



Building Renovation

Communication

Strategy

ROMANIA



Supported by:



Federal Ministry
for Economic Affairs
and Climate Action



European
Climate Initiative
EUKI

on the basis of a decision
by the German Bundestag

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The Building Knowledge Hub – Romania

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LTRS aims at decarbonizing the whole building stock by 2050 and sets a gradual annual renovation rate to achieve the objective.

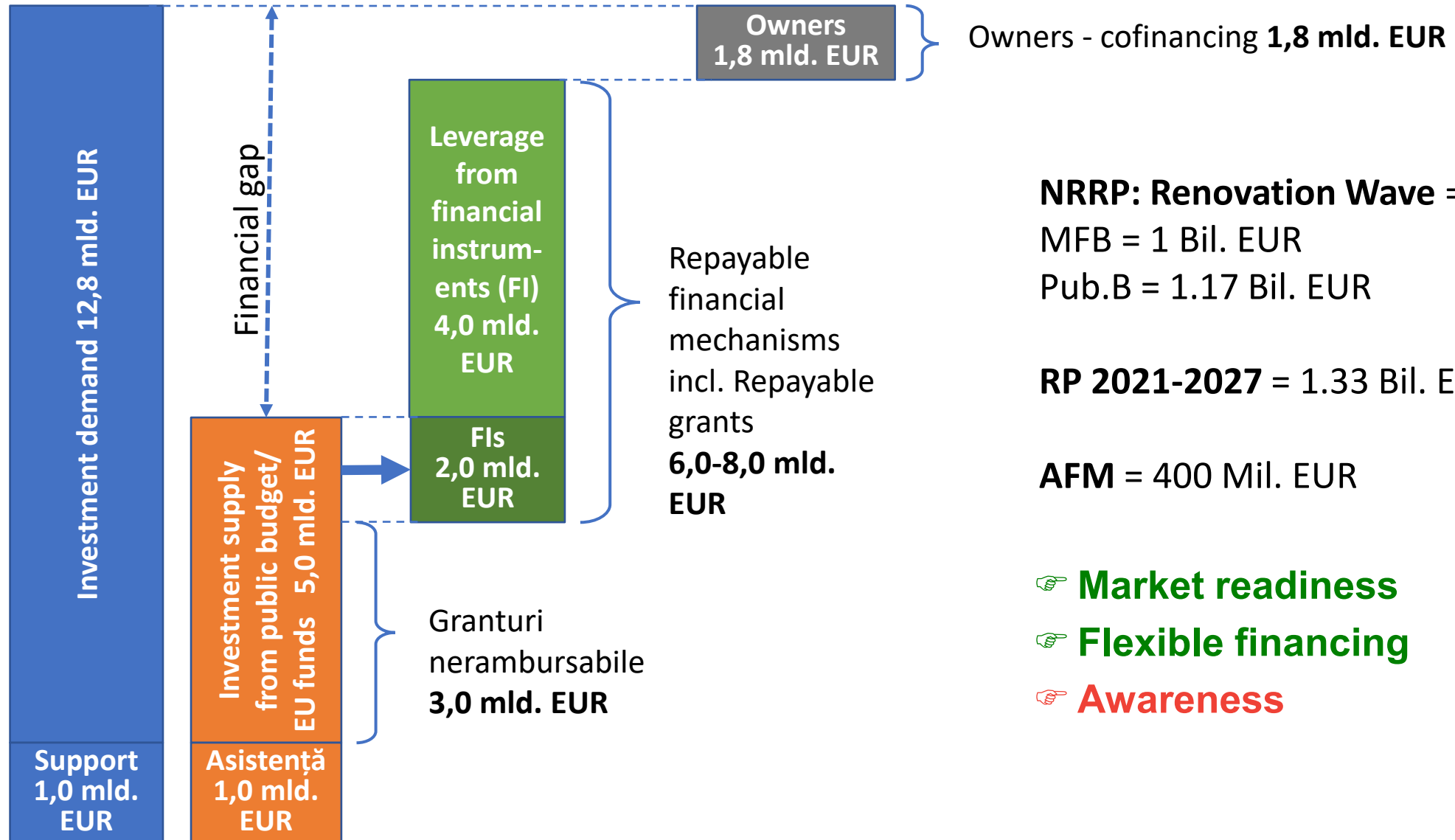
Reaching the energy efficiency targets committed by Romania depends on the renovation of 5.6 million buildings, a total of 644 million square meters of useful heated surface in public and private, residential and non-residential buildings, located in urban and rural areas, in developing areas, areas in economic balance and areas in economic and/or demographic decline.

Residential buildings make up 90% of the entire building stock and among residential buildings, single-family homes account for 58% of the total, followed by multi-family buildings with 33%.

Multi-family buildings are at focus offering the highest potential for energy savings and CO2 emission reductions.



Long Term Renovation Strategy (Nov. 2020)



NRRP: Renovation Wave = 2.17 Bil. EUR

MFB = 1 Bil. EUR

Pub.B = 1.17 Bil. EUR

RP 2021-2027 = 1.33 Bil. EUR

AFM = 400 Mil. EUR

👉 **Market readiness**

👉 **Flexible financing**

👉 **Awareness**

In Romania:

55% of the total population is aware of publicly funded programs for building renovation and energy efficiency in the residential sector.

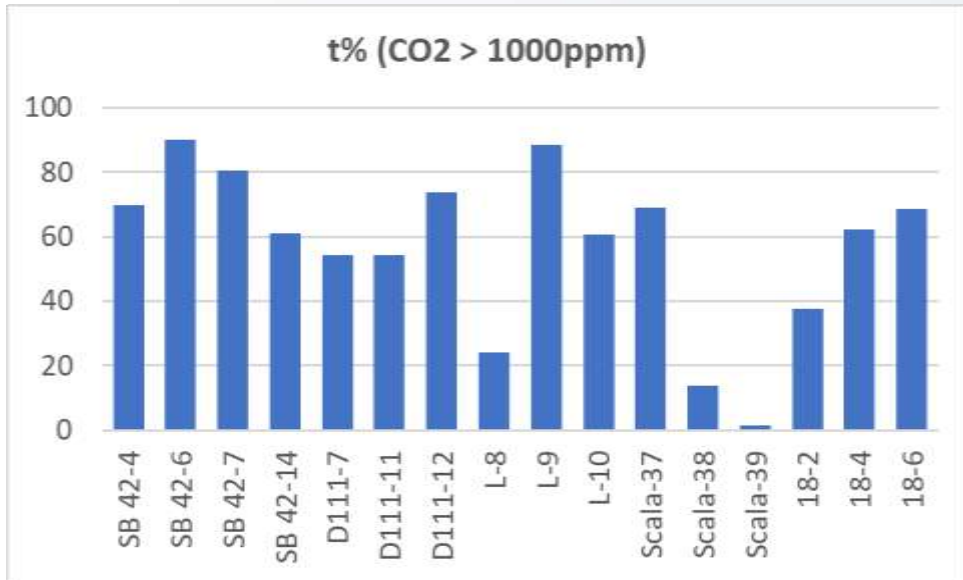
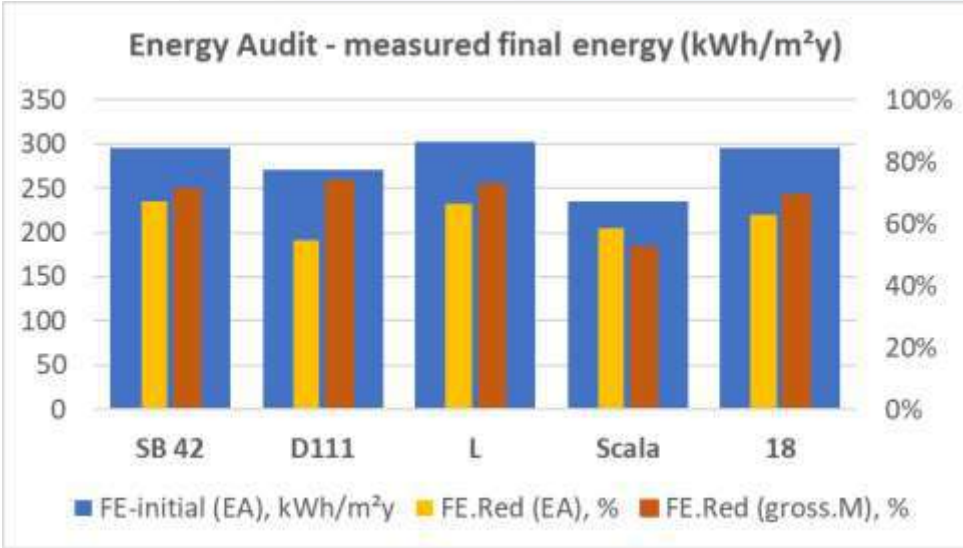
The main obstacles identified relate to **the difficulty of the application process** including the availability of information before the launch of the program as well as guidance through procedures and practical steps during the process.

The perceived lack of transparency contributes to the difficulty of **reaching an agreement between neighbours** for initiating projects, builds on **mistrust in the implementation**, and affects the **quality of the results**.

Data: Inscop research for Congregate project, August 2022



In renovated multi-family buildings:



Data: Ecover Project research for Congregate project, March 2023



5 MFB (134 apt_s)
16 apt_s
FE, t, CO₂, RH, noise
Nov. 22 - Mar. 23





Communication goals

-  promoting the benefits of deep renovation
-  providing guidance for accessing available programs for deep renovation
-  facilitating access to the public financial instruments

Key communication messages

Deep renovation at national level

Activate participation for public and private public

Affordable financing models



A strategic platform

Creative platform

+

Main topics of communication

+

Media strategy

+

PR approaches

+

Anti-crisis communication








Content and creative platform




Who are we talking to?

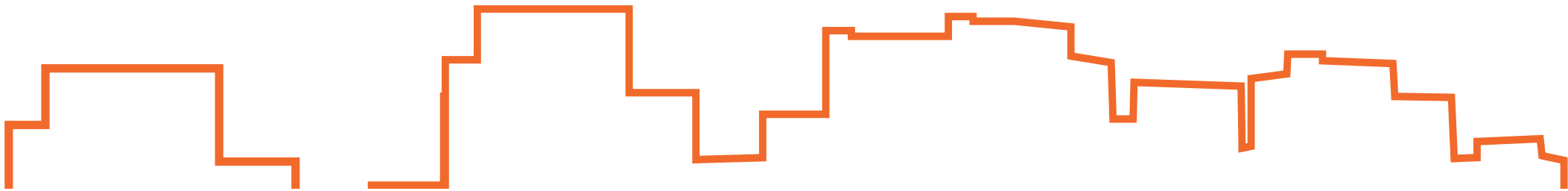
To **"YOU"** , of the individual

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





-  because of personal motivation – otherwise, the motivation is diluted. The individual/family member/owner should know what they are getting. For example, benefits like increasing the building safety for earthquakes, reducing energy bills or increasing the price of your apartment
-  because of the individualism characteristic of these latitudes
-  because of the complex relations between neighbors

How do we speak?

-  rational tone: in the center is the word " safety " (life and financial safety)
-  clear language with elements of a conversational style
-  accessible language



Message: basic structure

-  slogan
-  program communication title
-  call to action *
-  urgency to use available subsidies

Official name of the program, subjects and other mandatory texts

* incl. to correlate with sound medium-term strategy to gradually decrease grant financing („act now because the future free contribution will be smaller“)

Narrative

Undertaking a deep renovation of your home that **prioritizes energy efficiency, earthquake resistance, and financial security** is the most meaningful upgrade you can make. In addition to providing peace of mind, such a renovation will result in **decreased energy bills** and a **greener, more attractive property**. Furthermore, if you choose to **sell** your renovated home, it will likely command a **higher price on the market**. There are currently still available various programs offering **financial support** for home renovations, so now is a great time to get involved. Research the eligibility criteria and application process, and consider **discussing the opportunity with your neighbours**. The new era of residential renovation is already underway, and **it is worth participating in**.

Approach 1:

emphasis on the safety



Approach 2 :

emphasis on the condition of the iconic, public buildings



PRESERVE THE PAST, SECURE THE FUTURE
Deep Renovation for Iconic Public Buildings

Approach 3:

emphasis on the condition of the schools






A strategic approach

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





Events

GENERATE CUSTOM EVENTS:

-  press conferences and media meetings
-  direct meetings with audiences
-  training: Homeowner association managers and direct respondents

REGIONAL EVENTS / MEETINGS

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

One-Stop-Shop initiatives:

-  Information points at local administration

Supported by:



This project is part of the European Climate Initiative (EUKI) of the German Federal Ministry for Economic Affairs and Climate Action (BMWK)

The opinions put forward in this presentation are the sole responsibility of the author(s) and do not necessarily reflect the views of the Federal Ministry for Economic Affairs and Climate Action (BMWK).

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**Thank you for
the attention!**

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