



SAVE THE HOMES

Project duration: 1st September 2020 – 31st August 2023

Grant Agreement number: 841850 (Coordination and Support Action)

WP: 6 Deliverable: 6.4: Marketing and promotion plan for the Save the Homes engagement campaigns at the pilots (Task 6.3)

Lead beneficiary: HIA

Submission Date: 30th November 2021

Dissemination Level: Public

Due date: M12

Revision History:

DATE	VERSION	AUTHOR/CONTRIBUTOR	REVISION BY	COMMENTS
15.10	1.0	Carola Knubben (HIA)	Alejandro Gomez (VCE), Oubbol Oung (RDAM)	Agreement on the plan for the two pilot cities
30.11	1.1	Carola Knubben (HIA)	Ana Sanchis (IVE)	Final review

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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 841850. 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 shows the marketing and communication plan for the Save the Homes pilot sites, based on the customer journey developed in task 3.1. This deliverable covers the definition of all the marketing activities needed to ensure that the citizens on the customers journey are committing and entering the later stops: onboarding, design, elaboration, construction and in-use. This deliverable defines the measures that overcome the identified pain points in the customer journey and strive to ensure sufficient support and help to customers to proceed to the next stop.



2. Pilot sites

Save the Homes has pilot sites for the One Stop Shop at the City of Rotterdam, the Netherlands, and Municipality of Valencia, Spain. Save the Homes builds upon the existing climate targets set by the two cities (according to the initiative of Covenant of Mayors (CoM) for Climate & Energy, 15% of the mitigation actions and 9% of the adaptation actions proposed by cities in their Sustainable Energy and Climate Action Plans address residential buildings, and therefore, their occupants, managers, owners or ‘regulators’). But the project piloting experience is not addressing the whole city scope, and a methodological framework for targeting the different stakeholders was designed in T2.1, in order to focus efforts and efficiently design the communication strategies so to involve targeted citizens, maximize impacts achieved by intervening in the most needed buildings, and offer the best services and solutions for its realization.

3. Customer journey

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.

Deliverable D3.1 contains the methodology, the action plan and elaboration of the Save the Homes customer journey defined for the purposes of this EU H2020 project. The renovation customer journey was defined to set and evaluate a model-based description of reality for the two pilots. In 3.1, the customer journey concept was elaborated for identified target groups living within the two pilots with all the stops. The customer journeys will be supported with the planned communication activities involving relevant key stakeholders (forming the Demand group of the Save the Homes Advisory Board), action plan with timelines in connection with Task 4.1, linked with marketing principles in this deliverable.

The goal of the Save the Homes customer journey mapping is to get insights in the process that people go through when renovating with the Save the Homes Citizen Hub. The mapping also provides knowledge about the emotions, motivation and barriers of the customer. In WP6 the mapped customer journey was used to optimise the communication with the customer.

In deliverable 3.1 we learned about the customer journey, the barriers people face and the drivers they have. Each step of the customer journey aims to offer support and information at the right time to smoothen the renovation process. This deliverable will contain the strategy to do so.



4. Content strategy

The general marketing and communication strategy for Save the Homes can be found in the deliverable 6.2: Save the Homes Communication and Dissemination plan. Based on the customer journey and general marketing plan, it was decided to organize a working session to shape the content for this marketing and promotion plan. This was done with the relevant one stop shop representatives for the city of Valencia and Rotterdam. The subchapters below report on which kind of content strategies were identified as interesting for these two cities and will be implemented.

As mentioned in the Save the Homes Communication and Dissemination plan, the content strategy of ‘hero, hub, help’ was followed respectively.

4.1 Hero

‘Hero’ content is designed to get as much as attention as possible in a short amount of time. The reach is to be enlarged when people share this content within their network. Hero content should therefore be attractive and remarkable. People should not just like the content, but also want to share and show it to other people. For Save the Homes, this communication is foreseen through creation and sharing of videos, brochures, or infographics.

4.2 Hub

‘Hub’ content is designed to ensure people see regularly something related to the Save the Homes. With hub content, people are surrounded with information on a regular basis in order to learn more about Save the Homes/ the One Stop Shop/ people involved. Examples of hub content for Save the Homes are through ensuring ‘behind the scenes’ content, insights in user stories (zooming into people involved) etc.

4.3 Help

‘Help’ content is the foundation of the content marketing strategy. With the help content, the aim is to ensure that others will benefit from the provided information, that it will add extra knowledge they do not yet possess or will help them further in their next action. For the engagement campaigns, a campaign designer should think of publications, content blogs (that answer a question / issue), demonstrations and tips.

5. Making content

To make a basis for the content strategy, it was decided to organize a working session. The content working session was held during the third consortium meeting. The goal was, inspired by previous deliverables, to create a basis for content that will help the homeowners throughout their journey.

A couple of subjects were defined to be further discussed during the working session where several smaller assignments were facilitated by using Miro Board. The goal was to work and elaborate these assignments together and to create a basis of content that will help actual homeowners in the two cities. After this, one stop shops can shape and use this content however they want. In some cases, an infographic might be the most useful, sometimes a video or an article is of better help. This content serves as input for these marketing materials.



5.1 Assignments

We created the following assignments for the working session:

How to... make you home more sustainable

Here, everyone filled in some measure that can make a home more sustainable and explain in easy language, what this measure means. We also asked everyone to give an indication of:

- Timing (How much time and effort does this measure cost?)
- Financial (Is this easy to earn back? Is there a big investment needed?)
- Pros and cons (What are (dis)advantages to consider when choosing this measure?)

Wrong assumptions about renovating/ misconceptions

Our goal was here to look at the image of renovating and see what kind of assumptions people have, that might not be (entirely) true. We asked everyone to add assumptions, explain why the assumption is not/ doesn't have to be true and to give an example of this.

Vision on loans

To investigate more how people look at financing for renovating, we added an assignment to discuss how people feel about loans. Is there a big threshold? Do people know what they can afford? Do they think it's easy? By describing feelings/ visions about loans, we look at which communication is needed in this part of the journey.

User stories we can share

A user story can be very powerful. People love to hear about experiences of others. It gives them more insights, makes them feel heard and helps them understand the process. We would like to emphasize these stories in our communication. Because when you understand the process and know how other people felt, it will give some confidence and recognition.

We want to show how home owners experienced renovations, but we would also like to show other perspectives. How do energy coaches experience the process? How do they help people? And what about technicians, social housing companies, loan providers etc?

Renovation checklist

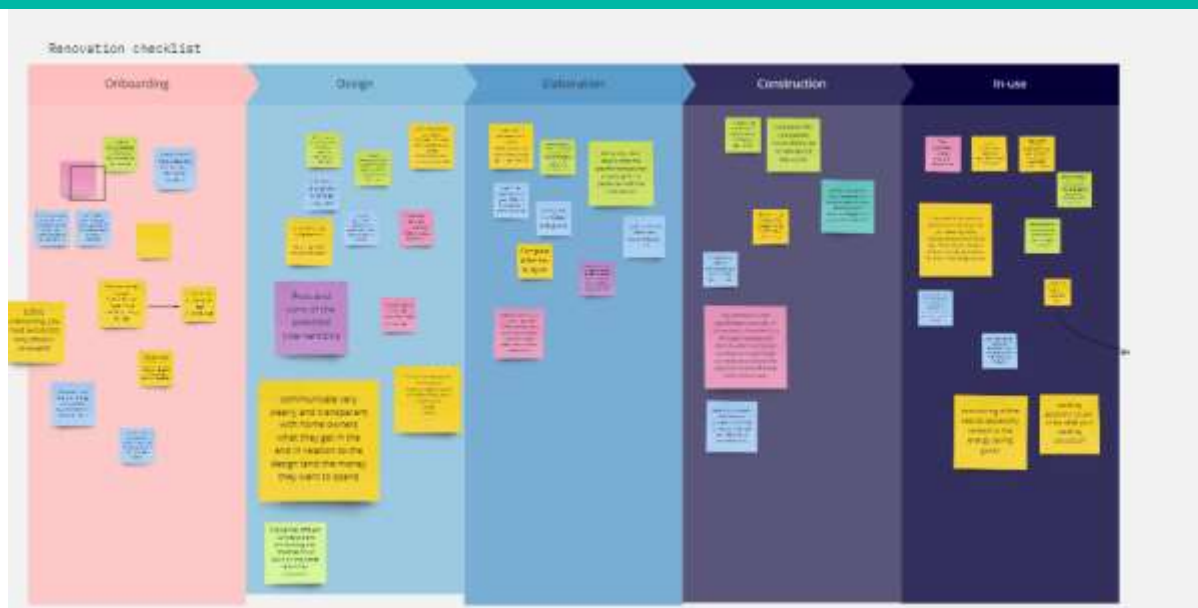
The last assignment we did, was about a renovation checklist. We asked everyone to share what people really should put on their checklist, when they want to renovate. We filled in the checklist based on the stage of the customer journey.

5.2 The working session

Here's an impression of the Miro board after the session:







Everyone filled in the various assignments and quite some interesting insights were gathered based on this input. A pool of content can be created on a city level through respecting the following guiding Save the Homes principles:

- Promote different renovation measures choice based on the multifaceted criteria, including information about time, price and (dis)advantages.
- Explaining the wrong presumptions that are commonly believed among people about renovations. Explaining is there are right or not, and clearing up possible misunderstandings. Making sure people get the right information
- Find people who underwent the renovation through OSS concept so we can contact them for user stories.
- Verify how people might feel about loans/ check on possible barriers & motivations.
- Identify renovation checklist items for each stage of the defined personas customer journeys.

6. Marketing mix

The content provided by the working session, will be elaborated further and used to make specific and tailor-made content for the actual engagement campaigns in Valencia and Rotterdam. With this, it can be decided which marketing mix is more efficient and preferable for which situation (no one fits all solution -> see what fits best). For now, the marketing strategy to turn these results into a marketing campaign is:

- Elaborate the content
- Based on this, create marketing material fit for the pilot sites
- Choose the right marketing channel to share this material

6.1 Making more extensive content

At this stage, the information gathered in Miro board was used as a base for both cities. To elaborate the concrete content for the two cities, further analysis of the outcomes from the working session and planning interviews are done in parallel for the two cities in order to make case specific relevant

content. Additional city specific sessions are being organized to make this content more extensive. For each step, the actual content that can be shared is the final result of this stage.

Promoting different measures -> “How to... make you home more sustainable?”

We are reviewing and processing the content we received so far. After that, a web meeting is to be organized with the involved partners to list more elaborate knowledge on pricing, timing & (dis)advantages that might help homeowners in their decision-making process and increase trust and transparency. For each measure, it is to be analysed and shown how much it can save and the return of investment (how much and how soon) is to be calculated. Furthermore, the goal is to provide easy to understand information with a low threshold to ensure potential renovation homeowners grasp quickly and easily how difficult or easy renovation process with these chosen measures is. This content should be a driver, medium that helps people on their journey and stimulates their decisions towards renovations. At least, this content should trigger people to request for more information about particular measures. Keyword research will be used to look at search engine optimization for this online content.

Wrong assumptions about renovating/ misconceptions

Research was done on how people commonly feel about renovations and where these misconceptions, false beliefs and perceptions comes from. It was assessed whether assumption is correct or not. In case of false assumption, it was discussed how it can be explained/ proven to homeowners that this is not the case. and at which stage of the customer journey this is relevant to disclose. Also, careful attention was brought to the assumptions that might become barriers hampering home renovation uptake. Also, assumptions that are partially wrong were inspected. The main objective here was: “How can we help here and possibly inform people better, so they can make more informed choices?” to provide people with information relevant and needed for them.

Vision on loans

Talks with partners involved in finances (ie. financing institutes, banks etc.) and partners that have direct contact with homeowners will be facilitated. These interactions are done to ensure that financing information comes to homeowners in a right way, providing the right information at the right time. At this moment, web meetings are already taking place between the municipality of Rotterdam, GNE Finance and HI&A, to discuss and monitor closely what is happening and what can be communicated for the Rotterdam case. Similar is done between Valencian partners (VCE, VRCP, IVE) and GNE Finance. Here the return of investment is again important, but also calculation examples supported by informing people about different possibilities.

User stories that can be shared

During the Miro board workshop, the StH pilot partners provided several suggestions for a list of possible parties/ people that could be interviewed for user stories. The next step is to look at a structure of these user stories and plan actual interview sessions with selected individuals that agree to participate. These user stories will give insights in how people actually experienced renovations, “Which challenges did they encounter?”, “And how much are they saving now?” and “What went very well?”

Renovation checklist

For the renovation checklist, further web meetings are scheduled with several partners to make the list completer and more understandable. The aim is to help people oversee the process as much as possible so they feel like in charge and having control over the process. A good list with meaningful information and insights in the different actions on the way will help people to move from one step to the next in the customer journey in a more confident, ‘safe’ manner.



6.2 Marketing material

Once the content strategy foundation is laid and enriched with relevant elaborated information, this serves as input for the marketing material for the engagement campaigns. With this content, material for several steps of the case specific elaborates customer journeys is prepared, depending on the needs of the one stop shop. Possibilities are:

- Posters/ banners;
- Infographics (explaining renovation measures, checklists etc.);
- Stickers (e.g. turning the assumptions about renovations around into “did you know...” stickers);
- Renovation magazine/ brochure/ flyer (with all information bundled, to have a good read and understand the whole process better);
- Articles or videos (showing the user stories)

6.3 Marketing channels

When looking at marketing material, local and well-known existing places and channels are to be identified to distribute these marketing materials. Several possibilities to be used are:

- Websites; Like the One Stop Shop websites, Save the Home website
- Social media channels; (Like LinkedIn, Twitter, etc)
- Events;
- Webinars;
- In the One Stop Shop. (Handing out flyers or booklets)

7. Conclusion

This strategy sets the basis for communication and marketing from the customer journey to use for one stop shops. The customer journeys have been elaborated for the two cities in other WP3 tasks. However, the follower cities can use this strategy, where they start by working out the customer journey. Following on that, a basis of content is created with an aim of touching the motivation and barriers people encounter during their journey. With that content, marketing material can be created that is used at the right moment in the customer journey to help people follow through.

