



# Designing a better building together!

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# EUROPA: Objective



To promote and boost the implementation of deep renovation of residential buildings through the development of an **Energy Efficiency Subscription** coupled with the establishment of five regional **One-Stop-Shops** across Europe.



# EUROPA: Local Stakeholder Engagement



A methodology to engage with consumers in our 5 pilots (Latvia, France, Portugal, Germany, and Italy) through:

- **Co-design approach**
- **Mutual learning**
- **Innovative communication**



**We are all familiar with  
buildings like this...**



# Gaujas 13, Valmiera



**How can we fix this?**



# There are possibilities

We can implement national renovation strategies and set intermediate milestones

These include..



Enforcing existing legislation



Rolling-out Innovative  
Financing Models



Using public funds to cover  
the risk



# But still, dEEP renovation does not scale

*Green Investors*



## **High risk:**

Lack of bankable projects to invest in.

*Service Providers*



## **Bureaucracy:**

**“Can’t get to the money!”**  
Changing rules and heavy administrative burden.

*Apartment owners*



## **Lack of trust:**

Lack of guarantees after the renovation

## **Costs:**

Need for an affordable long-term solution.



# What is our Solution..

**Take a consumer perspective to  
inspire trust and understanding  
in building renovation**



# User-Focused Activities

We designed a variety of activities to practice together with stakeholders to:

- **Understand**



*How do we learn from our consumers?*

- **Imagine**



*How do we develop new strategies to engage stakeholders renovate their building?*

- **Build**



*How do we implement concrete actions?*



# Understand: Ethnographic research - In Depth Interviews & Surveys

**In-Depth Interviews:** Simple conversations can go a long way.

**Surveys:** With over 600 families in Latvia, and over 500 stakeholders through projects in Poland, Bulgaria, Austria, Romania, Italy, France, Portugal and Germany.



Through interviews, conversations, and surveys, Ekubirojs maps concerns, challenges, and expectations through building renovation journey.

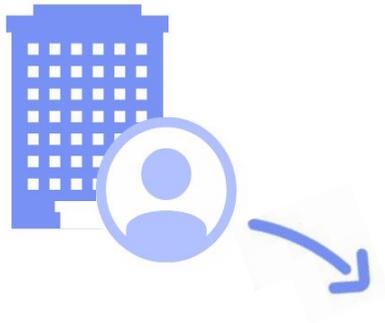
You can read more about our work in this article: "Climate Change and Buildings Energy Efficiency – the Key Role of Residents" by Martins Miezis, Kristaps Zvaigznitis, Nicholas Stancioff, Lars Soefftestad (2016)

[Read now!](#)



# Imagine: User Personas

Stakeholders and Residents are a very diverse group throughout the EUROPA project.



**Culture, socio-economic status and background make a big impact in how our work can be completed.**



We create user personas to understand the stakeholders we engage with.



# User Personas



**Persona 1**  
[Jānis Kalniņš]

## Demographic and geographic

**Age:** 58  
**Gender:** Male      **Family:** Married, 2 kids  
**Income level:** Unemployed  
**Risks:** Energy poverty, socially vulnerable  
**Location:** Riga, Latvia  
**House type:** Pre-fab pannel building, built-in 1970's

## Attitude

(how does he/ she relates to others? Social networks, local shops, participation in local initiatives, etc)

- Connect through local communities in the same or neighboring building,
- Rarely participates in any activities,
- Not talking to neighbors, not too communicative.

## Motivational factors

- Cost savings through lower energy bills,
- Improved comfort.

## Demographic and geographic

**Age:** 56  
**Gender:** Female      **Family:** Married, 2 kids  
**Income level:** Low income  
**Risks:** Energy poverty, socially vulnerable  
**Location:** Riga, Latvia  
**House type:** Pre-fab pannel building, built-in 1970's



**Persona 2**  
[Anna Kalniņa]

## Behavior

- Wants to save costs,
- Pass something down to his children,
- At the moment family lowers its costs by lowering the apartment heating and making it uncomfortable in the winter.

## How can Ekubirojs OSS help

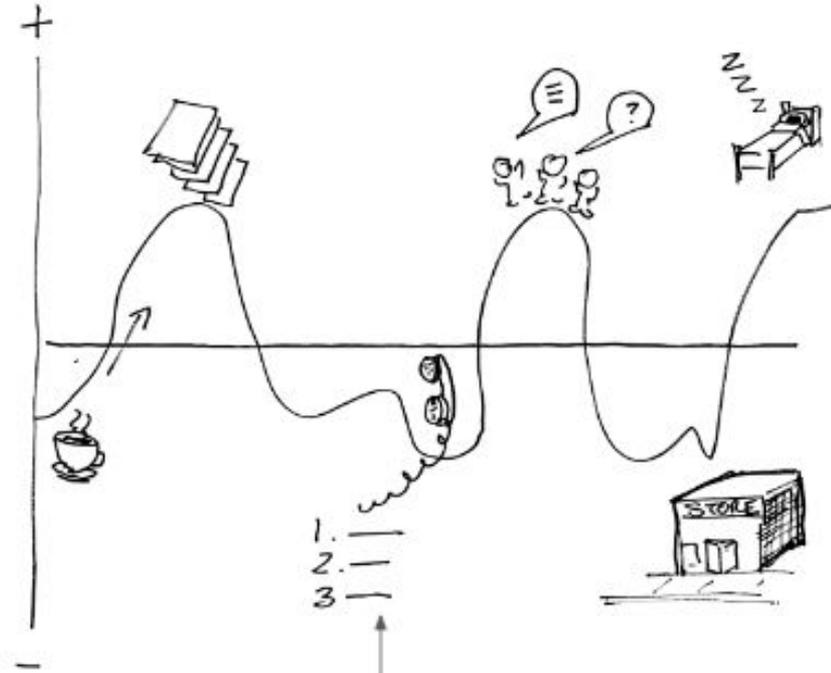
Assistance and consulting on funding options available for energy communities in private residential buildings for energy savings and implementation of deep renovation.



# Understand: User Journey



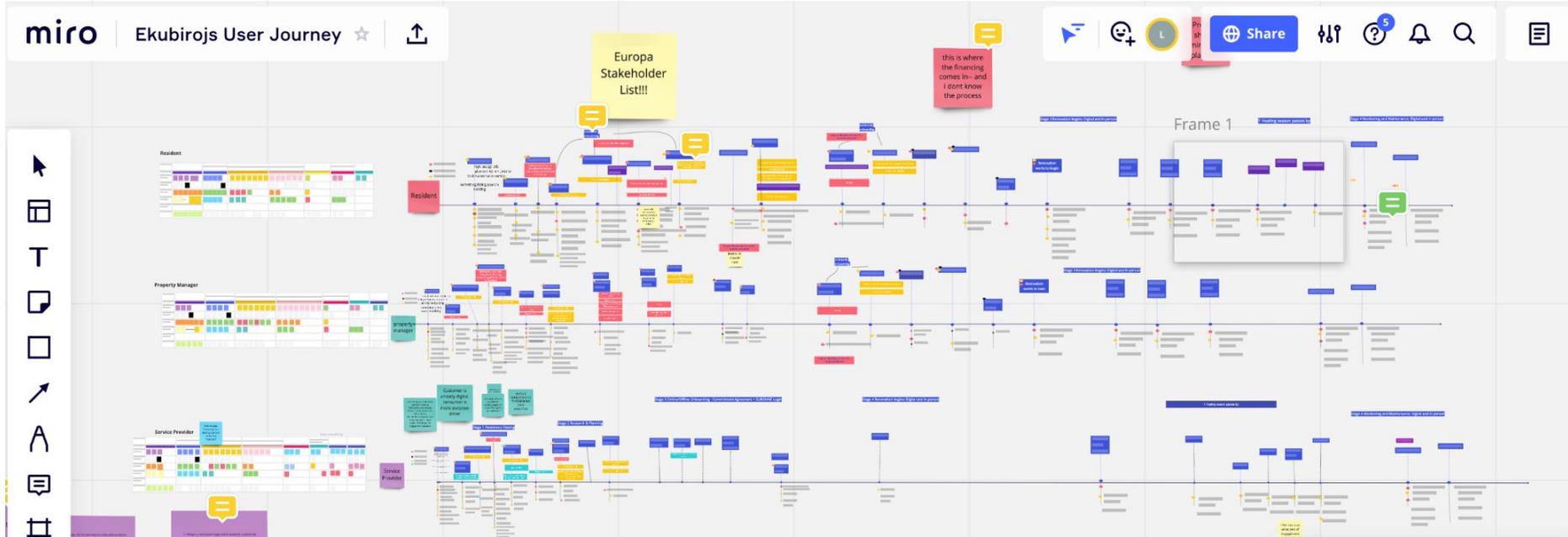
From this...





# Ekubirojs User Journey

To this..

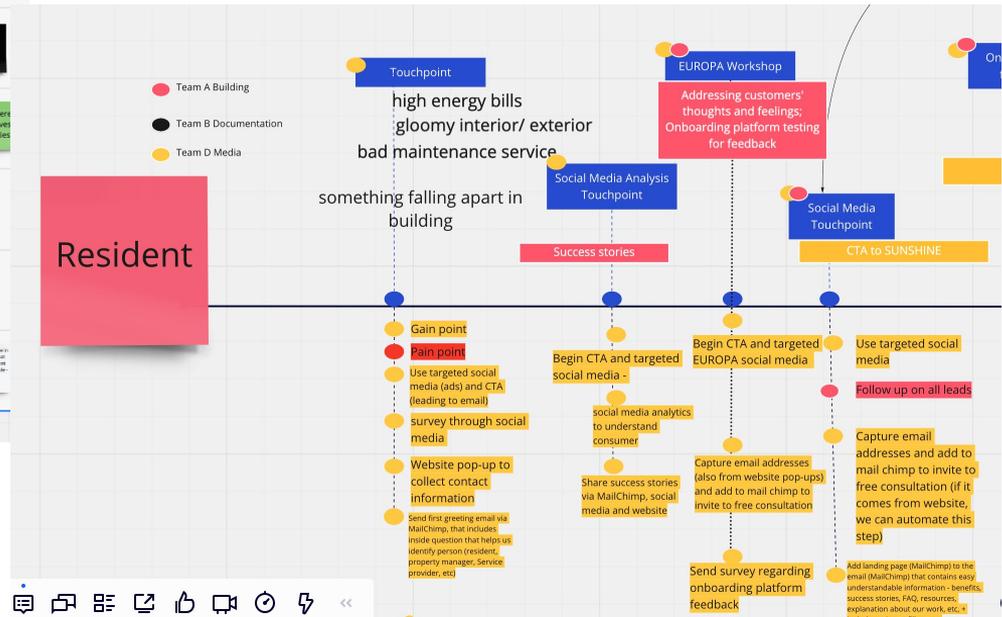




# Resident

<b>Lens - Guiding Principles</b>	People choose Ekubirojs because it is convenient, easy, comprehensive and transparent.	
<b>Phase of journey</b>	Awareness Raising	Research & Planning
<b>Actions</b> What does the customer do?	<ul style="list-style-type: none"> <li>Look at Google Ads → website</li> <li>Look at social media</li> <li>Word-of-mouth</li> <li>Information from Associations (Building Association, Tenants' Federation)</li> </ul>	<ul style="list-style-type: none"> <li>Google searches</li> <li>Talk to family/friends</li> <li>Contact Ekubirojs for details</li> <li>Contact others for comparison</li> </ul>
<b>Touchpoint</b> What part of the service do they interact with?	<ul style="list-style-type: none"> <li>DMs on social media</li> <li>Contact from website/phone</li> <li>EUROPA, Onboarding Workshop on building renovation and sustainability</li> </ul>	<ul style="list-style-type: none"> <li>Contact from website/phone</li> <li>DMs on social media</li> <li>Engage content with experts to provide personal experience</li> <li>EUROPA, Onboarding Workshop on building renovation and sustainability</li> </ul>
<b>Customer Thought</b> What is the customer thinking?	<ul style="list-style-type: none"> <li>Are we talking about insulation?</li> <li>What is building deep renovation?</li> <li>How much does it cost?</li> <li>How does it work? What are the steps?</li> <li>How much time does it take?</li> <li>Why should I believe you?</li> </ul>	<ul style="list-style-type: none"> <li>What are my trade-offs?</li> <li>What are my pains?</li> <li>Do I have all info?</li> <li>How do I pay for it?</li> <li>Are there incentives?</li> </ul>
<b>Customer Feeling</b> What is the customer feeling?	<ul style="list-style-type: none"> <li>Want to know more!</li> <li>I don't want to know about it</li> <li>— WHY —</li> <li>1. I don't care</li> <li>2. I don't want to spend money</li> <li>3. I don't have the money</li> <li>4. I have been through this before and leads you nowhere</li> </ul>	<ul style="list-style-type: none"> <li>Can I trust them?</li> <li>The entire process is confusing</li> <li>Should I renovate? Gains/Pains?</li> <li>Shyness when thinking of renovating, neighbours</li> </ul>
<b>Process ownership</b> Who is in the lead on this?	Residents	
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>Communicate clear identity insulation vs deep renovation</li> <li>Communicate value proposition</li> <li>Differentiate from other solutions that don't solve anything</li> <li>Social media clear CTA</li> <li>Highlight end-user responsibility</li> <li>Increase number of testimonials - Ask for stories</li> </ul>	<ul style="list-style-type: none"> <li>Be transparent/honest/clear</li> <li>Inspire safety</li> <li>Make phone number/email/forms available</li> <li>Focus on facts in plain text that are transparent and understandable, patterns, trends</li> </ul>

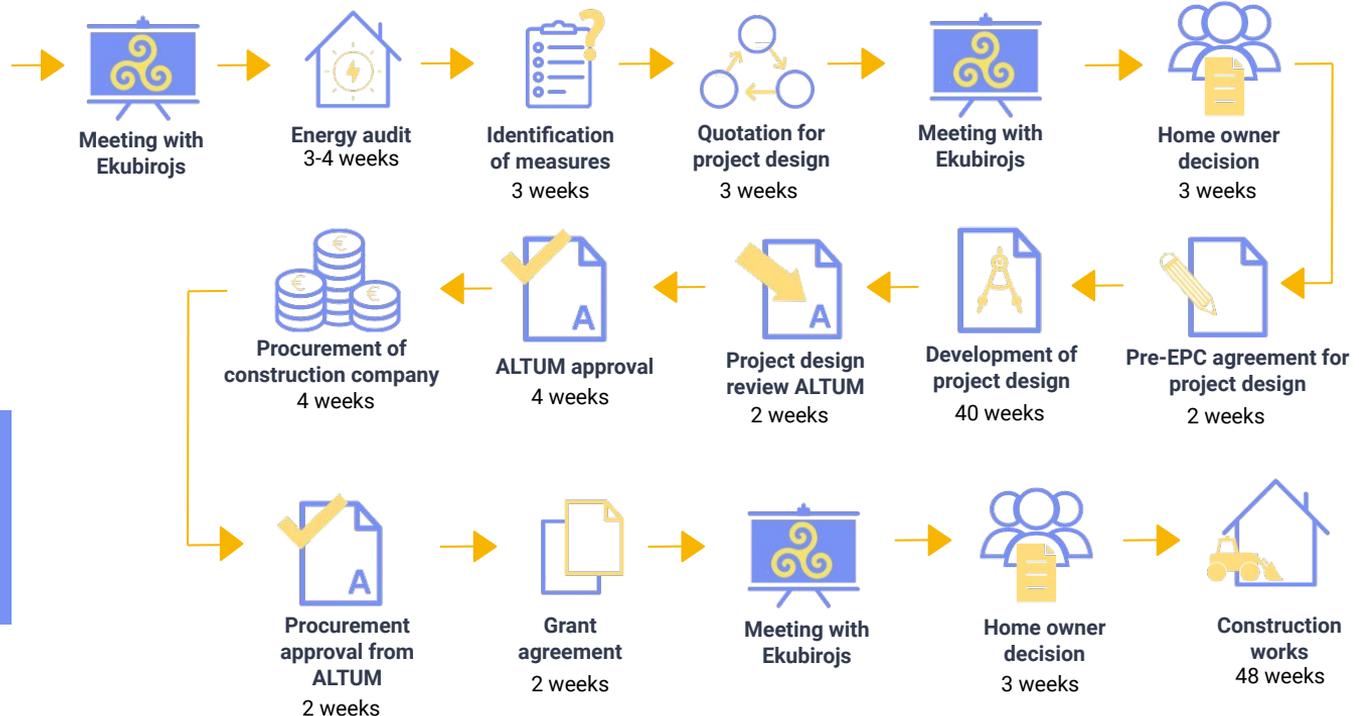
# How do we understand our stakeholders?



# Imagine: A New Journey

With our collected information, we mapped a new renovation journey specific to our OSS with key in-person and digital touch points to engage with stakeholders throughout the whole renovation journey to deliver high quality support and coordination.

We identify key points of the renovation journey

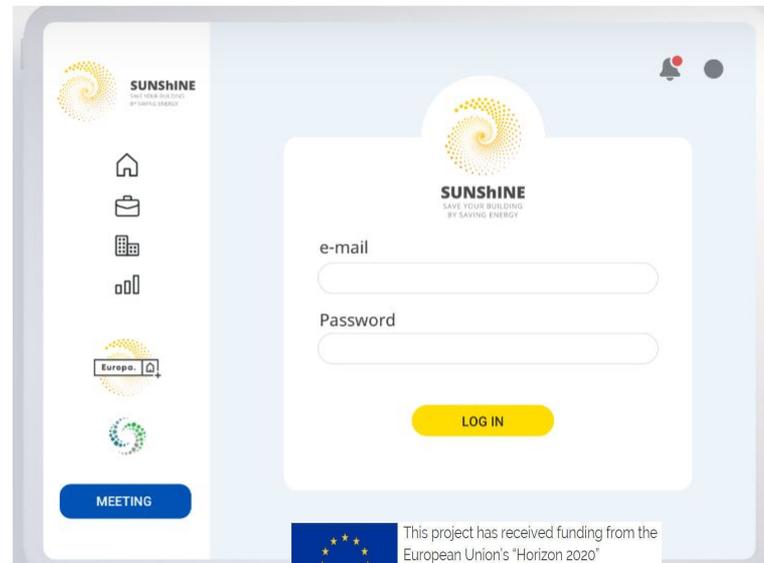


This Renovation Journey can be replicated with our partners

# Build: Scaling through Digitalization



With our mapped renovation journey, we aim to scale to a broader audience through digitalization using the SUNSHINE platform powered by EUROPA for building renovation.



This project has received funding from the European Union's "Horizon 2020" research and innovation programme under grant agreement No. 956649

# Build: Construct Roadmaps

We create roadmaps with our partners and their stakeholders to ensure a better renovation journey.

We share our results with experts and policy-makers to promote inclusive and participatory approaches.

In Latvia, we work with the cities: **Riga, Adazi, Bauska, Jurmala, and Tukums**

Across Europe, we replicate our work in the following countries:

- **Austria, Bulgaria, Poland, Romania, Slovakia** (FinEERGo-Dom )
- **Italy, Germany, Portugal, and France** (EUROPA)



# Thank You



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