



nZEB training in the Southern EU countries Maintaining building traditions

SouthZEB
WP7 – Deliverable 7.2
Communication Plan

November 2014



Co-funded by the Intelligent Energy Europe
Programme of the European Union

Client report number
WP7-Deliverable 7.2

Prepared by

Name EUROTRAINING

Position WP7 – D7.2 Leader

Signature

Approved on behalf of SouthZEB

Name

Position

Date

Signature

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EXECUTIVE SUMMARY

The objective of this document is to outline the mechanisms that will allow SouthZEB Project to gain audience awareness regarding its activities and goals. Within this strategy plan, the purpose of the dissemination for this project is explained in detail, whilst looking at target groups and the types of ways awareness can be raised. The aim is to ensure that SouthZEB reaches the desired stakeholders and endures beyond the life of the project.

SouthZEB's communication plan is structured around three types of targeted audience (vertical dimension) and a wide geographical outreach (horizontal dimension). It follows a multichannel dissemination approach with five main dissemination activity instruments: 1) Logo and graphical identity, 2) Website and dissemination portfolio, 3) Scientific publications, 4) Reaching the industry through International exhibitions and conferences and 5) Enhancing the European impact through liaising with other nZEB projects and the use of IEE dissemination tools. The dissemination activities will run throughout project implementation.

The present document is an output of WP7, Task 3 (D7.2).

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1. INTRODUCTION

This document aims in enhancing the impact of the SouthZEB project through targeted and effective communication and dissemination activities. It is intended to assist SouthZEB partners and WP leaders to generate an effective flow of information and publicity about the objectives and results of the project at local, national and transnational levels. Dissemination is an important component of Intelligent Energy Europe (IEE) projects since it considers spreading best practices and maximising the uptake of good ideas across Europe.

The SouthZEB project aims to contribute towards the application and successful implementation of the goals of the Energy Performance of Buildings Directive (EPBD, 2010/31/EU) and of the Renewable Energy Directive (RED, 2009/28/EC) in the South European Union (EU) countries. Both Directives set conditions for moving towards Nearly Zero-Energy Buildings (nZEB) by 2020. This introductory chapter provides an overview of the main elements of the SouthZEB communication strategy.

2. OBJECTIVES

The main objectives of the SouthZEB communication strategy are to:

- inform the general public and interested parties about the project aims, activities and outputs;
- effectively target end users, the industry and decision makers, raising their awareness about nZEB benefits;
- promote the use of the project results for research, policy-making and practical applications;
- attract trainers and trainees to enroll in SouthZEB trainings;
- foster co-operation with other on-going or planned nZEB projects and/or initiatives.

In order to achieve these objectives SouthZEB partners will undertake the following activities:

- Development of the SouthZEB website;
- Creation and dissemination of a SouthZEB portfolio;
- Creation of lists for e-mail notifications and newsletters for national use;
- Participation in International Conferences and Exhibitions;
- Publication of Scientific articles;
- Liaison with other European projects on nZEBs;
- Make the best use of IEE Dissemination tools.

During all Communication activities, the following horizontal principles will be taken under consideration:

- Defining key messages. Messages to be transmitted should be clearly defined to avoid presenting inconsistent facts, figures, emphases and viewpoints. In addition, all messages should have a practical side, highlighting the benefits the SouthZEB achievements bring to its audiences;
- Targeting the audience at all levels: the diversity of the southZEB Consortium partners is an important asset, enabling to reach through targeted actions a wide spectrum of beneficiaries at local, national and transnational levels;
- Tailoring information to the intended outlets: different target groups require different forms and channels of communication;
- Maximizing the exposure of messages;
- Tapping useful Commission and other external resources.

Table 1 presents the main dissemination targets and metrics:

Table 1: Main SouthZEB dissemination targets and metrics

Metric	Target
Number of views of website	5000
Portal subscribers	3500
Published articles in related technical papers and magazines	3
Number of building associations to whom the project leaflet will be distributed	300
Presentations in conferences	4
Participations in exhibitions	2
Newsletters distributed	4
Participants (professionals) in the workshops	1500
Number of trainers that will view the results , by following the workshops	150
Number of views of web-based presentation	2000
Number of technicians directly informed	1000

Dissemination activities will run throughout the project lifespan, from M3 to M30. A concise table of the specific activities and instruments that are/will be undertaken by each partner in order to target distinctive groups is presented in Annex I.

3. DEFINING THE TARGET AUDIENCE

The main challenge for the SouthZEB Communication Strategy is to clearly and effectively transmit the project's main outcomes to a wide audience made up of diverse target groups. This chapter identifies the SouthZEB target groups and describes how they will be reached and involved during the project lifetime and beyond at local, regional, national and European levels. In order to maximize the dissemination impact, target groups are linked to specific project outcomes.

3.1. Main outcomes of the SouthZEB project

The main outcomes of the project which the consortium would like to see transferred, and then, used by others, are the following:

- Training methodology;
- Training material to be used in the classroom;
- E-learning environment;
- Train the trainer workshops;
- Pilot Training seminars.

In addition to these tangible products, the SouthZEB will achieve:

- Increased knowledge and experience of the individuals taking part in the project, end users, decision makers and interested parties;
- Cases of good practice, in connection with the situations encountered: the problems faced and the solutions found.

3.2. Target groups

The target groups that will be approached in the context of the dissemination process are the following:

End users:

- Engineers and architects;
- Building Professionals;
- Property owners;
- Developer companies;
- Vocational training providers;
- Certification bodies.

Decision makers:

- Ministries of Energy;
- National Energy Agencies;
- Technical Advisory Committees;
- Local/regional bodies for energy policies, renewable, planning and training;
- Municipality employees;
- National and local banks.

Supporters or interested parties:

- Energy organizations;
- Universities (academic staff);
- Non-Governmental organizations;

- The press and media;
- Professional associations and networks;
- The public at large.

3.3. Linking Target Groups to Specific Outcomes

Table 2 provides an illustration of the relationship between the SouthZEB main outcomes and the groups that will be targeted.

Table 2: Linking target groups to specific outcomes

	Training methodology	Training material	E-learning environment	Train the trainer workshops	Pilot Training seminars	Increased knowledge & experience	Cases of good practice
End users:	✓	✓	✓	✓	✓	✓	✓
Decision makers:						✓	✓
Supporters or interested parties:	✓	✓	✓		✓	✓	✓

3.4. Geographical dissemination

There are several levels at which nZeB policies can be developed. For current purposes the highest possible level is the European level. In the Energy 2020 policy statement it is argued that the EU is the level at which energy policy should be developed because of the impact that countries can have on each other and the need for efficient and secure development. National energy policies should then adopt and inherit guidelines from the EU level.

With a view to achieving the 20% renewable energy target in the EU by 2020, the Renewable Energy Directive establishes legally binding individual targets for the share of renewable energy in final energy consumption for each Member State. For example, Italy is supposed to reach a 17% renewable energy share, UK 15% and Austria 30%. To achieve these objectives, each country and, in some cases, regions are implementing a number of actions focused on the promotion and wide adoption of energy production from renewable energy sources.

SouthZEB objectives are in line with these policy developments. SouthZEB aims at the dissemination of the project outcomes at local, regional, national and European levels. The 'geographical scope' of the dissemination activities will cover all partner countries: Greece, Portugal, Italy, Cyprus, Austria and the UK. Also, active European projects on nZEBs will be recorded and liaison initiatives will be undertaken in order to achieve a higher EU impact.

4. DISSEMINATION CHANNELS

SouthZEB Communication Strategy will follow a multichannel approach. This section presents these channels and links them to the target groups identified earlier in this document.

4.1. Logo & Graphical Identity

SouthZEB partners have agreed to create a corporate identity that will facilitate the achievement of a good public perception. Its composition of visual elements should represent the project and consortium in a positive way. For use in presentations and text documents, the graphical identity includes an effective logo (Figure 1), fonts, colours and templates, in order for it to be memorable.



Figure 1: SouthZEB logo

The consistency of the graphical identity is essential, since its good use will help to communicate and disseminate the project effectively. In addition, a template is created for text documents and presentations, downloadable for all members of the project. The use of the template is expected to provide a united impression of the project, and to create a visual language that will, at first glance, indicate the information concerning the SouthZEB project.

4.2. Website and dissemination portfolio

This first dissemination channel focuses on the Web appearance of the project and on the creation of promotion material such as brochures, flyers and posters.

The project website (domain name: <http://www.southzeb.eu/>) was set up since the beginning of the project. It is available in the five languages of the SouthZEB partners (English, Greek, Portuguese, German, Italian) and will be maintained for at least two years after the end of the project, in accordance with the IEE requirements described in section 1 of this document. The functional design of the website includes the following:

- ✓ Static elements
 - Navigation bars;
 - Fixed pages: about SouthZEB, Goals, Target Audience, Experts Advisory Board, National Support Groups, Partners, Training, e-Learning Platform (link to the SouthZEB e-learning platform).
- ✓ Dynamic elements:
 - How to apply;
 - Downloads;
 - Good Practices;
 - Links;
 - News.

All public results of the project will be published at the website. The creation and maintenance of links to and from other related websites will also help in spreading knowledge about the project and its outcomes. The

website is also the first step towards the SouthZEB portal, to which there is a direct link. It will be a modern and user-friendly web-page that respects the graphical identity of the project described above. All partners send their publishable results to IST-ID, which has the task of updating the website content on a regular basis.

As a complement to the public website, a series of brochures, flyers and posters is planned that will cover conventional paper publication channels of dissemination. Two types of flyers will be created: the first flyer will provide overall introduction into the project, its goals and expected results. The second flyer will summarize the project achievements and present the final results. The brochures, flyers and posters will follow the general visual identity rules and will be available in all the languages of the SouthZEB partners (English, Greek, Portuguese, German, Italian).

Finally, SouthZEB partners will contribute to the creation of a list of stakeholders who -having given their permission- will be receiving e-mails and notifications about the project's progress. Newsletters will be adapted to national specificities and will be designed for reaching target groups at national, regional and local levels.

4.3. National Support Groups

National Support Groups that were established for the SouthZEB national design meetings constitute a highly important dissemination network. The meetings informed key national stakeholders on the SouthZEB project objectives and activities and created channels of communication and sharing of information that are expected to multiply as the project evolves.

4.4. Scientific publications

The publications in scientific journals represent a prestigious and important instrument of presenting project results. UPATRAS, UMINHO and CUT will produce at least three scientific publications based on the project outcomes that will appear in influential journals, such as the ones listed in Table 3 and Table 4:

Table 3: List of scientific journals

Scientific Journals	Website
Journal of Vocational Education & Training	www.tandfonline.com/toc/rjve20/current
Energy and Buildings	www.journals.elsevier.com/energy-and-buildings/
Building and Environment	www.journals.elsevier.com/building-and-environment/
Journal of Housing and the Built Environment	www.springer.com/social+sciences/population+studies/journal/10901
International Journal of Training Research	itr.e-contentmanagement.com/
Cities and the Environment	digitalcommons.lmu.edu/cate/
Energy Conversion and Management	http://www.journals.elsevier.com/energy-conversion-and-management/
Sustainable Cities and Society	http://www.journals.elsevier.com/sustainable-cities-and-society/
Journal of Building Engineering	http://www.journals.elsevier.com/journal-of-building-engineering/
International Journal of Sustainable Built Environment	http://www.journals.elsevier.com/international-journal-of-sustainable-built-environment/
Energy	http://www.journals.elsevier.com/energy/
Energy Procedia	http://www.journals.elsevier.com/energy-procedia/

Applied Energy	http://www.journals.elsevier.com/applied-energy/
Energy Policy	http://www.journals.elsevier.com/energy-policy/
Renewable and Sustainable Energy Reviews	http://www.journals.elsevier.com/renewable-and-sustainable-energy-reviews/
Renewable Energy	http://www.journals.elsevier.com/renewable-energy/
Solar Energy	http://www.journals.elsevier.com/solar-energy/

Table 4: List of technical journals

Technical Journals	Website	Partner
Techniki Epithewrisi" (Τεχνική Επιθεώρηση)	http://www.jobfairathens.gr/sponsors/36	UPATRAS
TEE	http://web.tee.gr/	UPATRAS
ECON3	http://www.econ3.gr/	UPATRAS
Energyworld	http://www.energyworldcorp.com/	UPATRAS
Econews	http://www.econews.gr/	UPATRAS
Energypress	http://www.energypress.gr/	UPATRAS
Sell&Build	http://www.sellandbuild.com/	UPATRAS

4.5. Reaching the industry

It is important that the SouthZEB project and its outcomes are presented to professionals and that industry is aware of the project and its achievements. The final aim of these activities is to adopt the outcomes and to turn them into products and services. UPATRAS, UMINHO, CUT, IST-ID will participate in one international conference each, that will be specified by them. In addition, BRE and KEK will participate in one international exhibition each. The participation of SouthZEB partners in International Conferences and Exhibitions will contribute to awareness raising and networking. This information is given in Table 5.

Table 5: Indicative list of events

Exhibitions-Trade fairs	Website	Place	Interval	No. Visitors	Countries
e-Learning Expo	http://www.elearningexpo.gr/index.php/el/	Greece	Yearly	5.000	World
LEARNTEC	www.learntec.de/en/	Germany	Yearly	6.000	World
Energiesparmesse	www.wsed.at/en/programme/trade-show/	Austria	Yearly	100.000	World
KLIMAHOUSE	www.fierabolzano.it/klimahouse/	Italy	Yearly	40.000	Europe, mainly Italy
DOMICATEC	www.domicatec.gr/	Greece	Yearly	6.000	Europe, mainly Balkans
Knowledge, Profession, Career	knowledge46_professi.sibexpo.ru/eng	Russia	Yearly	3.000	Europe

Conferences	Website
European Nearly Zero Energy Buildings Conference	www.wsed.at/en/programme/nearly-zero-energy-buildings/
SB – Sustainable building	www.sb13.org/index.php/en/
ICEST	www.icest.org/
Innovative City Convention	www.innovative-city.com
EFVET	www.efvet.org/
EfS Conference	http://efs2015.uc.pt/index.php?module=sec&id=283&f=1
EURO-ELECS	http://civil.uminho.pt/Euro-ELECS-2015/en/
Authorities, Environmental Institutions and Organisations	
Association of Portuguese Municipalities	
Association of Italian Municipalities	
Association of Cypriot Municipalities	
Association of Greek Municipalities	
Ministries and National Institutes of Environment	
Confederation of European Environmental Engineering Societies, CEEES	

These lists are indicative and will be updated by the partners involved.

4.6. Enhancing the European impact

SouthZEB consortium consists of partners from six different EU countries: Greece, UK, Portugal, Italy, Austria and Cyprus. In order to enhance the European impact of the project dissemination activities will include:

- Liaison with other European projects on nZEBs and
- IEE dissemination activities that will be implemented upon request by the EASME.

4.7. Linking dissemination channels to specific outcomes

Table 6 provides an illustration of the relationship between the SouthZEB dissemination activities and the groups that will be targeted.

Table 6: Linking dissemination channels to specific outcomes

Activity	Target group
Development of SouthZEB website	End users, Decision makers, Supporters or interested parties General Public

Dissemination portfolio	End users, Decision makers, Supporters or interested parties
Creation of lists for e-mail notifications and newsletters for national use (at least 4 project newsletters)	End users All stakeholders involved
International Conferences (4 conferences presentations)	End users, Decision makers, Supporters or interested parties
International exhibitions (2 participations in exhibitions)	End users, Decision makers, Supporters or interested parties
At least three (3) Scientific publications	End users, Decision makers, Supporters or interested parties
Liaison with European projects on nZEBs	End users, Decision makers, Supporters or interested parties
IEE Dissemination Activities	End users, Decision makers, Supporters or interested parties

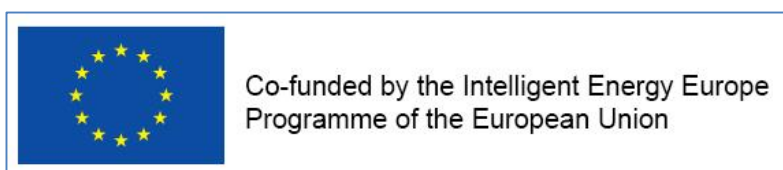
5. IEE DISSEMINATION REQUIREMENTS

This section presents the European Commission requirements as described on the Intelligent Energy Europe website¹. SouthZEB Partners should ensure that these are respected in all dissemination activities.

5.1. Visual Identity and the EU emblem

Intelligent Energy Europe (IEE) is a verbal brand, therefore it can be cited without a regulated mark or logo. Nevertheless, the use of the EU emblem together with the wording “Co-funded by the Intelligent Energy Europe Programme of the European Union” is mandatory as it acknowledges the support received by the programme. The EU emblem for Intelligent Energy Europe (IEE) can have two forms²:

Option 1



Option 2



Figure 2: The two options for the IEE EU emblem

In either case the minimum height for the EU emblem shall be 1 cm.

5.2. Disclaimer

In addition to the IEE programme banner all partners shall display the following legal disclaimer on any written information produced for the SouthZEB or event:

“The sole responsibility for the content of this [webpage, publication etc.] lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained therein”

¹ The Intelligent Energy Europe ‘Communicating your results’ internet page can be found at: http://ec.europa.eu/energy/intelligent/managing-projects/day-to-day-management/communicating-your-results/index_en.htm

² Logos can be downloaded at the internet address of IEE above.

This disclaimer can be written in small font size and it can be placed in a less prominent position than those used for the main logo, e.g. at the bottom of websites or in the editorial information of publications. Nevertheless, its use is mandatory.

5.3. Website

The website of the project <http://www.southzeb.eu/> (Annex III) is considered a key mechanism to inform the project's audience of the work performed and its results. It is available in all partner languages English, Deutsch, Italian, Portuguese and Greek and will be accessible until at least two years after the end date of the project. The webpage is reasonably sized in order to be well-maintained and attractive. SouthZEB partners have agreed that the website will have its own domain name and individual design. It will display the EU emblem and the wording on EU co-funding, in accordance to IEE requirements (see above). All the electronic deliverables, reports, publications etc. will be uploaded at the project portal and will be easy to find and download. Also, the website of the project will provide updates on key findings and will give the contact details of each project partner. All partners will provide input for the continuous update of the website and will present the website in their homepages. Moreover, web-statistics will be collected in order to assess the marketing of the page and take relative action.

6. MONITORING COMMUNICATION ACTIVITIES

The partner responsible for the Dissemination actions, (DTTN) will regularly monitor dissemination activities in order to ensure that Communication is effective. To this purpose a combination of criteria and feedback mechanisms will be used. After M18, when the first project results will be available, all partners will be asked to provide information on the following aspects:

Events:

Type of activity	Conference, workshop, publication, presentation, social media, Youtube video, etc.
Event	Name of the event, publication, presentation etc.
Place	Place of the dissemination activity
Date	Date of the dissemination activity
Participants	Audience type and number
Organizer	SouthZEB Partner or other organizer
Topics	Short description of the presented topics
Resources	Links to presentations or other related material (ppt, agenda, fact sheets, videos, etc.)

Publications:

Title of article	Title of article, press release
Name of publication/website	Newspaper, Journal title, website, conference proceedings, etc.
Type of publication	Journal, website, conference proceedings, etc.
Link (if online)	Provide the link to the dissemination material
Date of publication	Date of the dissemination activity
Target audience	Audience type and number

Based on these criteria a Dissemination Reporting Template is developed (see Annex II) that partners will use when reporting on their dissemination activities. The template is expected to facilitate regular monitoring by DTTN and allow for corrective actions, if necessary. It will also provide the information required for the preparation of D7.3: Collection of all project publications. Reporting will take place twice a year. In addition, every time a partner has the chance to participate in a dissemination activity (conference, presentation etc.) DTTN will be informed, so as to be constantly updated. DTTN is responsible for monitoring the feedback and, if necessary, reminding the partners to report back.

7. CONCLUSION AND NEXT STEPS

This document provides a comprehensive Communication plan for the optimal dissemination of the SouthZEB project outcomes. It is a deliverable of SouthZEB project's WP7 and its contents are based on WP7 provisions, according to which,

"The dissemination of the project results includes written and electronic publications, presentation of the project results in symposiums, meetings, congresses; technical magazines and transactions; R&D Web Pages and EU dissemination channels. Dissemination will also be carried out through the presentation of SouthZEB at key sector technology related events addressed to the potential target organisations. Liaison with other relevant actions and building associations will be pursued within this WP. Additionally, monitoring of relevant standards and possible engagement with standardization bodies and fora will be undertaken in this WP."

The plan identifies three types of target audiences for the SouthZEB activities and outcomes: end-users, decision-makers and supporters or interested parties. In order to be effectively reached a multichannel approach will be followed including: 1) logo and graphical identity, 2) website and dissemination portfolio, 3) scientific publications, 4) reaching the industry and 5) liaising with other European projects on nZEBs and using IEE dissemination tools.

Dissemination activities will be undertaken throughout the project duration (from M3 to M30) and will span geographically from the local to the regional, national and European levels.

Project partners will actively support the SouthZEB dissemination efforts coordinated by Dissemination activities' leader DTTN. They will commit to undertake specific dissemination activities and they will report on their progress every six months. DTTN will monitor and evaluate the overall impact of the dissemination efforts.

ANNEX I

The matrix below provides an overview of the dissemination activities of the SouthZEB project about the **WHAT, WHO, HOW and WHEN** of the wider use of the outcomes of the project.

Activity	Responsible	How	When	Target group
Development of SouthZEB website	IST-ID (all partners will provide input for the update of the website)	Website description All partners to present the project in their homepages	M3	End users, Decision makers, Supporters or interested parties General public
Dissemination portfolio	All partners (EUROTRAINING will design and all partners will translate)	Brochures, flyers, posters, in partner's language	M3-M30	End users, Decision makers, Supporters or interested parties
Creation of lists for e-mail notifications and newsletters (at least 4 project newsletters)	All partners	End users lists (engineers, architects, building professionals), Expert lists and stakeholders identification	M3-M30	End users All stakeholders involved
International Conferences (4 conferences presentations)	UPATRAS, UMINHO, CUT, IST-ID	Agree on date, topic, agenda, participants and venue conference presentations, registration lists, and agendas <u>(Table 5)</u>	M3-M30	End users, Decision makers, Supporters or interested parties
International exhibitions (2 exhibitions participations)	BRE, KEK	Agree on date, topic, agenda, participants and venue	M3-M30	End users, Decision makers,

		<u>(Table 5)</u>		Supporters or interested parties
At least three (3) Scientific publications	UPATRAS, UMINHO, CUT	Scientific publications at selected journals <u>(Table 3 and Table 4)</u>	M3-M30	End users, Decision makers, Supporters or interested parties
Liaison with European projects on nZEBs	All partners	Participate in dissemination events of other project on nZEB, inputs to websites of other nZEB projects etc	M3-M30	End users, Decision makers, Supporters or interested parties
IEE Dissemination Activities , upon request by the EASME	UPATRAS	Intelligent Energy Europe Magazine, videos, images etc.), as well as inputs to European portals and databases, Participation in workshops, conferences, briefing days, exhibitions, etc) related to IEE or other relevant EU programmes	M3-M30	End users, Decision makers, Supporters or interested parties

ANNEX II

Below are the SouthZEB Dissemination reporting templates to be filled-in by all partners every six months and then returned to the partner responsible for dissemination activities (DTTN).

Please fill in if the dissemination activity involves an event:

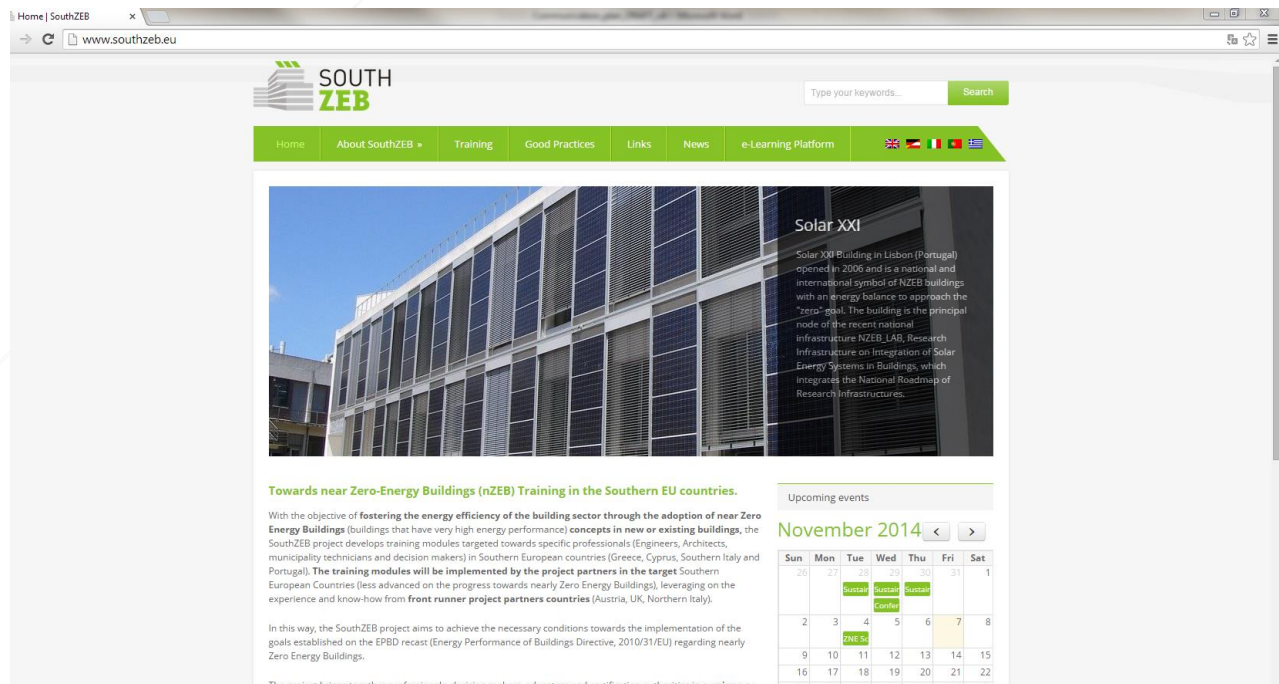
Reporting date:	
Reporting partner:	
(Co)-Organizers:	
Type of activity:	
Date of activity:	
Place of activity:	
Summary of the activity:	
Type of audience:	
Size of audience:	
Countries addressed:	
Additional resources:	
Comments:	

Please fill in if the dissemination activity involves a publication:

Reporting date:	
Reporting partner:	
Author(s):	
Title of Publication:	
Name of Publication:	
Type of Publication:	
Publisher/Country:	
Language of Publication:	
Target audience:	
URL of publication	
Comments:	

ANNEX III

The SouthZEB homepage



The screenshot shows the SouthZEB homepage with the following elements:

- Header:** SouthZEB logo, a search bar with the text "Type your keywords...", and a navigation menu with links: Home, About SouthZEB, Training, Good Practices, Links, News, e-Learning Platform, and flags for UK, Greece, Cyprus, and Portugal.
- Main Content Area:**
 - Solar XXI:** A large image of the Solar XXI building in Lisbon, Portugal, with a text overlay describing it as a national and international symbol of NZEB buildings.
 - Towards near Zero-Energy Buildings (nZEB) Training in the Southern EU countries:** A section with text explaining the project's objective to foster energy efficiency through training modules for professionals in Southern European countries.
 - Upcoming events:** A calendar for November 2014 showing events on the 3rd, 4th, and 5th.