



Awareness and Advice SEC

Deliverable 4.2

Generic awareness plan for Bulgaria:

1) Target audience:

Occupiers:

- a) Tenants of municipalities owned dwellings
- b) Representatives of owners of social housings
- c) Elderly tenants and owners of social housing

Housing staff

- d) Experts from municipalities
- e) Social care staff

2) Information topics:

- a) Choice of insulation materials
- b) Heating control and measurement
- c) Thermostat controls
- d) Use of renewable energy in building retrofit
- e) Appliance labelling
- f) Water saving
- g) Financing possibilities for building refurbishment

3) Materials:

Material	Purpose	Type of material
Information intensive materials	Material that act as stand alone information.	Small guide on thermal insulation; Small guide with general advices for energy and water saving;
Material that has a longer 'shelf-life'	Material that becomes part of the household and is present in every day life	Thermometer cards
Attention grabbing material	Material with little information, apart from how to get more information.	Flyer with information on heating control; Flyer with information on appliances labelling Christmas cards

4) The tenants and owners of social housings will be reached through:

- Information pack for tenants distributed through the municipalities
- Direct mailing
- Energy efficiency information on Christmas Cards
- Stands / Information displays in public places such as job centres, council, welfare/pension agencies
- Stands at events / fairs
- Local Newspapers

The housing association staff will be reached through:

- Team briefing
- Posters in municipalities
- Staff newsletters
- Publication in municipal magazine

The awareness materials will also be used as part of the training materials.

- 5) After review of existing information of all partners it will be decided which materials would be useful to replicate or adapt to the needs of Bulgarian target audience, and what kind of materials should be developed from scratch.