REPORT 2nd LOCAL INFORMATION SEMINAR - FOCUS GROUP

Introduction

SCORE Project needs for its development to analyze local case history and regulations and also sharing the results through an active comparison at local and project level.

At the former level, each partner selects local stakeholders and key players and, thanks to the qualitative focus group methodology, will share with them the various phases of project development.

Methodology

The stakeholders were selected in relation to their interest and involvement in the project. The macro-defined categories are:

- Municipalities of the Apennines and over the coastal landscape
- Institutional representatives, such as Chamber of Commerce and Industrial Union
- Companies that produce and/or distribute components and materials for green building
- Institutes of Green Building
- University of Architecture and Engineering
- Foundations/associations that deal with sustainability

Methodology

Stakeholders were invited by letter with a brief description of the project and purpose of the Local Information Seminar – Focus Group.

For the first Seminar, the following material was distributed for discussion and showing the visual identity of the Project:

- Folder
- Case Histories
- Working scheme for the selection of construction techniques to be shared with partners

Objectives

The overall objective of the Local Information Seminar – Focus Group is the collection in qualitative assessments, opinions and analysis in order to receive feedback for the development and further reflection on the SCORE project.

The collection of qualified points of view allows to collect proposals, strengths and problems to report on a topic still in progress, such as that of sustainability and green building in particular.

Report – Local Information Seminar

Contributors

The Seminar was presented and moderated by:

- Luigi Bussalai: Vice President for territorial planning

- Arch. Enrico Pastorino: Project Coordinator

- Arch. Antonio Schizzi: Technical Coordinator

- SCORE Working Team:

    – Arch. Andrea Giachetta (Technical Team Coordinator)

    – Arch. Valia Galdi

    – Arch. Giulio Castellari

    – Arch. Massimo Frumento

    – Valentina Petruzzelli (Responsible for Communication)

    – Monica Fresta - Bodoni Comunicazione - Communication Agency

    – Giovanni Adorni (Webmaster - Webengineer)

Report – Local Information Seminar

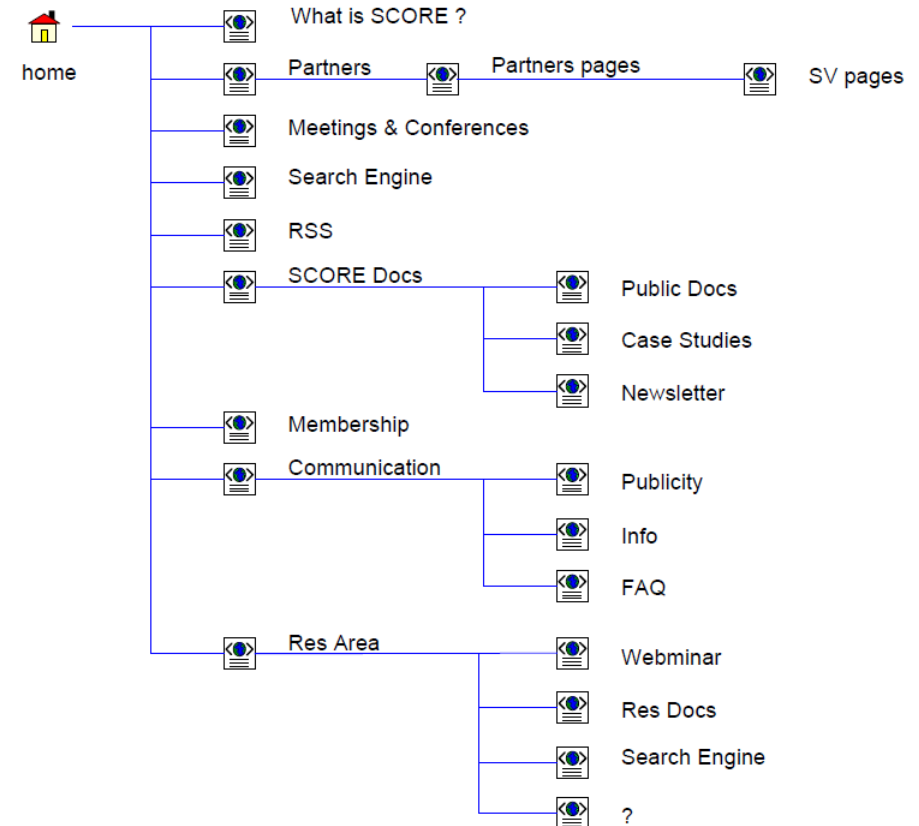### ● ● ● Discussion Topics – SCORE Project Presentation

Initially the project was presented, particularly highlighting its importance for the dissemination of sustainability at local and international level.

Subsequently, the working group presented the Italian case studies, the SCORE visual identity and the website architecture.

Discussion Topics – SCORE Project Presentation – SCORE Architecture

Of particular importance is the opportunity to share intermediate and final materials through the authentication in a reserved area and a dedicated search engine.

SCORE Architecture

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Discussion Topics – SCORE Project Presentation – Communication Tools – An example

Discussion Topics – Partecipants point of view

- It's necessary to spread the culture of sustainability and green building to educate professionals who are not yet adequately trained and civil society that still does not know these issues in depth. In short, "Healthy living is preventive medicine" and for this we need to spread the culture of sustainability.

- Energy requalification is expensive because its payback is long-term.

- Insiders must also focus on the conditions of the energy consumption of existing buildings to limit the economic waste.

Discussion Topics – Project Team point of view

- The Project Team emphasized the importance of methodological lines SCORE. In particular, the working scheme offers the possibility to analyze both the strengths of the solution or material given for the single case of recovery or housing development, but also the weaknesses, such as difficulties related to the cultural, productive, and normative background. Indeed, the working scheme offers the possibility to include proposals to overcome these obstacles and propose solutions for the applicability and transferability of the model.

- It's necessary create a communication and acculturation process of SCORE issues to enable the market to grow, to achieve the reduction of costs and create platforms to convey the new products and materials.

Conclusions – Open Issues

Strengths:

- The local case studies have demonstrated the possibility of transferability of the models analyzed.

- The analysis of the working group also noted the importance of not only economic consequences, but also in terms of health and new processes of "acculturation green building".

Weaknesses:

- The issue of sustainability and energy efficiency needs more cultural promotion and then the communication, dissemination, education and training.

- The green building costs are still high and its payback is long-term.

Conclusions – Open Issues

Thanks to the Seminar, it was possible to define important open issues that will be open to future discussions, proposals and operational solution.

This report will be sent to the key players and the stakeholders involved in the Local Information Seminar – Focus Group and to the partners who will share the work of analysis that supports the SCORE Project.

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