

ENERGY RENOVATION IN BUILDINGS PROMOTION GUIDE (ERBPG)

Code: **MARIE/MEDBEES/TMAP/WP2/SM2.1/PA4.1**

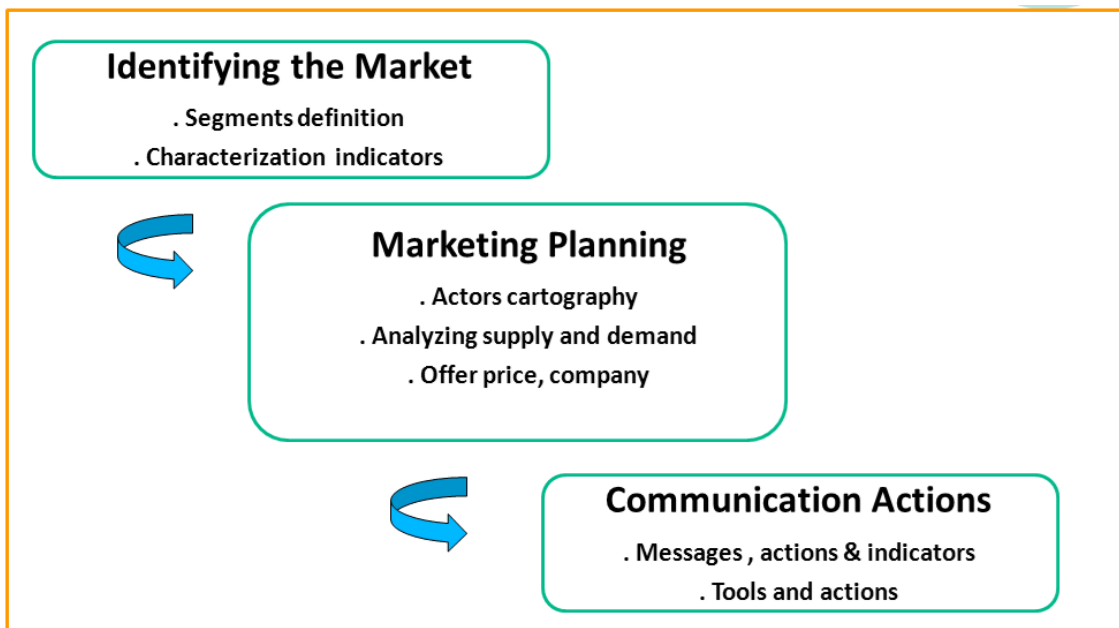
Type of output: **Guide**

Responsible partner: **PACA Region**

Key words: Analysis of potential energy retrofit, marketing strategy, communication plans, market segment, copy strategy, pilot actions, local authorities, service offer, promotion, key messages, homeowners

Description: A three steps guide to implement efficient promotion actions towards energy renovation in buildings at regional scale

The objective of the guide is to provide a three steps methodology to implement efficient marketing and communication actions to activate ERB demand at regional level. This user-friendly guide offers general methodology to define the more useful marketing approach for each building stock segment and to implement adequate and specific communication plans for each segment. Each section offers a general overview on the key steps to be done with technical focus and numerous examples from the MARIE project. A specific section is dedicated to the innovative communication pilot actions implemented during the MARIE project and valuable information on their implementation and results.



Interactions: **SM 3.3, PA 1.2**

Analysis: The strengths are related to provide an easy to access methodology to define efficient communication plans, helping regional and local authorities to deal with the technicality of the Marketing and Communication field. Weaknesses are the limited market segments addressed in the guide-book.

Interest: use a marketing approach to communicate effectively and by other means with concrete examples and tools adapted