

## Renovation of semi-attached homes of privately owned apartments and houses using Woonconnect tool

ICT | Eindhoven, NL

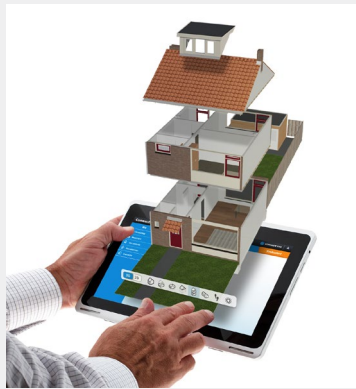


Photo source: Municipality of Eindhoven

The digital 3D-tool WoonConnect allows the housing association and apartment owners to improve their apartments and see the influence of their behaviour (i.e. showering, heating) and the expected results of the renovation. It shows the different renovation options available through different suppliers via a two-sided platform approach that even allows direct contracting. Decision making is collective. The tool provides direct feedback on the web-application what the influence of renovation is. A homeowner can directly receive an offer for a renovation option.

### Measured Impacts

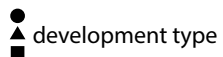
Number of activated digital keys by households: **284**

Number of households that made a renovation scenario: **174**



project scale

**Individual site**



development type

**Upgrading**

### Benefits

- Decreasing energy consumption in buildings
- Improving energy usage efficiency
- Reducing energy bill
- Improving social integration
- Improving life quality

### Lessons learned

- Main factor for implementation is the reduction in energy bill. Know your customer: is the digital tool right for the user
- Finding right scenarios important to encourage users. Complete self-service tool is difficult. Need some help for getting started
- Don't start with Energy use. Luring them in is a challenge. Important to start with someone who knows the neighbourhood well. Spreading message through social groups.
- Privacy of Data: Who will use the information? Who sends the message

### Challenges

Decision making is a challenge as collective process. **MARKETING** and helping the customers through the process. Trust Issue with who the contractors are in the list. Finding the right offer for the apartment building.

### Supporting factors

- Existing apartment buildings  
infrastructural
- Private investments or/and state subsidies  
financial
- Eindhoven – EckartVaartbroek district  
geographical
- Availability of customers to try and use the new technology  
social
- KPN  
partners

### Contacts

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