



ROSH

Guideline for the Training Materials

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1 Methodology

This report describes the information campaign for the awareness of social housing dwellers towards interventions for buildings energy efficiency. Priority activities are detailed in paragraph 2.1 and 2.2, defining the attached documents and suggesting supporting tools and activities that may be further deepened and used case by case.

2 Information Campaign

2.1 Start up Activities

2.1.1 Planning

Involved subjects: buildings' administrators.

Objectives: It is useful to involve since the beginning buildings' administrators in the planning. Given their position, administrators can easily mediate decisions with tenants. They can also give useful information for the characterization of the campaign receivers and of the buildings' conditions.

The following data should be collected in advance:

- building characteristics (year of construction, materials, heating and cooling systems...)
- typology of services' management;
- dwellers composition (number, number of families, age classes...)
- meetings or other events that may be used to spread information;
- typology of communication channels among tenants.

The administrator can also take the role of coordinator for the continuous learning activities proposed in paragraph 2.3.

Way of execution and timing: a single meeting with the building administrator, one month before the start of the preliminary activities described in the following paragraph.

Materials: leaflet, brochure, presentation (slides).

2.1.2 Preliminary Activities

Involved subjects: all tenants.

Objectives: preliminary information activities are performed in order to let the dwellers know about the project and its activities. The aim is to raise their awareness in order to easily involve them in the following phases.

Way of execution: the tenants will be informed about the project by means of a "door to door" campaign, that will include a presentation of activities, distribution of brochures and the collection of participations among families.

Timing: T0

Materials: brochure (Appendix 1).

2.2 In-depth Meetings

2.2.1 Organizational aspects

At least 3 meetings will be held, with a clearly identifiable and appealing title (“Energy evening”, or “Energy Day”, “Save the planet save the money”, ...). As far as possible and in order to increase participation, the meetings will be held simultaneously with other already scheduled dwellers meetings.

Involved subjects: all tenants.

Objectives: the meetings’ purpose is to inform the dwellers about the interventions for energy efficiency and their potential savings.

First meeting: the first meeting is held in order to describe the present state of the building(s) from the energy point of view (given that this is known) and to give general information about energy saving.

If the present characteristics of the building are not known, the participants can be involved in their identification. This activity can be used as a starting point for the following identification of interventions. Further details are given in paragraph 2.2.2.

Second and third meeting: these meetings are held to deepen the knowledge about the intervention areas. If only two meetings are organized, then it is useful to divide the contents in two parts: the first part can be about green areas and interventions on the building structure, while the second part can describe indoor interventions and interventions on the building’s equipment.

The definition of proposals and interventions can be evaluated according to the same methodology used for the definition of the present characteristic of the building.

During the meetings, it may be useful to establish an “energy desk” to satisfy tenants request and to give information about materials and technologies for energy efficiency.

Timing: within 6 months after T0

Place: the choice of the location where the meetings will take place is constrained by the actual availability of a proper space. The meetings should be occasion of socialization between the dwellers: their location should be chosen accordingly. Suitable places may be the garden, a terrace or other common spaces.

Materials: leaflet, presentation - slides (see Appendix 2 and 3).

2.2.2 Training contents

The training materials deals about the following themes.

- outdoor:
 - green areas and microclimate;
- building structure:
 - walls insulation;
 - windows insulation;
 - roof insulation;

- passive heat storage;
- windows shadowing;
- indoor:
 - environments arrangement;
 - aeration;
- equipments:
 - photovoltaic systems;
 - lighting;
 - cooling system;
 - heating;
 - hot water from the sun;
 - heat distribution;
 - temperature control and metering;
- electrical appliances.

The contents of the slides can also be layouted in order to build a print-out, which can be distributed among the participants. The themes listed above can also be deepened in this kind of product, where useful contacts and links can be collected as well.

2.2.3 Meetings management

The meetings coordination should be preferably given to the building administrator or to the energy manager (in case one exists - see paragraph 2.3). External experts can teach the most difficult technical aspects, but they should not have any direct interest in the proposed interventions.

Meetings should be as interactive as possible and the dialogue between participants and with the coordinator should be actively promoted. A self-presentation for each participant at the beginning of the first meeting is thus suggested. The following materials should be available during the meetings:

- a registration sheet for each participant;
- notepads and pens to allow participants taking notes and work individually;
- a screen and a blackboard for the presentation and to facilitate the teaching activities and the discussion.

The presentations should be informal and allow space for doubts clarification, questions and free discussions.

Minutes will be written down at the end of each meeting, and made available to each participants.

2.3 Continuous Learning Activities / Up-dating

The accessibility to information about energy efficiency should be granted after the in-depth activities period as well. Some permanent tool should thus be implemented since the beginning of the activities. Materials can be stored and made available in a public space of the building: the “energy corner”. The energy corner should take advantage of many different tools, such as:

- Notice board: it is useful to inform about new meetings and events, or to show minutes and other similar “light” materials;
- posters: posters can be used as a permanent sensitization tool and also during the in-depth meetings as well. They should address the priority themes, and thus they should be tailored for each building. It is as well important to design poster accordingly with the target audience (children, adults, seniors), in order to improve their efficiency. Children are very sensitive to environmental themes, and they can help involving families; adults are mainly concerned about the economic aspects, while the elders usually

have some free time that they can dedicate to monitoring activities or to the very management of the energy corner.

- newsletter: newsletters are useful to keep high the attention about the program among tenants; thus one should be periodically distributed among them. The newsletter should disseminate information about funds raising, best practices, technological solutions, events...
- "energy manager": The energy manager role can be taken by one or two particularly motivated dwellers. They will be responsible of the monitoring of the energy consumption, of the energy management of the building and they will be the reference persons for the information activities.

The monitoring of the improvements will be granted by:

- Form reports about the improvements carried out by the building administrator;
- Form reports about the improvements carried out by the single tenants and families;
- The monitored effects of the interventions.

The monitoring results should be reported shortly and anonymously and be spread among all dwellers, by means i.e. of the newsletter.

3 Appendix

3.1 Appendix 1 – Leaflet

3.2 Appendix 2 – Slides Presentation