



SAVE THE HOMES

Project duration: 1st September 2020 – 29th February 2024

Grant Agreement number: 892749 (Coordination and Support Action)

WP: 6 Deliverable: 6.3: Save the Homes project website and newsletters

Lead beneficiary: HIA

Submission Date: 26th February 2024

Dissemination Level: Public

Due date: M42

Revision History:

DATE	VERSION	AUTHOR/CONTRIBUTOR	REVISION BY	COMMENTS
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This project has received funding from the European Union's H2020 framework programme for research and innovation under grant agreement no 892749. The sole responsibility for the content lies with the authors. It does not necessarily reflect the opinion of the European Communities. The European Commission is not responsible to any use that may be made of the information contained therein.

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1. Executive Summary

This deliverable contains the website developed for Save the Homes. The project's website was used as the main interface towards broader audience interested in information and achievements of the project. The website was set-up in M1 - M3 and incorporates the visual design developed in T6.1. This document also includes the newsletters that were shared for Save the Homes.



2. Save the Homes website

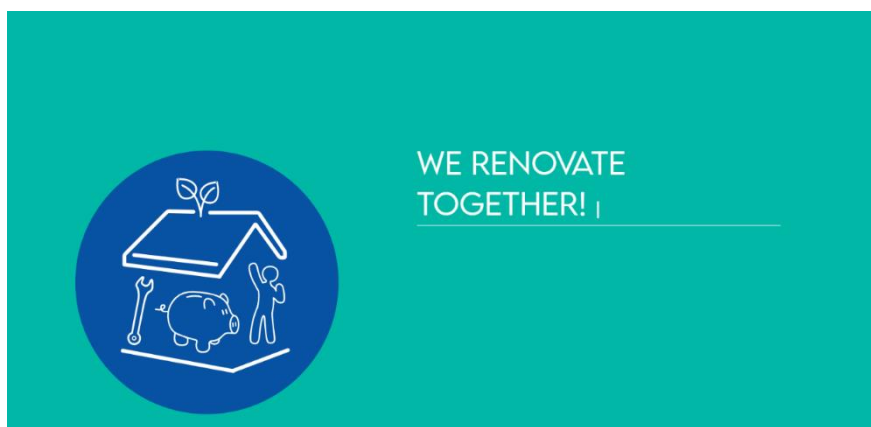
We are happy to present the Save the Homes website. The website for Save the Homes was initially developed by Pixels and Beards. Later on, we rebuilt the website ourselves. [Visit the website.](#)

The specific objective of WP6 is to realize dissemination, communication and promotion activities at the different levels. With the website of Save the Homes, we want to inform everyone on the progress of the project in an engaging and understandable way. We chose a colorful website with a lot of icons. We wanted to make the website easy to scan and attractive and understandable for home owners to read.

2.1 Homepage

On the homepage of Save the Homes you will find:

- A banner with changing text:



- Links to the 'why', 'how' and 'what' section:



- Our latest news:



OUR LATEST NEWS

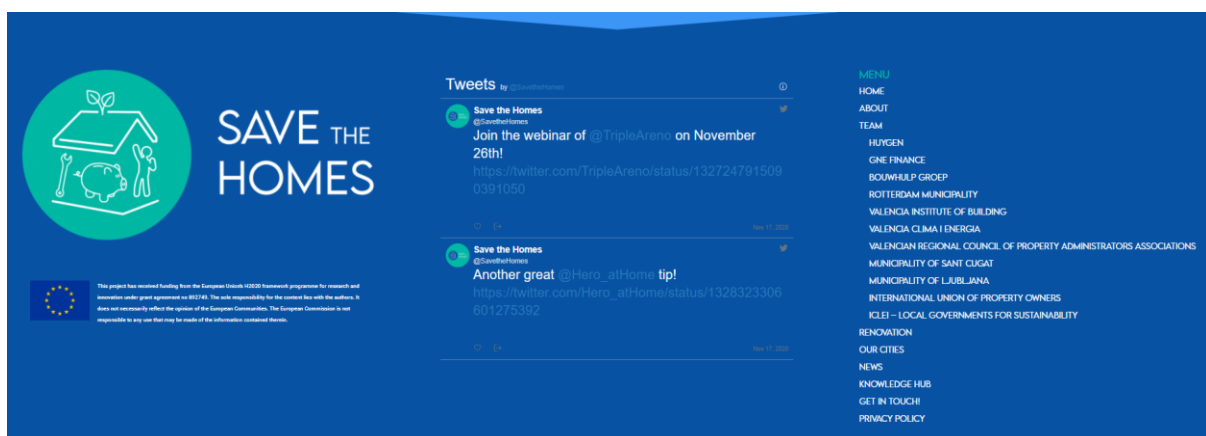


NICE TO MEET YOU!

By Carole Brabant | 14 November 2020 | Unresponsive | 0 Comments
 Hi! We rolled up our sleeves and are here to Save the Homes. Save the Homes is a 3 year Horizon 2020 project. Living in unrenovated homes can have major implications for your health while improved housing conditions may save lives, reduce health risks and increase...

[Read More](#)

- Upcoming events & webinars
- A footer:



The screenshot shows the footer of the Save the Homes website. On the left is the Save the Homes logo and a small text block mentioning funding from the European Union. In the center, there are two tweets from the account @SaveTheHomes. On the right, there is a vertical menu with the following items: HOME, ABOUT, TEAM, HUYGEN, GNE FINANCE, BOUWHULP GROEP, ROTTERDAM MUNICIPALITY, VALENCIA INSTITUTE OF BUILDING, VALENCIA CLIMA I ENERGIA, VALENCIAN REGIONAL COUNCIL OF PROPERTY ADMINISTRATORS ASSOCIATIONS, MUNICIPALITY OF SAINT CUGAT, MUNICIPALITY OF LJUBLJANA, INTERNATIONAL UNION OF PROPERTY OWNERS, ICLEI – LOCAL GOVERNMENTS FOR SUSTAINABILITY, RENOVATION, OUR CITIES, NEWS, KNOWLEDGE HUB, GET IN TOUCH!, and PRIVACY POLICY.

2.2 The content of the website

The main menu of the Save the Homes website consist of :

- About Save the Homes
- Team
- Renovation
- Our Cities
- News
- Knowledge hub
- Get in touch

2.2.1 About Save the Homes

On the About Save the Homes page, we want to show and tell people:

- Why did we create Save the Homes
- How we want to reach our goals
- What we will do



4.2.2 Team page

Via the main menu, visitors of the website can click through to the organization pages of the partners in the consortium. There, people can find the organisation’s logo, website, a description and the staff working on Save the Homes.

2.2.3 Renovation

The renovation page shows and explains the steps of the renovation journey:

- Onboarding
- Elaboration
- Construction
- In use

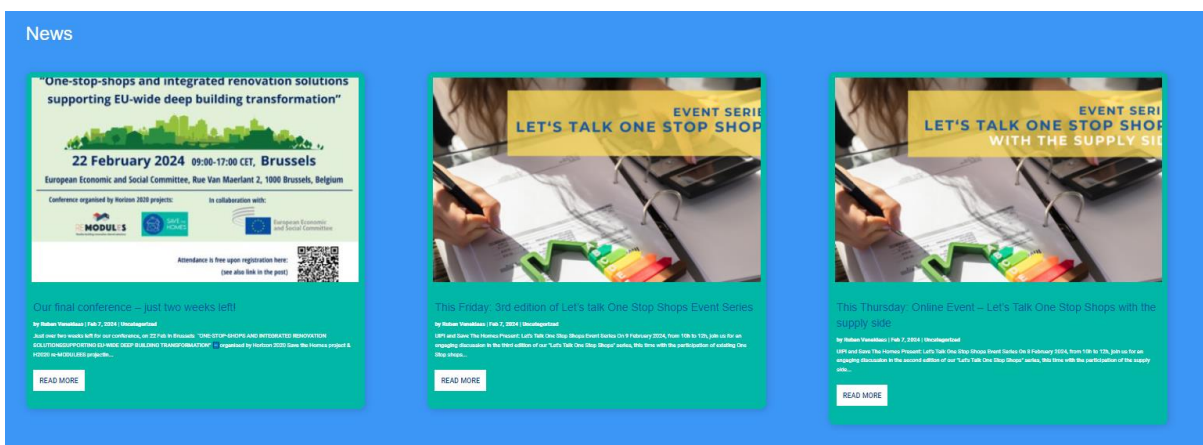
2.2.4 Our cities

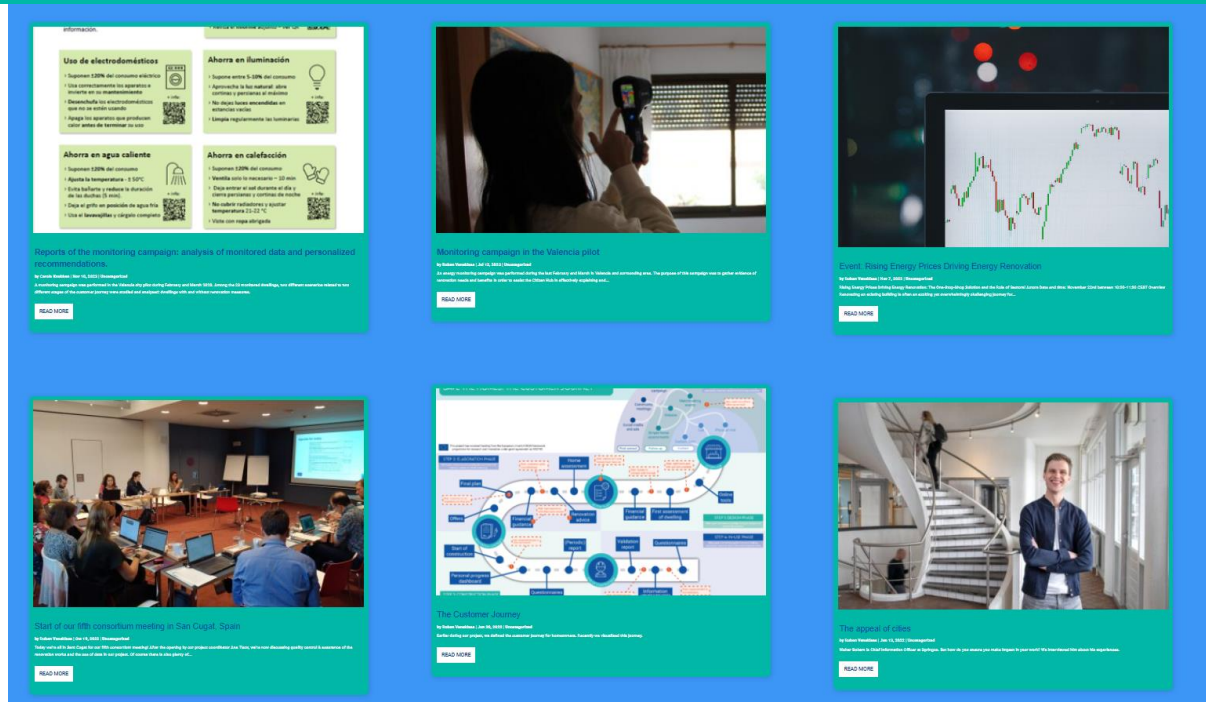
On the page Our cities, we introduce people to the pilot cities of Save the Homes. And to explain the approach of Save the Homes here. On the website, the following steps are explained:

- Inception phase
- Development phase
- Deployment phase
- Replication and exploitation phase

2.2.5 News

Via the news page, we will share all relevant updates about Save the Homes. We will keep everyone updates of the progress, events we attend: all the news we have to share.





2.2.6 Knowledge hub

In the knowledge hub, we will share all the knowledge about the project and gathered in the project. During the project we will upload on this page:

- Public deliverables
 - Publications
 - Promotion material
- And more

We love sharing our knowledge with you! On this page you'll find our news updates, articles, knowledge from the project, promotional materials and more!

Promotion material




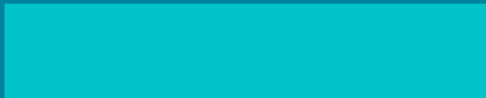

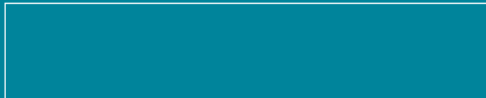
- Customer Journey visual (English)
- Customer Journey visual (Slovenian)
- Factsheet Rotterdam case
- Factsheet Valencia case
- Interview: Doing nothing doesn't give you energy (English)
- Interview: Van stilzitten krijg je geen energie (Dutch)
- Interview: The appeal of cities (English)
- Interview: De aantrekkingskracht van steden (Dutch)
- Financial brochure public alternatives (Spanish)
- Financial brochure private alternatives (Spanish)
- Financial brochure (Dutch)
- Partners miniseries: a YouTube series in which our consortium partners introduce themselves.

2.2.7 Get in Touch

The contact page offers the possibility get in touch with Save the Homes.

3. The visual design

These are the colours used for the Save the Homes brand identity and website:

	
<p>HEX #0852A3 RGB 8-82-163 CMYK 98-76-2-0</p>	<p>HEX #00B8A5 RGB 0-184-185 CMYK 75-0-45-0</p>
	
<p>HEX #3C96F6 RGB 60-150-246 CMYK 67-36-0-0</p>	<p>HEX #00C2C9 RGB 0-194-201 CMYK 70-0-25-0</p>
	
<p>HEX #064588 RGB 6-69-136 CMYK 100-82-18-4</p>	<p>HEX #00849B RGB 0-132-155 CMYK 85-34-32-3</p>

3.1 Imagery use

We use the icons that are on the website to emphasise the things we want to show. If the moment arises where we can't use an icon that is provided, new icon can be created.







WHY?

WHY?

HOW?

HOW?

WHAT?

WHAT?



4 Newsletter

For Save the Homes, multiple newsletters were created to keep people informed about the project. An overview of the newsletters:

[Newsletter 1](#)

[Newsletter 2](#)

[Newsletter 3](#)

[Newsletter 4](#)

[Newsletter 5](#)

[Newsletter 6](#)

In these newsletters we shared the latest news, events we attended, information about our developments and results and also insights in de demonstration cases.

newsletter 1

A few weeks ago we organized our first consortium meeting in the city of Rotterdam in the Netherlands. It was great to finally meet our team face-to-face. We've worked on a lot of things in the past few months, and we would like to share some developments with you.

CUSTOMER JOURNEY

For Save the Homes, a customer journey framework has been created to get a complete overview of all the touchpoints during the renovation (demand, supply, onboarding etc) and to see how people go through decision making. The customer journey gives insight in the motivation and barriers of the citizens and how to assist the Citizen Hub can assist them better with the home renovation process.

It gives insights into the parts of the process that work well, and those that form obstacles and are therefore, possible reasons for drop outs during the process. Knowing strong and weak points of the process, barriers and motivations of the can help you obtaining timely and relevant insights into the process. Through this, we will be able to provide smarter and more tailored support to people in their renovation journey, along the identified touchpoints.



newsletter 2

We are excited to share more Save the Homes news with you in our second newsletter!

our follower cities

Our pilot sites in Rotterdam and Valencia are steadily moving forward towards the implementation of the Save the Homes Citizen Hub. During our consortium meeting we discussed how we can replicate this success in our follower cities. The cities are very different, so together we explored which elements are suitable for Ljubljana and Sant Cugat too.

[Read the full article](#)



Save the Homes: Third newsletter



Save the Homes
366 followers

December 19, 2022

[Open Immersive Reader](#)

Welcome to the third newsletter of Save the Homes!

Welcome to our new newsletter! We had a lot of activities lately, so we are excited to share our news about one stop shops with you.

The renovation tour in Barcelona was a success!

UIPI organised a Renovation Tour in Barcelona on Thursday (24 November). This was a success! Thank you to everyone who joined!



Save the Homes 4th newsletter



Save the Homes
366 followers

June 20, 2023

 Open Immersive Reader

Welcome to the fourth newsletter of Save the Homes!

Welcome to our new newsletter! We had a lot of activities lately, so we are excited to share our news about one stop shops with you.

Workshop accelerating renovation rates

In the EU our homes are responsible for around 40% of our energy consumption... to have a chance of meeting our climate targets, we therefore need to renovate our homes!

In May, local & national government representatives in Slovenia joined forces in [#Ljubljana](#) for our workshop on accelerating renovation rates via One-Stop-Shops for more [#energyefficient](#) homes!



Save the Homes 5th newsletter



Save the Homes
366 followers

November 13, 2023

[Open Immersive Reader](#)

We are thrilled to bring you the latest edition of our newsletter, as we shine a spotlight on one of the pivotal cities at the heart of our Horizon 2020 project – Valencia. Save the Homes, a 3-year initiative, is not just a project; it's a commitment to transforming the way we approach home renovations to make them easier, faster, and more affordable. Through our innovative one-stop shop, the Citizen Hub, we aim to revolutionize the renovation process for homes across Europe.

Why is this initiative so crucial, you might ask? Homes are more than just bricks and mortar; they are the foundation of our lives, where we build our dreams and create memories. In our mission to "Save the Homes," we recognize the profound impact that home renovations can have on our environment, economy, and most importantly, our quality of life.

In this edition, we will take you on a journey through Valencia, one of our two pilot cities, where we are rolling out our innovative Citizen Hub model. Valencia

Save the Homes 6th newsletter



Save the Homes
366 followers

December 4, 2023

[Open Immersive Reader](#)

In this newsletter, we'll be shining a spotlight on the progress and developments in our second pilot city, Rotterdam. As we continue to pioneer the Citizen Hub model, which promises to make home renovations more accessible, efficient, and cost-effective, Rotterdam stands as a testimonium to the future of sustainable living. Join us as we delve into the initiatives, achievements, and insights, which are playing a pivotal role in redefining the way we approach housing renovations.

