

## ZTHE4BEES FINAL EVENT

OCTOBER 23, 2018 - 9:30 AM – 4 PM

SALA T13, CSI PIEMONTE, CORSO UNIONE SOVIETICA 216, TURIN (ITALY)

« USERS FIRST ! » USERS' ENGAGEMENT STRATEGIES FOR ENERGY SUSTAINABILITY, INDOOR COMFORT AND HEALTH.

*Lessons learned from THE4BEES project: a transnational perspective.*

**An interactive workshop with Institutions, Energy managers and Decision makers led by THE4BEES EU project's International Partnership to present results of 2 years-long co-creation with final users, with the slogan "Energy is consumed by people rather than by buildings".**

*THE4BEES builds on the hypothesis: Energy is consumed by people rather than by buildings. Although most of the strategies to achieve energy efficiency in buildings focus on technical mitigation measures, to reach the ambitious goals on Low Carbon set by EU and Alpine Strategy (EUSALP), both structural and soft approaches have been considered complementarily across the Alpine Space. THE4BEES focuses on the behavioral changes of users in public buildings needed to achieve reduction of energy consumption. Such changes are originated by an increased awareness of the issue and the use of innovative ICT applications developed by a transnational ecosystem. Those applications have been used by the target groups in the demonstration sites (schools, houses, offices) to encourage behavioral changes for energy efficiency and carbon footprint reduction.*

THE4BEES final event will be organized jointly by CSI Piemonte, Lead Partner, and all THE4BEES international partnership to present and collect feedback on possible and effective strategies to involve users for energy sustainability, indoor comfort and healthier living spaces.

### Draft agenda :

#### Morning session (9 :30-13 :00)

- Theoretical Elements and behavioral strategies for users' engagement *in collaboration with Institut für Ressourceneffizienz und Energiestrategien (IREES), Germany*
- How to set up and run a co-creation Lab? Open innovation with final users *in collaboration with E-ZAVOD, Institute for Comprehensive Development Solutions, Slovenia*
- IT as tool for users' engagement: lessons learned on different Target Groups *in collaboration with RSA, Research Studios Austria, Austria*
- The Implementation phase: set up, monitor and assess results projects for users' engagement

*in collaboration with HEIA, Haute école d'ingénierie et d'architecture de Fribourg, Switzerland*

- Political uptake of THE4BEES results: policy guidelines for the improvement of Low carbon policy instruments  
*In collaboration with Regione Piemonte, Italy*

**Light lunch (13 :00 - 14 :00)**

**Afternoon session (14 :00 - 16 :00)**

THE4BEES Village - Let's discover the different aspects of our project: CClab, nudges, data visualization, behaviour change...

