



WITBerry
CREATIVE STRATEGY

Fundació
Europace

WEBINAR | 22 October

Beyond renovation: How REVERTER's voice is changing lives



**Co-funded by
the European Union**

This project has received funding from the European Union's LIFE programme under grant agreement No 101076277.

The main objective of the REVERTER project

By providing tenants or landlords with comprehensive information and realistic building renovation solutions, the REVERTER consortium aims to reduce energy poverty in Europe.

4 pilots

9 roadmaps

12 consortium partners



Fundació
Europace



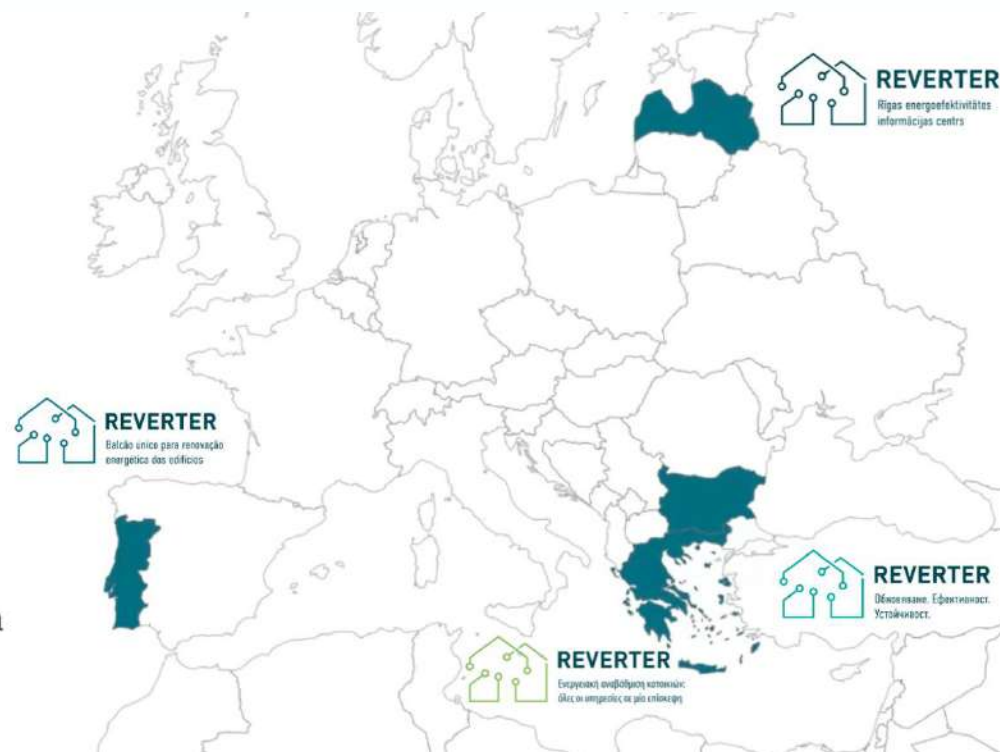
CÂMARA MUNICIPAL
COIMBRA

Ekodoma



RIGA ENERGY
AGENCY

WITBerry
CREATIVE STRATEGY



The main activities of the project

- Social surveys + results
- Development of 9 roadmaps
- Development of training materials (OSS personnel and Ambassadors)
- Establishment of 4 OSSs
- Establishment of 4 DOSSs
- Development of Atlas, App and Data base
- Public engagement
- Dissemination of project results





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CREATIVE STRATEGY

Beyond the Buzz: Digital–One–Stop–Shop drive meaningful communication

Linda Kimeisa

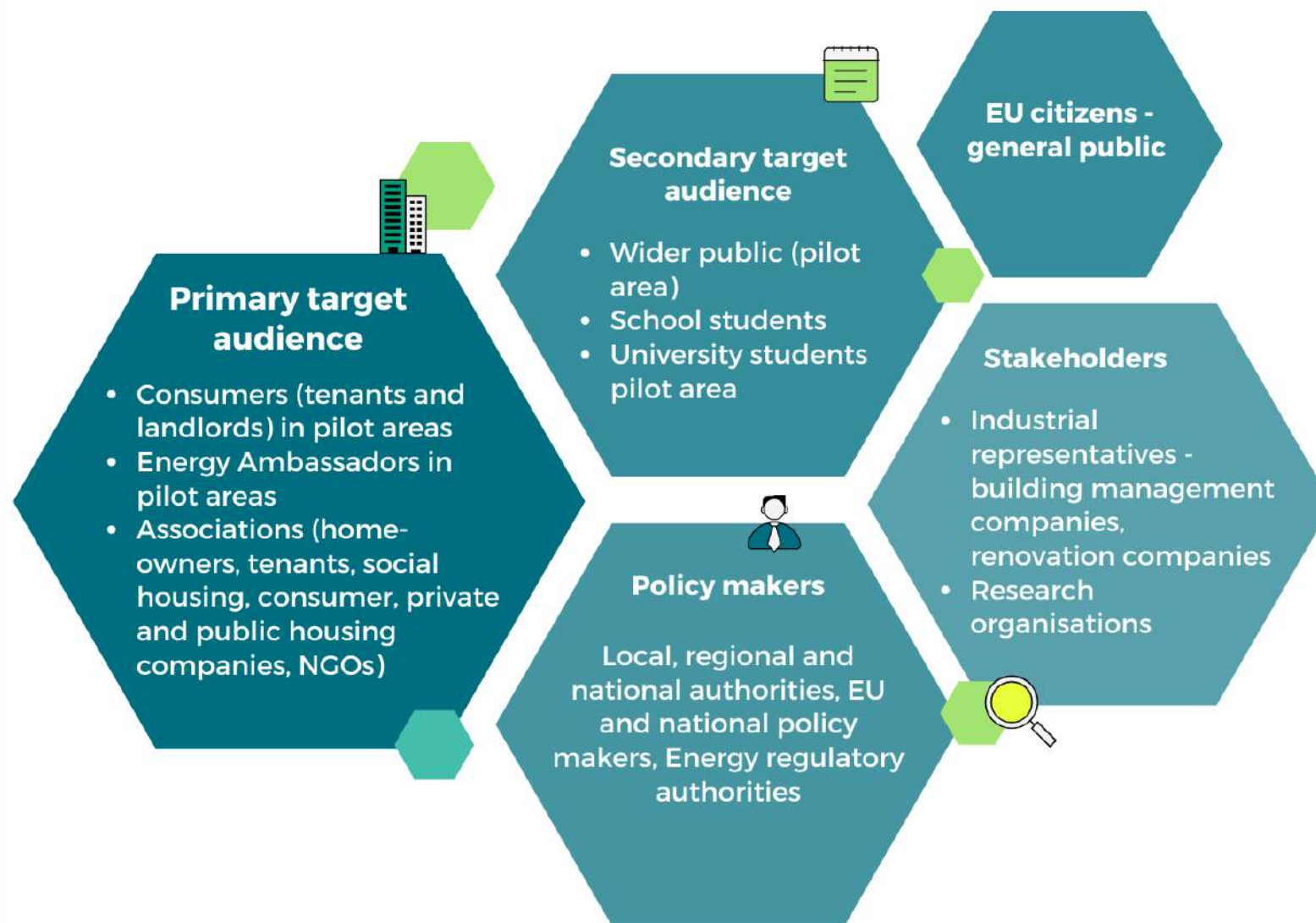
Communication Manager at Project REVERTER and at WIT Berry (Latvia)



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Main target audiences



Main communication and dissemination activities and strategies



Pilot and OSS level (national / regional)

DIGITAL COMMUNICATION

- Websites
- Articles on websites
- Newsletters
- Press releases
- Videos
- Social media

OTHER

- Press ads
- Local campaigns
- Radio
- Radio jingles
- Print materials
- Roll-ups
- TV appearances & interviews

EVENTS

- Local events
- Social events
- Education events
- Meetings
- Networking
- Information session
- Knowledge-sharing visits
- Seminars
- Exhibitions
- Excursion to renovated buildings

DISSEMINATION

- Publications
- Conferences



Project & HUB level (international)

DIGITAL COMMUNICATION

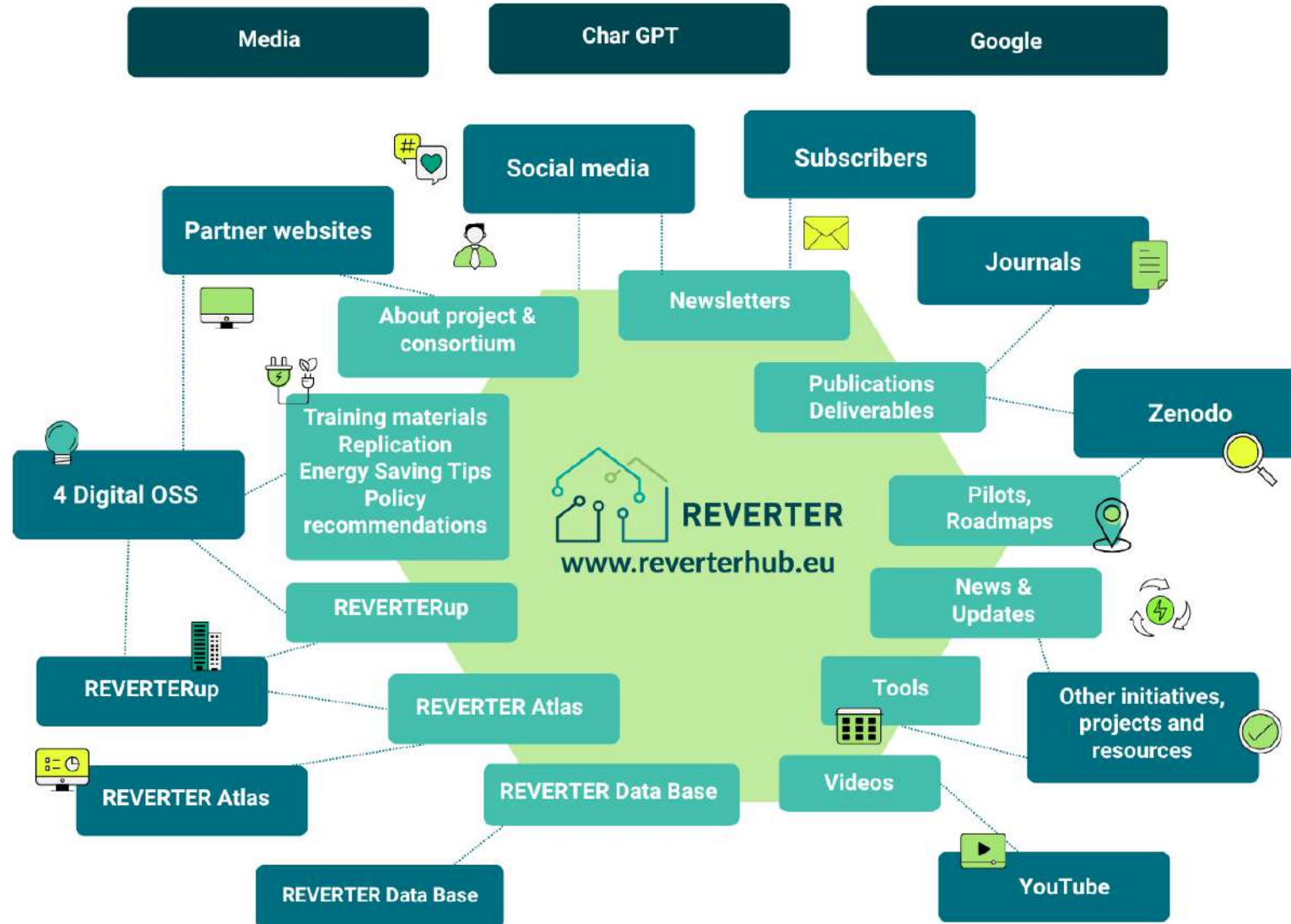
- Website
- Articles on website
- Press releases
- Videos
- Social media
- Webinars

DISSEMINATION

- Publications
- Conferences
- Seminars, workshops

EU level communication and dissemination REVERTER Hub

REVERTER Hub



REVERTER Hub

Reverter HUB



www.reverterhub.eu

Impressions

> 10 K

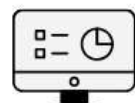
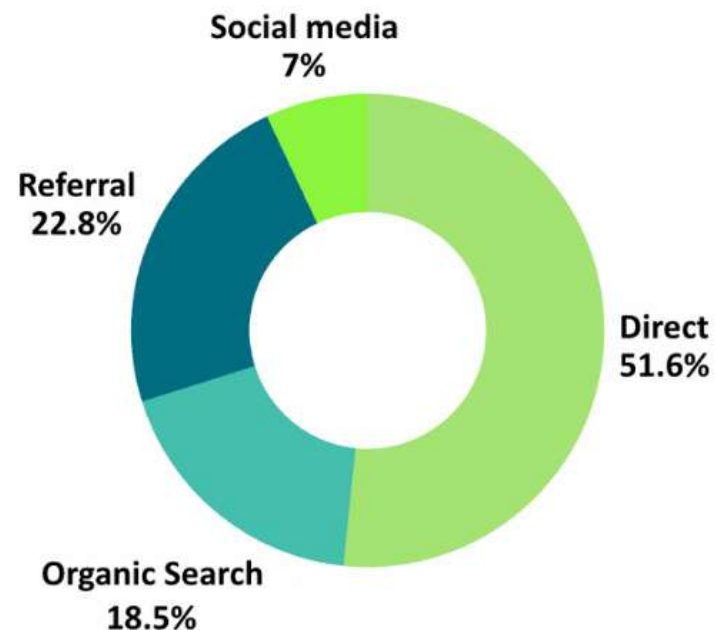
Publications
on Hub

45

Visitors from
countries

> 50

Traffic sources



79.32%
Desktop



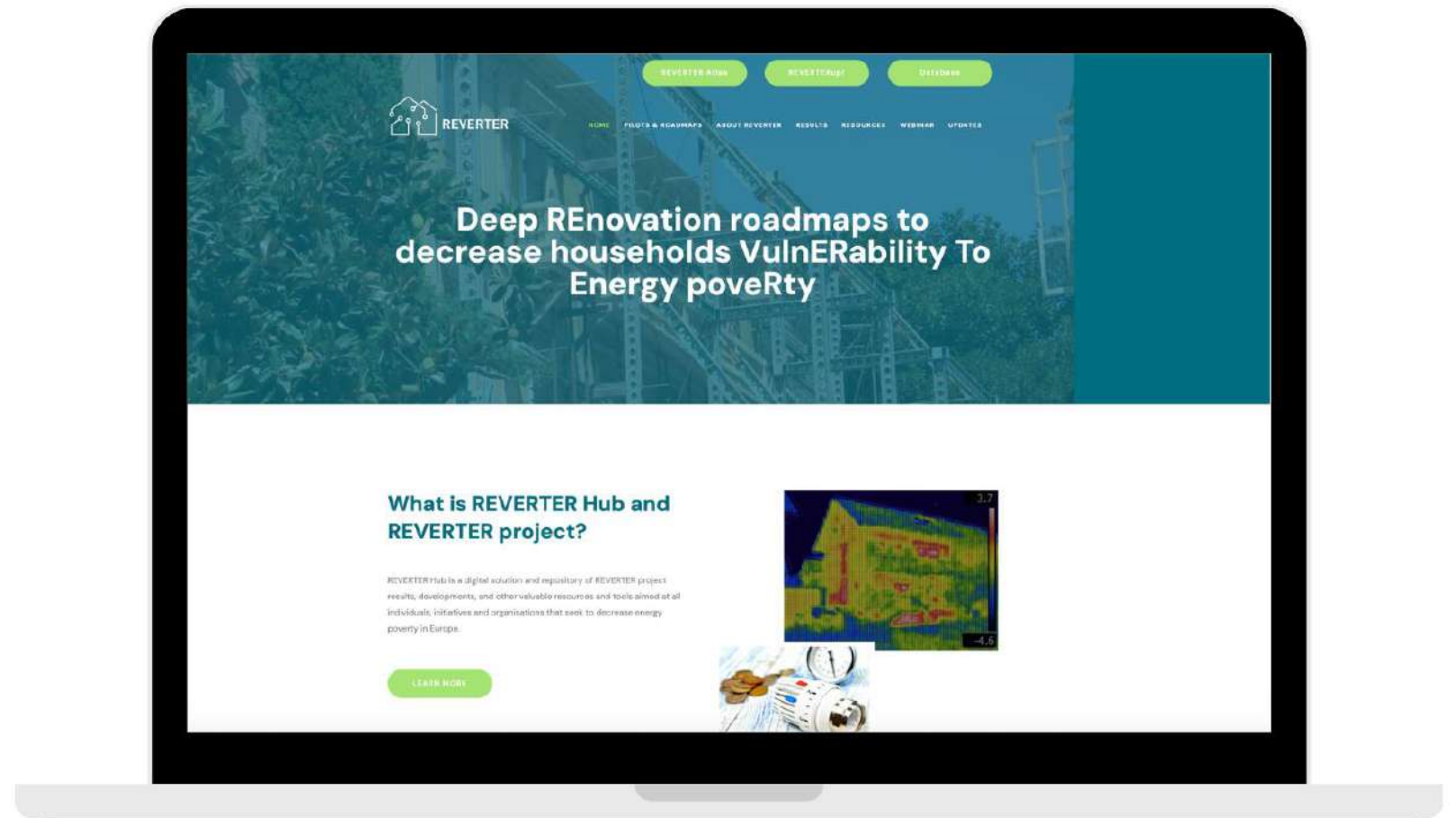
20.49%
Smartphone



0.18%
Tablet

Communication and dissemination

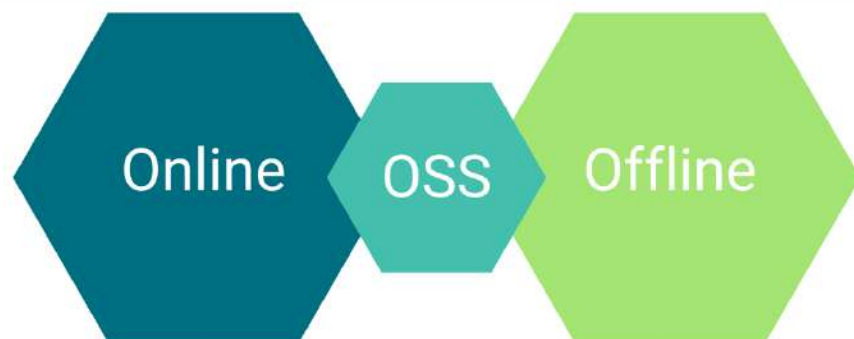
- Zenodo
- Coferences
- Webinars
- Publications
- PDF materials
- Newsletters



One Stop Shops
4 pilots
Bulgaria, Greece, Latvia, Portugal



Main activities



Pilot and OSS level (national / regional)

DIGITAL COMMUNICATION

- Websites
- Articles on websites
- Newsletters
- Press releases
- Videos
- Social media

EVENTS

- Local events
- Social events
- Education events
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- Excursion to renovated buildings

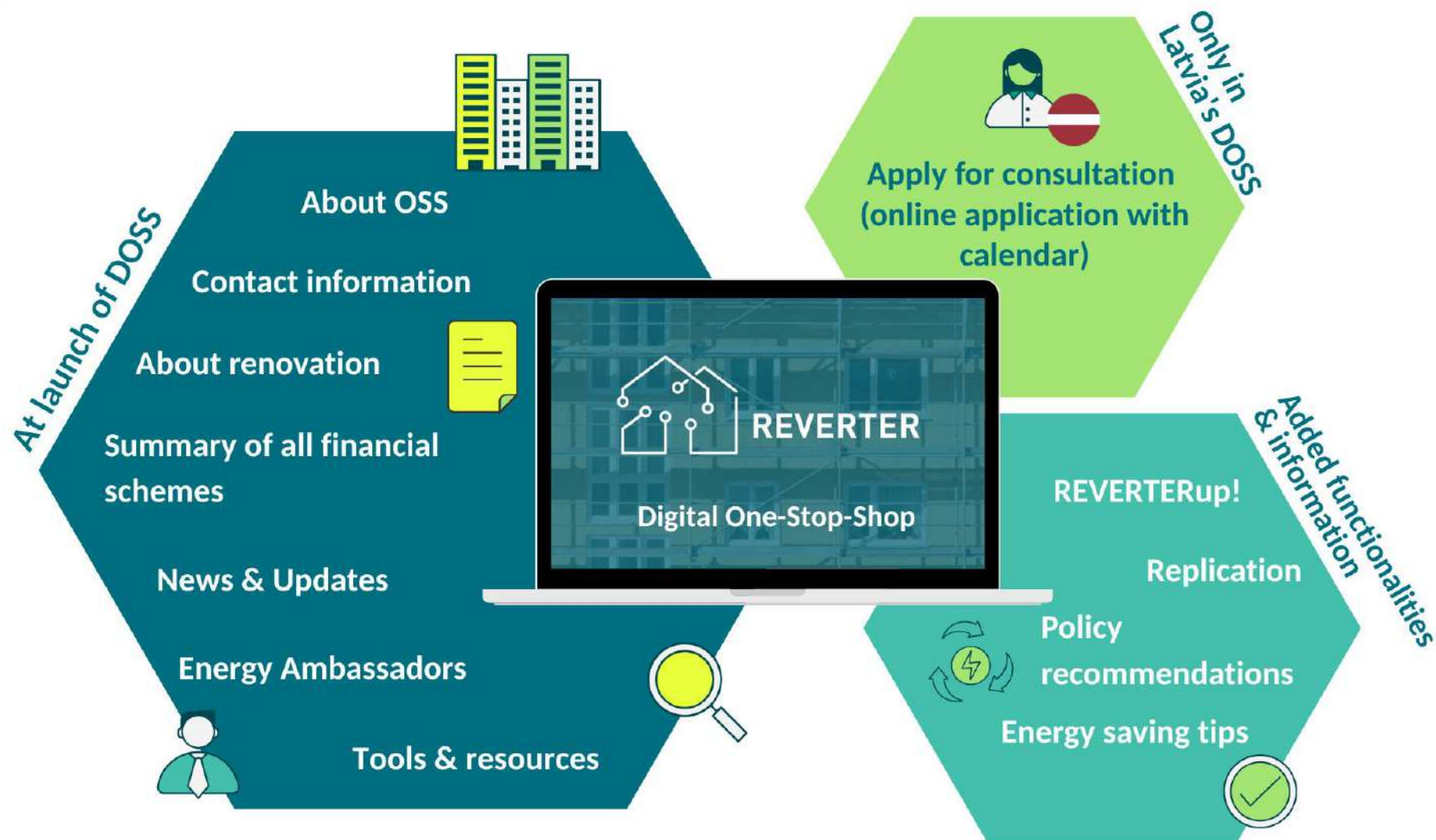
OTHER

- Press ads
- Local campaigns
- Radio
- Radio jingles
- Print materials
- Roll-ups
- TV appearances & interviews

DISSEMINATION

- Publications
- Conferences

DOSS

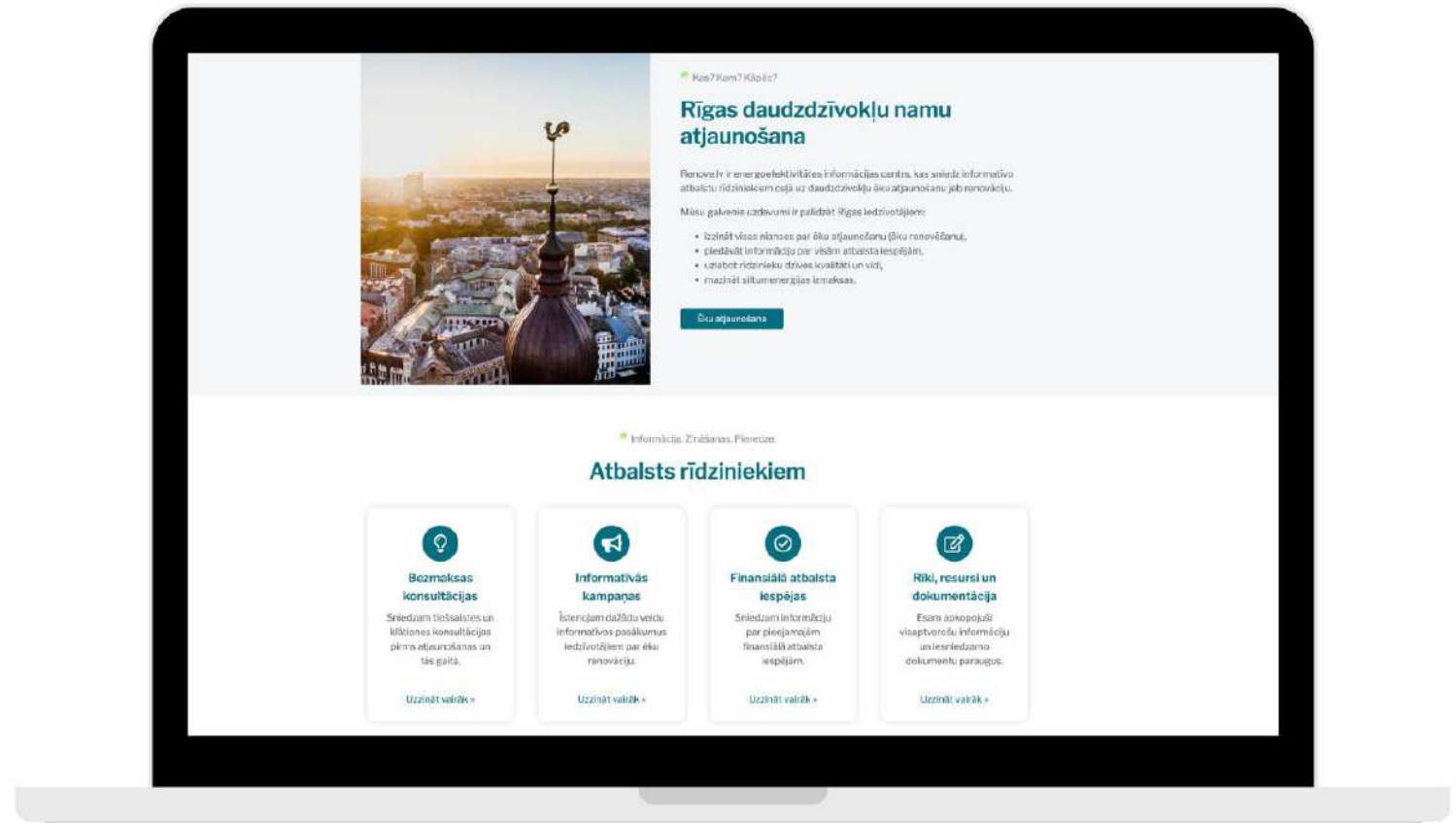


Main strategies for DOSS

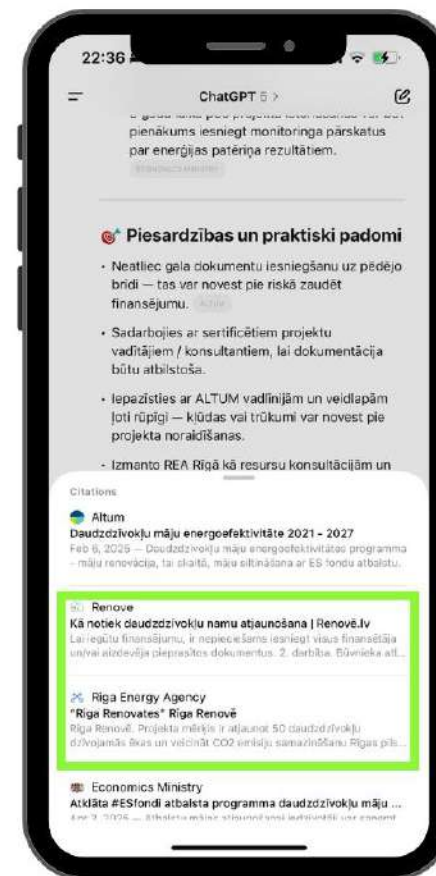
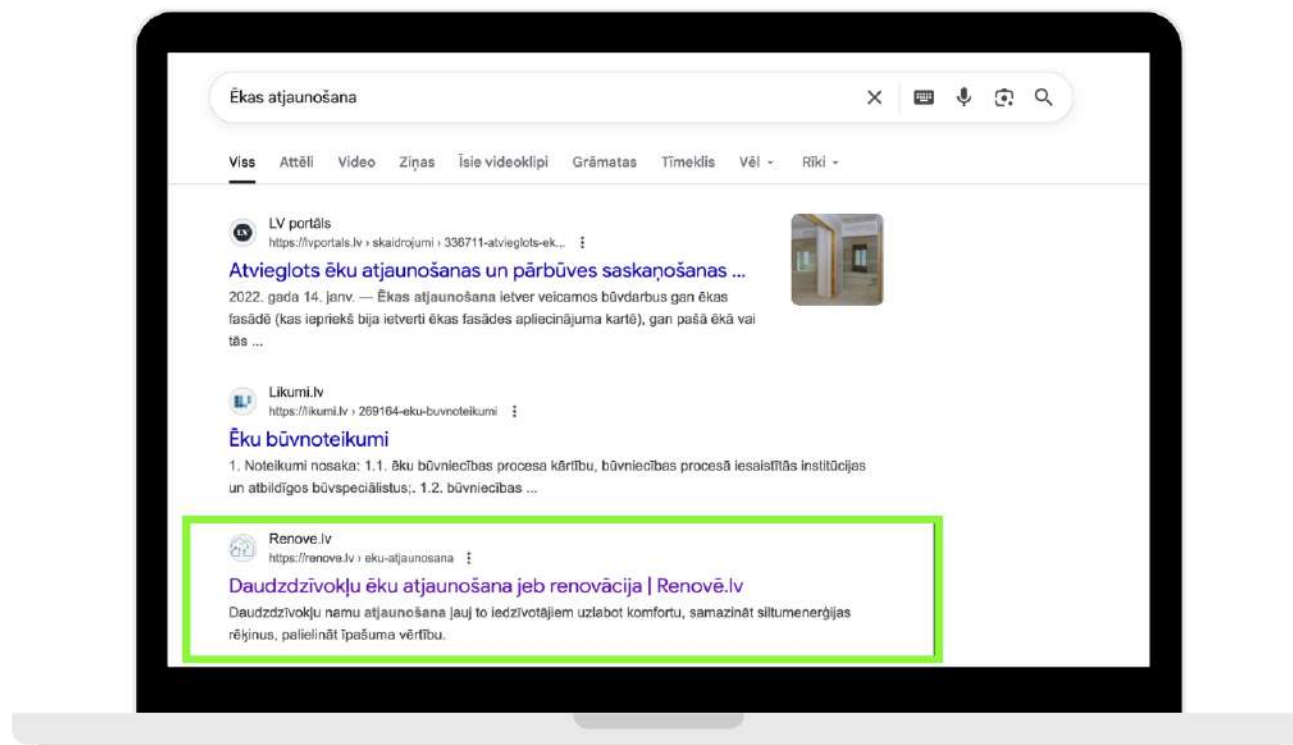
- Design and content
- SEO and AIO
- Active partner participation
- Local campaigns
- **Call to Action!**

Design and content

- Clean design
- Focus on users
- Adapted to specific country
- SEO and AIO
- Call to action!



SEO and AIO



Active partner participation

- Social media communication
- Press, TV, Radio
- Newsletters
- Social events
- Educational events
- Other events



YOUTUBE.COM
One Stop Shop της ΕΚΠΟΙΖΩ



Reverter Latvija is in Riga
9 September
Rīgas energoefektivitātes informācijas centrs – palīgs ikvienai mājsaimniecībai, kas vēlas uzlabot dzīves kvalitāti un samazināt siltumenerģijas rēķinus... See more



Local campaigns

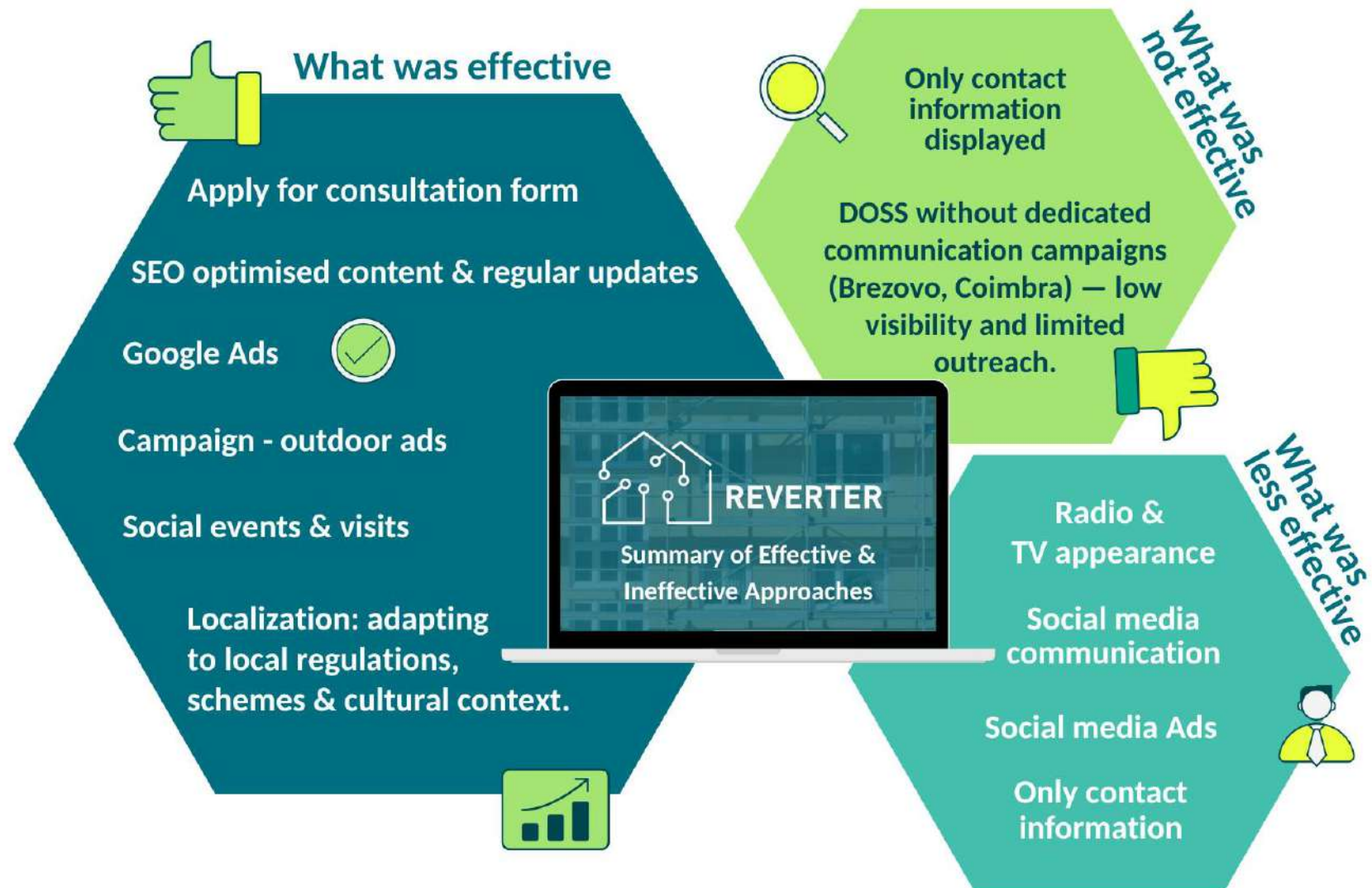
- Facebook and Google ads
- Billboards
- Exhibitions



Call to action!



Conclusions & takeaways





Thank you!

Questions?



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