

**Table 4: Collected recommendations on business planning, marketing, communication and education**

<b>BUSINESS PLANNING, MARKETING, COMMUNICATION AND EDUCATION</b>									
<b>TITLE OF THE ACTION</b>	<b>TIMELINE</b>			<b>NEEDED RESOURCES (€)</b>					
	short	medium	long	< 50K <sup>1</sup>	50K – 250K	250K – 500K	500K – 1M	1 – 5M	> 5M
Dissemination and communication (website development, promo material, video production, workshop organization, publications, industrial magazines)	x				x				
Use of local wood /use of local material; access to the forest: new collaboration; education and business plan redaction	x			x					
Communication and education with schools through brochure, spot/television, networks	x			x					
Education- new solutions for energy efficient buildings	x				x				
Public projects showing high profile demo	x				x				
Marketing on high efficient storage	x				x				
Improved communication between the marketing/commercial managers and R&D team in an innovative topic. Promotion of industrial R&D	x				x				
Website or app for showing results for marketing and communication purposes	x				x				
Coordination and Support Action for supporting SMEs in business planning and marketing. Focus on innovation technologies for NZEB raising awareness on public and private sector	x				x				
Mentoring network- successful startups giving advice to new startups	x			x					
Investment for commercialisation	x	x						x	
Follow on/follow up funding for demo projects		x					x		
Business plans for partners finding other financial opportunities		x		x					
Platform for promoting education in energy efficiency in building and spreading diffusion of low energy/sustainable action (cost/benefit)		x					x		
Promoting and collecting feedback from stakeholders involved in value chain on innovative business models (organization of workshops etc.)		x		x					

<sup>1</sup> Here 50K stands for 50.000,00 Euros and similarly for the other figures.

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Guideline for use/production/handling of new materials/solutions in cooperation with R&D partners		<b>x</b>			<b>x</b>				
Gaming as a tool for promoting EE concepts, people awareness and demonstration of best practices		<b>x</b>					<b>x</b>		
User education and training activities (webinars, workshops) for new technology adoption		<b>x</b>						<b>x</b>	
Educational /communication network of promotional communication (TV, websites)		<b>x</b>			<b>X</b>				
Helping projects focusing the business plan on real products combining performance and cost		<b>x</b>	<b>x</b>		<b>x</b>				
Increase of the awareness about specific aspects e.g. IAQ,IEQ, impact on human health, impact on the environment			<b>x</b>		<b>x</b>				
Promotion of active networks and new school/university courses.			<b>X</b>			<b>x</b>			