

ECO² -SCHOOLS as Learning-Action Living Labs

Deliverable 6.1: Dissemination Plan



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Abstract	<p>The Dissemination Plan describes the relevant activities that the consortium will undertake during the lifecycle of the project. Dissemination activities will include, but may be not limited to, conferences, open information days, workshops, contests for teachers and students, thematic meetings with external experts, presentations in conferences and publications in peer reviewed and public journals. Videos and other dissemination materials will be produced, translated, and distributed to the user communities. The partnership will try, taking advantage of the well-established partners' dissemination channels, to establish an effective communication and collaboration with Eco-Schools Network, Open Schools for Open Societies Network, ESHA (European School Heads Association) and ECSITE members. The partnership considers networking and clustering activities as major factors of the viability and the effectiveness of the results of the proposed work. The proposed work needs the contribution of big number of teachers, policy makers and curriculum developers from many different countries. This document will act as a reference point for the development of the Dissemination and Communication Strategy of the project. Along with Deliverables D6.2 and D6.3 will form the reference materials for the project dissemination.</p>
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An Taisce

Executive summary

The consortium will employ a variety of dissemination, raising awareness as well as mainstreaming and exploitation strategies that will target to reassure the dissemination of project's activities and outcomes at national, European level and beyond. Furthermore, it will provide the mechanisms for effective community building and active participation to encourage a better sharing of experiences among practitioners across Europe. To maximize dissemination and impact outcomes key stakeholders from all necessary areas of expertise are included in the consortium and as associated partners. These institutions are highly reputable within their respective peer groups and thus have a significant networking and consensus building capacity.

Trying to take advantage of the current situation and the urgent need for action in the field, we cannot apply traditional, costly, and slow approaches in the way we will communicate and more importantly in the way we will deliver the project's recommendations and results. We need a methodology to apply economies of speed¹ together with fast scalable and scope-oriented methods. In that context, the project has formed an outstanding consortium, a flexible partnership amongst academics, training centres, schools, associations and networks and policy makers, ready to meet the demanding challenges and to meet its objectives along with a fast-evolving plan to execute targeted dissemination and exploitation tasks. Dissemination is carried out from the early stages and along the project lifetime matures and includes activities related to the target stakeholders, as well as broader community awareness. The contribution of dissemination and communication work is expected throughout the lifespan of the project but especially at two crucial phases of the project, namely in the preparation of the "Chamber of Quality" where the contribution of the user communities is crucial, and when the project key outcome, the NEB-LAB Roadmap for Advanced Energy Design for Educational Buildings, will be published and key stakeholders across EU must be informed.

An Taisce (with the support of AS&E, EA, CV and UBT) will manage the communication and dissemination activities taking advantage of the effective and well-established communication channels of the partner organizations, to make the project results and outcomes known to the target groups.

The document includes all the information needed to facilitate the dissemination efforts of the NEB|LAB ECO² SCHOOLS project for reaching, involving, and supporting with common resources all kind of stakeholders concerned by the project. The Dissemination Plan will be updated during the lifecycle of the project.

The 5 primary dissemination target groups:

Target Group 1 - the founders of this initiative (consortium = for nonprofit cooperative alliance),

Target Group 2 - the educational community and supporting bodies,

Target Group 3 - the volunteer involved pilot sites and follower schools (decentralized community),

Target Group 4 - the New European Bauhaus Community (NEB official partners and friends, linking with Education for Climate coalition, Mission 100 Climate neutral & smart cities),

Target Group 5 - the supporting professional stakeholders (public, private institutions, sponsors, and skills experts),

In this regard, it contains:

- an introduction to NEB|LAB Eco² Schools project communication (Chapter 1),
- cooperative Mission, a commitment to build forward looking learning-action (Chapter 1),
- the objectives for dissemination, with wider perspective and expected impact (Chapter 1),

¹ 40 <https://www.futurice.com/blog/holistic-devops-economies-of-speed>

- target audiences, step by step engagement (Chapter 2),
- a common brand identity (Chapter 3),
- the tools and channels that will be used, with specific goals (Chapter 4),
- KPIs for continued improvement of communication and dissemination (Chapter 5),

Although the Dissemination Plan is a deliverable to be submitted by Month 6 of the project, the more specific details of the dissemination plan can only be developed as the project advances, step by step.

This common purpose document will therefore be regularly reviewed and updated by WP6, in interaction with WP3 “Chamber of quality”, to ensure that its objectives-processes are met and amended if necessary.

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1 Introduction

1.1 Purpose of the document

The main purpose of this document is to provide a single point of reference on the dissemination and communication plans for the NEB|LAB ECO²-SCHOOLS Erasmus+ (ECO²-SCHOOLS as New European Bauhaus Labs) founding partners and key target groups to be involved. Along with Deliverables D6.2 and D6.3 will form the reference materials for the project dissemination.

1.2 Scope and audience of the document

This document is public. It serves as a reference for all NEB|LAB Eco² Schools team members when engaging in the project being concerned by communication and dissemination issues.

1.3 Eco²Schools Overview

NEB|LAB ECO²-SCHOOLS has as main objective to facilitate co-involvement of volunteer pilot sites, bringing together educative communities and local stakeholders, external invited complementary skilled experts. The target is to deliver a first systemic experimentation of “ECO²-SCHOOLS as learning-action living labs” on five pilot sites. The aim of this is to empower schools (educational buildings: schools, campuses, museums, places for open schooling in the neighborhood) starting a local “Climate neutral renovation action plan” with education-action for three generations, on the ground implementation and monitoring continue qualitative improvement.

The starting commitment is to lead a co-experimentation with the first 5 contributing volunteer Pilot-sites (clearly defined, with an existing renovation project, community engagement, commitment to start a climate-neutral renovation action plan, with openness for involving the neighborhood at 3 generations with learning-action activities).

1.3.1 The 5 Pilot Sites

- **In Palini/Greater Athens (GR)** – Ellinogermaniki Agogi, a 3-level large private school working to continually innovate with an interactive open schooling process driven by an internal R&D team of 22 researchers in education.
- **In Sigtuna/located in the West of Stockholm (SE)** – Sigtunaskolan Humanistika Läroverket, a private school with heritage buildings overlooking a lake (campus including students and professors’ houses) that is developing new ways for participative sustainable renovation of the buildings, at the interface of 2 villages that are still in urban extension.
- **In Courcy/Greater Reims (FR)** – Microville112, a forward-looking learning-action and living-lab at the scale of a neighborhood/village using as start point a Totem third place “Eco²Campus Microville Durable”, in the centre of a former military airbase (~40 buildings, 55 000 m², on 90 ha) that will be fully renovated as a Climate Neutral and Smart City in the next 5 years.
- **In Cork (IE) – University College of Cork**, first University to obtain the FEE Eco-campus Green Flag, committing to develop a community that will start a progressive improved renovation of the campus in interaction with the city and interaction with An Taisce FEE programmes.
- **In Lisbon (PT)** – Ciência Viva “Pavilhão do Conhecimento”, a Science Center interacting with science education third places (Ciencia Viva Clubs, Centres/neighbourhoods houses, Farms/villages).

The NEB|LAB ECO²-SCHOOLS project will capitalize these 5 eco-renovation educational buildings projects that are currently in progress. By building on the concept of Open Schooling the selected pilot sites will develop concrete and replicable climate action plans to be transformed to innovation hubs in their communities raising citizen awareness activities to facilitate social innovation, promote education and training for sustainability, conducive to competences and positive behavior for a resource efficient and environmentally respectful energy use.

1.3.2 The Chamber of Quality

A “Chamber of Quality” is installed (hosted within the NEB LAB² initiative of the European Commission), working as an independent advisory board involving the volunteer pilots. This will offer a continue support to the project with following main activities:

- Interaction and collaboration with invited experts,
- Holding regular plenary sessions and work groups, incl. needed interactive support to the 5 first pilot-sites (individual/collective advisory session, workshops with the pilot-sites managers),
- Delivering written recommendations and action-plans,
- Organizing challenging conversations and test activities (by interaction with the New European Bauhaus Community/NEB official partners and friends),
- Creating a roadmap “for Advanced Energy Design for Educational Buildings” enlightening how to disseminate and further consolidate the NEB|LAB ECO²-SCHOOLS as a long-term cooperative entity of collective interest.

This will develop a cross-innovative partnership scheme that brings together unique expertise (including architects and landscape designers, technology and solutions providers, financial bodies, and local stakeholders). The project will demonstrate that under such conditions the educational organizations (schools, universities, science centers) could act as drivers for the development of green neighborhood “living labs” (Designing project-based, experiential learning led by schools with parents, local businesses, the wider community) based on pilot sites.

The common feature in all pilot sites will be a communicative, proud, local ‘proof of concept’ of their commitment to make the shift to Climate Neutrality, with a step-by-step Green Action plan for eco-renovation of the building facilities and educative process. This will build on a learning-acting Community (mixing students, educators, building stakeholders, families, the neighborhood/village, researchers, and designers) and inspire a forward-looking, inquiry-based learning, continue progress co-ownership (= sense of belonging to a positive placemaking). The school, educational third place, university campus as well as science center environment help to fuel the student body and neighborhoods with renewed enthusiasm for learning, by cooperation at 3 generations. This will promote engagement with peers, teachers, and even the building itself.

A short-term ambition (1st quarter 2024) is to be able to open the circle to interested “Follower schools”, with sharing 4 Test-activities that will offer them the possibility to connect and progressively step in NEB|LAB ECO²-SCHOOLS initiative.

During the 3 years start experimentation (Erasmus+ forward looking project 2023-2024-2025); there is also the commitment to organize thematic conversations with the New European Bauhaus community (NEB official partners and NEB friends), founding partners and other supportive initiatives.

1.3.3 A founding partnership to be extended in 6 Climate-cultural cross border regions.

The partners of NEB|LAB Eco² Schools are currently involved in international initiatives, thus allowing for effective collaboration and exchanges of best practices. There is significant potential for further exploitation promoting and further upscaling project’s work at international level (methods, approaches, common resources, 6 climate-cultural cross border regions hubs, network of schools as living NEB LABS).

The consortium will try, taking advantage of the well-established partners’ dissemination channels, to establish an effective communication and collaboration with New European Bauhaus initiatives and Education for Climate EU Community, FEE-UNESCO Climate change education/ [Eco Schools/Eco Campus](#) network , [GoodPlanet School](#), [Open Schools – Open Schools for Open Societies](#) network, ESHA

² https://new-european-bauhaus.europa.eu/about/neb-lab_en

[European School Heads Association | ESHA](#) and ECSITE [Ecsite | The European Network of Science Centres and Museums](#) members.

Developing further partnerships and synergies with a broad range of stakeholders during the lifespan of the project will be a key objective of Work Package 6, enabling the future adaptation of the NEB-LAB approach in the EU.

1.4 Mission Statement of NEB|LAB ECO²-SCHOOLS

This New European Bauhaus LAB hosted initiative aims to support volunteer pilot sites and follower schools in developing a local green action plan for Climate neutral renovation of existing buildings, surrounding spaces and educative process, by involving a local community in learning-action, with their neighborhood in transition at 3 generations.

The ambition is to involve +150 schools (campuses, educational third places) in an open cooperative process with common resources and support in 6 climate-cultural cross border regions in the European Union.

1.5 Project Results to be Disseminated

From the mission statement and objectives of NEB-LAB, the planned project results to be disseminated will be:

- A first true ambitious co-experimentation with involving-supporting 5 volunteer pilot sites, that will deliver a real scale proof of concept of a Climate neutral renovation green action plan, codesigned and realized with a local community in learning-action.
- Starting a cycle of open conversations within the NEB LAB (with NEB official partners and friends, Education for Climate EU community, UNESCO Schools2030/Climate Change Education, best existing initiatives, and innovations), decentralized in 6 Climate-cultural cross border regions in the EU by using the 5 pilot sites as living labs. Interaction with local contributive stakeholders.
- A series of written publications, reportages and recordings, that will consolidate in one place the knowledge gained; from the co-experimentation of the concept of Educational Buildings as Enablers of the New European Bauhaus (Work package 2, Deliverable 2.2) and from empowering citizens to act on sustainability, the environment and climate change through the innovative NEB-LAB learning-acting living labs approach (Work package 5, Deliverable 5.1, 5.2).
- By the mean of a cooperative community website, involvement of follower schools invited to step in the NEB|LAB ECO²-SCHOOLS learning-action process. This will transfer the awareness gained by the founding partners, especially the need for international collaboration and partnerships with the necessary expertise to guide innovative change around climate action, sustainability, and green renovation energy plans. (Work packages 3 and 4).
- Delivery of a Roadmap towards creating High Performance Learning Environments (Work package 3, Deliverables 3.1, 3.2 and 3.3), with common method, tools, resources, policy recommendations, sponsorship (sharing skills-expertise-initiatives and a cooperative budget). This will drive a process-oriented pathway towards creating cutting edge zero-energy and energy positive educational buildings and green neighborhoods (Work package 4, with links to other work packages).

While these are the planned and envisaged results to be disseminated, there will inevitably be other relevant results and outputs to disseminate that will only become evident as the project develops.

1.6 Communication Strategy and Aims

The Communications manager (An Taisce) will work with designated people from the consortium to coordinate the overall communications implementation. The designated people will be identified at the NEB|LAB ECO²-SCHOOLS consortium meeting in month 9. Targeted meetings will take place

between An Taisce and partners to ensure effective communication of the project takes place according to key stages of the project.

The aims of the communications and dissemination (Work Package 6) are:

- To implement a systematic communication and awareness-raising strategy that will contribute to the effective dissemination of the project's results and outcomes and prepare the ground for their continuous improvement and sustainability.
- To communicate the project's progress in a clear and effective way depending on the audience and targeted tools and channels employed, thereby ensuring broad stakeholder engagement at different levels.

The NEB-LAB consortium will follow the communication guidelines and dissemination plan to maximize the visibility and reach of the project's objectives, achievements, and results, to create awareness among the educational community, local stakeholders and the wider public in general. The targeted communication plan is designed to encourage participation in the project and the use of its services and products in the framework of future activities.

5 key objectives have been directly created from the mission statement. If the objectives are met the project in all its various elements, as broken down in the mission statement, will have been successfully disseminated. They will provide important focus on what must be successfully disseminated. It will be important for NEB|LAB ECO²-SCHOOLS WP6 to continuously monitor and assess the progress towards the achievement of these dissemination objectives. Further objectives may be developed as the project develops.

Objective 1: The successful public disclosure of the processes taken, knowledge gained, and the results achieved from the exploitation of the concept of Educational Buildings are Enablers of the New European Bauhaus.

Objective 2: The successful public disclosure of the processes taken, knowledge gained, and the results achieved from developing a roadmap with recommendations towards creating High Performance Learning Environments.

Objective 3: The successful public disclosure of the processes taken, knowledge gained, and the results achieved from creating a pathway towards cutting edge "Climate Neutral" and "smart energy positive" educational buildings and green neighborhoods.

Objective 4: The successful public disclosure of the processes taken, knowledge gained, and the results achieved from empowering citizens to act on sustainability, the environment and climate change through the innovative NEB-LAB learning-acting living labs approach.

Objective 5: The successful public disclosure of the processes taken, knowledge gained, and the results achieved from developing international collaboration and partnerships with the necessary expertise to guide innovative change around climate action, sustainability, and green renovation energy plans.

To reach these objectives it will be important to highlight the target audiences for dissemination, the tools, and channels to be used to reach these audiences, the goals for these tools and channels, and the KPIs and targets to evaluate success in these goals.

1.7 Dissemination Timeline

Dissemination will be carried out from the early stages and along the project lifespan and includes activities related to the target stakeholders, as well as broader community awareness.

There are 2 crucial dissemination phases of the project, namely in:

Phase 1) the preparation of the Chamber of Quality where the contribution of the user communities is crucial,

Phase 2) when the project key outcome “NEB-LAB Roadmap for Advanced Energy Design for Educational Buildings” will be published and key stakeholders across EU will be informed.

1.8 List of Tasks and Deliverables

An Taisce will manage the communication and dissemination of the NEB|LAB ECO²-SCHOOLS project together with the relevant partners assigned to each task (see Table 1). Targeted meetings will take place between An Taisce and partners to ensure effective communication of the project takes place according to key stages of the project.

Table 1 List of WP6 Tasks by Participants

Task No (continuous numbering linked to WP)	Task Name	Description	Participants		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, AE, AP, OTHER)	
T6.1	Dissemination Plan - Organisation of Clustering and Networking Activities	A dissemination plan will be developed, describing the relevant activities that the consortium will undertake. The results of the task will be documented in deliverable D6.1. Dissemination activities will include, but may be not limited to, conferences, open information days, workshops, contests for teachers and students, thematic meetings with external experts, presentations in conferences and publications in peer reviewed and general public journals. Videos and other dissemination materials will be produced, translated and distributed to the user communities. The partnership will try, taking advantage of the well-established partners' dissemination channels, to establish an effective communication and collaboration with Eco-Schools Network, Open Schools for Open Societies Network, ESHA (European School Heads Association) and ECSITE members. The partnership considers networking and clustering activities as major factors of the viability and the effectiveness of the results of the proposed work. The proposed work needs the contribution of big number of teachers, policy makers and curriculum developers from many different countries.	ANTAI-FEE	BEN	No
T6.2	Development of the Information Materials and the Project's Website	Posters, leaflets, video-tutorials, project electronic newsletter as well as users' guides and support materials for the implementation of NEB-LAB approach and activities will be produced and distributed. The dissemination materials will be available in at least 6 languages (English, German, French, Portuguese, Swedish, Greek). The project's website will be a sustainable service, providing access to high quality information offered by the members of the consortium. It will act as the main "hub" of resources available to the network of the stakeholders that will serve as distributor of information and organizer of suitable educational (formal) activities. It will also act as the "hub" of information about the activities of the project, providing information and access to a large amount of content in a way that it will be easily retrieved. The website will provide guidance, offering resources, news and forums for exchange of information on the thematic areas of the field. Results in D6.2	EA AS&E SSHL CV UCC ANTAI-FEE	COO BEN BEN BEN BEN	No
T6.3	Presentations and Publications	The consortium will make an exact plan so the results of the project to be presented in numerous conferences and workshops in Europe and beyond. Upon the delivery of the first project results, papers will be submitted to scientific journals and magazines focusing on sustainability and environmental education. Results in D6.2	CV UBT	BEN BEN	No
T6.4	Promoting project's work at International Level	The partners of NEB-LAB are currently involved in international initiatives (e.g., in cooperation with US, Canadian and Australian institutions) thus allowing for effective collaboration and exchanges of best practices. There is significant potential for further exploitation of the project's methods and approaches.	AS&E	BEN	No
T6.5	Development of a partner affiliation program	The aim is to create a European-wide network of interested schools/teachers, training institutions and research centres to be regularly informed about project developments, invited to share project results and to participate in dissemination events.	CV	BEN	No
T6.6	Clustering with projects in the field	The consortium will devote significant effort to develop collaboration with other projects in the field, under the same Action Line (under ERASMUS+ Forward Looking Projects) but also with projects funded from other programmes (e.g., Green Deal, HORIZON EUROPE, Erasmus+ Teachers Academies).	EA CV	COO BEN	No
T6.7	Exploitation Plan	The NEB-LAB Exploitation plan will be based on the operation of the Chamber of Quality as a sustainable service to support schools to design their Climate Action Plans in the framework of the New European Bauhaus. The plan will be envisaged the NEB-LAB Value Delivery Chain and applying a Fast Cycle Time from idea to Development and to Market. Following this approach, the project proposes not only to deliver high-performing educational environments, but also the detailed definition and validation of an integrated mechanism and its business model to ensure its continuity in the long-term. Results in D6.3	EA AS&E VCS ANTAI-FEE	COO BEN BEN BEN	No
T6.8	International Conference on the Role of Schools in the New European Bauhaus	At the end of the project a major event will be organised (possible in collaboration with the EC services and with the consortia of the other projects that are receiving funding from the same call) to present the outcomes of the work that will be realised in the framework of the project. In addition, an international Call for Papers for a Special Issue or Edited Volume on "The Role of Schools in the New European Bauhaus". This is expected to attract contributions from people working on relevant issues around the world and help the project team to gain an overview of currently deployed initiatives in relevant areas. This special issue or edited volume, which is expected to get finally published near the end of the project (after the reviewing, editing and publishing	EA AS&E SSHL CV UCC ANTAI-FEE	COO BEN BEN BEN BEN	No

2 Target Audiences, towards a step-by-step engagement

2.1 Audience Overview

Audiences for communication and dissemination are any audience that may take an interest in the progress and results of the project. It is important to identify the target audiences to direct the main dissemination activities towards engagement by them. Dissemination elements such as tools, messaging, etc. will be tailored according to the specific targeted audiences.

Several audiences have been identified to be targeted for optimal dissemination of the project from within and outside the project's network.

NEB|LAB ECO²-SCHOOLS will also deploy a raising awareness strategy to communicate the work of the project to the target audiences by activating numerous networks and stakeholders in Europe and beyond, by beginning with the NEB community and Education for Climate Coalition³.

2.2 Primary Target Audiences

2.2.1 NEB LAB Initiative Founders and Consortium Partners

While the target audiences are largely focused external to the project for dissemination, it will also be important to disseminate all knowledge and results to all the internal participants and initiative founders of the project.

2.2.2 Education Community and Supporting Bodies

The schools (campus, museum, educational third place) cover a community of students, their teachers, technical team, board of directors, funding institutions, families, researchers), universities and colleges (academics, students, researchers, etc.), and other supportive bodies (associations-NGOs, public institutions, and educators in general).

Communication and dissemination activities will raise awareness regarding the project objectives and results and trigger collaborations which will enable NEB|LAB ECO²-SCHOOLS to exploit synergies with projects sharing similar or complementary goals, for example, Education for Climate Community ([Education for Climate | Education for Climate \(europa.eu\)](https://education-for-climate.ec.europa.eu/)) and existing educational European/International networks building on a strong cross partnership between FEE Eco-schools⁴, Open Schools for Open Societies⁵ and GoodPlanet⁶ and Wallenberg Foundations⁷.

Creative educators will readily grasp the opportunities for learning that zero-energy schools/universities/museums offer as they seek innovation in pursuit of student success. Students, many of whom are already committed advocates for the environment, will enthusiastically embrace their new zero-energy school's capacity to improve the quality of their environment and that of the surrounding community.

Educational institutions as property owners (board members and local administrators and educational authorities) though concerned about initial construction cost and equity with other schools in the district, will find the long-term savings in operating and maintenance of a zero-energy school fiscally responsible, and should also be encouraged by the opportunities for student learning and success.

³ <https://education-for-climate.ec.europa.eu/community/>

⁴ <https://www.ecoschools.global/>

⁵ <https://www.openschools.eu>

⁶ <https://www.goodplanet.org/>

⁷ <https://www.wallenberg.org/en>

2.2.3 Pilot Sites Communities and Follower Schools

Dissemination activities will raise overall awareness on the project, its objectives, knowledge gained and results to members of the public.

The central theme for this innovative project is addressing the cross-sectoral priority to empower citizens to act on sustainability, the environment and climate change. Engaging the local communities around the pilot sites will be very important to demonstrate the social impact of the NEB|LAB ECO²-SCHOOLS project (WP5).

2.2.4 The New European Bauhaus (NEB) Community

The New European Bauhaus official partners and networks are a key target audience for this project.

Dissemination activities will raise the awareness in the NEB community of the knowledge and results gained and prepare the ground for the replication of the approach proposed by the project, linking with Education for Climate coalition, Mission 100 Climate neutral & smart cities.

2.2.5 Professional Enterprises – the private sector

Solutions providers, facility managers, public-private decision makers, investors, technology providers, business users, chambers of commerce, property owners.

Communication and dissemination activities will spread knowledge, provoke engagement, and inspire business enterprises and experts to engage with and promote the eventual roadmap.

This will be an important target group related to the formation of the Chamber of Quality (WP3) and for the development of the five demonstration sites (WP4) and future sites. The Chamber of Quality will be made up of experts such as architects, designers, landscape architects, engineers, and sustainability practitioners. Developing this partnership is crucial for providing direction and advice to the pilot sites. Building/Property owners are an important sub-group as a key component of this project is encouraging property owners to adapt and retrofit their building using the NEB|LAB ECO²-SCHOOLS approach.

2.2.6 European Commission, Regional and Local Authorities/Policy Organizations

Municipal, local, regional, town, city and provisional authorities, boards, parliaments, assemblies, councils, committees, premiers and mayors. Dissemination activities will raise the awareness in the public administration of the knowledge and results gained and prepare the ground for the replication of the approach proposed by the project. Local authorities and municipalities as property owners will need to be targeted to drive adaptation of the NEB|LAB ECO²-SCHOOLS approach through retrofitting of buildings. EU and national authorities are responsible for developing the regulatory framework to reach climate and sustainability targets and thus potentially adapting NEB|LAB ECO²-SCHOOLS methodologies and incorporating learnings into future policy creation.

2.3 Secondary Target Audiences

2.3.1 Civil Society

Civil society such as Environmental NGOs that are potentially interested in the project, its objectives, knowledge gained, and results. Environmental NGOs can influence the EU and national authorities to develop the regulatory framework for energy, sustainability, and climate. Environmental NGOs also act as a positive advocate to improve public acceptance, engage with educational community and foster involvement from local communities to adapt to environmental change.

2.3.2 Scientific Community

Scientists, scientific bodies (societies, institutes, councils, colleges), science engagement institutions and professionals, scientific publishing houses. Thematic forward-looking projects/initiatives, R&D

teams, Chairs/PHD's that will be involved by conversations and hosted research, with support of the "Chamber of Quality"

Dissemination activities will spread the scientific knowledge and results gained to trigger their use in similar and other relevant areas.

2.3.3 Media

The specific media (digital, paper) will be another audience for disseminating NEB|LAB ECO²-SCHOOLS results to. Proactive contacts will be made with media outlets at national and European level to promote the NEB|LAB ECO²-SCHOOLS project and spread the knowledge gained. Specialized EU and educational-focused media will be targeted.

The specific audiences within these categories will be identified by the individual partners of the consortium. Consideration will be given to disseminating the results on a global, European, national, city and local levels.

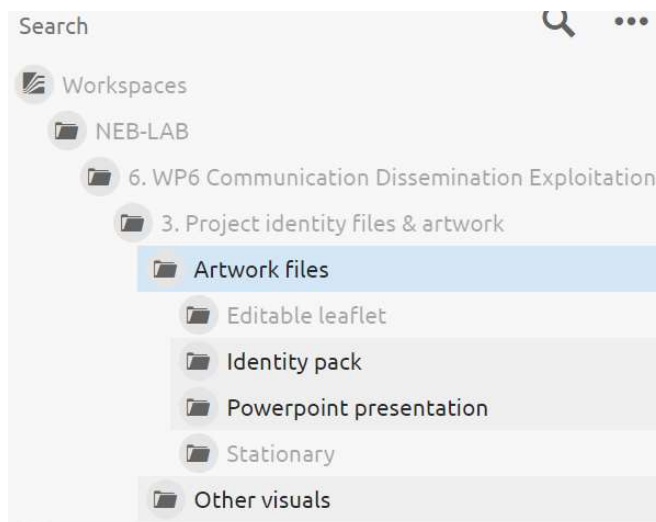
3 Common Brand Identity and Guidelines

3.1 Introduction

A dedicated NEB|LAB ECO²-SCHOOLS visual brand identity and design kit has been prepared for the project. The kit includes logos, font, colour palette and imagery styles that work together, delivering our communications in a clear and reliable way for all project stakeholders. All partners should use the branded materials to standardise the look and feel of NEB|LAB ECO²-SCHOOLS communications across the project and when creating dissemination materials. All brand identity items can be found in the shared workspace here: <https://ea.bscw.de/sec/bscw.cgi/2356>

NEB|LAB ECO²-SCHOOLS Brand Identity Products:

- Editable Leaflet
- Identity Pack
 - Logos
 - Font
 - Icon
 - Pattern
- PowerPoint Template
- Stationary
 - Business Card
 - Letterhead
- Other Visuals



3.1.1 NEB|LAB ECO²-SCHOOLS Logos

The strongest visual identity is the new NEB-LAB logo, there are two variant logos, a black and white version, and a colour version. Partners are requested to use the new logos on materials related to NEB|LAB ECO²-SCHOOLS.



Figure 1 NEB|LAB ECO²-SCHOOLS Logos Design

The project logo represents the key ideas of the project. The cycle with the signing stat in the middle represents the NEB|LAB ECO²-SCHOOLS, the educational building that is being transformed to a driver of the green neighbourhood living lab. Through the effective community building and interaction, the hub works closely with other hubs, other educational institutions to promote the idea of the NEB|LAB ECO²-SCHOOLS.

4 Tools and Channels

4.1 Introduction

Several tools and channels will be developed and/or utilized for the dissemination of the project to the different audiences identified. Draft SMART goals have been created for each communication/dissemination tool and channel to ensure they are successfully used to meet the overall dissemination plan objectives.

It is also important to identify the Key Performance Indicators (KPIs) for the various goals that will meet the dissemination objectives. These will indicate how much progress is being made towards these goals. Furthermore, targets will be set for these KPIs to indicate success in the goals. It will also be important to measure progress towards these targets on a regular basis to ensure enough progress is being made. As this is a living document the KPIs and targets themselves will need to be reviewed on a regular basis as more accurate KPIs and targets develop. The Dissemination Tools, Goals, KPIs and Targets are presented in Chapter 5.

4.2 NEB|LAB ECO²-SCHOOLS Website

The website will be a main dissemination tool, acting as the main hub of information and allowing constant updates on the progress and, in time, the results of the project. Informational resources will be available on the website and relevant news will be viewable.

The website is currently under construction with an expected completion date of Q3/Q4 23. WP 6 Communications Manager will consult the consortium on the content of the website with the goal of delivering a website where designated consortium participants can contribute updates and content throughout the project. The current version of a NEB-lab website can be found here: [NEB | Lab ECO²-Schools \(google.com\) http://eco2-schools.eu](http://eco2-schools.eu)



Figure 2 Current Version of the project website.

Goal 1: *The website and blog will publicly disclose project updates and results in a way that is engaging to the audience.*

KPI 1: Reviews of the website content will take place periodically throughout the programme to ensure the relevant results are uploaded to the website in a user-friendly and timely fashion. These reviews will correspond with realisation and publication of various programme objectives, learnings, results etc.

Target 1: The target for the KPIs on dissemination through the website will be linked to each of the main objectives of the project and will be determined in conjunction with the package leads.

KPI 2: From Google Analytics measuring Bounce Rate, Pages/Visit, Avg. Visit Duration, Engagement Rate (number of visits that were 3 minutes or more). KPIs for social media referrals will be relevant to the success in the shareability of website content.

Target 2: The target for the KPIs on dissemination through the website will be linked to each of the main objectives of the project and will be determined in conjunction with the package leads.

Goal 2: *The results will be easily accessible on the website and meet usability standards.*

KPI 1: Reviews of the website content will take place periodically throughout the programme to ensure the content is accessible and meets usability standards.

Target 1: The target for the KPIs on dissemination through the website will be linked to each of the main objectives of the project and will be determined in conjunction with the package leads.

4.2.1 Methods to reach these goals.

Aspects of the website that will ensure its success in the objectives above will be:

- **The website structure** - will provide, in a fast and effective manner, a view of the project, its results and its usefulness for the targeted audiences.
- **Results Pages** – clear, engaging, accessible results pages will be created that will communicate the results from the project. These will need to provide a page with clear contact details to the relevant stakeholders for disseminating further information.
- **Stakeholder Websites and Other Channels** - It will be important for the NEB|LAB ECO²-SCHOOLS consortium to be active in seeking opportunities to disseminate on their own websites and channels and any other stakeholder websites and channels.

4.3 Production of Informational Materials

Production of printed and electronic materials will be used to provide information on the project, updates on the project's progress, and tutorials and user guidelines for specific target audiences. Examples of the type of materials planned include posters, leaflets, video tutorials and newsletters. The materials will be available in at least 6 languages (English, German, French, Portuguese, Swedish, Greek). The e-materials will be posted on the NEB|LAB ECO²-SCHOOLS website where appropriate.



Figure 3 Sample NEB|LAB ECO²-SCHOOLS Leaflet

Goal 1: To ensure the widespread dissemination of project information and best practices through printed and electronic materials.

Goal 1 KPIs and targets: KPIs and Targets on production of informational materials are detailed in Chapter 5.

4.4 Events and Targeted Meetings

Events and targeted meetings will provide opportunities to disseminate the project to the target and wider audiences. The consortium will make an exact plan for the results of the project to be presented once the first set of results becomes available.

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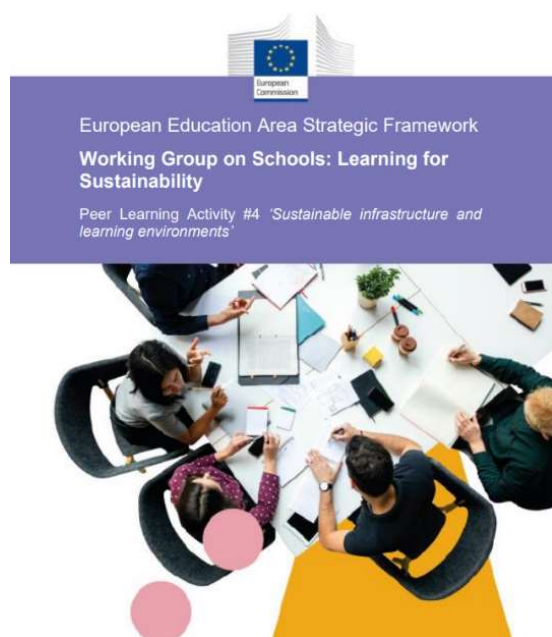


Figure 4 The project was invited to the EC Working Group of Schools that is focusing on Sustainability that took place in Madrid in June 2023. Numerous representatives from Ministries of Education across Europe had the chance to be informed about the project and its activities. NEB|LAB ECO²-SCHOOLS will enhance the cooperation with the EC services to promote its ideas and to inform the policy makers in the participating countries and beyond.

4.4.1 Presentations at Conferences and Symposia

Presentations at national and international conferences in Europe and beyond will help build a collaborative network with other projects in the field, under the same Action Line (under ERASMUS+ Forward Looking Projects) but also with projects funded from other programmes (e.g., Green Deal, HORIZON EUROPE, Erasmus+ Teachers Academies, e.g., Climademy). The overall aim is to create a European-wide network of interested schools/teachers, training institutions and research centres to be regularly informed about project developments and invited to share project results and to participate in dissemination events. The exact conferences to attend and targets will be updated as the project progresses. There will be significant potential for further exploitation of the project's methods and approaches via this network.

The Erasmus+ Teacher Academies is a new flagship action of the 2021-2027 Erasmus+ programme that aims to create partnerships of teacher's education and training providers across Europe to develop the European and international dimensions of teacher's education, contributing to the achievement of the objectives of the European Education Area. The first 11 Erasmus+ Teacher Academies have already been launched as of summer 2022 to support teachers with learning opportunities and to develop teacher's education, while 16 more Teacher Academies will be launched in June 2023.



CLIMADEMY: A comprehensive program for teachers that will lead to a better understanding of climate change and to an efficient methodology of teaching. The aim of CLIMADEMY is to offer a comprehensive program

for teachers that will lead to a better understanding of climate change and to an efficient methodology

of teaching the next generation of European citizens. The goal is to prepare the new generations to meet the challenges of the next decades in sustainable development, limiting and adapting to climate change, protecting the environment, and fighting inequalities. The action creates a European network of teacher education and training providers. The consortium (4 EU countries) will develop and establish a strong European network and community of practice on teacher education. It brings together Universities with leading-edge climate change research, high-quality initial teacher education and continuing professional development. It also involves other nationally recognized providers of teacher education and continuous professional development and schools to enable the practical training essential to teacher education.

4.4.2 Workshops and Smaller Events/Meetings

NEB|LAB ECO²-SCHOOLS hosted workshops, and small-scale events by members of the consortium and participants of the NEB-LAB ECO² SCHOOLS will greatly enhance dissemination of project. The events can take the form of small-scale open information days at pilot sites, focused thematic meetings and workshops with external experts (for example, policy makers), educational community open-schooling events. Open-schooling events where experts, educators, sustainability practitioners and other stakeholders can join students forming a hub of learning and activities to promote the NEB|LAB ECO²-SCHOOLS approach will be very beneficial.

4.4.3 International Event organized by NEB|LAB ECO²-SCHOOLS

At the end of the project a major ‘Closing Conference’ hosted by NEB-LAB on “The Role of Schools in the New European Bauhaus” with consortia of other related EU projects to present the outcomes of the work that will be realized in the framework of the project.

Goal 1: The events will be used as an opportunity to engage the targeted audiences in the project with the intention of ensuring they will be active in further engaging with the overall results.

KPI 1: The number of attendees at events.

Target 1: Specific targets for this will depend on the specific event and will become more apparent as the project progresses.

Goal 2: Details of where the project results can be found will be made clear in the event.

KPI 1: The number of event materials that promote awareness of results pages and the monitoring of website traffic after events.

Target 1: A specific target on this will depend on the specific events and become more apparent as the project progresses.

Aspects of the events that will ensure its success in the objectives above will be:

Presentations – presentations will be engaging to the target audiences with a clear presentation of the project results (current stage or end) and where details of the results can be found (e.g., results pages).

Event materials – event materials such as brochures fliers will communicate the project results (current stage or end).

Online communications – such as social media posts, blog posts, etc. are used to communicate the project results (current stage or end) and where details of the results can be found (e.g., results pages).

Media communications – such as press releases should include project results (current stage or end) and where details of the results can be found (e.g., results pages).

4.5 Publications – peer reviewed and non-peer reviewed

A key dissemination tool will be publications in peer-reviewed journals, magazines, etc. These will be at an international or national level depending on the audience. Upon delivery of the first set of project results, papers will be submitted to open-access scientific journals and e-magazines focusing on

environmental education, for example the SCIENTIX observatory ([Observatory \(scientix.eu\)](http://Observatory.scientix.eu)). The specific journals to be targeted will be identified by the consortium and added to the dissemination plan at the appropriate stage.

In addition, there will be an international Call for Papers for a Special Issue or Edited Volume on “The Role of Schools in the New European Bauhaus”: This is expected to attract contributions from people working on relevant issues around the world and help the project team to gain an overview of currently deployed initiatives in relevant areas. This special issue or edited volume, which is expected to get finally published near the end of the project (after the reviewing, editing and publishing processes are completed), will also be an opportunity to promote the project results to the interested communities.

Non-peer reviewed publications will be published in (e-)magazine and (e-) newsletters and will cover the activities of the project as it progresses.

Goal 1: To ensure engagement of publications in the project from the beginning.

KPI 1: Number of publishing houses that have shown positive interest in the NEB|LAB ECO²-SCHOOLS project e.g., followed on social media etc.

Target 1: A specific target for this will become more apparent as the project progresses.

Goal 2: To ensure publications and citations are using or referencing NEB|LAB ECO²-SCHOOLS results in the various journals identified during and after the project results.

KPI 1: The number of publications and citations using or referencing NEB|LAB ECO²-SCHOOLS results. Measured through surveys identifying articles written and posters presented, and citation analysis for mention of NEB|LAB ECO²-SCHOOLS results.

Target 1: A specific target for this will become more apparent as the project progresses.

4.6 Social Media

Social media will be used to engage target audiences on the NEB|LAB ECO²-SCHOOLS project and to disseminate the NEB|LAB ECO²-SCHOOLS project. A social media toolkit will be shared with NEB|LAB ECO²-SCHOOLS partners by Month 9 to ensure consistency and continuity across platforms.

The specific platforms that will be used are Facebook, Twitter, Instagram, LinkedIn, and YouTube. The success of each platform will be assessed throughout the project with the possibility of removing any platform that does not reach a target audience as outlined in Chapter 2. On average at least two social media posts per week will be made from the accounts giving an update of the project. With posts increasing at key times such as during workshop events, open information days.

NEB|LAB ECO²-SCHOOLS will have its own pages on each of these accounts using the appropriate logo and branding.

An Taisce is in the process of setting up social media accounts, the various accounts will be presented as part of the communications toolkit in Month 9.

Table 2 Social Media Accounts

Social Media Platform	Link to Page/Account
Facebook	Facebook
Twitter	NEB Lab (@NEB_Lab) / Twitter
LinkedIn	Under Construction (updated soon)
YouTube	@NEB Lab
Instagram	neb_lab handle

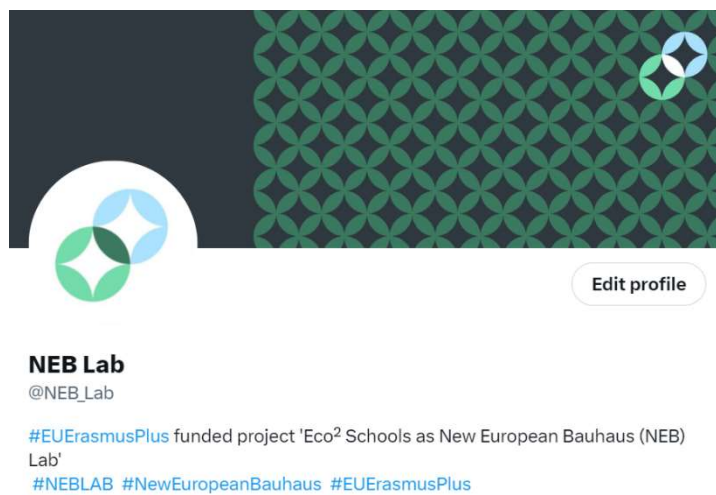


Figure 5 NEB | LAB ECO²-SCHOOLS Twitter Account

Other partners that have been identified as having the appropriate skills/roles will also act as administrators of these accounts and will create content when on a schedule to be devised by WP6 and issued to partners at the same time as the toolkit in Month 9. A proposed rotation of social media content creation between partners will effectively ensure that the social media content stays varied, fresh and engaging. The use of partners' and stakeholders' own social media channels will be important communication and dissemination tools.

4.6.1 Social Media content, tone and style - approaches & guidelines

- Communications on social media will largely be in English from the NEB | LAB ECO²-SCHOOLS social media accounts as standard, except when it is advantageous to use other languages. Communications in regional, national and local accounts should be in any suitable language.
- Jargon, technical language and acronyms should be kept to a minimum [or avoided].
- Communications on social media should be visual where possible i.e. use images, photos, videos, animations.
- Content should be valuable to the targeted audiences and the project.
- Posts will be short, clear and catchy - 3 sentences at most on Facebook.
- Posts will convey emotions.
- Content will be engaging, varied, accurate, relevant, worthwhile and visual to help build our audience and to create credibility.
- Content will convey the project's impacts and contribution to society.
- The administrators will tag appropriate handles, to ensure the content reaches the widest audience possible.
- Events – live posts or pictures of events will be important for some stakeholders. However, they may not necessarily be relevant content for people who did not attend. They are more likely interested in the outcomes of such events (minutes, reports, links to presentations and interviews, etc.).
- Responsive and receptive, use of social listening is desirable - quickly considering and addressing comments and queries that will help build positive engagement in the project. However, engaging with 'trolls' is often counterproductive.
- Initial main hashtags to be used will be #NEBLAB, #NewEuropeanBauhaus, and #ErasmusPlus. However, analysis will see which of these are working best.

Goal 1: To engage the targeted audiences in the project and to disclose the project results to them with social media throughout the lifetime of the project, (with most emphasis at the end of the project), and for any relevant times thereafter.

Goal 1 KPIs and targets: KPIs and Targets on social media are detailed in Chapter 5.

4.7 Press Releases and Media Opportunities

Press releases and media opportunities will be used to engage target audiences on the project and to disseminate the project results. These opportunities will arise mainly towards the end of the project.

Goal 1: To engage the targeted audiences in the project and to disclose the project results to them with press releases throughout the lifetime of the project (with most emphasis at the end of the project), and for any relevant times thereafter.

4.8 Videos

Video can be an effective communication tool to engage the target audiences in the project and its results. The consortium will develop a series of short videos (up to 2 min) to promote and communicate the Climate Action Plans of the pilot sites. All NEB|LAB ECO²-SCHOOLS videos will be uploaded to the NEB-LAB YouTube channel for the purposes of further dissemination and linking to the NEB|LAB ECO²-SCHOOLS website (under construction).

Goal 1: To use videos effectively to engage the target audiences in the project and its results throughout the lifetime of the project (with most emphasis at the end of the project), and for any relevant times thereafter.

Goal 1 KPIs and targets: KPIs and Targets on videos are detailed in Chapter 5.

4.9 Related FEE Eco-Schools Programmes

Relevant FEE Eco Schools' programmes will be an important tool for disseminating the project results. The NEB|LAB ECO²-SCHOOLS project will communicate and disseminate the project's approach and outcomes to the wider Eco-Schools community through programmes such as YRE (Young Reporters for the Environment), Green Schools, and Green-Campus.



Figure 6 FEE Programmes

Goal 1: FEE Eco-Schools will be successfully engaged and active in contributing to the dissemination tools' goals to promote the project and its results.

KPI 1: FEE Eco-Schools programmes will be active in contributing to the dissemination of the project.

Target 1: The targets of these will be decided on as the project progresses.

5 Communication Implementation and Evaluating Success

5.1 NEB|LAB ECO²-SCHOOLS Communication Activities Planned

Table 3 presents the project's initial dissemination actions and Dissemination KPIs, which will be updated periodically to ensure the project's objectives are achieved. In the event of deviations, appropriate corrective actions will be taken to optimize the dissemination and communication outcomes of the project and engage relevant stakeholders.

Table 3 Dissemination and Exploitation Metrics and Targets

Channel	Task	Actions	Target Audience	KPIs	Goals
NEB-LAB Website	T6.2	Create a clear, fast, and accessible project website to display project details, updates, and results	School Communities Local Communities Academia Industry Public authorities Policy Makers	Number of unique visitors	500,000 unique visitors by project end
NEB-LAB Informational Materials	T.6.2	Project e-newsletter and informational leaflets and user guidelines	Participants and Stakeholders	Number of e-newsletters	5 newsletters
Present NEB-LAB at Conferences	T.6.3	Presentations at national and international conferences	Project Stakeholders Public Academia Industry Local Government	Number of events	10
Events – NEB LAB	T6.3	Project will host small events, open information days and workshops	School Communities Local Communities Public Authorities Policy Makers Academia Media	Number of Events Number of Participants	Events (20) Participants (2000)
Peer-reviewed Publications on Project	T6.4	Develop journal papers for publication in open-access scientific journals	Teachers Researcher Museums	Number of publications	2

Published Articles	T6.4	Develop articles for publication in magazines, newsletters	Teachers Museums Public	Number of articles	10
Social Media	T6.2	Create project-specific social media accounts for project dissemination on Twitter, Facebook, LinkedIn, Instagram and YouTube	School Communities Local Communities Private Enterprises General Public Public Authorities Policy Makers	Number of posts Number of followers Video views	#Posts 100/year on each account #Followers > 500 across accounts #Views > 500 (cumulative) on YouTube
NEB-LAB Project Conference	T6.8	Host final conference to showcase Roadmap	Project Stakeholders, school/local communities, policy makers	Number of Conferences Number of attendees	Conference #1 Attendees #200
NEB-LAB Videos	T6.2	Consortium creates videos to communicate on Climate Action Plans at Pilot Sites	School Communities, Local Communities, Public Authorities, Policy Makers	Number of Videos	#Videos > 5
Collaboration	T6.5, T6.6, T6.7	Collaborate with relevant projects	Project Stakeholders, Related EU Projects	Number of collaborations	> 30 collaborations

5.2 NEB|LAB ECO²-SCHOOLS Exploitation and Sustainability

An exploitation plan including a futures-oriented communication and dissemination strategy will be prepared by WP6 as part of the deliverable D6.3 (due M36). The exploitation strategy will also be presented at the conclusive event of the ERASMUS+ project.

The objective of the exploitation plans is to maintain, share and further enrich the ‘living-lab’ approach with specific actions and activities. The project impact will be ensured and sustained with the status of a European cooperative society (for nonprofit in common structure, secured space for Testing-Learning-Consolidating-Upscaling initiatives in 6 climate-cultural regions in the EU, within the NEB-LAB and Education for Climate Coalition, with shared governance, expertise, knowledge, resources, tools and co-investments). This will provide support to design and implement climate action plans for the renovation wave of Educational Buildings with scalable impact in the communities/neighborhoods they serve. The pilot sites will develop synergies in their neighborhoods committed to enrich modern living and improve sustainability through combatting climate change, growing the circular economy and safeguarding citizens’ wellbeing.

The open cooperative living lab scheme that will be activated during the project will be maintained, shared and further enriched with further actions and activities. The project impact will be ensured and sustained with the status of a European cooperative society (for nonprofit in common structure,

secured space for Testing-Learning-Consolidating-Upscaling initiatives in 6 climate-cultural regions in the EU, within the NEB-LAB and Education for Climate Coalition, with shared governance, expertise, knowledge, resources, tools and co-investments). This will provide support to design and implement climate action plans for the renovation wave of Educational Buildings with scalable impact in the communities/neighborhoods they serve. The pilot sites will develop synergies in their neighborhoods committed to enrich modern living and improve sustainability through combatting climate change, growing the circular economy and safeguarding citizens’ wellbeing. NEB-LAB will offer an easy-to-use toolkit that cities and other building owners can use to understand the full impact of the NEB|LAB ECO²-SCHOOLS demonstration sites. The aim of NEB-LAB is to support the end-to-end transformation towards a low-carbon, climate resilient operation of educational institutes, utilizing novel approaches and solutions based on social, technological, and financial innovation. The “Chamber of Quality”, the integrated services that will be developed by the project will be at the core of the NEB|LAB ECO²-SCHOOLS sustainability and continuation. It will offer support to educational institutions to design an effective green strategy, action and execution plans as well as on-going monitoring mechanisms aiming at supporting these organizations in setting and realizing their green ambitions. The “Chamber of Quality” will contribute to the achievement of three goals that are the cornerstones of societies’ future initiatives and educational institutions have a significant role to play towards their achievement: a) a **better quality of life**, b) **economic growth** c) **an environmentally conscious focus on sustainability** (see the case of C40 initiative in New York where a pilot project benefits 23 schools and their neighborhoods).



Therefore, sustainability strategies and action plans of educational institutes should contribute to these 3 goals. NEB|LAB ECO²-SCHOOLS initiatives will transcend throughout multiple domains such as the domain of “economy” – whereby trends such as open talent economy where remote working virtual teams are developing innovation labs that devise products and solutions to societal problems while providing a “safe” space for innovation and collaboration will be exploited; or the “mobility” domain – exploiting trends of electro-mobility and mobility as-a-service, autonomous vehicles, the IoT and advanced analytics which enable more people and goods to move faster, safer, cheaper, and cleaner; or the “living” domain as educational institutions can play a role in developing tools that e.g. help citizens monitor their health or wire their homes to improve energy use so that citizens actively contribute towards climate neutrality of their habitats; under the “environment & energy” domain –

NEB|LAB ECO²-SCHOOLS will promote educational institutions transformation as “prosumers,” allowing these organizations to both consume but also generate green electricity and to closely monitor their energy usage and emissions via sensors; perhaps most importantly under the domain of “education”, NEB|LAB ECO²-SCHOOLS will outline how the achievement of zero-energy building will become part of the schools curricula or part of the exhibition of a science center. Finally, NEB|LAB ECO²-SCHOOLS will ensure that educational institutions follow an integrated, thoughtful approach to their green transformation and engagement of positive energy neighborhoods, implementing parallel actions pertaining to six enablers, which are also aligned with the call’s requirement for connecting initiatives in the overall environmental, regulatory, and social context of the pilots.

These enablers include: “ecosystem” – In order to design a successful green transformation strategy, educational institutions will need to embrace new community engaging models that bring residents in the communities they serve (with special emphasis also on marginalized citizens in order to promote inclusion), civic organizations, non-profits, industry, academia and central and local government as well as other potential municipality stakeholders into the solution creating process; “data and security” – Digital platforms and connected devices will be required to propel educational institutions towards their smart, climate-neutral future, therefore it is imperative that these organizations manage data in a secure manner; “digital and technology” – Educational institutions will require an integrated system providing management of these organizations with an integrated and holistic view into the achievement of their sustainability targets while also facilitating decision-making in adapting actions towards the maximization of impacts; “funding & financing” – Funding smart, green initiatives and infrastructures, which are typically characterized by large upfront costs is a significant challenge for the management of educational institutions, as their budgets are tight. Educational institutions will need to develop tools and new business models, which will ensure sustainability of financing also in the long run (post-project).

That means the private sector inevitably will play a role in many public green infrastructure initiatives also of the education sector in the coming years; “policy & regulation” – solutions will need to adhere to the overall regulatory environment under which educational institutions operate, at the same time however these organizations can function as a champion for citizen engagement and a much needed shift towards participatory decision-making in improving the state’s responses to the sustainability challenges it faces, moving away from a linear mode of green policy-making towards a more iterative and socially innovative approach;

Finally, “internal organization & governance” – Under the NEB|LAB ECO²-SCHOOLS project educational institutions will be supported in adapting their internal organization to facilitate their green transformation, by strengthening leadership, developing strong communication and information-sharing with their ecosystem partners, etc. Moreover, as educational institutions will need to function as ecosystem orchestrators, partner responsibilities and accountabilities need to be outlined up front, mechanisms to drive timely decisions need to be in place, and foremost, the citizens in the communities served need to be given a stake in the green agenda outcomes via the development of green neighborhood labs. Thus, a dedicated governance model on how a smart, sustainable educational institution ought to unite its diverse ecosystem of stakeholders and how partnerships will function towards the area’s wider climate action plan will be developed under the project scope.

Following actions will be done, step by step, for building further the project with a cooperative growing engagement and shared resources.

Phase 1 – Prototype co-experimentation with 5 pilot-sites (2022-2025), will directly concern about 500 to 5000 persons depending on common engagement. The European living lab will connect stakeholders in the 6 climate-cultural regions in Europe (geographic cross border territories, not institutional). Intention is that the number of engaged school communities receive local support for their renovation project. This local support will be strengthened by the European Green Deal recovery fund. At the same time, each school will build a connection with its neighborhood/village and enlighten the way young generations, educative community, families, companies, institutions, and associations

can engage in the transition. After three years of prototype demonstration, NEB|LAB ECO²-SCHOOLS will deliver a consolidated method and shared tools to engage phase 2 in a cooperative decentralized way in the 9 climate-cultural regions. This is a key for building scalable impact, necessary to achieve the goal of +150 schools' renovations each year. An exploitation plan with a communication strategy and strategy for dissemination will be presented at the conclusive event of the ERASMUS+ project. This will invite institutional actors, networks, and sponsors to join NEB|LAB ECO²-SCHOOLS with becoming member or supporting partner of the European cooperative society. So, all conditions for success for further development and dissemination will be met.

Phase 2 – Ambition is to scale up the living lab to reach +150 schools retrofitting/year, within 3 years (2025-2028), through a cooperative open distributed empowerment process (in commons resources shared in this cross border European cooperative Living Lab). All results will be publicly shared, access to common resources under license Creative Commons-BY-SA and support will be managed through a simple membership programme for nonprofit.

6 Conclusions and Next Steps

This deliverable describes that initial plan of the communication and dissemination activities in this project. This plan for the communication activities is composed of three different elements: 1) the message or idea force, that is, the basic idea that the project's consortium wants to communicate to a wide audience, 2) the audience of such message and finally, 3) the means used to perform such communication activities. It should be stressed out that these activities will be developed in a quasi-continuous way, not waiting until the final or last steps of the project to concentrate in a short period the whole communication plan. In fact, an adequate and intense execution of communication activities will be essential as these will focus not only on disseminating the platform's service offering but also on looking for future projects that can benefit from it. The main "message" to be considered has been defined as follows:

Schools and educational buildings can act as a Role Model for the Renovation Wave and the New European Bauhaus and an incubator for innovation and creativity to drive sustainable design across Europe.

The proposed actions will be implemented systematically and methodologically to increase the project's impact. Significant work has been already made for the development of projects identity and branding. In the next phase the work of the consortium and the WP6 team will focus on the development of the tools and the means that will be needed to approach the target communities. The well-defined Goals, Targets and KPIs presented in Chapters 4 and 5 will act as drivers in the process.

At the final stage of the project the work will focus on the exploitation work and to the development of strong partnerships and networks that will help the team to move forward towards the ambitious Phase 2 that will scale up the collaborative efforts of the NEB-LAB consortium.