



Advanced Tools for Low-carbon,
high-value development
of historic architecture
in the Alpine Space.

D.C.1.1 – COMMUNICATON STRATEGY

Priority 3 - Liveable Alpine Space

SO3.1 - Sustainably valorise Alpine Space cultural and natural heritage

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1. General conditions

1.1. ATLAS project outline

To preserve the cultural landscape in the Alps and reach the ambitious climate targets will only be possible if we intensify our efforts in the valorisation and sustainable use of the historic buildings and understand this task as a mission for the whole civil society. The ATLAS project will point to the (re)discovery of – not necessarily protected – traditional architecture (buildings and ensembles), often situated in less-favoured areas and with a low level on energy efficiency and living comfort. Moreover, it will pave the way for their sustainable development towards low carbon Alpine lifestyle and society.

9 Partners from 6 different countries with expertise in energy efficiency, heritage preservation and regional development will work closely together in ATLAS.

This project is co - financed by the European Regional Development Fund (ERDF) in the realm of the Interreg Alpine Space Programme. Hence, the requirements of the Alpine Space Programme are strictly applied.

1.2. Project Partners

Partner	Abbreviation	Country
<i>European Academy Bozen</i>	EURAC	IT
<i>Remarkable Sites & Cities of France - Federation of art and historical Cities, Regions and Heritage Sites</i>	SCRIF	FR
<i>Energy Institute</i>	EIV	AT
<i>University of Innsbruck Institute for Structural Engineering and Material Sciences Department: Energy Efficient Building</i>	UIBK-EEB	AT
<i>Soča Valley Development Centre</i>	PRC	SI
<i>Munich University of Applied Sciences</i>	MUAS	DE
<i>Municipality of Truden in the nature park</i>	Truden	IT

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<i>University of Applied Sciences and Arts of Southern Switzerland</i>	SUPSI	CH
<i>teamlau</i>	TB	IT

Table 1: ATLAS project partners

1.3. Reference Documents

- ATLAS AF
- Interreg Alpine Space Guidelines (http://www.alpine-space.eu/project-management/project-implementation-handbook/4.4_factsheet_project_communication.pdf)
- Communication material for projects (<http://www.alpinespace.eu/projectmanagement/project-tools-resources/comm-material>)
- Communication Toolkit (<http://www.alpine-space.eu/project-management/project-comm-material/communication-toolkit.pdf>)

1.4. Abbreviation used

<i>AF</i>	Application Form
<i>ASP</i>	Alpine Space Program
<i>CS</i>	Communication Strategy
<i>JS</i>	Joint technical secretariat of Alpine Space Programme
<i>HB</i>	Historic Buildings
<i>HBA</i>	Historic Building Atlas (Database with Best Practice case studies)
<i>KPI</i>	Key Performance Indicators
<i>LP</i>	Lead partner
<i>PP</i>	Project Partner
<i>PSG</i>	Project Steering Group
<i>WP</i>	Work package
<i>WPL</i>	Work package Leader

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2. Introduction to Communication Strategy

2.1. Purpose

ATLAS communication activities are seen as important basis for the success of the project, as they help in building strong relationships with target groups and stakeholders. With the communication, we optimize the impact of results and outputs of ATLAS. ATLAS communication activities will also contribute to the achievement of the project and Programme objectives.

The Communication Strategy is the authoritative guideline for the project partners for all activities for communication of contents and results of the ATLAS project. It identifies the relevant target groups and describes appropriate communication methods. The communication strategy will be jointly approved and evaluated at least twice a year by the PSG. With the regular update of the CS the communication objectives achieved are reviewed and the timetable for implementation is adjusted.

2.2. Objectives and scope of the communication strategy

Communication is a key factor for the success of ATLAS in terms of transferability and dissemination. The communication of ATLAS will cover 3 main elements:

- The information about the ATLAS project and its application
- The information about ATLAS activities and possibilities of participation
- The mediation of project results, such as deliverables and outputs

Teamlblau as professional communication company will lead the WP Communication, develop the media work for ATLAS in close cooperation with the project LP EURAC. All communication activities supporting the implementation of project results and outputs will be developed by the respective WPL with support of teamblau for media work.

ATLAS attaches great importance to a balance between local interests and transnational information exchange. The partners of ATLAS cover 7 different Alpine regions with 4 different languages. Communication materials are therefore partly created in English and translated into the local languages (German, Italian, French, and Slovenian) by the project partners.

The key objective of communication of ATLAS is the explanation and dissemination of the project results. Specifically three of these results / outputs will be available as online accessible tools:

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- The Historical Building Atlas (HBA) (O.T.1.1)
- Interactive retrofit guidance tool for HB (O.T.2.1)
- The ATLASonTOUR (D.T4.1.2)

These outputs will be advertised and made accessible through specially tailored communication measures.

2.3. Project context

ATLAS contribution to wider strategies and policies

ATLAS is well positioned in the wider context of the "European Energy Union" and Europe's "2050 energy strategy" – as well as, on the "cultural side", initiatives of the Council of Europe like the Strategy 21 (launched in April 2017) and HEREIN Heritage network.

It contributes to Europe's ambitious targets on emission reduction as well as efficiency and renewable increase, which will not be reached if historic buildings are left behind (be they protected or not), and will at the same time support regional smart growth - both entrepreneurship and sustainable tourism.

It will also contribute to the IEA SHC Task 59 on "Renovating historic buildings towards zero energy" and benefit itself from the exchange on truly international level and important networks both in the energy (IEA - International Energy Agency) and cultural sector (ICOMOS ISCES).

Macro-regional strategy contribution

ATLAS will contribute to the EUSALP strategies in two different AGs:

- To AG6 (->To preserve and valorise natural resources, including water and cultural resources) with its focus on historic buildings; by recognising historic architecture as one of the main carriers of local identification and cultural significance
- To AG9 (->To make the territory a model region for energy efficiency and renewable energy); by raising awareness on peculiarities of historic buildings and providing solutions for their retrofit

On an indirect level there will be also contributions to AG2 by supporting regional value chains (e.g. wood production or tourism) and AG5 with digitally providing best practice examples in an free accessible online database and diverse web tools.

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Synergies with other projects and initiative within AS programme

ATLAS builds on previous or running AS projects AlpHouse, AlpBC, ENERBUILD, CESBA Alps, IMEAS and GRETA, it integrates and valorises their results. This is ensured with the involvement of partners from these projects or networking via the platforms provided by the JS. (e.g. EUSALP Synergy brunch in Klagenfurt).

Building on available Knowledge

ATLAS can profit from past AS projects (AlpHouse/AlpBC), especially in terms of robust retrofit solutions and regional low carbon strategies implemented in pilot cities. Research projects and practical experiences by involved PPs (historic and energetic building stock analysis, integration of RES in historic sites, validation of detail solutions in laboratory tests and via monitoring).

The knowledge of national building stock databases (e.g. the heritage registries) will be accessed for building stock analysis. For good practice compilation ATLAS will benefit from the just started IEA SHC Task 59 (International Energy Agency) and local projects of several partners. National and thematically recommendations and guidelines are capitalized on two levels of actions: building renovation and policies on regional development.

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3. ATLAS Branding

3.1. Specific Objectives of the Brand ATLAS

- Brand awareness: let our target groups know ATLAS Project
- Brand image: let our target groups know what the project is about, why it is important, what makes it different from any other similar project
- Brand associations: add (positive) details to the project's core identity

3.2. ATLAS Corporate Identity

Formal communication and project documentation must conform to the standards as described in the corporate design manual of Interreg Alpine Space. If not available, the WPL of the WP Communication will deliver project templates and formats.

3.3. ATLAS Logo

The main idea by developing the ATLAS logo was the “open door” that invites to discover the project goals and results on the one hand and on the other invites to enter the preserved historic building and use them further.



PP TB has designed the logo for ATLAS, which was approved by all PPs and has to be applied in all dissemination activities.

The logo colours are derived from the European flag and must not be changed. They are the central brand colours of the Interreg corporate design and they allow identifying the brand also beyond the logo in all visual communication. The colours are defined for all colour systems.

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Green: liveable

RGB 152/194/34

CMYK 49/0/99/0

PANTONE 382 U

For placing the Logo, the PPs have to follow the instruction of the Interreg Alpine Space:

The project logo must be featured on all promotional material, presentations, print material, or any other communication activity that the project organises (cf. SC article 7). If other logos are displayed in addition to the project logo, the European Union emblem (i.e. the flag in the Interreg logo) shall have at least the same size, measured in height or width, as the biggest of the other logos.

You will find these instructions in the Corporate design manual for Alpine Space projects Version 1.3 (http://www.alpine-space.eu/project-management/project-communication/cd_manual_project_communication_v1.3.pdf)

3.4. ATLAS digital template package

The communication reporting templates as well as templates for presentation are available on Office365 - Sharepoint (WP Communication/Templates).

For continuous text within documents the font type “ARIAL” is used. Font size, headers, bulleted lists are defined within the communication templates.

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The following templates have been developed by PP TB (https://scientificnet.sharepoint.com/f:/s/atlas.project/Eo5d_KIVbwJlqBqjCRdKyxsB_DI1jTIRYOJRgN4_v3mGK_A?e=sGybeT):

- Agenda
- Deliverables
- Letter
- Press Release
- Minutes
- PowerPoint

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4. ATLAS internal communication

All issues regarding the internal communication are reported and explained and in the Project Management Handbook. The LP established an online platform to allow partners to easily share and store all project documents. To ensure the protection of the sensitive information the access is restricted to users having a password. The internal communication platform is provided via Office365 - Sharepoint.

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5. ATLAS external Communication

5.1. ATLAS overall objectives

Based on AF ATLAS project aims at re-discovering, valorising and preserving historic architecture in the Alpine region (buildings and ensembles beyond the level of protection).

- ATLAS will pave the way for the sustainable development of historic assets by capitalizing and optimizing existing best practice solutions for building refurbishment and regional development.
- ATLAS will promote the historic building retrofit as a task not only for individual building owners but for the whole civil society.
- ATLAS will foster the exchange of best practice experiences and high level knowledge from all Alpine regions on sustainable regional development in order to remove uncertainties, quantify co-benefits and socio-economic value and provide the ground for the integration of historic buildings and sites in sustainable development strategies and policies.

5.2. Specific objectives of the ATLAS project

Raise awareness on the necessity and benefits of sustainable development of traditional Alpine architecture

ATLAS will define the economic and societal value of preservation of cultural assets for the Alpine society in the sense of energy saving potential, identity building, depopulation, use of existing infrastructures, local enterprise and craftsmanship support and relevance for a sustainable tourism. With the Toolkit for municipalities we provide the ground for the integration of low carbon renovations of historic structures in regional planning policies and business models.

Promote technical and methodological instruments to foster the retrofit of historic buildings

ATLAS will verify technical solutions for traditional buildings retrofit and give security for the use of local and innovative materials in the historic building sector by testing and monitoring. A set of refurbishment concepts will be established to different building typologies, which were determined for the Alpine Space.

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Bridge the gap from locally existing best practice solutions towards the application in transnational context

ATLAS will promote and exploit best practice solutions for traditional building retrofit in a transnational Historic Building Atlas. A compendium of locally well working local guidelines, funding models and methodological approaches for energy retrofit will be promoted in the Alpine Space. New ways of knowledge transfer, like a cross-border EnerCulTour will allow building owners and planners to participate in high-level knowledge networks.

5.3. Communication Objectives

Linked to the project specific objectives, there are 4 main communication objectives. The specific communication objectives are further specified in the Target Group – Activity Matrix in chapter 8.

Raise awareness

One of the key communication objective is the promotion of the value of the traditional and historic building stock and its maintenance. Relevant information will always be translated by involved partners in the main languages of Alpine Space.

Influence attitude

The communication strategy aims to show the historic buildings as capital for a sustainable development of the community/region and to clear up the image that historical buildings are backward and outmoded.

Increase knowledge

The aim is to increase the knowledge of practitioners and decision-makers in order to make planned renovations and revitalization of the HB stock as sustainable as possible and not to remain behind the possibilities out of ignorance.

Change behaviour

One of the main goals of the project is the preservation of the historic building stock and its sustainable further use. Stakeholders of the whole value chain in the construction sector must be convinced that possibilities for sustainable preserving of historic buildings are examined before their destruction.

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6. Communication activities

6.1. Basic activities

Basic activities for communication are listed below. The basic activities are not restricted to a specific stakeholder group in particular but should reach a wide audience and draw attention to the ATLAS project.

ATLAS partner's websites

PP TB has provided a template with all required information to all PPs. Every project partner must display on their organisation's website the following information about the project:

- The project logo
- A short project description including its aims and results,
- The financial support (amount and ERDF claim)
- A link to the project website.

TB keeps track of the establishment of project partner's websites. Links to the partner's websites are collected and updated in a common file that are available on Office365 – Sharepoint. (<https://scientificnet.sharepoint.com>)

ATLAS official poster

Each partner organisation displays a project poster produced by TB in high resolution with information about the project, the project logo and information about the ERDF co-funding of the project. This poster must be at each project participant's premises, at a location readily visible to the public, such as the entrance area of a building.

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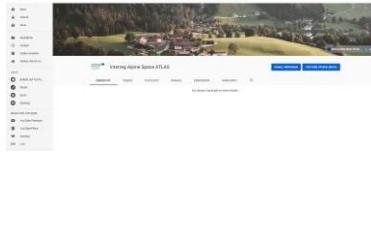
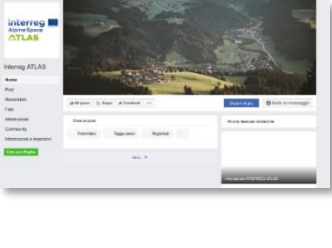
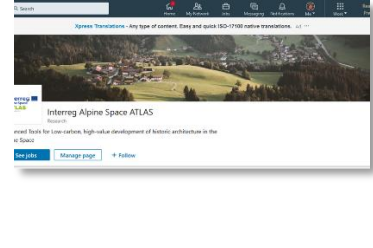
You Tube	Facebook	LinkedIn
		
<p>https://www.youtube.com/channel/UC-vM5rOePnO71LAq2su9gKQ/</p>	<p>https://www.facebook.com/pg/Interreg-ATLAS-945420132323832/</p>	<p>https://www.linkedin.com/company/interreg-alpine-space-atlas/about/</p>

Table 2 Social media used for ATLAS communication

Social media will enable efficient and timely dissemination of information and promotion of project activities, events, results. These social media accounts can be found on the project website.

6.2. ATLAS Website

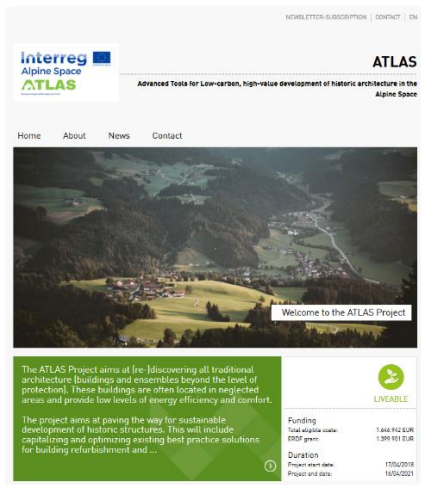


Figure 1 ATLAS Website (13.12.2018)

In order to increase not only the visibility but also the sustainability of results, project websites are integrated and hosted on the programme website as sub-websites with features tailored to project needs. A template structure with the following subpages is offered by AS to which projects can add further pages and content elements:

- The Homepage,
- About the project
- News and events
- Project outputs and results,
- Contact

Legal notice: current website address is: <http://www.alpine-space.eu/atlas>

6.3. Promotional and digital activities

Newsletter



A newsletter will be sent every 6 months (starting by January 2019) providing information about essential project activities and outputs to the stakeholders.

On the project website the stakeholder and all people who are interested into the project can subscribe to the newsletter. The subscription is done by double opt-in regarding the GDPR recommendations.

Social media

Social media campaign: at least 3 of social media channels will be used to reach the target groups. The following channels were considered as the most effective and promising ones to reach our target groups: Facebook, LinkedIn, YouTube.

Press release

Press releases will be sent to at least 20 relevant media contacts in all alpine countries informing about project activities and results.

Video

A Video of the project will be developed that explains concepts in an easy, fast and appealing way to possible pilot sites representatives and building owners. It is also a teaser for project outputs. We will create film formats for website, social media, you tube and conferences.

6.4. Printed communication material

ATLAS poster for conferences



TB and EURAC developed a poster informing about the project that can be used for promotional activities at conferences. The content will be regularly updated during the project duration.

Figure 2 ATLAS conference poster

Final booklet

Project final booklet will summarize the results of the project and describe all developed tools and project outputs. This publication will be produced in English.

Project flyer



2 releases will be produced to present ATLAS during and after project duration informing about the project. Main focus of the first release will be the ATLAS project output OT1.1: Historic Building ATLAS. This publication will be produced in English and in all PP languages (German, Italian, French, Slovenian) in order to ensure a large dissemination. The flyer is available in digital+printed version. All PPs will contribute to the content.

We created 2 different Flyer, a promotional Flyer and a Flyer as a checklist. You can find both here:

<https://scientificnet.sharepoint.com/sites/atlas.project/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsites%2Fatlas%2Eproject%2FShared%20Documents%2FWP%20communication%2FFlyer>

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6.5. Public Events and on-site experiences

ATLAS will organize two public conferences during its project duration. Scope of the conferences is to present the Project outputs to all relevant stakeholders and target groups from politics, private and public sector to address all important decision makers.

Mid-term conference

The public Midterm Conference will be organized in Austria. To reach a wide public audience it will possibly be organized back-to-back with other public events.

Final conference

PP EURAC will organize the Final Conference in January 2021, aiming to couple it with the KlimaHaus Fair.

Workshop for public authorities

To encourage municipalities in supporting heritage retrofits and to set the course on a regional level as they have a direct connection with private developers and building owners. Therefore, organizing participative workshops with municipalities will be the most effective way to implement the tools developed in WPT3 in practical context. Furthermore, existing concepts (such as building supervision) are evaluated, disseminated and implemented in pilot municipalities.

Transnational “EnerCultour”

Starting from best practice examples of the historic building database, EIV will develop the concept of EnerCulTour, where during organized visits, architects and building users explain on-site the particularities of the building to interested groups. Concept for visiting best practise examples within tours “upon request”.

6.6. Training and education

Training for Consultants

Development and preparation of lectures and training modules for project planners and energy consultants in order to raise their awareness for sustainable retrofit planning and the importance of

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implementing adequate solutions. Teaching material for training modules to be adapted to the national context and implemented on long-term by architect chambers/local energy agencies.

Training and involvement of craftsmen associations

Education modules ensure the transferability and durability of the project results through knowledge sharing and dialogue. Training sessions for artisans involved in the retrofit process (such as carpenters, stonemason, roofer, plasterers, and glaziers) will help bringing the guidelines of technical solutions developed in WP3 to practical application. In this activity, we organize workshops and elaborate training materials to be integrated into training and Continuing Professional Development.

6.7. Scientific knowledge network

Presentation at conferences

Presentation of Project outputs to a scientific audience will lead to discussion, development of results and networking.

Contribution to scientific publications

With the contribution to journal papers ATLAS can disseminate project outcomes to the scientific world in an effective and influencing way.

6.8. Networking

The International cooperation will be established to actively find synergies and support exchange among different projects and international organizations working in the ATLAS project context. Common workshops and active participation are planned, among other with the IEA SHC Task 59: Deep retrofit of historic buildings.

With participation in meetings of relevant multipliers and other collaborative project, a better visibility can be reached and synergies of all involved can be used. Usually networking is established via short oral presentations and contributing in discussions. ATLAS will be in the same way open to invite other networkers to ATLAS activities. Networks will be established among others with:

- EUSALP AG 6 and 9
- ICOMOS/ISCES: Intern. Council on Monuments and Sites

- COST Action TD1406: Innovation in Intelligent Management of Heritage Buildings

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7. Target Groups

7.1. Direct Target Groups

In the AF the main target groups were already defined. Some of the most relevant are specified below: Target group involvement is supported by the observer network, but it goes clearly beyond.

- The municipalities have a key role in promoting the sustainable preservation of historic building as a task of the whole civil society.
- The general public, and specifically the owners and investors will be a main addressee of Best practice building solutions. This is a key stakeholder to be convinced refurbishing and upgrading historic buildings instead of destroying
- The Heritage Authorities will contribute to and also benefit from the set of evaluated best practice solutions.
- Stakeholders and practitioners of the whole value chain of energy retrofit of historic buildings, benefiting from feasibility of solutions; planners and local companies from knowledge networking, as well as the historic building atlas and developed guidelines (architects chambers, craft associations as observers);
- Regional agencies can implement relevant guidelines in development strategies.

According to the AF, in the table all relevant stakeholder groups are listed:

<i>Interest groups including NGOs</i>	NGOs and other volunteers association involved in environmental issues and heritage protection	15
<i>Education/training centre and school</i>	Vocational training schools	6
<i>SME</i>	SME and clusters operating in the field of retrofit of buildings (such as carpenters, stonemason, roofer, plasterers, and glaziers).	30
<i>General Public</i>	Civil society, urban and rural population, in particular building owners, investors, tourists, persons generally interested in building culture and architecture	5000
<i>Sectoral Agency</i>	National and regional agencies mainly committed to preserving cultural landscape and sustainable development	15

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	(e.g. architect chambers, energy agencies, chambers of crafts etc.)	
<i>Higher Public Education</i>	Applied research institutions, technical universities (mainly architecture and heritage conservation)	6
<i>Local Public Authority</i>	Municipalities mayors and related associations (provinces, departments, rural districts etc.); policy makers at local level committed to develop optimal framework conditions for sustainable refurbishment of historic buildings	45
<i>Regional Public Authority</i>	Both political and administrative levels (Regions, Cantons, Bundesländer,...) in different sectors committed to: develop regional planning strategies, define related legal and operating framework, and improve the implementation of policies.	10
<i>Infrastructure and (public) Service Provider</i>	Energy Service Providers, ESCOS	6
<i>National Public Authority</i>	Technical and administrative levels (Ministries) in different sectors (energy, spatial planning, environmental, housing) committed to develop national strategies, define related legal and operating framework, and improve the implementation of policies	3

ATLAS aims for strong and continuous involvement of relevant stakeholder groups. By asking for confirmation as ATLAS observer, the relevant target groups are not only addressees of output and result communication, but are also involved in the development of project activities. Only so we can ensure, that ATLAS will meet the needs and expectations of the stakeholders.

The following stakeholder groups have already been included in the project activities

Interest groups including international organizations and NGOs

Environmental Association Vorarlberg	Austria
CIPRA International	Liechtenstein
Monument Network of Bavaria	Germany

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French Country Houses -Delegation of Savoie Countries (Savoie and Haute-Savoie)	France
Toni (Anton) Häfliger/ ICOMOS Suisse	Svizzera
Municipality Network "Alliance in the Alps"	Germany
ICOMOS International Scientific Committee Energy Efficiency, Sustainability and Climate Change	Germany

Education and research

Foundation for Architecture of South Tyrol	Italy
Bavarian Chamber of Architecture	Austria
LVH.apa - Education and Service Gen.	Austria

Private sector, enterprises, SME's

Carpentry Nenning	Austria
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Business support organisation, sectoral agency and service provider

Foundation for Architecture of South Tyrol	Italy
South Tyrolean Farmers Association	Italy
Bavarian Chamber of Architecture	Germany
Triglav National Park	Slovenija
District Office Traunstein	Germany
Institute for Regional Development Bellinzonese e Valli	Svizzera
Foundation Valle Bavona	Svizzera
Ordine Architetti PPC della provincia di Trento	Italy
Energy Tirol	Austria

Public administration (local, regional and national)

Federal Office for the Protection of Monuments, Department Vorarlberg	Austria
South Tyrolean State Administration, Office of Architectural and Artistic Monuments	Italy

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Lombardy Region - General Directorate for Environment, Energy and Sustainable Development – Office Climate and landscape policies, Environmental Agency	Italy
Triglav National Park	Slovenija
Institute for the Protection of Cultural Heritage of Slovenia	Slovenija
Institute for Regional Development Bellinzonese e Valli	Svizzera
Agency of Architectural and Artistic Monuments, State Administration of the autonomous Province Trento	Italy
Commission on Monuments and Sites of Appenzell I.Rh.	Svizzera
Service for preservation of historical monuments of the canton of St-Gall	Svizzera
Bavarian State Department of Monuments and Sites	Germany
Municipality of Hittisau	Austria
Municipality of Madruzzo	Italy
Municipality of Kobarid	Slovenija

7.2. Monitoring and Evaluation

The monitoring of communication activities, will be used to learn what is working well and what should be improved in the future. According to continuous evaluation of this monitoring, the communication strategy and activities can be adjusted to reach the overall target.

Target group contacts will be reported in a common file (Excel sheet) as presented below. All partners are asked to inform about relevant stakeholder contacts and activities and report it to the LP.

Project ATLAS - Target Groups Reached												
List of target group (i.e. name of Municipalities, companies, etc...)	PP	PR	local public authority	regional public authority	infrastructure and (public) service providers	interest groups including NGOs	higher education and research	SME	business support organisation	sectoral agency	international organisation under international law	Activity where the target group was involved

A media list will be used, to monitor contacts to relevant addressees. This will be reported by WPL TB in the following table:

Media	addressee	achieved contacts
Newsletter	Rezipient	
Facebook	Follower	
LinkedIn	Follower	
YouTube	Follower	

Website	User (Analytics)	
Press Releases	Media	

Table 4 Media list, monitoring of achieved media contacts

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8. Target Group – Activity Matrix

Specific objective	Raise awareness of the necessity and benefit of sustainable development of traditional alpine architecture	
Communication Objectives	Raise awareness	Influence attitude
Target Group	<ul style="list-style-type: none"> Private sector, enterprises, SME's/ practioners Public administration (local, regional and national) General Public, building owners 	<ul style="list-style-type: none"> Private sector, enterprises, SME's Business support organisation, sectoral agency and service provider Public administration (local, regional and national) General Public, building owners
Approaches	<ul style="list-style-type: none"> Promotional activities Publications Public events -on-site experiences 	<ul style="list-style-type: none"> Promotional activities Publications Public events -on-site experiences Training & education
Activities	<p>The project results will be disseminated among policy makers, practitioners and building owners through meetings, conferences, digital communication, website, publications etc., with targeted levels of technical complexity.</p> <p>The general public will be approached with simple and non-technical messages by means of promotional videos, social media presence, and News and publications in periodicals.</p> <p>Workshops in pilot areas and on-site events address the local administrations and practitioners. These will be advertised in local languages online and with print media.</p> <p>The awareness of regional and national authorities instead will be raised mainly by the Networking activities of ATLAS.</p>	<p>The collection of good practice examples in the HBA, developed in ATLAS WP T1 will demonstrate the benefits of HB renovation. Communication channels like periodicals, scientific publications, conference presentations, press releases, social media and public events are targeted to promote the HBA provide easy access for key stakeholder groups (general public, practitioners, private sector). On-site visits of good renovation examples will be addressed to building owners and architects, but also local authorities and policy makers.</p> <p>Municipalities and business support organizations will be invited to workshops for exchange of experiences and sharing knowledge.</p> <p>The presence of the topic in training and education sessions for planners and craftsmen will open the view to the potential of historic building renovations.</p>

Table 5 Matrix of communication objectives - target groups - communication activities for ATLAS specific objective 1 (see chapter 5.2)

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Specific objective	Promote technical and methodological instruments to foster the retrofit of historic buildings	
Communication Objectives	Increase knowledge	Change behaviour
Target Group	<ul style="list-style-type: none"> • Interest groups including international organizations and NGOs • Private sector, enterprises, SME's • Education and research • Business support organisation, sectoral agency and service provider • Public administration (local, regional and national) • General Public, building owners 	<ul style="list-style-type: none"> • Private sector, enterprises, SME's • Business support organisation, sectoral agency and service provider • Public administration (local, regional and national) • General Public, building owners
Approaches	<ul style="list-style-type: none"> • Publications • Public events • On-site experiences • Training & education • Scientific knowledge Transfer 	<ul style="list-style-type: none"> • Promotional activities • Publications • Public events • On-site experiences • Networking
Activities	<p>Knowledge and confidence in robust solutions as communicated by ATLAS is required by practitioners, decision-makers at local and regional level, and craftsmen. Especially the publication of results from WP T2 will foster the knowledge in robust solutions. This will be supported by workshops, scientific publications, public conferences and training.</p> <p>Interest groups in the field of heritage preservation and environmental protection will profit from the easy access to the online-tools of ATLAS (HBA, Solution guidance, ATLASonTOUR).</p> <p>ATLAS will actively approach the relevant decision-makers on local and regional level by communicating relevant project results, like the toolkit for municipalities in workshops and on-site events..</p>	<p>The targeted mediation of alternatives to current practice (mainly economically oriented standard rehabilitation) should motivate decision-makers and practitioners to create the conditions for the whole spectrum of sustainable renovation.</p> <p>This works best with visual material that is accessible to everyone, like final booklet, public conference presentations, poster and online presence, onsite visits in EnerCULTOURS and ATLASonTOUR.</p> <p>Renovation consultants and other municipal approaches contained in the Toolkit OT3.1 are conveyed by targeted workshops in the communities.</p>

Table 6 Matrix of communication objectives - target groups - communication activities for ATLAS specific objective 2 (see chapter 5.2)

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COMMUNICATION STRATEGY

Specific objective	Bridge the gap from locally existing best practice solutions towards the application in transnational context	
Communication Objectives	Raise awareness	Increase knowledge
Target Group	<ul style="list-style-type: none"> Interest groups including international organizations and NGOs Private sector, enterprises, SME's Education and research Business support organisation, sectoral agency and service provider 	<ul style="list-style-type: none"> Interest groups including international organizations and NGOs Private sector, enterprises, SME's Education and research Public administration (local, regional and national)
Approaches	<ul style="list-style-type: none"> Promotional activities Publications Public events and on-site experiences Networking Scientific knowledge Transfer 	<ul style="list-style-type: none"> Publications Public events and on-site experiences Training & education Scientific knowledge Transfer
Activities	<p>ATLAS project with the network of involved partners and observers will work as an information hub. Knowledge will be gathered by project partners of 7 different alpine regions, by observers from the whole Alpine area and In addition, through a worldwide scientific network.</p> <p>The dissemination will guaranteed by context-tailored media formats:</p> <ul style="list-style-type: none"> Print material and online presence in local languages in pilot regions for the general public, private sector and municipalities. Transnational workshops (back-to-back with ATLAS general essemblies) and EnerCULTOURS Public events organized by ATLAS Presentations in national and international conferences 	<p>Decision/policy-makers will be reached by a regular project communication at local and regional level in the pilot-regions and beyond in the content development of the project. Especially one project output, the toolkit for municipalities will support policy-makers in the continuation of their development strategies. Targeted training sessions convey the accumulated knowledge to planners and consultants.</p> <p>Public events and on-site experiences as well as printed material will lead to an easy access to the HBA, the backbone of ATLAS information collection open to everyone.</p>

Table 7 Matrix of communication objectives - target groups - communication activities for ATLAS specific objective 3 (see chapter 5.2)

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eurac
research

SITES &
CITES
REMARQUABLES
FRANCE

Energieinstitut
Vorarlberg

universität
innsbruck

Posokli razvojni center

HOCHSCHULE
FÜR ANGENWANDTE
WISSENSCHAFTEN
MÜNCHEN

Scuola universitaria professionale
della Svizzera italiana
SUPSI

teamblau®

9. WP Communication - List of deliverables

Communication activities with a timeline and deliverables named in the AF are listed in the following matrix:

Activity	Timeline	WP label	Deliverable	Prescription	Description	Quantity	PP	Status
A.C.1	04.2018 – 12.2018	Start-up activities including communication	D.C.1.1	Communication strategy	The overall communication strategy (to be approved by project steering group) includes media lists, communication tools and activities as well as requirements for internal use by partners to build strong relationships with target groups & stakeholder.	1	TB, EURAC	Done
			D.C.1.2	Digital template package including corporate design manual	Digital template package as tool with ATLAS visual identity (power point presentation, report, letter, press release, meeting minutes) taking into account ASP requirements, guidelines, standards. Development of internal project corporate design manual.	1	TB	Done
			D.C.1.3	Project Website	Project website, implemented based on the project website template provided by JS and will be regularly updated with new information about the project over whole duration.	1	TB, all PPs: Development of content	Done
			D.C.1.4	ATLAS project logo	Project logo, developed based on the Alpine Space Programme logo meeting the requirements of the Alpine Space Programme, customized with a design element and	1	TB	Done

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Activity	Timeline	WP label	Deliverable	Prescription	Description	Quantity	PP	Status
					visible on all ATLAS presentations, materials, documents, etc.			
			D.C.1.5	Information page on the national websites of partners	Information page on ATLAS project on the national websites of partners.	9	All PPs	Done
A.C.2	04.2018 – 04.2021	Publication(s)	D.C.2.1	Project flyer (digital+printed)	ATLAS project flyer, representing the project during and after project duration. The flyer is available in digital and printed version (in 5 languages, start and final version) informing about the project, its aims and outputs.	9 + 9	All PPs: Development of content	Done
			D.C.2.2	Final ATLAS booklet	ATLAS, a booklet as a final printed output, presenting the project results	1	TB, EURAC, (PRC)	
			D.C.2.3	ATLAS project poster	ATLAS project poster and the project logo in high-resolution for each partner organisation will get a	9	TB	done
A.C.3	04.2018 – 04.2021	Public Event(s)	D.C.3.1	Documentation of ATLAS Public Midterm Conference	Organisation, invitation & report about Midterm Conference (language English)	1	EURAC	
			D.C.3.2	Documentation of ATLAS Public Final Conference	Organisation, invitation, preparation, report about Final Conference (language English),	1	EURAC, PPs: Participation & presentation of results.	

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Activity	Timeline	WP label	Deliverable	Prescription	Description	Quantity	PP	Status
A.C.4	04.2018 – 04.2021	Promotional activities	D.C.4.1	Press releases	Press release sent to at least 20 relevant media contacts in all alpine countries informing about project activities and results	20	TB, EURAC, Content from all partners	
			D.C.4.2	Promotional video	Video clip explaining concepts in an easy, fast and appealing way to possible pilot sites representatives and building owners. It is also a teaser for project outputs. Film formats for Website, Social Media, Conferences.	1	TB, EURAC Content from all partners	In progress
A.C.5	04.2018 – 04.2021	Digital activities	D.C.5.1	Online presence on at least 3 channels	The most effective and promising channels to reach our target groups will be used next to the formal AS requirements (e.g.Facebook, YouTube and LinkedIn)	3	TB, all PPs: Development of content	In progress
			D.C.5.2	Newsletter	Regularly provided news informing about important project activities and outputs, gathered in five newsletters throughout project duration	5	TB, all PPs: Development of content	In progress

Table 8 List of planned Activities and deliverables in WP C according to the AF

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10. WP Communication budget

Partner	Abbreviation	Budget in €
European Academy Bozen	EURAC	68.085,00
Remarkable Sites & Cities of France - Federation of art and historical Cities, Regions and Heritage Sites	SCRF	20.420,00
Energy Institute	EIV	21.110,00
University of Innsbruck Institute for Structural Engineering and Material Sciences Department: Energy Efficient Building	UIBK-EEB	22.025,00
Soča Valley Development Centre	PRC	9.725,00
Munich University of Applied Sciences	MUAS	21.800,00
Municipality of Truden in the nature park	Truden	17.414,50
teamlau	TB	51.750,00
University of Applied Sciences and Arts of Southern Switzerland	SUPSI	10.350,00

Table 9 Planned total budget per partner in WP C

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11. General Data Protection Regulation (GDPR)

The General Data Protection Regulation (EU) 2016/679 came into force on 25 May 2018. ATLAS including all project partners will follow the GDPR in all communication activities. The institution responsible for the compliance with the GDPR is the institution hosting the data.

For ATLAS this means that PP TB is responsible for the newsletter contacts (the one who store them), and that the Programme shares with ATLAS the responsibility for the content of the project website (hosted on Programms website). LP Eurac is the responsible partner for collection of Best Practice case studies in the HBA and is aware of considering the GDPR for all included personal data.

GDPR main principles

- Transparency and purpose limitation: only the data necessary for our purpose will be requested and the latter must be clearly indicated
- Data minimisation: ATLAS will request only the necessary data (e.g. no phone number for the registration to a newsletter);
- Consent evidence: the consent will be explicit and ATLAS will prove the consent of the people, e.g. building owner of documented buildings. NB: absence of an answer = no consent;

Access and withdrawal: people must be able to access their personal data and withdraw from a database (even a not published database) at any time.

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