Shop (OSS) model that includes traditional and additional OSS services that cover all the steps necessary to initiate and implement energy-efficiency renovation projects in multi-apartment buildings.

Project partners

1. County Board of Dalarna (Sweden)
2. City of Lappeenranta (Finland)
3. Vidzeme Planning Region (Latvia)
4. Association of Communes and Cities of Małopolska Region (Poland)
5. Magistrat of the City Bremerhaven (Germany)
6. Baltic Environmental Forum Latvia (Latvia)
7. Housing Initiative for Eastern Europe (Germany)
8. Let’s renovate the city NGO (Lithuania)
9. Polish Foundation for Energy Efficiency (Poland)
10. North Sweden Energy Agency (Sweden)
11. Development Centre of Võru County (Estonia)

Summary of Deliverable

As part of the RenoWave project, one-stop-shop agencies will start operating in several countries of the Baltic Sea region to promote and foster the renovation of multi-apartment buildings. This service has not been available in these regions/municipalities so far. This will be a new model for engaging with homeowners in some places.

Considering how long and complicated the process of renovation of multi-apartment buildings could be, with several periods and activities, we understand that the user of the OSS will not be a one-time user/visitor. It will use the OSS services multiple times at different building renovation stages, including consideration, decision-making, planning, financing, implementing, and experiencing.

To build a solid and long-lasting relationship with a potential user of the OSS, it is essential to focus on the needs of this user and the problems that the OSS could solve. The OSS Marketing and Communication module includes three main elements: **Communication and Marketing Strategy; General Advice Materials; Evaluation.**



www.interreg-baltic.eu/project/RenoWave

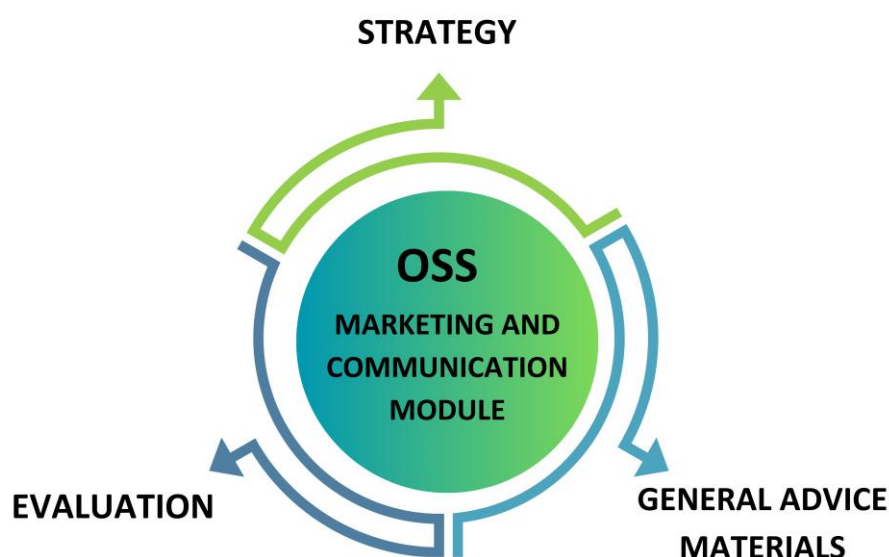
#Interreg #MadeWithInterreg #RenoWave_BSR

The RenoWave project establishes cooperation among homeowners, construction companies, energy agencies, and public authorities to initiate more energy-efficiency renovations in multi-apartment buildings.



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Communication and Marketing Strategy

The proposed Communication and Marketing Strategy focuses on two marketing theories: Customer-oriented marketing and Problem-based marketing.

Customer-oriented marketing

A customer-oriented marketing strategy is a strategy of marketing activities focused on clients' wants, needs, and expectations, promoting effective and long-lasting relationships. It means that you need to know your OSS client better, take the time to introduce yourself and what you have to offer, and answer any questions before you ask your client anything. A relationship must be established.

Problem-based marketing

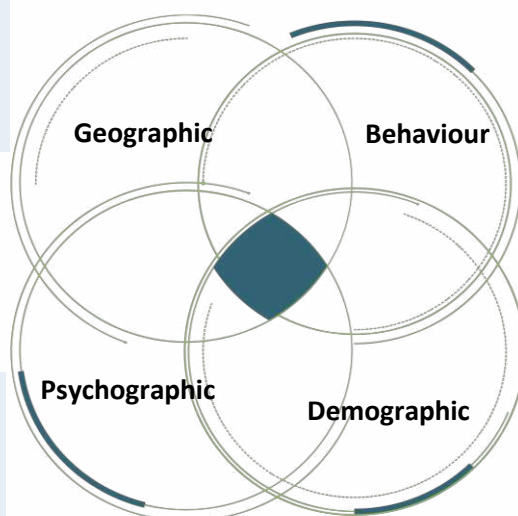
Problem-based marketing is a strategy that focuses on identifying and addressing specific problems or pain points that potential clients face. Instead of solely promoting products or services, problem-based marketing emphasizes understanding the challenges, needs, and desires of the target audience and positioning the offering as a solution to those problems.

Marketing Segmentation

The first step for understanding OSS clients is to do marketing segmentation, which is crucial because it enables us to understand the OSS audience on a deeper level and tailor our marketing efforts accordingly. The main types of market segments are demographic, geographical, psychographic, and behavioral segmentation. Together with the RenoWave partner team, we organized several working

groups to define market segmentation aspects that may be relevant when we profile our target groups that could use the RenoWave OSS services. On this page, you will find the essential elements to evaluate when considering a potential OSS client. Also, these inspections may be necessary if you want to reach those homeowners/residents who are most resistant to the renovation of the building.

Location (city or village)
Urbanicity (different areas in town)
Climate
Language
Live in the apartment or rent it out
Energy prices in different areas



What challenges do potential users face during the renovation process?
How often do users use the OSS?
When are users most likely to use the OSS services – during work time, after working hours, or on holidays?
Would it be better to receive this service online or in person?
Where do they get information?
Knowledge level of the renovation process
How easily do people trust you as an OSS provider?

Opinion
Values
Who do they trust?
Interests
Lifestyles: How does our service fit into their lifestyle choices before deciding?
Motivation

Age
Income level
Educational level
Family status
Nationality



Advice #1 Profile your OSS client

Considering these four marketing segments and the aspects they contain, create a profile for a one-stop user:

1. Who would have the greatest interest in OSS service?
2. Who would be more challenging to reach, but we should do that?

Target Groups

The RenoWave project focuses on a particular target group – it aims to support home-owned multi-apartment buildings (HOMABs) towards energy-efficient renovations. HOMABs are typically not as professionally managed as buildings owned by public organizations or private companies. HOMABs often lack the knowledge on energy efficiency that public and private organizations can access. HOMABs usually have some legal form that lays down the rules and process of decision-making among all

residents living in the building. RenoWave addresses this challenge by developing an extended one-stop shop OSS model designed to meet the needs of HOMABs.

In the RenoWave project, we pay attention to the classification of two types of target groups:

1. Type of buildings and their ownership.
2. The decision-makers and other target audiences that should know about the OSS services.

Type of the buildings and ownership

Association-owned multi-apartment building:

An apartment building owned by a homeowner association. Members of the association own the right to use the apartment in return for a fee. The users do not formally own the apartment but own shares in the association.

Co-operative-owned multi-apartment building:

An apartment building owned by a homeowner association. Members of the association rent their apartments from the association.

Condominium multi-apartment building with an association:

An apartment building where residents own their apartments. A homeowner association owns, sets rules, and takes care of the shared spaces, such as roofs, facades, staircases,

elevators, storerooms, laundry rooms, and other common spaces, as well as boilers and shared heating and ventilation systems. Residents are members of the association. Also called “condos”.

Condominium multi-apartment building without an association:

An apartment building where residents own their apartments. Homeowners own shared spaces, such as roofs, facades, staircases, elevators, storerooms, laundry rooms and other common spaces, also boilers, and shared heating and ventilation systems. Rules and responsibilities for homeowners are defined in law, and decisions are made jointly and democratically. Also called “condos”.



Advice #2 Understand what types of buildings in your region need OSS services the most.

The project has mapped the HOMABs situation in its partner countries (Sweden, Finland, Latvia, Poland, Germany, Lithuania and Estonia) and identified surprisingly different situations regarding the ownership and responsibilities of HOMABs. Detailed information is available in our project page News: <https://interreg-baltic.eu/project/renowave-interreg-baltic-sea-region/>

The decision-makers and other target audiences

Multi-apartment building homeowners are a significant interest group in implementing energy efficiency renovations in multi-apartment buildings. This target group is most straightforward to analyze using the types of marketing segmentation proposed in the previous chapter and the aspects included. It is essential to understand who lives in the building, who owns it, and how much effort we need to reach most homeowners.

Boards – managing multi-apartment buildings. In several countries, the boards decide on building renovation works.

Multi-apartment building managers – in charge of managing buildings. Their tasks include taking care of rental agreements, space management, everyday maintenance, upgrading/retrofitting/deep renovation of the buildings, and finance management. This target group might even be the first to be interested in receiving OSS services if these services could help them with day-to-day work issues.

Regional and local authorities (municipalities, energy agencies, associations, etc.) – this target group is essential to the success of the OSS. The operation of the OSS must be done in close



coordination with the various parties involved to gain support and a better understanding of the current situation in the specific region.

General public – dissemination of information to the public also plays a vital role in any communication strategy. Although an OSS service may be focused on a specific physical location, this does not preclude using a remote version of the services. It is also significant to use the media to talk about the successes and failures of the service on a larger scale, the volume of consultations provided so far, and the questions asked, which may also be binding on those living in another region.

Advice #3 If you're trying to speak to everyone, you're speaking to no one

When writing your plan, keep your target audiences in mind. What are their needs and wants? What are their pain points? What motivates them?



Deeper analysis of the target groups

Once you have defined your target groups and segmented them based on the four possible types of marketing segmentation, the next step is to start understanding the customer's problems. While doing marketing segmentation as part of the RenoWave project, we realized that we should also focus on common issues that the OSS services can help us to understand and solve. Using a simple but effective method – voting and prioritization – we have determined 6 challenges out of 29 that will pose the most significant challenge in reaching the target audience.

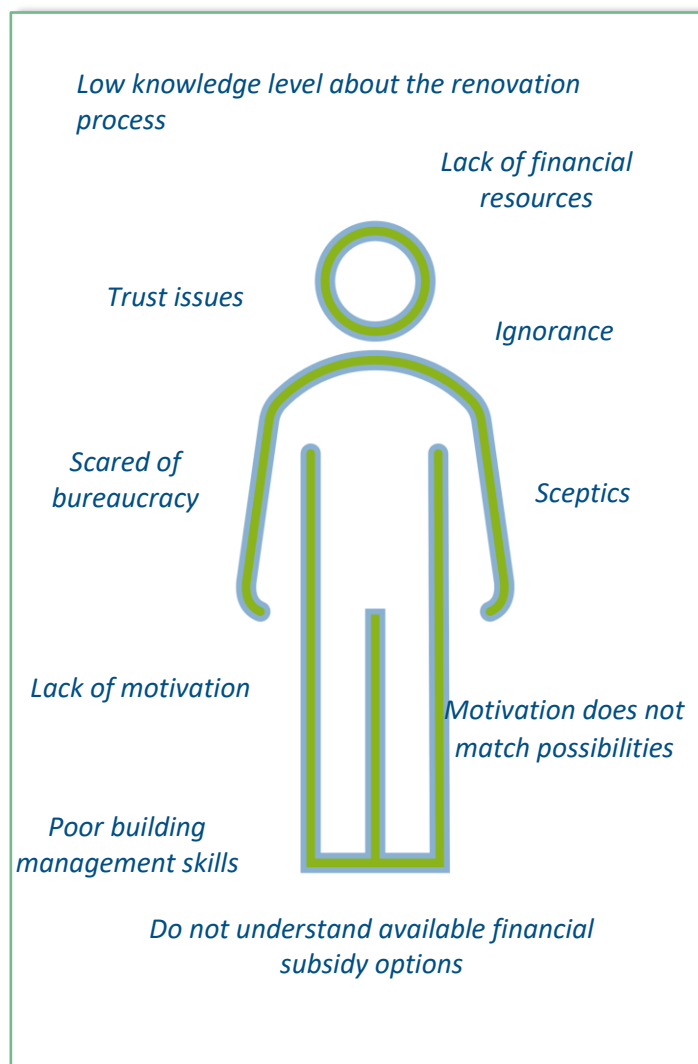
What challenges do potential OSS users face during the renovation process?

- Disagreements about the decision to renovate the whole building.
- Not all neighbors have the financial capacity to invest in the renovation.
- Lack of understanding of the necessity of doing investment renovations.
- There is a lack of understanding of the connection between energy efficiency measures and long-term financial benefits (increased property value, reduced fees/rents for residents).
- Perceived financial burden and inability to pay back the loan needed to finance the renovation.
- The renovation process looks too difficult.

Recognizing these identified target group problems is crucial because it helps us to understand the OSS user needs, provide them with a solution, and build the basis for a successful marketing campaign.

Advice #4 Analyse who owns the challenge/problem

Try to describe what this person who has one of these challenges is like. Here are some examples discussed by the RenoWave team.



Additionally, by addressing our target group's problems, we show them that we care about their needs and are working to improve their lives. This can help us to build trust and credibility with OSS users, which can be invaluable in the long run.

With the 6 challenges defined, using the discussion format, the target groups were further characterized in order to generate more effective messages, talking points, and facts that should be included when formulating the message.



Marketing and Communication Goals

Once we have a better understanding of our target groups and their existing challenges for starting building renovations, we must define the exact goal we want to achieve as an organization – the OSS. In this case, it will be a goal related to fulfilling the OSS client's needs and expectations and solving problems/challenges associated with the renovation process.

To be effective, goals must be specific and measurable. Unclear or ambiguous goals make

determining success and taking appropriate action difficult.

Align your content marketing goals with your audience's goals and challenges. For example, if your target audience seeks solutions to specific problems, your marketing strategy should include informative and educational content that addresses those problems. By tailoring your goals to your audience's needs, you'll increase the relevance and impact of your content.

Remember to regularly review and adjust these goals based on performance metrics and market dynamics throughout the first year.

Here are some examples of marketing goals that can contribute to success in the first year:

Brand Awareness

Goal: Increase the OSS brand recognition in the target market.

Measurement: Achieve a 20% increase in brand mentions or recognition surveys within the first six months.

OSS Client Acquisition

Goal: Get a certain number of new OSS clients/users.

Measure: Provide at least 50 consultations (face-to-face or online) during the first year.

OSS Client Retention

Goal: Increase customer satisfaction and retention.

Measurement: Achieve an 80% OSS client satisfaction rate and a 20% repeat consultation rate through feedback surveys and follow-up communication.

Social Media Engagement

Goal: Start engagement on social media platforms.

Measurement: After the first 6 months, increase social media interactions (likes, comments and shares) by 25% through compelling content and community engagement.

Partnerships and Collaborations

Goal: Establish partnerships with complementary authorities/organizations.

Measurement: Secure collaborations with at least three local real estate companies or property management firms within the first year.

Educational Content

Goal: Position the OSS as an industry expert.

Measurement: Publish a series of educational blog posts, videos, or webinars and achieve a 20% increase in engagement with these resources.

Community Involvement

Goal: Increase community awareness and engagement.

Measurement: Participate in at least two local events or community projects and track the impact on the OSS visibility and community perception.

Advice #5 Tips for setting marketing goals

- Align your marketing goals with your OSS objectives.
- Make your marketing goals specific.
- Your marketing goals need to be measurable.



Content and Messaging Strategy

A communication and messaging strategy is essential to a successful marketing strategy. This strategy involves identifying key messaging points and selecting the best communication channels to reach the intended audience.

In the RenoWave project, we have already identified the target audience that will be the most interested in the message being communicated.

The key message should be clear and concise statements that we have established and will effectively convey the intended message and respond to our audience's problems. A well-designed visual can help to make the message more precise and impactful – the layout of a visual can be used to emphasize the most critical information.

Different communication channels may be more effective for various audiences, so choosing channels most likely to reach and engage with our target audience is essential.

Where do OSS users spend their time?

Identifying where your target group spends time is crucial in developing an effective marketing strategy. Here are several methods to help you to determine where your target audience is most active:

Conduct market research: Utilize surveys, interviews, or focus groups to gather information directly from your target audience. Ask questions about their online and offline activities, including their preferred social media platforms, websites, forums, events, and publications.

Analyzing website and social media analytics: If you have a website, use analytics tools like Google Analytics to understand the demographics and behavior of your existing audience. For social media platforms use analytic tools (e.g., Facebook Insights, Twitter Analytics) to understand the demographics and interests of your current followers.

Implementing effective campaigns will help us to create long-term relationships with OSS clients and build trust and loyalty by providing value and addressing the needs and concerns of the target audience.

Advice #6 Set goals and plan your content

When setting goals for your content and messaging strategy, make sure they're innovative - specific, measurable, achievable, relevant, and time-bound. That way, you can determine at any point if you're on the right track.

Plan your content, delivery frequency, channels, times, and more. Don't be afraid to use content planning tools.

Participate in industry forums and communities:

Join relevant forums, discussion groups, and online communities related to your industry. Engage in conversations and observe where your target audience is most active.

Collaborate with Influencers:

Identify influencers in your industry and observe where they have the most significant presence. Collaborating with influencers can give you access to their audience and help you to understand where your target group is active.

Offline Methods:

If your target audience is active offline, consider traditional methods like attending local events, sponsoring community activities, or conducting in-person surveys.



Examples of communication channels:

Multi-apartment building homeowners

- Informative flyers in residents' mailboxes
- Social media
- Building managers as a channel
- Events & public hearings
- Local media – TV, newspapers
- Direct marketing – knock on the door

Building managers

- Direct email marketing tools
- Events and experiences
- Public relations and publicity

Boards

- Direct-mail marketing tools
- Events and experiences
- Public relations and publicity

Regional & local authorities

- Email
- Events and experiences
- Public relations and publicity
- National and local media

Marketing communication tools and channels are essential in this project as they help us to create awareness, generate interest, and increase our target group involvement. It is necessary to communicate the value of the OSS to its potential users compellingly and persuasively.

Using tactics such as public relations, social media, email marketing, advertising, etc., we can reach a broad audience that can help to generate leads, which is essential for the growth and recognition of the OSS.

Why are marketing communications tools and channels vital?





Tips for relation-building with OSS clients

Get to know your clients: The more you know about your potential clients, the easier it will be for your OSS to build strong relationships with potential OSS clients based on helping them to find solutions to their problems or answers to their questions.

What do they get out of it? Relationships are a two-way path; the same goes for an OSS and its relationship with the client. To build effective client relationships, it is essential to provide rewards for both parties. Invite clients to participate in various events and forums

organized by OSS – possibility to meet an expert during the consultation, etc.

Communication at an early stage: Even if the client has only approached you once with his or her question, it is essential to determine whether he or she wants to receive news from you about the operation of OSS, available services, or news.

Communicate often: Tell your clients about your news but consider how frequently you will inform them. Send information often enough that it sticks in their mind, but not so often that you start to annoy them.

Problem-based content and what to think about when preparing key messages

Renovation plan and examples

When creating a communication message, describe and show the renovation plan and best practice examples. Use step-by-step descriptions, visualizations, case studies, or infographics about the process, progress, and outcome. Show examples of building problems with the help of independent energy auditors (heat energy losses, etc.) Highlight technical conditions that must be improved and show terrible examples – present the potential lifeline of a building renovation level.

Calculation-based examples & payments

Transparent payment information to all HOMABs on money roles – savings. How much does renovation cost for one household per month? Show alternative costs. Talk about topics like: “In a renovated building, you will be more protected and energy secured; you will save on energy loss”. Show simple calculation examples from other buildings. Show the benefits and include what would happen if you didn't renovate.

OSS – a support unit in the process

Explain how the OSS will support them & describe the process, as well as where to get support for the renovation process management.

Organize events for information & discussion

Organize campaign-like events, as well as neighborhood, building, and district-based gatherings. Set negotiation guidelines with facts and objective arguments about renovation benefits. Address the target audience with the help of people with extensive experience in building renovation to explain the process and show that the process is not so complicated.

Public sector & municipalities

Join forces and get the message across by involving the public sector or municipalities, which is vital for public acceptance.

Show support and involvement

Show that you care about their problem, even if there is nothing else you can do at the moment: “We are aware of this problem; even if we cannot solve it now, we will try to help you in any way we can.”



Communicate & talk to your target groups

Use communication messages to achieve joint agreement. Talk to your building managers, talk to members, and give more good practice examples. Provide information about funding possibilities, highlight stability and positive results of renovating – saving energy and money – and discuss how the value of the apartment is rising.

Bring out emotions

Complement the message with positive motivational slogans, e.g.: “Make a long-term investment in your future and the future of your children, as well as grandchildren!”, “If you renovate now, it will be cheaper!” “Enjoy the benefits of renovation now!”. Include indoor climate benefits (better air quality, less noise from outside, etc.) – compliance with existing and upcoming legislation.

Implementing effective campaigns

1

Set your campaign goals and budget

Define goals: What do you want to achieve? Be specific. Agree on your key performance indicators: Conversion rate, Website traffic, Social media engagement, Customer satisfaction, etc.

Establish your campaign budget: Ads, Social media marketing, Creative assets, etc.

2

Be clear on your target audience

Understand the pain points of your potential customers, establish a relevant key message, and identify preferred communication channels.

Decide the best channels to reach your audience.

3

Brainstorm campaign concepts

Which idea is more fit for the campaign audience? Which one is more likely to achieve the proposed goals? Which is the one most likely to start conversations?

Choose which creative assets are needed: images, video, text, posters, flyers, etc.

4

Detail your distribution strategy

You must get media coverage through PR efforts and gain awareness and credibility of the brand: your website, social media accounts, blog, landing pages, newsletters, etc.; shares and mentions, guest articles, media coverage, reviews, etc.; social media ads, influencer marketing, sponsored content etc.

5

Creating compelling content

Develop engaging and valuable content, such as blog posts, videos, infographics and downloadable resources, etc., to attract and retain your audience's attention.

6

Create an estimate of how long each process should take

Estimating the time required for each stage of the process helps you ensure that resources are used efficiently and that deadlines are met. Instead of one big daunting plan, you can provide allotted time for each by taking the time to develop a comprehensive and well-thought-out marketing communications plan.

7

Create a shared campaign calendar

A shared campaign calendar with mapped-out assets and activities can help everyone to stay on track. Streamlining marketing campaign activities and ensuring everyone is on track with content creation and publishing is essential to success.

8

Start to execute your marketing campaign

Set a precise launch date for your campaign. Coordinate efforts to ensure all elements are approved to go live simultaneously across different channels.

9

Monitor campaign metrics and success

Be open and prepared to adjust your campaign strategy based on real-time insights and feedback.

Don't forget to update your team and stakeholders on the progress. Highlight successes, challenges, and any adjustments made.

Once the marketing campaign concludes, analyze the results. Identify what worked well and what could be improved for future campaigns.



DOS and DONT'S of communication and marketing campaign



Review Past Campaigns

Look at previous campaigns, analyze successes and shortcomings. Learn from past experiences to refine your future approach.

Use planning tools

Project planning tools allow to set realistic campaign timelines, track implementation progress, and plan for efficient use of time and resources.

Step-by-step approach

Plan campaign activities step-by-step, don't start everything at once, doing all at the same time can lead the mistakes and failures.

Be positive less negative

Don't build your campaign only on negative or even tragic things, for example, if you would not renovate your house now, it will collapse tomorrow. Better focus on renovation benefits, good examples. Develop communication campaign with positive atmosphere.



Dropping Quality to Increase Quantity

Don't sacrifice quality for the sake of quantity. A high-volume, low-quality campaign is a recipe for failure, the weaker the content, the less impact it will have, and you won't achieve your

Be boring

Avoid dull, outdated content. Instead, create relevant, clear, and compelling materials that capture attention and drive action. Use storytelling techniques, visual elements, and emotional appeals to make content engaging and memorable.

Homeowners: Prefer attractive, user-friendly content with minimal text and more visual elements. Use engaging imagery, infographics, and easy-to-understand messaging.

Experts & Professionals: Value technical details, calculations, cost-benefit analyses, and data-driven insights. Use precise graphs, charts, and performance metrics to support claims.

Keep content fresh, engaging, and tailored to what truly resonates with each audience.

Be overly general

If you are overly general, the target group will not catch the main message of the campaign, will not benefit anything from content and at the end the effectiveness of the campaign will be low. Be specific and clear!

Evaluation

You can't evaluate a **communication campaign** without first defining what success looks like.

Evaluation is the process of measuring a communication campaign's effectiveness in achieving its goals. It helps assess whether the campaign reached the right audience, delivered the intended message, and influenced behaviors or perceptions. When planning a communication or marketing campaign, setting clear, measurable, and realistic goals is essential. These metrics allow you to determine whether the campaign succeeded or fell short—and why.

In a communication and marketing campaign, you define the campaign goal, plan communication channels, and establish audience engagement indicators. During the evaluation phase, you can compare the planned and actual results to assess the **campaign's effectiveness**. When evaluating a campaign, use not only quantitative indicators but also qualitative ones, which are equally important. Gather feedback from your audience to understand their experience. If you distribute materials, ask whether they found them useful, relevant, and problem-solving. This would help assess if the content met their needs if the style was appropriate, and whether the information was clear and easy to understand.

But evaluation isn't just about looking back; it's about learning, improving, and maximizing impact. By analyzing results and identifying areas for growth, you can refine strategies and create even more effective campaigns in the future. Marketing evaluation criteria can vary depending on the specific goals and objectives of a marketing campaign or strategy. However, businesses often consider some essential and commonly used criteria when evaluating their

marketing efforts' success. Here are some critical evaluation criteria:

Define Clear Objectives

Clearly outline your campaign goals. Are you aiming to increase OSS awareness, drive website/social media traffic, or boost OSS clients?

Key Performance Indicators (KPIs)

Define measurable KPIs that align with your objectives. Examples include:

- Website/traffic
- New OSS clients
- Social media engagement
- OSS brand mentions in media
- Other...

Website Traffic and Engagement

Analyze website visits, page views, and user engagement. Increased traffic and engagement often indicate effective online marketing.

Social Media Metrics

Track metrics such as followers, likes, shares, and comments on social media platforms. Growing social media metrics can signify increased OSS brand engagement.

Customer Satisfaction and Feedback

Collect customer feedback through surveys, reviews, and direct interactions. Positive feedback and high satisfaction scores reflect effective marketing and OSS client service.



Sustainability and Long-Term Impact

Long-term contracts or agreements. Evaluate whether the campaign contributes to sustainable growth and long-term partnerships with OSS clients.

Customer Education

Knowledge gained by clients about the OSS services.

Determine how well the campaign informs customers about the benefits and services offered by the OSS.

Timeline Analysis

Evaluate the performance of your campaign over time. Identify peaks and lows to understand when your efforts were most effective.

Ad Content Performance

Assess the performance of different ad creatives and messages. Identify which ones resonate most with your audience.

Post-Campaign Analysis

Conduct a thorough post-campaign analysis to document what worked well and areas for improvement in future campaigns.

General Advice Materials

The RenoWave project team knows it is not easy to convince others of the need to renovate a building. Sometimes, even calling the first house or board meeting is challenging. A community leader is vital in persuading residents or board members to take the first steps to renovate the multi-apartment building. There is a considerable

need for effective communication, arguments, and a well-formulated case – that could be your own house or an existing neighbor’s house that has recently been renovated! This material contains 8 themes with arguments that could help you to persuade others about the necessity of the building renovation.

Download material: www.interreg-baltic.eu/project/RenoWave



RenoWave General Advice Material for Active Community Leaders

This general advice material is designed to help active community leaders better communicate the need of renovating multi-apartment building.

If you are:

- an active tenant or owner of apartment in the multi - apartment building;
- the most active member of the multi-apartment building board;
- or building manager of the multi-apartment building.

And you:

- care about the technical condition of the multi-apartment building;
- want to reduce the energy consumption and lower costs;
- want to improve indoor climate;
- are interested to increase value of real estate;
- want to convince other residents of the multi-apartment house or board members about the need to renovate the building.

This material is for you!

RenoWave project team knows that it is not an easy task to convince others of the need to renovate a building. Sometimes even calling the first house or board meeting is challenging. A community leader plays an important role in persuading residents or board members to take the first steps to renovation process of the multi-apartment building. There is a huge need for an effective communication, arguments, and a well-formulated case – that could be your own house or an existing neighbour’s house that has recently been renovated! This material contains 8 themes with arguments that could help to persuade others about the necessity of building renovation.

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Annex 1: Communication and Marketing Strategy Template

1. The goal of the campaign

What is the main goal of your communication strategy (i.e. what action do you want your target audience to take? What problem will be solved with the help of the communication campaign?)? To be effective, goals must be specific, and targeted and results should be measurable.

2. Communication messages

The key message should be clear and respond to the audience's problems.

3. Description of the activities

Please describe your marketing and communication activities what are you planning to communicate with your target audience? For example – training program, describe the topic, why it is important, who will be lecturers, how many training events will be held, how frequently, and where (in one place, or in different?).

Activity 1

Activity 2

Activity 3



4. Target audience

a) What is the main target group for your communication campaign? Please mark the appropriate target audience from the proposed list below.

- Multi-apartment building homeowners
 - Low-income families
 - Families with children
 - Seniors
 - Young people
 - Empty nesters
 - Other _____
- House management companies
- The boards of homeowners' association
- Experts/companies
- Regional & local authorities
- Other _____

a) Please describe the target group of your communication campaign. Include information about what are their needs/problems, why did you choose to target them, the type of building and ownership of the target audience, are they decision makers if talking about building renovation? What their communication preferences are?

5. Communication campaign duration

Please indicate a time frame for the communication campaign (the start and end dates).

6. Responsible person

Please indicate who is responsible person of the communication campaign implementation, and the position in the organization.



7. Communication tools and indicators

Please list what kind of communication tools you plan to use. What goals do you plan to reach, and which indicators describe the goal? Please fill in the table below following the example provided.

Activity	Goal of activity	Target group	Communication channels	Duration of the activity	Indicators
Flyer			Regional dissemination events Facebook Face to face meetings Etc. Homeowners' WhatsApp chat	November 2024 – January 2025	Number of distributed booklets, feedback from readers Reactions in social media – likes, shares, comments Meeting attendants, feedback
OSS official Facebook page		HOMABS House management companies Experts Regional and local authorities	Facebook official page	Start April 2024 - ...	Number of followers Post engagement Number of OSS client calls and visits

8. Communication timeline

Please describe the time frame of each activity in detail. It helps to follow how accurate the strategy is being implemented.

		2025											
		February	March	April	May	June	July	August	September	October	November	December	
No	Activity												
1													
1.1		X	X	X									
1.2			X	X	X	X							
2													
2.1				X	X								
2.2					X	X	X	X					
3													



Annex 2: Evaluation Strategy Template

Evaluating a communication strategy involves several steps and criteria to determine its effectiveness, alignment with the goal, and highlighting the space for improvement. Here are the key questions to evaluate the implementation of the communication strategy.

1. Did you reach the main goal of the communication strategy?

Please evaluate on a scale from 0% - 100% (based on your estimation). Please describe any deviations that occurred and the reasons behind, what obstacles occurred.

2. Did you reach the target audience?

Assess whether the messaging was tailored to different audience segments. Did the strategy cover all essential communication channels to reach the target demographic?

3. Which communication tools (email, social media, press releases, direct communication) worked best to address the target audience?

4. Quantitative evaluation

Did you reach the indicators (numbers) of each activity? If not, why, for example, select the wrong communication tools for the target audience? What can be improved in communication strategy?

Activity	Planned indicators	Reached indicators	Notes

5. Qualitative evaluation

Please ask your target audience for the feedback of your material, training etc. You can include such questions like:

- Was the training/material useful?
- Did it cover expectations and needs?
- Was the content clear and understandable?
- Was something missing?
- Comments and suggestions (what to improve?)



Please write a short summary of your target audience's feedback

6. Lessons learned

Summary of the communication campaign's successes and failures.



One-Stop-Shop extended model to increase the multi-apartment building stock renovation in the Baltic Sea Region



Project «One-Stop-Shop extended model to increase the multi-apartment building stock renovation in the BSR» (RenoWave) is implemented with the support from the EU funding Programme Interreg Baltic Sea Region 2021 -2027. The project develops One-Stop-Shop extended model specifically designed for the multi-apartment buildings in Baltic Sea Region countries. Partner countries - Sweden, Finland, Poland, Germany, Lithuania, Latvia and Estonia.

For more information: www.interreg-baltic.eu/project/RenoWave