

# MILD HOME

**My Modular, Intelligent, Low cost,  
Do it yourself, Nearly zero energy House  
for our Eco Green Village**

*High-energy efficient and low cost buildings to be designed and realized in  
Eco Green Villages. A new perspective of sustainable building*

## October 2013 | NEWSLETTER

### 1. Latest news

- 1.1. MILD HOME in a nutshell
- 1.2. MILD HOME: an useful  
South East Europe Project  
for Castelnuovo Rangone

### 2. Project meetings

### 3. The Project so far...

- 3.1. Market analysis
- 3.2. Common frame of  
performance

### 4. The MILD HOME Project meets Livingbox

### 5. Point of view

## Latest news



My Modular, Intelligent, Low cost,  
Do it yourself, nearly zero energy  
House for our Eco Green Village

**South East Europe -  
Transnational Cooperation  
Programme**

MILD HOME is a project co-funded by the European Union under the South East Europe - Transnational Cooperation Programme 2007-2013. The project aims at defining the modalities of design and triggering the construction of a new typology of civil building, called MILD HOME.

The MILD HOME project is the answer to the challenges posed by the contemporary global environmental and social changes. The project aims at the provision of affordable housing through the application of alternative and sustainable architectural solutions. The specific characteristics set for the MILD HOME are aimed at meeting the needs of people having different needs and coming from different financial backgrounds.

### **MILD HOME: an useful South East Europe project for Castelnuovo Rangone**

Castelnuovo is a small town in the North of Italy, with a municipality's territorial extension of 22,61 m<sup>2</sup> and 14747 inhabitants. The urban area of Castelnuovo has developed a sufficiently balanced ratio between its production infrastructure, the residential component and services with a comprehensive settlement structure supported by a viability network not yet complete but functional focus on a East-West axis (SP 16) and on the North-South (SP 17) and a wide distribution of services. The urban green areas entering in the down town are served by a network of pedestrian and bike connections.

The effect of recent crisis has resulted in a substantial price drop suffered from almost all types of buildings and a loss of wealth in a lot of citizens who are now unable to pay for a house in present estate conditions.

So MILD HOME project, with its economic sustainability, reveals extremely interesting for this municipality: the overall aim of the project is indeed designing accessible buildings for low-middle income people who aspire to have a new house at affordable costs.

With an agreement between municipality and a private citizen, a new social housing village will be built with MILD HOME construction criterias, addressed to low income people who will find new houses at lower prices than present estate market. Village design will be realised by winners of competition of ideas as developed by MILD HOME project who will propose the better sustainable solution and the better business model for the Municipality.

# Project meetings



## Second Project Meeting:

*Güssing, Austria, February 4 and 5, 2013*

The second project meeting gathered the MILD HOME partners in Güssing, Austria. The meeting took place on the 4th and 5th of February, 2013. The choice of the city was not a random one. Güssing is a heaven for energy efficiency – the city produces the exact amount of energy from renewable energy sources (RES) as it consumes. During the meeting in Güssing an Austrian eco village was visited which was of particular interest to the participants. The focus of the meeting fell on: the Expert Group Governance document, the preliminary description of the Mild home in accordance to the “Common frame of performance characteristics for the Mild home” and the positioning of the Mild home in the market for energy and home certification markets. Moreover, different proposals on the goals and structure of the market analysis were discussed.



The progress on the Communication and Dissemination plan was also presented. The participants appreciated the progress of the project, the importance of the review of the activity planned for the next period and the opportunities to exchange information during formal and especially, during informal occasions.



The progress on the Communication and Dissemination plan was also presented. The participants appreciated the progress of the project, the importance of the review of the activity planned for the next period and the opportunities to exchange information during formal and especially, during informal occasions.

## Third Project Meeting

*Sofia, Bulgaria, July 2, 2013*

The third MILD HOME project meeting was held in Sofia, Bulgaria on July 2, 2013. The project partners discussed the progress on the project and agreed on an updated work plan for the upcoming months. The discussions during the meeting were beneficial to the project experts in terms of providing the opportunity for presentation and discussion on the current progress of the project. The final layout of the website was presented and clarifications on its usage were provided. Additionally, the final results of the conducted market analysis were elaborated on and suggestions concerning the software tool for measuring the Performance index of the MILD HOME in each area were presented. The “MILD HOME Knowledge and Experience Exchange Week” and the upcoming issues related to the organization of the competition of ideas were discussed. The meeting contributed for the clarification on the organizational and financial matters, related to the future project activities.



### Upcoming:

Belgrade Project meeting  
October 29-30, 2013.

The focus of the meeting will be on the upcoming announcement of the Competition of Ideas, integral part for the successful implementation of the project.

# The Project so far...



## In-depth market analysis carried in each partner's country

The project consortium includes 11 organizations from six EU member countries (Austria, Bulgaria, Greece, Italy, Romania and Hungary) and one partner organization from a pre-accession country, namely Serbia. As part of the project each project partner (PP) carried a market analysis in their respective countries, whereas for Italy, two market analyses were conducted. The analysis was aimed at investigating the needs for and the attitudes towards possible purchase of a MILD HOME among the respondents. The consideration of the environmental context of the respective area, the specific needs and the presence of Do-it-yourself attitude among the target group of users enabled the project partners to evaluate the specific for the respective country characteristics of a MILD HOME, thus ensuring that the local needs are met. The methodology applied during the market analysis was based on two main sources of data: examination of the current specialized literature and field work which included the dissemination of a questionnaire among two main groups, namely to the representatives of supply chains and to panels of citizens.



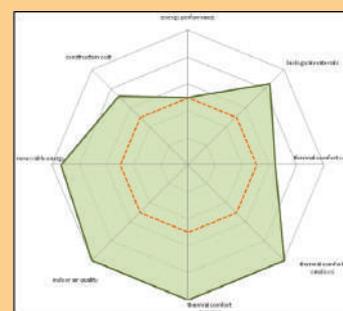
The final results of the market analysis displayed certain variations across the South-East Europe region in terms of the housing preferences of the respondents. For instance,

the market analysis carried in Italy pointed to the demand of one type of housing which will be suitable both for a number of elderly people and for young couples and young families. In contrast, the results from Romania and Bulgaria displayed the need of more diversified types of housing: suitable for students, young couples and families and for bigger families.

## Common Frame of Performance Index

Based on the results from the conducted market analysis, a common framework for evaluation of the energy performance of the MILD HOME was elaborated on.

The “Common Frame of performance characteristics for the MILD HOME” is based on 6 main indicators which represent the best possible scenario for a Mild Home to be successfully implemented into the market. The Common Frame builds upon the following characteristics: Energy performance of the Mild Home building; Materials used; Indoor climate; Pollution free indoor air quality; Use of renewable energy sources; construction cost. The sum of the points reached in each of the indicators gives the “MILD HOME index” value. In order to ensure that the local needs are taken into account, each municipality sets its own minimum score while, at the same time it adheres to the Common Performance index for the preservation of the integrality of the project.



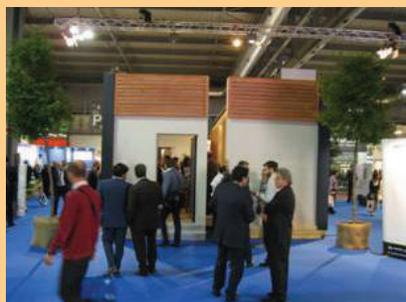
# The MILD HOME project meets LIVINGBOX



On 2 October, 2013 Ms. Flavia Di Noto (Project Manager UCV) and Mr. Donato Bedin (Senior Expert UCV) took part to Smart Village, a very interesting initiative organized by MADE Expo (Milan Fair, Italy).

In the framework of this expo-convention, focused on sustainability and energy efficiency applied to buildings, there was a presentation on “LIVINGBOX project”: a modular, transportable, energy efficient prototype for residential and accommodation facilities.

Developed by Edilportale (Italian web portal on news, standards, products and materials of building and construction sector) in partnership with the University of Trento (Italy), the LIVINGBOX can already count on the “MAKE IT SUSTAINABLE” certification, thanks to its realization through processes and infrastructures coherent to sustainability and common standards at international level. The block is pre-assembled, easy transportable by land-sea over large distances and ready to be inhabited. In addition, since it has been realized as a Near Zero Energy House, is



endowed with RES- based energy systems (to limit the use of fossil energy) and made with natural and/or recyclable/recycled materials.

Ms. Di Noto and Mr. Bedin met some representatives of the LIVINGBOX team: they took the chance to present (in all details) the MILD HOME project, activities and results reached till now.

The MILD HOME concept that the Project Partnership is developing is fully in line with the LIVINGBOX specific features (modularity, low cost, high energy performance, suitable for homogeneous families and little communities).

In addition, the 2 teams had a very interesting exchange of ideas on sustainable building’ examples in the Italian area. There has been a mutual interest to evaluate together modalities and instruments to convey the LIVINGBOX prototype throughout Europe (mainly in SEE area) through the MILD HOME project, by gathering a local supply-chain of SMEs and artisans of North-east area interested in sustainable building and innovative solutions.



# Point of view



## **Sofia Petkova**

*Architect at Sweco Energoprojekt Jsc*

Mrs. Petkova has graduated architecture in 2007 from the University of Architecture, Civil Engineering and Geodesy (UACEG) in Sofia, Bulgaria.

### **1. What are the main advantages and disadvantages for the region of such a project?**

Besides the obvious advantages of the sustainable development approach to construction, one of the specific advantages for the region will be the creation of a dwelling complex which will serve as a role model to be followed in the future. This will have social as well as economic implications for the public. It will be a good example of how to think and act in the future. Moreover, for Bulgaria, such an eco village will lower the cost of housing for families who would not be able to afford one otherwise.

With regard to the disadvantages of the project, I cannot think of any possible negative impact stemming from such a project.

### **2. From the point of view of recently graduated architect, to what extent do you think that such an approach is currently present in Bulgaria?**

In recent years, increasing number of projects is directed towards achievement of low power consumption, promotion of renewable energy sources (RES), sustainable materials, etc. The technique “do it yourself” has been applied for centuries. But what seems innovative for the MILD HOME project is the conception for integration of the main construction criteria in one: low power consumption and low levels of harmful emissions, ecological materials, healthy

and comfortable living environment, materials, manufactured with low energy consumption, modular construction method, “do it yourself” option, minimal construction expenditure, etc.

The main problem in Bulgaria deterring the implementation of such an approach to construction is the present lack of specialists who are familiar with the requirements of the sustainable and innovative architecture.

### **3. How do you see the future development of such of innovative construction method in Bulgaria?**

I think that both in Bulgaria and globally, the future development of similar technologies will be widespread. Time and efforts are needed from consultants, architects, investors and other stakeholders involved in order to learn how to use the new technologies as means to achieve sustainable development (in particular, sustainable architecture). People increasingly appreciate the positive implications of the so-called sustainable construction with its economic effectiveness, environmental friendliness and socially oriented type of construction in which the benefits of the ‘product’ are to the public as a whole.

For additional information, please consult the project website: [www.mildhome.eu](http://www.mildhome.eu)

## **WHAT IS NEXT?**

### **Upcoming Competition of ideas**

The official announcements of the national competition of ideas are expected to take place in November 2013. Each project partner will conduct a local Competition of Ideas in accordance to the index defined in accordance to the results from the market analysis. The official announcements will be published on the MILD HOME project website.