



PRO2.4

# User communication



## Objective

Our objective is to actively inform the building's users with regard to the building's sustainability in order to motivate them to behave in such a way that the building is more sustainable and, in particular, in a way that ultimately increases their own well-being.

## Benefits

If adequate efforts are made to show users how they can help make the building more sustainable through their own behaviour and actions, it can be assumed that the desired effects will be achieved. Furthermore, effective communication increases customer retention and customer satisfaction.

## Contribution to overriding sustainability goals



CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT  
GOALS (SDGS) OF THE UNITED NATIONS (UN)

CONTRIBUTION TO THE GERMAN  
SUSTAINABILITY STRATEGY

**1**  
Low

- 4.7 Education for sustainable development
- 12.8 Awareness of sustainable development



## Outlook

Ideally, this criterion will no longer be needed in a few years' time if the topics addressed in the criterion have become standard practice.

## Share of total score

	SHARE	WEIGHTING FACTOR
Office		
Education		
Residential		
Hotel	1.1%	2
Consumer market		
Shopping centre		
Business premises		
Logistics		
Production		

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## EVALUATION

In order to encourage users to play an active role in ensuring that the building is sustainable, the evaluation examines how much information has been provided to them for this purpose. In addition to the provision of a sustainability guide (indicator 1), points will also be awarded for having a sustainability information system installed in the building (indicator 2) and for providing a technical user manual. In this criterion, a maximum of 100 points can be awarded.

NO.	INDICATOR	POINTS
<b>1</b>	<b>Sustainability guide</b>	
1.1	Provision of a sustainability guide for the user A sustainability guide has been provided for the user	<b>35</b>
<b>2</b>	<b>Sustainability information system</b>	
2.1	Implementation of an information system on the sustainability of the building	<b>Max. 30</b>
	<ul style="list-style-type: none"> <li>■ A concept has been developed, including implementation planning</li> <li>■ An information system on the sustainability of the building has been installed</li> </ul>	<ul style="list-style-type: none"> <li>+15</li> <li>+30</li> </ul>
<b>3</b>	<b>Technical user manual</b>	
3.1	Provision of a technical user manual A technical user manual has been provided	<b>35</b>



# SUSTAINABILITY REPORTING AND SYNERGIES

## Sustainability reporting

Not available

NO.	KEY PERFORMANCE INDICATORS (KPIs)	UNIT
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## Synergies with DGNB system applications

- **DGNB BUILDING IN USE (BIU):** Points can also be awarded for indicators 1 and 2 in criterion PRO9.1, indicators 2.3 and 2.5 of the scheme Buildings in Use.
- **DGNB INTERIORS:** There are synergies with criterion PRO2.4 in the scheme interiors. The results for the indicators can be used partially from the scheme buildings.
- **DGNB RENOVATED BUILDINGS:** Some of the results for the indicators can be used for criterion PRO1.5 of the scheme Renovated buildings.
- **DGNB DISTRICTS:** There are synergies with criterion PRO3.5 in the schemes UD (urban district) and BD (business district).



## APPENDIX A – DETAILED DESCRIPTION

### I. Relevance

User cooperation is incredibly important when it comes to ensuring that a building is sustainable. To this end, users must be provided with the necessary information and training.

### II. Additional explanation

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### III. Method

#### **Indicator 1: Sustainability guide**

The building has a sustainability guide with specific recommended courses of action for the users of the building with regard to ecological, economic and social issues.

The form of the guide may be chosen for the property by the user themselves (e.g. paper, digital, regular newsletter, etc.). The crucial factor is that all regular users of the building have equal access to the information.

As a minimum, the guidelines include information on the subjects of saving energy, water conservation, waste separation and a healthy interior climate.

The guide should also include information on other sustainability issues that are not directly related to the building but are nevertheless relevant, such as the safety, security and health of the building's users (e.g. at the workstation/in the workspace, in the hotel) and users' journey to the building.

#### **Indicator 2: Sustainability information system**

The objective is to integrate the users into the process of sustainable management by means of attractive, readily available information.

To achieve this, there is an on-site information system or an equivalent concept regarding the sustainability of the building. This should offer information by means of various information media (screens, stickers, posters, noticeboards, labelling, etc.) on the savings achieved to date in the building, the objectives, etc.

#### **Indicator 3: Technical user manual**

The evaluation will check that a user manual has been produced and provided and that the information and specifications it contains supports the operation of the building. This should be a set of simple user instructions for the building's technical services. The user manual should use simple graphics to explain the technical aspects and should also specify when other technical specialists (FM) should be called in. Unlike a facility management manual, this manual is aimed directly at the building's users. It does not need to be a separate document, but can or should be included with the sustainability guide, for example.

One of the purposes of a user manual is to explain the technical aspects of the building technology and the specific characteristics of individual components. This could be windows or HVAC systems, for example. Additionally, the



user manual provides information on how to use the building sustainably. For example, there should be information on how the user can reduce their electricity consumption.

Other possible examples:

- Production of a user manual for hotels  
The purpose of this manual is to offer hotel guests recommendations on how they might help make the building sustainable. The manual contains guidelines on how to reduce water and electricity consumption or how to clean rooms and laundry, for example.
- The technical user manual for hotel guests could include the following points:
  - Suggestions on how to reduce consumption
  - How to operate the heating/cooling system
  - How to operate the shades
  - Contact persons for room service, cleaning, laundry, etc.
  - Basic functions of the technical building services
  - Building opening times, journey to the building, underground garage
  - How to operate the intercom system, video, locking system, etc.
  - How to operate the ventilation
- Production and provision of a tenant manual for rented units  
The purpose of this tenant manual is to provide tenants with information on how they might help make the building sustainable. The tenant manual recommends materials for the fitting work and provides important explanations regarding the building technology, for example.
- The technical user manual for tenants could include the following points:
  - How to operate the heating/cooling system
  - How to operate the shades
  - Contact persons for FM, security, etc.
  - Building opening times, journey to the building, underground garage
  - How to operate the intercom system, video, locking system, etc.
  - How to operate the ventilation
  - How to expand the media networks
  - Fitting options, remodelling and conversion options



## APPENDIX B – DOCUMENTATION

### I. Required documentation

The following list offers a selection of possible forms of documentation. The documentation submitted must clearly demonstrate compliance with the requirements for the target evaluation for the individual indicators.

#### **Indicator 1: Sustainability guide**

- Confirmation of receipt, ideally by the user/tenant, or alternatively by the building owner, who has made a voluntary commitment to forward this.

#### **Indicator 2: Sustainability information system**

- Confirmation by the auditor that this has been installed or that the concept exists, and that the building owner has made a voluntary commitment to implement the concept or to pass it on.

#### **Indicator 3: Technical user manual**

- Confirmation of receipt, ideally by the user/tenant, or alternatively by the building owner, who has made a voluntary commitment to forward this.



## APPENDIX C – LITERATURE

### I. Version

#### Change log based on version 2018

PAGE	EXPLANATION	DATE
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### II. Literature

- Sustainable Development Goals icons, United Nations/globalgoals.org