

From Attitudes to Survey results in proligh-project.eu

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Abstract www.proligh-project.eu: Under the Affordable Housing Initiative, the EC funds projects combining technological innovation, co-creation, and new business models for renovating affordable housing. ProLight applies a smart neighbourhood approach to renew over 1,040 dwellings in 6 demo districts (DD in AT, ES, FI, GR, IT, PT) from Oct 2022 to Sept 2026. Persona – To ensure that actions implemented at demo sites effectively align with the concerns, motivations, and expectations of potential end-users, a persona-based approach was developed. This approach involved defining a set of representative user profiles across all demo districts, capturing the diversity of end-user types and contexts. By incorporating these personas into the design and deployment of interventions, the initiative aimed to enhance relevance, acceptance, and overall impact at the local level. Selected insights from these surveys are presented below. Across the participating countries of hypothetically designed ProLight, residents show a diverse yet overlapping set of motivations related to energy use, shaped by socio-economic, environmental, and cultural factors.

To complement the persona-based analysis, surveys were conducted among end-users across the various demonstration sites. A range of outreach methods—including door-to-door interviews, mailed or distributed paper questionnaires—were employed to maximize participation and capture diverse perspectives.

Beyond presenting the survey results and the application of the persona approach, this research will also investigate the alignment between predefined personas and the actual survey responses. This comparison will enable a critical assessment of the methodology used to construct personas across demo sites. Where strong alignment will be observed, the findings will support the validity of defining personas as a practical and resource-efficient strategy for guiding end-user engagement.

In the Austrian demo district, financial prudence and environmental consciousness may drive Carmen and Maria, with Maria also drawn to showcasing innovative technology. In Finland, Ghulam's motivations are rooted in cost savings, climate awareness due to personal experiences, and convenience, valuing digital tools that save time. In Spain, Elena integrates sustainability into her daily routine, balancing environmental and economic concerns with strong local community ties. Similarly, Greece's Dimitra combines cost-awareness with a desire to improve home life, while maintaining a strong civic role in her neighbourhood. The Italian profile reveals a blend of cost-consciousness, future planning, and eco-responsibility, with a strong inclination toward market-savvy choices and smart energy practices. Finally, the Portuguese resident values community life but requires tailored educational support to understand energy efficiency.