

Workshops at CLIMA 2019

Workshop n. 04

Why people matter? User stories for designing successful deep renovations and sustainable human-building interactions

Monday, 27 May, 10:30 - 12:00,

Meeting Room TBC

Workshop organizers

MOBISTYLE



Additional information at:

www.mobistyle-project.eu



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TripleA-reno



Additional information at:

www.triplea-reno.eu



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Presenters

Chair

Dr. Simona D'OCA

Huygens Engineers & Consultants

Speakers

Dr. Simona D'OCA

Huygens Engineers & Consultants

Dr. Dan PODJED

Institute for Innovation and Development of the
University of Ljubljana

Ana TISOV

Huygens Engineers & Consultants

Scope

The latest assessments of the European energy strategy for 2030 targets show that energy efficiency and building renovation targets are not being met with a sufficient pace. This implies that sustainable buildings are nothing but buzzwords without considering the need and wish of the occupants within. Too often we forget from whom buildings and innovative technical systems are tended.

H2020 MOBISTYLE and TripleA-reno Projects are adopting a people-centred approach to reduce final energy usage in the EU building stock, thus going beyond the limited focus on technology-driven solutions alone. This approach is supporting the upcoming perception within the field of energy and buildings that people (and not buildings!) consume energy - including the important effect of the behaviour of people living or working in buildings together with the values, habits and motivation factors connected to energy usage. In a broader perspective, the *human factors* responsible for the success of reduced energy consumption, enhanced building performance and user comfort and health, must be taken into consideration.

During this 1 ½ hour workshop we will discuss the TripleA-reno approach to make renovation more affordable and attractive and brainstorm on the way how we engage people (users, stakeholders, designers, engineers, etc.) involved in renovation processes through gamification features. In a dynamic interaction with the audience, the workshop will explore how acceptance, usability and co-design of advanced retrofit solutions can be improved by leveraging on anthropology, social psychology, and cost-benefit research approaches.

Additionally, learning from the experience gathered in the MOBISTYLE project, the workshop will engage participants to reflect on how people-centred approaches have been implemented to support development of user friendly ICT solutions (game, dashboard) raising occupants awareness and informing them on how to reduce energy consumption, as well as improve occupants' comfort, health and wellbeing in residential and commercial buildings, from the building to the city scale.

Audience

Architect, engineers, designers, ICT experts, building practitioner.

Expected results

This workshop will deliver storyboards, based on the “hero’s journey” approach, developed by the participants. Storyboards are concise narrative descriptions of one or more people using a product or service (the TripleA-reno gamified platform for deep renovation, the MOBISTYLE ICT tools) designed on the basis specific user needs, requirements, and expectations. These storyboards have the objective to put focus on people (users) rather than solely on technology or business goals. They will explain how people think and behave in different contexts and how they make decisions, i.e. for initiating a home renovation or interacting with the building controls. These derived value propositions will be presented as easy-to-understand and intuitive reasons why a customer should purchase / use the TripleA-reno and MOBISTYLE products and services.

Programme

5 minutes	Introduction
15 minutes	“We do need another hero!” The importance of outstanding individuals and their stories for making a change Dr Dan Podjed, IRI-UL
15 minutes	The TripleA-reno deep renovation journey of heroes Dr Simona D’OCA, Arch, PhD, Huygens Engineers & Consultants
15 minutes	The MOBISTYLE solutions encouraging a positive behaviour change Ana TISOV, Huygens Engineers & Consultants
30 minutes	How can you become a hero? Storytelling working session
10 minutes	Conclusions of discussions & action planning