

Ambition of the Alliance

The ambition of the Alliance is – in the common interest of its members - to create a viable, independent and internationally influential alliance which supports the vision of buildings that create healthier and more comfortable lives for their residents without impacting negatively on the climate and environment, thus moving us towards a cleaner, healthier and safer world.

Our wish is that the vision of Active House becomes the future principle for new buildings and renovation.

Values of the Alliance

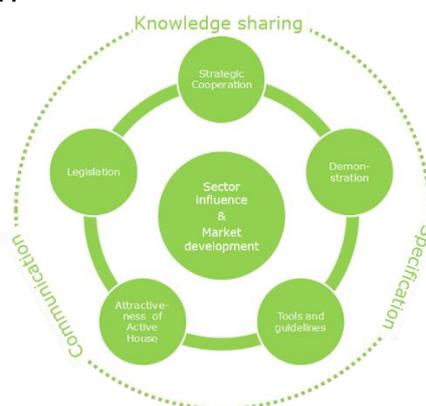
- Open dialogue between partners
- Engagement in the development of sustainable buildings
- Holistic approach to design of buildings
- Credible communication and dialogue

Objectives, activities and deliverables

The Active House Alliance creates international awareness of sustainable development by focusing on the Active House vision and principles, thereby providing its members with various opportunities within communication, experience and knowledgesharing on sustainable buildings.

The objectives of the second strategy period 2014-2016 are to:

- move the alliance from the development to the growth and influence phase – with main focus on the combination of sector influence and market development
- Strengthen the communication and awareness of Active House
- strengthen political influence on sustainable buildings based on the Active House vision and principles
- demonstrate the Active House vision and principles through existing and new projects
- increase commercial focus through development of a classification system, tools and guidelines for the sector.



The strategy focus for 2014-2016 will be sector influence and market development through political influence on sustainable buildings based on the Active House vision and principles, demonstration of the Active House vision through existing and new projects, and commercial focus on development of a classification system, tools and guidelines for the sector.

Sector influence covers initiatives such as legislation, strategic partnership, demonstration projects, tools and guidelines, attractiveness of active house projects as shown in figure 1. The objective and the drafted activities for the strategy period are outlined in the following.



STRATEGY 2014-2016

Why

- Climate change intensifies requirements to design and development of buildings.
- Networks focus on sustainable development of buildings, however only a few of them focus on a holistic view and liveability based on environmentally balanced solutions.
- The ambition of the Alliance is – in the common interest of its members – to create a viable, independent and internationally influential alliance which supports the vision of buildings that create healthier and more comfortable lives for their residents.
- Our wish is that Active House becomes the future principle for new buildings and renovation.

What

- Move the alliance from the development to the growth and influence phase – with main focus on the combination of sector influence and market development.
- Create international awareness of sustainable development by focusing on the Active House vision, thereby providing the members with various opportunities.
- Strengthen political influence on sustainable buildings based on the Active House vision and principles.
- Demonstrate the Active House vision and principles through existing and new projects.
- Increase commercial focus by development of a classification system and guidelines for the sector.

How

- Carry out initiatives within the existing structure of WG (Communication, Knowledge sharing, Specification & Demonstration)
- Strengthen the communication and the organization
- See the five strategic initiatives attached

When

- 2014-2016 (se overview)



LEGISLATION

Aim

To have Active House principles implemented in building legislation.

Objective

To achieve a balanced regulatory framework for the built environment based on the Active House principles, prioritising a stronger legislative holistic focus including health and comfort issues and make these aspects just as important as energy efficiency and environment.

Goals

The EU legislation that is relevant to Active House is mostly developed within the policy area of a specific directorate (DG Energy: EPBD, EED, DG Enterprise: CPR, DG Environment...). Active House promotes a holistic approach, so we need to ensure that the balance and integrative aspects of the Active House vision are reflected in future legislation. We will especially focus on:

- creating specific awareness of indoor comfort and health aspects in combination with energy efficiency and environmental impact as equally important aspects
- creating awareness of other legislative aspects that influence the development of sustainable buildings, such as water consumption, safety aspects and LCC of buildings
- implementation of comfort and health issues in legislation on the same level as energy efficiency, preferably performance requirements rather than detailed descriptions
- requirements to verify (through simulation) that a building will meet the required level in terms of indoor comfort at the required level of energy performance
- Utilising high-performance installations and solutions as well as intelligent controls to make the building more efficient at the required comfort level
- verification of achieved comfort level and energy performance after realisation, including user behaviour.

Legislative areas to influence with Active House principles (prioritised)

- Communication on sustainable buildings in the EU, the USA and Canada.
- Recast of the Energy Performance of Buildings Directive and similar legislative initiative.
- Making comfort and health issues part of national reporting on buildings performance.
- Focus on implementation of such aspects as water, safety and LCC evaluation of buildings in national legislation.
- Implementation of the Active House principles in building rating schemes.

Activities & deliverables 2014-2016

- Gain an in-depth understanding of the current, fragmented approach to legislation and be able to incorporate comfort, health and safety, water and LCA in regulation.
- Meet with relevant representatives in relevant countries and the EU commission to validate our understanding and get a first reaction on our thinking.
- Raise awareness of Active House principles through demonstration projects, papers, press releases and articles.
- Train all stakeholders in the Active House specification, architectural qualities, building management systems, durability, LCA calculation etc.



STRATEGIC CO-OPERATION

Aim

To strengthen the co-operation with organisations working with the same philosophy, issues and target groups as the Active House Alliance.

Objective

To co-operate with other networks to achieve maximum impact of communication of the Active House vision.

Goals

Be progressive in the communication of Active House.

Establish co-operation with prioritised networks and organisations ensure that our vision is shared and communicated through their platform, and –wherever possible – have our vision included in their methodologies for sustainable buildings.

Create strategic alliances that will strengthen the communication about and commercial value of Active House, like house builders, architects and home owners.

Organise common activities with the strategic network partners, like common communication, conferences etc.

Activities and deliverables 2014-2016:

- Evaluation criteria were defined in 2013 in order to prioritise who the Active House Alliance wants to engage with, including evaluation of national/international networks and depth of the cooperation with the individual networks.
- Define how to co-operate with prioritised networks and organisations, the EU, research institutes etc. to evaluate what's in it for them and for us and how do we approach them.
- Establish three networks by the end of 2013 (aktivhaus+, Activehouse NL, UIA), growing to five in 2014, seven in 2015 and ten in 2016.
- Organise minimum one conference with other networks with specific focus on design of Active Houses.



DEMONSTRATION PROJECTS

Aim

To increase the number of Active House projects that have been demonstrated to be affordable, commercially viable solutions that can be replicated.

Objective

To strengthen the development of building projects to demonstrate and disseminate the opportunities and attractiveness of Active Houses, including attractive business cases.

Goals

Move from show-case demonstration project buildings to business case projects.

Special focus on affordability and replicability of the projects as well as the potential to position Active House principles as a mass housing model. *(A number of Active House demonstration buildings have already been constructed, representing various countries and types of buildings. In order to strengthen our sector influence and the value of the alliance to the members, focus will be on demonstrating that Active House principles are applicable on a larger scale. The Alliance is not an investor or developer itself; the goal is to approach investors and developers to facilitate creation of demonstration buildings that members can participate in to promote relevant products and solutions).*

Increase focus on the qualities of Active House as individual buildings and their integration into neighbourhoods, communities, local planning and energy systems.

Activities and deliverables 2014-2016:

- Ensure increased visibility of existing Active House projects in order to demonstrate their attractiveness. This includes radar evaluation of projects on the Active House website and highlighting projects that are especially suited for a particular area.
- Encourage members to team up and organise thematic events with investors/developers/architects/members, such as events about learnings, experience and use of the Active House radar.
- Identify existing projects already reflecting the Active House concept and provide radar diagrams to a selection of these projects, to embed Active House thinking in existing buildings and have a dialogue with the investors and developers of the projects. To have Active House sponsor the creation of the radar diagram.
- Identify new projects that may be interesting to members (including commercial buildings) to promote and use guidelines that will be developed and investigate opportunities to seek funding for such projects.
- The target is to initiate projects that are applicable on a larger scale: one in 2014, three in 2015 and five in 2016.



TOOLS AND GUIDELINES

Aim

To support architects and engineers in the design of Active Houses and dialogue with customers.

Objective

To develop tools and guidelines that illustrate different performance levels as well as investments and economic assessments of a building in its lifetime.

Goals

Develop specifications for non-domestic buildings.

Develop master guidelines to be used as baseline for national guidelines, taking into consideration the specific national methodologies, traditions and climate.

Strengthen dialogue with universities and professors teaching students and involve them in the development of material for education and teaching of Active House principles at universities. Invite students to use the evaluation tools and to join transnational networks.

Activities and deliverables 2014-2016

- Develop specification for non-domestic buildings.
- Develop concept guidelines that can be used as master for local guidelines within:
 - indoor comfort with performance criteria for all specified levels, including estimated improvements relative to current approaches (as improved specific indicators), estimated costs and prognosis for better well-being over 30 years
 - energy with performance criteria for all specified levels, including estimated energy savings (as yearly percentages), estimated costs and a prognosis for the payback period and calculate with net present value over 30 years
 - environment with performance criteria for all specified levels, including estimated effects (as yearly percentages), estimated costs and a prognosis for environmental benefits over 30 years.
- Develop tools for architects, engineers, developers and universities that can be used for evaluation and development of specific projects, including:
 - interpretation documents for the Active House specifications
 - lite-version calculation tool to make radar diagrams in the design phase.
- Develop courses for professionals and students, including:
 - methods and tools for architects and engineers, giving points for their pre-training
 - education material to universities and students based on the specifications, guidelines and calculation tools.
- Identify the need for development of new tools and evaluation methods, including:
 - simple method for Life Cycle Costing and other business case tools (e.g assessment of health effects)
 - how Active House principles (Comfort, Energy, Environment) can be incorporated in standard tools and building simulation software.



ATTRACTIVENESS OF ACTIVE HOUSES

Aim

To make Active House buildings (offices and homes) attractive for investors, consultants, private home owners and end-users.

Objective

To focus on the commercial value of Active House projects for investors by demonstrating their qualities in terms of Comfort, Energy and Environment and to prove the sustainability and economic benefits for society and private home owners in terms of better comfort, lower energy costs, lower environmental impact, safer and healthier buildings.

Goals

Identify the qualities and health and safety benefits of buildings offering better living comfort and communicate these benefits to society.

Develop a structure, system or classification method that makes it possible to benchmark individual Active House projects.

Prove cost efficiency of Active House projects with specific focus on LCC evaluation of the building, mainly the energy efficiency in balance with the reduced costs for energy and maintenance over a specific period, e.g. 20 years.

Activities and deliverables 2014-2016

- Develop a verification/certification structure for Active Houses that creates value for investors and developers in their design of Active House projects, based on the radar model, and benchmark it against national standards/legislation or before/after radar evaluation. The structure should be based on a low-cost method for self-assessment and with possibilities for higher grade with external evaluation and assessment.
- Reference levels from legislation (F, NL, CDN, H, DK) shall be used as performance levels for legislative requirements, and can be baseline and reference for evaluation of Active House projects, supplemented with individual benchmarking of the 3 parameters comfort, energy and environment.
- Calculate the realistic costs and the payback of Active House projects, divided into a) added energy efficiency costs compared with the national (F, NL, CDN, H, DK) legislation/standard, and b) the investments in renewable energy sources.
- Identify and communicate the human value of better comfort levels in buildings and the qualities of better environmental performance of Active House projects.
- Use the results in dialogue with authorities, municipalities and private investors and home owners.
- Communicate the results globally through papers, conferences, guidelines and magazines.



ACTIVE HOUSE ALLIANCE AND SECRETARIAT

Aim

To strengthen the alliance, create higher awareness for all stakeholders, create added value for Active House Alliance members and attract new members.

Objective

To create value for members by creating a platform for influencing stakeholders and disseminating communication about sustainable buildings on Active House level, focusing on the commercial aspects of Active House projects, and at the same time to create a platform which will strengthen the development of the alliance on national and international level.

Goals

Attract new members and grow the alliance to become fully self-financed through the membership and – where relevant – sponsoring of specific activities.

Create value for members by:

- involving them and making them an active part of the alliance
- creating value for communication and business of its members
- identifying and communicating the commercial value of Active House
- using the Active House Alliance and national networks to become an attractive part of national regulation debates/working groups.

Create a platform for research and development within new buildings and renovation projects and support possibilities for industrial PhD students across partners and countries.



Activities and deliverables from the secretariat 2014-2016

Growing the alliance:

- Grow the membership to 80 members by the end of 2016, prioritising to have a large majority of SE and ME members; the annual subscription will be minimum 200,000 € and public/private funding 50,000€.
- To be financially independent with own secretariat and general secretary by 2016.
- Identify new members and facilitate the approach to new members, create and facilitate political awareness of the alliance and vision and identify and facilitate network to other organizations, city and regional developers.
- Increase the focus on partners working with design and development of projects.
- Increase the recognition of Active House towards the "consumer"-architect.

Awareness:

- Communication material (6 articles/year) towards the target groups politicians, city developers, investors, construction industry, designers and building owners
- Press releases and press material (4 times/year)
- Maintenance of the content on of the homepage with weekly news, and monthly upload of case and utilize social medias and blocks for communication of the news
- Develop 12 newsletters/year
- Coordinate of the design of the homepage in cooperation with the external www host.
- Coordinate the activities in the communication workgroup, which gives input to activities

Sector and market development of the Active House

- Facilitate the work group meetings (2/year) for demonstration and knowledges sharing and and facilitate webinars (6/year) on learnings, experience and use of the active house tools.
- Facilitate the university members to support possibilities for industrial PhD students across partners and countries
- Facilitate applications for public/private funding of the alliance, research initiatives, demonstration projects, development of guidelines and tools, communication and education.
- Tracking the most important conferences where the alliance can be represented

General secretariat activities

- Organize the book keeping, issue and follow up on invoices, member registration,
- Organize the 4 BOD and 2 BAC meetings with invitations, agenda, minutes, to be held at the secretariat
- Organize the General Assembly,
- Support the organization of the annual Active House symposium

