my building is green
A LIFE PROJECT

LIFE my building is green

LIFE17 CCA/EN/000088

Application of Nature-Based Solutions for local adaptation of educational and social buildings to Climate Change

Action: E1
Deliverable: Communication Plan or Strategy
Deliverable: Communication Plan or Strategy
Date: 12/31/2018

LIFE my building is green - LIFE17 CCA/ES/000088

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1. INTRODUCTION

In order to publicize the start-up, development and final results of the project "**Application of Nature-Based Solutions for local adaptation of educational and social buildings to Climate Change**", from now on and from now on **LIFE-myBUILDINGisGREEN** project, as acronym of the project, a Communication Strategy or Plan is developed with the sole objective of disseminating and/or publicizing the actions of the project so that, with an important social impact, it helps to achieve the goals set by the project.

The project has a wide variety of target audiences, some very close, others more distant, but all must be considered and analyzed in the communication strategy and work plan. The approach to each one will be vital for the success of the project's communication.

The media, both national, regional, local and specialized, are key as a bridge to public opinion. They represent the ideal vehicle for communicating the results of the project to society, both in global aspects of the project and in concrete or specific matters of a public and/or territory. In general, the media already have an assimilated awareness of the importance of LIFE projects, hence, in one way or another, with greater or lesser involvement, they can all be counted on for information and depending on the action to be communicated. No media should be underestimated, despised or excluded from the Communication Plan. In this line, it is also important to take into account the support that the delegations of the Spanish National Research Council (CSIC) can give to the project for specific issues.

The media are the last audience in the link when you want information to be in the public domain. Because of this, it is not only important to approach them when

This is the intention, but also when this information is sufficiently relevant or has a news angle that may be of interest to this audience as well as concrete results or data to offer. Otherwise, they will not disseminate our information. Some differences between national and local media are that certain communications that would not be of interest to the former, would be published by the latter due to their proximity (geographical scope) or local interest.

Likewise, a distinction must be made between those topics that may be of interest to the specialized media due to their proximity. What is clear is that we should not send out a mass mailing of information or design a project action without first analyzing the audience we are going to target and the media we can count on.

Finally, we should not underestimate the fact that for certain actions of the project we can count on external agents that can help us to disseminate, directly or indirectly, the project. For example, we can count on social and environmental organizations, educators, AMPAS, building sector, appraisers, architects..., for a program or a specific action because most of these groups also have important dissemination/communication channels. The same applies to administrative entities, central government, autonomous communities or municipalities. And finally, there is the possibility of supporting an action in individuals with a certain 'pull' or media 'hook'.

2. GENERAL CONSIDERATIONS FOR MESSAGE DEVELOPMENT

There are several key messages that must be taken into account in any LIFE project communication action. One of the main ones is that the project should not be viewed as a

CSIC initiative alone, but the participation of multiple actors should be emphasized as an integrated effort. CSIC is only the link between these different actors or the first link in the chain.

Another important aspect that LIFE-myBUILDINGisGREEN has to define is its very name. Administratively, the project is called "**Application of Nature-Based Solutions for local adaptation of educational and social buildings to Climate Change**", but, without any doubt, this name is not attractive in the media and is totally inoperative to use in a press headline. Therefore, it is more effective to use the acronym to refer to the project, **LIFE-myBUILDINGisGREEN**, and it would not be bad to design a slogan or a more striking name for its better 'public sale', for example: "*Climate resilience of schools and social centers through the implementation of NBS*" or "*Climate adaptation of schools and social buildings through Nature Based Solutions*" or "*NBS as tools for climate adaptation of schools and social centers*". Only for more formal communications and larger spaces we will use the full name and acronym.

All messages disseminated must also be constructive, which is what the project seeks to achieve. Any controversial fact should not be considered for disclosure purposes and if any media or public demands information on any fact of this nature, the project should approach the joint response in a constructive manner, offering solutions and making clear its position in this regard.

3. COMMUNICATION STRATEGY

The General Communication Strategy of the project "**Application of Nature-Based Solutions for local adaptation of educational and social buildings to Climate Change**" defines the mission and vision of the communication actions to be developed, as well as the objectives, objectives and objectives of the project.

strategic recommendations for the relationship with target audiences, stakeholders and the development of activities.

3.1. Organization of the communication area.

The General Communication Strategy contemplates the existence of a person in charge of the Communication Area specifically for the project, with training and experience in the field, who in this case coincides with the person in charge of Communication at the Royal Botanical Garden, in order to coordinate all actions.

Other actions of the Communication Coordinator will be:

- Control of the design and content of communication tools to send specific information to different audiences.
- Decision making about what information is sent (how, when, what, where).

In addition to the Communication Manager, a working team will be created with the participation of one person for each partner beneficiary of the project. In the end, the communication team will be represented by 5 people. The work team must be in direct contact with the Communication Coordinator of the project.

3.2. Establishment of databases.

Databases are important to have control over the target audiences and the messages to be transmitted and to facilitate contact with them and the sending of information of interest to each group and with the appropriate language and tone.

3.3. Positioning of the project through the project image and information materials

Any type of information material produced by the project must respond to precise objectives and be focused on the target audience(s). Based on the target audience, the language to be used will be defined, whether it is more technical or general.

We have established that the project logo is the following image:

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3.4. Project target groups

In order to carry out this project and ensure its sustainability once it is completed, **direct communication with 5 target groups** is necessary,

3.4.1. Administrations Responsible for the Centers

In Spain, there are a total of 27,790 schools, of which 18,855 are public. public (https://www.mecd.gob.es/prensa-mecd/actualidad/2013/09/20130916-datos-cifras.html). The province of Badajoz, belonging to the Autonomous Community of Extremadura, has 247 primary schools and 81 public secondary schools (https://www.educacion.gob.es/centros/buscar.do).

The Intermunicipal Community of Alentejo (Portugal) has 306 buildings distributed among 139 education centers, 25 youth centers, 121 social centers for the elderly and 21 support centers for the disabled. In the last 20

years, only 30% of these buildings have been subject to energy improvement actions, so there are 210 buildings that are vulnerable and are not adapted to current and future climate change scenarios, causing health and welfare problems to their users.

In the city of Porto, the residential stock in 2011 was around 111,826 accommodations. There are more than 120 public buildings under municipal responsibility and management, serving some 238,000 people. Of these, 49 correspond to public basic education schools and the others refer to administrative, institutional, cultural and sports buildings scattered throughout the city. These buildings house the more than 3,000 employees of the municipality.
To meet the objectives and results of this project, it has been decided to work in 3 pilot buildings, a school in the province of Badajoz (Spain), a school in Alentejo and a social center in Porto (Portugal) that will act as green laboratories where the prototypes based on nature will be developed as climate adaptation solutions in local buildings. Given the public nature of the educational buildings, the property ownership of these buildings is the responsibility of the Municipalities and the management is the responsibility of the Ministry of Education and Employment of the Regional Government of Extremadura in the case of Spain. Likewise, in the case of public service buildings and social centers in Portugal, the Municipality of Porto is in charge of their ownership. It is necessary to work with these administrations since any intervention in the pilot buildings of the
The project requires the corresponding administrative authorization.

We will work to motivate and communicate the actions and results of the project to these responsible administrations so that they consider the adaptation of these buildings to climate change as a priority issue. In this sense, it is worth mentioning that

a consortium has been built with different public partners from different areas of application (provincial, county and municipal) with the aim of generating governance tools that allow the creation of synergies and links with different administrations (environment, urban planning, building, climate change) so that the climate adaptation of these buildings can be approached from different points of view.

3.4.2. *Directors and managers of education and public and social services centers.*

The directors and managers of the public centers of education and social services hold the institutional representation in the same and make approaches, aspirations, problems and needs of the educational community and management of public and social services. In addition to directing and coordinating all the activities in the centers, they are responsible for ensuring that the centers have the necessary resources to meet the needs of the community.

minimum conditions of safety and environmental comfort that make it possible to maintain standard conditions of well-being for the users who use them. This target group will provide data on thermal comfort inside buildings over the last 10 years, which will be included in the study that specifies and explains the vulnerability of these buildings to climate change.

We will work on training and communication of resilience, climate adaptation and nature-based solutions with education professionals (teachers and education coordinators) and public and social services (collaborators / technicians of the Municipality), so that they can act as a bridge and finally achieve citizens more sensitive to the climate context These training actions will favor the empowerment and decision making of this target group in the face of current and future climate impacts in buildings.

3.4.3. *Building Users*

the participation of local Parents' Associations (Ampa) and Social Services Associations will replicate the results of the project through their participation and connection with associations from other schools in different geographical areas. To this end, actions will be organized to disseminate and raise awareness of the project. The dissemination actions of the project within these groups, showing its benefits, must be the origin to detect the needs in other centers and buildings and that the users themselves submit requests to the competent administrations urging the implementation of NBS in their centers.

3.4.4. *Building sector*

Professionals in the building sector (e.g. construction and retrofitting companies for education and social services buildings, architects, architectural associations and associations, private energy consulting firms, and quality and performance inspectors) are key in the knowledge transfer and operational development of Nature-Based Solutions in buildings as a climate adaptation alternative. We cannot provide the number of advisors/consultants, companies, so we cannot estimate the baseline of this group.

The Building Sector will be approached directly, as well as through administrations and building organizations. This target group will provide valuable data to assess the constructive state of the pilot buildings in terms of structure, loads, waterproofing and energy efficiency. With the analysis of this data the project will design nature-based prototypes as resilience and climate adaptation actions in these buildings.

For this reason, it is crucial to work on the training, awareness and dissemination of this target group since Nature-Based Solutions will be implemented in buildings and their monitoring and evaluation will provide results that will verify their real application in the rehabilitation and construction of these centers as alternative solutions for climate adaptation.

3.4.5. Training schools

The training schools will raise awareness and convey the importance of Nature-Based Solutions as sustainable climate adaptation actions. In this sense, the project will work with training schools that teach knowledge of landscape, environment, gardening, building and civil engineering, since Nature-Based Solutions have a multidisciplinary character, allowing interaction and the creation of synergies between these schools. In Spain, in addition to the university schools of environmental sciences, biology and civil engineering (more than 70 centers), there are higher level vocational training centers in gardening, building and landscaping (more than 100), distributed throughout the different autonomous communities and playing an important role in local knowledge. In Portugal, the fact that the pilot buildings in Portugal are of direct municipal responsibility, the results can be more easily translated into their own regulations and in the form of tax incentives for NBS-inspired building.

We will contact schools and training centers through the development of a training platform "NBS Building Training" in several languages (Spanish, Portuguese and English). This tool will allow to interact in

directly with this target group and create technical training for future sustainable building implementers.

3.4.6. *Stakeholders or interested parties in the project*

Regional and national authorities from Spain and Portugal will be contacted and invited to expert meetings, demonstration workshops and transnational conferences in the 2 countries.

The European Commission (DG Environment, DG Regio, DG Climate Change), the EU Parliament, the EU Committee of the Regions and the Covenant of Mayors for Climate and Energy will be regularly informed about the results of the project and invited to discuss the central theme of the project.

Spanish Federation of Municipalities and Provinces (FEMP), Spanish Network of Smart Cities (RECI), Spanish Association of Parks and Gardens Companies, Spanish Association of Public Parks and Gardens, European Federation of Green Roof Associations (EFB) and Associação Nacional de Coberturas Verdes (ANCV), will be invited to meetings, conferences, congresses and demonstrative workshops.

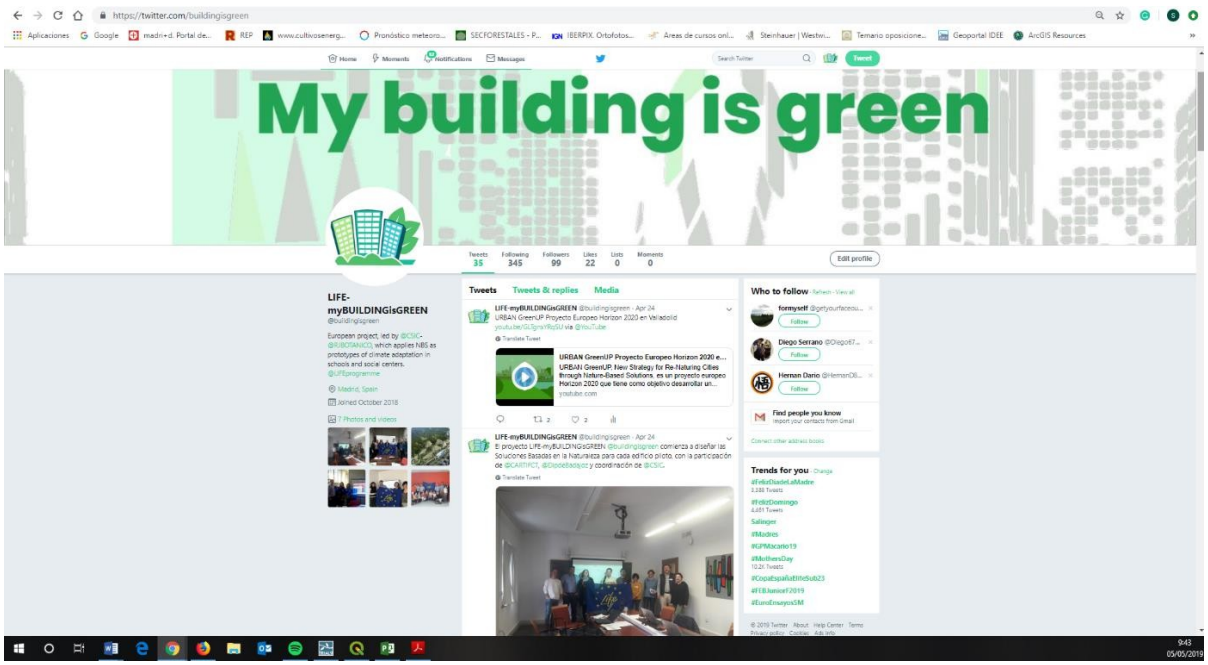
EU Building Insurance Companies: The project aims to increase awareness and knowledge about climate adaptation in insurance companies and to motivate them to disseminate and request the implementation of adaptation measures in public and private buildings in order to reduce risks.

3.5. Social Networks and corporate video of the project

Project account has been created in twitter, youtube, linkedin, and Facebook page. Each member of the project's communication team must contribute and post news related to the project in the different social networks mentioned above. The message to be published must be clear, concise and referring at all times to the project or its acronym. For example:

LIFE-myBUILDINGisGREEN @buildingisgreen Dec 14, 2018.

The @buildingisgreen project connects with European Commission @EU_Commission policies such as the Level(s) tool that will improve the sustainability of buildings. Creating synergies with the Level(s) indicators.



3.6. Communication Actions

Adequate dissemination is considered essential to achieve the objectives and communicate the results of the project. Based on the selection of target groups and stakeholders, the implementation of activities aimed at these groups and the transmission of key messages to the different audiences identified for transfer and replication will be achieved through a communication strategy to disseminate the project results and communicate the achievements and impacts of the Nature-Based Solutions in the pilot buildings. The communication strategy will include the following actions and sub-actions:

3.6.1. Action E1. Project Communication and Dissemination Plan

E1.1. Creation of communication material

The objective of this sub-action is to create different communication material to communicate the results, experiences, demonstrative actions to the selected target groups and the rest of the stakeholders of the project. To achieve this objective, the work team will be in charge of the following:

Project website. A web page will be created with the domain www.life-mybuildingisgreen.eu. It will be regularly updated with information provided by all partners.

Bulletin Board. News items will be regularly uploaded to the website and included in the members' public action newsletter. At least 10 will be made per member.

Posters and Roll up. A poster will be produced in English, Portuguese and Spanish. The electronic version will be used (it will be sent by e-mail informing about the project) and will be printed and displayed in the offices of the partners, pilot buildings and administrations responsible for the centers. Thirty posters will be produced.

Roll UPCartel A3





Layman Report. The final report of the project will be prepared and will contain 10-12 pages, including the main results of the project and the main lessons learned (English, Portuguese, and Spanish).

Brochures, leaflets and pocket books. They will include information about the project and contact information. They will be designed in electronic version and printed with recyclable material.

Information flags to be used at all events. 3 per member = 12 information flags.

Manual on climate adaptation in education and social services buildings through the application of Nature-Based Solutions. It will include, at least: introduction, adaptation and building sector, project description, project case studies, description of installed prototypes. Available in English (500), Portuguese (500), and Spanish.
(500). Contents to be discussed at the fourth coordination meeting.

E1.2. Articles and media

Professional media are key players in ensuring that our messages reach project stakeholders and target groups.

All partners: will work with journals of building and climate change organizations (3 per country = 12) to publish articles on smart and sustainable adaptation actions during the project. At least 6 articles per partner will be published (24 in total). They will inform the media, through press releases, each time the project publishes journalistic content (approximately once a year, more if relevant).

At least 4 press releases per partner. At least 20 print articles in total. At least 300 impacts in digital media. At least 4 TV appearances. At least 4 TV appearances.

12 radio appearances. Will use citizen science platforms with maximum impact. 1 platform per partner.

Sub-Action E1.3. Contribution to existing specific dissemination channels and networks

Partners will provide quality and revised information to existing channels to avoid duplication of efforts and ensure transferability of project activities. With the present sub-action this will be done:

Continuous feedback to the European Climate Adaptation Platform (Climate-Adapt: http://climateadapt. eea.europa.eu/), and to OPPLA (http://www.oppla.eu/nbs/case-studies), as well as to national platforms such as the Spanish Adaptecca (http://www.adaptecca.es/).

Connection, interaction and transfer of results with the CLIMA Network (Spanish Network of Cities for Climate of the Spanish Federation of Municipalities and Provinces), REBECA Network (Low Carbon Economy Network for the period 2014-2020), PARTENALIA Network (European Network of cooperation between second level local administrations from 7 EU countries and the Spanish Network of Smart Cities SMARCITY.

Sub-Action E1.4. Networking and clustering

Networking and clustering activities are essential to avoid duplication of efforts, make necessary adjustments to project development based on feedback from other projects and provide useful information to others. In order to create a collaborative network, the following activities will be implemented:

Contact project leaders at the beginning of the project and suggest possible inclusion of their documents on the website and cross-referenced websites. Two Project Leaders will be included in the Technical Committee of Experts. In addition, 2 project leaders will be invited to participate in the webinars included in action C6 of the project.

A platform meeting on sustainable building, Nature Based Solutions and adaptation will be organized by each partner. LIFE projects and other types of projects will be invited to participate, as well as EC or stakeholder representatives.

The following projects have been identified:

LIFE Program Projects

- LIFE Reusing Posidonia. 14 sustainable dwellings using local resources as Posidonia plants, at the Social Housing Development in Formentera.
- LIFE URBAN-ADAPT: Demonstrating urban climate adaptation and resilience in inner city Rotterdam
- LIFE LOCAL ADAPT - Integration of climate change adaptation into the work of local authorities
- LIFE UrbanProof - Climate Proofing Urban Municipalities

H2020 Projects

NATURE4CITIES, URBAN GreenUP, EKLIPSE, GROW GREEN.

Stakeholders

JRC, GREEN BUILDING COUNCIL, LEVEL, NATIONAL ASSOCIATIONS OF FACADES AND GREEN ROOFS.

3.6.2. *Action E2. Communication activities for the target audience*

E2.1. European conferences and congresses on the impact and functionality of NBS in cities.

Two Conferences will be held in Badajoz and Porto and a European Congress in Madrid on the impact and functionality of Nature Based Solutions as sustainable tools for climate adaptation in buildings and cities. DIPBA, CIMAC, CSIC, PORTO will be in charge of the organization, logistics and management of the conferences and congress.

For each event there will be a set of conferences grouped by thematic blocks that will deal with aspects such as the impact of climate change on public buildings, management of the housing stock, innovative technology in terms of NBS, climate adaptation measures, certification and quality systems, etc. It will also be used to disseminate knowledge about the results of the project and give recommendations to the different social groups to better share the climate problem in these buildings and their response. In addition, importance will be given to the results of the techniques applied in the LIFE project and other projects.

E2.2. Training platform "NBS Building Training".

The purpose of this action is to create a training and awareness platform for the interaction and integration of target groups and stakeholders. The implementation of the action is intended to:

INFORM and TRAIN directors, managers and regulatory and policy decision-makers on the importance of applying nature-based solutions as climate adaptation measures in the centers under their responsibility.

PROMOTE positive attitudes and the participation of groups such as schoolchildren, associations of retired people, neighbors, parents and students, representing the poverty group.

energy. The participation of experts is necessary to interact with the target group in order to transmit and replicate the different alternatives based on nature that allow the adaptation of the buildings they inhabit and use collectively and individually.

CREATE a training campaign through online courses so that regional and local training schools can promote and train future managers and maintainers of this type of solutions.

The facilities of the partners, as well as the nurseries of Badajoz and Oporto will act as multipliers and transmitters of project results, developing knowledge through the creation of materials and demonstrative practices for future designers and managers of Nature-Based Solutions. The professionals of these nurseries, through the responsible administrations, will carry out training guides and technical seminars for the different municipal technicians of the area of action.

The future Training Platform will interact with the annual training plans for public employees that all partners have in their facilities, and training activities for qualified and unqualified professionals will be carried out at the Environmental Sustainability Training Center "La Cocosa" that DIPBA makes available to the project.

E2.3. Round Tables and/or Discussion Forums, Meetings with scientists, managers, technicians and politicians.

Four round tables of debate and communication will be organized in streaming, with the aim of providing the basic knowledge necessary for the daily working relationship between scientists, technicians, politicians and journalists to be more fluid and constructive, and thus increase awareness, awareness and knowledge of Nature-Based Solutions as climate adaptation measures in buildings and cities. The aim is not for scientists, technicians, politicians and decision-makers to become journalists, but for them to acquire

basic skills to better manage communication with those who, in the end, are the transmitters of their work and achievements.

Each of these round tables will consist of meetings, debates and discussions on the theme of the project. Content will be generated in text, photo and video, broadcast in streaming and published in the different social networks of the project, youtube channels and on the project's website.

With this sub-action we intend to invite five personalities representing the different target groups and stakeholders of the project.

E2.4. Traveling exhibition "NBS as alternative solutions for climate adaptation in buildings".

Design and realization of a traveling exhibition in the pilot buildings of the project to inform the general public about the value and impact of the prototypes installed as nature-based climate adaptation measures. The aim is to connect with the local community to transmit the results of the project, improve awareness of climate change and its impacts, and promote participation in the implementation of adaptation measures. Finally, this sub-action aims to empower the population on the importance of applying Nature-Based Solutions as tangible and intangible assets in a specific climatic and social context by developing a specific environmental and economic impact.

4. CONCLUSIONS

The communication team or communicators of the LIFE-myBUILDINGisGREEN project are a group of communication and information professionals from each of the project's beneficiary partners and sensitized to the project's theme.

The communicators know and handle in a professional manner the key messages of the project's subject matter. All communication work will be carried out in coordination with all the professionals that make up the project's communication team.

The communications team will always maintain an active role and maintain contact, management and outreach with the audiovisual, print and radio media. The project communicators will use the media with a double objective, to communicate the results of the project and to educate the public opinion and urge the authorities with competences in the buildings destined to education and social welfare.

The communication team will contribute to the exchange of information and increase regional and local cooperation and integration in the project's thematic area. In addition, it will promote the consolidation of a network of networks developed within the framework of the Educational Portal. Finally, it will increase the connection and collaboration between governments, researchers, academics, policy makers, national and international organizations and other actors from different sectors, inviting them to participate in the development of viable proposals that respond to the challenges that the LIFE-myBUILDINGisGREEN project aims to achieve.