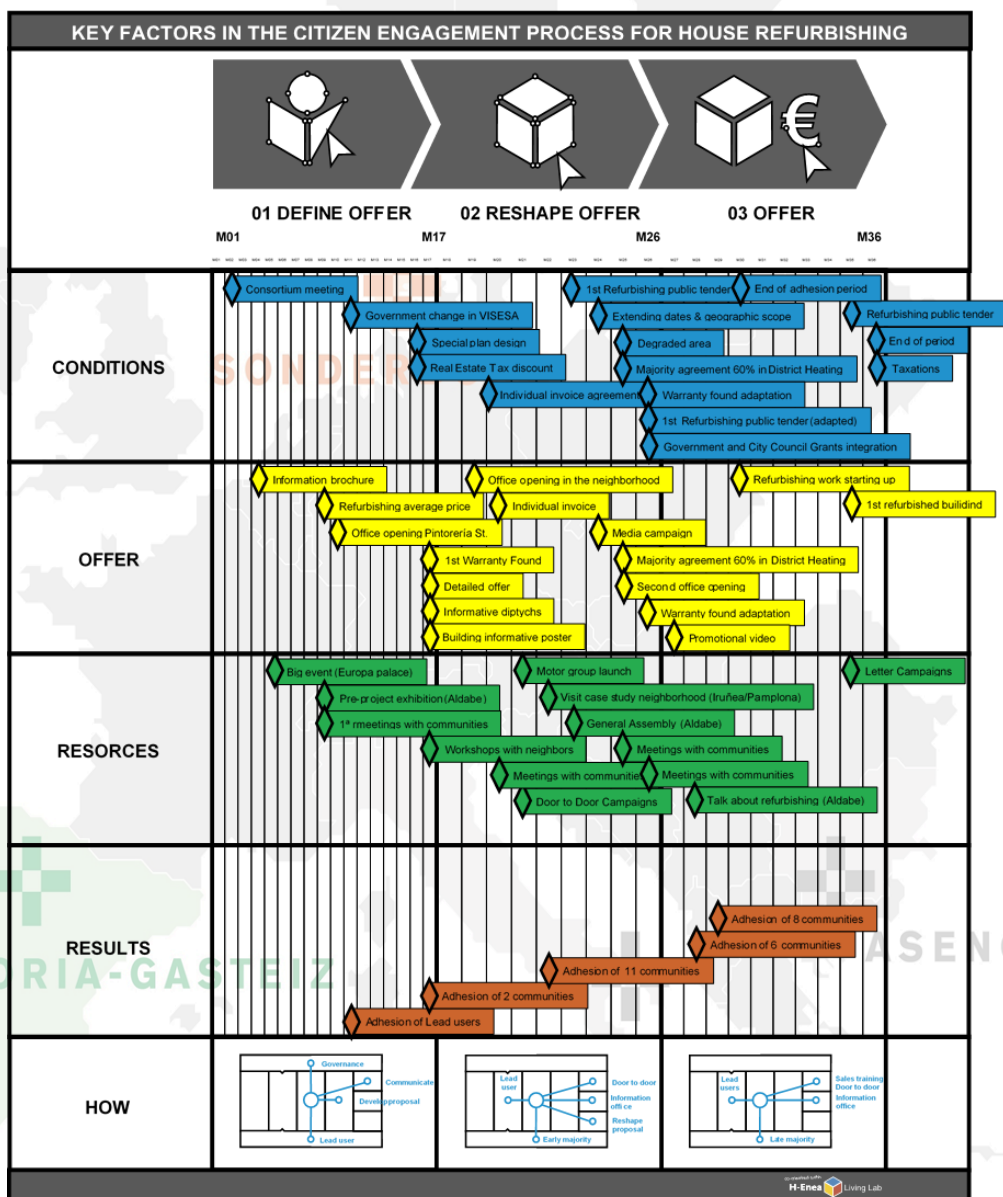


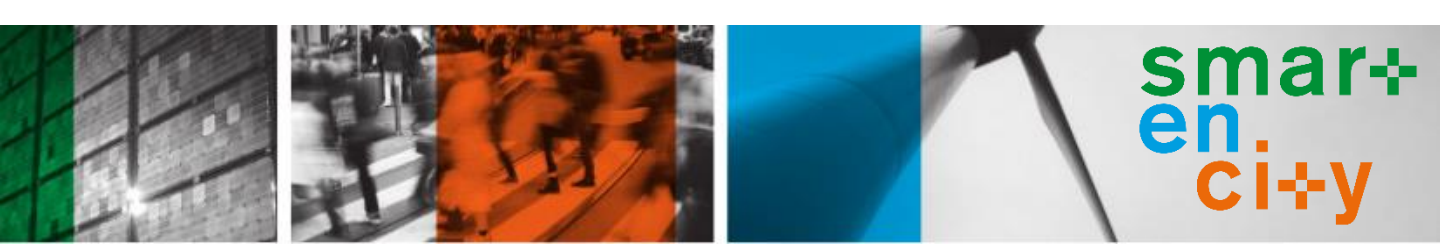
Vitoria-Gasteiz: Citizen engagement strategy for retrofitting package

Overview

In Vitoria, there are no housing associations. There are 108 community owners (1305 private owners) that need to be engaged in the project and to agree on refurbishing their houses and changing their heating system from individual natural gas to a collective biomass district heating. Once they decide to join the project, it is the public company **VIRESA (VIS)** who works as **delegate promoter of the retrofitting actions on behalf of them**. Through agreements signed between both parties, **VIS manages, contracts, supervises and finances the correct design and execution of the rehabilitation works of the buildings, delivering the final product "turnkey" to its owners** and charging them the cost difference less subsidies. VIS also manages the different subsidies administrative tasks (application, justification, etc.) as "one stop shop agency", discharging the neighbours of these cumbersome tasks.

Process





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Citizen Engagement

The citizen engagement strategy is a **process of 3 chronologically delimited phases:**

1) Define offer, 2) Reshape offer and 3) Offer.

Each phase is determined by 4 type of actions:

a) Conditions: Frame of set of laws, standards and regulations that have to be fulfilled by the consortium.

b) Offer: Actions related to offer development

c) Resources: actions for package promotion.

d) Results: Typology of users/citizens that are being offered along the 3-stage-process.

The total amount of citizen engagement actions have been classified per typology and located the 3-stage-process. **The result is a toolkit for Citizen engagement strategy for retrofitting that can be replicated depending on the replicator context and needs.**

Benefits

- integrating the citizen engagement strategy with the project's value proposal
- creating a unique citizen engagement message
- identifying how to increase the impact of engaging citizens in smart cities
- creating and designing spaces for spreading an innovative culture among the citizens
- increased energy efficiency
- reduction of energy bill
- reduction of carbon emissions
- greater transparency of urban processes
- increased comfort
- social integration
- job creation
- behavioral change

Stakeholders

SONDERBORG

Owner(s)	ACEDE-H-ENEA Living Lab
Service/Technology Provider	Citizen Engagement Assessment
Users	Citizens
Investors	Private companies, public funding

Replication Potential

The main precondition for replicating Vitoria's citizen engagement strategy is not to have house associations that manage the neighborhood communication process.

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