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European
Climate Initiative
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based on a decision of the German Bundestag

Communication strategy

*A new stage of the National Program for
energy efficiency of multi-family
residential buildings 80/20*

Situational analysis





In Bulgaria, there are nearly 66,000 multi-family buildings that need renovation. So far, with the 100% financing mechanism, 2,800 of them have been renovated since 2009, and the new funds from the NRRP will reach just 1,000 more.



According to the Long-term National Renovation Strategy, a minimum of 12,000 multi-family and 16,000 single-family buildings should be renovated by 2030.



Studies show that self-ownership increases the sense of ownership of personal property and subsequent maintenance by owners.



With the introduction of a new funding model, the funds will be distributed more fairly, and the public resource will be directed as a priority to the vulnerable households



With the new model, many more buildings will be rehabilitated and many more sustainable development goals will be met - from saving resources, increasing energy security and regional development to social justice, improved housing conditions and the health status of the population.





The polls conducted so far show a high awareness of the population about the energy efficiency program. More than 95% of people know that there are building renovation programs, but lack specifics.



Nearly 60% of the population on Bulgaria lives in multi-family residential buildings .



93% of residential buildings in Bulgaria are energy inefficient.

Data from a series of studies conducted by with Alpha Research within the CONGREGATE project of the Center for Energy efficiency EnEffect and under the project " Integrated services for energy residential renovation _ buildings - SHEERenov " c period 2021-2022 .



Our main audience

The users: personification





Georgi Petrov, 47 years old, from Ruse. He has been living with his wife and two children in his own apartment in a multi-family building for 12 years. He works as a mechanic in his own workshop. He knows about the energy efficiency program, but without specifics and details about its possibilities and advantages. The sources of information about Georgi are the radio stations and the Facebook social network. The main motivator for Georgi to invest in the energy efficiency program is to reduce the heating bills the family pays.



Silvia Hristova, 28 years old, works as an IT specialist in an international company, lives in Sofia, with a high income. Recently married and together with her husband bought their first shared apartment in a multi-family building - old construction. The family wants to renovate the apartment and carry out the necessary repairs. The main flow of information and news reaches the family through online media, social networks and opinion leaders. The couple's participation in the program was prompted by their desire to reduce air and environmental pollution and improve the condition of the neighborhood's housing stock. An additional incentive for the new house movers is the desire to become part of the community and the neighbors in the block.










Ivan Ivanov, 72 years old, pensioner, lives in his own apartment in a multi-family building in Plovdiv. He receives a minimum pension and is an active participant in inter-neighbor meetings and cases that arise. He is familiar with the energy efficiency program and regularly monitors news broadcasts and publicist shows. The main sources of information for Ivan are the printed editions (including "24 Chasa" and "Telegraf") and television shows. Experts are trusted to comment on the important topics of the day. Ivanov would invest in the energy efficiency program because he wants to leave his grandchildren a well-maintained home with a higher market value. Has a strong sense of responsibility and self-awareness.



Eva Ivanova, 34 years old, lives in Varna, works in a Bulgarian company as an administrative assistant. Receives a salary above the national average. She has lived on rent in a multi-family building for 10 years. Participates in the block meetings and takes care of the inter-block space. He has recently been aware of the energy efficiency program and is actively researching the application options and procedures. The main sources of information about Eva are online media and social networks. Eva would be willing to mediate between the neighbors and the owner of the apartment she lives in to reduce her heating bills, which would help her raise funds to buy her own home.



Communication goals

-  Increasing awareness of the new stage of the energy efficiency program
-  Creating user engagement
-  Public understanding that self-participation in the program is the correct and more effective model to follow
-  A gradual change in public attitudes in support of the overall process of renovation and maintenance of the building stock
-  Enforcing clear messages for active participation to be built upon and developed at subsequent stages of the program



Key communication issue:

**The negative reactions of the
mainstream audience to the
new stage of the program**



A strategic platform

Creative platform

+

Main topics of communication

+

Media strategy

+

PR approaches

+

Anti-crisis communication






A white stepped line graphic that starts on the left, rises to a peak, and then descends in a series of steps towards the right edge of the frame.

**Content and
creative platform**

Who are we talking to?

To **"YOU"** , of the individual

(owner making the decision to participate). **WHY?**

-  because of personal motivation - otherwise the motivation is diluted. The individual/family member/owner should know what they are getting. For example, to reduce energy bills or increase the price of your home
-  because of the individualism characteristic of these latitudes
-  because of the complex relations between neighbors

How do we speak?



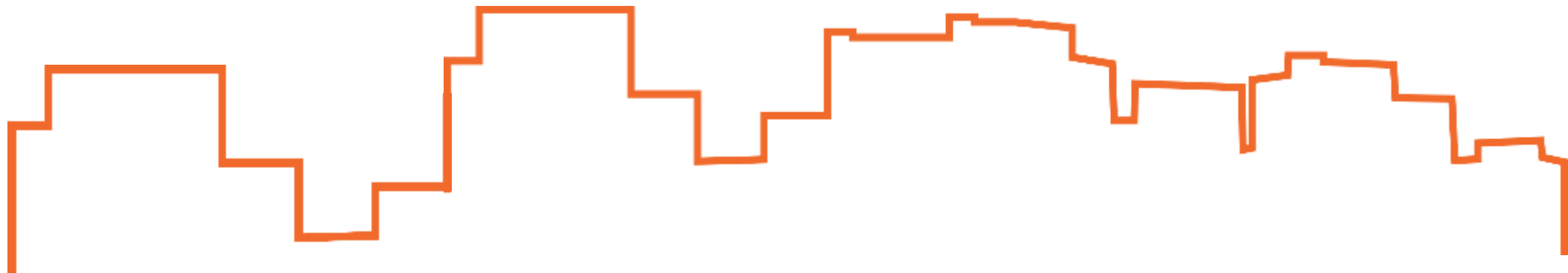
rational tone: in the center is the word "account"



clear language with elements of a conversational style



humor is welcome



Message: basic structure



slogan



program communication title



80 percent free



call to action

Official name of the program, subjects and other mandatory texts

Narrative

The most meaningful renovation of your home is renovation. Immediately after that, your energy bills will decrease by 50 percent. Renovation means greener and more beautiful buildings, and your renovated home will also have a higher price on the market if you decide to sell. Now is the time to get involved, because the state and the municipality cover 80 percent of the costs! Check out what buildings will be able to be included and how exactly it works. Talk to the neighbors. It's worth it! The new generation of residential renovation is already underway.

Approach 1:

emphasis on the "high" energy bill that remediation is dealing with

Новото поколение
саниране
Включи се!

80%
БЕЗПЛАТНО

< ВИЖ СМЕТКАТА
НА ВИСОКИТЕ
СМЕТКИ ЗА
ЕНЕРГИЯ >

2023

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum Lorem ipsum dolor sit amet,





Approach 2 :

emphasis on the condition of the building BEFORE/AFTER



**Виж сметката
на високите сметки
за енергия**

Включи се!
Новото поколение саниране

  **80%**
БЕЗПЛАТНО

Co-financed by the Connecting Europe
Facility of the European Union

A strategic approach

Communication at **national level** for maximum coverage and **local level** to engage local communities



Events

1. Generate custom events:

- press conferences and media meetings
- direct meetings with audiences
- trainings: house managers and direct respondents





CREATIVE EVENT IDEA: Roadshow in cities with a branded information bus

Organize city and neighborhood roadshows with in-person meetings with potential program applicants where they can get useful information and ask their questions.

Possibility of participation by representatives of buildings that have already been rehabilitated under the program

Events

REGIONAL EVENTS / MEETINGS

-  Organization of round tables between experts, municipal administration and users
-  Presence during the city's holidays in the form of a specially designated, branded corner with informational materials and an associate to answer any questions that may arise.

- *Holiday of the city of Ruse - 05/06/2023*
- *Holiday of the town of Lovech - 11.05.2023*
- *Cherry festival in the town of Kyustendil 23 – 25.06.2023*
- *Holiday of the city of Varna – 15.08.2023*
- *Holiday of the city of Plovdiv - 06.09.2023 and others .*

INTERNAL EVENTS:

Conducting internal trainings and seminars for employed employees in the administration, who actively work on the program and provide information to those interested.

New life for the first panel block in Sofia



BEFORE, 1958



Първата опитна панелна жилищна сграда в „Красна поляна“ в София, колектив от НИСИ с ръководител инж. Г. Бранков, 1958 г. 313

Now - 65 years AFTER, 2023.



66 Naycho Tzanov str., on the map here : <https://www.google.com/maps/place/%D1%83%D0%BB.+%E2%80%9E%D0%9D%D0%B0%D0%B9%D1%87%D0%BE+%D0%A6%D0%B0%D0%BD%D0%BE%D0%B2%E2%80%9C+66,+1309+%D0%B6.%D0%BA.+%D0%98%D0%BB%D0%B8%D0%BD%D0%B4%D0%B5%D0%BD,+%D0%A1%D0%BE%D1%84%D0%B8%D1%8F/@42.7043656,23.2838561,17z/data=!3m1!4b1!4m5!3m4!1s0x40aa9ab392a24a69:0x43ad0d18572001b18m2!3d42.7043656!4d23.2860448>

New life for the first panel building in Sofia

- Potential to generate a local event
- Discover archival construction news
- Create a pre-construction video
- Short blitz interviews with the residents - older and younger
- Support the owners with free energy audit and completing the documents for participation
- After approval of the project - a film about the renovation and **before-after views**

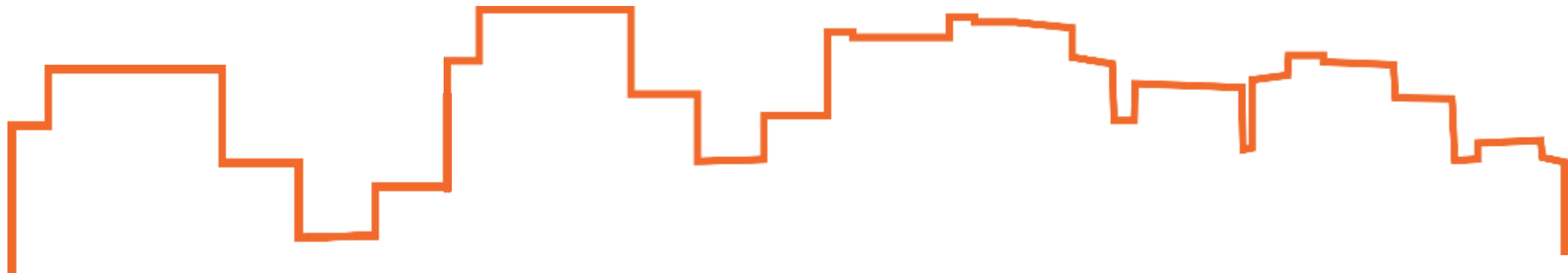


**Crisis
communication**

Preparation of a manual for crisis communications:

General preparation

- Ongoing media monitoring and social media listening
- Outline clear criteria for a media crisis – in traditional and social media
- Media crisis prevention measures: media relations and controlling / influencing social media discussions
- Crisis Team Preparation: Speaker and Associates
- Preparation of thematic narratives for local authorities based on argumentation for different type of antagonists





**Thank you for
the attention!**

