



Project Acronym	LIFE22-CET-LIFE BE FREE
Project name	LIFE BE FREE
Project n°	101119932
Project leader	Febelfin
Call	LIFE-2022-CET
Topic	LIFE-2022-CET-FINROUND
Organisation(s) of the project	Febelfin, VVSG, The Shift, Embuild, Wattson, IDEA Consult
Start and end of project	Start: 01/10/2023 End: 30/09/2026
Project duration	36 months
Work Package	WP2: Communication and dissemination
Deliverable	D2.4 Template policy workshops
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Dissemination Level	SEN – Sensitive
Version	V3.0
Note	Language versions included: English (ENG), Dutch (NL) and French (FR)



Life BE FREE Workshop Outline/Template

Renovate smarter in 30 minutes

The Life BE FREE workshops are short 30-minute webinars. During each session, a concrete case study is presented for 20 minutes. Each example is linked to a theme covered in the policy briefs.

The policy briefs are based on the insights and recommendations gathered during the thematic roundtable discussions. They provide practical guidance to help accelerate building renovation efforts.

Through these workshops, participants gain a quick understanding of the steps needed to make Belgium's building stock fossil-free and energy-efficient by 2050. The webinars combine policy insights with practical experience and inspire participants to take action themselves.

1. The evolution of the template

The development of this template followed a step-by-step approach and was continuously refined based on the needs and feedback of policymakers.

In the Grant Agreement, the concept was initially designed as a two-hour online workshop, consisting of a one-hour presentation followed by a one-hour question-and-answer session. However, the workshops showed that this format did not fully meet the needs of the target audience.

As a result, the template was further improved. New insights on practical implementation and stakeholder engagement were incorporated, allowing it to evolve into a more flexible and user-friendly tool.

These improvements help policymakers make better and faster decisions. At the same time, they make the knowledge and experience shared during the workshops accessible to a wider audience.



In this way:

- key insights from the workshops can be shared more widely;
- results from experiments and pilot projects can be disseminated more effectively;
- lessons learned from scaled-up pilot initiatives can be made more visible;
- practical experiences can be more closely linked to the Life BE FREE policy briefs.

As a result, the template contributes to a wider dissemination of knowledge and helps extend the reach of the results achieved by Life BE FREE.

2. Webinar Essentials

- Title: [Title linked to policy brief]
- Date: [dd/mm/yyyy]
- Time: [hh:mm—hh:mm]
- Platform: Ms Teams Townhall
- Target audience:
 - Policymakers
 - Public administrations
 - Local authorities
 - Financial and Construction sector representatives
 - Relevant stakeholders as ESCO and SME
- Lead partner: [Consortium partner/organisation]
- Related policy brief: [Reference and title]



3. Objectives

- Present key findings and recommendations from the project's policy briefs.
- Increase policymakers' understanding of financing barriers and solutions.
- Facilitate discussion between policymakers and stakeholders.
- Collect questions and feedback for future policy work.
- Disseminate project results beyond consortium partners.

4. Format

This format gives participants a concise overview of a practical case study in just 30 minutes, followed by time for questions and discussion.

Duration: 30 minutes

- 20 minutes presentation
- 10 minutes Q&A (Questions & Answers)

Timing	Topic	Lead
2 min	Welcome and practical arrangements	Moderator
18 min	Presentation	Speaker(s)
8 min	Q&A with participants	Moderator + speakers
2 min	Key takeaways and closing	Moderator



5. Key Messages

Determine in advance which key takeaways and messages you definitely want to convey.

- What challenge is addressed?
- What are the main financing challenges?
- Policy recommendations
- Practical examples
- Pilot results
- Case studies, Good practices and Call to action: what should policymakers do next?

6. Roles

Decide who will take on which role and make clear agreements in advance.

Role	Person	Organisation
Moderator		
Speaker 1		
Speaker 2		
Technical support		
Q&A moderation		



7. Practical preparation

4 weeks before

- Confirm speakers
- Finalise topic and title
- Launch registrations

2 weeks before

- Collect presentations
- Publish communication materials

1 week before

- Technical briefing

1 day before

- Final technical check



Webinar day (see Webinar script in Annex B)

- Speaker rehearsal 30 minutes before start
- Run webinar
- Ensure the session is recorded for later distribution and ask participants for their consent in advance.

Follow-up

- Share recording
- Share presentation slides
- Publish Q&A document
- Upload materials to project website
- Report participation numbers
- Collect feedback