Attractive, Acceptable and Affordable deep Renovation by a consumers orientated and performance evidence based approach
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1 Executive summary

Dissemination, Communication and Training are the pillars of the TripleA-reno approach in terms of targeting different audience groups and presenting the project progress and research results to them. The Communication and Dissemination Plan described the overall strategy. Online and printed materials are channels and vehicles to reach the defined target groups. In Task 7.5: the continuing action to produce such dissemination material is elaborated as follows.

A project brochure will be produced at two different stages of the project: the first one at the beginning of the project (M6) to inform relevant stakeholder communities of the project start and its objective. The second one will be released towards the end of the project (M30) and will focus on the project’s achievements and its life after project completion.

The project will also produce other printed materials, such as journal articles, 1 A0 poster and 1 project roll-up poster to be displayed during fairs, conferences and workshops. Moreover, will the project develop a promotional video for internet and TV broadcast communication.

All these materials can be found online on the project website under https://triplea-reno.eu/index.php/material/ and will also be included in the annually up-dated Dissemination and Communication plan.

The first collection of materials presented in this deliverable are:

1. Project roll-up poster
2. Project leaflet, including all translations in partner languages and beyond
3. First newsletter
4. First video

The final version of the Dissemination and Communication plan will be submitted at the end of the project (D7.6) and will also include a second brochure (incl. translations), A0 poster on project results, project video and all newsletters.
2 Roll-up poster

Building upon results from a number of relevant European projects, TripleA-reno aims to:

- Developing new consumer and end-user centered business models and decision support tools using evidence-based performances that facilitate decision-making.
- Improving performances of deep renovation by enhanced quality control, supported by targeted CPD (continuous professional development) and training, addressing the entire value chain in a cross-trade multidisciplinary approach.
- Providing consumers and end-users of deep renovation projects with attractive, understandable and personalized information of realized real performance.
- Demonstrating the benefits and evidence-based solutions in live demonstration cases.

Rolling out the results on a wider European scale by in TripleA-reno involved European interest groups and umbrella associations.

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3 Project Leaflet

The TripleA-reno brochure was translated by each consortium partner into their own language and other languages spoken by the team. Thus, it is available in Dutch, French, German, Greek, Italian, Slovenian, Spanish, Portuguese, Hungarian. The English versions were printed and distributed to all project partners. You can also find all versions on the project website under https://triplea-reno.eu/index.php/material/
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Vonzó

A projekt egyik célja, hogy növelje a felhasználó felhasználhatóságát az online szolgáltatások kivitelezésében. Az IT (Információ és Kommunikáció Technológiák) alapú megoldások a felhasználóknak szánta előnyöket személyes szabad információkat nyújtani az energiahatékonyságra, a belső tervvezére, az energiaszint és az életkörülményekben játszó szerepeket. A projektben a felhasználók számára ajánlott, azonosítható és alkalmazható platform, a vektor-világ az energia és a 3D modellezés.

Elfordítható

Az elfordítható jelen a TripleAreno projekt felhasználói kapcsolat megtervezésében. A projekt először a felhasználók számára szerepel-e, hogy kezdeti megfontolásaikat a szakmai problémákkal összefonják. A TripleAreno kapcsolófelület felhasználói kapcsolatban a legelső lépések között a felhasználók és a projektet kijelölt felhasználók közötti kapcsolat létrehozása idejében.

Megfigyelhető

A megfigyelhető jelen az egyes felhasználói kapcsolatok közötti kapcsolat jelenlegi állapotára. Az önálló felhasználók és a projektet kijelölt felhasználók közötti kapcsolatok kijelölése idejében.

Célkitűzések

Cél a növekedési projektet végrehajtására szánta - a megvalósulás állapota vonzó, erőteljes és személyes szabad információk biztosítása.

A cél a növekedési projektet végrehajtás állapota vonzó, erőteljes és személyes szabad információk biztosítása.

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Rehabilitación atractiva

Uno de los objetivos del proyecto es concienciar a los usuarios sobre su comportamiento en la vivienda. Para ello, la información sobre el uso de la energía, la calidad del ambiente interior, la salud y el estilo de vida se presenta al usuario final de manera personalizada y atractiva mediante diferentes soluciones basadas en TIC con recursos tales como la gamificación, la realidad virtual o el modelo 3D.

Rehabilitación aceptable

El proyecto TripleAreno está basado en el consumidor y tiene como objetivo poner en marcha el “ciclo de la rehabilitación”, con el usuario final en el seno del “ciclo de vida”. TripleAreno involucra a los propietarios, a los usuarios en los procesos de decisión y mantiene un fuerte vínculo entre usuarios y desarrolladores, asegurando así el desarrollo de productos y servicios en las personas.

Rehabilitación asequible

Mediante el uso de las herramientas de apoyo a la toma de decisiones de TripleAreno, los decanos de hogar pueden personalizar sus intervenciones de rehabilitación y mejorar decisiones de inversión y aranceles desde el punto de vista económico. En TripleAreno, la accesibilidad refleja la idea del modelo de negocio, el uso de costes para el usuario y la idea de beneficio “usuario en el centro”.

Objetivos

Proporcionar a los consumidores y usuarios finales información adecuada, comprensible y personalizada sobre el rendimiento real de la actuación de rehabilitación preventiva.

Destacando en las medidas de rescate y mejorías de ahorro de energía, un conjunto de objetivos que amenazarán a la communauté y fomentarán la eficiencia energética.

Reinventar nuevos modelos de negocio y herramientas de apoyo a la toma de decisiones para que el consumidor y el usuario final, basado en el establecimiento de resultados y experiencia anterior.

Nuestros resultados de la rehabilitación integral mediante un enfoque de calidad y con el apoyo de un programa formativo y de Desarrollo Profesional Continuo (DPC) que abarca toda la cadena de valor con un enfoque metodológico.

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**Attraitant**

Attractant signifie qu'au-delà des solutions utiles d'aide à la décision de TripleAreno, que mettait en avant un modèle de gestion éco-éthique et centré sur l'utilisateur, les utilisateurs peuvent personnaliser leur rénovation et prendre des décisions éthiques et économiquement rémunérées. Dans TripleAreno, l'accès aux installations est rendu à un bon concept éthique, des économies de plus d'efforts pour l'utilisateur et une approche holistique notant « l'utilisateur au centre ».

**Acceptable**

Le véritable accès aux façons d'atteindre une intégration harmonisée, empathiques, esthétiques et sociétales.

**Abordable**

Abordable signifie qu'au-delà de solutions utiles d'aide à la décision de TripleAreno, que mettait en avant un modèle de gestion éco-éthique et centré sur l'utilisateur, les utilisateurs peuvent personnaliser leur rénovation et prendre des décisions éthiques et économiquement rémunérées. Dans TripleAreno, l'accès aux installations est rendu à un bon concept éthique, des économies de plus d'efforts pour l'utilisateur et une approche holistique notant « l'utilisateur au centre ».

**Objectifs**

Objectifs de TripleAreno visant à atteindre une intégration harmonisée, empathiques, esthétiques et sociétales.

- Encourager de nouveaux modèles connecteurs et des outils d'aide à la décision centrés sur les consommateurs et les utilisateurs finals, en utilisant des performances basées sur des données locales qui limitent la prise de décision
- Améliorer les performances des rénovations éco-éthiques grâce à un système de contrôle amélioré soutenu par un programme d'assistance de développement professionnel continu (DPC) et de la formation, s'adressant à l'ensemble des chantiers de valeur via une approche multidisciplinaire et interprofessionnelle

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Attraente

Attraente perché uno degli obiettivi del progetto è rinviare la consapevolezza dell’intero rapporto di propria competenza. Attraverso diverse azioni, implementano un progetto di soluzioni innovative che funziona in forma armata, intese ad incentivare l’intero sistema di gestione e risparmio energetico. Ogni azione proposta, da una banca di immagini a una soluzione tecnologica, è progettata per essere adatta a tutte le fasce d’età.

Accettabile

Il progetto di TripleAreno vede un approccio centrato sulla soddisfazione dell’utente. Il sistema di soluzioni innovative è progettato per garantire un’accessibilità migliorata ai servizi e alle informazioni, permettendo agli utenti di accedere facilmente e rapidamente alle risorse necessarie. La qualità e l’efficienza dell’offerta di servizi sono garantite da un intervento costante e individuale.

Accessibile

Il progetto TripleAreno è stato realizzato in collaborazione con diverse imprese e istituzioni, per garantire adeguati e accessibili al più vasto pubblico. L’accessibilità è stata garantita attraverso la creazione di un sistema di navigazione intuitivo, che è stato testato e approvato da una comunità di utenti finali.

Obiettivi

L’obiettivo principale del progetto TripleAreno è di fornire ai consumatori e agli utenti finali di progetti di rinnovabilità energetica informazioni affidabili e personalizzate sulla realizzazione delle performance.

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Atraente

Atraente significa que um dos objetivos deste projeto é realizar a comercialização dos consumidores quando se trata de bonis compartilhados nas suas estações de carregamento. Um conjunto de soluções (baterias) em RCC fornecerão informações personalizadas e atualizadas sobre o uso energético e o consumo interno, o que visará a reduzir o consumo de energia e aumentar a eficiência do sistema. Para alguns elementos, algumas instalações de carregamento compartilhado.

Aceitável

Aceitável refere-se ao alcance dos consumidores, na visão do triple-a-reno. Em projeto visam alcançar o bem-estar do motorista, tanto em termos da calhação quanto da eficiência. “Apele ao consumo e evitar o consumo de idem. O consumo é uma forma de consumo consciente para gerir novos produtos. Este projeto visa alcançar a aceitabilidade e a aceitabilidade de ‘consumidor no centro’

Acessível

Acessível significa que, ultima vez os termos de uso e a receita do triple-a-reno para alcançar o modelo de negócios com mais eficácia e semelhante aos consumidores. Os consumidores podem adaptar os modelos enquanto existirem opções, mas também, avançar em termos de consumo de informação. No triple-a-reno, a acessibilidade refere-se à ideia de modelo de negócios, uma de nossas pesquisas e utilizadores e a ideia básica de ‘consumidor no centro’.

Objectivos

Promover um desempenho melhor dos consumidores e utilizar mais praticamente os incentivos (por exemplo, incentivos, compensações e personalizados para desencorajar o consumo de energia e o consumo de energia) através de medidas.

Melhorar o desempenho da receita, melhorando a eficiência de desempenho, especialmente pela CFC (formalização profissional contábil) e pela formação. Isso inclui as opções de todos os consumidores e incentivos de eficiência.

Demonstrar a eficiência e a viabilidade, baseado em evidências em casos de demonstração do uso.

Para tanto, esta pesquisa realizou uma análise detalhada de diferentes conjuntos de informações e aconselhamento dos consumidores.
4 Project Newsletter

A project newsletter was sent out at M6. Further newsletters will be sent bi-annually. All partners are responsible to provide input on their progress. Following the new GDPR, it is possible to sign-up for the newsletter on the project website. Although the whole consortium made an effort, so far only 52 people are on the mailing list. It is also available on the website under: https://triplea-reno.eu/wp-content/uploads/2018/12/TripleA-newsletter-pdf.pdf
User-Centric Renovation: the Triple-Areno Approach

By Dr. Simona D’Oro

In November, Triple-Areno participated at the NORDIK European Conference in Stockholm, in the Netherlands. The central question of the conference was: How to get 250 million homes adapted to

In the European Union, there are many housing renovation programs. However, the focus on user-centric renovation is relatively recent. In recent years, there has been a growing awareness of the importance of involving the user in the decision-making process. The idea is to ensure that the renovation process is tailored to the needs and preferences of the occupants. This is particularly relevant in the context of the EU’s focus on sustainable and inclusive housing.

The Triple-Areno project is one of the two European renovation projects. It is led by the University of Twente, the Netherlands, and involves partners from across Europe. The project aims to develop a user-centric approach to renovation, focusing on involving users in the decision-making process.

At the NORDIK Conference, Triple-Areno organized a workshop together with the KNOWABLE project, another H2020 project coordinated by Huygen. During this 1½-hour workshop, Dr. Dan Pelletier, anthropologist at Huygen, gave an introduction to the user engagement in deep renovations, as well as the concept of user-centric approach. In Triple-Areno.

Dr. Simona D’Oro from Huygen Engineering and Consultants, project coordinator of Triple-Areno, explained the Triple-Areno approach to make renovation more affordable and attractive and the way how we engage (producers) through the three levels of participation platform. The first is acting of improving accessibility, usability and comfort of advanced construction solutions leveraging on applied anthropology, social psychology, behavior research and financial tools to understand acceptance and consciousness of advanced solutions/products and processes. The second level has the objectives of solving the fragmentation of the whole-building design among different life-cycle stages and across decision spaces, by providing a holistically defined building renovation strategy, visualization and visualization software tools that supports relevant stakeholders involved during the entire construction process, starting from the design to the end-life. Finally, the third level aims at providing sustainable strategies for long-term maintenance, digitalization of construction processes, and advanced solutions/products.

The workshop also included a special focus on modular construction packages including smart building components, maintainable and technical systems for maintenance, renovation, construction and rehabilitation of housing and software tools on R&D technologies.

Active team of the Triple-Areno project will be held in Helsinki (in May 2020 – 2023), another workshop will be organized to specifically discuss the Triple-Areno approach to make renovation even more affordable and attractive. Also, we will continue to find to the way how we engage stakeholders involved in renovation processes through communication and networking. In a strategic interaction with the audience, the workshop will explore how acceptance, feasibility, and need of advanced renovation solutions can be improved by leveraging an applied anthropological, social psychology, and consumer research approach.

Development of the proven measures

By Dr. Simona D’Oro

Triple-Areno is developing an easy-to-use digital tool to create U2E renovation innovation concepts based on anthropological design methods. One of the steps involved is to define a renovation innovation and learn more about users involved in the process. The tool is being developed by adding a digital management system that supports the user in the decision-making process. This will help to create a more user-friendly and affordable renovation innovation. The pilot project will be held in Helsinki in May 2020 – 2023 to test the developed tool.

People-centred Development

By Dr. Sandra Zender (FRC)

The key driver of the Triple-Areno project is to get the renovation reality running with the users.

In the next step, we are using the Triple-Areno platform to develop a strategy to design and build a prototype tool that will be used in the pilot project. The prototype tool will be tested in the pilot project and then be used as a basis for the final tool.

To support the execution with the people, we implemented the people-centred development approach in:

- Identifying the innovative stakeholders – who are we talking to and with?
- Analyse what people want together with their needs, values and beliefs
- Design an approach that we can create project solutions to serve their needs.
- Not just end we then show the real value to people.

Key principles of the people-centred development:

- Ask people! Based on qualitative and quantitative insights, interviews, questionnaires, interviews, focus groups, participatory observations, experiments, field trials etc.
- Ensure that the users are part of the design process and are involved in the decision-making process.
- Involving the relevant stakeholders and make sure the tool is usable.
- Big Data + Think Big Data analysis are achieved by combining qualitative and quantitative approaches.

People-centred development approach shows from anthropology as a comparative study of different cultures in order to understand what they do, want, and need. Through anthropological inquiry we are able to understand what the human-in-human design characteristics are, what influences decisions and the (in)congruence for deep renovations in different case studies. Using qualitative ethnographic approaches (such as semi-structured interviews and participatory observations, focus groups and sensory ethnography) on smaller samples we want to dig deeper into habits and behaviours of people and in particular with their way of living, learning and thinking. In the case of the anthropologists also work as translators between different disciplines and, in addition, between people (and users) and the way of knowing in order to develop a holistic approach.
How to get 250 million homes adopt retrofits? Highlighs from the ‘Retrofit Europe’ Conference

Together with other project partners, Housing Europe attended the Retrofit Europe conference in November in Brussels. This EU-funded H2020 project is the first conference in Europe of the 2019-2020 cycle of international conferences on Sustainable Built Environment. Bonnie Edwards, Housing Europe Secretary General, took part in the closing panel session on ‘How to get 250 million homes adopt retrofits?’ and highlighted the battle of two fronts: the social, public and cooperative housing sector and energy efficiency initiatives.

For its part, Sabine Gerner, Innovation and Project Manager of Housing Europe, presented various innovative EU Horizon 2020 projects which Housing Europe and its membership are working on. For example, the project Thermo for the insulation of a low energy flat in the residential sector (Thermal) and ProTeaCol for improving the energy performance of buildings by using the tea leaves residue from the production of black tea (ProTeaCol). Finally, the increase of market satisfaction and acceptance of the high renovations by new technological solutions in the field of Construction Engine, Ethnographic studies, Decision Support Systems and Morphometric Design (Triple A REMO).

The conference stand is the most important innovation market. It presented a range of innovative solutions to current problems, technologies and challenges in the sector, such as insulation, energy efficiency, and urban mobility. The conference also presented the latest developments in the field of e-Energy, e-Construction, e-Sustainability and e-Health.

The question of ‘How can 250 million homes adopt retrofit?’ was raised by the majority of the talks. However, the question of what these innovations are learning tools. The educational tools are only one of the barriers; however, the environmental objectives of retrofit practices is facilitated by a higher levels of acceptance, comfort and attractiveness for residents. Buildings' comfort based on values and a more hands-on focus on tools that enable energy upgrades.

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5 Project Video

With the support of consortium partner ISSO a first basic project video was produced and is available on YouTube: https://www.youtube.com/watch?v=BXmMlabhlic&feature=youtu.be