



Built environment facing climate change

**REHVA 13<sup>th</sup> HVAC World Congress**

26 - 29 May, Bucharest, Romania



Dr. Simona D'Oca, PhD

Ing. Ana Tisov, Ing.

Dr. Dan Podjed, PhD

# Agenda 10:30 – 12:00



10:30 – 10:40: Intro from the Chair, Dr.Simona D'Oca, PhD.

10:40 – 10.50: Why do we need heros, Dr. Dan Podjed, PhD

10:50 – 11.00: The Mobistyle Project User-Centric Approach, Ana Tisov

11:00 – 11.10: The TripleA-reno Project Storytelling Approach, Dr. Simona D'Oca

11.10 – 11:50: Make your Story!

11:50 – 12:00: Conclusive Remarks



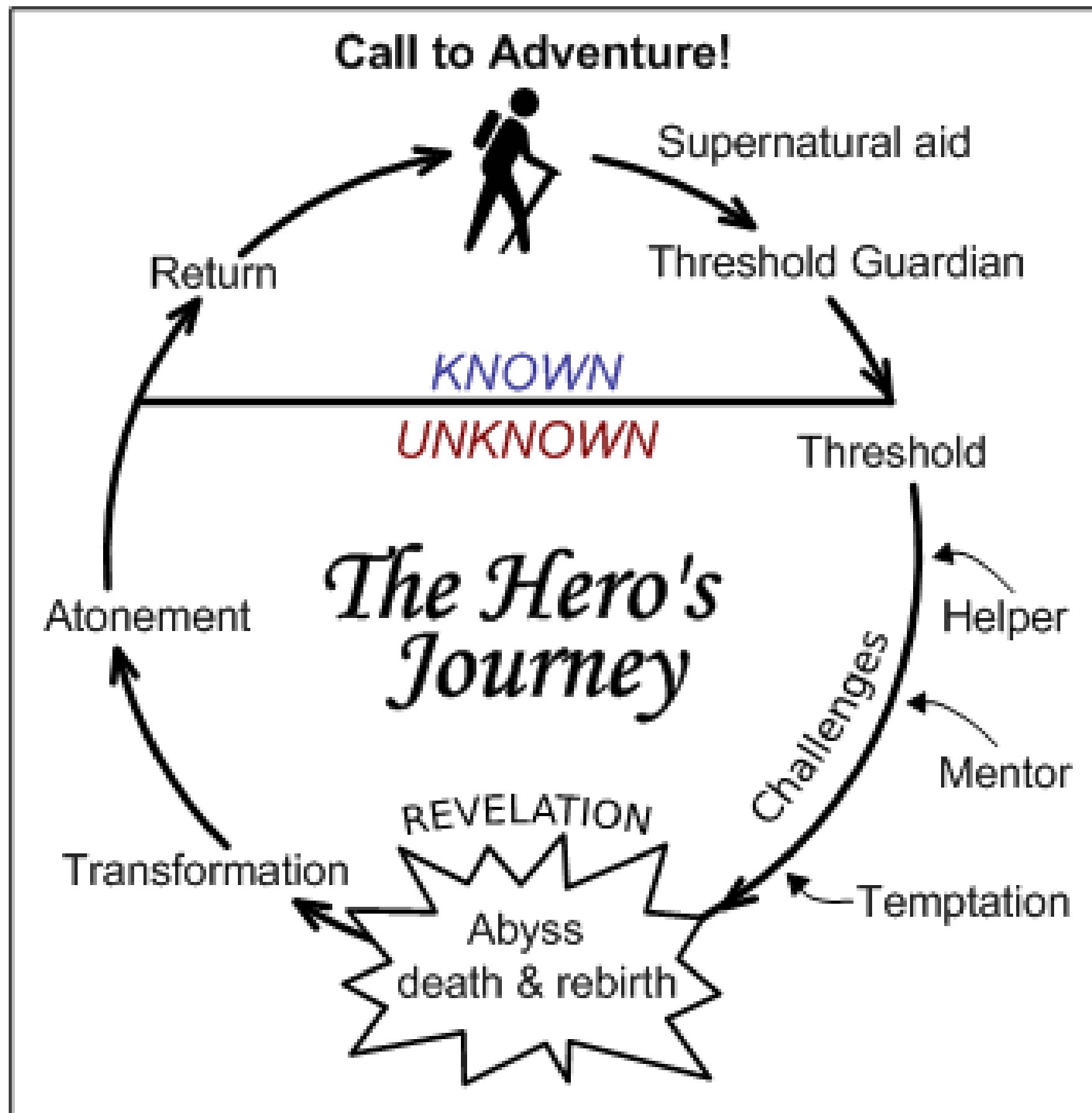
WE DON'T NEED ANOTHER HERO!

**REALLY, TINA?**



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Campbell, Joseph. 1949. *The Hero with a Thousand Faces*.  
Princeton (NJ): Princeton University Press.













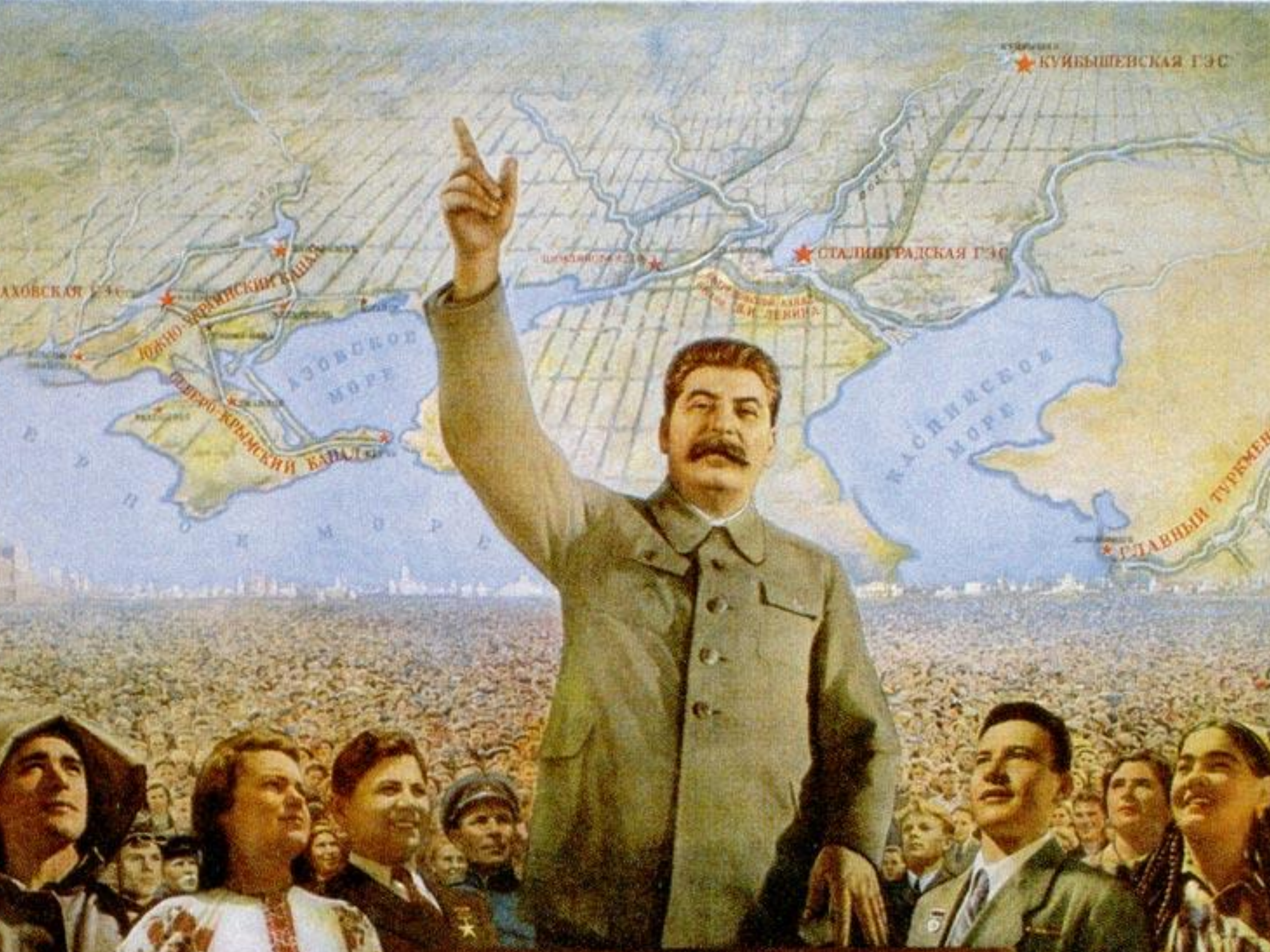






















# Heroes and their charisma

“**[G]ift of grace**, the possession of pneuma by a religiously inspired individual”

- Rudolph Sohm

A person is “**endowed with supernatural, superhuman**, or at least specifically exceptional **powers or qualities**.”

- Max Weber

“**[T]he process of transubstantiation** whereby then spokesperson becomes the group /.../.”

- Pierre Bourdieu

Charisma “binds people together in ways that **transcend and transmogrify the selves** of the followers – and, quite possibly, the self of the leader as well.”

- Charles Lindholm



# STORY OF THE FLAME





# We DO need another hero!









**MOBISTYLE** is a 42-months European project focusing on motivating end users' behavioral change through ICT based personalized information on user's energy usage, indoor environment and health.

Duration: October 2016 – March 2020



# MOBISTYLE demonstration



Denmark, Aalborg:  
Residential area Kildeparken

The Netherlands, Kerkrade:  
Office building Qeske

Poland, Wroclaw:  
Smart city Wroclaw

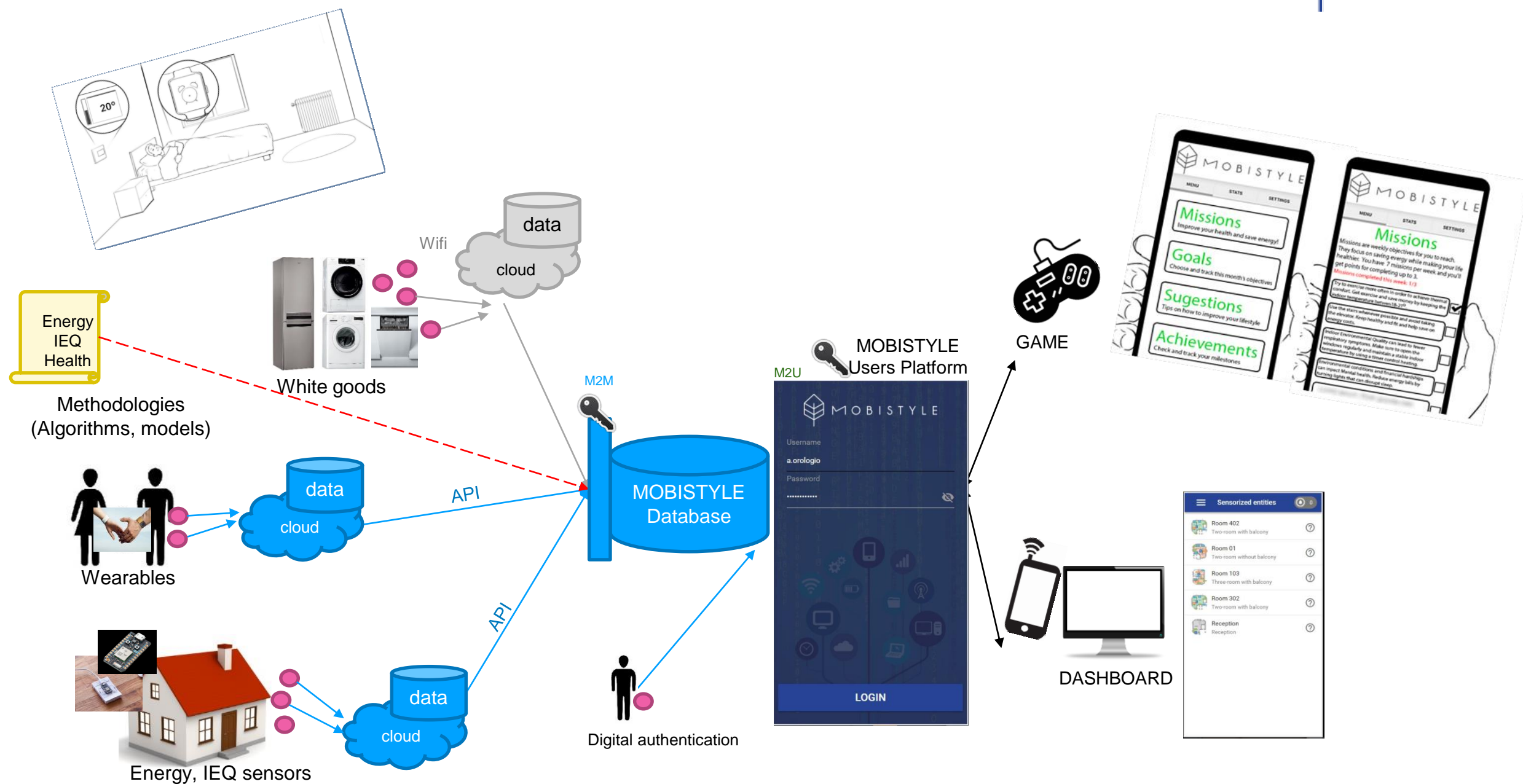
Slovenia, Ljubljana:  
Buildings of University  
of Ljubljana

Italy, Turin:  
Hotel L'Orologio



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# MOBISTYLE ICT architecture



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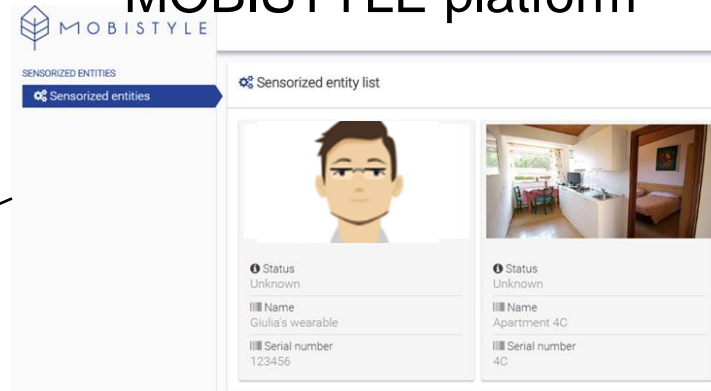


# MOBISTYLE ICT solutions

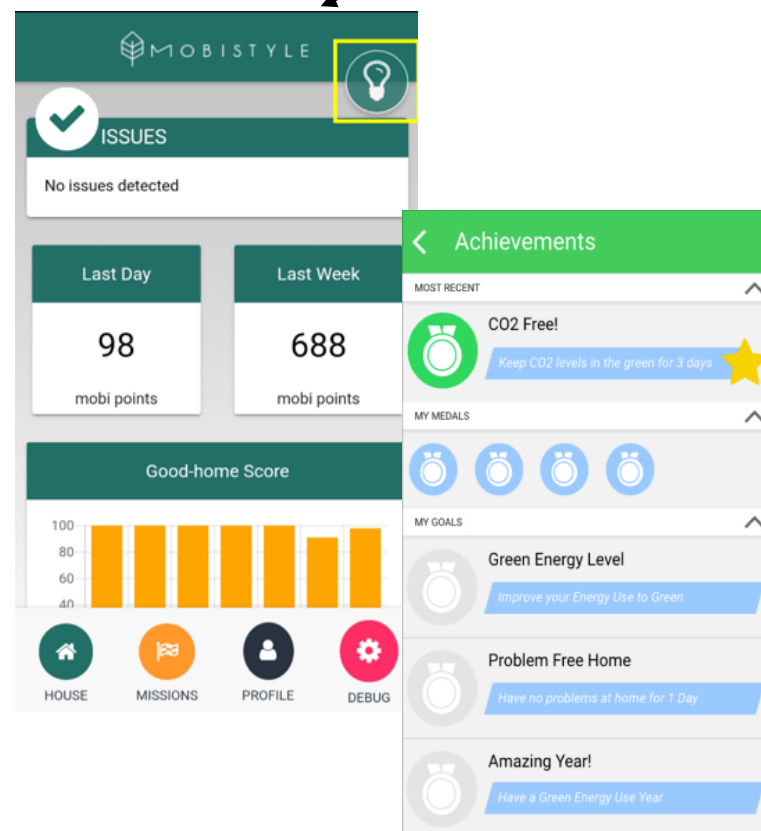
developed with and for users



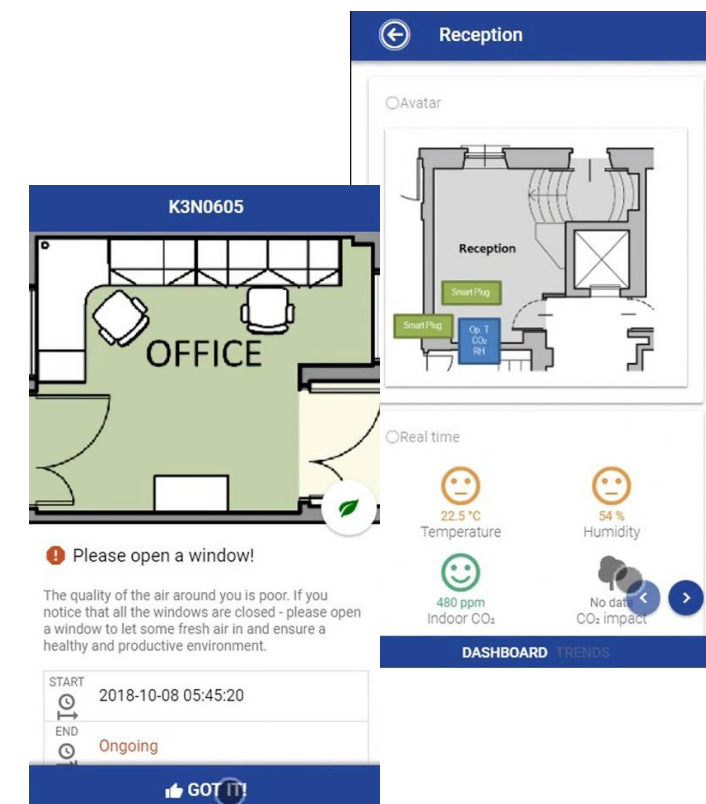
## MOBISTYLE platform



## MOBISTYLE Game

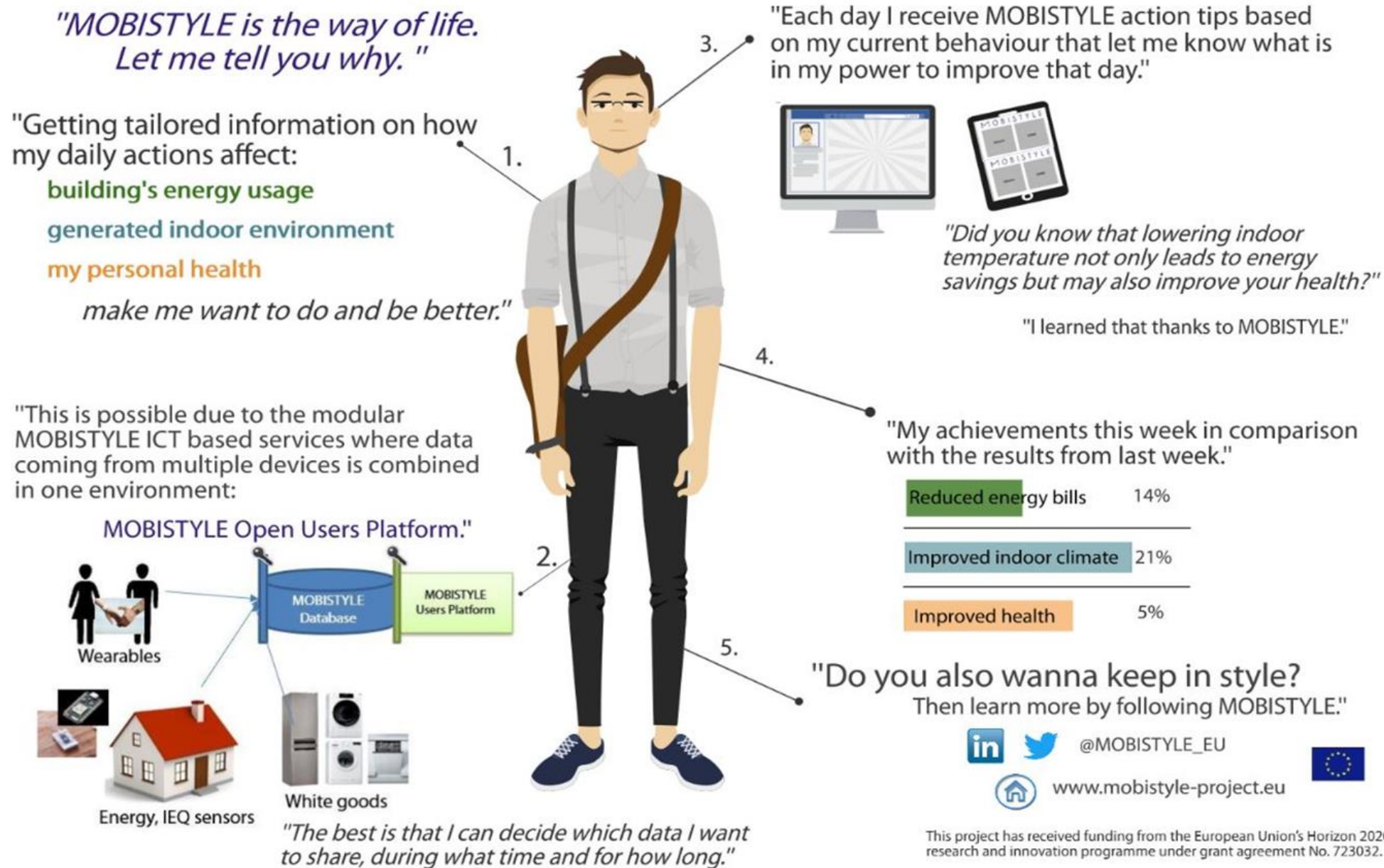


## MOBISTYLE Dashboard



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# Tell us your story!





## Attractive Acceptable Affordable

deep renovation by a consumers orientated and performance evidence-based approach

**Starting date:** 2018-05-01

**Ending date:** 2021-04-30, ongoing project

**Total cost:** EUR 2 000 011,75

**Coordinated in:** Netherlands

**Call for proposal:** H2020- EE-11-2016-2017

**Funding scheme:** CSA - Coordination and support action

**Topic:** Overcoming market barriers and promoting deep renovation of buildings





# Attractive Acceptable Affordable

deep renovation by a consumers orientated and performance evidence-based approach







# TripleA-reno

What kind of problems TripleA-reno gamified platform will solve?

Who will use/buy (the results from) the TripleA-reno gamified platform?

Why the TripleA-reno gamified platform will be better than the existing ones?

What new knowledge (Key Exploitable Results - KERs) the project will generate?

How the results will be delivered to users/customers? Who are the users/customers?



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# TripleA-reno

## The TripleA-reno Road Show

The **user journey** is the path suppliers and users follow in discovering, using and reviewing the platform.

Focusing on the user journey helps to frame the experience of using the TripleA-reno for the different stakeholders involved.



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# Triple -reno

**Storytelling approach to  
recollect the customer journey  
in deep renovation**

Perspective of different  
stakeholders.

Clearer understanding what  
solutions and services to be  
exploited through a **platform-  
based service**.

Directives and practical insights  
will be elaborated as outcome of  
**several workshops**



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## Make a story

**We're going to write a few stories!**

- Use the canvas
- Write a story for exploitation
- Set a goal: How can we actually use this story?
- Choose a form: How would you present this story?



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**MOTTO**

*ORDINARY WORLD*

*SPECIAL WORLD*



**HELPER**



**HERO**



**TREASURE**

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

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

**CALL TO ADVENTURE:**

\_\_\_\_\_



**MONSTER**

**RESULT:**

\_\_\_\_\_



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**MOTTO** Free CDP trainings on deep renovation practices offered by a reliable and independent institution!

*ORDINARY WORLD*

A building service engineer, is willing to get training in design and quality control aspect of deep renovation.



**HELPER**

The platform contributes to the increase of the compliance in deep renovation across building services professionals, thanks to a snowball effect triggered by mouth-to-mouth and social media communication among engineers and institutional communication of a professional associations at national and EU level.

*SPECIAL WORLD*

To be able to design a retrofiting project using the sources available with the free CDP and training material on the platform.



**HERO**

Paul, an engineer, and building services professionals with architect-engineer background.



**TREASURE**

**Feedback loops:** Engineers who used the available training materials or used the CDP will then insert on the platform the after deep renovation data

**CALL TO ADVENTURE:**

The engineer has been looking for CDP trainings and training resources on deep renovation practices that can be used for free and with no major constraints (ex. They do not need to be attended live).



**MONSTER**

Lack of awareness in deep renovation among majority of building services engineers/professional

**RESULT:**

Increased awareness among the category.  
Higher number of building services engineers/professional able to apply such projects thanks to the resources freely available on the platform. New professional are attracted thanks to the resources provided.





## MOTTO

Marlene wants a MOBISYTLE of life

### ORDINARY WORLD

Marlene enjoys her life and is often in fitness. She is energy efficient as she has the newest washing machine and environmental friendly because she recycles, sometimes.



### HERO

Corne', her employer who is already MOBISTYLE client.

### CALL TO ADVENTURE:

At work, she heard about this app that allows her to track the performance of her home, all connected devices as her fitness activity!



### HELPER

#### MOBISTYLE

Infrastructure allows having all data collected and interpreted in one unique point.

### TRIALS:

### CRISIS:

Marlene receives tips and tricks in the moment of need (real time).



### MONSTER

Fragmented ICT solutions. Not understandable info. Lack of understanding of the control Marlene has and how the building systems work.

### SPECIAL WORLD

Modular user centric based services to guide people to a behavioural change related to energy consumption, comfort and health.



### TREASURE

Behavior change leading to energy efficient building performance and improved personal health and well-being.

### RESULT:

Marlene becomes pro-active user of her building. She starts she matters and that she is already doing better.



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# Thank you for your attention



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MOBISTYLE



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