

Renovation of semi-attached homes of housing association using Woonconnect tool

Energy | Eindhoven, NL



Photo source: Municipality of Eindhoven

The project aims to involve tenants into the process of renovating and maintaining homes owned by the social housing association Woonbedrijf. It enables tenants to make informed decisions on what pre-defined renovation options they want to realize. The digital 3D-tool WoonConnect allows tenants to see the influence of their behaviour (i.e. showering, heating) and the expected results of the renovation.

Measured Impacts

kgCO₂eq/a (saving)

86043,24

kWh/m²a (primary energy demand saving)

86,52

project scale

Neighbourhood

development type

Retrofitting



Lessons learned

- Not all tenants prefer digital interaction (via the tool) or interaction in general. Main influencing factors are age, trust in private and public authorities.
- Data privacy in the homes is perceived much more pressing than in other digital areas (such as social media).
- The direct and personal interaction at kitchen-tables was highly important for the success of the project - therefore the process was redesigned to use WoonConnect as a self-service and as a guided experience. Know your customer: is the digital tool right for the user. Design a customer journey before you begin.

Challenges

Privacy - Creating enough trust for the data to be collected through the WoonConnect tool. Many partners involved interested in many different kinds of data and therefore tenants became afraid of the type of questions asked and the possible uses of the data.

Supporting factors



Existing residential houses



Housing association bound by law to maintain and improve the houses. Agreement to improve the average social house to energy label B. Official regulation to have an energy label on each home.



Eindhoven – EckartVaartbroek district



Availability of customers to try and use the new technology



Woonbedrijf

Contacts

Woonbedrijf

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