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COMMUNICATIONS AND VISIBILITY PLAN

EU4Energy Efficiency Project (2025–2029)

Funded by the European Union | Implemented by the United Nations
Development Programme (UNDP) in cooperation with the Czech
Development Agency (CzDA)

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1. INTRODUCTION

The communications plan for the **EU4Energy Efficiency Project (2025–2029)**, funded by the **European Union**, aims to showcase the EU's, UNDP's and CzDA's joint contribution to improving energy efficiency in public buildings across Bosnia and Herzegovina. The project promotes energy-efficient renovation, renewable energy integration, and the introduction of innovative financing mechanisms such as the **ESCO model**.

The plan ensures visibility of the EU's support, transparency in implementation, and engagement of citizens, local authorities, and the private sector. It prioritizes **education and awareness raising** as key enablers of behavioral change toward sustainable energy use.

2. COMMUNICATIONS APPROACH

The communication approach emphasizes:

- Consistent visibility of EU support throughout all project phases.
- Educational storytelling focusing on energy savings, environmental benefits and cost reduction in the public sector.
- Data-driven content and human stories to demonstrate tangible impacts.
- Public engagement through workshops and digital campaigns.

3. OBJECTIVES

- Position the EU as a key partner supporting Bosnia and Herzegovina's green transition and energy efficiency goals.
- Promote understanding of energy efficiency and renewable energy benefits among citizens, schools, and local governments.
- Increase participation in public calls for funding energy efficiency measures and ESCO projects. Ensure transparency and accessibility of information throughout implementation.
- Strengthen public trust in EU-UNDP-CzDA cooperation and communicate results clearly and continuously.



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4. TARGET AUDIENCES

- Public institutions eligible for investment (schools, hospitals, administrative buildings).
- Local governments and municipal officials.
- Citizens and building users.
- Private sector (construction and ESCO companies).
- Academia and youth (architecture and engineering students).
- Donors, development partners, and the international community.

5. KEY MESSAGES

- The European Union supports Bosnia and Herzegovina's energy transition through investments that make public buildings more energy efficient, healthier, and more cost-effective.
- Energy efficiency means lower energy bills, better comfort, and reduced CO₂ emissions.
- Through EU4Energy Efficiency, innovation and local expertise drive sustainable change.

6. COMMUNICATION ACTIVITIES (2025–2029)

Phase 1 – Awareness & Engagement (Q1 and Q2 2026)

To ensure centralized access to project information and enhance digital visibility, the project will develop a **dedicated web landing page**. The purpose of this page is to provide a single, user-friendly platform where stakeholders can access **public calls, key documents, energy-efficiency tips, human-interest stories, multimedia materials, and project results**. The development of the landing page will include:

- **Content definition and structure:** The selected agency will design a clear information architecture, including sections such as *About the Project*, *Public Calls*, *Q&A* and *Stories from the Field*.



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- **Design and development:** Preparation of the page layout, visuals, user interface, and integration of EU-compliant branding (*Funded by the European Union*, EU emblem prominence, UNDP and CzDA equal prominence).
- **Content management:** Uploading, translation, proofreading, formatting and publishing text, infographics, photos, and videos.

The page will be hosted as a subpage on the existing *EU4Energy* website.

The estimated development timeline is **6 - 8 weeks**, starting at the **January 2026**.

Social media campaign

- **Launch social media campaign** on energy efficiency (weekly social media posts with infographics and simple tips), with aim to:
 - raise awareness about the importance of energy efficiency and the EU's support to public institutions in Bosnia and Herzegovina;
 - highlight the benefits of renovated buildings for citizens and users (ex.cost savings, comfort, healthier indoor environments);
 - ensure transparency of all activities and results;
 - increase participation in public calls through short, clear, and visually appealing content;
 - strengthen the visibility and long-term recognition of EU–UNDP–CzDA cooperation in advancing energy efficiency.
- **Public Call Campaign** – Announce the **first public call in January 2026** through a coordinated online and offline campaign (press release, web text)
- **Public Call Campaign** – Announce the **second public call in February 2026** through a coordinated online and offline campaign (press release, web text)
- **Online events** - Webinars and online info centers with the purpose of further educating all target groups.

Social Media Coordination

All social media posting will be implemented in close collaboration with the **EU** and **Czech Development Agency (CzDA)** communications teams to ensure unified messaging, visibility, and outreach.



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- **Facebook and Instagram:** Primary posts will be shared via **UNDP Bosnia and Herzegovina** channels, in coordination with **EU in Bosnia and Herzegovina** and **Czech Development Agency (CzDA)** accounts to ensure cross-posting and consistent campaign visibility.
- **LinkedIn and X (Twitter):** Key updates, milestones, and success stories will be published on **UNDP Bosnia and Herzegovina** channels and reposted by partners where applicable.

Official Accounts:

UNDP Bosnia and Herzegovina

Facebook: <https://www.facebook.com/UNDPBiH>

Instagram: <https://www.instagram.com/undpbih/>

LinkedIn: @UNDP in Bosnia and Herzegovina

X (Twitter): <https://x.com/UNDPBiH>

EU in Bosnia and Herzegovina

Facebook: <https://www.facebook.com/europa.ba>

Instagram: <https://www.instagram.com/eubih/>

LinkedIn: N/A

X (Twitter): <https://x.com/eubih>

Czech Development Agency (CzDA)

Facebook: <https://www.facebook.com/CzechAid/>

<https://www.facebook.com/CZinSarajevo>

Instagram: @czechaid

LinkedIn: N/A

X (Twitter): N/A

Official Hashtags:

#EUEnergyEfficiency #PovezaniDobromEnergijom #EnergyEfficiency #GreenTransition

Phase 2 – Visibility of Results (Q3 2026 – Q4 2028) - Campaign

- Field - human-interest stories featuring beneficiaries (ex. schoolchildren, teachers, health workers) in newly renovated buildings. (end of 2027 – 2028)
- Video and infographic updates highlight energy savings and environmental benefits. (2028)



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Phase 3 – Legacy and Knowledge Sharing (Q1 2029)

- Final project wrap-up video and report on achieved energy savings and CO₂ reductions.
- Closing event bringing together media representatives, beneficiaries, public institutions, and key partners to showcase results, share lessons learned, and highlight the impact of EU support.

6.1 Timeline of Communication Activities (January 2026 – June 2026)

January 2026

- 10 - 20 January: Preparation of infographic and/or visual for the public call
- 15 January: Launch of the First Public Call (announcement via web and social media)
- 22 January: Publication and dissemination of Survey for public engagement

February 2026

- 10 February: Announcement of the ESCO - Second Public Call
- 20 February: Thematic visual on energy efficiency (EE topic-of-the-month post)
- February/March: Results of the First Public Call published (web + social media)

March 2026

- March: Results of the Second Public Call published
- End of March: Training / Info Session / Webinar for applicants and interested stakeholders
- End of March: Social media post & SC announcement related to the training

April 2026

- Semi-monthly thematic visual on energy efficiency (EE topic-of-the-month post)

May 2026

- Semi-monthly thematic visual on energy efficiency (EE topic-of-the-month post)
- May (TBC): ESCO-focused training / info session / webinar
- Promotion of training results through UNDP, EU, CzDA, and partner channels

June 2026

- Semi-monthly thematic visual on energy efficiency (EE topic-of-the-month post)



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7. SOCIAL MEDIA AND DIGITAL STRATEGY

- Semi-monthly thematic visual on energy efficiency (EE topic-of-the-month post) (starting February 2025) leading up to and following the public call.
- Themes (examples): “Use Your Energy Smarter,” “Energy efficiency in everyday life,” “How EU investments reduce energy bills,” “ESCO explained,” “Women in the energy transition,”
- Platforms: EU in BiH, UNDP BiH and CzDA social media channels, cross-sharing and boosting (if/when applicable) around milestones.

8. BRANDING AND VISIBILITY

- EU logo displayed prominently, accompanied by “**Funded by the European Union.**”
- UNDP and CzDA logos with equal prominence on materials, events, and digital products.
- No separate project logo.
- Slogan: “**Povezani dobrom energijom**”
- Visuals to follow **EU-UN joint visibility guidelines** (2024 edition).

9. MONITORING AND INDICATORS

1. Strategic Campaign Development

- Communication and promotion plan developed, including: objectives, key messages, target audiences, tactics, actions, expected results, and means of verification.
- Overall visual identity of the campaign developed.
- Campaign slogan (s) are produced.
- Three sub-campaigns conceptually designed and launched:
 - Sub-campaign 1: dissemination of project status, progress and impacts.
 - Sub-campaign 2: education on ESCO benefits and market uptake.
 - Sub-campaign 3: empowerment of public, private and institutional actors for EE and RES implementation.

2. Digital Platforms & Online Presence

- Official project website developed and maintained as a primary public communication tool.



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- Online ESCO info centre created in cooperation with ESCO associations and Chambers of Commerce (FBiH and RS).

3. Social Media & Digital Content Production

- 120 tailored social media posts produced and published (brochures, flyers, photos, gifs, clips, infographics, mini-surveys).
- Engagement-oriented content created to encourage public interaction and discussions.
- Copyright management ensured for all materials.
- Responsibility split: **CzDA (first 30 months), UNDP (remaining period).**

4. Media Buying, Publications & Press Relations

- **10 news and media articles** produced:
 - **5 articles** placed in media through paid media buying (CzDA).
 - **5 articles** implemented and distributed by UNDP.
 - Articles promote expert findings, ESCO institutionalization and replication of renovation practices.
- **Press releases** prepared and distributed for *each* project event, training, meeting, session, and milestone:
 - Joint responsibility: **CzDA + UNDP (first 30 months);** afterward **UNDP.**

5. Events, Webinars & Info Sessions

- **5 webinars/info sessions** organized for public institutions on innovative financing and resource mobilization for energy renovation, involving EU and local experts.
- **10 ESCO info sessions (Q&A format)** organized for potential ESCO users and service providers, in cooperation with Entity Chambers of Commerce.
- **Project investment expo** organized at “Vječna Vatra” building for **100 participants**, presenting most effective renovation investments and sharing key findings and lessons learned.

6. Awareness Materials & Messaging



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- Comprehensive set of communication, advocacy and social-media materials produced and disseminated (videos, banners, visual assets, etc.).
- Tailor-made messages developed on:
 - EE and RES solutions in residential, commercial and public buildings.
 - Access to financial/technical assistance and implementation steps.
 - Direct energy, financial and environmental benefits.
 - High-impact EE/RES measures with highest GHG and energy savings and shortest ROI periods.
- Consistent use of donor and partner visual identity across all products.

7. Measurement & Verification of Campaign Impact

- **Pre- and post-campaign online survey conducted**, targeting **1,068 citizens** (representative sample for BiH).
- Survey disseminated via social media of CzDA, UNDP and partners.
- Survey results used to measure and verify:
 - Awareness levels regarding EE and RES solutions.
 - Readiness of population for EE and RES deployment.
 - Achievement of campaign effects as defined in the Action Log Frame.