Energy Training for Construction Workers for Low Energy Buildings

BUILD Up Skills QualiBuild

Report Title: Project Communication Strategy

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1 Introduction

The BUILD UP Skills QualiBuild project aims to establish a new baseline in relation to energy training for crafts people in the construction sector. It therefore needs to communicate with a wide range of stakeholders and actors in order to secure their support during implementation of the BUILD UP Skills QualiBuild project. A clear, focused communication strategy is required to achieve this. This communication strategy will be for the entire project and will be complimented by the Quality Building Communication Campaign in WP5.

This document seeks to outline the key communication strategies and actions which will be utilised during the course of the project.
2 Target Audiences/Stakeholders

The target audiences/stakeholders for the overall project communication are at a strategic level when compared to the broad target groups addressed with the WP5 Communications Campaign. The key target groups for the project communication are

1. Project partners
   - Clear set of stakeholders

2. Steering Committee
   - Original BUSI Steering Committee with additional recommendations.

3. External Stakeholders
   - A large range of stakeholders were discussed at the project Kick Off meeting. It was agreed that some of these would be more appropriate for dissemination as opposed to attending steering committee.

The relevant organisations are outlined below. LIT is responsible for compiling a contact database which can be utilised to promote the project appropriately amongst the stakeholders.

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Consumer Association</td>
<td>Dissemination</td>
</tr>
<tr>
<td>Construction Safety Partnership</td>
<td>Steering</td>
</tr>
<tr>
<td>Engineers Ireland</td>
<td>Steering</td>
</tr>
<tr>
<td>Department of Education &amp; Skills</td>
<td>Steering</td>
</tr>
<tr>
<td>NAMA</td>
<td>Dissemination</td>
</tr>
<tr>
<td>RIAI</td>
<td>Steering</td>
</tr>
<tr>
<td>Association of Private Training Providers</td>
<td>Dissemination</td>
</tr>
<tr>
<td>Financial Organisations</td>
<td>Dissemination</td>
</tr>
<tr>
<td>Construction Safety Partnership (contact Peter McCabe)</td>
<td>Steering</td>
</tr>
<tr>
<td>Chambers Ireland</td>
<td>Dissemination</td>
</tr>
<tr>
<td>Solicitors Firms – Bar Council / Law Society</td>
<td>Dissemination</td>
</tr>
<tr>
<td>Associations of Local Authority’s (LAMA / CCMA)</td>
<td>Steering</td>
</tr>
<tr>
<td>Clerk of Works Associations</td>
<td>Steering</td>
</tr>
<tr>
<td>Building Control Officers</td>
<td>Steering</td>
</tr>
<tr>
<td>Irish Timber Frame Association</td>
<td>Steering</td>
</tr>
<tr>
<td>Passive House Association</td>
<td>Steering</td>
</tr>
<tr>
<td>Agencies e.g. Threshold &amp; Focus Ireland</td>
<td>Dissemination</td>
</tr>
<tr>
<td>Through the SEAI those training providers on CBO Schemes</td>
<td>Dissemination</td>
</tr>
<tr>
<td>Age Action Ireland</td>
<td>Dissemination</td>
</tr>
<tr>
<td>Surveyors SCS</td>
<td>Steering</td>
</tr>
<tr>
<td>Institute of Technology of Ireland</td>
<td>Steering</td>
</tr>
<tr>
<td>National Guild of Master Craftsmen</td>
<td>Steering</td>
</tr>
<tr>
<td>Association of Building Engineers</td>
<td>Steering</td>
</tr>
<tr>
<td>IBEC</td>
<td>Dissemination</td>
</tr>
<tr>
<td>ISME</td>
<td>Dissemination</td>
</tr>
</tbody>
</table>
2.1 The target message(s)

The focus of the project is on Quality Building and this core message will need to be consistent through WP5 and WP7. In terms of the overall project the core messages will be:

- Achieving low energy buildings which are comfortable, affordable and efficient requires a focus on quality at all stages of the process (for both new build and retrofitting)
- The Build Up Skills initiative is a European movement aiming to support the EU and its member states to achieve its 2020 energy targets
- The success of the Irish Build Up Skills Roadmap, and the QualiBuild Project, will depend on active engagement from all stakeholders
- Build Up Skills depends on stakeholders from Construction, Education, Energy and other sectors of the economy engaging on a common theme

2.2 The communication methods

The core communication methods for the project will be:

- Steering Committee meetings (total of 4 held during the course of the project)
- Project Brochures (developed in WP5) at start and end of the project
- Project Website

2.3 The proposed guidelines

2.3.1 Project Logo

A project logo will be defined. This will be procured by LIT. The key words for the logo designer will include:

- Quality
- Building
- Craftswoman
- National
- Energy
- Retrofitting
- New Build
- Low Energy
- Construction

The logo will be designed so that it can be utilised across multiple platforms i.e. print, web, banners etc. and will have sufficient graphic identity that it can be developed into a Quality Mark for the projects activities in relation to the Registration system etc.

2.4 Promotional Guidelines

As well as the development of the logo the logo designer will be required to produce a style guide outlining the use of the logo and text in terms of colour, size, positioning, as well as functional
guidelines with fonts, heading styles and layouts for general documents which should be used in the context of the project.

2.5 EU logos & Disclaimer

The appropriate EU logos should be included on all documentation/outputs produced by the project. The minimum requirements is the following logo. Further details are available on the relevant EU website. Any queries should be directed to the Project Coordinator for clarity.

![EU logo](image)

The following disclaimer should be included on all project outputs:

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02. The Brand

QualiBuild is an initiative to add transparency to the building sector and to improve standards by providing training for those employed in this sector and a register for those who want to employ an approved level of craft worker.

The core values for the brand are Quality, Knowledge, and Openness. These values will assist in visually articulating the brand message.

Quality has been chosen in an attempt not to categorise the brand as ‘green’ or ‘sustainable’ but rather to highlight a sector operating at a higher level.

Knowledge will demonstrate the core function of the training.

Openness will attempt to aid in the transparency of the initiative to allow consumers and developers to make informed choices regarding the workers they employ.
The logo for QualiBuild has been developed to exist as a mark of quality, to be a standard in training and education and to represent the industry in a holistic way. The core objective of QualiBuild is to improve the industry in a transparent and open way that can allow all stakeholders to participate in this positive change.
The marque has been developed from the concept of compliance. In its simplest form the ‘Tick Marque’ has a perceived recognition of quality, but it is the combination of quality in all areas that fulfils the QualiBuild objectives.

This marque can easily be animated in digital format and the marque as shown can be used as an additional brand device for marketing material.

The Tick Mark must be used in QualiBuild Teal or 100% Black
The logotype is a combination of 3 harmonious colours from bright cyan, teal to forest green. This palette was chosen to highlight the holistic approach of the QualiBuild initiative.

Each represents one stakeholder (the craft worker, the consumer and the developer) and the palette is developed to be fresh and modern with a distinct departure from the over-used ‘green’ palette that currently represents the sector.

Full colour, Pantone and RGB options are provided.

**CMYK**

<table>
<thead>
<tr>
<th>CMYK</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>65/0/35/0</td>
<td>90/5/70/0</td>
<td>85/25/75/30</td>
</tr>
</tbody>
</table>

**PMS Coated**

<table>
<thead>
<tr>
<th>PMS Coated</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3265C</td>
<td>340C</td>
<td>3425C</td>
</tr>
</tbody>
</table>

**RGB**

<table>
<thead>
<tr>
<th>RGB</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>73/192/182</td>
<td>0/166/123</td>
<td>7/110/79</td>
</tr>
</tbody>
</table>
When required, the logo can appear in a single colour out of 100% black. The percentages shown here must be adhered to.
07. Typeface

Logo
The sans serif Futura has been chosen for the logotype. It has been selected for its geometric and solid structure. It is extremely legible and is seen as a symbol of modernity and precision.

In Print
Humanist 521 typeface has been chosen for its legibility and clarity. This sans serif produces well at reduced sizes and should be used on printed material.
Roman for headings and Light for body copy.

Onscreen
Open Sans has been chosen for onscreen headings while Verdana should be used for body copy.

Print: Humanist 521
Headings: Roman
Body Copy: Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Onscreen
Headings: Open Sans
Body Copy: Verdana Regular

Email
Day-to-day: Verdana
08. Horizontal

There are 2 lockups for the logo. The first is horizontal and should be used whenever possible.

The logo can be used with or without the tagline. Please see further directions at '14. Tagline' in this document.
09. Horizontal Exclusion Zone

When placing the logo the exclusion zone around all sides is the height of the ‘B’ letter form as shown. No other content/image can encroach upon this exclusion zone.
10. Horizontal Size

The minimum height the logo can be reproduced at for print is shown here. There are different heights for the logo with or without the tagline.
There are 2 lockups for the logo. The second is vertical and should only be used in place of the horizontal lockup where space constraints exist and the horizontal lockup cannot be used.

The logo can be used with or without the tagline. Please see further directions at ‘14. Tagline’ in this document.
12. Vertical Clear

When placing the logo, the exclusion zone around all sides is the height of the ‘B’ letter form as shown. No other content/image can encroach upon this exclusion zone.
The minimum height the logo can be reproduced at for print is shown here. There are different heights for the logo with or without the tagline.
14. Tagline

Upskill, Train, Improve, is the brand positioning statement that describes all that QualiBuild encompasses. This is the primary version of the logo and should be used whenever possible. This must be used for all consumer facing marketing and promotional efforts eg. website, leaflets, brochures.

QualiBuild can appear without this tagline for inhouse use and when used in communication directly within the building sector.
The use of the logo and marque are strictly managed to ensure consistency.

**Do;**
- Use the logo in accordance with the guidelines in this document
- Wherever possible use the logo on a white background
- Where white is not feasible, use the logo on no more than 10% saturation of a spot colour
- Place a white border behind the logo when placing on top of full colour imagery - border should be to the scale of the exclusion zone

**Please Don’t;**
- Skew or rotate the logo
- Distort the logo
- Place the logo on patterns or gradients
- Add effects or other colours not specified here to the logo
- Use the logo in part to associate with your business

If in doubt please contact Seamus.Hoyne/Seamus.Hoyne@lit.ie

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**15. Backgrounds**

Joe Bloggs has been certified by Qualibuild

Find us on the register

www.qualibuild.ie/register
When placing the logo on marketing material please ensure to position it in the top right hand corner of the page as shown - ensuring to follow the exclusion zones. This relates to small format material.

For large format (banners etc) the logo must occupy the top 25% and be placed central to the overall layout ensuring that exclusion zones are maintained.
17. Registered Craft Workers

Those craft workers who register on the website www.qualibuild.ie/register and avail of training or upskilling are entitled to attach the 'Registered' logo to their marketing material, websites, stationery as set out here on completion of the training.

Find us on the register
www.qualibuild.ie/register
The device is to be used for the Appicon for iPhone and Android.
19. Favicon

The device is to be used as the Favicon for the website.
All logos will be supplied in vector format

All artwork must be sent to LIT for final approval prior to printing
Seamus.Hoyne/ Seamus.Hoyne@lit.ie

Should you require further assistance with regards to the use of the QualiBuild logo please contact
Danielle Townsend Design
(+353) 86 313 88 16
info@danielletownsend.com
WHAT DOES NEAR ZERO ENERGY MEAN TO ME?

BEST PRACTICE APPROACH

CONTINUOUS AIRTIGHTNESS

CONTROLLED VENTILATION

ATTENTION TO DETAILING

RECOGNISING COMPETENT COMPANIES, PRODUCTS AND SYSTEMS

QUALITY BUILDING AND FOUNDATION ENERGY SKILLS
QualiBuild
Upskill • Train • Improve