

Minutes – Socio-economic aspects

Technical session, 28th April 2009

Chair: Malorie Clermont (Hespul)

1. Presentation of the ConcertoPlus matrix and indicators

By Christina Spitzbart - ConcertoPlus

Topics:

- General presentation of the SE ConcertoPlus team and purposes.
- Presentation of the SE matrix "in live" by ConcertoPlus (Christina Spitzbart): explanation of the different indicators and tools/techniques to be used. Overview of the indicators chosen by other Concerto projects such as: Act2, Ecostiler, Polycity.
- Presentation of a "Socio-Economic project fact sheet", fulfilled by Polycity (as example). This fact sheet presents an overview of the project and its first SE results. Each community dealing with SE activities will have to fulfil it.
- Exchange and explanation on the real objectives of the matrix in order to identify the difficulties Lyon and Zar SE teams may encounter, and to help each community in using it.

Questions:

UdZ/ConcertoPlus?

UdZ needs more precision about its links and obligations towards ConcertoPlus. In fact, UdZ is quite new in the SE activities due to the withdrawal of Ecodes.

ConcertoPlus and more especially the SE ConcertoPlus experts are here to analyse the results of all the Concerto projects, so as to know what are the best practices. ConcertoPlus should be a support for the projects and they stay at the disposition of all Concerto members.

ConcertoPlus methodology?

The first objective of the matrix is not to get a mere comparison between each community SE activity. Indeed, its aim is much more about getting a qualitative analysis, rather than a quantitative one. Indicators will be compared only if it's possible and relevant.

The 8 indicators:

At the beginning there were many indicators (about 100). In June 2008, during the SE ConcertoPlus meeting, some Concerto project SE experts worked on the matrix in order to reduce the number of indicators. 8 "core" indicators were chosen to give information on the social, environmental and economic dimensions of the different Concerto projects, which have SE activities. Each concerned community has then to "pick and choose" which indicators could be the best to "stick" to their own Concerto project. Each indicator has been chosen to cover a wide range of situations. They are to be widely interpreted, as "type of activities".

How to choose the indicators?

Each project/community has to choose its own SE activities, the most relevant towards its own Concerto activities. Lyon adds that the matrix can be understood as a "guide" to plan the SE activities. The matrix is a tool to report the economic, social, environmental results. They are then available in a standardised way and make possible, at least, an overview of all the Concerto SE activities.

Each project will then describe its activities, methodology and results in the Socio-Economic project fact sheet.

2. Presentation of the French local action plan

By Malorie Clermont – HESPUL

Short overview of the 3 steps of the Grand Lyon local action plan:

1° Buying my house

Presentation of the results of the interviews done with the sales agents (in June 2008), so as to know the future inhabitants:

- Concerto programme: not really understood and known
- Sustainable development/protection of the environment = “fashion”
- People not really interested in energy saving measures when buying their house
- Interests: operation of urban renewal, location in the close city-centre, green spaces...

2° Preparing my arrival

Objective: to help inhabitants "to take possession" of their dwelling.

=> Integration of some SE indicators, thanks to the realization of questionnaires: presentation of the draft of the 1st questionnaire. This 1st questionnaire should give information on the social dimension (behaviour, acceptance...): inhabitants' environment/energy sensibility, inhabitants' consumption behaviour, and inhabitants' personal motivations to buy their dwelling, inhabitants' knowledge of the Concerto programme.

This first draft of the questionnaire has been realized thanks to recommendation given by French and Spanish partners.

=> Organisation by SPLA Lyon Confluence of welcoming sessions for the future inhabitants:

- Presentation of the whole Confluence project
- Information on climate change, energy efficiency and renewable energy sources in buildings, ...
- Presentation of the “Welcome and orientation booklet”
- Diffusion of the questionnaire (format: 1 page (a recto), to ask for the e-mail address, closed items)

To fully implement the 2nd & 3rd steps, Grand Lyon's SE experts still have questions that remain opened (to be fixed soon):

- When submitting the 1st questionnaire? (2° step)

During the welcoming sessions: making interviews

In the sales offices

Thanks developers when given the keys of the dwelling

- How many questionnaires? (2° step)

Should we submit one or several questionnaires during the year following the inhabitants' arrival in their houses?

3° Living in my house

Ideas: To organize training sessions for inhabitants during one year

Need to contact inhabitants that will live in social houses (for the moment only private owners are identified in the SE activities as SPLA Lyon Confluence will organize welcoming meetings for them).

=> Elaboration of a Final questionnaire

- How to follow the inhabitants?

Which tool to create in order to follow the inhabitants and give them the information they would need?

Is the dedicated place "Maison de la Confluence" relevant?

Is the creation of a specific website relevant?

Feed back:

Ayuntamiento: Make sure that the new houses and the common properties are finalized and cleaned up. This is a preventive action in order to avoid conflicts and the non-adhesion of the inhabitants. In fact, due to dysfunctions when they arrive, inhabitants could be reluctant in participating in any meeting.

UdZ: Inhabitants can be demanding, they think they have rights but no obligation.

UdZ: be careful with questionnaires... ie: After 2 sessions with more than 80 persons and the diffusion of a short questionnaire, SE team of UdZ only obtained 15 completed questionnaires! That's why it would be more efficient to organize training sessions for people already involved and willing to participate (= to create "interest groups") => to ensure a continuous participation and empowerment of inhabitants to spread information. The questionnaire of the 1st step should be a tool to identify these persons.

- Question about the participation of the inhabitants?

Letters to inhabitants

Website

Regular visits at home

3. Presentations of the Spanish activities

by Astrid Garcia, Ayuntamiento de Zaragoza

Programme "Green houses": the same activities were developed

UdZ : in this programme, the participants were volunteers, not in Lyon (as the activities are planned right now).

Creation of 2 DVD: on the Renaissance project on the planned refurbishment works on the public school "Candido Domingo". These DVDs are distributed to the Concerto members and during meetings with professionals.

by José Antonio Turegano and José A. Lopez, UDZ

As a preliminary observation, from previous experience in the "Parque Goya": Observation of misuses of the houses by inhabitants.

Main conclusion was: the quality of the building is important but inhabitants behaviour is too! => Important to see what is the "wrong way of life".

Under Concerto RENAISSANCE, Development of a "Welcome Booklet" (24 pages): Elaborated by UdZ for future inhabitants (not yet published). EVZ is also collaborating, by creating "stickers", to put "inside" (at home). Its content is about giving information on energy aspects of the houses. Distribution in the box letters.

Booklet (24 pages): information on the Concerto project, the technical aspects of the houses and advices to have a right behaviour.

It's a Concerto RENAISSANCE co-financing tool.

- How and when will the booklet be distributed/delivered to the inhabitants?

With the other documents

When selling the houses

Ecociudad Vadespartera (EVZ): during every meeting with the inhabitants (welcoming sessions)

Web: creation by UdZ of a specific website with a forum

See:

<http://renaissance.unizar.es>

<http://renaissance.unizar.es/foro/>

Objectives:

- to create "micro virtual communities"
- to give information to the inhabitants
- to have a feed-back (critics, comments, questions) from inhabitants
- to send questionnaires, to make surveys
- to create a way of communication between the inhabitants of Valdespartera

Strong points:

- Wi-fi available and free in the Valdespartera area
- the creation of this website is easy as the "architecture" was already done and is easy to manage. I.e: JOOMLA = free Content Management System
- Valdespartera inhabitants are young so they know how to go on the internet.

Weak points:

- The internet boom is now passed, people use it less
- A lot of information can be produced, with disparity in the quality of this information
- With a forum and opened discussions, people might give more negative than positive comments. Indeed, displeased people easily use the website to contest, whereas pleased people might use the website to declare that they are happy. However, it is noticed that during the "welcome" meetings, inhabitants have shown satisfaction of their dwelling.
- Diffusion of wrong information and wrong opinions

In case of the creation of a website in La Confluence (Grand Lyon), links/connections with Saragossa inhabitants could be done.

Survey done to see the opportunity of creating a website

Who are the people targeting by WP1.5: 2 profiles: technical people (architect, engineers...) and Valdespartera inhabitants

First results:

- inhabitants satisfied with the building conception and design
- few participation

Methodology = to show rather than to "inculcate" (inform)