



ONE-STOP-SHOP SUCCESS STORIES: INCREASING CITIZEN PARTICIPATION IN HOME RENOVATION

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Municipality of Padova



CITIZENS ENGAGEMENT: THE TARGET

Citizens
engagement

SPECIFIC INFORMATION

**> Motivated
homeowners**
*0,1% -> 100 fam.
Fee applied*

TARGETED INFORMATION

**> Interested
homeowners**
*1% -> 1,000 fam.
Service provided
for free*

GENERAL INFORMATION

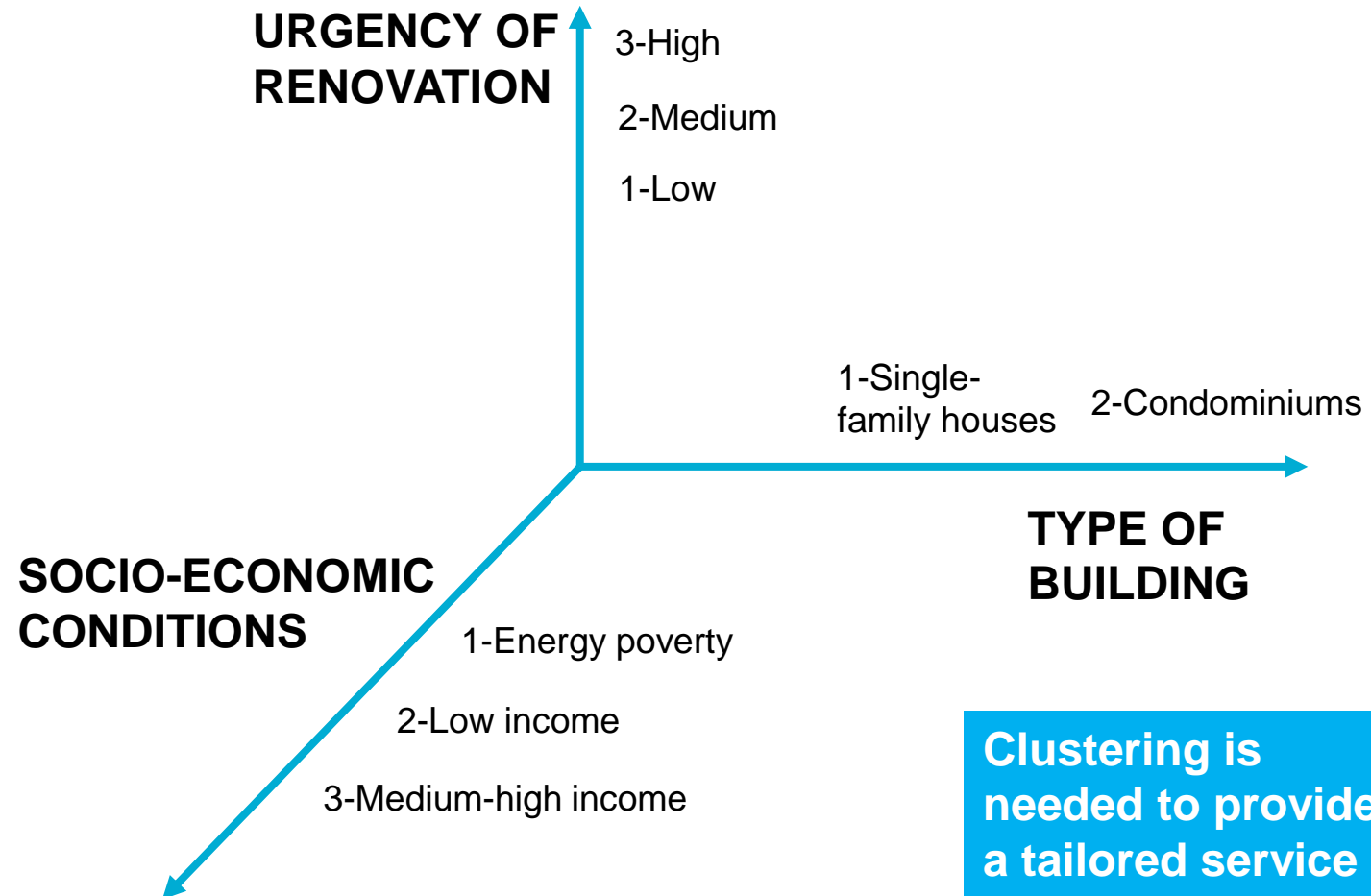
**> Engaged
homeowners**
*5% -> 5,000 fam.
Service provided
for free by the
OSS*

AWARENESS RAISING

>All
*100,000 families
Public role;
provided for free
by the OSS*



ONE SOLUTION DOESN'T FIT ALL



BOTTOM-UP APPROACH: WHAT ARE CITIZENS ASKING FOR?

Most effective communication channels



39% from the web page



23% from social media campaigns



16% from communication campaign on the territory

14% from other branches/sectors of the Municipality

8% more

Top user requests

Procedures (how to do)

to have access to the 110% Superbonus
to evaluate the building compliance
limits for the refurbishment in the city center

Contacts (who to call)

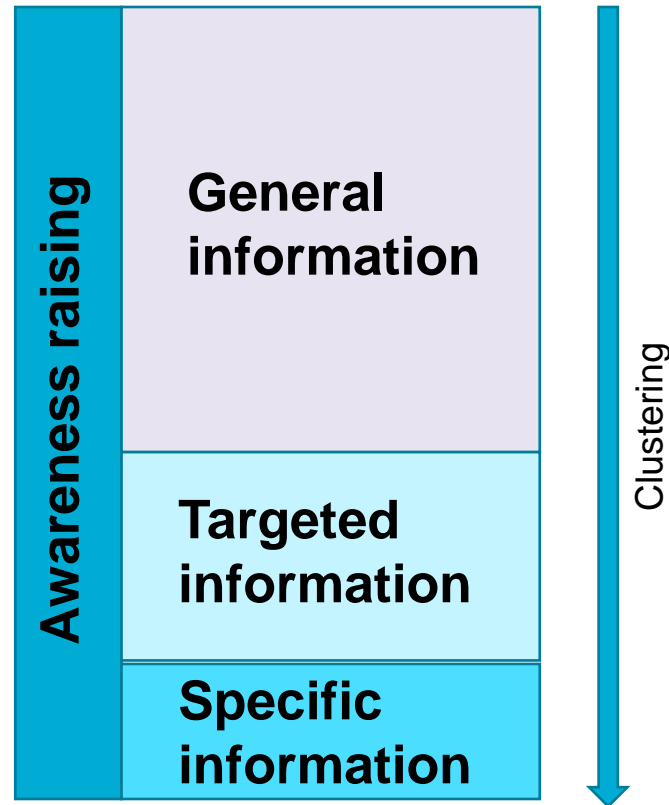
of certified companies
of qualified professionals
of banks / financial products available

Instruments (how to use)

tax credit transfer
invoice discount
pre-feasibility studies / energy audits / energy projects

OUR WAY TO PROVIDE INTEGRATED SERVICES

INFORMATION SERVICES



TECHNICAL
SERVICES

FINANCIAL
SERVICES



Procedures

Contacts

Instruments

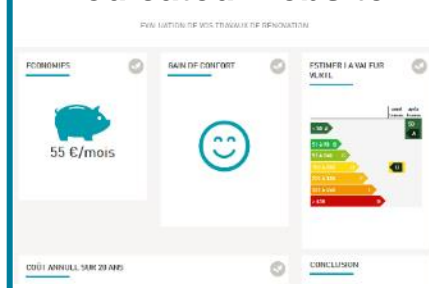


ENGAGEMENT INSTRUMENTS



Several tools to engage the different clusters

Dedicated Website



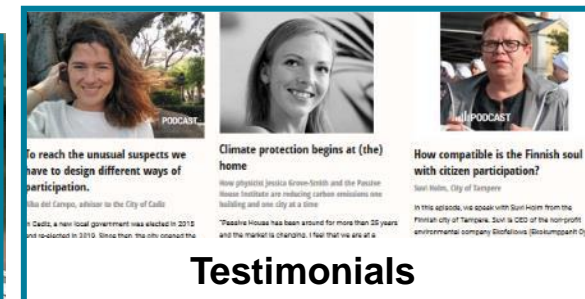
Municipal newsletter



Information's evenings or events



Gadgets



Testimonials



Social media channels

Tout savoir sur la rénovation énergétique de votre copropriété



Flyer/leaflet



Information points



Local media



Works demonstration



Community facilitators



Poster



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847143.

ENGAGEMENT INSTRUMENTS

Main tools:

Creation of a dedicated website

<https://www.padovanet.it/informazione/progetto-europeo-padovafit-expanded>

- To provide info on the project and the Italian Superbonus 110%
- Some material has been prepared and published on how to refurbish the building with the existing fiscal mechanism
- The citizens can schedule a phone-call with some experts
- More than 8,000 visits up to September 2021



ENGAGEMENT INSTRUMENTS

Come prendere appuntamento

Per fissare un appuntamento con il personale dello Sporte **servizio iCUP del Comune di Padova** e cliccare su "Sporte" successivamente sul tasto "Prenota". L'utente potrà scegliere cliccare su "+" per finalizzare la registrazione.

In seguito alla prenotazione si riceverà conferma dell'appuntamento via email.

L'appuntamento sarà telefonico; l'utente sarà contattato direttamente dallo Sportello al numero indicato in fase di registrazione.

Per annullare o spostare l'appuntamento è possibile scrivere **risparmio.energetico@comune.padova.it**.

Giorni e orari per l'appuntamento telefonico

- martedì: dalle 9.00 alle 14.00
- giovedì: dalle 12.00 alle 17.00

L'appuntamento telefonico ha una durata massima di 30 minuti.

IN EVIDENZA:

- **domande frequenti (Faq)** per l'accesso al **Superbonus nel Comune di Padova**,
- **interventi nel centro storico**.
- Bonus facciate: **individuazione della Zona Territoriale Omogenea (ZTO)**

Il servizio è erogato nell'ambito del progetto europeo **PadovaFIT Expanded**, che intende fornire ai cittadini informazioni, assistenza tecnica, giuridica e finanziaria, nonché strumenti contrattuali e decisionali per la realizzazione ed il monitoraggio degli interventi di risparmio energetico.



1. You search for information of the website

2. If you don't find what you are searching for you can reserve an appointment with the technicians of the energy desk

Sportello per il Risparmio Energetico

Gli appuntamenti possono essere prenotati il **martedì** (9.00-14.00) ed il **giovedì** (12.00-17.00). La durata massima dell'appuntamento è di **30 minuti**. Per prenotare, scegliere la data e l'ora e cliccare su "+".

◀ Settimana precedente	maggio 2021	Settimana successiva ▶
martedì 11		giovedì 13
09:00		12:00 +
10:00 +		13:00 +
11:00 +		14:00 +
12:00 +		15:00 +
13:00		16:00 +

3. You select the day and the time. The reservation is open and free.



4. You will receive a phone call from the technician at the time of the reservation. The phone call will last up to 30 minutes.



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ENGAGEMENT INSTRUMENTS

Main tools:

Social media channels – Municipal newsletter – Local media

<http://newsletter.padovanet.it/archivio/31/>

(2,600 recipients)

<https://it-it.facebook.com/Comune.Padova/>

(35,000 followers)

- To provide info on the Energy Desk and the OSS in Padova and the events organized by the Municipality
- 1-2 news each month on FB
- 1 news each 2 months on the newsletter



AMBIENTE Chiara Golloni, presso lo sportello energetico



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ENGAGEMENT INSTRUMENTS

Main tools:

Flyer/leaflet distribution – Putting up a poster

- Big posters (2 times – Spring 2021 and Autumn 2021)
- Small posters (1 time - Spring 2021)
- Advertising on tram (1 time – Spring 2021)



Advertising of the Energy desk on the city tram



The poster in 33cm*48cm format



The A5 flyer



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ENGAGEMENT INSTRUMENTS



The roll-up



The poster in 70cm*100cm format



The poster in 6m*3m format



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ENGAGEMENT INSTRUMENTS

Main tools:

Creating some information points – Information evenings

- In this first phase, the information point will consist of an online Energy Desk
- The physical information points (in local markets/information evenings in municipal premises) will start as soon as the Covid-19 epidemic restrictions will guarantee a safe interaction
- information events during local fairs (3 times – Autumn 2021), information evenings in the neighborhoods (2 times)
- 75 F2F contacts during the appointments in the fairs and markets



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ENGAGEMENT INSTRUMENTS

Main tools:

Condominium/community facilitators

- Indirect approach to reach citizens/homeowners
- Training of experienced and less experienced professionals to be involved in the OSS process
- Main responsibilities of the facilitators:
 - Taking part at the Condominium assemblies
 - Supporting the Condominium in taking decisions connected to the energy refurbishment
 - Taking part at local fairs/markets at neighborhood level to inform, increase the awareness and support homeowners about the existing opportunities

Main topics of the training course

1 - Introduction to the aims of the course
2 - Privacy and data processing (30mins)
3 - Carrying out and assessing an energy audit
4 - Methodologies for conflicts facilitation and mediation
5 - Energy requalification of buildings: assessment of the economic sustainability
6 - Superbonus 110% and other forms of incentive
7 - The building in the urban context: principles of sustainable urban regeneration
8 - Check-up and support to households in energy poverty
9- Energy saving and energy efficiency communication
Final examination



MAIN CONTACTS



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