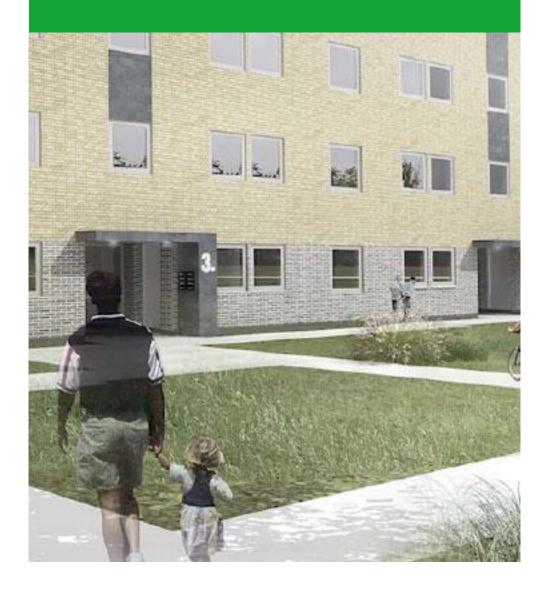
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PP = Restricted to other programme participants (including the Commission Services)
RE = Restricted to a group specified by the consortium (including the Commission Services)
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# Deliverable 1.1

Minutes of the project meetings and Advisory group meetings







# **Document history**

Project Acronym	НАРРІ	
Project Title	Housing Association's Energy Efficiency Process Planning and Investments	
Project Coordinator	Henrik Bielefeldt ProjectZero hb@projectzero.dk	
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31.09.2018	V1.1	ProjectZero		Final Version	





# o Publishable Summary

The website go-happi.dk is important for the project to create visibility about the results and progress of the project's work. The website serves as a collection point for bought partners, stakeholders for the knowledge generated through the project.

For the project to create value outside the project partners, the results must be available to stakeholders in both DK and EU.

The website with the associated newsletter also works as an internal knowledge sharing tool. With over 9,000 rentals in housing associations, it is an effective way to involve and inform residents of the housing associations about the project.





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# 1 Homepage

## 1.1 Communication channels

Before selecting a communication channel, a stakeholder analysis has been conducted for the project. The preferred information channels of the individual stakeholders are identified and evaluated.

Stakeholder analysis					
Primary stakeholders	Information Channels	interest Field			
Resident	Websites, local newspapers, television, social media	Locale news			
Municipality	Websites, local newspapers, journals	Local and national news			
Housing association	Websites, local newspapers, journals	Local and national news			
Financial institutions	Websites, local newspapers, journals	Local and national news			
craftsmen	Websites, local newspapers, journals	Local and national news			

Figure 1 stakeholder analysis

The Interest analysis in diagram 1 supports the choice of the website as the primary communication channel.

The individual partners in the project can also share news and knowledge from the project on their own media, thereby getting more local and national attention to the project.

To create an overview of the different media platforms the project partners can share the project results, the following diagram is prepared:





Partner	Facebook	LinkedIn	Homepage	Digital	Printed
			with news	Newsletter	Newsletter
B42	/	٧	٧	/	٧
SAB (SALUS)	٧	V	٧	V	/
DANBO	٧	V	V	V	/
(SALUS)					
GAB (SALUS)	٧	V	٧	V	/
NAB	/	/	٧	/	/
Søbo	/	/	٧	/	/
EUC Syd	٧	٧	٧	/	/
DEM	/	٧	٧	/	/
ProjectZero	٧	٧	٧	٧	٧

Figure 2 media overview

As shown in figure 2, the primary digital media partners in the project are users for communication.

By making the material from the website easy to share for the partners in the project, it is thus possible to reach even wider in order to engage local residents and attract national interest.

#### 1.1.1 LinkedIn

A LinkedIn page has also been created for communicating with the professional stakeholders and reaching a wider audience.

On the LinkedIn page, news from the project will be continuously shared. Here, stakeholders will be directed to the website, thereby generating more traffic and attention to the project.





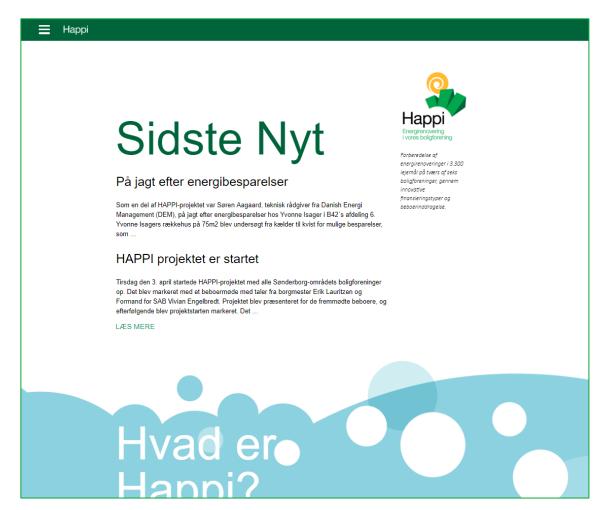
## 2 Construction of the website

The website is programmed in WordPress to ensure the best and cheapest construction and maintenance. By using an open source system, it is possible to continuously expand the user interface on the website without significant costs.

## 2.1 Landing page:

The front page of the website always contains the latest news, as well as a description of the project.

The website's design is manageable and beyond many elements that can interfere with the user attention.





## 2.2 English version

An English version of the HAPPI presentation has been produced, here the reports produced in the project is also presented.





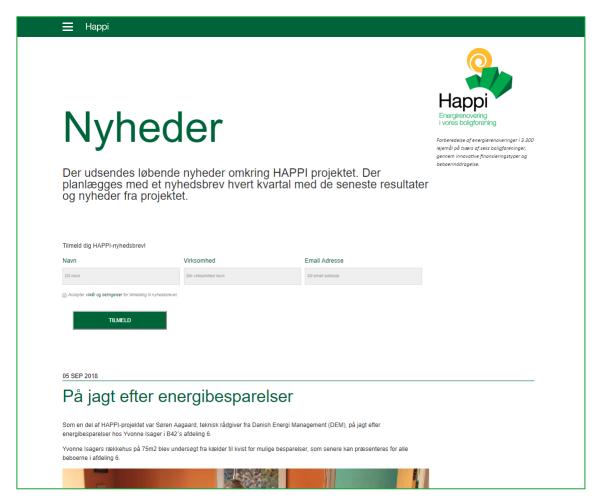


### 2.3 Newsletter

A newsletter will be issued every 3 months containing news about the progress of the HAPPI project.

Via the website, stakeholders can subscribe to the newsletter. To distribute the newsletter, the Mailchimp program is selected. There is generated an automated process to broadcast the newsletter.

The newsletter consists of the news that is regularly produced on the website.







#### **2.4 News**

A significant part of the website is the news page, news will be produced informing about the progress and results of the projects work.

In the news section, it will be possible for the partners in the project to publish wherein the process they are with the project's sub-goals. And thereby also informing their stakeholders through the project website.

It is primarily ProjectZero that will produce the news with the help of the project partners.



Happi

# På jagt efter energibesparelser

Som en del af HAPPI-projektet var Søren Aagaard, teknisk rådgiver fra Danish Energi Management (DEM), på jagt efter energibesparelser hos Yvonne Isager i B42's afdeling 6.

Yvonne Isagers rækkehus på 75m2 blev undersøgt fra kælder til kvist for mulige besparelser, som senere kan præsenteres for alle behoeme i afrleling 6



"Vi er ude på besøg i alle afdelingerne i HAPPI-projektet. Her gennemgår vi udvalgte lejemål for at få et billede af potentialet ", fortalte Søren Aagaard fra DEM: "Vi kigger på alt fra varmesystem til ventilation og isolering for at kunne lave vores vurdering af mulighederne for energibesparelser. Efterfølgende skal jeg så hjem og regne på, hvad der er rentabelt for beboerne at få udført".







### 2.5 Reporting

The public reports produced in the project will be posted on the website. To make it easy to access the reports relevant they are divided into 5 subdivisions.

- Technologies
- Energy Strategies
- The residents' energy levels
- Learning and management
- Financing models

The reports will be made available in PDF format to make them easier to distribute for bought partners and stakeholders.

The reports will be available on the project website when they have been approved.



