

**EU Missions – SMARTER**

**Social media Package**

**KEY INFO:**

**EU platform:**

ENG: <https://ec.europa.eu/research-and-innovation/en/horizon-magazine/mission-build-energy-efficient-homes>

Romanian: <https://ec.europa.eu/research-and-innovation/en/horizon-magazine/misiunea-construirea-de-locuinte-eficiente-din-punct-de-vedere-energetic>

**Related Instagram account:** @eu\_science **| Main hashtag:** #ResearchImpactEU

**Related Facebook account**: <https://www.facebook.com/EUScienceInnov>

**Secondary hashtags**: #EUGreenDeal

**Creative assets:** Static images, motion videos (EN, Romanian)

1. **Suggested messages for promoting the EU Missions.**

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| **Platform**  | **Copy** |
| **Twitter** |  🌳🏡 Did you know that 40% to 50% of CO2 emissions in #Europe come from the buildings we live in?Romanian researchers are on a mission to tackle this problem and build more energy-efficient homes. Find out here how👇#ResearchImpactEU  |
|  🏡 Are we ready to revolutionise the housing market?That’s the mission of Romanian researchers and the 🇪🇺, who are working hard to make the world's #housing and living solutions greener.  Discover their work 👇#ResearchImpactEU |

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| **Platform** | **Copy** |
| **Facebook**  | Together for a greener future 🌳Romanian economist Dr Monica Ardeleanu and a team of partners from 17 🇪🇺 countries are working together to make our homes more energy-efficient and affordable. Join them on their mission towards a greener #future. Read more: https://ec.europa.eu/research-and-innovation/en/horizon-magazine/mission-build-energy-efficient-homes#ResearchImpactEU  |
|  Romanian environmental economist, Dr Monica Ardeleanu, and her team are on a mission with the 🇪🇺 to build energy-efficient homes 🏡With EU funding & 17 partner organisations, Dr Ardeleanu is designing #sustainable homes that are cheaper to run, energy-efficient and have a higher resale value. Read more to learn how these researchers are improving people’s lives. 👇#ResearchImpactEU  |

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| **Platform** | **Copy** |
| **LinkedIn**  | 🏡 Are energy-efficient homes the solution to a cleaner planet? EU funding has allowed Dr Monica Ardeleanu and a team of partners from 17 🇪🇺 countries to work together to make our homes more energy-efficient and affordable. Join them on their mission towards a greener future. Read more: <https://ec.europa.eu/research-and-innovation/en/horizon-magazine/mission-build-energy-efficient-homes> #ResearchImpactEU #housing #sustainable #green |

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| **Platform** | **Copy** |
| **Instagram** | Is your house too hot in summer and too cold in winter?The solution are energy-efficient houses. 🏡 A team of researchers is on a mission with the EU to make homes more sustainable & affordable. Read more to learn how via the link in bio. #ResearchImpactEU #EUGreenDeal #research #innovation #energyefficient #design #energy #housing #architecture #home #greenbuilding #sustainable #energyefficienthouse #greenplanet **#**climate #climatechange #environment #globalwarming #climateaction |
| Why are energy-efficient homes important? 🏡Cities produce more than 70% of global CO2 emissions, so energy-efficient housing is a step towards a greener 🌍.Romanian environmental economist, Dr Monica Ardeleanu, and her team are on a mission with the 🇪🇺 to build energy-efficient homes. They have partnered up with financial institutions with the aim to design homes meeting high environmental standards, and prepare cities for the effects of climate change. 🌍🌱Click on the link in bio to learn how these researchers are improving people’s lives. #ResearchImpact #EUGreenDeal #research #innovation #energyefficient #design #energy #housing #architecture #home #greenbuilding #sustainable #energyefficienthouse #greenplanet **#**climate #climatechange #environment #globalwarming #climateaction |