

**Attractive, Acceptable and Affordable deep  
Renovation by a consumers orientated and  
performance evidence based approach**

Contract No.: 784972

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## **TripleA-reno Roadshow, June 5 2019, Lyon**

### **Outcomes of Storytelling exercise with participants**

#### **#1 The Energy Games**

The scene of this story is a social housing block with a high share of poor residents who have difficulties paying their energy bills. (“the real world”). Terry is the football trainer of the local children’s team (“the hero”). He notices that many families are not able to heat their homes and live in uncomfortable and even unhealthy situations. He wants to initiate a sort of competition to increase the energy efficiency in the homes through renovation works and by providing useful information to the residents (“call to adventure”). Terry starts to discuss his idea with several people around him and receives the help of the building manager who is aware of the situation and knows everyone in the building. (“the helper”). Our hero, the trainer, and his helper get to work and things are moving forward. However, there is also some resistance. One of the residents does not want to have any changes. He voices his concerns and tries to influence other neighbours to oppose the changes proposed. The local energy also seems reluctant to contribute to the technical adaptation in the building (“the monsters”). The trainer and the building manager get access to a new tool. Via an online app they are able to organize the Energy Games. Through this initiative they invite residents to participants from the building to different types of virtual challenges based on disciplines and awards (“the special world”). Several of the solutions proposed by the app (smart meters, e-car sharing, daily energy behaviour changes) helps the residents to use energy in a more efficient way which increases their well-being and happiness. (“the result”). Another benefit is that the soccer club became more popular and gained members during this process.

#### **#2 Doctor Green**

The neighbours in a street with semi-detached social dwellings have been discussing with each other how they can do a contribution to improving the environment while making their energy bills lower. They believe that their homes would benefit from the installation of solar panels on their roofs. However, they have no idea how this can be achieved (“the real world”). One of the residents, is a doctor working as general practitioner in the neighbourhood. He is a trusted figure with a large social network (“the hero”). He is convinced that the situation of the people living in his street, especially the most vulnerable ones, would benefit from the installation of an affordable and renewable energy source (“call to adventure”). At the same

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time, the doctor knows he needs helpers to achieve this and starts approaching the most enthusiastic neighbours. He invites them to become local ambassadors to gain wider support for this idea. The local ambassadors could also help in training people in optimizing their consumption of electricity, heating, water usage and cooling. (“the helpers”). Despite a few opponents that are afraid about the investment costs and the financial feasibility, the doctor and the ambassadors are able to convince everyone. They contact the housing association that immediately likes the idea and will support the installation of solar panels and the financing through a special agreement with a local bank. After a few months, unexpected events occur. Not all the PV panels are functioning well. Some families do not receive the amount of renewable energy that they expected. They risk paying for the loan and for the tradition bill. In their situation this is a real problem (“the monsters”). The installation company is not reactive and, even after several contacts, the panels are still malfunctioning after a few months. Then the doctor and the residents decide to use the TripleA-reno platform through which the solar panel solution were selected. (“the special world”). They voice their concern there as well and some tenants start giving poor ratings to the installation company. Through the platform the company asks to send a picture of the installations. After receiving the picture they notice a faulty connection of cable which is easily solved by their technician after a few days. The residents are finally able to fully benefit from the PV panels and even save money at the end of the month. They achieved their goals of more affordable housing and a cleaner environment (“the result”).

### #3 Mother’s little helper

The neighbourhood where the social housing project is situated is an area that is in a derelict area that has not been modernized or maintained for too long. The public and green spaces are not attractive for families. The apartment blocks are in such a bad condition that it creates unhealthy and even dangerous situations for its inhabitants (“the real world”). Anita is a single mother with two children, although she is very busy with her full-time job and raising her children, she miraculously finds the energy to come into action (“the hero”). She decides the situation is not bearable anymore and wants to stand up. She wants to make the housing situation healthier and the community more enjoyable for her, her kids and all her neighbours (“call to action”). One of her friends works at the social housing company and is willing to help her. After discussing the situation internally, the social housing company decides that it is time to intervene and look how to improve the situation (“the helper”). The necessary urban regeneration and energy efficiency improvements requires large investments. The municipality is not convinced about the needs and does not have the budget either. The EU does not allow the public authorities in this region to get more indebted, even for such cost-effective investments with clear social, health and environmental benefits (“the monsters”). The TripleA-reno platform provides an answer. It connects an ESCO, the residents, the housing association and the municipal department in this project. The ESCO will provide the financing through a PPP scheme. In parallel, the platform also offers a morphological image and an indication of improved energy, IEQ and well-being. Not only in the renovated apartments but in the whole area. People at the municipality and in the neighbourhood are more and more attracted to the project proposal done by the housing association (“the special world”). After 2 years of works in the community and of deep renovations, the image of the area completely changed. People have lower energy bills and children grow up in a healthier and more promising environment (“the treasure”). The sense of community and the quality of life in general are considerably better (“the result”). Anita, achieved her dream.

## #Tony from Naar (example story)

Tony is a tenant of an apartment in a five-storey building just outside of the centre of Naar, a post-industrial city somewhere in Europe. He works as taxi driver, often doing night shifts. His wife, Dolores, is a teacher at a nearby kindergarten. They have a two-year-old boy called Mario. (“the real world”). They recently received a letter informing them the whole building will undergo a major renovation. Although their rent will be raised, the social housing company promises the end-result will be fantastic and cost-neutral. Just as all the residents, they are invited to a meeting where the project and the planning of the works will be presented in more detail (“call to action”). Tony is worried and tells Dolores he will go to see how much disturbance this will cause and ask about the rent increase. He also wants to know about this TripleA-reno app-thing mentioned at the foot of the letter. “At worst I will enjoy some coffee and cake”, he tells her. “Surely Albert will be there as well.” They know Albert for many years. He recently retired from his job at the municipality and volunteered to coordinate the districts’ tenant association. (“the hero”) Albert is married and has some spare time. Recently the housing association approached him. This will not be an ordinary renovation, the district manager told him. “It will be a Nearly Zero Energy Building”, the manager told him with great enthusiasm, as if the building was to become an interstellar spacecraft. They need to improve the level of acceptance. At least 70% of the tenants need to agree. So, the social landlord will use a new app. The manager asks if he agrees to try it out and promote it under the other occupants. Albert is not convinced yet. He knows many of the residents already expressed their doubts about the need for such an ambitious project. He wants to make sure people are not going to pay more and that the disturbance is kept to a minimum. The social landlord already increased the rents recently. At the same time, some families complained about the mold, draughts and the cold temperatures in the apartments (“the monsters”). At home, Albert installs the app on his phone with the personal code he received. The system automatically knows his name and the details about his apartment. Once he accepts the privacy terms, the app shows a short video. It is not what he expected. The video is about a game in which a hero needs to go on a quest and solve different challenges related to the different stages of the renovation. At the end of the video a message appears: “PRESS PLAY IF YOU ARE A TRUE HERO” (“the helper”). He enters the game (“the special world”). His first surprise is to see that a few neighbours have joined as well. That’s a relief. Albert is now presented with a few options: does he want to pick one of the next challenges? Some or single-player and other challenges are only possible to take on with a minimum of five co-tenants, which he can invite. Or does he want to see the profile of the companies and the people who will do the renovation? Does he want to find out how much costs he could be saving potentially after the total renovation? Apparently solving challenges increases the amount of savings and/or the satisfaction (which is indicated with a golden coin and a red heart). Or does he want to see the estimated weekly evolution of the works? He picks the last and is very pleased. (“the treasure”). The speed of the works and the new looks of the building are promising. He really needs to tell Tony to try the app at the upcoming meeting (“the result”).




## BRAND STORYTELLING CANVAS

STORYDIGGERS

VERHAALTHEMA: \_\_\_\_\_


*ORDINARY WORLD*

**HELPER**



*SPECIAL WORLD*


**HELD**



**TRIALS:** \_\_\_\_\_

**CRISIS:** \_\_\_\_\_


**SCHAT**



**CALL TO ADVENTURE:**

\_\_\_\_\_

**MONSTER**



**RESULT:**

\_\_\_\_\_

The stories above were produced and presented as part of a workshop sessions of the the TripleA-reno roadshow that was held in Lyon on June 5, 2019 at the ENTP school.

After an introduction of the TripleA-reno project and presentations about the storytelling approach and the ethnographic and psychological aspects, the participants were invited to use the storytelling canvas and imagine stories themselves.

Around 15 experts, consultants and professionals from the social housing sector participated in this workshop which resulted in the three stories about possible user journeys presented above.

**Report:**           **Storytelling exercise - TripleA-reno Roadshow, June 5 2019, Lyon**

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**Author:**         Sébastien Garnier, Housing Europe

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