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PU
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PU = Public
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Deliverable 5.5

Project Website



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0 **Publishable Summary**

The website **www.go-happi.dk** is very important for the project to create visibility about the aim, the results and progress of the work in the project. The website serves as a basic point for both partners and stakeholders for the knowledge and results generated through the project.

The website is also important for the project to create value outside the project partners. Therefore the website is available to stakeholders in both DK and EU. The website with the associated newsletters also works as an internal knowledge sharing tool. With over 9,000 apartments in the involved housing associations, it is an effective way to involve and inform residents about the project.

All public deliverables prepared in the project are available on the website. News about the project published in local newspapers are uploaded as well as publications and printed campaign and training material.

Danish is the main language at the website.

However all main pages are translated to English and can be seen via the English flag as link.

The majority of deliverables and reports from the project are prepared in English and uploaded to the website.



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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 Fields
Residents	Websites, local newspapers, television, social media	Locale news
Municipality	Websites, local newspapers, journals	Local and national news
Housing associations	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 in which 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 homepage is the primary digital media, partners in the project use for communication.

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



2 Construction of the website

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

2.1 Landing page:

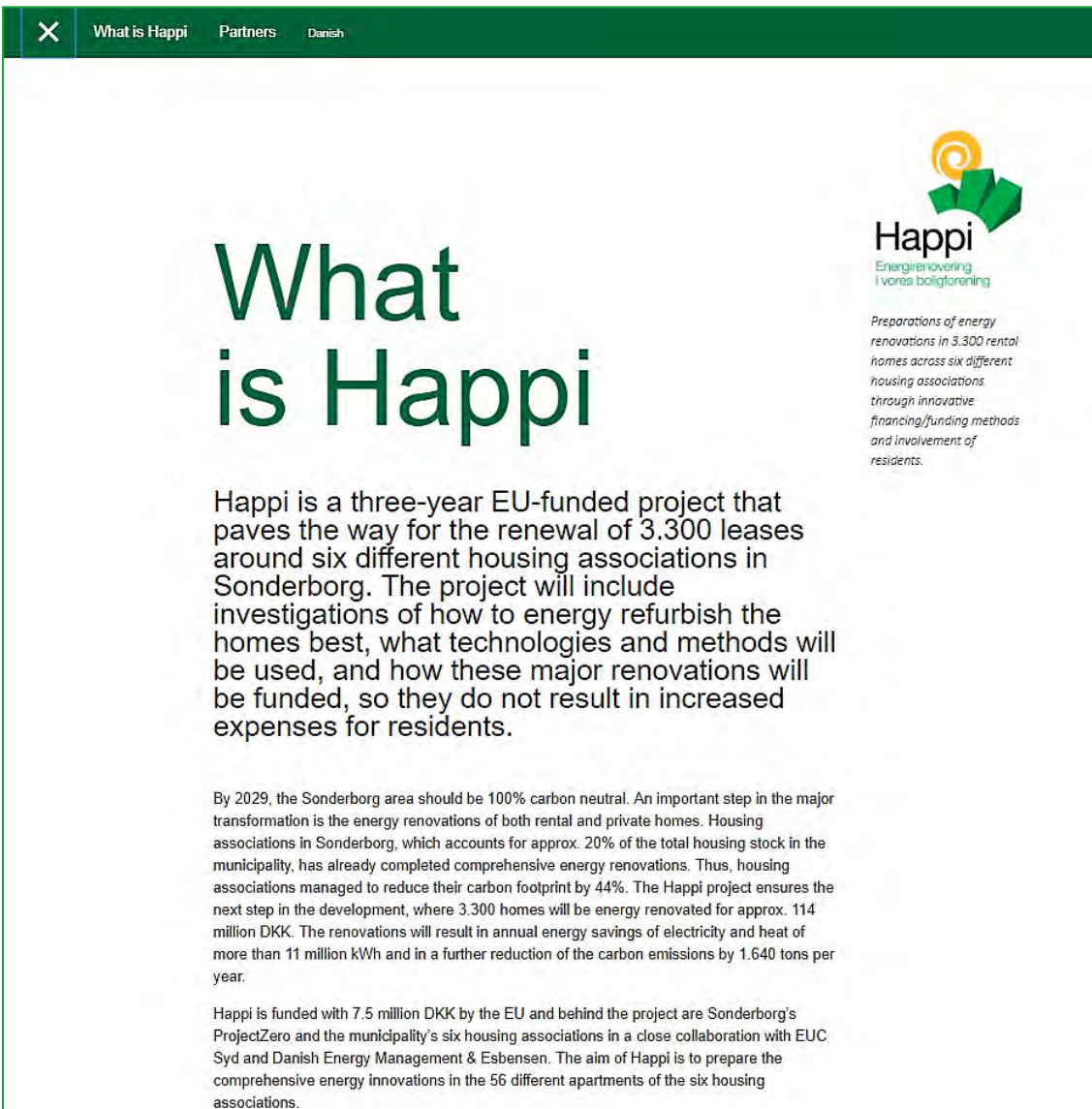
The front page of the website always contains the latest news, as well as a description of the project. A print of the front page is attached to this document. The website's design is manageable and beyond many elements that can interfere with the user attention.



2.2 English version

An English version of the HAPPI presentation has been produced.

A print of the main English pages is attached to this document.



X What is Happi Partners Danish

What is Happi

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.

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 Sonderborg. 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 Sonderborg 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 Sonderborg, 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 Sonderborg'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.



2.3 Newsletter

A newsletter will be issued regularly containing news about the progress of the HAPPI project.

Distributing news is important to keep stakeholders informed about the process and results of the project.

The GDPR rules prohibit the housing associations in giving the tenants emails to the project. Therefore to reach a larger part of the local stakeholders and tenants, the project uses ProjectZero's biweekly newsletter reaching over 3.500 persons local and national.

The stories to be distributed are both the technical parts of the project aiming at the administrations and more informational news to inform the tenants about progress and results.

2.4 News


A significant part of the website is the News pages. News are produced informing about the progress and results of the projects work.

In the News section, it is possible for the partners in the project to publish the status of their part of the project and thereby also informing their stakeholders through the project website.

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




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Latest news



Green electricity for residents in Sonderborg: SAB focuses on solar energy

Housing association SAB (SmartEnCity partner) energy renovates seven departments with rooftop solar cells with battery solutions. The residents thus get green electricity. The projects are

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The residents of the housing associations help to create a green profile

The residents are helping to make a difference. An important element of Happi is the involvement of residents. Residents must be involved in supporting the

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

☰ Happi

The residents of the housing associations help to create a green profile

The residents are helping to make a difference. An important element of Happi is the involvement of residents. Residents must be involved in supporting the

[READ MORE »](#)

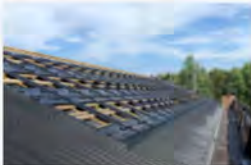
Wednesday, September 19, 2020

Sign up as Green Ambassador

All 6 housing associations that are part of the HAPPI project are now starting a Green Ambassador corps. You have the opportunity to join in

[READ MORE »](#)


Friday, December 11, 2020



Better comfort thanks to energy renovation

The housing association SOBO will be energy renovating their department 12, Grundtvigsallé 7-29. The president is pleased. When it should be, it should be right.

[READ MORE »](#)



Great interest in the work of the housing associations

On Wednesday February 19th, the results from the HAPPI project and Sønderborg's Roadmap2025 were presented at the Covenant of Mayors Investment Forum in Brussels. The

[READ MORE »](#)



2.5 Reporting

The public reports/deliverables produced in the project are posted on the website. To make it easy to access the relevant reports the content is divided into 4 subdivisions on the website with the headline “Wiser along the way” and the categories:

- Technologies
- Energy Strategies
- Resident involvement
- Learning and leadership

The reports are made available in pdf format to make it easier to distribute for both partners and stakeholders.

The following deliverables are published on the website per January 2021:

D2.2 Energy Retrofit Summary Report.

D2.4 Catalogue of Innovative Energy Saving Technologies

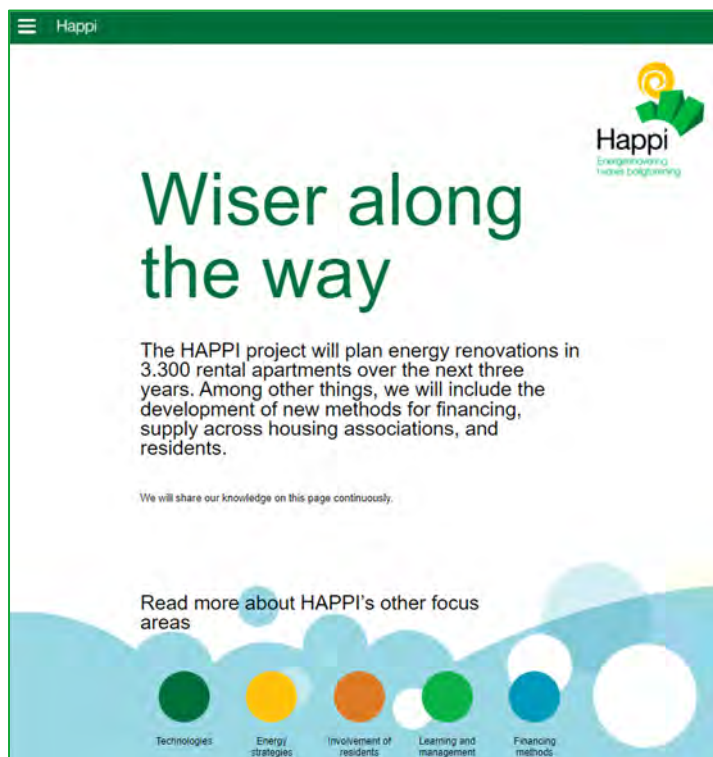
D4.2 Structure to Secure Rules for Data Collection

D4.4 Communication Materials

D5.1 Energy Strategies

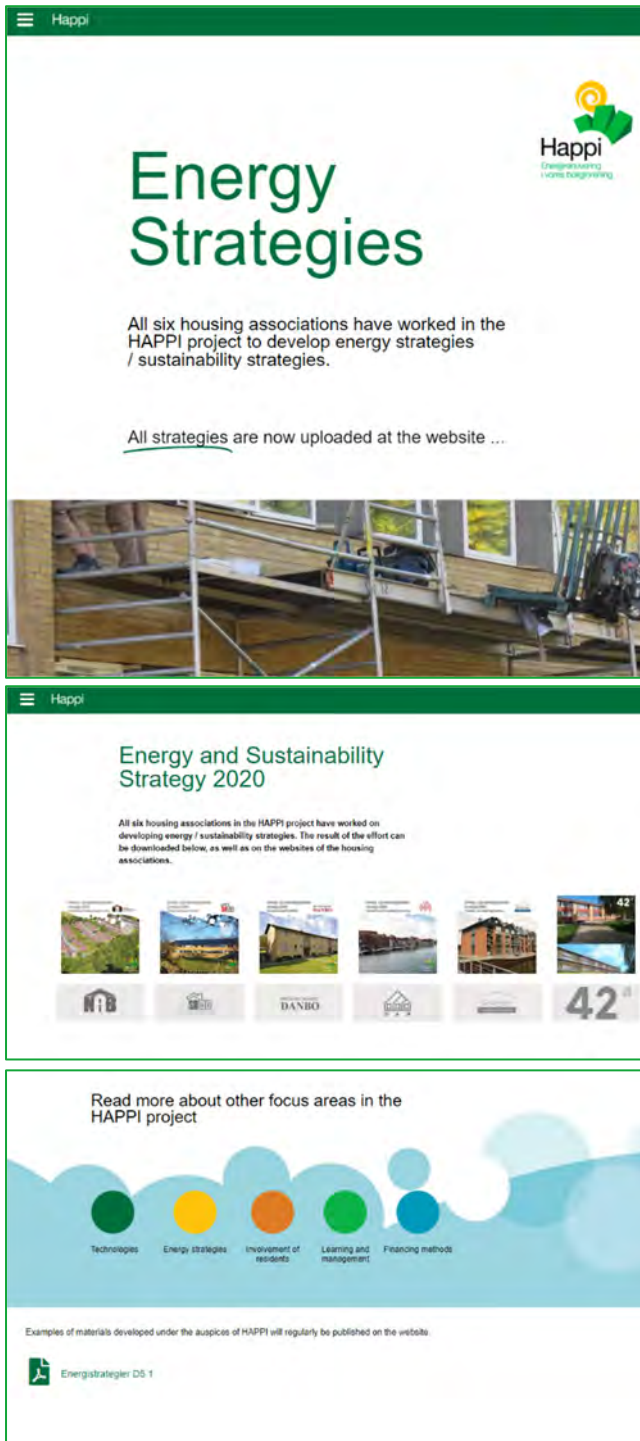
D5.5 Project Website

D5.6 Project News published on Website and Newsletters



2.6 Prints from the Website:

Energy strategies



The screenshot shows two pages from the Happi website. The top page is titled 'Energy Strategies' and features the Happi logo in the top right corner. The main text reads: 'All six housing associations have worked in the HAPPI project to develop energy strategies / sustainability strategies.' Below this, it says 'All strategies are now uploaded at the website ...'. A photograph of a building under construction with scaffolding is shown below the text.


The second page is titled 'Energy and Sustainability Strategy 2020'. It contains the text: 'All six housing associations in the HAPPI project have worked on developing energy / sustainability strategies. The result of the effort can be downloaded below, as well as on the websites of the housing associations.' Below the text is a row of six thumbnail images representing different housing associations: DANBO, and a large number '42'.

The third section of the screenshot is titled 'Read more about other focus areas in the HAPPI project'. It features five colored circles with corresponding labels: Technologies (green), Energy strategies (yellow), Involvement of residents (orange), Learning and management (light green), and Financing methods (blue). Below this, it states: 'Examples of materials developed under the auspices of HAPPI will regularly be published on the website.' A document icon is shown next to the text 'Energistrategier DS 1'.



Learning and leadership

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Learning and leadership

In the HAPPI project, the housing associations will, among other things, work with energy management and energy benchmark. This should result in training courses and materials for the technical and administrative staff.


Examples of materials developed under the auspices of HAPPI will regularly be published on the website.




Course:
Communication when doing energy and climate renovations



Technology




Day 1 - Understanding




Day 2 - Understanding


Read more about other focus areas in the HAPPI project




Technologies




Energy strategies



Involvement of resident




Learning and management



Financing methods





Resident involvement

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Resident Involvement

Resident involvement is an essential part of the HAPPI project. Results and methods will continuously be shared for free inspiration for other housing associations.






Good energy habits




Heat




Power

Here you can find more inspiration in addition to the HAPPI project


Almenet has several resident involvement publications, you can find them here:




Read more about other focus areas in the HAPPI project




Technologies




Energy strategies



Involvement of resident




Learning and management




Financing methods


Examples of materials developed under the auspices of HAPPI will regularly be published on the website:




Website D5.5



News letters D5.6



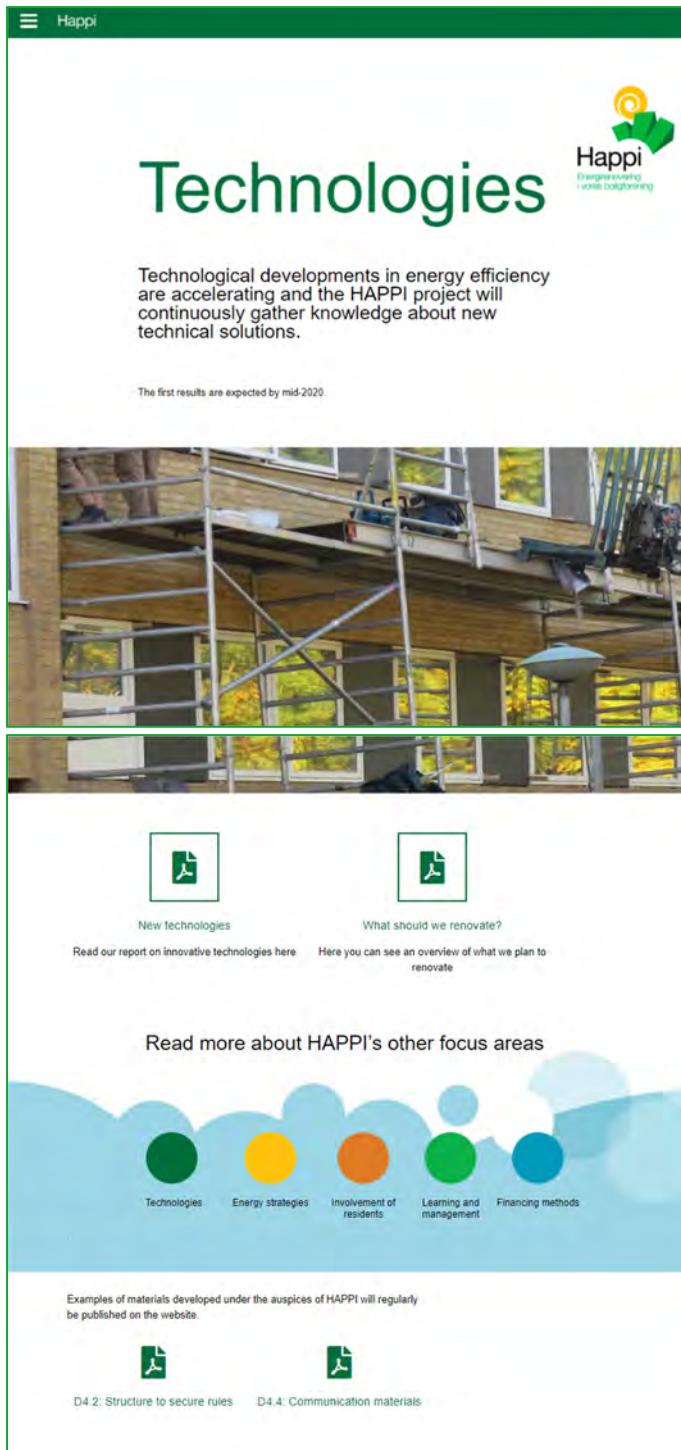
Communication D4.4



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 785147



Technologies



Happi

Technologies

Happi
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Technological developments in energy efficiency are accelerating and the HAPPI project will continuously gather knowledge about new technical solutions.

The first results are expected by mid-2020.

Read our report on innovative technologies here

Here you can see an overview of what we plan to renovate

Read more about HAPPI's other focus areas

- Technologies
- Energy strategies
- Involvement of residents
- Learning and management
- Financing methods

Examples of materials developed under the auspices of HAPPI will regularly be published on the website.

D4.2: Structure to secure rules

D4.4: Communication materials

