



NAVARRE, A REGION SUPPORTING THE SUSTAINABLE ENERGY

## D3.58 Citizen participation plan with tenants of public buildings

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## 1 INTRODUCTION

Effective communication on energy efficiency is an important mechanism to create demand and stimulate political engagement. Many consumers don't understand the concept of investing in energy efficiency and don't appreciate the benefits associated with it: improved comfort, reduced spending on energy, and other associated environmental benefits.

In some cases the primary benefits are not associated with energy efficiency. For example, measures such as boiler replacement can be associated with concerns about health and safety rather than energy efficiency.

However, user behaviour is critical to making investment in retrofit work. To realise and improve the likelihood of achieving actual savings, occupant input into the retrofit design stage is important. Central to this involvement should be getting occupants involved in campaigns to change their energy behaviour. Behavioural change and improving user attitude towards energy use and heating is an integral part of retrofitting.

The aim of this plan is facilitating and boosting the current action of SustaiNAVility Project in relation to public social housing.

The participation requires KNOWLEDGE, WILL and POWER:

- ✧ KNOWLEDGE: it is necessary to have adequate information, adapted to different people, that is, a relevant knowledge and learning about how to do it.
- ✧ WILL: we will feel motivated to participate, if our own cost/benefit assessment is satisfactory; pleasure, prestige, personal enrichment, substantial improvement of our living conditions.
- ✧ POWER: on the one hand, it is required good conditions of our communication channels and on the other hand, that adopted decisions must be binding.

In this context not only citizens will participate, but also public and private entities involved. This participation will result as good communication between all the parties involved.



The plan is based on a research participative action (RPA). This methodology requires a social map of the boundary. Its main actors will be the tenants. It will be two main groups:

- ✿ Social housing tenants: they will be the main ones. SustaiNAVility project will increase the life and comfort of these people.
- ✿ General Public: The Plan foresees, finally, communicating to the citizens the existence of the sustaiNAVility project, and raising awareness about energy efficiency and sustainable development at the local level, starting from the Public Real State.

The Government of Navarra and NASUVINSA have the same objective which is being performed in the framework of SustaiNAVility project: innovation and public policies of ensuring energy efficiency in 50s-80s social districts.



The one for whom it is addressed is as a whole, understood as the plurality of agents and relationships that act and interact in this territorial framework. Especially, it is for the organized and non-organized population, facilitating an education for participation in the policies that affect them.

In this context, it is necessary to encourage the smooth flow of information, network communication and direct dialogue between public and private sectors.

In this sense, dynamization and communication are two parts of the same process which are connected through it.

It is believed that we must be in contact with the tenants in order to generate the correct environment where everyone obtains what they need, after being listened.

## 2 OBJECTIVES

The main reason for this participation plan is to engage citizens, to make them part of SustainAVility project, in order to boost the benefits of this refurbishment which the principal objective is reducing the energy consumption of homes and making their life more comfortable.

The objectives of the plan are to:

-  achieve environmental, economic and social sustainability while ensuring that investment delivers maximum benefit for people and businesses;
-  address sustainability challenges at community scale giving local people a key role in implementing positive changes in their environment through deep tenant's engagement and
-  deliver solutions that improve community cohesion, quality of the environment, health and well-being, while having a positive impact on economic issues such as fuel poverty.

### 2.1 Specific objectives

1. Elaboration, implementation, follow-up and assessment of a participation plan in the framework of SustainAVility project
2. Personalized attention and counseling services
3. Elaboration of a participative diagnosis of each estate, in order to know the main characteristics of living people and their necessities.
4. Implementation of a transparent and reliable process. Moreover a community relationship that allows an open and plural participation that generates spaces and diverse forms of deliberation, opinion and debate. It must motivate and encourage the participation of tenants in the refurbishment, starting with their own homes.
5. Training tenants to use their new home, in order to:
  - a. Understand their consumption patterns
  - b. Think about their habits: we will advise how they could save energy, readapting their habits
  - c. Act as new energy savers
  - d. Save energy in each home.

### 3 METHODOLOGY

The dynamization Plan will be executed in the framework of RPA because it is the most suitable to achieve the results.

RPA is a methodology based on a direct and continued participation of social actors. The main tools to be used are the ones which allow being in contact with the main actors, such as surveys, workshops, interviews, etc. In this sense, there will be a way to incorporate main conclusions of the tenants.

The communication we want to promote, as a process of transmission and reception of ideas, information and messages, will be use multiple support and easily accessible language to the target population.

Punctually, we will use formal communication, but especially we will encourage informal communication in condominiums that is, a communication that arises spontaneously among the people of the neighbourhood due to the interaction of them in the street, the shops, the communities... etc.

Thought communication requires hard effort with the aim of listening the communities and boosting information to those that can be developed in the future. We want to create a transparent and reliable process.

Assuming that communication actions are carried out throughout the entire project and involve the editing and dissemination of information on different media, they must clearly incorporate the project's contributors. That means Partners, H2020 and SustainAVility project logos must be included in communication documents.

## 4 PHASES OF THE PARTICIPATORY PLAN

### 4.1 Phase I Start of participatory process

1) Action: Drafting of Dynamization and communication plan

a) Objectives:

i) Direct action development

2) Action: Project presentation

a) Objectives:

i) First citizen contact: communities leaders detected

ii) Technical staff identified

3) Action: Awareness campaign.

There will be drafted leaflets or presentations with an easily accessible language in order to inform tenants of the next refurbished works.

a) Objectives:

i) To generate debate

ii) To inform about the process

4) Action: to analyses context and social network

In order to know and organize a participatory process it is necessary to know who belong to these communities.

In this initial phase, only communities' leaders will be interview. In addition, in the logic of communication and dynamisation, visibility actions are carried out that make it possible to inform the process of generating debate and obtaining information for the analysis of the context and social networks.

a) Objectives:

i) Detection of main citizen problems.

ii) Detection of main group of people

iii) To generate meeting points

### 4.2 Phase II Informative and training activities

Meanwhile, it will be carried out informative and training activities in order to increase citizen awareness around environmental education.

- 1) Action: Dissemination of the projects to be carried out.

In order to broadcast the projects to be implemented, they will be exposed per condominium to all the tenants.

- a) Objectives:

- i) Dissemination of the projects
- ii) To detect tenants' needs.

- 2) Action: Dissemination through project's website

Projects selected will be uploaded to project's website with the aim to inform all the stakeholders.

- a) Objectives:

- i) To inform about retrofitted projects
- ii) To gather tenants' proposals

- 3) Action: Engagement of citizens

It is crucial to engage citizens to this kind of projects. It is necessary empowering and involving citizen-consumers and communities. In this sense, management team will be crucial in improving the ability of tenants to use their homes the best way possible.

- a) Objectives:

- i) To inform about using their homes
- ii) To stimulate new tenant's behavior

### 4.3 Phase III Activities at condominiums level

Meetings will be held prior to the execution of the investments with the tenants of each of the buildings to be retrofitted, in which the technical characteristics of the works to be performed will be explained, their purpose, and the inherent inconveniences to their realisation. Emphasis will be placed on the short- and medium-term benefits at both the individual and social and environmental levels which will be reported.

- 1) Action: Graphic material (leaflets, ppt, etc) about retrofitting actions and training in energy efficiency and energy savings in their homes

- a) Objectives:

- i) To disseminate retrofitted projects
- ii) To train in energy efficiency and energy savings

- 2) Action: Meetings per condominiums

- a) Objectives:

- i) To inform about retrofitted projects
  - ii) To gather tenants' proposals
- 3) Action: Creation of condominiums Steering Committee
  - a) Objectives:
    - i) To detect leaders of each condominium
    - ii) To resolve and gather tenants' wishes and beliefs
- 4) Action: Tenant's engagement and training their behavior.

The plan aims at making consumers more aware of their actual energy consumption so that they can change their behaviour to save energy. Because of that an important effort with this goal will be taken.

- a) Objectives:
  - i) To aware tenants through a transparent and reliable process. Useful information to save energy and money will be provided to consumers.
  - ii) To train tenants
  - iii) To tailor to end consumer each project

## 5 SCHEDULE

Tabla 5-1

Schedule	Jul-18	ago-18	sep-18	oct-18	nov-18	dic-18	ene-19	feb-19	mar-19	abr-19	may-19	jun-19	Jul-19	ago-19	sep-19	oct-19	nov-19	dic-19	ene-20	feb-20	mar-20	abr-20	may-20	jun-20	Jul-20	ago-20	sep-20	oct-20	nov-20	dic-20	ene-21				
	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36				
Citizen participation plan with tenants of public buildings																																			
<b>Phase I Start of participatory process</b>																																			
Drafting of Dynamization and communication plan	X	X																																	
Project presentation			X	X	X																														
Mail campaign.				X	X											X														X					
To analyses context and social network					X	X	X	X																											
<b>Phase II Informative and training activities</b>																																			
Dissemination of the projects to be carried out			X	X	X	X																													
Dissemination through project's website			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
Engagement of citizens			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
<b>Phase III Activities at condominiums level</b>																																			
Graphic material (leaflets, ppt, etc) about retrofitting actions and training in energy efficiency and energy savings in their homes			X	X	X																														
Meetings per condominiums			X	X	X											X	X												X	X					
Creation of condominiums Steering Committee			X	X	X																														
Tenant's engagement and training their behavior.			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		



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## PARTNERS

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