

# Communication



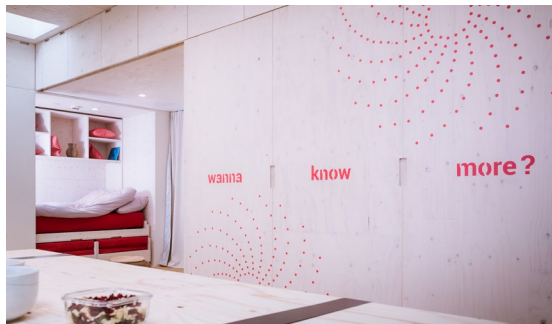
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# Introduction

In an effort to reach global goals of climate change mitigation and to avoid resources depleting, Switzerland's aspirations are to preserve landscape from urban sprawl and drastically reduce energy consumption while increasing the part of renewable energy. We believe that these can only be achieved by placing local communities in the role of change leaders. With this idea in mind, the Swiss Team developed the NeighborHub, a place to learn, exchange and kick-start the change by involving the local stakeholders.

The NeighborHub intends to be a public space to raise awareness on the following driving themes: energy, water management, waste management, mobility, food, materials and biodiversity.



©Simon Pracchinetti

...about the communication team?

# Communication

# Strategy

## Our mission statement

More than just a single solar-powered house, the project seeks to promote community spirit by offering a place where citizens can learn how to share more and use fewer resources. The communication goals are to strengthen this message by explaining clearly the concept, the purpose of the project, and the seven driving themes by using original and accessible tools. Furthermore, as the NeighborHub is a place where to learn and experiment new solutions, our best communication tool is therefore our solar house.

## Communication goals

The main communication goals of the Swiss Living Challenge for the Solar Decathlon 2017 are:

- to promote the NeighborHub that is a neighborhood house where to learn about sustainability in a motivating community spirit.
- to promote the seven driving themes which include certain themes of the Solar Decathlon competition itself. These 7 themes are energy, water management, waste management, mobility, food, materials and biodiversity.
- to promote values defended by both the Solar Decathlon competition and the Swiss Living Challenge such as sustainability and renewable energy.



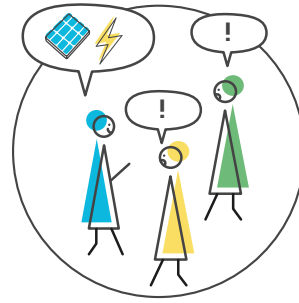
The names of our project (Swiss Living Challenge) and of our solar house (NeighborHub) were chosen accordingly to our communication goals.

Consequently, Swiss Living Challenge comes from our wish to live in a sustainable way in the future in Switzerland. This name gather four school under a commune challenge which is to participate in the Solar Decathlon 2017.

The name NeighborHub highlights the central position of the house regarding the social dimension of a neighborhood. It is meant to become a hub where people can gather and learn together to build a sustainable future.

# Audiences

We have decided to classify our target audiences as follows:



## Targuet audiences in Switzerland

1. People of the four schools: students and faculties of the project (École Polytechnique Fédérale de Lausanne, School of Engineering and Architecture of Fribourg, Geneva School of Art and Design and University of Fribourg)
2. Partners
3. Media: Swiss and American journalists
4. General public: anyone interested in the project and its concept, including the potential neighbors from 3 years old to 110.

## Audiences related to the competition

1. SD Juries: the experts who will be judging the competition
2. On-site visitors: mainly English-speakers from Colorado (e.g. schoolchildren, professionals and families) and other SD teams

	People of the four schools	Partners	Media	General public	SD juries	On-site visitors
<b>Online presence</b>						
Team website ( <a href="http://www.swiss-living-challenge.ch">http://www.swiss-living-challenge.ch</a> )	X	X	X	X	X	X
Facebook (Swiss Living Challenge Solar Decathlon 2017)	X	X		X	X	X
Youtube (Swiss Living Challenge Solar Decathlon 2017)		X	X	X	X	X
Twitter (Swiss_Living)	X		X			
NeighborHub.ch website	X			X	X	X
Newsletter	X	X				
<b>Printing</b>						
Sponsoring brochure		X				
General brochiure	X		X	X	X	X
Flyers	X	X			X	X
Press release			X			
Press kit			X			
The NeighborHub	X	X	X	X	X	X
Events (Full list of event and impacted audiences on page 7)	X	X	X	X	X	X

# Communication tools and their impact

## Identity design

### Graphic Guidelines

The **visual identity** of the Swiss Living Challenge project reflects the team atmosphere we create and encourage original, pro-active, focused and dynamic spirit! It aims to promote the understanding of messages in a creative way. The selection of colors, fonts and designs are in line with the need to be cohesive and recognizable.

The **Swiss Living Challenge's logo** structure has been made to embody the journey we have been through and include the strong concept and the multi-faceted approach of the project. This idea is expressed by a bold blue-colored font with a segmented outline. Since we convey a message of open source knowledge, we decided to select a font that is free access: Roboto designed by Christian Robertson.

As the **NeighborHub** is the product of the Swiss Living Challenge, the corresponding logo had to be designed with the same visual structure. Depending on the occasion, we needed a dynamic variation of the logo for specific needs such as videos, clothing, documentation and internal presentations. To do this, we added pictograms representing the 7 driving themes of our project.

Swiss  
Living  
Challenge

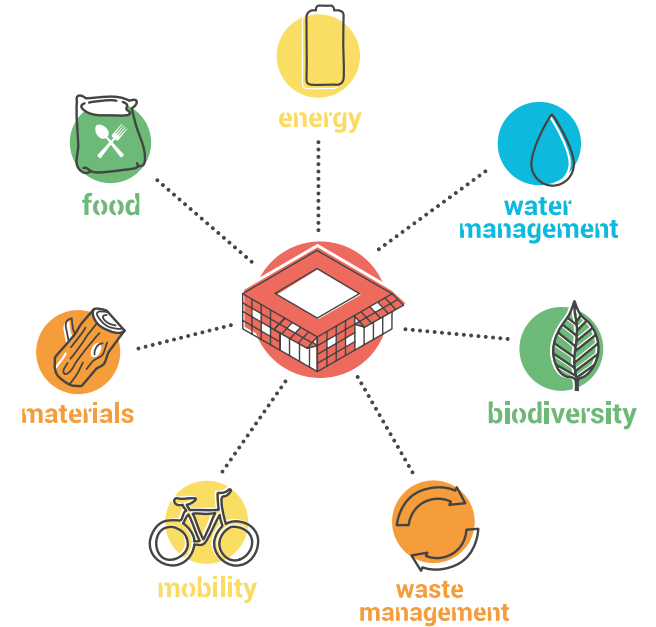
NeighborHub

NeighborHub



### Color code

**Five colors** and seven driving themes. Every activity or **function** in the house has been color coded so it is easier to find out to which of the **7 driving themes** it is connected. We also applied the color code also to our different communication tools to have global cohesion.



# Communication tools and their impact

## Team website

Our website [www.swiss-living-challenge.ch](http://www.swiss-living-challenge.ch) is the official platform where we share the important information about the project, the team, the partners and the U.S. Department of Energy Solar Decathlon competition. It is fully translated in two languages (French and English) with media material also available in German, as we are a multilingual country. The average number of visitor monthly is **1,400** with a pic of **2,300 visitors** in June thanks to our June events (Sources: google analytics June 27 2017).

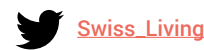
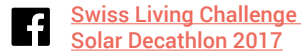
## Newsletter

Since January 2017, we have produced a newsletter monthly with the aim of giving more precise information about the project to our partners and academic members from the 4 schools. It consists of six sections: latest architecture and engineering news, the picture of the month, a team member's interview, monthly events, important dates and the video of the month. In this way, our **258 readers** remains up-to-date with the project steps.

## Social media

To target our audiences – general public, partners, media – we chose the social media the most appropriated to be in contact with them. Facebook is the platform we used to create an online community around the project and connections especially with our partners and the competition with the purpose of promoting each other. We exploited the features of Facebook to create an interactive, dynamic and up-to-date content. Our actual biggest success to date is the video "Construction of the CORE, the NeighborHub's center" with **3,200 view**. On July 23, we had **1,077 followers**.

To develop our social media presence, we have published short videos in three different languages (English, French and German) on our YouTube channel. These videos are also posted on our Facebook page and on our Team Website. Finally, Twitter was mainly used to inform and remind journalists of upcoming news and events that were also sent by e-mails.



**January 2017:**  
**Realization of an amazing project!**



**February 2017:**  
**Construction, work in progress!**



**March 2017:**  
**4 modules for one house!**



**April 2017:**  
**100 % productive envelope!**



**May 2017:**  
**Decathlon = 10 constes!**



**June 2017:**  
**Inauguration of the NeighborHub!**

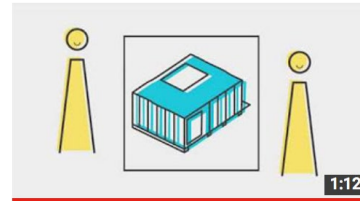


**July 2017:**  
**The NeighborHub crosses the Atlantic ocean!**

# Communication tools and their impact

## Short videos on Youtube

We differentiated **three types of videos** according to the content we wanted to convey. The first type is motion design videos that explain the NeighborHub's concept and relate the seven driving themes. Secondly, we used live pictures to show the development of the construction through digital representation, shot images and timelapse. Lastly, we presented the team members and experience through images of noteworthy moments. The target audiences of these videos are the general and on-site public, media and partners. We currently have actually 38 subscribers and **8,358 views**. The "Digital representation" posted on February 6<sup>th</sup> 2017 has had the biggest number of views 2,083!



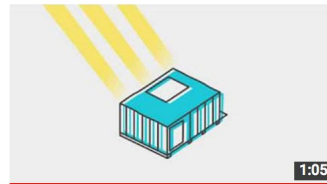
1. Solar Decathlon / 2016.10.17



2. Team presentation / 2016.10.24



3. Team building / 2016.11.15



4. NeighborHub concept 1 / 2017.01.02



5. NeighborHub concept 2 / 2017.01.10



6. Digital representation / 2017.02.06



7. Partners presentation / 2017.02.24



8. Team-building / 2017.03.15



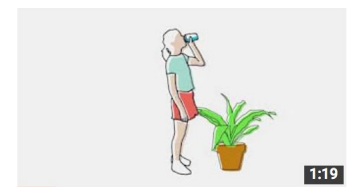
9. Core construction / 2017.04.06



10. construction / 2017.04.11



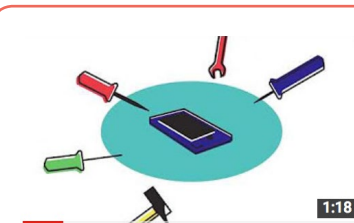
11. Mobility / 2017.04.26



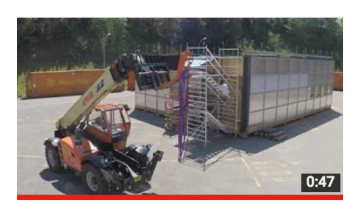
12. Water management / 2017.05.23



13. construction / 2017.05.25



14. Waste management / 2017.06.22



15. Dismanteling / 2017.07.06



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[link to our Youtube channel](#)

## Communication

# Communication tools and their impact

## Events

During these two last years, the Swiss team has participated in and /or organized **21 events**. If we add all the visitors we talked too during these events, we have reached more than **7,000 persons**.

[All the events written in bold were organized by the Swiss Living Challenge]



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When ?	Name of event	Where ?	Target	Number of visitors
04.2015	<b>Lunch and learn Conference: "Natural lighting inside buildings"</b>	EPFL	Students of the four partner schools	30
06.2015	<b>Lunch and learn Conference: "Swissino and Kromatix"</b>	EPFL	Students of the four partner schools	30
07.2015	Visit to the universal exhibition	Milan	Students of the four partner schools	50
10.2015	Visit to the Swiss Solar Decathlon project 2014 in Versailles: "YOUR+"	Lucerne	Students of the four partner schools	30
11.2015	<b>Swiss Living Challenge project exhibit</b>	EPFL	<b>Students and faculties of the four partner schools</b> <b>General public</b>	<b>400</b>
11.2015	<b>Student talks</b>	EPFL	<b>Students of the four partner schools</b>	<b>50</b>
12.2015	Inauguration of the blueFACTORY	Fribourg	General public	400
02.2016	<b>Kick-off event to announce Swiss participation in the U.S. Solar Decathlon 2017</b>	<b>Fribourg</b>	<b>Media Partners</b> <b>Students and faculties of the four partner schools</b>	<b>80</b>
03.2016	Innovation and Technologies Show (STIL)	EPFL	General public	1500
03.2016	<b>Projection of the documentary "En quête de sens"</b>	EPFL	<b>General public</b>	<b>30</b>
05.2016	Smart living lab research days	Fribourg	General public	300
06. 2016	ENAC research day	EPFL	General public	300
06. 2016	PowerTage	University of Fribourg	General public	500
06.2016	Swiss Living Challenge project exhibit	EPFL	General public	400
10. 2016	Smart living days	Fribourg	General public	800
11.2016	EPFL Open Days	EPFL	General public	500
11.2016	Open day for college students	EPFL	General public (particular students)	300
12.2016	Happy City conference	Genève	Students and faculties of the four partner schools	60
03.2017	<b>Swiss Living Challenge Exhibition: "The NeighborHub in process"</b>	<b>Fribourg</b>	<b>Media Partners</b> <b>Students and faculties of the four partner schools</b>	<b>160</b>
04.2017	TedxFribourg: "Together"	Fribourg	General public	250
06.2017	<b>Swiss Living Challenge Exhibition: "The NeighborHub ready to leave to the USA"</b>	<b>Fribourg</b>	<b>General public</b>	<b>+1600</b>
<b>TOTAL</b>				<b>7,770 visitors</b>
10.2017	Solar Decathlon Competition	Denver	General public On-site visitors SD Juries	

# Communication tools and their impact

## Focus on major events

The **kick-off event** to announce our participation in the competition was on February 22 2016 and took place in Fribourg, where the NeighborHub was at that time planned to be built. Professors of the four schools, students involved in the project, the media and all our partners were invited.



Kick-off event 22.02.2016 ©Alain Herzog

We organized a second major event on **March 10 2017**, the aim of which was to reveal the construction site and explain the complexity of the project. The media, partners and members of the four schools were invited to visit a part of the NeighborHub. This event was the opportunity to reveal the name of the house and further explain the concept behind it.



"The NeighborHub in process" event March 10 th 2017 ©Alain Herzog

We were lucky enough to present the Swiss Living Challenge at the **TedxTalk Fribourg conference**, the theme of which was "Together". The NeighborHub with its strong social aim to gather people to share more and use fewer resources really interested the audience – especially the fact that together we can act and change. The Swiss Team itself is an example of sharing knowledge and learning from each other to construct the world of tomorrow.



TEDxFribourg event April 24 2017 ©Swiss Living Challenge

The final events before the competition lasted from June 6 to **June 10 2017 in Fribourg**. We presented the completed house to our partners, the media, local schools (130 students) and the general public, and also used it to prepare ourselves for the competition guided tour. The June 9<sup>th</sup> was the Inauguration day; many media were present. Almost all 41 partners came in the evening to visit the house and, during the June 10 Open Day; more than 1,000 members of the public were present. During the whole week, more than 1,600 visited our could visit or NeighborHub.



"The NeighborHub ready to go to the USA" event June 10 2017 ©STEMUTZ.COM

We are also planning a **special event** during the competition on October 11 for the Swiss Team, our partners in Denver and Swiss nationals living in the area. When we return to Switzerland, we will organize **one last event** to share our experiences. The house will come back to Fribourg and be rebuilt on the blueFACTORY site. This formerly industrial zone is now the innovation square of Fribourg. The NeighborHub will help to develop the neighborhood in a sustainable way and generate a social life for both neighbors and workers.



# Communication tools and their impact

## Media relations

Media relations has been a key point of the communication strategy, as we wanted to interest them in being our connection with the general public. We prepared press releases and [Press kit](#), which we shared with the media to invite them to our three main events (February 22 2016, March 10 2017 an June 9-10 2017). For each event, we were in the news on TV<sup>[1]</sup>, radio and in the newspapers. We also presented the project for a new TVprogram about sustainability, which was broadcast on August 1. Called "[Aujourd'hui](#)", it presents a short daily report of about 8 minutes on sustainable projects developed in Switzerland.

[1] The "RTS", which runs the most important TV channels in the French-speaking part of Switzerland.



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## Communication

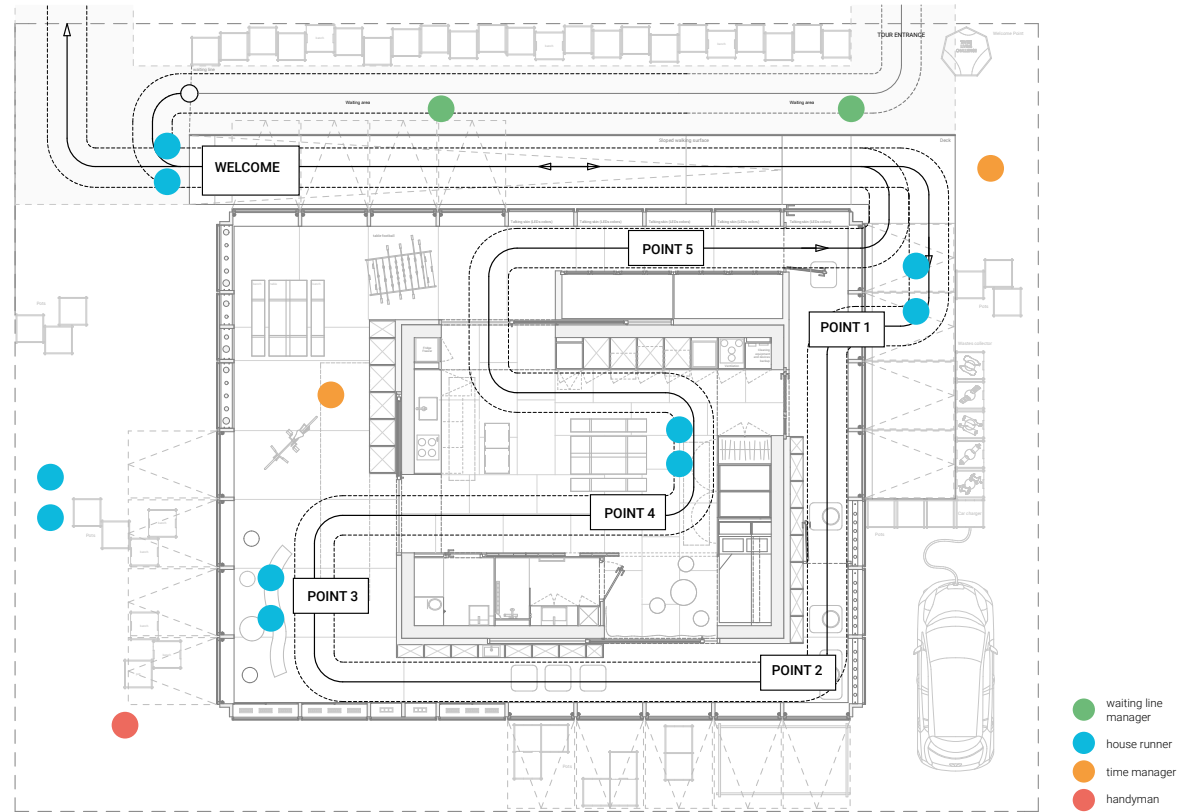
	Newspaper	TV	Radio
02.2016	Blog de l'office fédéral de l'énergie Tribune de Genève 24Heures La Liberté Freiburg Nachrichten Freiburger Nachrichten bis	RTS Couleurs locales RTS 19h30 La Télé	Radio Fribourg
04.2016	Swiss Engineering RTS		
05.2016	Bâtitech Groupe E plus Magazine		
06.2016	Hémisphère		
08.2016	La Gruyère News EPFL		Radio la 1ère
09.2016	Spectrum UniFR		
10.2016	La Liberté Le Temps Alma & Georges		
11.2016	La Côte Groupe E plus magazine		
03.2017	Holz Zentralblatt Tracés Batimag TEC21 Freiburger Nachrichten SWI La Liberté Alma & Georges	RTS 19h30 SRF Regionaljournal RTS Couleur locales	Radio Fribourg
04.2017	Groupe E – contact énergie		
05.2017	ICTjournal Rhône Magazine		
06.2017	House of Switzerland News EPFL 24heures Le Temps La Gruyère Blog Olivier Curty La Liberté Swiss Clean Tech 24heures Tribune de Genève L'Express Le Nouvelliste Regards Bulletin d'information de la ville de Fribourg 20Minutes myScience	La Télé RTS Couleurs locales	Couleur 3 / point barre 1 Couleur 3 / point barre 2 Radio Fribourg Radio Freiburg
07.2017	24heures Swissinfo		
08.2017			RTS program "Aujourd'hui"
<b>TOTAL</b>	<b>47 newspaper and online articles</b>	<b>8 TV appearances</b>	<b>8 radio broadcasts</b>

# On-site promotion

## Guided Tour

We are aware that we are a big team with considerable collective knowledge and complementary skills, which are both an advantage and a challenge. In addition, having seven driving themes to talk about requires a good organization and an ingenious way to show the information. While developing the guided tour concept we had to find visual solutions to better explain our concept to the visitors, so we came up with our signage. We designed illustrations and catchy slogans with a color code to do links between the different spaces and their functions. Furthermore, we use the house itself to be our guide while presenting our project. The structure as well as the content of the guided tour will be presented to the jury during the walkthrough.

For further information, please read related pages 6 to 7 of the on-site public exhibit materials document.



## Bringing Switzerland to Denver

During the competition, we will maintain the contact with those who have followed our progress during the two years of preparation. We will be fully exploiting the communication tools we have developed.

We will especially use our social media and team website to share content about the Solar Decathlon Competition. We have also created a partnership with the Swiss media to track our progress by means of films, pictures or news about all the key moments of the competition.

We have even managed to organize our (remote) participation in some events taking place in Switzerland while staying in Denver: indeed, we will be physically in the United States and virtually in Switzerland thanks to a live video!