Attractive, Acceptable and Affordable deep Renovation by a consumer orientated and performance evidence-based approach

Contract No.: 784972

Report: Report on the Promotion and Exploitation Campaigns – The TripleA-reno Road Show, by HE, UIPI, ACE, REHVA and ICLEI including monitoring of results

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Prepared for:
European Commission
EASME
Project Advisor: Piotr Wais

Prepared by:
ACE - Dr. Veronika Schröpfer

Contributors:
HE, ICLEI, REHVA, UIPI

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</table>
## Table of content

1. **Executive Summary**
   
2. **Introduction**
   
3. **The Road/Home Show Activities of the five EU Umbrella Organisations**
   
   3.1 **Housing Europe**
   
   3.2 **UIPI**
   
   3.3 **ACE**
   
   3.4 **REHVA**
   
   3.5 **ICLEI**
   
4. **The Home Show on YouTube**
   
5. **Conclusion**
   
6. **Annex**

   6.1 **UIPI Survey Report**
   
   6.2 **UIPI event Budapest**
   
   6.3 **UIPI event Liège**

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4

5

6

6

12

19

23

29

31

32

34

34

37

38
1 Executive Summary

COVID turned the TripleA-reno ‘Road Show’ into a ‘Home Show’ and made it more innovative, successful, and accessible. It reached 2.252 stakeholders, 15 subnational governments and its YouTube Channel registered 2.940 views so far.

The original idea was that the results of the TripleA-reno project get widely disseminated to all stakeholders through awareness raising events throughout Europe – the so-called Road Show. In order to reach the identified target groups directly and with a sustainable impact, the consortium included the most important European interest and umbrella associations for the involved sectors:

- Housing Europe: representing the housing federations and managers
- UIPI the International Union of Property Owners: representing the private property owners
- ACE, the Architects’ Council of Europe: representing the European architects
- REHVA, the Federation of European HVAC Associations: representing the European engineers’ branch in HVAC, energy and building physics engineering.
- ICLEI: representing Local Governments for Sustainability

These EU umbrella organisations were responsible to organise awareness raising events throughout Europe presenting the project’s results such as the labelling scheme, the board game and the demonstration buildings. For this activity a Road Show with workshops was developed with the involvement of their National Member Organisations to enhance the impact. Seventeen events with overall 400-1.000 attendants were planned and in the end over-achieved.

However, due to the Covid-19 pandemic, the TripleA-reno Road Show around the EU could not take place. As a result, the project team came up with a contingency plan, moving from a ‘Road Show’ to a ‘Home Show’, getting into the homes of target groups, stakeholders, and the general public through producing videos, webinars and even a podcast episode showcasing the TripleA-reno results.
2 Introduction

The Road Show aimed to implement, exploit and promote the TripleA-reno results for end-users on a wide European scale through the five involved European umbrella associations. TripleA-reno focused on consumers (occupants) and end-users in several specific situations, yet always in residential buildings. The addressed consumers are residents (tenants, individual house owners), hence end-users from the demand side:

1. Private condominiums (residents can be owners or tenants)
2. Public multifamily family buildings, owned by
   a. a social housing company or
   b. owned by a municipality
3. Privately-owned single-family dwellings

The project also produced results for engineers and architects from the supply side.

The five EU umbrella organisations (ACE, Housing Europe, ICLEI, REHVA and UIPI) represent all these target groups. They aimed to organise through the Road Show at least four events each, in differing EU Member States, with an aimed attendance of 25-50 people per event. Plus, one EU-wide event organised by ICLEI. This would result in 400-1,000 people reached. The audience groups differ by organization and represent their members, hence the impact is more varied and sustainable.

As mentioned in the executive summary, due to the Covid-19 pandemic, the project team moved from a ‘Road Show’ to a ‘Home Show’. Getting into the homes of target groups, stakeholders, and the general public through producing videos, webinars and even a podcast episode showcasing the TripleA-reno results. Additionally, a EU-wide survey to assess property owner’s willingness and readiness to deep renovate while promoting the project was conducted by UIPI.

The Road Show Calendar below outlines the main activities per organisation. Besides these events, many more side events and participations to for instance conferences took place and enlarged the final impact. This report provides a final overview of all undertaken efforts.
3 The Road/Home Show Activities of the five EU Umbrella Organisations

3.1 Housing Europe

Housing Europe, in the context of TripleA-Reno Roadshow, organised five main events presenting the different benefits of the TripleA-Reno results.

These Road Show events created awareness on how the TripleA-Reno output can help the social/public/cooperative housing sector to achieve energy efficiency investments in deep retrofits and increase the affordability, acceptance, and attractiveness for their residents. Thus, the workshops were aimed at HE Member Associations (national and regional federations), their members and other stakeholders.

The events were also used to receive feedback on the usefulness of these outputs from players in the housing sector. As part of wider Communication and Dissemination activities, different activities were planned around the events:

- Energy surveys to identify energy efficiency improvements within the housing sectors.
- Communicate on the ethnographic studies on residents’ acceptance of deep retrofits.
- Present the three levels (Design, Renovation works and After-care) of intervention
- Assessment schemes and evaluation frameworks, e.g. BREEAM, LEED, LEVEL(S), etc to evaluate the benefit (e.g. IEQ) for residents
- Focusing on the Building Occupant Behaviour on Energy Efficiency
- Podcast on how the Gamified Platform encourages residents to accept retrofits Influence Building Occupant Behaviours through Gamification
Energy efficiency awareness lectures with academic institutions, engineering and anthropologists.

- Exchange lessons learned and innovative energy efficiency initiatives from our members.
- Case studies and best practices on energy efficiency retrofits and residential acceptance.

**Workshop #1**

June 5, 2019, IHSF, Lyon

The first workshop took place during the second edition of the International Social Housing Festival in Lyon with the aim of creating awareness of the costs of energy consumption. It started off with a presentation of the TripleA-reno user-centred, gamified approach which involves tenants and/or members. The first edition of the festival was hosted by the city of Amsterdam in 2017 and had 1,300 participants attending 45 events. The second edition of ISHF Festival took place in Lyon from the 4th to 8th of June and built upon this success. Making the link between the homes we live in, the cities we inhabit and overall quality of life, the ISHF 2019 navigated these arenas through a series of diverse events. Housing Europe sees this occasion as an opportunity to connect one of the main themes of the festival “Health and Well-Being for All” with the Triple-A Reno project. In this context, the workshop was one of the Festival events and Housing Europe’s first part of the Roadshow.

**Aim**

The workshop aimed to involve Housing Europe members and final users to create more awareness vis-à-vis energy efficiency investments and health, by taking into account behavioural and social factors that are key in the TripleA-Reno Project.

**Audience**

Social Housing Association, Architect, Engineers, designers, ICT experts, building practitioners etc.

**Results**

This workshop delivered storyboards, based on the “hero’s journey” approach, developed by the participants. Storyboards are concise narrative descriptions of one or more people using a product or service (the TripleA-reno gamified platform for deep renovation, and the BUILD-UP skill advisory app) designed on the basis of specific user needs, requirements, and expectations. These storyboards have the objective to put focus on people (users) rather than solely on technology or business goals. They explain how people think and behave in different contexts and how they make decisions, i.e. for initiating a home renovation or interacting with the building controls. These derived value propositions were presented as easy-to-understand and intuitive reasons why a customer should purchase / use the TripleA-reno products and services, i.e. the morphological approach.

**Event #2 Home Show- a conversation with Sébastien Garnier (Housing Europe)**

As a second event, Sébastien Garnier from Housing Europe was interviewed by project coordinator Dr Simona D’Oca. The video was the third Home Show video produced in June 2020, and has been viewed 41 times on the TripleA-reno YouTube channel since then.
TripleA-reno Home Show workshop #3, February 2021

Can renovation with tenants be as easy as a game? Measures that make retrofits attractive, acceptable, and affordable

The EU-funded project, TripleA-reno stands for attractive, acceptable and affordable renovation, meaning a retrofit that is easy to plan and understand, energy and cost-saving, as well as increasing the comfort of living. The goal of the project is to raise awareness and provide guidance on the different
phases of the home renovation. To be able to do this online and in full safety, the team met virtually over a board game to discuss complex renovation measures and concepts.

The goal of the Energy Transition Game is to become more knowledgeable about energy transition while involving tenants and to gain insights into measures and new concepts that play a key role in renovation.

A series of Home Show events have been organised to raise awareness on how the TripleA-reno project could help the social, public, and cooperative housing sector to achieve investments in energy efficiency and deep retrofits while increasing the affordability, acceptance and attractiveness for their residents.

“Attractive, acceptable, affordable – this is the goal. However, there are many different scenarios and many different approaches to be taken for building owners and what is also clear is that information for all stakeholders involved is a factor that is not to be under-estimated,” the Secretary General of Housing Europe, Sorcha Edwards stressed.

During the board game workshop organised by Housing Europe on 15 February 2021, players were challenged to accomplish two different scenarios - Low maintenance costs and Zero-Energy Building - by choosing and matching the right upgrade measures and learning more about different renovation concepts and technical possibilities. The topics were varying from energy savings and economics to comfort, installation, and maintenance. Add to that extra points for striking a good balance between

Watch the Energy Transition Game workshop or why not even play the game.

- Welcome: Sorcha Edwards, Secretary General, Housing Europe 1:45
- Interactive poll session, Abderrahim Khairi, Membership and Events Coordinator, Housing Europe 8:32
- Introduction TripleA-Reno: Simona d’Oca, PhD, Architect at Huygen Engineers and Consultants, Coordinator of the TripleA-Reno project. 13:20
- Explains the idea behind & current use in the NL: Jan Cromwijk, Project coordinator for training, additional training, making the built environment more sustainable at ISSO 26:14
- Reaction from Housing Europe Member: Bjorn Mallants, director of the Association of Flemish Housing Companies (VVH) 38:33
- Game leader to explain the rules: Dara Turnbull, Research Coordinator, Housing Europe 47:21
- Summary of the Zero-Energy Building led by Dara Turnbull & Clara Mafé 58:18
- Closing and feedback from participants and speakers 1:03:55
'Attractive, acceptable & affordable home #renovation'

The final Symposium and Road Show event is held in the context of the “Comunità Resilienti” (Resilient Communities) event at the Padiglione Italia of the 17th International Fair of Biennale di Architettura in Venice. This event was organized to share the results, lessons on social engagement on the gamified platform. Full recording can be found here.

Housing Europe presentation:

The #EnergyTransition board game has been designed to learn complex concepts in an easy and funny way, it involves all parties in the process, it is accessible to everyone and most importantly, it has been made to tackle climate change and be gentle to our pockets.

The TripleA-reno game can come into play when public, cooperative and social housing providers undergo a renovation and need to reach an agreement with tenants.

'End-users, occupants, residents are the ones who will live in the home, so they should have a say and be part of the process,' Abderrahim Khairi also adds.

Get to download the game for free, roll the dice and let us know what solution you found.

https://bit.ly/3j5x9cR

#RenovationWave #HorizonEU #energyefficiency #SocialGreenDeal

The final event was live streamed over Facebook of the Biennale Event with 162 views.
Attractive, Acceptable and Affordable home renovation
The EU-funded project TripleA-reno final event

15 October 2021 / 14:00-17:00 / Hybrid

14:00-14:15  Welcome forewords Dr Arch. Simona d'Oca, Project Coordinator

Institutional Greetings from Arch. Arch Stefania Spiazzi, ATER Venezia (‘Azienda Territoriale per l'Edilizia Residenziale Provincia di Venezia’)

14:15-15:30  Presentations from the TripleA-reno project (in English)

Chair by Simona d'Oca, Project Coordinator
- The TripleA-reno general framework and key results: Peter op ‘t Veld (HIA)
- The TripleA-reno Gamified Platform - Arch. Ana Sanchis Huertas (IVE)
- The TripleA-reno Social Engagement Approach Jure Vetvick (IFIL-UL)
- The TripleA-reno Boardgame: Abderraahim Khairi (HE)
- Attractive and people-oriented actions for the deep renovation: Keynote from Prof. Arch. Annarita Ferrante (UNIBO)

15:30-16:45  Interactive panel discussion and Q&A

ACE (online), REHVA (on-line), UIPI (on-line), ICLEI (online), UNIBO, HE, FEDERCASA

Chair by Simona d'Oca, project coordinator
Main topic of debate: Holistic Approach in the renovation process

16:45-17:00  Conclusions and Wrap Up

Chair by Simona d'Oca, project coordinator

This project has received funding from the European Union's H2020 Framework programme for coordination and support action under grant agreement no 784972.

This overview summarises the undertaken Road Show activities and audiences reached.

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<td>IHSF, Lyon</td>
<td>25 attendees</td>
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UIPI, in the context of TripleA-Reno Roadshow, organised one internal event with its member associations, an EU-wide survey to promote the event and gather feedback for the project, a Homeshow video, and three final dissemination events in three different countries (Hungary, Belgium and Spain) presenting the different benefits of the TripleA-Reno results and reaching both different local audiences but also EU-wide participants through their hybrid nature.

These TripleA-Reno Roadshow related activities allowed for several important achievements:

- to establish bridges with the share of the targeted audience (potential customers and end-users) represented by UIPI across Europe, not only informing about the results but also continuously validating outcomes and inspiring the right direction to follow in order to contribute for truly people-centered results, as aimed for;
- to promote the project EU-wide with continuous survey and project promotion campaigns, to raise awareness and to gather valuable feedback regarding the readiness and willingness of property owners to renovate; this was very important to support the validity of the project, fine-tune its developments and give it visibility (following the survey several institutions contacted the consortium to be informed about the results of this initiative showing the interest given and how it helped make the project recognised reference); a detailed report of the results and infographic are available in Annex.
- to contribute to the Homeshow campaign that allowed property owners and other viewers to learn about the project and its results during the pandemic crisis, during which homes became such a focus point for all given that many had to stay inside, and during which offering adapted dissemination solutions were essential to maintain a link with the targeted users;
- to engage property owners and condominium managers in up-taking the market and adopting the TripleA-Reno results, while giving visibility to the project and its results through EU-wide dissemination campaigns and the organisation of 3 final Roadshow events integrated within the event series UIPI Renovation Tour in three different countries; these events had hundreds of participants and engaged mainly policy-makers, property owners and condominium managers – the main goals were to bring EU climate policies closer to citizens, foster the Renovation Wave, offer practical solutions that could support renovation journeys (such as TripleA-Reno results) and collect feedback; the first two events took place in September 2021 (one in Budapest in Hungary and
another in Liège Belgium) and another will take place soon (in Vitoria-Gasteiz and Bilbao in Spain) in October – detailed reports of the two first events are available in Annex.

**Action #1: 1st TripleA-Reno Roadshow event by UIPI for its members**  
**February 12, 2020, UIPI Office, Brussels**  
The first event took place in Brussels on the week of UIPI’s Board meetings to guarantee a large attendance (30 property-owner representative associations from 28 different countries). The project coordinator was the one presenting the project, its results and replying to the questions asked by UIPI’s members.

**Aim**  
The aim was to inform about the project goals and developments, validate current results, promote the relevance of the project and obtain valuable feedback that would help shape the project according to the true needs of the targeted customers and end-users.

**Audience**  
30 property-owner representative associations from 28 different countries

**Results**  
This first event allowed for the present associations to better understand the goals of the project and start thinking about how the TripleA-Reno results could be useful to them in the future as associations and for their members (mainly property owners but also in some cases condominium managers), hence potentiating future market uptake. Furthermore, the feedback provided by these associations enable the validation of some results and better shape future work.  
https://www.uipi.com/triplea-reno-roadshow/
Action #2: TripleA-Reno and UIPI survey “Property Owners’ Willingness and Capacity to Renovate”
October 2020 - March 2021, online

The second action conducted by UIPI to promote TripleA-Reno was an online survey that intended to assess how European property owners, be they owner-occupier households or individual/professional landlords, feel about their properties and the need to renovate them to make them more energy efficient and sustainable as well as their real capacity and willingness to do so.

Aim
The objective of this survey is to “test the water” and gauge how the property sector and European households are adapting and making their homes and property portfolio more climate friendly and how the Covid-19 crisis might have changed their objectives and aspirations to make sure of the project’s relevance during and after the crisis.

Audience
The survey obtained more than 10,415 respondents from 26 countries (detailed numbers in report found in Annex).

Results
The survey fed into TripleA-Reno’s work on improving energy efficiency of the European building stock, and helped UIPI to advocate tailor-made policy actions and measures to guarantee that the European building sector and European households contribute realistically to meeting European Commission’s climate objectives both in its project related activities and external ones. A full report and infographic were produced. https://www.uipi.com/uipi-assesses-european-property-owners-capacity-and-willingness-to-renovate/

Actions #3 and #4: Home Show participations – introduction with Dr. Simona d’Oca and Maria Francisca Francisca (UIPI) and a conversation with Emmanuelle Causse (UIPI) videos

As a third action, Maria Francisca Figueira from UIPI participated in the introductory video for the Home Show series and Emmanuelle Causse was interviewed by project coordinator Dr Simona D’Oca. The videos were respectively the first and ninth Home Show videos produced in May and July 2020, and have been viewed 134 and 30 times on the TripleA-reno YouTube channel since then.

https://triplea-reno.eu/triplea-reno-home-show/
Action #5: TripleA-Reno final Roadshow at UIPI Renovation Tour – Hungarian Owners on Board event in Budapest (Hungary) - 17 September 2021, Radisson Blu Béke Hotel, Budapest

The International Union of Property Owners launched the UIPI Renovation Tour hybrid event series in Europe in September 2021. It aims to bring the European Commission’s (EC) climate targets closer to EU citizens and property owners by leading locally relevant policy debates and proposing practical solutions building on existing European and local initiatives. To stimulate the Renovation Wave, it is crucial to empower citizens and raise awareness, while gathering the views of stakeholders who are crucial partners in making change happen and paving the way towards a greener and more sustainable Europe for all. A just energy transition in Europe cannot be achieved without the mobilisation of key civil society groups, notably property owners, as they can play a crucial role in engaging, advising and supporting citizens and policy makers on their path towards the energy transition, and ensuring that quality projects are delivered.

As the TripleA-Reno project comes to an end and most exploitable results are ready to be showcased, UIPI decided in agreement with the rest of the project’s consortium to make the first two events of the series part of the TripleA-Reno Roadshow, and use the occasion to disseminate and potentiate market uptake by offering TripleA-Reno and its solutions as practical examples of existing tools in the market to help property owners renovate and for condominium managers to propose to the owners they work with. This action is the first event.

TripleA-Reno results were presented by a consortium member from Comfort Consulting: ZoltÁn Magyar.

Aim
On one hand, as all events of the series UIPI Renovation tour, the aim was to bring the European Commission’s (EC) climate targets closer to EU citizens, by leading a locally relevant policy debate and proposing practical solutions building on existing European and local initiatives. On the other hand, the aim was also to present TripleA-Reno’s key exploitable results to potential users/buyers. In other words, the idea is to inform citizens and give them the opportunity to clarify any doubts, provide feedback and ask questions, raise awareness, and capitalise on the work done in EU-funded projects, by presenting some relevant results as practical solutions the targeted audience can use to deep renovate their properties.
Adding to this, the goal was also to enable feedback gathering and hear what property owners, condominium managers, policy makers and other relevant stakeholders (namely from banking institutions, the construction sector and architects) had to say. If we wanted to raise awareness about the EU’s climate goals, national strategy plans and local programmes, we also wanted to understand what are the views and experiences of those affected by those measures or that will be affected by them.

**Audience**
Almost 200 participants (approx. 150 in person and 45 online) composed of mainly property owners, condominium managers and policy-makers

**Results**
All the objectives set were met. The general feedback received during the event and at the end was very positive. Participants claimed that the event was very useful and that they really enjoyed participating. The participants were all very interested in the practical workshops in the afternoon in which practical tools to boost renovation were presented (partly from EU-funded projects), namely TripleA-Reno. The particular interest for the project was obvious, as participants asked many questions.

This strongly reinforces our belief that such events are extremely useful for awareness raising and to bring policy closer to citizens; two things without which the Renovation Wave will hardly be successful. This led to the conclusion that these events are also one of the best ways to present EU-funded projects’ results and capitalize on different projects at the same time, by offering the practical solutions developed in a comprehensive way.

A report is available in Annex.

**Action #6: TripleA-Reno final Roadshow at UIPI Renovation Tour – Walloon Owners on Board event in Liège (Belgium) - 24 September 2021, Van der Valk Selys Hôtel, Liège**

In association with the City of Liege and the SNPC (Syndicat National des Propriétaires et Copropriétaires), UIPI organised the second event of the UIPI Renovation Tour series and TripleA-Reno Roadshow in Liège.

As all UIPI Renovation Tour events, it was divided in two sessions as for the Budapest event. In the morning there was a policy session with keynote speakers explaining to participants what is expected at EU, national
and local level in terms of regulations and support schemes with an energy-efficiency focus, ending in a participative round-table discussion, in which invited speakers have the opportunity to exchange their views and expertise, and all event participants (presential and virtual) get to ask questions or make comments.

The afternoon session was dedicated to help citizens, property owners and building managers entail the changes asked from them. TripleA-Reno results were presented by Maria Francisca Figueira from UIPI.

**Aim**
As for the Budapest event and all events of the series UIPI Renovation tour, the aims were to bring the European Commission’s (EC) climate targets closer to EU citizens, notably Wallonia property owners, by leading locally relevant policy debates and proposing practical solutions building on existing European and local initiatives, such as TripleA-Reno results.

**Audience**
Around 150 participants (approx. 100 in person and 50 online) composed of mainly property owners, condominium managers and policy-makers

**Results**
This second event of our Renovation Tour was very well received by local owners. Around 100 people had the opportunity to gather and debate again in person (and more than 40 people online) this important topic. The morning session dedicated to take stock of the EU, national and local level policy developments, measures and tools to support energy-efficiency renovation was concluded by a round-table debate that steered great discussions between policy-makers, stakeholders from implicated sectors and the public.

The afternoon one focused on practical solutions, show-casing tools, assistance and support methods for renovation, as well as cutting edge solutions to facilitate it. We were also able to see several of these examples directly applied to buildings in the city, thanks to a cruise on the Meuse, which served to close the day on a practical note. The strong interest in the topic and for the interventions, the high level of interaction and questions from the audience strongly reinforces our belief that such events are extremely useful for awareness raising and to bring policy closer to citizens; two things without which the Renovation Wave will hardly be successful.

A report is available in the Annex.
Action #7: TripleA-Reno final Roadshow at UIPI Renovation Tour – Basque Owners on Board event in Vitoria-Gasteiz & Bilbao (Spain)

28 October 2021, Palacio Villa Suso, Vitoria-Gasteiz + bus tour in Bilbao to see renovation examples

In association with CCPU (Confederación de Cámaras de la Propiedad Urbana) and Opengela, UIPI will organise the third event of this series in Vitoria and Bilbao, Spain, on 28 October 2021. It aims to bring the European Commission’s (EC) climate targets closer to EU citizens, notably Basque property owners, by leading locally relevant policy debates and proposing practical solutions building on existing European and local initiatives.

The outline of the event matches the ones from the two previous events.

This overview summarises the undertaken Road Show activities and audiences reached.

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<th>No. people reached</th>
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<td>30 attendees</td>
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<td>01.03.2020</td>
<td>Survey amongst Home Owners</td>
<td>10,415 respondents</td>
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<td>05 and 07.2020</td>
<td>Home Show a conversation with Emmanuelle Causse and Maria Figueira</td>
<td>134 + 30 views</td>
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<tr>
<td>17.09.2021</td>
<td>UIPI Renovation Tour – Hungarian Owners on Board event in Budapest (Hungary)</td>
<td>150 attendees and 45 online</td>
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<tr>
<td>24.09.2021</td>
<td>UIPI Renovation Tour – Walloon Owners on Board event in Liège (Belgium)</td>
<td>100 attendees and 50 online</td>
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<tr>
<td>28.10.2021</td>
<td>UIPI Renovation Tour – Walloon Owners on</td>
<td>to be reported after the event to SEDIA</td>
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### 3.3 ACE

**Activity #1, Austria: ACE General Assembly in Innsbruck, Austria, 3 May 2019**

The Architects Council of Europe is the task leader and kicked off the Road Show with a project overview presentation on 3 May 2019 at the ACE General Assembly in Innsbruck, Austria. See photo below. With this event around 100 representatives from all EU national architecture chambers were reached.

The Architects’ Council of Europe is composed of 43 Member Organisations, which are the national regulatory and professional representative bodies in the EU Member States, the accession countries, Switzerland and Norway. Through its members, the Architects’ Council of Europe represents the interests of around 560,000 architects from 30 countries in Europe. The General Assembly is the supreme body of the ACE. It formulates and adopts the ACE policy in all matters arising from its objectives. It elects the President of the organisation as well as five members of the Executive Board. The General Assembly is composed of a delegation for each Member Organisation and meets twice a year. The General Assembly is scheduled for a duration of two days.

![General Assembly Innsbruck](image)

**Activity #2, Home Show, a conversation with Dr. Veronika Schröpfer, 9 June 2020**

In summer 2020 the first series of Home Show videos was published on the project's YouTube Channel. It consisted of interviews by project coordinator Dr. Simona d'Oca with the project partners. On 9 June the episode with [ACE Head of EU Research Projects](https://www.youtube.com/watch?v=examplevideo) was put online. It has since been viewed 71 times already.
Activity #3, Virtual PLEA (Passive and Low Energy Architecture) Conference, 1-3 September 2020

The second Road Show event was already online due to the COVID pandemic. ACE as task leader of T2.1 published and presented a paper of the results at PLEA 2020 together with IVE project partners. The digital conference was recorded and the video was afterwards made available on the TripleA-reno YouTube channel. The scientific publication was reported to SEDIA and is publicly available on the project website: https://triplea-reno.eu/results/. Around 80 people were reached through the conference and another 55 people viewed the video since then.

Activity #4, ACE & BuildUp webinar on the TripleA-reno Labelling Scheme, 26 November 2020

The third Home Show event was a webinar organised together with BuildUp on the TripleA-reno labelling scheme. It was attended by around 30 architects and also made available by the BuildUp YouTube channel linked to TripleA-reno. It has been viewed since then by 118 people. Collaborating with BuildUp was as usual a great experience and added impact in audience reach.
Activity #5, ACE Podcast Episode Interview with César Mifsut, 14 September 2021

In September 2021 the ACE published a podcast interview with project partner César Mifsut as part of their series of interviews with architects working in EU funded projects. This podcast episode has been heard by only 14 people so far.
EIGHTH EPISODE: TRIPLEA-RENO: ATTRACTION, ACCEPTABLE, AFFORDABLE, DEEP RENOVATION OF DWELLINGS

In this episode, Dr. Veronica Schröpfer (ACE Head of EU Research Projects) interviewed Dr. César Mifsud Garcia (Architect at EVha) on TripleA-reno. TripleA-reno is an H2020 EU-funded project raising awareness and providing guidance on the different phases of the renovation process for decision-makers (designers, architects, engineers, customers, such as homeowners, building managers). With the use of gamified support tools, TripleA-reno helps stakeholders understand the renovation process, guiding them into making economically wise and sustainable decisions in home renovations, thus making renovations Attractive, Acceptable, and Affordable and supporting the uptake in the EU market.

Activity #6, ACE webinar on the TripleA-reno Board Game, 6 October 2021

The last Home Show event took place at the end of the project on 6 October 2021. The ACE organised a webinar on the Energy Transition Board Game. Beforehand 50 board games were bought and sent to all ACE member organisations with an invitation letter. The webinar was attended by 14 people and the recording put online afterwards.
The following table provides an overview of all ACE events and the number of people reached through them. Needless to say that videos on YouTube will provide sustainable impact and outreach even after the project’s end.

This overview summarises the undertaken Road Show activities and audiences reached.

<table>
<thead>
<tr>
<th>Date</th>
<th>Name of the event</th>
<th>No. people reached</th>
<th>Type of audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>03.05.2019</td>
<td>ACE GA 1/2019</td>
<td>100 attendees</td>
<td>Representatives of EU architecture chambers</td>
</tr>
<tr>
<td>09.06.2020</td>
<td>Home Show, A conversation with Dr. Veronika Schröpfer</td>
<td>71 views</td>
<td>General Public</td>
</tr>
<tr>
<td>01.09.2020</td>
<td>PLEA conference, presentation of paper on T2.1 results</td>
<td>80 + 55 views</td>
<td>Academics, architects</td>
</tr>
<tr>
<td>26.11.2020</td>
<td>ACE BuildUp webinar on the TripleA-reno Labelling Scheme</td>
<td>30 + 118 views</td>
<td>Architects, construction stakeholders</td>
</tr>
<tr>
<td>14.09.2021</td>
<td>ACE Podcast: Interview with César Mifsut and Veronika Schröpfer</td>
<td>14 listeners</td>
<td>Architects and architecture students</td>
</tr>
<tr>
<td>06.10.2021</td>
<td>ACE webinar: Playing the TripleA-reno Board Game</td>
<td>14 players</td>
<td>Architects, students, general public</td>
</tr>
<tr>
<td></td>
<td>Total audience reached</td>
<td>482</td>
<td></td>
</tr>
</tbody>
</table>

### 3.4 REHVA

The six events organised by REHVA are strongly interlinked with the activities in Task 3.3 – Implementation of Quality Certification and Task 3.4 – Development of labelling performances on energy, IEQ and well-being, where REHVA is also involved.

REHVA’s Road Show events target HVAC experts from both academia and professional practice, involving REHVA Members Associations, members of the REHVA Technology and Research Committee (TRC) and Supporters. These events were shaped as workshops to tackle technical topics related to the definition of a performance labelling scheme for the joint assessment of energy, IEQ and health parameters in buildings. The technical discussion was supported by regular presentations about the development of TripleA-reno labelling scheme during the TRC meetings held at the REHVA Annual Meetings.

1) **REHVA – TripleA-reno Road Show: CLIMA Congress in Bucharest (Romania) - May 2019**

On 27th May 2019 TripleA-reno co-organised the workshop “Why people matter? Exploitation strategies for people-centred design TripleA-reno & MOBISTYLE” at the 13th [REHVA CLIMA Congress](#) in Bucharest, Romania. CLIMA is the leading international congress in the field of HVAC and gave the opportunity to the introduce
the project to building services engineers. The workshop was moderated by Simona d’Oca (Huygen Installatie Adviseurs) and it was presented how the TripleA-reno approach aims to make deep renovations more affordable and attractive followed by a discussion with the audience on how different people throughout the value chain (end-users, stakeholders, designers, engineers, etc.) can be better involved in the process through gamification features.

The number of people who attended the workshop was 18 which allowed for more in-depth discussion with input from all attendees, who contributed to what they expected from the TripleA-reno gamified platform and how it can increase acceptance with end-users for deep renovation measures.

2) REHVA – TripleA-reno Road Show: Presentation on Development of the Combined Labelling Scheme at the REHVA TRC in Brussels (Belgium) – November 2019

In the context of the REHVA Brussels Summit 2019, Comfort Consulting gave a presentation on the development of the TripleA-reno: Combined Labelling Scheme to the Technology & Research Committee (TRC) of REHVA on 4 November 2019. The TRC brings together REHVA members & supporters in closed meetings every two months to discuss and cooperate on technical issues related to building services and performance standards. One of the most important TRC meetings each year takes place during the yearly REHVA Brussels Summit as it’s usually an in-person meeting, when it is allowed, and has the highest participation rate from members & supporters of all TRC meetings.
Zoltan Magyar (Comfort Consulting Ltd), who is a long-standing member of the TRC himself, gave a presentation to present to 34 REHVA experts on the objectives of the TripleA-reno Combined Labelling Scheme, the calculations behind it and how it would look like once it would be finished. The presentation was followed by a discussion with the REHVA members & supporters on the indicators included in the Combined Labelling, i.e. the inclusion of acoustics & lightning indicators in the rating on the longer term. The discussion created a lot of interest in the labelling scheme with the REHVA experts and provided a solid introduction to them to make use of it once it was integrated into the gamified platform.

3) REHVA – TripleA-reno Home Show: A Conversation with REHVA (Online) – May 2020

On 26 May 2020 REHVA participated in the TripleA-reno Home Show where Giulia Marenghi (REHVA) had a conversation with project coordinator Simona d’Oca (Huygen Installatie Adviseurs) on the role of REHVA within the project and why the developed tools are important for the REHVA Members & Supporters, which was published onto the TripleA-reno YouTube channel and shared with the REHVA network. It was highlighted how the Combined Labelling Scheme takes into consideration IEQ indicators for residential buildings and how this fills up a gap within the existing labelling schemes, which is very relevant for many REHVA Members.
4) REHVA – TripleA-reno Road Show: Presentation of TripleA-reno to the REHVA Supporter Organisations at REHVA Annual Meeting (Online) – April 2021

The REHVA Annual Meeting brings together all REHVA Members & Supporters for one week to discuss the latest developments within the association’s network. This year the Annual Meeting went online in 2021 from 12 to 19 April, with the Supporter Committee meeting taking place on 13 April. During this committee meeting Jasper Vermaut (REHVA) presented an overview of the main TripleA-reno outcomes to the REHVA Member & Supporter organisations, i.e. the Energy Transition Game, Combined Labelling Scheme and the Labelling Wizard (and the planned integration into the Gamified Platform). It was explained how the different TripleA-reno tools could be exploited by building companies to support end-users in the decision-making process for deep renovations, and they were invited to test it out and provide feedback to the TripleA-reno consortium. The meeting was joined by 46 participants, with almost all of the REHVA Member & Supporter organisations having at least 1 representative present.
5) **REHVA – TripleA-reno Road Show: CLIMAMED 2021: The Combined Labelling Scheme in Mediterranean Climate (Online) – May 2021**

CLIMAMED 2020 was postponed by a year due to the COVID-19 pandemic and the lockdown restrictions. On 11 May 2021 the 10th HVAC Mediterranean Congress, CLIMAMED 2021, could take place online. The 3-yearly Congress aims to bring together expertise in the HVAC industry from Mediterranean countries and present the latest innovative solutions, and is organised by five Member Associations under the REHVA umbrella. During the REHVA morning session at the Congress, Zoltan Magyar (Comfort Consulting Ltd) presented the Combined Labelling Scheme and how it was demonstrated in Hungary, Spain and Italy under the TripleA-reno project. During this presentation it was demonstrated to building services engineers and HVAC engineers from around the Mediterranean how the Combined Labelling Scheme can be applied within their climatic conditions. The presentation was live streamed with 42 attendees following.

6) **REHVA – TripleA-reno Road Show: Presentation on developed Combined Labelling Scheme & Labelling Wizard at the REHVA TRC (Online) – June 2021**

On the 2nd of June 2021 Zoltan Magyar (Comfort Consulting Ltd) presented the finished version of the Combined Labelling Scheme and how it had been demonstrated in different countries within the TripleA-reno project to 33 REHVA experts in an online meeting of the REHVA TRC. This was followed by a presentation from Jasper Vermaut (REHVA) on the Labelling Wizard for experts which has integrated the Combined Labelling Scheme into an online tool and has been made available under TripleA-reno.

This workshop with was a strong follow-up on the earlier workshop with the REHVA TRC in November 2019 as it allowed TripleA-reno partners to show to REHVA members & supporters, i.e. building services engineers & HVAC experts, what the progress of the Combined Labelling Scheme has been, what added value it can bring to their work based on the done demonstration and how they can easily use it through the Labelling Wizard (especially once integrated fully into the TripleA-reno Gamified Platform).
This overview summarises the undertaken Road Show activities and audiences reached.

<table>
<thead>
<tr>
<th>Date</th>
<th>Name of the event</th>
<th>No. people reached</th>
<th>Type of audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>27.05.2019</td>
<td>CLIMA 2019 Workshop &quot;Why people matter? Exploitation strategies for people-centred design TripleA-reno &amp; MOBISTYLE&quot;</td>
<td>18 participants</td>
<td>HVAC experts, building experts</td>
</tr>
<tr>
<td>04.11.2019</td>
<td>REHVA TRC during Brussels Summit 2019 - Presentation &amp; Discussion on Combined Labelling Scheme</td>
<td>34 participants</td>
<td>HVAC experts</td>
</tr>
<tr>
<td>26.05.2020</td>
<td>TripleA-reno Home Show: A Conversation with REHVA</td>
<td>36 views</td>
<td>General Public</td>
</tr>
<tr>
<td>13.04.2021</td>
<td>REHVA Supporters Committee during Annual Meeting 2021: Overview of TripleA-reno outcomes</td>
<td>46 participants</td>
<td>HVAC experts, building experts</td>
</tr>
<tr>
<td>11.05.2021</td>
<td>CLIMAMED 2021: Combined Labelling Scheme</td>
<td>42 attendees</td>
<td>HVAC experts</td>
</tr>
<tr>
<td>02.06.2021</td>
<td>REHVA TRC meeting - Presentation &amp; Discussion on Combined Labelling Scheme</td>
<td>33 participants</td>
<td>HVAC experts</td>
</tr>
<tr>
<td>Total audience reached</td>
<td></td>
<td>157</td>
<td></td>
</tr>
</tbody>
</table>
3.5 ICLEI

ICLEI’s role is to promote the TripleA-reno project, approach and Open gamified platform towards cities and municipalities. During the course of the project ICLEI promoted TripleA-reno solutions and disseminated energy renovation expertise to 236 stakeholders. Whilst classical trainings were not conducted, in light of the fact that the TripleA-reno platform was not functional, ICLEI sought to capacitate subnational government stakeholders by other means. Supported by consortium partners, 38 local and 11 regional governments were capacitated, by carrying out or participating in targeted knowledge building and peer-learning activities.

In light of COVID impacts, ICLEI organised or participated in multiple events and workshops as opposed to holding one or two larger conferences. The events in which TripleA-reno was featured and / or into which project knowledge was fed are summarised below. As the planned milestones in platform development were not met, due to COVID as well as for technical reasons (platform not in a mature stage by M24 and not yet fully operational by project end), ICLEI trainings were re-focussed to enhance capacities for the subnational management of energy renovation programmes and projects. This was achieved via targeted events in which knowledge derived from the project overall and TripleA-reno components was imparted.

In addition, ICLEI actively disseminated information pertaining to the TripleA-reno project (e.g. sharing information on outputs and achievements) and adopted messaging that highlighted the benefits of the TripleA-reno approach for cities. The local government network encouraged:

- The promotion of the TripleA-reno platform among citizens to boost the number of individual renovations (single-family houses, multi-apartment buildings).
- The promotion of the platform among citizens, social housing companies, construction companies and other potential investors when instigating large renovation schemes – entire neighbourhoods to be revitalised.
- The use of the TripleA-reno platform when initiating the renovation of housing-use buildings that are owned and/or managed by them (social housing, student accommodation and others).
- The use of the platform before deciding on renovation of public-use buildings owned and/or managed by them (hospitals, schools, kindergartens, homes for the elderly, refugee centres, city offices, prisons and other).
- The support of the local renovation value-chain and community-building.
- The organisation of courses to train renovation service and works providers.
- The promotion of the TripleA-reno labelling scheme or aim for integration of additional performance indicators.
- The adoption of online tools for energy renovations, building on successful components of the TAR platform.

To capacitate subnational government representatives on TripleA-reno solutions and enhance policy and technical competences surrounding energy renovations, ICLEI organised 3 main events:
The Mannheim2020 Conference Toolbox Session entitled Deep Renovation: Attractive – Acceptable – Affordable was a key European event at which ICLEI facilitated a hands-on demonstration of TripleA-reno platform components and provided a stage for city-level reflections on the three “A’s”, that underpin the TripleA-reno project overall. The session featured presentations by Dr. Arch. Simona d’Oca, Project Coordinator and Researcher, Huygen Engineers and Consultants, and Ana Sanchis Huertas, Senior Researcher International R&D&i, Valencia Institute of Building (IVE). The presentations served to familiarise subnational government stakeholders with the project, its outputs and added value for cities. Moreover, subnational actors were shown how TripleA-reno project components, such as the quality labelling scheme, would function in practice.

A key feature of the session was a panel discussion, joined by representatives from the cities of Eindhoven (Netherlands), Valencia (Spain) and Zagorje (Slovenia) as well as a regional think tank, in which insights on subnational deep renovation experiences were shared. Panellists explored the topics of affordability and attractiveness / the co-benefits of energy efficient renovations as well as approaches to raising awareness for - and increasing access to - renovation initiatives and programs.

Building on TripleA-reno findings and policy recommendations, ICLEI developed a proposal for a session in the context of the European Sustainable Energy week. This was submitted as an event co-organised by the European Covenant of Mayors Office (of which ICLEI is a part) as well DG ENER and TripleA-reno partner UIPI. The session, which was held online on October 12th 2021, framed One-Stop-Shops (OSS) as an important enabler to decarbonise private building stock, improve citizen wellbeing and combat energy poverty. It acknowledged both the physical and virtual components of such hubs and stressed their role in addressing key barriers associated with fragmented renovation markets. Together with local government representatives and informed by TripleA-reno findings on OSS features, the session explored service offerings of citizen hubs, their organisational set up and maintenance as well as local government support needs.
Coinciding with the end of the TripleA-reno project, ICLEI organised a Roadshow event at the European Urban Resilience Forum on October 19th 2021 in Malmö, Sweden. The session, which was conducted in a hybrid format, was designed to build and expand upon one of the core themes of TripleA-reno, namely the importance of housing affordability and social resilience more broadly. Panellists from 3 EU cities and 1 region were invited to reflect on how building renovation and new construction impacts on the affordability of housing could be mitigated and how unintended social impacts like gentrification, social disaggregation or increased inequality in cities could be avoided. Going beyond the core foci of the project, the session also touched upon climate and construction material resilience.

To directly engage subnational governments as well as other relevant actors in the energy renovation market, ICLEI promoted TripleA-reno solutions in the context of other events, reaching a further 71 stakeholders. This figure has been computed by counting attendees of a conference in Eindhoven (on 06.11.2018 with 15 participants), a workshop contribution in Cascais (on 20.04.2019 with 20 participants), a pitch event in Freiburg (on 23.05.2019 with 12 participants), an online JPI Urban Europe workshop (on 21.10.2020 with 10 participants), a workshop on One-Stop-Shops in Emmendingen (on 27.07.2021 with 8 participants) and a European Covenant of Mayors Meeting of the Coalition of the Willing on Sustainable Buildings and Neighbourhoods (on 14.10.2021 with 6 participants).

In addition to reaching the above mentioned number of stakeholders via events, ICLEI also co-produced a TripleA-reno Home Show event, which was published via YouTube on Jul 21st 2020 and has been viewed 28 times at the time of report compilation. The Home Show episode with ICLEI touches upon a variety of policy-relevant topics in relation to energy renovations, highlighting in particular the importance of subnational government action.

Overall, ICLEI therefore directly reached 236 stakeholders during TripleA-reno’s project lifetime.

4 The Home Show on YouTube

The TripleA-reno YouTube channel was set up in the beginning of the project. The channel has so far 47 subscribers. From its creation until now there were 2,940 views with an average duration per view of 1:51 minutes. The top played videos were the TripleA-reno project presentation video followed by the Home Show video about the Energy Transition Board Game. The top playlist is the Home Show 20/21 – Conversations with our partners’.
So far, TripleA-reno has produced 29 videos published on YouTube. The first video was published in September 2018 and has 451 views since then. In November 2018, the project presentation video was published and had 97 views. In June 2019, the EUSEW 2019 ACE Energy Day recorded session was published with 130 views so far.

5 Conclusion

This report provides a final overview of all undertaken efforts by the five EU umbrella organisations (ACE, Housing Europe, ICLEI, REHVA and UIPI) involved. They set out to organise at least four Road Show events each, in differing EU Member States, with an aimed attendance of 25-50 people per event. Plus, one EU-wide event organised by ICLEI. This would have resulted in 400-1,000 people reached.
Then the Covid-19 pandemic arrived and changed all plans - to the better. The project team moved from a ‘Road Show’ to a ‘Home Show’. Getting into the homes of target groups, stakeholders, and the general public through producing videos, webinars and even a podcast episode showcasing the TripleA-reno results. Additionally, a EU-wide survey to assess property owner’s willingness and readiness to deep renovate while promoting the project was conducted by UIPI.

COVID turned the TripleA-reno ‘Road Show’ into a ‘Home Show’ and made it more innovative, successful, and accessible. It reached 2.252 stakeholders, 15 subnational governments and its YouTube Channel registered 2.940 views so far.
6  Annex

6.1  UIPI Survey Report

The full report can be found on the [UIPI website](#).

Survey results as an infographic:
PROPERTY OWNERS' READINESS AND CAPACITY TO RENOVATE

RESULTS OF THE SURVEY CONDUCTED BETWEEN JANUARY AND MARCH 2021

10,000 RESPONDENTS FROM 36 COUNTRIES

77% of respondents think it is beneficial to make their properties more energy-efficient.

The expected benefits from retrofitting their properties are:

- Increase the rental or property value: 61%
- Saving money: 55%
- Living space comfortability: 51%
- Improving the environment: 60%

Despite the determination, property owners WOULD NOT RENOVATE for several reasons:

- No need for renovation: 44%
- Economic burden: 31%
- Lack of information: 10%
- Lack of qualified services: 6%

Half of the respondents that think it is beneficial to make their homes more sustainable, see both economic and environmental benefits. That is an important evidence that these goals can and should be achieved in parallel.
Of property owners would like to renovate but do not have the necessary funds.

Property owners would appreciate to have some INCENTIVES in place in order to proceed to sustainable renovation.

31%

COVID-19 IMPACT

The pandemic seems to have affected the RENOVATION PLANS for the 28% of the respondents. From them:

- **62%** Postponed their plans
- **19%** Downsize their plans
- **14%** Abandoned the idea
- **13%** Reduced their budget

The BUDGET that property owners are willing to invest in renovation is one of the main aspects that the pandemic has negatively affected:

- **30%** Planned to spend more than 20,000€
- **36%** Planned to spend less than 5,000€

Concerning Covid-19 crisis, although it does not appear to be the most significant burden nor a catalyst of sustainable renovation, it had an impact on renovation plans and opinions.

For further information about the survey’s outcomes you can find the complete report on our website: www.uipi.com

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 764972.
6.2 UIPI event Budapest

As the report is quite heavy it was decided to only display here the cover page and table of contents. The full report can be found on the UIPI website. The project is featured on the UIPI website here: https://www.uipi.com/projects/triplea-reno/
6.3 UIPI event Liège

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