CROSS
ONE STOP SHOP

CRoatian One-Stop-Shop

Dissemination tracker

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CRoatian One-Stop-Shop

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Website	CROSS I Regea

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About CROSS

The general project objective of the CROSS project is to establish and operate a regional one-stop-shop (OSS) in order to accelerate the renovation wave in the public sector covering a territory of four regional and 88 local authorities in Croatia and offering a comprehensive, all-inclusive service from technical, financial to legal advice, procurement and quality assurance of works. The long-term objective is to replicate this concept to a wider area covering Croatia and beyond as well as to ensure the long term sustainability of the OSS.

CROSS will achieve the targeted impacts and goalsset out in the project through the completion of the following specific project objectives:

1. Speed-up of public building renovation
2. Provision of support for the preparation of project pipelines
3. Development, validation and implementation of advanced funding, procurement and financing models
4. Stakeholder engagement and long-term sustainability

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1. INTRODUCTION

The Dissemination Tracker for the CROSS project is an essential tool designed to monitor and document all communication and dissemination activities carried out throughout the project's lifecycle. Effective dissemination is crucial for ensuring that the project's results, innovations, and best practices reach a wide audience, including stakeholders, policymakers, industry professionals, and the general public. This document serves as a comprehensive record of these activities, providing transparency, accountability, and a clear overview of the project's outreach efforts.

The Dissemination Tracker will be updated regularly to include new activities and outcomes. It will also serve as a valuable resource for evaluating the project's success in achieving its communication and dissemination goals. By maintaining a systematic record of all outreach efforts, the CROSS project aims to maximize its visibility, foster knowledge exchange, and promote the adoption of its innovative approaches to public building renovation across various regions and sectors.

This document details the structured approach adopted to report and monitor all communication activities within the project. By systematically tracking these activities, the CROSS project aims to ensure transparency, accountability, and the effective dissemination of information to relevant stakeholders.

2. PROJECT VISUAL IDENTITY

At the beginning of the implementation of the project, the visual identity of the project was developed, as well as templates for presentations and Word documents that are used within the framework of the CROSS project.

The project consortium uses document templates to ensure project recognizability.

3. ONLINE DISSEMINATION AND COMMUNICATION TOOLS

In today's digital age, effective communication and dissemination are crucial for the success of any project. The CROSS project leverages a variety of online tools to ensure that information is shared widely and efficiently, engaging stakeholders and the public while promoting the project's objectives and activities.

3.1. Project website

The project website is a central component of the CROSS project's dissemination and communication strategy. Its primary purpose is to serve as a comprehensive and accessible platform for sharing information about the project with a wide audience, including stakeholders, partners, and the general public.

Official website: CROSS I Regea

The project website is strategically linked with the websites of the consortium members, creating a cohesive network that enhances the dissemination of information and promotes synergy among partners. This interconnected approach ensures that the CROSS project's reach and impact are maximized through the collective efforts of all involved organizations. This interconnected network plays a crucial role in achieving the CROSS project's goals by leveraging the strengths and reach of each partner organization.

3.2. Social Media Platforms

The CROSS project leverages social media platforms, particularly Facebook and LinkedIn, to enhance its communication and dissemination efforts. These platforms are integral to reaching a broader audience, engaging stakeholders, and fostering an online community around the project's objectives and activities.

The official hashtag of the CROSS project, **#crossinspire**, serves as a powerful tool for consolidating discussions and highlighting key updates across various social media platforms. By using **#crossinspire**, stakeholders and followers can easily find and engage with project-related content, fostering a cohesive online community and enhancing the visibility of the project's activities and achievements.

4. DISSEMINATION ACTIVITIES

The project was presented at the following events:

- Expert meeting nZEB 2024 Renovation and Modernization of Buildings, which was organized by the Faculty of Architecture of the University of Zagreb and the Cluster for Energy Efficiency and Sustainability in Buildings.
- Consultation on Local Self-Government in Poreč which was organized by the Association of Cities
- Support Sustainability - The Leading Regional Conference on Sustainability which was organized by the Croatian Chamber of Economy
- LIDER Conference: A Gathering of Mayors and Entrepreneurs – 48 Hours
- SMARTdeCARB Launch Conference
- C4E Forum 2025
- CROSS Final Conference – part of GBC Connect Forum
- Bauhaus4MED Final Conference
- EUSEW

These presentations at key industry events enhanced the visibility of the CROSS project and fostered valuable discussions and collaborations with stakeholders, reinforcing the project's commitment to advancing sustainable building renovation and modernization efforts.

More about each event is listed in the tables below.

Title of dissemination activity	Presentation of the project at public events
Dissemination partner	University of Zagreb Faculty of Architecture & Cluster for energy efficiency and sustainability in buildings
Event	**nZEB 2024 Renovation and Modernization of Buildings**
Description	The goal of the event was to present examples and technical solutions for the design, renovation, and modernization of existing buildings, but also for the construction of new buildings that, in addition to energy efficiency and CO2 neutrality, ensure static and fire safety of buildings and high-quality and pleasant spaces for living and working. A special challenge is the restoration of buildings that have the status of cultural property
Link (if applicable)	https://nzeb.hr/nzeb2024.html
Date of activity	February 15, 2024

Other links related to the event	nZEB 2024 - Obnova i modernizacija zgrada (youtube.com) https://www.nzebcentar.hr/strucni-skup-nzeb-2024-obnova-i-modernizacija-zgrada/ https://www.grenef.hr/strucni-skup-nzeb-2024-obnova-i-modernizacija-zgrada/ GBC ponovno ZELENI PARTNER cjelodnevnog stručnog skupa: nZEB 2024 Obnova i modernizacija zgrada - Hrvatski savjet za zelenu gradnju (gbccroatia.org) Poziv na nZEB 2024, 15.2.2024. – Akademija tehničkih znanosti Hrvatske (hatz.hr) Novosti > Hrvatska komora arhitekata (arhitekti-hka.hr) Stručni skup u Zagrebu: nZEB 2024 - Obnova i modernizacija zgrada (prograđnja.hr) JCE-76-2024-2-14-nZEB.pdf (casopis-gradjevinar.hr)

Title of dissemination activity	Presentation of the project at public events
Dissemination partner	Association of cities in Croatia
Event	**Consultation on Local Self-Government**
Description	Traditional consultation on local self-government organized by the Association of Cities in the Republic of Croatia
Link (if applicable)	Savjetovanje o lokalnoj samoupravi u Poreču - FINALNI PROGRAM i PODSJETNIK - Udruga gradova (udruga-gradova.hr)
Date of activity	May 22, 2024 – May 24, 2024
Other links related to the event	Savjetovanje o lokalnoj samoupravi u Poreču (pametni-gradovi.eu) Savjetovanje o lokalnoj samoupravi – Žuta Točka (zuta-tocka.hr) Održano Savjetovanje o lokalnoj samoupravi u Poreču (pametni-gradovi.eu) Održano Savjetovanje o lokalnoj... - Udruga gradova u RH | Facebook https://www.linkedin.com/posts/gradovirh_drugi-dan-savjetovanja-o-lokalnoj-samoupravi-activity URBACT Hrvatska | Zagreb | Facebook

Title of dissemination activity	Presentation of the project at public events
Dissemination partner	Croatian Chamber of Economy
Event	**Support Sustainability – The Leading Regional Conference on Sustainability**
Description	The leading regional conference on sustainability that promotes collaboration, learning, and the development of transformative strategies for a more resilient and secure future.
Link (if applicable)	Podržimo održivo (hgk.hr)
Date of activity	September 9, 2024 – September 10, 2024
Other links related to the event	Podržimo održivo 2024. – EEN – Hrvatska Konferencija "Podržimo održivo 2024." - Pokret Otoka (otoci.eu) Podržimo održivo - Support Sustainability - Multisectoral platform - Hrvatska gospodarska komora | LinkedIn Podržimo održivo: Izgradnja radne snage za budućnost - Poslovni dnevnik Ministarstvo zaštite okoliša i energetike - U Zagrebu održana konferencija HGK "Podržimo održivo" (gov.hr) Jutarnji list - Podržimo održivo: Na pragu smo nove industrijske, ali i društvene evolucije Podržimo održivo: Bivši premijer Finske o liderima sa svrhom - Večernji.hr (vecernji.hr) Podržimo održivo: Održivost ima snagu dovesti do konkretnih promjena - Poslovni dnevnik Hrvatska zajednica inovatora : Poziv HGK na konferenciju "Podržimo održivo" (inovatorstvo.com) Slobodna Dalmacija - Predstavljen ESG vodič HGK i novo izdanje konferencije Podržimo održivo 'Podržimo održivo': Na pragu smo nove industrijske revolucije (tportal.hr) HGK - Podržimo održivo 2024 (youtube.com) Ministarstvo zaštite okoliša i zelene tranzicije Republike Hrvatske - U Zagrebu održana konferencija HGK "Podržimo održivo" (gov.hr) Podržimo održivo: Održivost kroz konkretne akcije i stvarne promjene | 24sata

	https://www.ericsson.hr/-/20240912-konferencija-hgk https://www.linkedin.com/posts/hrvatska-gospodarska-komora_tijekom-dva-dana-konferencije-podr%C5%BEimo-odr%C5%BEivo-activity-7239265723884163072-Pj2d?utm_source=share&utm_medium=member_desktop

Title of dissemination activity	Presentation of the project at public events
Dissemination partner	LIDER
Event	**LIDER Conference: A Gathering of Mayors and Entrepreneurs – 48 Hours**
Description	**"48 Hours 2024"** successfully gathered local government representatives and entrepreneurs to promote sustainable city development. With a focus on digital solutions, green policies, affordable housing, and creative economies, the conference offered actionable insights, real-life best practices, and guidance on EU funding instruments.
Link (if applicable)	Program - 48 sati 2024.
Date of activity	from November 27 to November 29, 2024
Other links related to the event	48 sati: Kreativna industrija u svijetu donosi milijarde, Hrvatska se mora snažnije priključiti lidermedia.hr/biznis-i-politika/48-sati-dobre-godine-iz-eu-fondova-ne-smije-se-uzeti-zdravo-za-gotovo-160252/ 48 sati: Građevinski sektor ne može pratiti tempo razvoja što je velik izazov za održivost https://lidermedia.hr/biznis-i-politika/48-sati-porezna-reforma-nije-jedini-lijek-za-konkurentnije-gospodarstvo-160289/ U Zadru održana konferencija 48 sati, godišnji susret gradonačelnika i poduzetnika - Radio Slatina Ministarstvo pravosuđa i uprave Republike Hrvatske - Ministar Habijan na 16. Susretu gradonačelnika i poduzetnika Ministarstvo prostornoga uređenja, graditeljstva i državne imovine - Ministar Bačić na 16. susretu gradonačelnika i poduzetnika u Zadru 48 sati: Digitalizacija gradova poboljšava život, ali treba paziti na sigurnost lokalna.hr

	16. Susret gradonačelnika i poduzetnika održan u Zadru - Udruga gradova 48 sati: Posao u gradskoj upravi nikada nije dosadan 48 sati: Zamjena za EU novac omogućuje otpis polovice glavnice Brojni gradonačelnici i poduzetnici u Petrčanima raspravljali o mnogim pitanjima: 'Ovo je dokaz...' - Zadarski list CROSS na konferenciji 48 sati - Cross REGEA Zadarski - U Zadar dolaze tri ministra i devet gradonačelnika, teme su priuštivo stanovanje, novi paket poreznih reformi, nova turistička politika...

Title of dissemination activity	Presentation of the project in public events
Dissemination partner	REGEA
Event	**SMARTdeCARB Launch Conference**
Description	The launch conference included presentations, discussions, and networking opportunities with key stakeholders in the fields of decarbonization and sustainable development. Panel discussions will present experiences and cooperation in the cross-border area of Croatia, Bosnia and Herzegovina, and Montenegro. The emphasis was on the technical, financial, and legal challenges in the field of decarbonization, highlighting the obstacles that need to be overcome to adapt to local and regional conditions.
Link (if applicable)	SMART-DeCARB_Pozivnica-za-početnu-konferenciju_05-12-2024.pdf
Date of activity	December 5, 2024
Other links related to the event	Konferencija projekta SMART DeCARB – Put prema održivoj budućnosti kroz dekarbonizaciju javnih zgrada - Udruga gradova Početna konferencija projekta SMART DeCARB u Karlovcu: Put prema održivoj budućnosti kroz dekarbonizaciju javnih zgrada - Regea Početna konferencija projekta SMART DeCARB Energetika - Inovativna rješenja za dekarbonizaciju javnih zgrada

Title of dissemination activity	Presentation of the project in public events
Dissemination partner	HUPFAS
Event	**C4E Forum in Cavtat**
Description	The C4E Forum 2025, one of the most important conferences for improving the energy efficiency of buildings in Central and Eastern Europe, was held in Cavtat from 20 to 23 May. REGEA participated in the event with its delegation as a partner organization, bringing together experts, policymakers, representatives of local and regional governments, civil society and the economy from across the region.
Link (if applicable)	https://c4eforum.net/
Date of activity	From May 20 to May 23, 2025
Other links related to the event	https://regea.org/c4e-forum-2025-financiranje-i-planiranje-sveobuhvatne-obnove-zgrada-za-klimatski-otpornu-buducnost/ C4E Forum 2025 – Croatia – HUPFAS C4E Forum 2025 | EU Covenant of Mayors C4E Forum 2025 | oPEN Lab C4E Forum 2025: Driving Energy-Efficient Building Renovation in the CEE Region - Fedarene C4E Forum 2025 u Cavtatu: Energetska učinkovitost zgrada u fokusu regije | Regional Express - online magazin C4E Forum 2025 - EU Agenda C4E Forum 2025 – Ključni događaj za unaprjeđenje energetske učinkovitosti zgrada u srednjoj i istočnoj Europi u Cavtatu

Title of dissemination activity	Presentation of the project at public events
Dissemination partner	GBC
Event	**GBC Connect Forum**
Description	The goal of the event was to brought together the consortium, project officers, the Croatian renovation policy community, and EU-network peers to discuss the current situation in Croatia's construction industry. The event marks the project's closure and the handover of the OSS materials to ensure post-project continuity.

Link (if applicable)	https://cross.regea.org/odrzana-je-zavrsna-konferencija-projekta-cross/
Date of activity	April 21-23, 2026
Other links related to the event	https://gbccroatia.org/gbc-connect-forum-povezao-drzavu-i-industriju-u-kljucnom-trenutku-za-zelenu-tranziciju-hrvatske/ https://mpgi.gov.hr/vijesti-8/drzavni-tajnik-tonci-glavinic-otvorio-gbc-connect-forum-2026/19798 https://gbccroatia.org/gbc-connect-forum-trenutci-koji-mijenjaju-standarde-odrzive-gradnje/ https://www.grenef.hr/gbc-connect-forum-2026-industrija-i-drzava-u-dijalogu/ https://www.vecernji.hr/vijesti/zelene-vjestine-i-kompetencije-za-zelenu-tranziciju-9-otvoreni-dijalog-partnera-u-sredistu-gbc-connect-foruma-1955898 https://gbccroatia.org/gbc-connect-forum-povezao-drzavu-i-industriju-u-kljucnom-trenutku-za-zelenu-tranziciju-hrvatske/

Title of dissemination activity	Presentation of the project at public events
Dissemination partner	University of Zagreb Faculty of Architecture
Event	**Bauhaus4MED Final Conference**
Description	The BAUHAUS4MED Final Conference brought together policymakers, researchers, and local authorities to present the project's achievements and explore innovative approaches to sustainable, inclusive, and resilient urban transformation in the Mediterranean. The event showcased pilot actions, digital participatory tools, and New European Bauhaus solutions, while fostering knowledge exchange and collaboration for future urban development initiatives.
Link (if applicable)	https://bauhaus4med.interreg-euro-med.eu/2026/04/21/final-conference-may2026/
Date of activity	May 14-15, 2026
Other links related to the event	https://b4m.space/conferences/reconstructingTheFuture

Title of dissemination activity	Presentation of the project at public events

Dissemination partner	FEDARENE
Event	**EUSEW**
Description	The EUSEW event focused on the implementation of the revised EED and EPBD, highlighting practical approaches to accelerating public building renovation. Participants emphasized the role of technical assistance, One-Stop-Shop (OSS) models, and integrated renovation strategies in achieving energy and sustainability goals.
Link (if applicable)	https://sustainable-energy-week.ec.europa.eu/index_en?prefLang=hr
Date of activity	June 9-11, 2026
Other links related to the event	https://fedarene.org/event/european-sustainable-energy-week-eusew-2026/ https://tethys.pnnl.gov/events/european-sustainable-energy-week-eusew-2026 https://interactive.eusew.eu/platform/eusew-2026 https://cinea.ec.europa.eu/news-events/events/eusew-2026-2026-06-09_en

5. OTHER DISSEMINATION AND COMMUNICATION ACTIVITIES

The CROSS project employs a multifaceted approach to dissemination and communication to ensure extensive outreach and engagement. These activities are structured to maximize the project's visibility, engage diverse audiences, and effectively communicate its objectives and results. The key components of this approach include:

- Project website
- Partners websites

- Social media of Consortium members
- Other media releases

By integrating these diverse dissemination and communication activities, the CROSS project ensures a broad and effective outreach, engaging with various stakeholders and the public, thereby maximizing its impact and visibility.

5.1. Project website

The CROSS project's official website serves as a central hub for comprehensive information and updates, providing an accessible platform for stakeholders to stay informed about the project's objectives, progress, and achievements.

The project website, where information related to the project is available, is available at the following link: CROSS I Regea

5.2. Partners website's

The websites of the CROSS project partners play a crucial role in disseminating project information, highlighting each partner's contributions, and linking back to the main project website for comprehensive updates and resources.

Announcements related to the CROSS project published on partner websites are listed in the table below:

Communication activity	Description	Links
Project details (UNIZAG FSB)	Connection of the partner website with the project website	Projekt detalji (unizg.hr)
CROSS project (Zagreb County)	Connection of the partner website with the project website	Projekt CROSS - Upravni odjel za gospodarstvo i fondove Europske unije - Zagrebačka županija (zagrebacka-zupanija.hr)
CROSS project (Karlovac County)	Connection of the partner website with the project website	Energetika (kazup.hr)
CROSS project (Krapina-Zagorje County)	Connection of the partner website with the project website	Projekt CROSS - CRoatian One-Stop-Shop - Krapinsko-zagorska županija (kzz.hr)
CROSS project (Association of Cities)	Connection of the partner website with the project website	Početna - Udruga gradova (udruga-gradova.hr)

CROSS project (City of Zagreb)	Connection of the partner website with the project website	Gradski ured za gospodarstvo, energetiku i zaštitu okoliša - Eko Zagreb
CROSS project (CCE)	Connection of the partner website with the project website	Hrvatska gospodarska komora (hgk.hr)
CROSS project (FEDARENE)	Connection of the partner website with the project website	CROSS - Fedarene
About CROSS	CROSS in Krapina-Zagorje County (Article)	Pregled godine u Krapinsko-zagorskoj županiji - REGEA
About CROSS	Article about the beginning of the project	CROSS projekt: Kreće priprema sveobuhvatne obnove zgrada javnog sektora - Krapinsko-zagorska županija (kzz.hr)
About CROSS	Article about the beginning of the project	Kreće priprema sveobuhvatne obnove zgrada u hrvatskim županijama i Gradu Zagrebu I Regea
About CROSS	CROSS in City of Zagreb (Article)	Program obnove javnih zgrada i postavljanje sunčanih elektrana na krovove javnih zgrada - REGEA
Introducing CROSS at the event	Agenda of the event	Savjetovanje o lokalnoj samoupravi u Poreču - FINALNI PROGRAM i PODSJETNIK - Udruga gradova (udruga-gradova.hr)
Introducing CROSS at the event	Agenda of the event	Savjetovanje o lokalnoj samoupravi u Poreču - FINALNI PROGRAM i PODSJETNIK - Udruga gradova (udruga-gradova.hr)
Introducing CROSS at the event	Information about the event	Hrvatska gospodarska komora (hgk.hr)
About CROSS project results	Presentation of Guidelines for cost-effective deep renovation at the City of Zagreb	https://zagreb.hr/en/novi-djecji-vrtic-u-podbrezju-gradit-ce-se-po-najv/198179
National Conference & Round Tables	Article about the event	Održivo financiranje i provedba projekata energetske učinkovitosti - REGEA
Introducing CROSS at the event	Article about the event	C4E Forum 2025: Driving Energy-Efficient Building Renovation in the CEE Region - Fedarene

About CROSS project results	Article about deliverable	Achieving cost-effective deep renovation: Key considerations for local and regional authorities - Fedarene
About CROSS	Article about C4E Forum	https://regea.org/c4e-forum-2025-financiranje-i-planiranje-sveobuhvatne-obnove-zgrada-za-klimatski-otpornu-buducnost/
About CROSS Final Conference	Article about GBC Connect Forum	https://gbccroatia.org/gbc-connect-forum-povezao-drzavu-i-industriju-u-kljucnom-trenutku-za-zelenu-tranziciju-hrvatske/
About CROSS project results	Article about EUSEW	https://fedarene.org/epbd-transposition-cross-project/

5.3. Social Media of Consortium members

The social media channels of consortium members are pivotal in expanding the reach of the CROSS project's communications. By leveraging the established networks and professional profiles of individual members, the project can disseminate updates, achievements, and event information more widely. This coordinated approach amplifies key messages and fosters greater engagement and interaction with diverse audiences across various platforms.

Announcements related to the CROSS project published on social media of Consortium members are listed in the table below:

Communication activity	Description	Links
About CROSS	Progress information – partner's social media (FEDARENE)	https://www.linkedin.com/posts/fedarene_croatia-investments-crossinspire-activity-7216373129835593729-k4mk?utm_source=share&utm_medium=member_desktop
About CROSS	Progress information – partner's social media (FEDARENE)	https://www.linkedin.com/posts/fedarene_croatia-crossinspire-sustainablerenovation-activity-7168531003232235521-gu37?utm_source=share&utm_medium=member_desktop
About CROSS	Progress information – REGEA's social media	https://www.linkedin.com/posts/north-west-croatia-regional-energy-agency-regea-_staytuned

About CROSS project results	Presentation of Guidelines for cost-effective deep renovation at the City of Zagreb (City of Zagreb)	https://fb.watch/tNRbaGecUR/
About CROSS project results	Presentation of Guidelines for cost-effective deep renovation at the City of Zagreb (City of Zagreb)	https://web.facebook.com/share/p/vw9UWhY6gs37VBk9/
About CROSS project results	Presentation of Guidelines for cost-effective deep renovation at the City of Zagreb (City of Zagreb)	https://web.facebook.com/share/v/ezznjoHYm6bUZsHU/
About CROSS project results	Progress information – REGEA's social media	... - Regionalna energetsko-klimatska agencija Sjeverozapadne Hrvatske | Facebook
About CROSS project results	Presentation of Guidelines for cost-effective deep renovation at the City of Zagreb	... - Regionalna energetsko-klimatska agencija Sjeverozapadne Hrvatske | Facebook
About CROSS project results	Progress information – partner's social media (FEDARENE)	https://www.facebook.com/share/p/VNwdiXXj19XasTdh/
About CROSS project – engagement activities	Information (roundtable)– partner's social media (CCE)	Hrvatska gospodarska komora on LinkedIn: 🔍 Jeste li spremni za novu eru energetske učinkovitosti? Europska unija...
About CROSS project results	Presentation of Guidelines for cost-effective deep renovation at the City of Zagreb (City of Zagreb)	Video | Facebook
About CROSS project results	Presentation of Guidelines for cost-effective deep renovation at the City of Zagreb (City of Zagreb)	https://x.com/GradZagrebHr/
Introducing CROSS at the event	Information – partner's social media (Association of Cities in Croatia)	https://www.linkedin.com/posts/gradovirh_drugi-dan-savjetovanja-o-lokalnoj-samoupravi-activity-7199368591039746048-B8ZK?utm_source=share&utm_medium=member_desktop
About CROSS project results	Presentation of Guidelines for cost-effective deep renovation at the City of	Tomislav Tomašević on X: "Pokrenuli smo postupak javne nabave za izvođenje radova na novom vrtiću u Podbrežju, za 200 djece! Projekt prati nove smjernice zelene gradnje

	Zagreb (City of Zagreb – mayor)	Grada Zagreba pa će maksimalno koristiti prirodno svjetlo, oborinsku vodu, solarnu energiju te biti energetski učinkovit. 1/3 https://t.co/uIGbMH5Nil" / X
About CROSS	Information – partner's social media (FEDARENE)	https://www.linkedin.com/posts/fedarene_publicbuildings-solar-lifeprogramme-activity-7236281934971117568-Ibr-?utm_source=share&utm_medium=member_desktop
About CROSS	Information – partner's social media (FEDARENE)	https://www.linkedin.com/posts/fedarene_onestopshops-oss-buildingrenovation-activity-7265016502943203331-fMf0?utm_source=share&utm_medium=member_desktop
About CROSS	Progress information – REGEA's social media (about project meeting)	https://www.linkedin.com/posts/north-west-croatia-regional-energy-agency-regea-_cross-a-project-that-accelerates-the-energy-activity-7271841062346706944-u3Nl?utm_source=share&utm_medium=member_desktop
About CROSS	Progress information – REGEA's social media (about project meeting)	https://web.facebook.com/share/p/WDoG3FnT56y39foz/
About CROSS	Progress information – REGEA's social media (about project meeting)	https://www.linkedin.com/posts/north-west-croatia-regional-energy-agency-regea-_cross-a-project-that-accelerates-the-energy-activity-7271841062346706944-u3Nl?utm_source=social_share_send&utm_medium=member_desktop_web&rcm=ACoAADIGW40BeuWLI6yy8aI8nymjSVG46plYjTc
About CROSS	Information – partner's social media (FEDARENE)	https://www.linkedin.com/posts/fedarene_energyefficiency-funding-private-activity-7292877648337268736-KhN4?utm_source=social_share_send&utm_medium=member_desktop_web&rcm=ACoAADIGW40BeuWLI6yy8aI8nymjSVG46plYjTc

5.4. Other media releases

To maximize visibility and engagement, the CROSS project also benefits from media coverage generated independently by external sources. This includes spontaneous press releases, media interviews, and articles in newspapers, magazines, and online publications. By being a subject of interest for these external media outlets, the project can reach a broader audience, ensuring that key messages and updates are widely disseminated and covered by influential voices in

the industry. Additionally, press releases issued by external organizations further amplify the project's reach and impact, reinforcing its presence in relevant media channels.

Announcements related to the CROSS project published by other media are listed in the table below:

Communication activity	Description	Links
About CROSS	Information about new LIFE projects in Croatia	Ministarstvo gospodarstva - Novi LIFE projekti mobilizirat će ukupne investicije od 722 milijuna eura (gov.hr)
About CROSS	Information about LIFE CROSS project	LIFE CROSS – Uspostava hrvatskog one-stop-shop sustava u Sjeverozapadnoj Hrvatskoj – Life program Hrvatska
About CROSS	CROSS in Krapina-Zagorje County – project announcement (Article)	Kreće novi val investicijskih projekata u energetici - Radio Stubica (radio-stubica.hr)
About CROSS	Article about the beginning of the project	REGEA krenula sa provođenjem projekta CROSS – podrška obnovi zgrada javnog sektora - zip.com.hr
About CROSS	Article about the beginning of the project	CROSS: Kreće projekt sveobuhvatne obnove zgrada javnog sektora, u njemu sudjeluje i Krapinsko – zagorska županija - Sjever.hr
About CROSS	Article about the beginning of the project	Krenuo 1,3 milijuna eura vrijedan projekt CROSS koju predvodi REGEA - sveobuhvatna obnova javnih zgrada u županijama (zupan.hr)
About CROSS	Article about the beginning of the project	171 novi LIFE projekt kreće s provedbom – Life program Hrvatska
National Conference & Round Tables	Agenda of the event	GBC live konferencija: Održivo financiranje i provedba projekata energetske učinkovitosti, 15. svibanj 2024. - Hrvatski savjet za zelenu gradnju (gbccroatia.org)
National Conference & Round Tables	Information about the event	Konferencija: Održivo financiranje i provedba projekata (grenef.hr)
National Conference & Round Tables	Information about the event	https://samobor.com.hr/hrvatska/odr%C5%BEivo-financiranje-i-provedba-projekata-energetske-u%C4%8Dinkovitosti
National Conference & Round Tables	Information about the event	NE PROPUSTITE: Održivo financiranje i provedba projekata energetske učinkovitosti u

		Zagrebu – dolazi i Ursula Hartenberger! - zip.com.hr
National Conference & Round Tables	Information about the event	https://www.facebook.com/share/
National Conference & Round Tables	Information about the event	https://www.prozorivrata.com/hr/gbc-konferencija-15-svibnja-u-zagrebu/
National Conference & Round Tables	Article about the event	Ministarstvo prostornoga uređenja, graditeljstva i državne imovine - GBC okupio vrhunske stručnjake na konferenciji o održivom financiranju projekata energetske učinkovitosti (gov.hr)
About CROSS	LIFE CET projects in Croatia (brochure)	LIFE-CET-projekti-u-Hrvatskoj-brosura.pdf (lifeprogramhrvatska.hr)
About CROSS project results	Presentation of Guidelines for cost-effective deep renovation at the City of Zagreb	https://www.scribd.com/document/732441931/Smjernice-Zelene-Gradnje-Press-14-5-2024-INTEGRALNO
About CROSS project results	Presentation of Guidelines for cost-effective deep renovation at the City of Zagreb	https://www.index.hr/vijesti/clanak/grad-zagreb-gradi-vrtic-po-novim-standardima-takvi-ce-biti-i-drugi-javni-objekti/2565094.aspx
About CROSS project results	Presentation of Guidelines for cost-effective deep renovation at the City of Zagreb	https://www.ekovjesnik.hr/clanak/7360/predstavljen-projekt-izgradnje-novog-djecjeg-vrtica-u-podbrezju
About CROSS project results	Presentation of Guidelines for cost-effective deep renovation at the City of Zagreb	PIXSELL
About CROSS project results	Presentation of Guidelines for cost-effective deep renovation at the City of Zagreb	https://green.hr/novi-djecji-vrtic-u-podbrezju-gradit-ce-se-po-najvisim-standardima-zelene-gradnje/
About CROSS activities	Article about the event	Dizanje kapaciteta jedinica lokalne i regionalne samouprave u području planiranja, pripreme i provedba investicija u obnovu, rekonstrukciju, dogradnju i gradnju zgrada | Dani otvorenih vrata EU projekata (gov.hr)

About CROSS	About the event on which the CROSS project is presented	https://www.linkedin.com/posts/eu_build-up_epbd-buildings-euabrbuildup-activity-7295366069781688320-N8ve?utm_source=social_share_send&utm_medium=member_desktop_web&rcm=ACoAADIGW40BeuWLI6yy8aI8nymjSVG46plYjTc
About CROSS	Conversation with Marko Zlonoga, Head of Buildings Department	https://build-up.ec.europa.eu/en/news-and-events/news/marko-zlonoga-renovation-buildings-include-principles-sustainability
About CROSS	About the event on which the CROSS project is presented	https://www.linkedin.com/posts/eu_build-up_buildupambassadors-energyefficiency-buildings-activity-7287397920650260481-fHOC?utm_source=social_share_send&utm_medium=member_desktop_web&rcm=ACoAADIGW40BeuWLI6yy8aI8nymjSVG46plYjTc
About CROSS	About the event on which the CROSS project is presented	https://www.linkedin.com/posts/eu_build-up_euabrbuildup-epbd-energyefficiency-activity-7285982237269893120-0gtp?utm_source=social_share_send&utm_medium=member_desktop_web&rcm=ACoAADIGW40BeuWLI6yy8aI8nymjSVG46plYjTc
About CROSS	About the event on which the CROSS project is presented	BUILD UP Board of Ambassadors: discussing EPBD implementation at a national level | BUILD UP
About CROSS	Information about LIFE CROSS project	Novosti / Vijesti iz Članica - HRVZZ

6. CONCLUSION

In conclusion, this Dissemination Tracker highlights the comprehensive strategies employed by the CROSS project to ensure effective communication and widespread visibility. By leveraging a multifaceted approach that includes public events, dedicated project and partner websites, social media channels of consortium members, and independent media coverage, the project maximizes its outreach and engagement. The strategic use of these platforms, complemented by the official hashtag #crossinspire, facilitates the consolidation and amplification of key messages, fostering a robust and connected online community. Continuous monitoring and updating of these dissemination activities are essential for evaluating their effectiveness and ensuring the project's objectives are successfully communicated to diverse audiences.

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