Homes4Life

Certified smart and integrated living environments for ageing well

D5.1 – Homes4Life Stakeholders Community of Interest (intermediate report)

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Executive Summary

The Homes4Life "Community of Interest" (CoI) is a network of key stakeholders interested in following the developments of the project and as such, supposedly interested in topics at the crossroads of ageing, housing and the age-friendliness of the built environments. The successful delivery and take-up of the project productions will depend on the capacity of project partners to engage with a representative range of stakeholders to be involved for the adoption of an age-friendly approach to housing. This holds particularly true for the design and adoption of the Homes4Life Certification Scheme, main output of the project, that will be the subject of a dedicated exploitation scheme targeting specific categories of stakeholders.

In that context, the Community of Interest will play a crucial role, by allowing for the consortium both to communicate on the project results and to obtain stakeholders' inputs. These stakeholders range from public authorities to construction and industrial experts, technologists, providers of personal household services and representatives of inhabitants and older adults – be they owners or tenants. After 12 months of project, the Community of Interest count 121 individual members from more than 20 different countries (as of Nov. 26th, 2019) – mainly in Europe. A large majority of those members wishes to be informed about the project progress and achievements. More than half of them is willing to contribute to the development of the Certification Scheme; a same share is interested to test it.

Members of the Community of Interest have the possibility to contribute to the project and bring external expertise. This has been the case for instance during the first stakeholder workshop organised in Brussels on 11 June 2019[1]. The Community of Interest will be maintained after the end of the project for instance by the entity that will exploit the Certification Scheme. Such a Community will be critical after the end of the project to foster the uptake of the Certification Scheme and to be able to identify and contact future demo cases or early buyers.

The Community of Interest has been initiated by communicating about Homes4Life among all the partners networks. It keeps growing thanks to a snowball effect, as more and more stakeholders hear about the project, e.g. during conferences and events attended by the partners. During the remaining 12 months of the project, the consortium will keep exchanging with the Community of Interest about the work carried out, the deliverables published, the events we organise, etc. It is expected to reach 750 members by November 2020.

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[1] http://www.homes4life.eu/2019/06/20/successful-homes4life-stakeholder-workshop-in-brussels-thank-you/

Acronyms and abbreviations

CoI	Community of Interest
CRM	Customer Relationship Management
CS	Certification Scheme
EC	European Commission
KPI	Key Performance Indicator
PO	Project Officer
WP	Work Package

1 Introduction

1.1 Aims and objectives

The document aims at describing the "Community of Interest" (CoI) that has been created within the European project Homes4Life, which global objective is to develop a new European Certification Scheme (CS) on age-friendly housing. The role of the CoI, the way it is managed, how it is developed and its current status will be presented here.

This document is mainly meant for the Project Officer (PO) and the Reviewers of the project set by the European Commission (EC), but also for the partners of the project. They can refer to it in case of any doubt on the aims and means of the dissemination network operations.

The present deliverable is part of Task 5.1 that is ongoing throughout the whole project duration (December 2018 – November 2020). This deliverable being issued at month 12, it mostly concerns the first steps of implementation of the CoI and its recent evolution. Another deliverable at the end of the project, also within Task 5.1, will present its development during the second part of the project and the plans to maintain the community alive afterwards.

1.2 Relations to other activities in the project

The network created with the CoI is strongly connected to all activities of the project, as it will be used as the main mean of dissemination for the consortium's findings, documents or events. The network will ensure that relevant stakeholders are identified (through the on-going growth of the network) and consulted (though general or targeted dissemination). The impact of the project and the uptake of its CS is therefore linked to the strength and dynamism of this community.

1.3 Report structure

This document will first describe the grounds and role of the CoI. We will then precise how it is managed and structured, before we present its current status (number of members, evolution, main topics of interest, etc.). Some perspectives on the future steps and how the consortiums will use the CoI will also be shared.

2 Grounds for the Community of Interest

2.1 Purpose of the Community of Interest

The main output of the project will be the development of a new European CS. The scheme will be based on an inspirational and realistic long-term vision of people's needs and requirements in a holistic life-course approach and help develop better living environments integrating construction and digital solutions where this is beneficial. The successful design and then implementation of the CS will partly rely on an efficient and strategic dissemination (see deliverable D5.3 - Dissemination and Communication Plan, activity and performance report). The CoI will play this role, by enabling both to communicate on the project results and to obtain user/stakeholder inputs.

- A network of key stakeholders

The Homes4Life CoI brings together and structures a network of stakeholders across Europe that work or are interested in the age-friendliness of our cities and buildings. Those persons, together with the organisations they represent, have very different profiles and come from the public, not-for-profit, and for-profit private sectors. They might be as well potential beneficiaries, potential early-adopters of the Homes4Life CS, replicators, users, etc. Those stakeholders would like to keep informed and maybe participate in the project and the work carried out by the consortium.

- A mean of dissemination

The CoI enables the consortium to have a direct access to the dissemination targets of the project. Updates about the work carried out, documents published, participation to or organisations of events by partners, etc. are shared with the CoI. This, in addition to the Homes4Life Twitter account[2] and website[3] ensures a good level of transparency of the activities carried out by the consortium and allows for the promotion of the project outputs. The communication is not restricted to information about the CS only, but to all activities and news relating to age-friendly housing.

- A way to contribute and expend the expertise

The variety of this set of stakeholders gives the possibility to have an integral and transversal approach of how to tackle the question of where and how the society wants to grow older. By subscribing to the CoI, stakeholders get the opportunity to contribute to the Homes4Life CS development, through e.g. stakeholder events where consortium members will be present, calls for inputs or comments on specific deliverables, or the recruitment of pilot testing sites. The consortium can rely on this network to widen its range of expertise,

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[2] https://twitter.com/Homes4LifeH2020
[3] http://www.homes4life.eu/

since it enables to call for complementary external competences among relevant networks at regional, national and European levels. It will also be used to obtain inputs and to hear about additional good practices and local initiatives.

- A way to keep the momentum after the project

The Homes4Life consortium wishes to maintain this new network of key stakeholders active, even after the end of the project in November 2020. The CoI will be used to communicate on the future development of the CS and more globally speaking on a policy issue that is core to Homes4Life activities. By enabling the networks to exchange with each other after the project, we expect to foster the uptake of the CS, to increase knowledge and to be able to identify and contact future demo cases or early buyers.

2.2 Development of the CoI and relation to other project activities

This community has been created at the very beginning of the project and keeps expanding using a snowball approach, especially thanks to the contacts established by the project partners from the beginning of the project on. The networks were initially based on known persons or organisations, and kept growing by meeting people during conferences, presentations, other collaborations on related topics, etc.

People might hear about the CoI during communication campaigns. All Homes4Life partners have advertised about the CoI within their networks through direct emails, newsletters, articles on their webpages and/or social media accounts. Each time partners present the project during a conference or other event, they advertise about it as well.

The development, implementation, monitoring and exploitation of the stakeholder's Community of Interest is closely intertwined with the activities conducted in other Work Packages (WP) of the project:

- WP2 – Preliminary research work and stakeholder workshop

On June 11th, the Homes4Life partners organised their first stakeholder workshop in Brussels. It aimed at presenting the project, what had been achieved by then and the next steps. This first stakeholder gathering was especially designed to collect meaningful input from the audience on ongoing activities, in particular: the preliminary desktop research informing the project's vision and the taxonomy underpinning the CS.

The communication about the workshop, from March to June 2019, was closely linked to the early developments of the CoI since the target audiences for the workshop and the CoI were the same. Therefore, many of the registrations to the CoI occurred in the months preceding the workshop (see 4.1). The CoI was therefore useful to involve stakeholders –

apart from the ones in the Expert Board – in this workshop. As a result, an article[4] (shared with the CoI) and a deliverable (D2.2, still to be published, as of Nov. 12th) were written.

- WP3 & WP4 – Definition of Homes4Life model

During the workshop, the programme was mostly focused on the WP2. It was indeed in this WP that most of the work had been carried out so far. Nevertheless, the inputs collected during the workshop were in fact a basis for WP3 and to a certain extent to WP4. The comments on the working Taxonomy (T2.4) link directly to Task 3.1 Key Performance Indicators (KPI) framework, and the inputs from the stakeholders confirmed the way forward. The partners especially understood that the developments must be kept:

- Simple to make it accessible to all the different stakeholders
- Adaptable to different building typologies
- Inclusive to consider all the stakeholders involved.

These points are crucial for the identification of the indicators that will be included in WP4 Certification Scheme and for the definition of the Homes4Life functional brief. (T3.4). During the workshop were also identified by the attendees different ongoing projects and initiatives that have been useful for tasks T3.2 and T3.3.

- WP4 – Certification scheme of Homes4Life model

In WP4, the CoI will be used to obtain feedbacks on the last version of the Homes4Life CS, at the end of its development process. Comments and proposals of the CoI members will be studied by the Homes4Life consortium (especially Certivea and Tecnalia) and considered in the final version of the CS when relevant. During this final phase, the CS will be written ensuring that it is both understandable and applicable in practice by all stakeholders. CoI members will also be involved to a large extent in T4.4: some of the stakeholders be invited to sign the Memorandum of understanding / Commitment to invest (D4.6), while the certifications scheme promotional package (D4.5) will be disseminated to all CoI members.

- WP5 – Sharing knowledge and supporting investment

In WP5, the CoI has been used and will be used in particular for informing stakeholders and inviting them to participate and to contribute to some of the Homes4Life communication and dissemination events (Task 5.4). As previously mentioned, a subset of the CoI members will be interested in the exploitation of the future certification schemes (i.e. future or early buyers). They will therefore be provided with the retro- and prospective analyses of pilot cases that will be developed in Task 5.2 and Task 5.3. They will also be invited to attend and contribute to the Homes4Life final event (D5.6).

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[4] http://www.homes4life.eu/2019/06/20/successful-homes4life-stakeholder-workshop-in-brussels-thank-you

o Deliverables

All public deliverables of the project will naturally be shared with the CoI, as soon as they are approved by the European Commission and made public on the project website. Their feedback will be most appreciated for the preparation of the next steps of the project. Given the various fields of expertise and categories of stakeholders involved in the CoI, the consortium will include a lay language summary in those deliverables.

3 Management of the Community of Interest

3.1 Web service hosting the CoI

Registration to the CoI is possible via the website of the Homes4Life project[5]. The registration form can be found in the section 6.1 of the present document. The Homes4Life CRM (Customer Relationship Management) is implemented through Mailchimp[6], a marketing platform for small businesses which provides products and services that empower those businesses to find more customers. This Mailchimp platform serves both to store and structure the list of registered people and to communicate with them, through the creation of designed emails (so called "campaigns).

3.2 Structure of the CoI

When registering to the CoI, subscribers are asked to inform which specific topics they are interested in (see section 6.1):

- Ageing
- Construction, buildings and living environments
- Information and Communication Technologies
- Certifications
- Sustainability

Subscribers are also asked to mention their expectations:

- Be informed about the project progress and achievements
- Contribute to the certification scheme development
- Test the future certification scheme

These fields globally aim at assessing what the subscribers can bring to Homes4Life and what they can potentially exploit from the project findings. The consortium can map the different fields of expertise gathered within the CoI and understand which sectors seem particularly interested by the development of a CS related to age-friendly housing. Also, the consortium can design better its communication campaigns, by targeting specific subscribers depending on the information to be disseminated.

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[5] http://www.homes4life.eu/community-of-interest/

[6] www.mailchimp.com

3.3 Data security and GDPR

The CRM used for Homes4Life Col – Mailchimp – has been designed to minimise the use of data to the ones strictly necessary for the purpose of the project. The management of data through Mailchimp is fully compliant with the latest legislation for the protection of personal data inside and outside the EU[7] on the basis of the General Data Protection Regulation (GDPR) Regulation (EU) 2016/679.

Besides the interests and expectations of the subscribers (see section 3.2), the following information is gathered and stored for each member of the Community of Interest:

- Email address
- First name
- Last name
- Organisation

This information is not shared with anyone outside the consortium. In addition, it is possible to unsubscribe at any time by clicking on a link in the footer of emails issued by the project.

The privacy policy of the project is accessible on the website[8]. This Privacy Policy has been generated by the Privacy Policy Generator of the DGD – Your External DPO that was developed in cooperation with German Lawyers from WILDE BEUGER SOLMECKE, Cologne. The full policy is provided below in Section 3 – Privacy Policy. Further information on the data security is available in deliverables D6.1 and D6.2.

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[7] https://ec.europa.eu/info/law/law-topic/data-protection_en

[8] http://www.homes4life.eu/privacypolicy/

4 Status of the CoI at month 12

4.1 Registered persons

The CoI gathers 121 members as of November 26th 2019[9]. Looking at the way members have joined the community (Figure 1), we see that most members (96%) have registered through the dedicated online registration form available on the Homes4Life website[10]. In other cases (4%), members have been added manually through the admin MailChimp interface: for these specific cases, an explicit consent email has been obtained from each member and is being kept by the Homes4Life consortium to comply with GDPR regulation (see also section 3.3, as well as deliverable D6.1 for further information about GDPR implementation in Homes4Life).

Where your contacts came from:

● 96% Embed Form

● 4% Admin Add
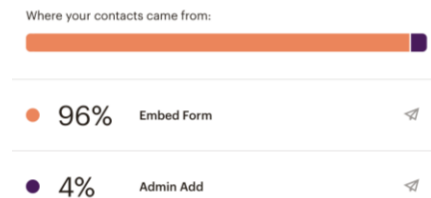
FIGURE 1: COI MEMBERS' REGISTRATION METHOD

A growth peak of the Community has been observed at the beginning of the project in February, in particular because all organisations which had signed Letters of Support during the Homes4Life proposal phase have been invited to join the CoI, as well as close relevant networks of Homes4Life partners organisations. Since then, a steady growth of the Community can be observed (Figure 2).
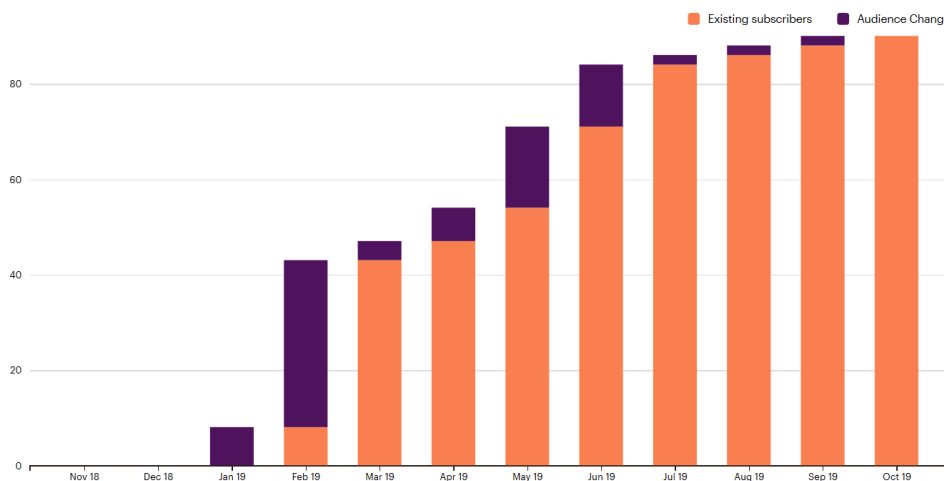
FIGURE 2: HOMES4LIFE COI GROWTH SINCE THE BEGINNING OF THE PROJECT

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[9] NB: all the graphs and images in section 4 have been edited on November 12th. The CoI counted 118 members then, and not 121 as of November 26th.

[10] http://www.homes4life.eu/community-of-interest

In terms of location, CoI members cover 22 countries and are primarily from Spain, Belgium, Italy and France, which reflects the Homes4Life consortium composition (Figure 3).

Top locations

Other		28.6%
🇪🇸	Spain	17.0%
🇧🇪	Belgium	14.3%
🇮🇹	Italy	14.3%
🇫🇷	France	10.7%

FIGURE 3: HOMES4LIFE COI MEMBERS LOCATION

There is an interesting diversity in terms of type of organisation registered to the CoI (Figure 4): the largest share is represented by industrial organisations (29% - this includes both large industrial organisations and SMEs), followed by Associations as well local and public authorities (17% each), then Universities (15%), Research organisations (9%), and other type of members (13% - e.g. private individuals, unknown, etc.).
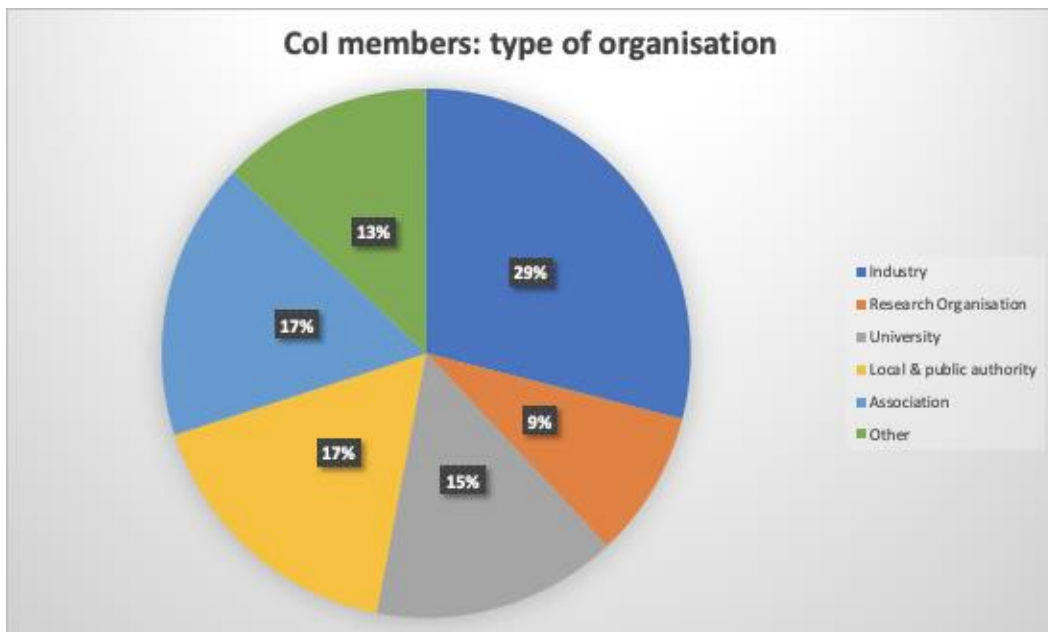
FIGURE 4: HOMES4LIFE COI MEMBERS - TYPE OF ORGANISATIONS

4.2 Interests and expectations of registered members

Within the online CoI registration form, members can select their main interests among 5 options as well as select their main expectations among 3 options: multiple choices are possible for each criterion. The main interest of CoI members relates to Construction, buildings and living environments, followed by Ageing, Sustainability, ICT and finally Certifications (see Figure 5).
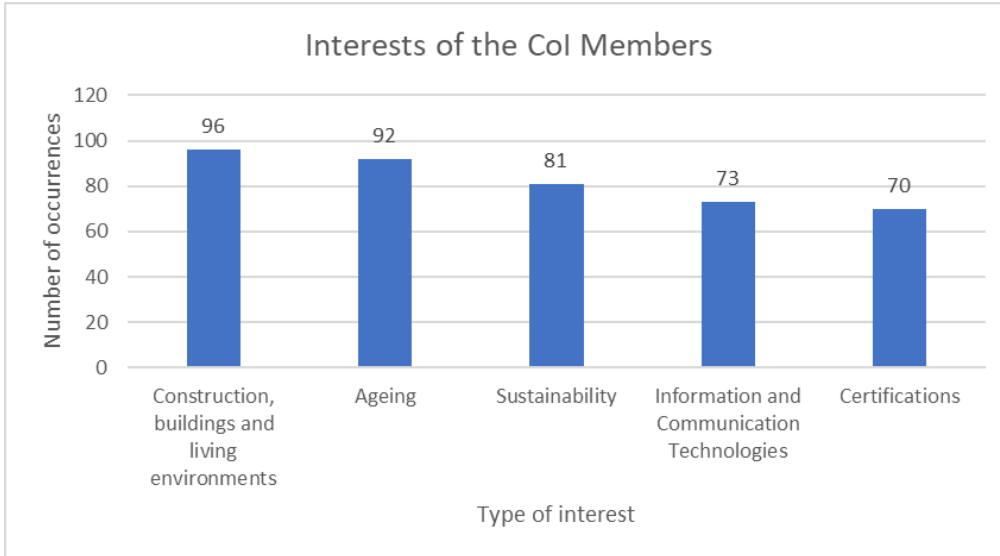

FIGURE 5: HOMES4LIFE INTERESTS OF THE COI MEMBERS

In terms of expectations (see Figure 6), a large majority of members is interested to be informed about the project progress and achievements. More than the half of the members (63 members) are willing to contribute to the certification scheme development. Eventually, 51 members have ticked the option which indicates that they are interested in testing the future Homes4Life CS.
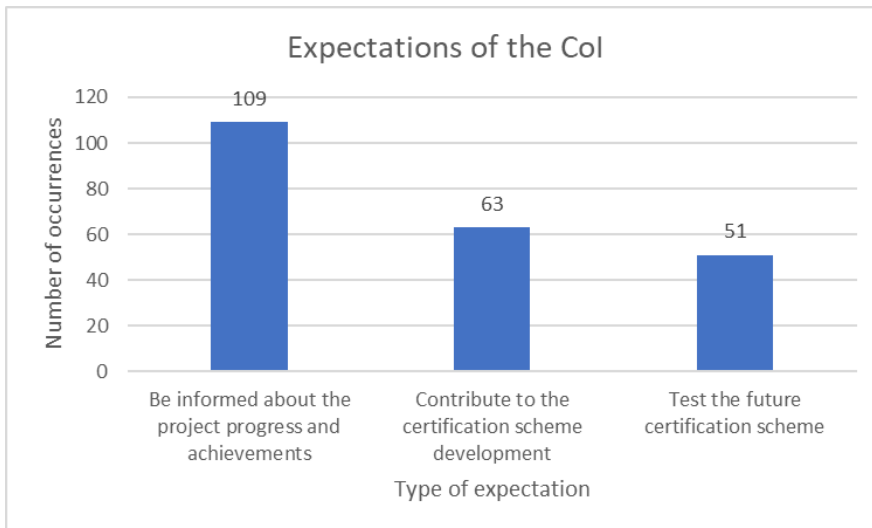

FIGURE 6: HOMES4LIFE EXPECTATIONS OF THE COI MEMBERS

MailChimp can be used both for the CoI management and also for direct interaction with CoI members through the newsletters' edition module. CoI members' engagement with the emails is measured and reported in Figure 7. 41% of the CoI members often or sometimes interact with the content presented in the emails.
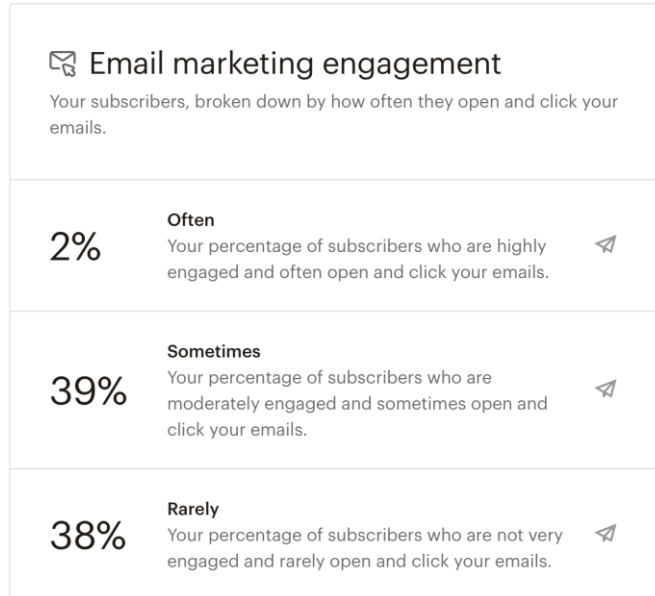

FIGURE 7: HOMES4LIFE COI EMAIL ENGAGEMENT

5 Conclusions

Dissemination is a key element in the eventual exploitation of the Homes4Life results and Certification Scheme. The ongoing and future management of Community of Interest described in this document lays the foundation for a successful implementation. It will enable stakeholders and final users to become aware of the project and understand its aims and major productions. The CoI is linked to all WPs, as it serves both to communicate on the work carried out and to receive useful inputs or expertise.

After 12 months, the CoI counts 121 members. More than 20 countries are covered and several sectors are represented: industry (large companies & SMEs), research organisations, local & public authorities, universities, associations, independent individuals, etc. The main interest of the CoI members relates to Construction, buildings and living environments, followed by Ageing, Sustainability, ICT and finally Certifications. They naturally mostly wish to be informed about the project progress and achievements and to contribute to the CS development. But it is also interesting to note that a significant part would be interested in testing the future Homes4Life CS.

During the remaining 12 months of the project, the consortium will keep exchanging with the CoI:

- During the first 12 months of the project, 16 deliverables and one video for dissemination have been delivered, though not published yet. As soon as the EC validates them, they will be disseminated among the CoI and the partners networks.
- Important update about the project will be shared through the mailing campaigns, in particular: the publication of the first year deliverables, the release of the first draft of certification scheme, the pilot cases identification campaign, the launch of the testing activities...
- Reminders about the Homes4Life project will be shared. A special emphasis will be made on the role and relevance of the CoI.
- The expert board will be involved on the definition of the "version 0" of the CS. The CoI will be consulted on the "version 1".
- Selected CoI members will be invited to sign Memorandum of Understanding / commitments to invest in age-friendly homes (D4.6)
- CoI members will be updated on Homes4Life events' participation, and will be invited to attend and contribute to the Homes4Life final event in Brussels (D5.6).

6 Appendices

6.1 Appendix 1: CoI registration form

FIGURE 8: HOMES4LIFE COI REGISTRATION FORM