

Demo apartment tour “Better living”



In Bolzano five building sites have been refurbished in the framework of SINFONIA while tenants lived in the apartments. This caused a series of interferences of tenants' daily lives since the renovation works included interventions inside the apartments. In order to communicate the advantages of the new technical installations and promote acceptance by the tenants, the project partners in Bolzano launched a touring exhibition called „*Qui vivo meglio / Besser wohnen!*“ (i.e. „*Better living!*“).

Tenants were personally invited to a series of events where experts of the SINFONIA consortium guided visitors through an exhibition that included technical details about the new installed equipment. The demonstration tour was set up in an empty apartment, one at each refurbished building site, giving tenants a tangible idea about the results of the intervention activities in their own apartments.

The items of the exhibition were distributed in four main rooms, each one referring to a single refurbishment intervention. Tenants were able to see what will change in their homes, how those changes will influence their daily life and how they can improve their well-being. Short texts combined with graphical content helped to easily understand the main aspects of the interventions.

The exhibition aimed at raising tenants' awareness on energy efficiency and on benefits associated to energy refurbishment. Based on the assumption that a higher

acceptance for the interventions fosters a behavior change to a decreased energy consumption, the exhibition also aimed at reaching the full energy-saving potential of the refurbishments.

vision

Tenants are often sceptical about refurbishment activities in their apartments. Prejudices can be reduced by giving tenants the opportunity to check out technical equipment in a demo apartment.

addressed stakeholder groups

tenants

outreach

The exhibition was held five times and adapted to each SINFONIA building. 146 tenants (about 22 %) visited the demo apartment.

Résumé

Challenges

...regarding the preparation of the event

- ▶ Many actors from different organisations with different functions are involved and need to be coordinated.
- ▶ The apartment is not an usual location for an exhibition. It implies many obstacles both from a practical (transporting materials, getting the space clean and prepared) and legal point of view (responsibilities for any damage to persons and property) .
- ▶ Activities running on the construction site can interfere with the exhibition (e.g. workers coming inside the apartment where the exhibition is installed).

...regarding the interaction with tenants

- ▶ Negative attitude of some tenants, mainly caused by bad experiences during the refurbishment works, can influence all the tenants that are visiting the exhibition at the same time.
- ▶ Tenants take the opportunity to ask different kinds of questions that are not always in line with the content of the exhibition.
- ▶ Even if the content of the exhibition is about the improvements in all the apartments, some tenants tend to persist in comparing the interior fittings of their own flats to the new ones.

Recommendations

- ▶ Plan all the steps in advance and include all involved actors from the very beginning.
- ▶ Guarantee the presence of housing owners during the visits. Often they are the only ones who can answer specific questions.
- ▶ Partially refurbished apartments are more suitable for an exhibition venue than brand new ones. This way tenants will focus more on the presented topics instead on the aesthetics of the interior fittings.
- ▶ Get more information [here](#) !



*„Finally we know how to use this new ventilation system. We've never seen it before and we had no idea about how to use and maintain it.
This tour and the explanation you gave us were really interesting and useful for us.“*

Tenant,
Passeggiata dei Castani building, Bolzano

