

Date of document: 31/08/2018
Deliverable version: D1.1, V.1
Dissemination Level: PU
Author(s): ProjectZero

PU = Public
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Deliverable 1.1

Minutes of the project meetings and Advisory group meetings



Document history

Project Acronym	HAPPI
Project Title	Housing Association's Energy Efficiency Process Planning and Investments
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Project Duration	1st March 2018 – 31st January 2021

Deliverable No.	D1.1 Minutes of the project meetings and Advisory group meetings		
Diss. Level	Public		
Deliverable Lead	PZ		
Status		Working	
		Verified by other WPs	
	X	Final version	
Due date of deliverable	30.09.2018		
Actual submission date	30.09.2018		
Work Package	WP 5 - Project Management		
WP Lead	NAB		
Contributing beneficiary(ies)	ProjectZero		
Date	Version	Person/Partner	Comments
28.09.2018	V1.0	Henrik Bielefeldt	1st draft for comments
31.09.2018	V1.1	ProjectZero	Final Version



0 **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 with news	Digital Newsletter	Printed Newsletter
B42	/	✓	✓	/	✓
SAB (SALUS)	✓	✓	✓	✓	/
DANBO (SALUS)	✓	✓	✓	✓	/
GAB (SALUS)	✓	✓	✓	✓	/
NAB	/	/	✓	/	/
Søbo	/	/	✓	/	/
EUC Syd	✓	✓	✓	/	/
DEM	/	✓	✓	/	/
ProjectZero	✓	✓	✓	✓	✓

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.



☰ Happi

Sidste Nyt

Happi
Energirenovering
i vores boligforening

Forberedelse af energirenoveringer i 3.300 lejemål på tværs af seks boligforeninger, gennem innovative finansieringstyper og beboerinddragelse.

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 ...

HAPPI projektet er startet

Tirsdag den 3. april startede HAPPI-projektet med alle Sønderborg-områdets boligforeninger op. Det blev markeret med et beboermøde med taler fra borgmester Erik Lauritzen og Formand for SAB Vivian Engelbrecht. Projektet blev præsenteret for de fremmødte beboere, og efterfølgende blev projektstarten markeret. Det ...

[LÆS MERE](#)

Hvad er Happi?

2.2 English version

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


✕
What is Happi
Partners
Danish

What is Happi

Happi is a three-year EU-funded project that paves the way for the renewal of 3.300 leases around six different housing associations in Sønderborg. The project will include investigations of how to energy refurbish the homes best, what technologies and methods will be used, and how these major renovations will be funded, so they do not result in increased expenses for residents.

By 2029, the Sønderborg area should be 100% carbon neutral. An important step in the major transformation is the energy renovations of both rental and private homes. Housing associations in Sønderborg, which accounts for approx. 20% of the total housing stock in the municipality, has already completed comprehensive energy renovations. Thus, housing associations managed to reduce their carbon footprint by 44%. The Happi project ensures the next step in the development, where 3.300 homes will be energy renovated for approx. 114 million DKK. The renovations will result in annual energy savings of electricity and heat of more than 11 million kWh and in a further reduction of the carbon emissions by 1.640 tons per year.

Happi is funded with 7.5 million DKK by the EU and behind the project are Sønderborg's ProjectZero and the municipality's six housing associations in a close collaboration with EUC Syd and Danish Energy Management & Esbensen. The aim of Happi is to prepare the comprehensive energy innovations in the 56 different apartments of the six housing associations.



Happi
Energirenovering
i vores boligforening

Preparations of energy renovations in 3.300 rental homes across six different housing associations through innovative financing/funding methods and involvement of residents.



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.



☰ Happi



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Energirenovering
i vores boligforening

Forberedelse af energirenoveringer i 3.300 lejemål på tværs af seks boligforeninger, gennem innovative finansieringstyper og beboerinddragelse.

Nyheder

Der udsendes løbende nyheder omkring HAPPI projektet. Der planlægges med et nyhedsbrev hvert kvartal med de seneste resultater og nyheder fra projektet.

Tilmeld dig HAPPI-nyhedsbrev!

Navn	Virksomhed	Email Adresse
<input type="text" value="Dit navn"/>	<input type="text" value="Din virksomhed navn"/>	<input type="text" value="Dit email adresse"/>

Accepter vilkår og betingelser for tilmelding til nyhedsbrevet.

TILMELD

05 SEP 2018

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 Isagers 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 beboerne i afdeling 6.



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

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"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.



The screenshot shows a website interface with a dark green header containing a menu icon and the text 'Happi'. The main content area is white and features the Happi logo in the top right corner. The central text reads 'Vi bliver klogere undervejs' in a large, bold, green font. Below this, a paragraph states: 'HAPPI projekt skal over 3 år planlægge energirenoveringer i 3.300 lejemål. Vi skal bl.a. udvikle nye metoder til finansiering, udbud på tværs af boligforeningerne og beboerinddragelse.' A smaller line of text says 'Vi vil løbende i projektet dele vores viden her på siden.' Below this, the text 'Rapporter og voksende viden om HAPPI's 5 fokusområder:' is followed by five colored circles, each with a label underneath: 'Teknologier' (dark green), 'Energi-strategier' (yellow), 'Beboernes energivaner' (orange), 'Læring og ledelse' (light green), and 'Finansierings-modeller' (blue).