



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 contribute to the building's sustainability and, in particular, motivate them to act in a way that ultimately contributes to 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 are achieved. Furthermore, effective communication increases customer retention and customer satisfaction.

Contribution to overriding sustainability goals



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

CONTRIBUTION TO THE GERMAN
SUSTAINABILITY STRATEGY



Low

- 4.7 Education for sustainable development and global citizenship
- 12.8 Promote universal understanding of sustainable lifestyles



Outlook

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

Share of total score

	SHARE	WEIGHTING FACTOR
Office	1.1%	2
Education		
Residential		
Hotel		
Consumer market		
Shopping centre		
Department stores		
Logistics		
Production		
Assembly buildings		



EVALUATION

In order to encourage users to play an active role in ensuring the sustainability of the building, this 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
1	Sustainability guide	
1.1	Provision of a sustainability guide for the user A sustainability guide has been provided for the user	35
2	Sustainability information system	
2.1	Implementation of an information system on the sustainability aspects of the building	Max. 30
	<ul style="list-style-type: none"> ■ A concept has been developed, including implementation planning ■ An information system on the sustainability of the building has been installed 	+15 +30
3	Technical user manual	
3.1	Provision of a technical user manual A technical user manual has been provided	35



SUSTAINABILITY REPORTING AND SYNERGIES

Sustainability reporting

Not available

NO.	KEY PERFORMANCE INDICATORS (KPIs)	UNIT
<hr/>		
<hr/>		

Synergies with DGNB system applications

- **DGNB BUILDING IN USE:** Points awarded for indicators 1 and 2 in this criterion can also be awarded for indicators 2.3 and 2.5 in criterion PRO9.1 from the scheme for building in use.
- **DGNB INTERIORS:** There are synergies with criterion PRO2.4 from the scheme for interiors. The results for the indicators can be used partially in the scheme for new buildings.
- **DGNB RENOVATED BUILDINGS:** Some of the results for the indicators can be used for criterion PRO1.5 of the scheme for renovated buildings.
- **DGNB DISTRICTS:** There are synergies with criterion PRO3.5 from the schemes for urban districts and business districts.



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

–

III. Method

Indicator 1: Sustainability guide

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

The medium of the guide may be chosen 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.

At a minimum, the guide includes information on the subjects of energy and water conservation, waste separation and a healthy indoor 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 regarding the users' journey to the building.

Indicator 2: Sustainability information system

The objective is to integrate 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 aspects of the building. This should provide information by means of various information media (screens, stickers, posters, noticeboards, labels, etc.) on the objectives, the savings achieved to date in the building, 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 simple set of 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 instance, 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 more sustainable. The manual contains guidelines regarding water and electricity consumption or the cleaning of rooms and washing of 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
 - Operating hours of the building, 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 rental units
The purpose of this tenant manual is to provide tenants with information on how they might help make the building more 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, remodelling and conversion options



APPENDIX B – DOCUMENTATION

I. Required documentation

The following list depicts the possible forms of documentation. The documentation submitted for the evaluation of individual indicators should comprehensively and clearly demonstrate compliance with the relevant requirements.

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 deliver 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 deliver this.



APPENDIX C – LITERATURE

I. Version

Change log based on version 2018

PAGE	EXPLANATION	DATE
646	General: scheme “assembly buildings” has been added	16.09.2021

II. Literature

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