

LIFE – ENVIRONMENT PROJECT

"Sustainable Construction in Public and Private Works through IPP approach"

Advertising Campaign Plan



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1. Introduction

The whole topic of "sustainable construction" as well as its scope has already become a major issue for the industry and these tendencies are expected to continue. There is a growing need therefore to raise the awareness of sustainability issues both among the actors in the entire construction process, as well as the general public, which is the principal beneficiary of built facilities.

The SUSCON is the first full-scale application of Integrated Product Policy and Sustainable construction in Greece and Cyprus, where construction industries evaluate their environmental performance with the use of up-to-date software. It is also the first time that public authorities in these two countries have an instrument to monitor, evaluate and promote environmental criteria in tender specifications.

The dissemination plan described in Task 7, aims at raising environmental awareness in the construction sector, both by providing relevant information and motivating industries to move towards sustainable construction.

The actions included in the dissemination plan are the following:

- SUSCON website
- Organization of a national annual competition for 'sustainable construction project'
- Organization of one-day informational events and Final Conference
- Newsletters
- Advertisement Campaign

2. SUSCON website

The website developed in the framework of the SUSCON project includes information regarding the project actions, events and progress and it is already available in English and Greek version.

The structure of the website contains the following:

- Project description
- Methodology followed for the implementation of the project, with the detailed description of the tasks
- Activities that take place in the framework of the project, such as meetings (programs, presentations, videos) and dissemination events (published articles, interviews, exhibitions)

- Progress of the projects, including the attachments of all the deliverables
- Presentation of the project partners
- Contact details
- Downloads, such as minutes of the project meetings, timetable of the project and responsibilities of the partners
- News regarding Integrated Product Policy and the construction sector
- Useful links of the partners

The site will be regularly updated by uploading all the information related to the project progress as well as other relevant news (newsletters, meetings, tasks progress and other relevant documents).

In the project site, a link will be added to the online database that will be created for the construction industry, in the framework of Task 6, providing environmental information about construction to Greek, Cypriot and other EU stakeholders.

The website will be also uploaded with information and instructions for the construction companies that wish to participate in the national annual competitions for 'sustainable construction project'.

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SUSCON
Sustainable Construction in Public and Private Works
through IPP approach

Life

LIFE05 ENV/GR/000235

May 26, 2006

Project Description

Methodology

Activities

Progress - Results

Partners

Contact

Downloads

News

SUStainable **CON**struction

Welcome to SUSCON website

The main objective of SUSCON project is the adoption and application of "sustainable construction" concept in the practices of construction industries, engineering consulting companies which draft technical specification of civil works, public authorities which issue technical tenders, suppliers of construction materials and

National Technical University of Athens (NTUA)

The main technical and scient coordinator of the project is NT

3. Organization of a national annual competition for 'sustainable construction project'

Sustainable construction will be promoted by the organization of a national annual competition for 'sustainable construction project-company'. During the project, two competitions will take place in each country, instead of three initially planned in the project proposal.

- The first competition will take place during 2007 and will mainly have informative character. All the construction companies, both in Greece and Cyprus, will be asked to participate in the competition, by declaring their sustainable projects either already completed or on-going. The first competition will comprise an advertisement for the project objectives and will initiate the construction companies to act in a more sustainable way.
- The second competition will be organized at the end of the project, while the selection of the most environmentally friendly construction work or company will be based on more concrete specifications. The specifications set for the second competition will be according to the ecodesign criteria, which will be developed through the project, in the framework of Task 4.

4. Organization of one-day informational events & Final Conference

The whole topic of "sustainable construction" as well as its scope has already become a major issue for the industry and these tendencies are expected to continue. There is a growing need therefore to raise the awareness of sustainability issues both among the actors in the entire construction process, as well as the general public which is the principal beneficiary of built facilities. During the project 1 one-day informational event will be organised in each country together with the first annual competition.

Depending on the project progress, it will be decided whether a second one-day informational event will be necessary for the dissemination of the project results and it will be organized independently of the annual competitions.

The Final Conference of the project will be organised in Greece and will combine the second annual competition both of the Greek and Cypriot construction companies. At the Conference, national and European stakeholders will be invited.

5. Newsletters

The first newsletter has been prepared in English and Greek version, and has been distributed to all partners involved in the project and to relevant stakeholders, through the Advisory Board meetings organized both in Cyprus (April 2006) and Greece (May 2006).

The first newsletter mainly comprised an introduction to the project and included a short presentation of the project's concept and objectives, the progress accomplished during the first six months and the next actions.

The newsletters will be produced every six months and will contain information regarding the project progress and results, the meetings and events organized and the next actions planned.

In order to achieve the distribution of the newsletters to as many stakeholders as possible, a mailing list will be created, including the construction companies, consulting firms and representatives from governmental organizations and independent services, academic and research institutes, academic associations and environmental and consumer organizations, both in Greece and Cyprus. The mailing list will be created in the face of the second newsletter distribution, in October of 2006, with the contribution of all the project partners.

6. Advertisement Campaign

An Advertisement Campaign has been prepared at the beginning of the project, including publication of articles and newsletters in the press, in European and national technical magazines, in sectoral publications, and the production of leaflets / brochures for distribution to key stakeholders, especially during the aforementioned events.

Until now 5 articles have already published in Cypriot newspapers and newsletters, comprising an introduction to the project main idea and objectives.

The introductory articles were published in the following newspapers and articles:

- 13/02/2006, Fileleftheros Newspaper
- 30/03/2006, Politis Newspaper
- 02/04/2006, Haravgi Newspaper
- 01/2006, ETEK Newsletter
- 12/02/2006, Koinotita, University of Cyprus Newsletter

Apart from the articles published, a live radio interview was given from Marios Avramides (Department of Civil & Environmental Engineering, School of Engineering, University of Cyprus) to Kostas Michailides (journalist of Cyprus Broadcasting Corporation) in Proto Program 97.2 (talk show "in & out") about SUSCON project and its importance on Wednesday 19/04/2006.

During the project, more articles will be published in accordance with the progress and results achieved.

Summarizing, it is considered that the dissemination activities cover a wide range of target groups, including construction industries, public authorities, engineers, consulting companies, relevant associations and other interested bodies at national and European level.