



Deliverable 5.2:

Awareness Raising Report

Responsible partner: EVNTP

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Contents

Executive Summary	2
Introduction	3
SHEERenov+ OSS Local Awareness-Raising Campaign Report: BACC (Sofia)	4
SHEERenov+ OSS Local Awareness-Raising Campaign Report: Probujdenie (Burgas)	7
SHEERenov+ OSS Local Awareness-Raising Campaign Report: EVN (Plovdiv)	11
SHEERenov+ OSS Local Awareness-Raising Campaign Report: Energy Saving (Stara Zagora) ...	18
SHEERenov+ OSS Local Awareness-Raising Campaign Report: BRCC (Ruse)	21
SHEERenov+ OSS Local Awareness-Raising Campaign Report: Gabrovo Municipality	25
Conclusion	30

Executive Summary

Over the course of first 18 months of the SHEERenov+ project (October 2023 – March 2025), the local one-stop shops (OSS) across six Bulgarian cities - Sofia, Plovdiv, Stara Zagora, Burgas, Ruse, and Gabrovo - conducted targeted awareness-raising campaigns to promote home renovation and sustainable energy use. These campaigns aimed to increase public understanding of the benefits of energy renovation, promote the role of the OSS as a trusted source of support, and encourage homeowner associations and professionals to participate in upcoming national programmes.

The activities included information sessions, public events, technical trainings, media outreach, and extensive collaboration with local authorities. Each OSS adapted its approach to the local context - organizing events in district administration buildings, attending construction expos, conducting on-site meetings, and using social media to reach different target groups. A key success factor across all cities was the cooperation with municipalities, which significantly strengthened credibility and outreach. The campaigns were timed to align with national renovation funding calls, making the messaging especially timely and relevant.

Overall, the public response was positive. Homeowners appreciated having a clear point of contact for advice, while professionals saw new opportunities to engage in the renovation market. The OSS campaigns not only generated strong local visibility but also laid the groundwork for sustained client engagement in the renovation process. The momentum gained through these efforts is expected to carry forward into future activities, building up from exercising support to the national renovation programmes for multifamily residential buildings and individual photovoltaic installations to market driven activities in alternative segments as e.g. single-family buildings and energy communities, also utilising the capacity of the already operational SHEERenov+ digital platform.

Introduction

The SHEERenov+ project aims to accelerate residential energy renovation in Bulgaria by creating a network of integrated service centres (one-stop shops, OSS) that offer tailored support to homeowners throughout the renovation process. These centres combine technical advice, financial guidance, and project coordination, helping building owners make informed decisions and navigate complex administrative and technical requirements. By embedding OSS structures in both public and private organisations, the project responds to the need for accessible, trusted, and competent intermediaries in the national renovation landscape.

Bulgaria faces significant challenges in scaling up building renovation. Despite the availability of EU and national funding, the renovation rate remains low due to fragmented property ownership, lack of trust, limited technical capacity among homeowners, and a general absence of market intermediaries. The launch of new programmes under the National Recovery and Resilience Plan (NRRP) was expected to create a timely opportunity to change this dynamic; however, the effectiveness of these programmes was compromised by constant changes of application guidelines and delays in the procedures, which impacted negatively the public awareness and readiness to act. In this context, the role of the OSS is not only to provide services but also to build demand through strategic communication and outreach.

This report presents the results of awareness-raising campaigns conducted by the six regional OSSs in Sofia, Plovdiv, Stara Zagora, Burgas, Ruse, and Gabrovo. It includes an overview of the local approaches used, the communication tools and messages deployed, and the type and scale of engagement achieved. Special attention is given to the synergies with national funding schemes and the active involvement of municipalities and local professionals. The analysis also reflects on lessons learned and common challenges encountered during the campaigns.

The information gathered through this report will inform the continuous improvement of OSS communication strategies and materials. It will also support future replication and scaling efforts, supporting communication and awareness raising activities of new members of the OSS network, as the project team plans to update and expand these outreach models by the end of the project. In the longer term, the insights presented here and in the following updated version to be published in September 2026 will serve as a reference for public authorities and market actors interested in strengthening the link between renovation policies and citizen engagement.

SHEERenov+ OSS Local Awareness-Raising Campaign Report: BACC (Sofia)

1. Basic Information

- Name of OSS: BACC
- Municipality/Covered Area: Sofia municipality; Ruse municipality, Burgas municipality
- Reporting Period: (01.10.2023 – 31.03.2025)
- Name of OSS Contact Person: Margarita Tzanova
- Date of Submission: 12.05.2025

2. Objectives of the Campaign

What were the key goals of your awareness-raising activities?

- ☒ Increase public awareness about building renovation
- ☒ Promote OSS services
- ☒ Build trust through municipal cooperation
- ☒ Engage local professionals and companies
- ☒ Other (please specify): Generate demand for OSS services in connection with call No. RRP-4.024 “Energy efficiency of multi-family residential buildings” under the National Recovery and Resilience Plan with 80% state financing

3. Activities Conducted

3.1 Events and Outreach



Type of Event	Title/Topic	Location	Date	Target Group(s)	No. of Participants
☒ Info Session	Procedure No. RRP-4.024 under NRRP Energy efficiency of multi-family residential buildings with 80% state financing The tasks of the condominium - mission possible	Oborishte district administration building	28.11.2023 30.11.2023	Home owners	18
		Vitosha district administration building	29.11.2023	Home owners	18
		Lozenetz district administration building	08.01.2024	Home owners	17
		Triaditza district administration building	10.01.2024	Home owners	11
☒ Workshop/ Training	Procedures for energy renovation of the building stock - differences compared to previous programs, key points and sharing of good practices (BACC)	Kosmopolitan hotel; Ruse	31.01.2025	municipal staff construction professionals	21
		Energy office of Burgas municipality	21.03.2025	municipal staff construction professionals	22
☒ Other (specify below):	Hosting of SHEERenov+ information stand during the Architectural and Construction Week 2025	Expo centre, Sofia	26.03.2025– 29.03.2025	Visitors to the exhibition	50

3.2 Communication Tools Used

Tool/Channel	Description	Date(s)	Outreach (est.)	Link/Attachment
☒ Posters/Flyers	Contained information about the OSS services and the conditions of the BG-RRP-4.024	01.11.2023- 15.12.2023	Sofia district administrations Oborishte, Vitosha, Lozenetz,	1 , 2 , 3

			Triaditza, Sredetz	
☒ Other:	Website: (www.bacc.bg) - Direct HOA contacts - Information stand at Expo Centre			1

4. Cooperation with Local Authorities

- Status of partnership agreement (if applicable):
 - ☒ Joint activities
 - ☒ Signed agreement

BACC established official partnerships with five district administrations in Sofia through bilateral cooperation agreements. These partnerships were crucial for promoting the OSS offer at the local level and securing institutional support for outreach. BACC experts were invited to participate in four public information events for HOAs, organized by the district administrations - Oborishte on 28.11.2023 and 30.11.2023, Vitosha on 29.11.2023, Lozenetz on 08.11.2024, Triaditza on 10.01.2024.

5. Engagement with Local Professionals

- Have you engaged or onboarded local professionals to your OSS network?
 - ☐ Yes
 - ☒ In Progress
 - ☐ No
- Type(s) of professionals engaged:
 - ☒ Designers/Architects
 - ☒ Energy Auditors
 - ☐ Construction Companies
 - ☐ Installers (RES, HVAC)

6. Key Messages Delivered

- 1) *Benefits of energy-efficient renovation*
- 2) *OSS support services*
- 3) *Simplified technical and administrative processes*
- 4) *Municipal trust and cooperation*
- 5) *HOA participation and quality assurance importance*

7. Analysis of Impact

What were the most successful elements of the campaign?

- *Strong institutional cooperation at district level.*
- *Targeted outreach where previous successful renovations existed.*
- *Presence at national events expanded visibility.*

What challenges did you face in reaching your audience?

- *Overcoming homeowner skepticism about renovation costs and administrative complexity.*
- *Coordinating the OSS's promotional activities (outreach) with the launch of national funding programs (financing calls)*

What was the public perception or feedback regarding renovation and OSS services?

- *Positive reception from HOAs recognizing the added value of OSS support.*
- *The number of inquiries for OSS consultancy services increased following the events.*

Please include any media coverage links, quotes from attendees, or notable feedback.

8. Next Steps and Future Activities

What are your next planned communication actions?

- *Organize new sessions aligned with future renovation calls*
- *Getting ready to incorporate the new OSS digital platform into the daily operations and services offered by the OSS to homeowners and stakeholders*
- *Target HOAs involved in new renovation initiatives*
- *Strengthen professional service networks*

How do you plan to incorporate the SHEERenov+ online platform once it becomes operational?

- *the platform will host all promotional materials — flyers, videos, event announcements - making them easily accessible to homeowners and stakeholders, people will sign up for info sessions, workshops, or webinars directly through the platform,*
- *the platform will regularly post updates about financing opportunities, OSS services, success stories, and renovation tips to keep homeowners engaged,*
- *the platform will feature completed renovation projects (with photos, testimonials) to inspire trust and encourage new applications,*
- *the platform will provide quick calculator and self-assessment tools to attract users and motivate action,*
- *the platform will enable inquiry forms and booking consultations with OSS advisors.*

SHEERenov+ OSS Local Awareness-Raising Campaign Report: Probujdenie (Burgas)

1. Basic Information

- Name of OSS: Probujdenie
- Municipality/Covered Area: Burgas
- Reporting Period: 01.10.2024 - 31.03.2025
- Name of OSS Contact Person: Preslava Kozarova
- Date of Submission: 07.05.2025

2. Objectives of the Campaign

What were the key goals of your awareness-raising activities?

- ☒ Increase public awareness about building renovation
- ☒ Promote OSS services
- ☒ Build trust through municipal cooperation
- ☒ Engage local professionals and companies
- ☐ Other (please specify):

3. Activities Conducted

3.1 Events and Outreach

Type of Event	Title/Topic	Location	Date	Target Group(s)	No. of Participants
☒ Info Session	Informational Meeting on the Implementation of Energy Renovation Programs for Multifamily Residential Buildings	Burgas	20.03.2025	Residential property owners, homeowners' associations, building managers, and other stakeholders involved in the planning and execution of energy efficiency upgrades.	45
☒ Workshop/Training	Training Seminar for Construction Professionals on the Implementation of Energy Renovation Programs for Multifamily Residential Buildings	Burgas	21.03.2025	Construction professionals such as engineers, architects, designers, and contractors involved in the planning and execution of energy renovation projects for multifamily residential buildings.	29
☒ Workshop/Training	Workshop: Technologies for Energy-Efficient Renovation	Ruse	31.01.2025	Architects and designers from local firms	30



3.2 Communication Tools Used

Tool/Channel	Description	Date(s)	Outreach (est.)	Link/Attachment
☒ Social Media Campaigns	Posts and stories on the official social media channels of the partners (Facebook and Instagram), covering the informational meeting/training seminar on the implementation of energy renovation programs for multifamily residential buildings. The content included photos, a short video, quotes from participants, and key highlights from the event agenda.	31.01.2025/ 20.03.2025/ 21.03.2025	2 000	https://www.facebook.com/phshop.bg/posts/pfbid0KTVNaiVAZswQwxUqPG9PDJQbvG3XJpNxxKL6YKT7jaXNArGv1CvT7qmRihVcgUZtl?rclid=bVM8ynKueBFf16nV# https://www.facebook.com/phshop.bg/posts/pfbid0SuCPNdKAaE9dzzWuegr4hADoi1iU7jwPj9LR855rBKH48BdGnQ1f915rBzwyMDWsl?rclid=otqGuA8MtSBMwUIM#
☒ Newsletters/E-mailing	Targeted email campaign conducted in collaboration with the Municipality of Burgas to inform citizens (owners of multifamily residential buildings) and construction professionals about the upcoming information meeting and training seminar related to the implementation of national energy renovation programs. The emails included event	20.03-21.03.2025	100	-

	details, registration instructions, and a brief overview of the program objectives.			
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4. Cooperation with Local Authorities

☒ Joint activities

- *Informational Meeting on the Implementation of Energy Renovation Programs for Multifamily Residential Buildings/ 20.03.2025*
- *Training Seminar for Construction Professionals on the Implementation of Energy Renovation Programs for Multifamily Residential Buildings / 21.03.2025*

☒ Signed agreement

5. Engagement with Local Professionals

- Have you engaged or onboarded local professionals to your OSS network?

☐ Yes

☒ In Progress

☐ No

- Type(s) of professionals engaged:

☐ Designers/Architects

☐ Energy Auditors

☒ Construction Companies

☐ Installers (RES, HVAC)

☐ Other: distributors of construction materials

6. Key Messages Delivered

The campaign focused on raising awareness and encouraging participation in energy renovation programs. The main messages conveyed included:

- 1) *The importance of energy renovation for improving comfort, reducing energy bills, and enhancing building value.*
- 2) *Key benefits of energy efficiency measures such as better indoor air quality, reduced carbon footprint, and increased resilience of buildings.*
- 3) *Availability of professional support through local OSS (One-Stop-Shop) services to guide citizens and building professionals through every step of the renovation process.*
- 4) *Encouragement for community involvement, collaboration among stakeholders, and long-term vision for sustainable living in urban residential areas.*
- 5) *Emphasis on quality implementation, including proper installation techniques and use of certified materials, as demonstrated during the workshops.*

7. Analysis of Impact

What were the most successful elements of the campaign?

- *The combination of expert-led presentations and real-life applications helped translate technical topics into accessible knowledge. Collaboration with the Municipality of Burgas also*

boosted credibility and local reach, particularly among citizens involved in energy renovation programs.

What challenges did you face in reaching your audience?

- *Challenges in reaching the audience: One of the main challenges was ensuring broad participation from both citizens and smaller construction firms, especially those with limited prior knowledge of energy efficiency measures. Additionally, logistical coordination for simultaneous outreach to both technical and non-technical audiences required tailored messaging.*

What was the public perception or feedback regarding renovation and OSS services?

- *Feedback from participants was overwhelmingly positive. Many attendees expressed appreciation for the clarity of the information shared and the practical guidance offered.*

8. Next Steps and Future Activities

What are your next planned communication actions?

- *In the coming months, we will continue our outreach through targeted informational sessions and technical workshops tailored for both citizens and construction professionals. These will focus on practical steps for understanding energy efficiency measures, and improving collaboration between stakeholders.*

How do you plan to incorporate the SHEERenov+ online platform once it becomes operational?

- *Once the SHEERenov+ platform becomes operational, we will actively promote it across our communication channels — during events, through newsletters, and via social media. The platform will be integrated as a central tool in all our OSS (One-Stop Shop) activities, especially for citizen guidance and document submission.*

What further support or resources do you need?

To further strengthen our efforts, we would benefit from:

- *Additional technical materials and visual content tailored to non-expert audiences;*
- *Localized promotional toolkits for explaining the benefits of the platform and OSS services;*
- *Continued collaboration with municipal authorities for co-branded campaigns;*

SHEERenov+ OSS Local Awareness-Raising Campaign Report: EVN (Plovdiv)

1. Basic Information

- Name of OSS: Center for Sustainable Services
- Municipality/Covered Area: Plovdiv
- Reporting Period: (01.10.2023 – 31.03.2025)
- Name of OSS Contact Person: Asen Popov
- Date of Submission: 31.03.2025

2. Objectives of the Campaign

What were the key goals of your awareness-raising activities?

- ☒ Increase public awareness about building renovation
- ☒ Promote OSS services
- ☐ Build trust through municipal cooperation
- ☐ Engage local professionals and companies
- ☐ Other (please specify): dissemination of information and provision of consultations on project BG-RRP-4.026 “Support for renewable energy for households”.

3. Activities Conducted

3.1 Events and Outreach

Type of Event	Title/Topic	Location	Date	Target Group(s)	No. of Participants
☒ Info Session	“InfoDay SHEERenov”	Plovdiv	29.05.2024	municipal representatives, NGOs, universities, home managers	22
☒ Stakeholder Meeting	Regular meeting with district governors	Plovdiv Pazardzhik Smolyan Kardzhali Haskovo Stara Zagora Yambol Sliven Burgas	20.06-08.07.2024 04.12-18.12.2024	District governors	20
☒ Workshop / Training	Workshop Presentation of H2020 SHEERenov project results and good practices	Plovdiv	23.11.2023	energy efficiency experts, government agency	19
	“Toploforum” 2024	Plovdiv	30-31.10.2024	home managers, owners of apartments in multi-family buildings, customers of EVN	100

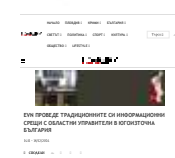
				Bulgaria Toplofikatsia	
☒ Community Engagement	Meetings with house managers	Plovdiv Plovdiv	11.11.2023 18.05.2024	owners of apartments in multi-family buildings	8 12
	Summer EVN Management Conference 2024- central departments and customer energy centre managers	Plovdiv	11.07.2024	Employees from the departments of EVN Bulgaria Toplofikatsia EAD, Elektrorazpredelenie Yug EAD and Elektrosanbdiavane EAD	150
	Central Departments Conference	Plovdiv	14.11.2024	Employees from the departments of EVN Bulgaria Toplofikatsia EAD, Elektrorazpredelenie Yug EAD and Elektrosanbdiavane EAD	300



3.2 Communication Tools Used

Tool/Channel	Description	Date(s)	Outreach (est.)	Link/Attachment
☒ Posters/Flyers	Flyer for the InfoDay	29.05.2024	150	
☒ Local Media Coverage	Publication for Workshop: 3e-news.net	24.11.2023	1150	
	Interview with Alexander Sipek, regional	07.02.2024	3650	

Deliverable 5.2 – Awareness Raising Report

	manager EVN Bulgaria	29.05.2024	1100	  
	Publications for InfoDay: Cross.bg 3e-news.net Novini247.com	03.07.2024		
	Publications for the forum "Mayors talk": GabrovoNews.bg bta.bg kmeta.bg	10.07.2024		
	Publication for meetings of management of EVN Bulgaria with regional governors: 3e-news.net	25.10.2024		
	Publications for promotion of OSS services: bta.bg utroruse.com 3e-news.net	18.12.2024	1550	https://3e-news.net/bg/a/view/54486/evn-byulgarija-provede-tradicionnitate-si-informacionni-sreshti-s-oblastni-upraviteli-v-ugoiztochna-byulgarija
	Publication for meetings of management of EVN Bulgaria with regional governors: 3e-news.net plovdivnews.bg cross.bg		630	 
☒ Social Media Campaigns	Publication for InfoDay – LinkedIn	29.05.2024	1900	

	Facebook and Instagram – 22 publications	17.10.2024 - 31.03.2025	Engagements - 3169 Impressions - 474345 Reach – 113581	
	LinkedIn – 2 publications	14.11.2024 18.02.2025	1080 1340	
☒ Newsletters/E-mailing	Information on the EVN “Zaedno” intranet site in Bulgaria, Austria and Macedonia	01.09.2024 - 31.03.2025	4720	
☒ Municipal Website	Publications for the forum “Mayors talk”: gabrovo.bg	03.07.2024		
☒ Word-of-mouth/ Meetings	On-site visits	11.2023-03.2025	5500	

4. Cooperation with Local Authorities

- Status of partnership agreement (if applicable):

- ☐ Joint activities
- ☐ Signed agreement
- ☒ Not yet initiated

5. Engagement with Local Professionals

- Have you engaged or onboarded local professionals to your OSS network?

- ☐ Yes
- ☒ In Progress
- ☐ No

6. Key Messages Delivered

- 1) *The importance of renovating buildings*
 - *Renovating the building stock is key to achieving energy efficiency.*

- *There is a need for comprehensive measures in the implementation of energy renovation, which should also include the retrofit of the building's district heating system.*
 - *Energy efficiency measures in buildings have an economic impact through energy savings, increased property values, improved comfort and health.*
- 2) *The benefits of energy efficiency and renewable energy*
- *Reducing energy costs.*
 - *Increased indoor comfort, improved health and well-being of households.*
 - *Reduce carbon footprint and contribute to sustainable development.*
- 3) *The role of the Center for Comprehensive Services*
- *Provides advices for households looking to renovate their homes and invest in energy efficiency.*
 - *Provides expert advices through additional topics related to energy audits, renewable energy construction, building thermography, building charging infrastructure for electric vehicles, assistance in applying for national and European projects, etc.*
- 4) *The role of electromobility and its development in cities*
- *The services provided by the Center aim to promote the construction of charging station infrastructure for residential customers in single-family and multi-family residential buildings.*
 - *Emphasis is placed on convenience, fast and efficient charging, cost savings, increased safety and independence from public infrastructure, ability to integrate with smart systems and renewables, ease of monitoring and control, and increased property value.*
- 5) *The role of district heating and the implementation of integrated energy efficiency measures*
- *Reduced energy consumption in insulated and energy efficient buildings, better regulation and comfort in homes. The focus is also on the efficiency of replacing vertical with horizontal district heating.*
- 6) *Building Auditing and Energy Efficiency*
- *Offers services such as thermography and energy auditing of single and multi-family buildings by certified energy auditors who have high expertise and years of experience in the field. Emphasis is also placed on preventive controls and early detection of problems in the audits.*
 - *Emphasis is also placed on behavioural factors - the client is provided with information on behavioural factors that influence energy consumption and is offered practical advice on how to optimise them.*

7. Analysis of Impact

What were the most successful elements of the campaign?

- *Use of different communication channels - the campaign uses social media, the company website and local media to promote the services.*
- *Provision of information materials - information materials on the services offered and energy efficiency opportunities are provided on-site at the Center.*
- *Organisation of events - information days and training on energy efficiency and district heating topics.*
- *Developed online platform - the implementation of an online platform with an integrated calendar for consultation requests provides convenience and quick access to customers.*

- *Complex character of the services - offering integrated solutions for households, from building PV to installing energy storage systems and charging stations, is a key advantage.*
- *On-site visits to customers - carrying out on-site visits and advice for the company's clients is a proactive approach, with over 5,500 households visited.*

What challenges did you face in reaching your audience?

- *Lack of clear procedures for energy renovation of single and multi-family residential buildings in Bulgaria.*
- *Lack of funding for energy renovation of multi-family buildings.*
- *Uncertainty and lack of knowledge of owners on the procedures in the legislation - Condominium Management Act, the case of owners' associations, etc.*
- *The large number of unoccupied apartments creates problems for decision making as well as for effective management of condominiums.*
- *Lack of sufficient incentives for owners to invest independently in energy efficient solutions.*

What was the public perception or feedback regarding renovation and OSS services?

- *Very good feedback from the clients of the Center on the advice and information provided, practical advices and guidance.*
- *The ease of access of requesting advice through the online platform is increasingly popular with citizens.*
- *Very good feedback during the documentation preparation process for the application for project BG-RRP-4.026 'Support for household renewable energy'.*

Please include any media coverage links, quotes from attendees, or notable feedback.

- *Customer Satisfaction Questionnaires have been created for the Center (attached to the report).*

8. Next Steps and Future Activities

What are your next planned communication actions?

- *Energy Efficiency Days - October 2025.*
- *Monthly publications on consultations on energy efficiency topics - on the company's website and on the 'Zaedno' intranet page, which can be accessed by over 2,200 EVN Bulgaria employees.*

What further support or resources do you need?

- *In order for the Center to work effectively, there needs to be support from national and local authorities through clear application procedures for EE home projects.*
- *Clear definitions and legislation on energy poverty and energy poor households. Incentivising policies and projects related to fuel poverty.*
- *Establish easier regulatory requirements for households regarding the construction of RES installations for multi-family residential buildings.*

SHEERenov+ OSS Local Awareness-Raising Campaign Report: Energy Saving (Stara Zagora)

1. Basic Information

- Name of OSS: Energy Saving Ltd., Stara Zagora
- Municipality/Covered Area: Stara Zagora Municipality, Chirpan Municipality, Kazanlak Municipality
- Reporting Period: (01.10.2023 – 31.03.2025)
- Name of OSS Contact Person: Sevdalina Dzhabarska
- Date of Submission: 16.05.2025

2. Objectives of the Campaign

What were the key goals of your awareness-raising activities?

- ☒ Increase public awareness about building renovation
- ☒ Promote OSS services
- ☒ Build trust through municipal cooperation
- ☒ Engage local professionals and companies
- ☒ Other (please specify): Exploring opportunities for creating energy communities. Clarifications on the possibilities of potential participants.

3. Activities Conducted

3.1 Events and Outreach

Type of Event	Title/Topic	Location	Date	Target Group(s)	No. of Participants
☒ Info Session	Procedure No. RRP-4.024 under NRRP Energy efficiency of multi-family residential buildings with 80% state financing - preliminary individual meetings with potential participants	Stara Zagora	25.10.2023 26.10.2023 27.10.2023	Owners of apartments in multi-family buildings	12 15 13 Total: 40
		Chirpan	14.11.2024	Owners of apartments in multi-family buildings	12
		Kazanlak	29.11.2024	Owners of apartments in multi-family buildings	10
☒ Workshop/Training	EE projects in transition regions and	Stara Zagora	21.01.2025	OSS – BACC, BRCI, EVN, Probuzhdenie, EnEffect	17

	related challenges				
☒ Community Engagement	Meetings with house managers	Stara Zagora		Owners of apartments in multi-family buildings	54

3.2 Communication Tools Used

Tool/Channel	Description	Date(s)	Outreach (est.)	Link/Attachment
☒ Posters/Flyers	Contained information about the OSS services and the conditions of the BG-RRP-4.024	01.11.2023-15.12.2023	Municipality of Stara Zagora, Chirpan, Kazanlak	
☒ Local Media Coverage	Interview with Sevdalina Dzhabarska – Manager Energy Saving	10.01.2024 07.12. - 22.12.2024	Stara Zagora and region	
☒ Social Media Campaigns	Contained information about the OSS services and the conditions BG16FFPR003-4.001	24.06.2024	Stara Zagora and region	
☒ Word-of-mouth/Meetings	On-site visits	11.2023-03.2025	Stara Zagora and region	-
☒ Other:	Website:			www.energysaving.bg



4. Cooperation with Local Authorities

- Status of partnership agreement (if applicable):
 - ☒ Joint activities

"Energy Saving" was invited to become a member of the Chamber of Energy Communities in Bulgaria and to participate in the development of the "Proposal for the Establishment of a Register of Energy Communities in Bulgaria and a Pilot Project for the Establishment of an Energy Community" as part of the Chamber's team during implementation.

5. Engagement with Local Professionals

- Have you engaged or onboarded local professionals to your OSS network?
 - ☒ Yes
 - ☐ In Progress
 - ☐ No
- Type(s) of professionals engaged:
 - ☒ Designers/Architects
 - ☒ Energy Auditors
 - ☒ Construction Companies
 - ☒ Installers (RES, HVAC)
- Number of new professionals engaged: 5

6. Key Messages Delivered

- 1) *Positive results from the implementation of energy efficiency measures*
- 2) *Support for the services of the One-Stop Service Centers*
- 3) *Direct access to technical and administrative processes*
- 4) *Collaboration with the municipal administrations*

7. Analysis of Impact

What were the most successful elements of the campaign?

- *Strong institutional collaboration at municipality level.*
- *Increased demand for the OSS services.*
- *Facilitated work with the public where there are already renovated buildings.*

What challenges did you face in reaching your audience?

- *Overcoming the lack of confidence of homeowners regarding the costs of renovation and preparation of documentation for application for project implementation.*
- *Coordinating the promotional activities (public relations) of OSS with the launch of national funding programs (calls for funding)- What was the public perception or feedback regarding renovation and OSS services?*

What was the public perception or feedback regarding renovation and OSS services?

- *Homeowners and association managers relied on the support team throughout the application process and made full use of the opportunity provided.*
- *Despite the lack of open programs, people were interested in how the process was going in relation to future funding applications.*
- *Having a place where they could get comprehensive information was well received by the public and municipal administration management.*

8. Next Steps and Future Activities

What are your next planned communication actions?

- *Increasing cooperation with local authorities.*
- *Organizing meetings with homeowners in multi-family residential buildings on specific topics identified as critical in the course of the work so far.*

How do you plan to incorporate the SHEERenov+ online platform once it becomes operational?

- *Getting ready to incorporate the new OSS digital platform into the daily operations and services offered by the OSS to homeowners and stakeholders. With regard to the promotional activities:*
 1. *The platform will host all promotional materials — flyers, videos, event announcements — making them easily accessible to homeowners and stakeholders,*
 2. *People will sign up for info sessions, workshops, or webinars directly through the platform,*
 3. *The platform will regularly post updates about financing opportunities, OSS services, success stories, and renovation tips to keep homeowners engaged,*
 4. *The platform will feature completed renovation projects (with photos, testimonials) to inspire trust and encourage new applications,*
 5. *The platform will provide quick calculator and self-assessment tools to attract users and motivate action,*
 6. *The platform will enable inquiry forms and booking consultations with OSS advisors.*

What further support or resources do you need?

- *In order for the Center to work effectively, there needs to be support from national and local authorities through clear application procedures for EE home projects.*
- *Clear definitions and legislation on energy poverty and energy poor households. Incentivizing policies and projects related to fuel poverty.*
- *Establish easier regulatory requirements for households regarding the construction of RES installations for multi-family residential buildings.*

SHEERenov+ OSS Local Awareness-Raising Campaign Report: BRCC (Ruse)

1. Basic Information

- Name of OSS: Comprehensive Energy Efficiency Support Center at BRCC – Ruse
- Municipality/Covered Area: Ruse Municipality / Ruse District
- Reporting Period: 01.10.2023 - 31.03.2025
- Name of OSS Contact Person: Desislava Pencheva
- Date of Submission: 12.05.2025

2. Objectives of the Campaign

What were the key goals of your awareness-raising activities?

- ☒ Increase public awareness about building renovation
- ☒ Promote OSS services
- ☒ Build trust through municipal cooperation
- ☒ Engage local professionals and companies
- ☐ Other (please specify):

3. Activities Conducted

3.1 Events and Outreach

Type of Event	Title/Topic	Location	Date	Target Group(s)	No. of Participants
☒ Workshop/Training	Energy renovation technologies for buildings	Ruse, Bulgaria	31.01.2025	Architects, interior/exterior designers, Ruse Municipality, construction companies, investor controllers, superintendent s, and remediation experts	30
	OSS visit & training	Ruse, Bulgaria	30.01.2025	Project team members	14
☒ Other (specify below):	Informal bilateral meetings with stakeholders	Ruse, Bulgaria	Multiple occasions in 2025	Architects, Designers, Businesses, Ruse Municipality	Appr. 5

3.2 Communication Tools Used

Tool/Channel	Description	Date(s)	Outreach (est.)	Link/Attachment
☒ Local Media Coverage	Ruse Municipality: Weekly Activity Report	31/01/2025		https://www.bta.bg/bg/news/bulgaria/oficial-messages/825329-obshtina-ruse-sedmichen-otchet-zadeynostta-na-obshtinskata-administratsiya

☑ Social Media Campaigns	First Partner Meeting of the SHEERenov+ Project	05/10/2023		https://www.facebook.com/profile/100070169550720/search/?q=sheerenov
	Training on Energy Efficiency and Building Renovation in Ruse	03/02/2025		https://www.facebook.com/brcci.eu/posts/pfbid0xG1C7Gcrb92yk3myApFw3vPbBmRr1atQPhFjzhSioCDi6sH1jSaD7uX9ZJ6eq2nCl
☑ Newsletters/E-mailing	Invitation: Energy renovation technologies for buildings (Architects, interior/exterior designers, Ruse Municipality, construction companies, investor controllers etc.)	21/01/2025	130	
	A part of BRCC newsletter: (member companies, newsletter subscribers, stakeholders, media)	31/10/2023	1800	

4. Cooperation with Local Authorities

Preliminary discussions for cooperation with Ruse Municipality to plan coordinated efforts between the OSS and the municipality.

- Status of partnership agreement (if applicable):

- ☒ Joint activities
- ☐ Signed agreement
- ☐ Not yet initiated

5. Engagement with Local Professionals

- Have you engaged or onboarded local professionals to your OSS network?

- ☐ Yes
- ☒ In Progress
- ☐ No

- Type(s) of professionals engaged:

- ☒ Designers/Architects
- ☒ Energy Auditors

- ☒ Construction Companies
- ☒ Installers (RES, HVAC)
- Number of new professionals engaged: app. 45

6. Key Messages Delivered

- 1) *Summarize the main messages conveyed in your campaign (e.g., importance of renovation, benefits of EE, OSS support, etc.)*
- 2) *The main messages conveyed in the campaign were focused on stressing the importance and benefits of renovation and EE, showcasing new methods and technologies of achieving EE, raising awareness of the OSS's capacity, services, goals.*

7. Analysis of Impact

What were the most successful elements of the campaign?

- *Live events were the most impactful activities.*

What challenges did you face in reaching your audience?

- *The delay in the launch of the project's online platform was a formidable challenge.*

What was the public perception or feedback regarding renovation and OSS services?

- *News about dedicated events and the upcoming opening of the OSS were very positively perceived. Stakeholders and professionals expressed eagerness to learn more and participate actively.*

8. Next Steps and Future Activities

What are your next planned communication actions?

- *For the official opening of the OSS a wide-scale communication campaign will be organised, including social media, email campaigns, newsletters, promotional events. The Chamber's wide network of partners, clients, and members will be engaged.*

How do you plan to incorporate the SHEERenov+ online platform once it becomes operational?

- *The online platform will be used as a landing page and source of information for the OSS, as well as a tool for the onboarding of professionals, and an additional tool for communication with stakeholders.*

What further support or resources do you need?

- *No additional support is needed at the moment.*

SHEERenov+ OSS Local Awareness-Raising Campaign Report: Gabrovo Municipality

1. Basic Information

- Name of OSS: One-Stop-Shop (OSS) for Integrated Services at Gabrovo Municipality
- Municipality/Covered Area: Gabrovo Municipality
- Reporting Period: 01.10.2023 - 31.03.2025
- Name of OSS Contact Person: Todor Popov
- Date of Submission: 20.05.2023

2. Objectives of the Campaign

What were the key goals of your awareness-raising activities?

- ☒ Increase public awareness about building renovation
- ☒ Promote OSS services
- ☒ Build trust through municipal cooperation
- ☐ Engage local professionals and companies
- ☒ Other (please specify): Energy community

3. Activities Conducted

3.1 Events and Outreach

Type of Event	Title/Topic	Location	Date	Target Group(s)	No. of Participants
☒ Info Session	The role of municipalities and models for providing integrated building renovation services.	Gabrovo municipality – main conference hall	14.12.23	Municipal experts, local professionals (designers, installers, contractors), academia, facility managers, HAs	46
☒ Roadshow/ Demo	Construction fair / student training	Gabrovo main square	Summer of 2024	Students, construction professionals	200+
☒ Stakeholder Meeting	Meetings of the NetZeroCities / BARRIO consultation council	Gabrovo municipality – mayors' office	regular	Universities, local businesses, facility managers, financing institutions	6-7 per meeting
☒ Workshop/ Training	Training for better OSS management – SHEERenov+	Gabrovo, Bulgaria (OSS)	14/12/2024	Municipal staff	12

Deliverable 5.2 – Awareness Raising Report

☒ Community Engagement	Meetings with homeowners' associations	Gabrovo municipality – main conference hall OSS – individual meetings Visits at HA's meetings	24/11/2023 Continuous Continuous	Homeowners associations (HAs)	60+
☒ Other (specify below):	Meeting of the energy community	Gabrovo (2), Bozhentsi	15/03/2025 14/10/2024 08/02/2025	Energy community members	30+ per meeting
	Uzana Polyana fest	Uzana	21-23 July 2024	Youth	50+ at presentations

3.2 Communication Tools Used

Tool/Channel	Description	Date(s)	Outreach (est.)	Link/Attachment
☒ Posters/Flyers	SHEERenov+ roll-up	n/a	100+	n/a
☒ Local Media Coverage	Radio interviews Press releases to local news agencies		1000+ 1526	n/a https://www.focus-news.net/novini/regioni/Kmetut-na-Gabrovo-Deistviyata-ni-za-klimata-tryabva-da-sa-progresivni-za-da-podobryavame-kachestvoto-na-zhivot-2174518

☒ Social Media Campaigns	Facebook – profiles of Gabrovo municipality, Gabrovo regional info center, mayor Tanya Hristova, Todor Popov LinkedIn – Todor Popov	Continuous	548	https://www.facebook.com https://www.facebook.com/ https://www.facebook.com/ https://www.facebook.com/ https://www.facebook.com/ https://www.facebook.com/ https://www.facebook.com/ https://www.facebook.com/ https://www.facebook.com/ https://www.facebook.com/
☒ Municipal Website	A news article published on the official website of Gabrovo Municipality announcing and reporting on a SHEERenov+ event hosted by the municipality. News article published on the official website of Gabrovo Municipality reporting on a SHEERenov+ training event.	8/9/2023 14/12/2023	1000 1000	https://gabrovo.bg/bg/news-article/12305 https://gabrovo.bg/bg/news-article/12378

☑ Word-of-mouth/Meetings	Meetings with HoAs	Continuous	95+	n/a (register of meetings and participants lists available)
	Informal meetings of the energy community	15/03/2022	30+	
		5	30+	
		14/10/2022	30+	
		4		
		08/02/2022		
		5		



4. Cooperation with Local Authorities

- Describe any formal or informal collaboration with the municipality (e.g., joint events, technical support, etc.):

The Gabrovo's OSS is hosted and managed by the municipality.

- Status of partnership agreement (if applicable):

- ☒ Joint activities
- ☐ Signed agreement
- ☐ Not yet initiated

5. Engagement with Local Professionals

- Have you engaged or onboarded local professionals to your OSS network?

- ☒ Yes
- ☒ In Progress
- ☐ No

- Type(s) of professionals engaged:

- ☐ Designers/Architects
- ☒ Energy Auditors
- ☒ Construction Companies
- ☐ Installers (RES, HVAC)

6. Key Messages Delivered

- 1) *The participation in the renovation programmes at these extremely high grant rates is a once-in-a-lifetime chance to renovate and preserve the value of your properties*
- 2) *The municipal OSS provides full support for the application process and step-by-step guidance*
- 3) *Even in case of required co-financing of 20%, this is still a present from the state, and we should mobilize resources to apply now, because no one knows when and if such an opportunity would come again*
- 4) *The city is very ambitious and sincere in its energy efficiency, environment and climate protection efforts and will do everything in its power to make things happen for the local communities*
- 5) *Participation in energy communities is a first step to energy independence and protection from high energy prices; efficiency and renewables together are the best combination*

7. Analysis of Impact

What were the most successful elements of the campaign?

- *Meetings with invited external professionals, direct engagement with homeowners association in OSS as a follow-up*
- *Publications in municipal website and institutional social media channels*

What challenges did you face in reaching your audience?

- *Constantly changing messages from the government regarding the conditions for participation in the renovation programmes*
- *Expectations that 100% grants would return, fueled by public speech by political leaders*

What was the public perception or feedback regarding renovation and OSS services?

- *Overall positive and appreciating the efforts by the municipal staff*
- *However, the discontent from the citizens from the delay of the implementation of the programme (the applications were assessed for more than an year before the ranking was published) reflected on the attitude of the citizens. Some of them are openly expressing their discontent, targeting the municipality, as for them it is the only point where they can express their concerns*

8. Next Steps and Future Activities

What are your next planned communication actions?

- *Continuing with informational and training events for both HAs and local professionals engaged in the renovation programmes*
- *Following the implementation of the projects (projected for 2025-2026) and publishing information on the progress in the municipal social media and GIS platform; providing coverage on the local radio*
- *Integrating the message for the importance of the renovation activities in the project for whole-district renovation under the Net Zero Cities initiative*

How do you plan to incorporate the SHEERenov+ online platform once it becomes operational?

- *Maintaining the OSS individual page and channeling users to the physical OSS in the municipality, promoting local businesses*
- *Using it as a database of documentation, templates and educational materials*
- *Using the energy savings calculator to support the OSS services*
- *Depending on the user-friendliness and the development of the OSS service, applying the back-end functionality to monitor the progress of the project and provide data to the GIS platform*

What further support or resources do you need?

- *No further support is necessary at this point; however, we continue to depend on the active participation and support of all SHEERenov+ partners*

Conclusion

The SHEERenov+ awareness-raising campaigns carried out across the six OSS regions have proven to be an essential step in bridging the gap between national renovation policies and local action. By offering accessible, context-specific information and engaging directly with homeowners, professionals, and local authorities, the OSSs helped demystify the renovation process and build trust in the integrated service model. The campaigns demonstrated that timely, well-coordinated communication - especially when aligned with active funding opportunities - can significantly increase interest and readiness for building renovation.

The results show that local visibility, institutional partnerships, and targeted outreach are critical success factors. OSS operators that worked closely with district administrations or municipal energy offices were able to reach more organized homeowner associations and provide more tailored support. Likewise, combining printed materials, public events, and direct consultations proved effective in addressing different segments of the target audience. However, challenges remain, particularly in reaching smaller contractors, ensuring continuity of engagement, and adapting messages to changing regulatory conditions.

Looking ahead, the lessons learned from these campaigns will inform future outreach activities, both within the current project and in broader efforts to mainstream the OSS model in Bulgaria. As renovation projects move from planning to implementation, communication will need to focus increasingly on quality assurance, user feedback, and replicable success stories. The OSSs are well positioned to become long-term communication hubs in the renovation ecosystem, provided they continue to evolve in line with homeowner needs and policy developments.