SHAPES

SHARING PRIOR EXCELLENCE AND SUPPORT FOR THE MED CREATIVE ASSET

SCORE project

SCORE — Sustainable Construction in Rural and Fragile Areas for Energy efficiency

"Virtual community of the key stakeholders to assess and promote innovative technologies"

- READ S.A. Development Agency of South Aegean Region (GREECE)
- Local Energy Agency Pomurje (SLOVENIA)
- Agência Regional de Energia do Centro e Baixo Alentejo (PORTUGAL)
- Chamber of Commerce of Seville (SPAIN)
- Chamber of Commerce and Industry – Drôme (FRANCE)
- Development Company of Kefalonia & Ithaki S.A. (GREECE)
- Rhone Chamber of Crafts (FRANCE)
- Cyprus Chamber of Commerce and Industry (CYPRUS)
- Marseille Chamber of Commerce (FRANCE)

* **General scope:**
SCORE aimed at supporting the implementation of **sustainable energy policies** in the construction sector in **fragile coastal and rural MED areas** with exceptional landscape values, exploiting **eco-innovative potential**, using traditional building elements combined with innovative green technologies. The transnational cooperation will develop a bench learning model, foster sustainable construction and create transferable innovative tools for energy-efficient building practices

* **Duration:** 01/06/2010 – 31/12/2012

1. developing transferable **innovative strategies through benchmarking & benchlearning** and the development of a **cost-benefit model** that will allow the adoption of economically-viable solutions in new-builds, social housing & public retrofitting;

2. disseminating sustainable practices using **bio-architecture & innovative techniques** and action plans that will allow mainstreaming into regional/national policy and capitalization of results;

3. exploiting the economic potential of **traditional skills & resources** in harmony with environmental standards through local bio-construction action plans/standards;

4. enhancing **MED heritage** through the integration of **traditional techniques** with **innovative** approaches.

efficiency practices in the MED was developed.

2. The partners developed standards to foster energy-efficient construction. An **eco-construction tool** was jointly designed to take into account specific MED environmental, economic, social and aesthetic criteria and provide the basis for **policy guidelines** for integrated energy efficient territorial planning.

3. The final stage developed an **integrated stakeholder-driven governance model** through key stakeholder **focus groups** to establish **guidelines for joined-up planning**. Each partner carried out **local awareness raising actions** and identified potential financial incentives to ensure long-term **sustainability**.

★ sharing best practice on energy efficiency in the construction sector

The members of the focus groups are:

Architects	Environmentalists
Rural-Urban Designers	Physicists -Electrical Power Engineers
Chemical engineers	Civil Engineers

energy efficiency of buildings and determined possible financial incentives for companies and citizens in regional and national level

* Supported the definition of guidelines to elaborate a joint Bio-construction Action Plan

* Contributed in the sustainability and capitalization of the project's results
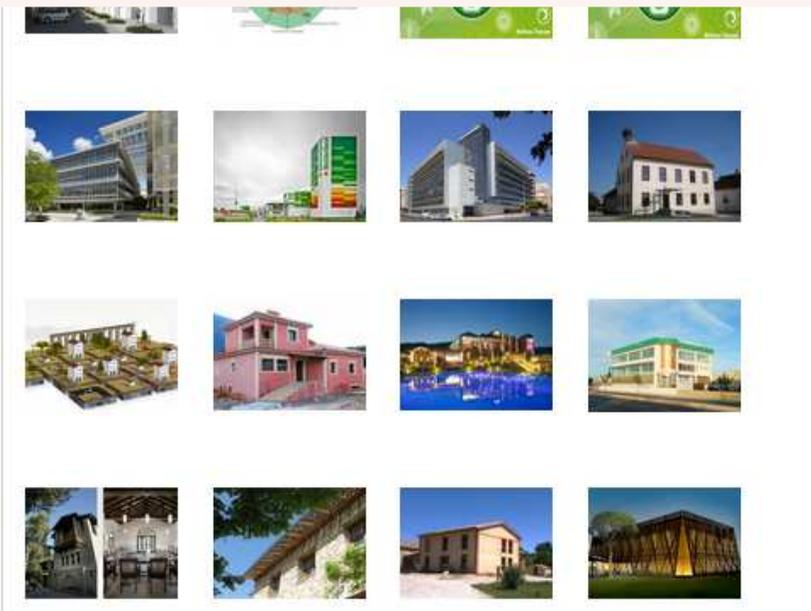
keywords in different groups.

Indicative keywords:
Renewables, solar energy, Photovoltaics
Natural ventilation, lighting, Biomass, biogas, geothermal, Energy management systems

By choosing a keyword the relevant good practice appears.

Passive solar	■	■	▢	■
Solar thermal collector	▢	▢	■	■
Photovoltaic	▢	▢	■	■
Small wind turbine	■	▢	■	■
Biomass	■	▢	■	▢
Geothermic	■	▢	■	▢
Different system of renewable energy	▢	▢	■	▢
Sun screen control	▢	▢	▢	▢
Natural areation	■	▢	▢	▢
Natural lighting	■	▢	■	▢
Automatic control system	■	▢	▢	■
Involucre (insulation, mass, PCM)	■	■	■	▢
System (heating, conditioner)	▢	▢	■	▢
Eco-compatible materials	■	■	■	■
Microclimate and environmental control through vegetation	■	■	▢	■
Water resource (rain collection, etc)	▢	▢	▢	▢

More specifically, the matrix is divided per participating country. The left column shows the possible technologies / practices identified by each partner through the best practices. Examples include the following:

o Photovoltaics
o Passive solar systems
o eco-friendly materials
o Planting to create a microclimate
o Shading etc.

| Technique				
Aggregazione spazi per micro-climate control				
Passive solar				
Solar thermal collector				
Photovoltaic				
Small wind turbine				
Biomass				
Geothermic				
Different system of renewable energy				
Sun screen control				
Natural aeration				
Natural lighting				
Automatic control system				
Involucre (insulation, mass, PCM)				
System (heating, conditioner)				
Eco-compatible materials				
Microclimate and environmental control through vegetation				
Water resource (rain collection, etc)				

o Brief description of the technique

o Report and photos from best practices

o Advantages and Disadvantages of the described technique

o Proposals to address the problems arising from the technique

A summary in English, which also includes:

o Suggestions for the implementation of a bioclimatic Action Plan

o Suggestions for Possible criteria for MED bio-housing quality certificate

and included in the Final technical report:

- o Transferable audit and evaluation model for energy efficiency in the construction sector

- o Model of cost-benefit analysis

- o Local Capitalization Plans
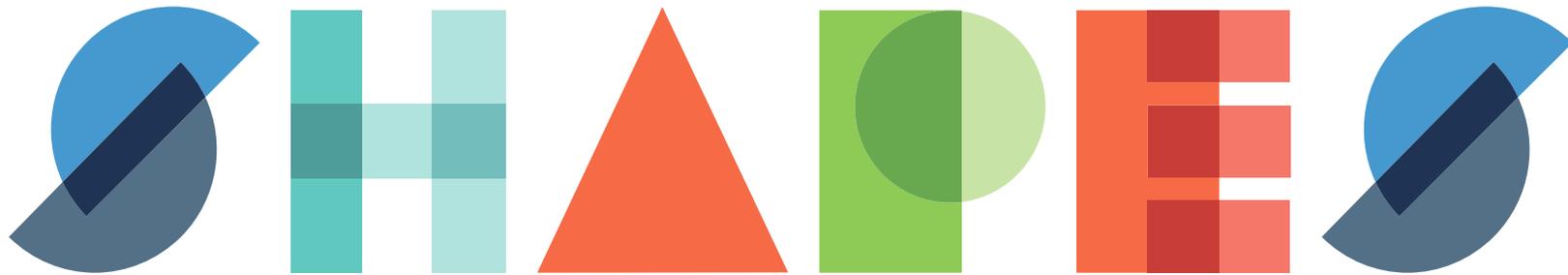
Focus Groups

Tips for success

to discuss and comment on the topic that is the subject of the research

Focus groups rely on **interaction within the group** based on topics that are supplied by the researcher.

What do we achieve? ➡ reach out to the potential users for feedback and comments

framework of many organizations and projects ➡ decision making

Groups usually consist of approximately **ten** people recruited and brought together based on pre-specified qualifications.

- Learn more about a specific topic

- Enhance the utility of survey content and delivery mechanisms

- Interpret previously obtained quantitative information

- Generate ideas in a group brainstorming session

Get feedback in advance
by your target group ➡ You can design in a more effective way the
service/ methodology/ product

- This technique **seeks feedback** from all the individuals that form it.
 If people are **uncomfortable** with it, it will **not be effective** for the group as a whole

- Focus groups generate a **large variety of opinions** and ideas, while maintaining a specific **focus** during the discussion

- The method provides the opportunity to gain **in-depth insight** into ideas, values, wishes and concerns of participants and stimulates **shared creative thinking**.
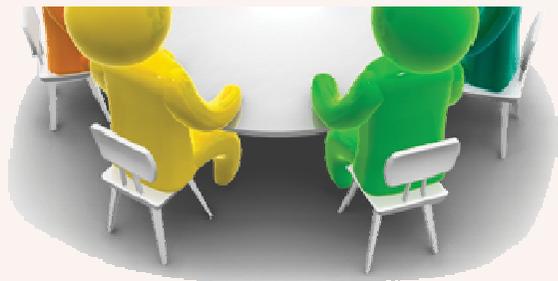
Participants feel free to discuss and
offer their valuable input

Encourage not only **express their opinion** but also **respond** to other members'
and leader's questions, interaction that is **not feasible through surveys.**

Focus groups are **structured** and **directed**, but also **expressive**, they can offer a lot of
information in a relatively **short time**.

The planning has to start several weeks ahead ➡ Important role of the coordinator

The time plan will determine the success of the meeting (place, invitations, preparatory activities, material)

Maximum duration of the meeting ➡ **2 hours**

< 2 hours ➡ **Not productive, dissatisfaction**

> **You need their interest to participate and their commitment to offer their input!**
> Attract them through: high level speakers, trending themes discussion, side event of relevant to the thematic events, clear scope with regards to their role

▪ Determine **how many participants** you need and how many to invite.

▪ Develop a list of **key attributes** to seek in participants based on the purpose of the focus group.

▪ Using the list of attributes, **brainstorm** about possible participants.

▪ **Secure** names and contact information, **finalize** the list, and send **invitations**.

> 12 ➡ Voices get lost
Speaking time will be restricted
Dominant people will speak most
The facilitator will have to play more of a controlling role
Some members of the group will become frustrated if they cannot speak
Participants will start talking to one other rather than to the group
The group may stop focusing and start talking about other issues

The group needs to be large enough to generate **rich discussion** but not so large that some participants **are left out**.

IMPORTANT NOTE: You should invite more, allowing for no-shows.

- Perhaps you can find the right leader within your own organization.

- Depending on the situation, you might consider looking for someone outside your organization, someone that specializes in facilitating these kinds of groups.

- Has experience in facilitating and coordinating groups

- Knows something about the topic

- Will relate well to the focus group participants

- Will work together with you to give you the outcomes you want

- Draw out the people who are not talking, and stop others from talking too much

- Encourage discussion among the participants

- Make sure everyone has a chance to speak and that the discussion stays focused

- Direct the discussion and not taking over the group

- Gain the confidence and trust of the participants

- Maintain flexibility and being as neutral as possible

- Control the time allotted to each topic and to the entire discussion

- Date, time, place

- Names and characteristics of participants

- General description of the group dynamics (level of participation, presence of a dominant participant, level of interest)

- Opinions of participants, recorded as much as possible in their own words, especially for key statements

- Spontaneous relevant discussions during breaks or after the meeting has been closed

Start with two introductory or warm-up questions to raise the participants' interest.

- Once you have a list of questions, look at your purpose statement again.

- Keep questions that are really important and that qualify for your purpose.

- Eliminate as many questions as possible.

- Rewrite the questions with good editing.

- Order the questions that will be comfortable for the participants, i.e. moving from general to specific.

Be cautious **not to exceed** two hours!

There are three parts to a focus group script:

1. Opening → The facilitator welcomes the group, introduces the purpose and context of the focus group, explains what a focus group is and how it will flow, and makes the introductions.
2. Discussion → The question section is where you ask the questions that you designed
3. Closing → Concluding remarks / thanking the participants/ giving them an opportunity for further input/ telling them how the data will be used/ explaining when the larger process will be completed.

- Monitor time closely - don't exceed time limits.

- Keep the discussion on track - try to answer all or most of the questions.

interactions among all participants and staying focused

🔲 Key findings from the session for each of the major topics

🔲 Unexpected findings and insights, especially regarding factors that may increase

or decrease the success of the intervention.

The facilitator checks that the written record has captured the main points and reflected the level of participants' involvement in the discussion.

include all information about the background and purpose of the focus group, details of the sessions, results, and conclusions

4. <u>Share results with the group.</u> They gave you their time. The least you can do is to give them some feedback -- it's an obligation that you have.

And **note**: Perhaps members have now become more interested in the issue, and would like to get more involved. Consider offering them an opportunity to do so.

- Timeline
- Participants
- Facilitator
- Recorder
- Questions
- Script

coordinate FG
- Recorder: keep records/ ensure that all topics are covered
- Participants List

- Report preparation
- Keep in touch with the members of the Focus Group

- Include them in the newsletters' recipients
- Contact them at regular intervals

DO NOT INVOLVE THEM <u>ONLY ONCE</u> AND

THEN LEAVE THEM OUT OF THE PROJECT!

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