

levelup your ...

# Communication, Education & Social Awareness

## Jury Brief Report #1



## 38.1. Communications sub-report

Over the past two years, the levelup team first intensively analysed the initial situation, derived the vision and positioning of the concept, and then developed and implemented communication actions for various target groups. Key messages were implemented in the website, social media and audio-visual presentations. Communication planning activities have been further developed and concretized in recent months.

## 38.2. Analysis

In Germany, three quarters of the population already live in big cities. In the decades to come, this proportion is expected to increase to 85 %. Urbanization is one of the megatrends of our time. Particularly younger generations (20-40) are expected to move to big cities. On the other hand, the proportion of the population over 65 years of age will increase to 20 % by 2040. This means that the number of single-person households will rise significantly - in 2040 one out of four people will live in a single-person household. This causes housing shortages, and as a consequence rents have risen by almost 80 % from 1990 to 2019. In cities, 2.5 million low-income households will have to be provided with housing in the years to come. (Bloeckler, 2018).

However space is limited! One main challenge is that 43 % of residential buildings in German city centres were built between the 1950s and 1970s. Most of them are in dire need of renovation, because they currently consume an over proportional volume of energy – 75 % of all buildings are classified as energy inefficient.

So, the demand for affordable, attractive, and sustainable urban living space is growing, especially for low-income, older and younger, single-person households.

In the future, environmentally oriented building renovation and social housing will be strongly promoted by state-run programs. (bayernlabo.de, Federal Ministry for the Environment, 2019) The creation of energy efficient rental housing and attractive concepts is therefore essential for housing associations and the construction industry.

## 38.3. Strategic planning

### Our Vision is:

To create sustainable, climate-neutral and affordable housing that adapts to different building types and sizes, as well as to the individual lifestyles and needs of different population groups (social diversity) through flexible use of standardized modular construction.

Allow the details of interior design and technology to enhance daily lives and the environment!

Add storeys on top of buildings so that undeveloped land can remain “green”.

Improve the energy efficiency of entire buildings and enhance German city centres architecturally, aesthetically, and socially.

Our vision and core message of communication is:  
**levelup ... your living!**

**Our communication strategy also includes these additional focal points:**

1. levelup ... your building
2. levelup ... your sustainability
3. levelup ... your comfort
4. levelup ... your technology
5. levelup ... your community

**Different communication target groups were identified to whom our team will address the project and the concept.**

1. Visitors of the SDE area in Wuppertal: for example, pupils (children and youth), students, professionals, experts, and the general public.
2. Publicity at locations in Rosenheim and in Nuremberg?
3. Students and lecturers at the Rosenheim Technical University, and other universities.
4. Stakeholders in the construction industry, i.e., owners and investors, architects, project developers, housing associations, building contractors, municipal authorities, building inspection authorities, experts, companies, and suppliers.
5. Tenants and apartment owners (end users) in city centres.
6. Sponsors, i.e., service providers or suppliers from the construction industry or other financial sponsors of the university.

## 38.4. Operative planning

The communications team has developed and implemented an online strategy with a website and a detailed social media strategy over the last few months.



Target groups are primarily the public, sponsors, and the students and lecturers of the TH Rosenheim. The goals are to provide information about the general concept, work being conducted by individual teams, and to generate sympathy and enthusiasm for the levelup concept. In addition, experts, sponsors, and the construction industry were addressed via numerous presentations, technical articles, a regular newsletter, and visits to trade fairs. The general public in Rosenheim and Bavaria was reached via events and articles in the regional press. Visitors in Wuppertal will be addressed via multimedia information. These measures can be found in the Social Awareness section.

### a) Website

The website can be found under the following URL:  
<https://levelup.nicepage.io/Home.html>

The website is intended to present basic information and news about our project to all target groups and is updated regularly.

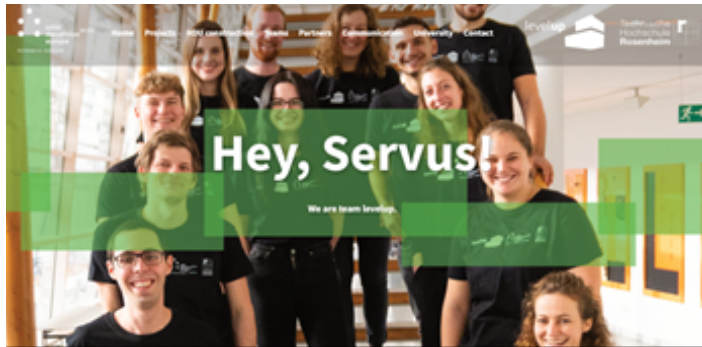


Figure 1 – Website levelup - Home

### b) Social Media

Our social media channels are intended to inform various target groups about current topics, generate interest and provide insights into the overall project. In addition, the aim is to create awareness of the social and ecological impact of our construction measures and to generate enthusiasm and motivation for energy-efficient construction projects.

Accordingly, we have aligned our social media concept on Instagram, Facebook and LinkedIn:

#### Instagram:

On Instagram, the content is a combination of official images and insights into the daily project life of the team members. Since Instagram is a very visual platform, text portions are deliberately kept very short.

Our Instagram Profile can be found under the following URL:  
[https://www.instagram.com/levelup\\_ro/](https://www.instagram.com/levelup_ro/)

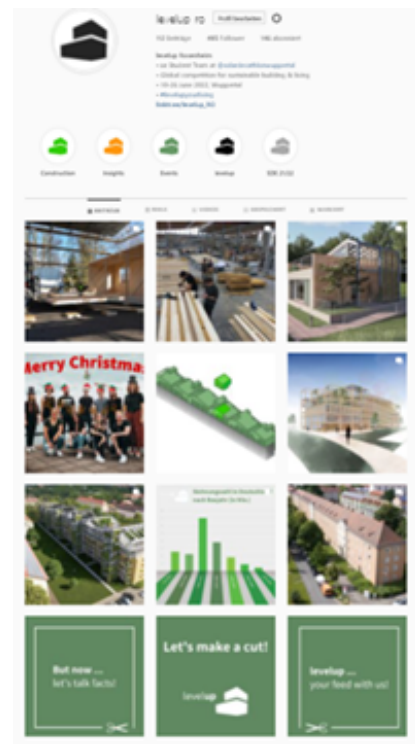


Figure 2 – Instagram Profil levelup

#### LinkedIn:

We use LinkedIn primarily to reach out to our existing sponsors and partners, but also to make the construction industry aware of our project. The content we post includes special events, articles, images and up-to-date progress of our project.

Our LinkedIn Profile can be found under the following URL:  
[www.linkedin.com/company/levelup-rosenheim](http://www.linkedin.com/company/levelup-rosenheim)

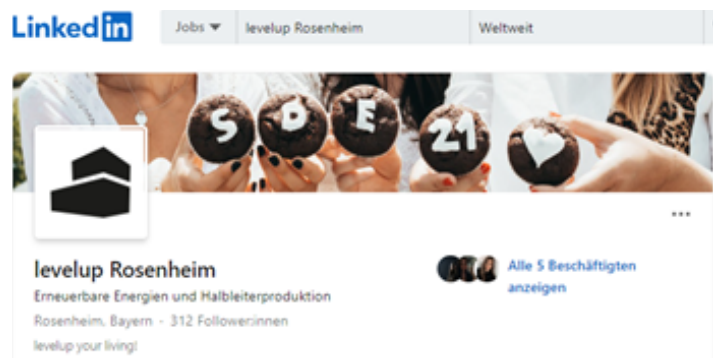


Figure 3 – LinkedIn Profil levelup

#### Facebook:

The content shared on Facebook is a mix of Instagram and LinkedIn. We work with more factual and detailed information with our posts with the intention of reaching students, sponsors, the construction industry, and future tenants, and apartment owners.

Our Facebook Profile can be found under the following URL:  
<https://www.facebook.com/leveluprosenheim/>

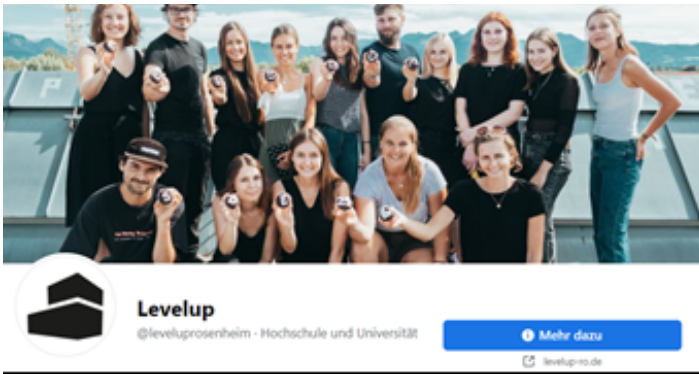


Figure 4 – Facebook Profil levelup

## 38.5. Implementation, Assessment/Controlling

### a) Website:

In total, there were about 2.873 page views during a period of one year, with „Home“ with 846, „HDU Construction“ with 307 and „Teams“ with 240 clicks representing the pages with the most interactions.

Our goal is to further increase the interactions. This will be generated via increased use of newsletters and social media activities.

The analysis of users by origin shows that our website has been visited from people from all over the world: Germany, United States, Austria, Finland, France and Italy.

### b) Social Media

We have created a rough editorial plan for all our social media channels based on milestones. This should help us from now on to focus on the facts of our project and the competition. We want to explain to our subscribers as clearly and simply as possible the connection between the Design Challenge and the Building Challenge. Additionally, the background, e.g., to our existing building and our vision should be clearly communicated.

Data collected by the respective platforms mentioned above are used to evaluate the social media profiles. These provide information on the development of subscribers, reach, and impressions for a limited period of 30 days. In order to obtain an overall picture of the development, monthly excerpts of this data was generated.

## 38.6. Education Sub-Report

Together with students, professors, and staff, TH Rosenheim developed a set of guiding principles designed to strengthen our members' community spirit, sense of identification with the university, and readiness to take on responsibility. The SDE competition and its innovations blend perfectly well into these guiding principles.

### Educational principle:

We base our teaching on science and business

We offer our students forward-thinking practical training with a focus on society and the working world. TH Rosenheim has excellently equipped workshops and laboratories, which are intensively used for practical teaching and research. The construction of prototypes and “research-oriented teaching”, are integrated into our curricula wherever possible. Projects are regularly carried out with and for external clients/partners, but always with a focus on the freedom of teaching and research. The SDE competition takes students away from their desks puts them into the physical world of human interaction and construction, solving real-world problems. Therefore, it aligns perfectly with TH Rosenheim's educational principles.

High quality teaching and research is our highest priority. We are keen to experiment and we dare to be imaginative. With creativity and an appetite for risk we offer an environment in which good ideas are quickly put into practice. We make use of the diversity of our degree programs in an interdisciplinary manner.

The range of innovative degree programs and courses of study offered at TH Rosenheim is expanding continuously, and now includes “Applied Psychology” and “Energy & Building Technology”, with more to come. Associated knowledge strengthens the TH Rosenheim, and provides it with the required specialist areas to successfully carry out topics of urban transformation addressed in the SDE or comparable competitions.

## 38.7. Social Awareness Sub-Report

**Based on the communication analyses , the following goals were formulated:**

Draw attention to our concept and raise awareness of the social and ecological effects of building measures.

The result of the analysis shows that the respondents are in a lower to middle social stratum (in terms of education and occupation), including many pensioners, students, and industrial-trade employees. The majority of them live alone or as couples, and they lead a predominately ‘traditional’ lifestyle. This is reflected in the fact that 54 % would prefer to stay where they are, even if their life situation changes. Over 46 % based this on their contacts with other neighbourhood residents in the community. Nevertheless, 45 % of those questioned would be very keen on living in an environmentally-friendly and energy-saving manner. The result of our survey confirmed that our levelup concept would meet the needs of residents in older, inner-city buildings.

## Two scenarios could be considered here:

1. The modernization of buildings can cost a significant amount of money, which must be carried by the owner. Upper-story flats are offered at higher rents and the additional income is used to finance the energy-efficient renovation of existing dwellings. However, this could create the issue of a social divisions within residential buildings.
2. Cheap and attractive housing is offered to tenants with lower incomes, such as students, single parents, or pensioners. Energy-efficient renovation of existing buildings, including energy-efficient additions, offers the possibility of reducing costs through subsidy measures and by reducing ancillary costs. Here, it would also have to be ensured that all residents have access to common areas on the roof in order to avoid social segmentation. The result is a socially integrative mix of different age groups that support each other.

### a) Strategic planning

It should be made clear to the public and students that climate policy goals can only be achieved if older, existing building stock in urban centres is converted to a nearly climate-neutral form through energy-efficient renovation. In addition, there is a high demand for housing among low-income, smaller households that typically includes both younger and older residents. On the other hand, it is precisely high-income groups that are interested in new, high-quality, and environmentally friendly upper-story flats.

Our goals can be achieved partially through guided tours and demonstrations at the Wuppertal site and at the university site in Rosenheim. In addition to general digital communication, we use the sites to trigger attention by demonstrating the daily construction activities of our HDU. These actions help us to inform the public and get them excited about sustainable construction.

### b) Measures and operative Planning

The following measures can be considered to promote social awareness at the relevant locations in Wuppertal and Rosenheim, Germany:

#### Location Wuppertal, SDE campus:

- Captivate visitors with entertaining and interactive tours: integration of videos and quizzes via QR codes.
- Tell stories - depicting different living styles, which present concrete examples of diverse living types.
- Visualize our project with the help of augmented reality.

- Hand out sustainable giveaways, such as wooden nails, wooden elements or plants.
- Create a comfortable atmosphere by adding personal details in our interior design, such as tableware, pillows, pictures, and house plants.
- Draw attention by using creative exterior signs and banners.
- Plan changing events on a daily basis, e.g., lectures and interactive activities for the public with a focus on sustainability and energy-efficient construction. Specially guides tours for school classes and young visitors incorporating entertaining and informative elements, e.g., quizzes, films, building blocks.
- Offer limited childcare opportunities with fun games and crafts, so parents can freely tour the entire HDU

#### Location Rosenheim:

- Draw attention to the construction site with construction fence posters, signs, or banners.
- Provide guided tours for students and school classes of all types.
- Initiate the development and testing of entertaining information, e.g., quizzes, films, and building blocks.
- Tell individual stories - about different living styles, which present concrete examples of diverse living types.
- Conduct lectures, events, and interactive activities for the public with a focus on sustainability and energy-efficient construction.
- Publish articles in the regional and local press, and on TH Rosenheim informational channels, i.e., website and social media, etc.

#### Domestic and global communication

- Publicize reports and articles in the press with the aim of circulating innovative ideas that promote the increase of energy efficiency and renewable energies in older buildings in urban areas.
- Exhibit adaptable models via internet media: website and social media, with the support of digital communication and animation.
- Present concepts and results at trade fairs and conferences that address technological competence and highly-efficient and renewable technologies.



Figure 5 – Advertising at our construction site

**Rosenheim**  
Technical University  
of Applied Sciences



WUPPERTAL GERMANY ... goes urban!



Gefördert durch:



**BERGISCHE  
UNIVERSITÄT  
WUPPERTAL**



Bundesministerium  
für Wirtschaft  
und Klimaschutz

aufgrund eines Beschlusses  
des Deutschen Bundestages

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