



EMPOWER

Energy Poverty Good Practice

Fighting energy poverty in public housing The Italian experience

Cork, 23 March 2022

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Who: Leading Actors

- **Casa S.p.A.** is a joint-stock company with full public participation and public control constituted by the Municipalities of the Florentine Area which are also its current shareholders. Casa S.p.A. provides the public housing management service.
- **Federcasa** associates 74 entities that, throughout Italy, have been building and managing social housing built with public funds, but also with their own funds and subsidized loans, throughout Italy. These are autonomous institutes for public housing, entities in the process of transformation and companies that manage a wealth of over 850 thousand accommodations intended for users with low or medium income.

Fighting Energy Poverty in Firenze

- Casa SpA Commitment : progressive replacement of the old social housing with new wooden buildings in A Class
- Support from the University for smart meters and computing systems
- Commitment of the Municipality of Florence to install a hot water production system with solar energy that lasts 12 months a year in a block of public housing consisting of 150 apartments, thanks to a large water deposit capable of retaining heat.
- The Replicate project is in the executive phase, we are certifying the centralization of the plants following which we will proceed with the third lot in which the solar panels are foreseen (in the delivery phase) - after the pilot test has been carried out in the meantime

Living Consciously handbook (2017)

- Casa S.p.A. has drawn a handbook entitled "Living Consciously" which constitutes a manual made available to assignees E.R.P. where all the good practices in energy saving and waste management are summarized.
- The manual contains all the descriptions of the main and most common components of the systems serving the accommodation, starting from the measuring instruments (gas meters, electricity, water) up to the internal equipment (chronothermostats, thermostatic valves, lamps, taps, etc ..). For the latter, in particular, there are also precise indications on good use aimed at correct maintenance and reducing consumption.



MANUALE PER L'ABITARE CONSAPEVOLE DI CASE, EDIFICI E CITTÀ.

Associazione alla cittadinanza e all'abitare



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Manual for conscious living in houses, buildings and cities – February 2021

- The "Manual for conscious living in houses, buildings and cities", the result of the "Education for citizenship and living" project, was created with the main objective of introducing the possible applications of the resilience paradigm in the lifestyle of tenants of public housing buildings.

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Why: aim of the campaign

- The wealth of cities also lies in the conservation of the housing stock and in the strength of its communities.
- Federcasa and its companies pursue a noble goal: to give everyone a roof, with the will to defend the weakest part of our society and protect the most needy families; but today this is no longer enough, it is important to take care of the environment, of the neighborhoods and educate citizens for a better quality of living.
- **Guaranteeing them dignity and making them more responsible is a very important purpose that should be in the objectives of any civil society.**

How: The resources at the service of a strong political will

- Since 2018 Casa S.p.A. has implemented its organizational structure with the new **Social Management Office** whose activity and operation consists in taking charge of the social dimension of the assets; the Office manages situations of social and social / health fragility, of conflicts, deals with the promotion of the active participation of tenants especially through support for self-management, promotes the enhancement of peaceful coexistence, compliance with regulations and finally manages and takes care of the accompaniment to living. (100.000,00 euro/year)
- Two external contracts : one with **Controradio** (10.000,00 euro per year) , important radio and multimedia station, one with an expert consultant, **Valentina Daddato** (10.000,00 euro per year) .
- Two handbook, one regarding the common good, one mainly concerning how save energy

Cura e manutenzione del bene comune



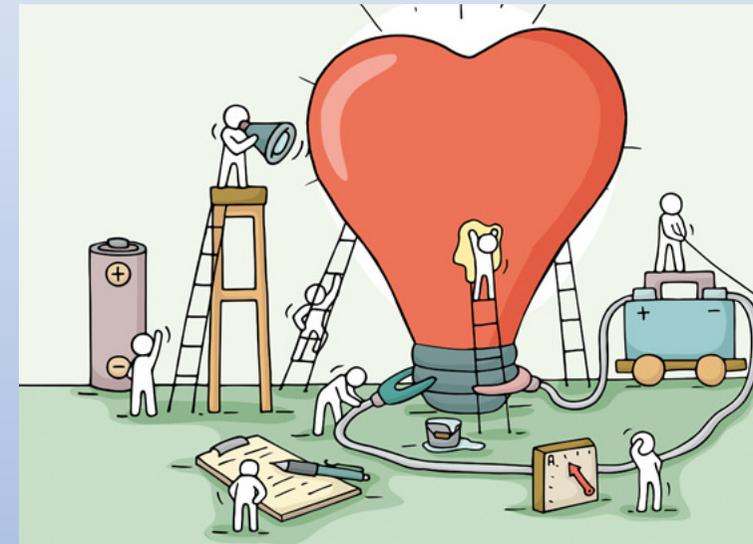
The common good

- Recognizing the value of assigning accommodation is the first step towards the awareness of having been recipients of a benefit that is, first and foremost, a **common good**.
- Education in living can be expressed and realized, therefore, through paths aimed at enhancing and spreading the awareness that the common good is housing, the building in all its parts but also, the complex of virtuous behaviors, the system relationship and the quality of life that inevitably derives from it.

The Good Practice

As part of the recognition of the **common good**, action is developed to encourage virtuous behavior both with regard to coexistence between tenants and to take care of the buildings in which one lives. Casa Spa casa spa has been running a campaign since 2020 among the tenants of public housing to develop:

- a better coexistence between tenants;
- awareness of the common good;
- understanding what are the best behaviors in order to avoid wasting energy, to save water, to run waste management;



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The structures where the initiative took place

The building entirely in wood in Viale Giannotti. The social house has 78 apartments with integrated design that develops since the preliminary phase of the project all the aspects: architectural, structural, energetic, plants, acoustic and economic. Instrumental verifications of the energetic performances of the building (both in winter and summer regime). To collect data are used Heat flow meter, Thermal camera, Thermo-hygrometer, Thermo-hygrometer - datalogger USB and sensors elaborated by the university of Firenze.

A big social housing in Via Signorelli (Firenze) where important energy efficiency interventions have been carried in the last three years.





1. Interview with **Valentina D'Addato** project manager of the Education for Living project

What was your role in the project?

was in charge of the design and project management of the Education for living project

particular, what did you do?

took care of the first phase of this implementation: training and prototyping.

The training was aimed at 6 Casa Spa operators, of which 3 engaged in corporate management and one person for each of the other three offices involved: litigation, assets and self-management.

The path was structured in two main phases:

1) 4 theoretical and practical training sessions, with the aim of learning about the approach, tools and methodologies contained in the manual, co-designing subsequent workshop sessions with tenants and trying tools borrowed from service design and design thinking.

2) 4 learning by doing meetings held in parallel with the direct participation of Casa Spa operators in the prototyping on the territory.

How was the project conducted?

The prototyping of the methodology and the application of the tools was conducted on the first case study in Viale Giannotti and saw the participation of 10 tenants, in addition to the 6 operators of Casa Spa.

During these 4 sessions, training on the one hand and prototyping on the other, participatory activities were conducted with the aim of engaging tenants, creating a cohesive community of collaborative inhabitants, enabling them to use the tools contained in the manual and triggering a relationship. and positive conversation between them, with the support of the operators who, in the meantime, had the opportunity to directly experience the methods and approaches illustrated in the manual.



2. Interview with **Valentina D'Addato** project manager of the Education for Living project

What were the main issues addressed?

The thematic areas of the manual are four and each of them consists of a section dedicated to reference good practices, a selection of national and international tools available and at least one tool designed ad hoc:

- - Care and maintenance of the common good, with the "Table for the co-management of the common good",
- - Sense of belonging and community, with identity and the "Pact of coexistence, the living we like",
- - Diversity as an opportunity and resource, with the "Showcase of resources, skills and favors" and "Activities and rituals",
- - Relationship with the city and the neighborhood, with the "Neighborhood maps".

The 4 workshop sessions with the tenants followed the same structure of the manual, at the first meeting four working tables were formed one for each of the project themes, four work teams, each of which has deepened its thematic area and ad hoc tool available, and has been its ambassador. In fact, this prototyping aims to start from the enabling of a small number of ambassadors of the cultural and behavioral change taking place, who will then in turn enable their neighbors day after day for collaborative living, thanks to initiatives, tools and rituals learned.

In fact, collaborative living allows you to live better, take care of spaces and others, better manage resources and reduce waste, build belonging and a sense of community, trigger dynamics of mutual help and mutual support, learn to dialogue and confront each other in a constructive as a new approach to solving critical issues.

Greater collaboration and sharing undoubtedly means a better use of resources, including energy, reduction of waste and greater economic and environmental sustainability.

In this first phase of the project the following media activities were implemented:



- **4 video and radio broadcasts, one per lesson on Viale Giannotti**
- **22 video and radio broadcasts with Controradio, a media that has a large audience in Tuscany.**

How will the project continue?

- The project started in June 2020 and it is still ongoing. The most of the project has to begin, as Casa SpA is going to involve all the social housing buildings in the Municipalities of the metropolitan area of Firenze.
- In April will be held a meeting with the presentation of the experience with the 10 tenants in Viale Giannotti and the 6 employees and managers of Casa Spa personnel. The aim is to expand the experience into more social houses buildings.



Challenge

- The main challenge was to enable people to have a constructive and proactive exchange, abandoning the most common ways of destructive confrontation and resistance to dialogue.
- Participants were used to a single mode of frontal confrontation and it was necessary to invest time and effort in showing a different, collaborative and participative approach, in which everyone could add value to the previous contribution and which uses collective intelligence to deal positively with critical situations.
- This approach was initially received with scepticism and reticence, this resistance to change will be repeated at the beginning of each new change process within a new context, but the proposed strategy foresees a necessary and physiological time to overcome this initial resistance.



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How transferable/replicable is the Good Practice

We believe that the "Living consciously" project is absolutely exportable. The project deals with issues common to all European cities, namely the difficulties due to multi-ethnic coexistence in the same buildings, energy poverty, the need to create a common, social and supportive feeling, to address the problems of the poorest and most disadvantaged classes. The project was already born with a multicultural approach.

In order to really trigger positive change, it is necessary to innovate in terms of human behaviour and positive relationships between the people who inhabit a context.

Collaborative living means living better, in a context that enables positive and constructive relationships, but it also means producing a positive impact from an economic and environmental point of view, thanks to the possibility of sharing resources among people who successfully cooperate with each other and adopt more collaborative and sustainable behaviours



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Thanks for the attention!

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