



# TEMPLATES STEP 2. DEMAND SIDE FOCUS FOR VALENCIA CITY PROJECT

Demand side focus 2 	<b>E. The communication strategy</b> How to drive demand side motivation into the market opportunity?	<input type="checkbox"/>
	<b>F. The motivation</b> Which are the motivations of homeowners? Which is the correct message to guide demand interests into OSS context opportunity? Which channels should be used to reach our targeted audience?	<input type="checkbox"/>
	<b>G. The marketing materials</b> Which are the correct marketing materials and activities to resonate with the different targets motivations and clearly deliver the message?	<input type="checkbox"/>
	<b>H. The community</b> Which are your local well-known existing places and channels for distributing and exploiting the marketing materials? Which are your local stakeholders and potential allies to fine-tune campaigns and implement specific actions?	<input type="checkbox"/>

Figure 1. Test materials for step 2

This step (and its sub-steps) aims to **design a proper long-term communication strategy and build an involved and durable stakeholders’ community in Valencia**. The document is an example of the application of the templates to Valencia (Spain) and serves as model for the transferability of the Citizen Hub concept. It involves the four sub-steps (from E to H). more information is available in [D2.2. Guideline for long-term citizen engagement](#).

The list of documents submitted for **Step 2 in Valencia** is described below:

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A.1. Targeted Buildings .....	- 2 -
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<b>B. Campaign strategy design</b> .....	<b>- 3 -</b>
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## A. Needs, motivations & barriers

Before starting this journey, have your Mapping tables at hand.

### A.1. Targeted Buildings<sup>1</sup>

### A.2. Targeted population

Profile	Characterization	Motivation	Opportunities	Probability of success	Objective	Drivers (Messages)
single occupant	household size = 1 person AND (age<35 OR age>65)	necessity	Almost none	Low		
Couples (+ single occupant?)	household size = 2 person AND (age>35 AND age<65) AND family type = without children (OR household size = 1 person AND age BETWEEN 35 AND 65)	live and pleasure	When things wear out or go wrong; At the time of purchasing; When re-purposing a space or extending the home / Open to incentive schemes and polices that generate income for the homeowner or add value to the property; Will choose to use specialist professionals to ensure a quality job / The order of retrofit will be driven by aesthetic priorities, e.g. the desire for new kitchen may lead to a new boiler	High	renovation	Power (choose, complaint, rate)
Families with children	household size >= 2 person AND family type = with children	live and a home	When things wear out or go wrong; At the time of purchasing; When re-purposing a space or extending the home / Within the regular cycle of decorating and refurbishment; The order of retrofit will be driven by health and comfort priorities	High	renovation	Access (to information, services, tools )
Multiple occupants	household size >= 3 person AND family type = without children AND age < 35	necessity	Almost none	Very low		
Absent landlord	tenancy = rental scheme	step-up	Open to the use of finance schemes if these are cost-effective within the context of 'improving to sell'; Unlikely to consider technologies with long payback times unless the cost of installation is passed on	Medium	replication	Stuff (revenue)
"local heroes"	(detect and promote from other users' profiles)	project	Interested in 'clever' energy saving technologies (caring about the character of the home being maintained)	Very high	influence	Status (recognition)
"antagonists"	(when limited to financial issues – look into vulnerable profiles)	shelter	Limited to when grants are available; Will undertake consequential improvements if dictated by grant scheme	Low		
Condominiums (several types)	(mix of previous profiles sharing property and making collective decisions)	various			Various (including RES)	

Figure 2. Demand side mapping and involvement (Valencia city pilot)

<sup>1</sup> This activity was not carried out for the pilot project in Valencia.



## B. Campaign strategy design

### B.1. Targeted Buildings

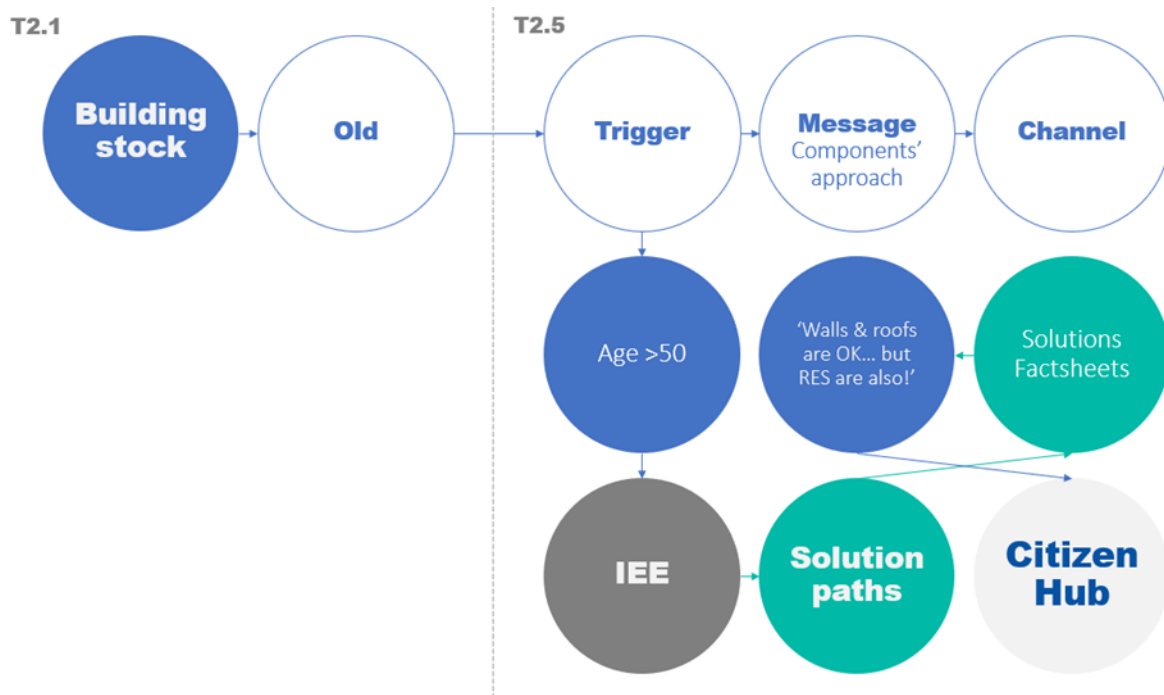


Figure 3. Communication strategy itinerary according to building typology 'old' (Valencia city pilot)

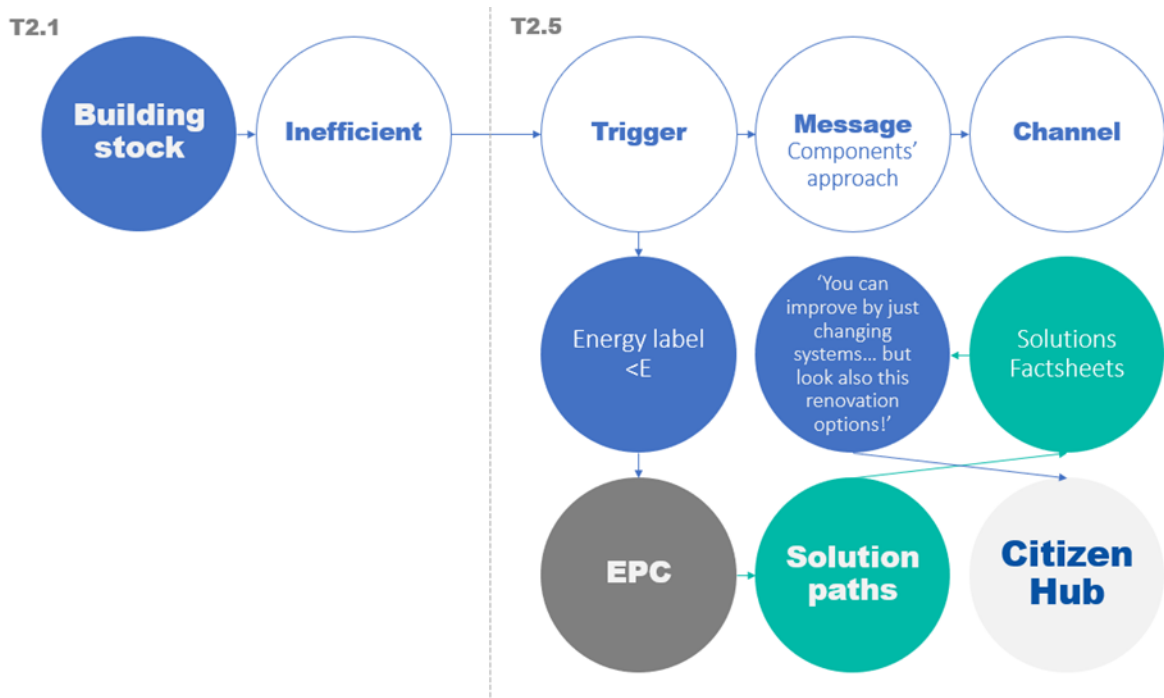


Figure 4.- Communication strategy itinerary according to building typology 'inefficient' (Valencia city pilot)



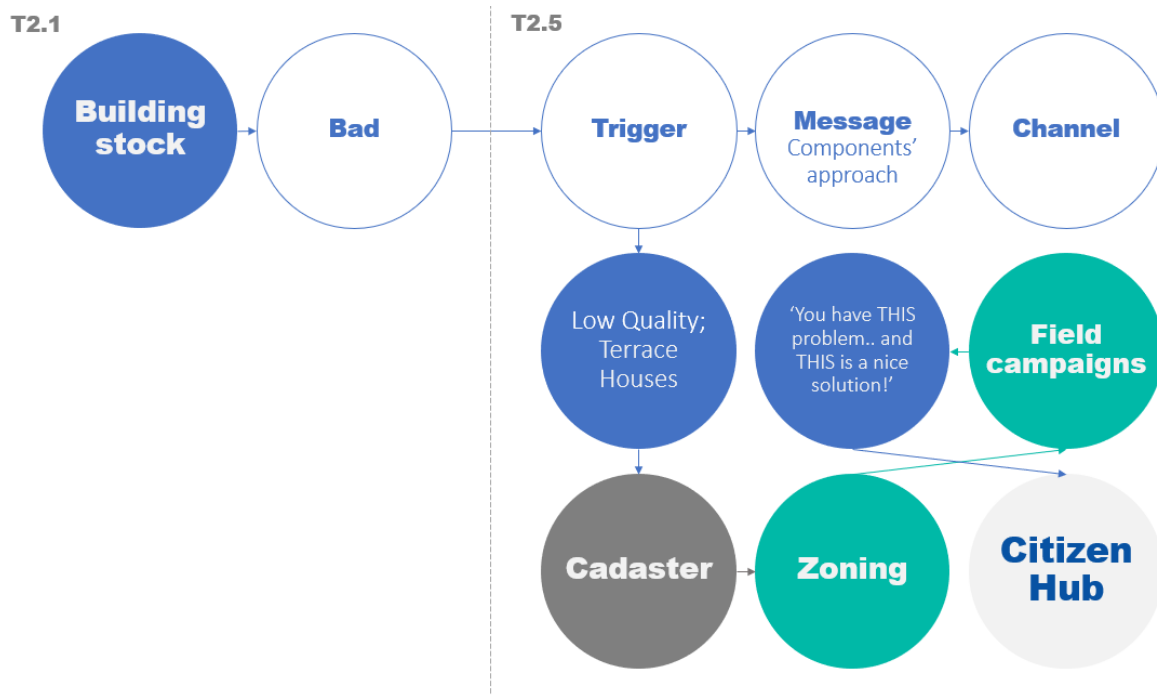


Figure 5.- Communication strategy itinerary according to building typology 'bad' (Valencia city pilot)

## B.2. Targeted Population

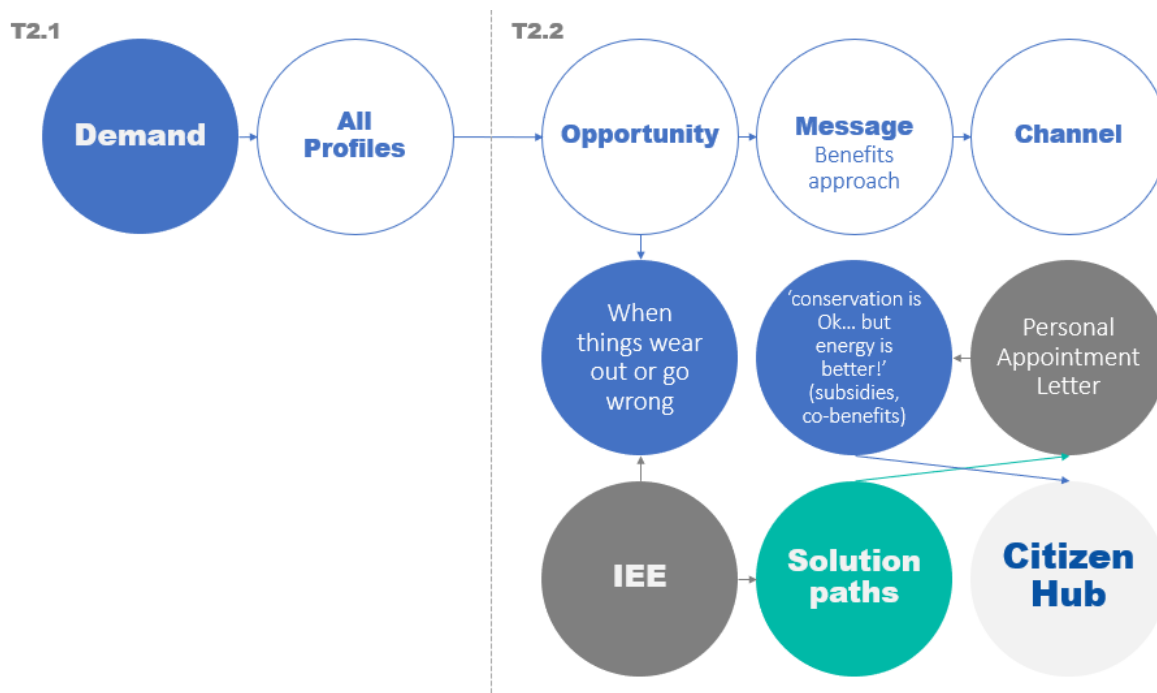


Figure 6.- Itinerary for things wore out or gone wrong (Valencia city pilot)



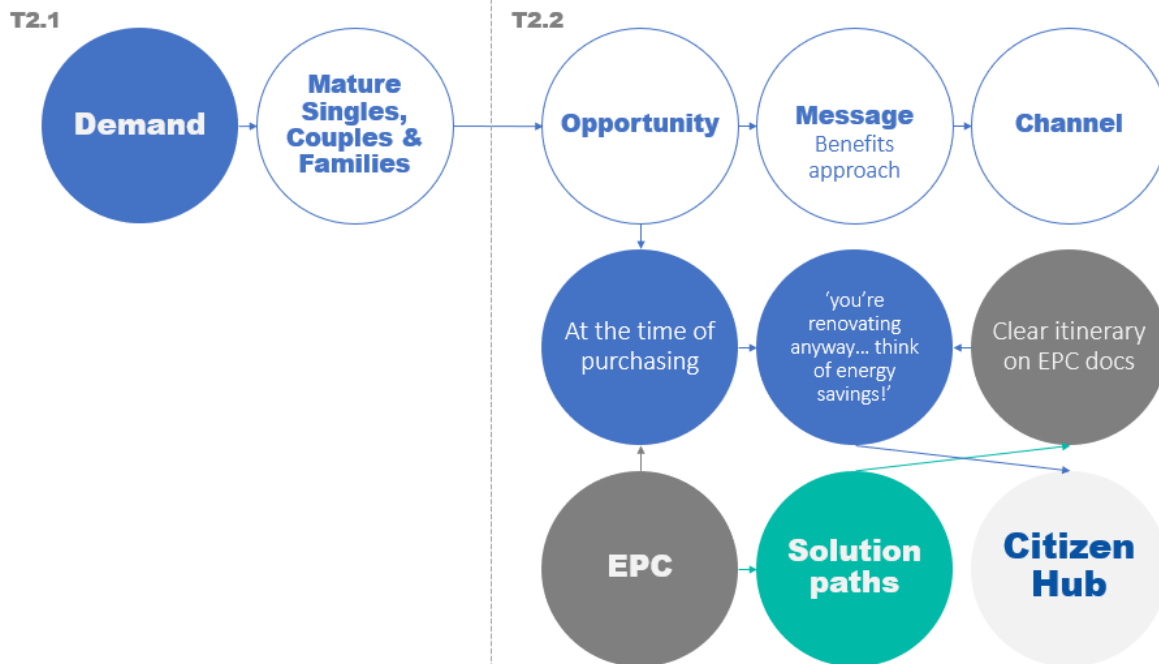


Figure 7.- Itinerary for the time of purchasing (Valencia city pilot)

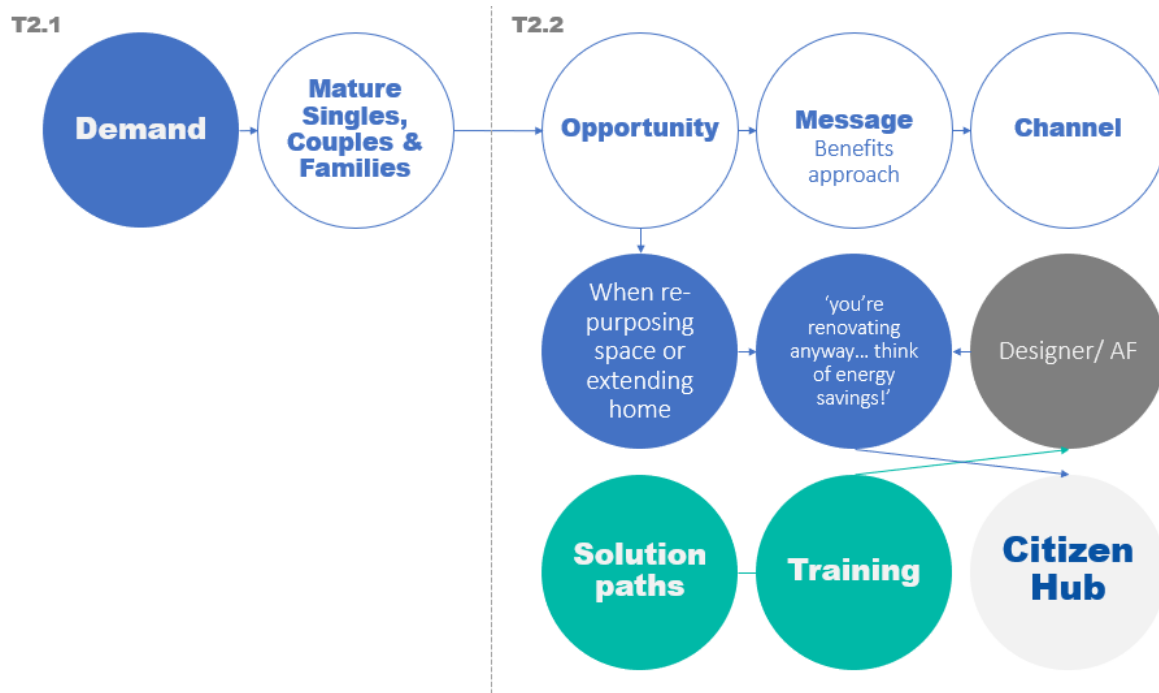


Figure 8.- Itinerary for the time to re-purposing (Valencia city pilot)



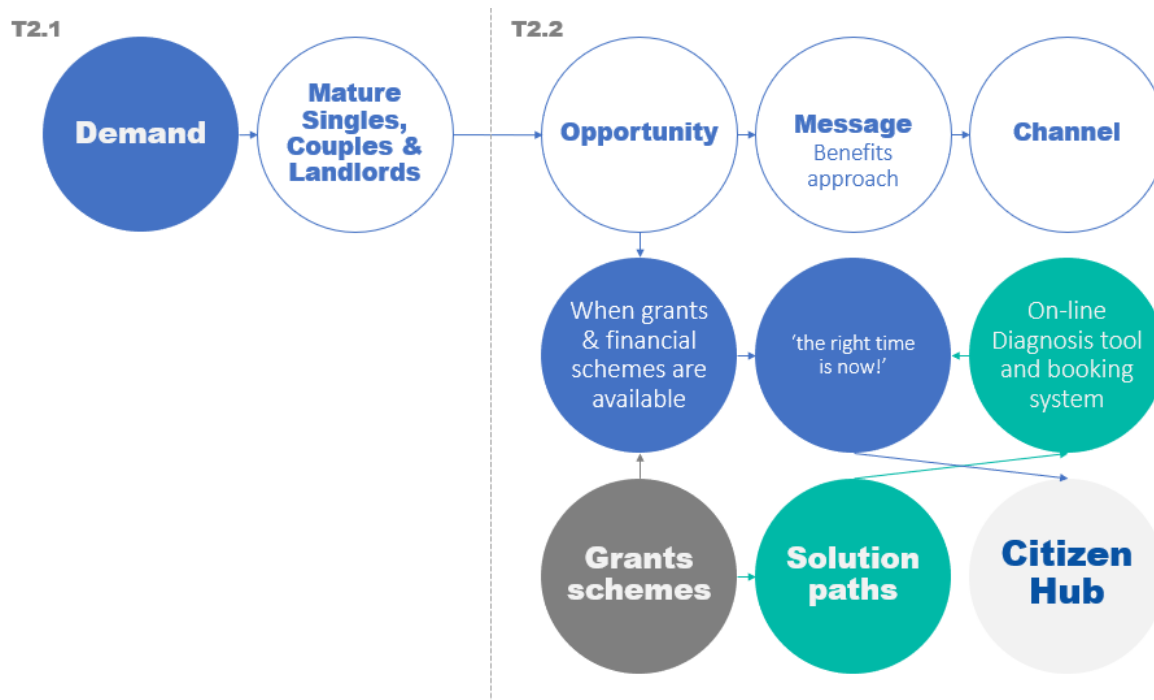


Figure 9.- Itinerary for advantageous financial schemes (Valencia city pilot)

## C. Community Building

### C.1. Targeted stakeholders

Demand side – Private AB: Building owners and organizations (association of final users and consumers)			
Consumers associations	Unió de Consumidors de la Comunitat Valenciana	NB, Assoc.	2 associacions, through VCE contacts
	Asociación Valenciana de Consumidores y Usuarios (AVACU)		2 associacions, through IVE contacts
condos	2 condominiums, through VRCP members	SS	Municipal service assigned to vulnerable population in the neighbourhood

Table 1.- Spanish Private Sector Demand side AB (Valencia city pilot)

Demand side – Public AB: City councils, local governments, and regional/ national organizations such as Public Housing Providers or Associations of public condominium members			
Local government	Federació Valenciana de Municipis i Províncies (FVMP)	Regional gov.	Conselleria d’Habitatge i Arquitectura Bioclimàtica
	Promociones e Iniciativas Municipales de Elche (PIMESA)		Basque Government - Environment, Territorial Planning and Housing
	Ajuntament d’Alcoi		
	Ajuntament de Gandia		
	Ajuntament d’Onda		
	Diputació de València		

Table 2.- Spanish Public Sector Demand side AB (Valencia city pilot)





## D. Summary

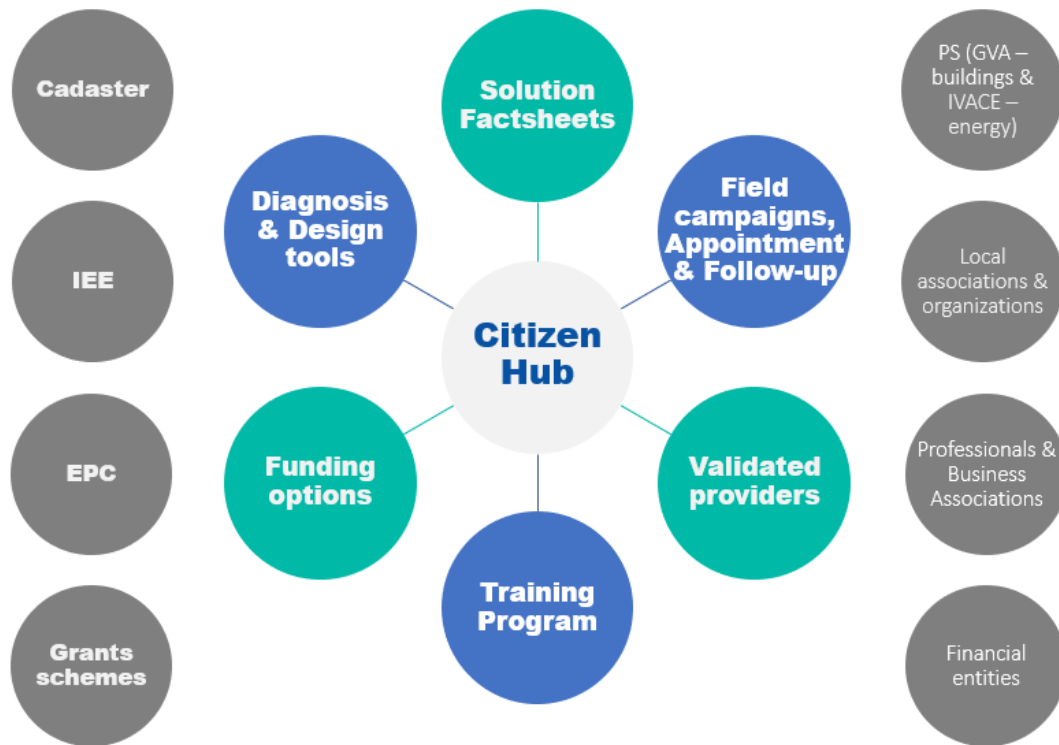


Figure 10.- Valencia citizen engagement ecosystem (Valencia city pilot)

