

# Exposure Plan

Symbiotic Urban Movement

## Why collaborate with us?

By supporting SUM, you will be at the forefront of the adventure to change the Dutch housing market by renovating old tenement flats and transforming them in modular and affordable housing!

## What's the SDE Competition about?

The Solar Decathlon is a university-level student competition for sustainable, responsible, energy-efficient architecture and engineering. Twenty university teams from around the world are brought together to compete in the design, construction and management of individual energy and resource-efficient solar powered homes. The 2022 competition edition in which SUM is participating, will be hosted in the city of Wuppertal, Germany, attracting around 150.000 spectators.

The competition is also a means to create awareness within a larger audience in the area of materials, products and techniques that will be used in the houses of the future. Ultimately, the underlying goal of the competition is to bring together universities, students, professors, researchers, building-professionals and the business world, who are looking to develop research, innovation and understanding of renewable energy in the construction sector and on inventing and testing new processes and materials with which the house of tomorrow can be equipped. The goal of the Solar Decathlon is to transfer knowledge, research and experiment in the field of renewable energy and solar energy.





# Meet SUM: The Symbiotic Urban Movement

In 2014, the University of Technology of Delft first joined the SDE competition with team Prêt-à-Loger. They designed a solution for 1.4 million energy-consuming Dutch row houses from around 1960. By putting a ‘skin’ over the house, it becomes energy neutral and more space is added to the house, while the quality of the home remains untouched. Team Prêt-à-Loger became 3rd in the competition.

In 2019, MOR joined the competition. They stand for Modular Office Renovation. The project aimed to find new, innovative ways to deal with empty offices by turning them into housing units. The MOR team has been working with 80+ Partners to develop an energy neutral, circular and modular renovation strategy to deal with offices. The team ended getting the prize of the most prizes ever won in a Solar Decathlon Europe competition and won 2nd place in the competition.

SUM will join the Solar Decathlon Competition of 2022. Currently, SUM consists of almost 60 enthusiastic students from 24 nationalities and covers 6 different disciplines within the TU Delft. Despite the differences in cultural backgrounds and skills, the members and faculty advisors all share the same passion and dedication to become successful as SUM. We aim to grow as an international and interdisciplinary team and to apply a bottom-up management approach to ensure high involvement by everyone in the team.





## What do we stand for?

Symbiotic Urban Movement aims to be so much more than just a 'winning' competition entry. We aim to become a platform for the sustainable redevelopment of post-war neighborhoods, by using addition and renovation as a way to stimulate the community and their habits. There are 847,000 tenement flats in the Netherlands, which represent 11% of the total housing stock in the country. By addressing this building typology, we have the opportunity to create a system that can be implemented across the Netherlands and even Europe, making the world more sustainable and symbiotic with each home adapted. SUM aims to craft a symbiotic framework which eases accessibility to affordable living, stronger communities and a sustainable built environment.

**Symbiotic** | SUM aims to craft a mutually beneficial relationship between the users, the community and environment: a symbiosis.

**Urban** | Our world is getting more dense. The cities are growing, urban green spaces are shrinking. We need to reverse this trend towards a more sustainable, attractive urban environment.

**Movement** | We need to retune how we as humans interact with the world around us, we have to embrace a new movement to alter our existing processes. These three fundamental elements of SUM occur in the nomenclature of our name, forming the Symbiotic Urban Movement.





## What are we building?

We will build an interactive prototype, which we take to the competition in Wuppertal in June 2022. Our prototype is a fully functioning cut-out of the building, showing our vision and design.

The House Demonstration Unit (HDU) represents the main aspects of our building design by incorporating them into a two-storey prototype. The most important programmatic elements are shown to emphasise the symbiotic relationships in the building design.

On the ground floor, the new public and social functions are shown as part of the renovation strategy for the existing building. The upper floor showcases the new modular top-up units. The two floors are made accessible by the circulation core and the gallery stair, the two essential circulation spaces of our building.



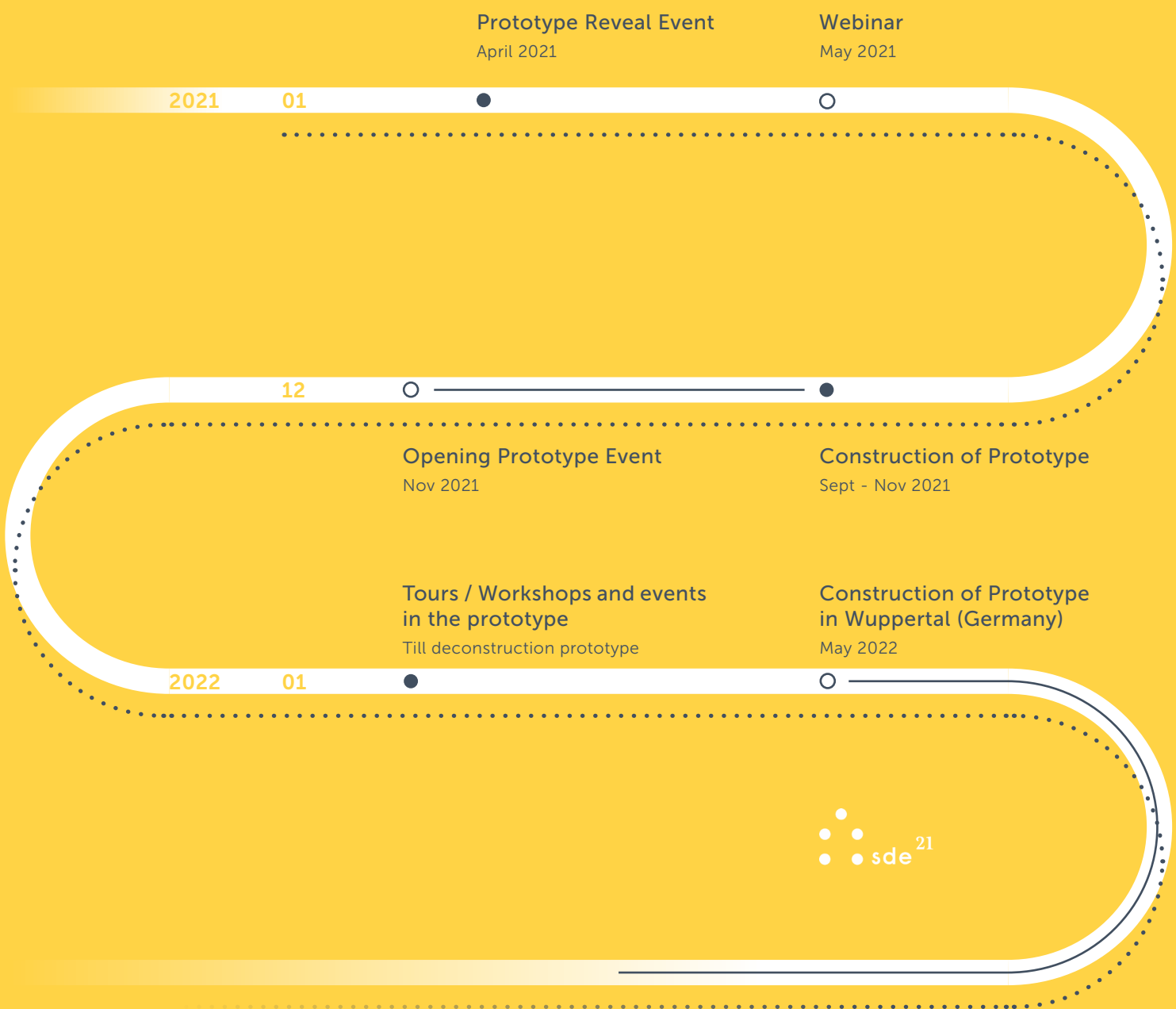


# What is happening till June 2022?

We will have several events planned before we take our prototype to Wuppertal, Germany, where partners will have a certain type of exposure.

In April 2021, there will be an online Prototype Reveal Event, where the final design of the prototype will be presented to our partners and followers. In may 2021, SUM and Brink, one of our partners, will host a webinar with different stakeholders of our project to test the viability of our vision and to connect different partners with each other. In the summer of 2021, we will start the construction of our prototype, which the team will build themselves. We will work together with partners that deliver the materials and practice our construction skills for Wuppertal.

After we have built our prototype there will be an official opening where we showcase the end result together with our partners. The prototype will stay in the Netherlands for a while, SUM will use this opportunity to give tours and workshops in which partners will be involved. Then we will deconstruct our prototype to take the elements to Wuppertal and rebuild our design there in 14 days together with all the other teams which are competing in the Solar Decathlon Europe 2021.



# Packages that suit all sizes or business

We have been driven by the needs of our sustainable partners ever since our beginnings. We value transparency and honesty so we can focus on long term sustainable relationships with our sustainable organisations. There are 4 different levels of sponsorship, where the types of benefits differ from each other, depending on the amount of support. The exposure plan for all levels exists of 3 packages:

## Online Exposure

SUM will offer your company exposure through our different online platforms, which include social media, our website and newsletters.

## Prototype Exposure

The prototype that we will build in the summer of 2021 will give partners the opportunity to showcase their company, by putting their logo on the prototype and have the ability to use the exposure of the prototype.

## Accessibility

As a partner you will have access to our events and the opportunity to co-organize one. Furthermore, our partners will have access to three years worth of SUM's research.

## Bronze

0 - 10K

## Gold

35K - 60K

## Silver

10K - 35K

## Platinum

60K - 100K+



# 1. Online Exposure

SUM is active on different platforms online, where we focus on different target groups per platform. We share our progress, knowledge, our partners and their expertise on these platforms to educate and involve our followers.

## Social Media

SUM is daily active on Instagram, Facebook, LinkedIn and Youtube, where our target group differs per platform. With our social media accounts we aim to inspire people and promote our vision.

## Website

On our website we have a partners page where we share who is involved in the project, we will also incorporate bi-weekly blogs and interviews with our partners and their products.

## Newsletter

On our website visitors have the possibility to subscribe to our newsletter, where new partners will be introduced and the logos of our partners will be visible.

### Online Exposure

SOCIAL MEDIA		Bronze	Silver	Gold	Platinum
Instagram	i	2	3	5	7
Facebook	i	2	3	5	7
Linkedin	i	1	3	5	7
WEBSITE		Bronze	Silver	Gold	Platinum
Visibility logo on website		25%	25%	50%	100%
Blog about your product/service	i	1	3	5	7
Interview about your product/service	i	✕	✓	✓	✓
NEWSLETTER		Bronze	Silver	Gold	Platinum
Appearance in newsletter	i	1	3	5	7
Appearance logo in newsletter	i	✕	✕	✕	✓



## Social Media

SUM believes in the positive power of social media, we know that we can inspire and educate people through social media by leading by example.

### Instagram & Facebook

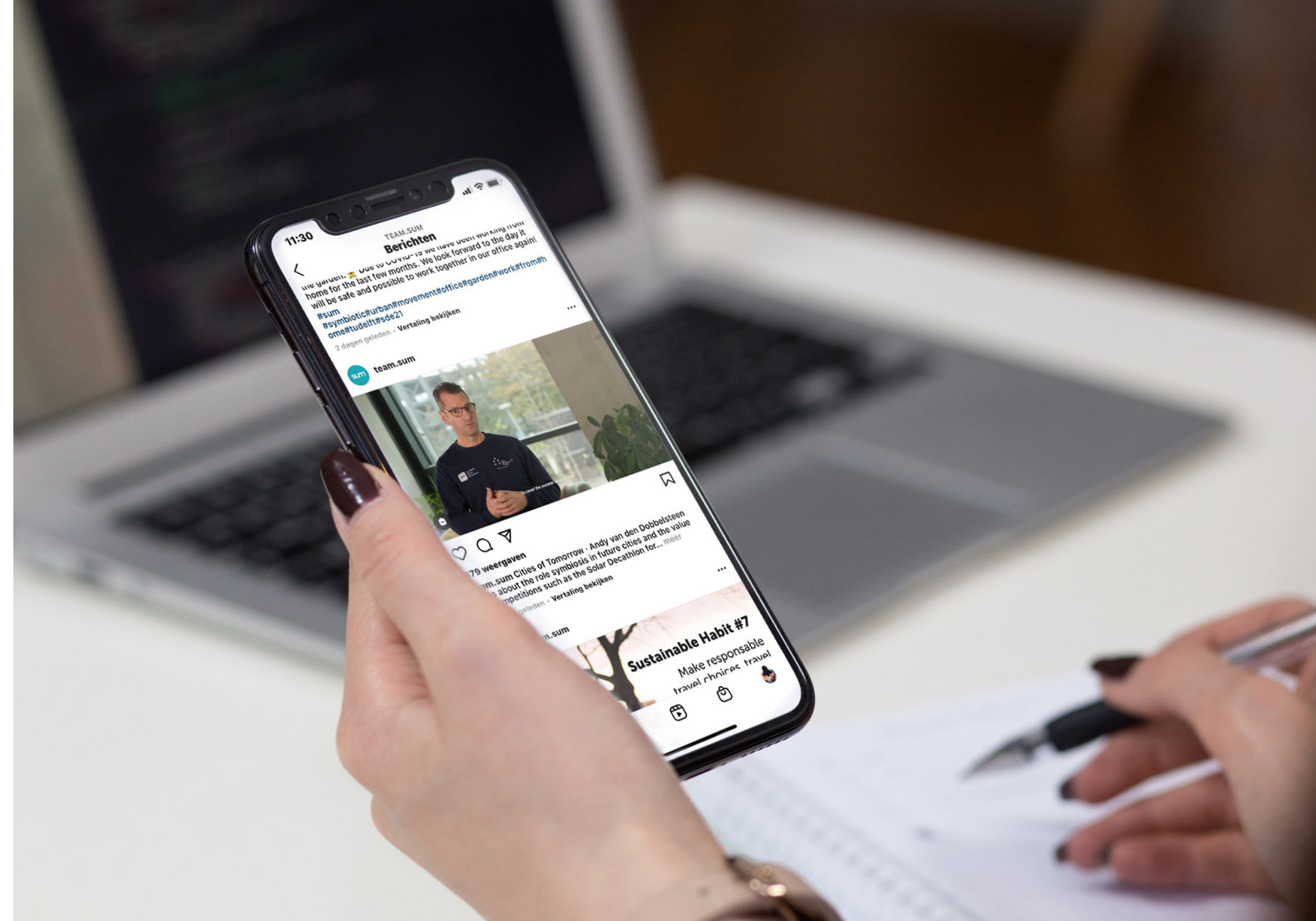
On Instagram and Facebook our target groups are students, starters and people interested in our journey. We share pictures and short video's of our weekly activities. Consisting of educational posts, office talks, design posts, team posts and partner posts.

### LinkedIn

We use LinkedIn to inform and educate students, our partners and potential partners. We will introduce our new partners on LinkedIn and give weekly updates on our project.

### Youtube

Due to COVID-19 we don't have the ability to host events offline, therefore we use Youtube to host our online events and share video's of our project.





Website

We have developed our website to be a central point for information of our team and vision, we share blogs, have a press page where we share the articles in which we are mentioned and we have a partner page.

Visibility logo on website

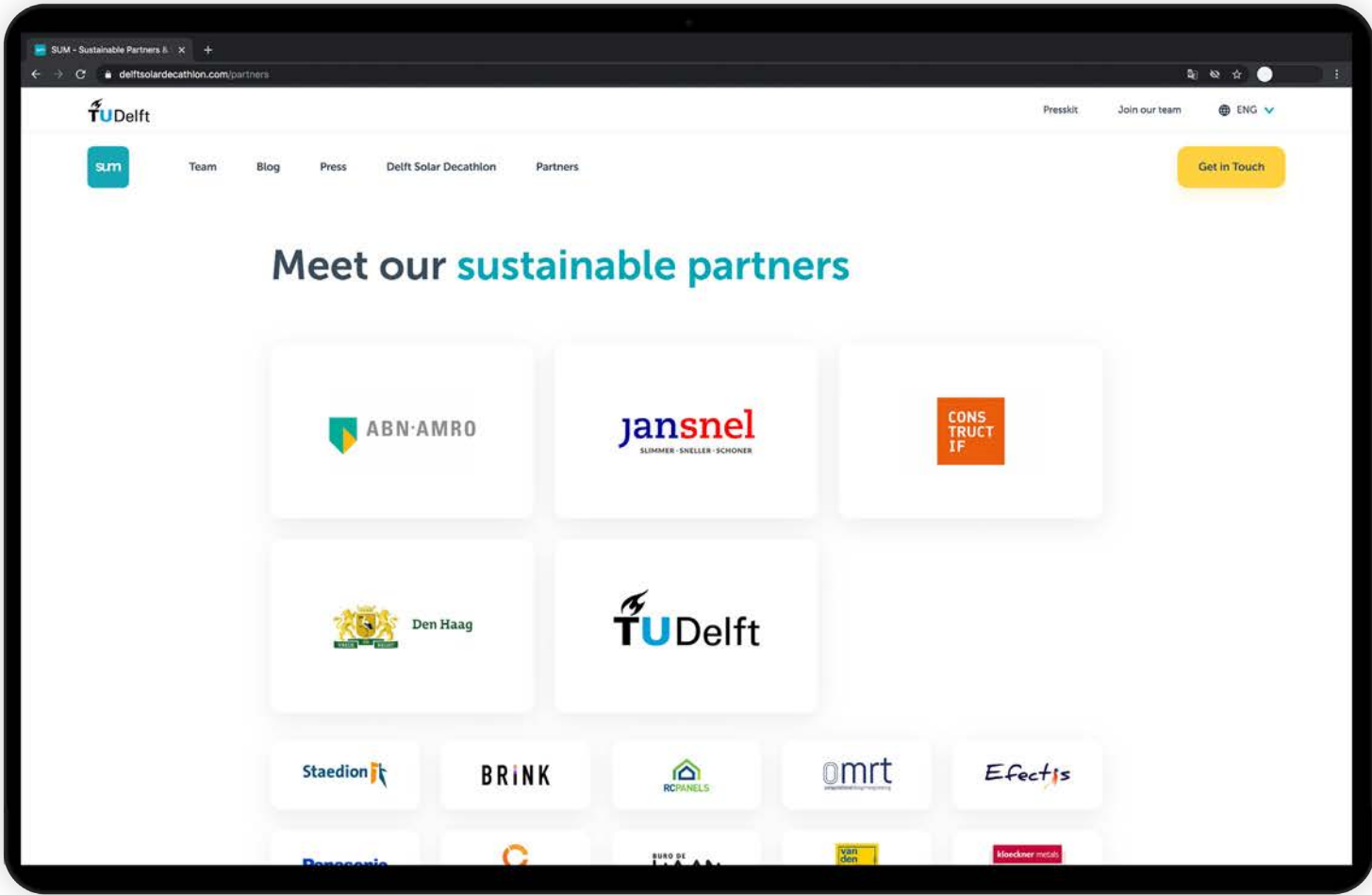
On our partner page the logo of your company will be permanently showcased, visitors of the website have the possibility to click on your logo which will be linked to the website of your company.

Blog about your product/service

SUM will start writing blogs on their website, these blogs will include the explanation of our design. Partners can be included in these blogs to talk about their materials or their involvement in the design.

Interview about your product/service

As SUM we want to promote sustainability, in the interviews with partners we will include this subject when talking about the materials and/or resources of the company. This is an opportunity to promote your product related to sustainability.





### Newsletter

In the newsletter we update our subscribers on our progress, new advancements and we introduce our new partners.

### Appearance in newsletter

A new partner will make an appearance in our newsletter when they have joined our movement. In the newsletter they will have the opportunity to introduce their company and products.

### Appearance logo in newsletter

The logo of our platinum partners will appear in every newsletter we send to our subscribers.



## 2. Prototype Exposure

The prototype we are going to build is our biggest attraction, not only for the team members and partners but also for the media.

### Logo Visibility

On the prototype there will be several options to display the logo of your company, which will be prominently visible. The logos will be placed on the sponsor board, on the construction site and on our team tenue.

### Exposure

We will also offer a variation of exposure for your company regarding the prototype, our partners have the option to take a company picture with the prototype, they will be visible through videos in our prototype, a professional picture of the companies' product will be made and our platinum partners have the opportunity to organize a tailor made stunt with SUM, regarding the prototype.

### Prototype Exposure

LOGO VISIBILITY		Bronze	Silver	Gold	Platinum
Visibility logo sponsor board		25%	25%	50%	50%
Visibility logo construction site	i	25%	25%	50%	50%
Visibility logo promotional clothing		-	25%	50%	50%
EXPOSURE		Bronze	Silver	Gold	Platinum
Company photo	i	✓	✓	✓	✓
Visibility of video during competition	i	✗	✓	✓	✓
Proffesional photo of your product	i	✗	✓	✓	✓
Tailermade stunt or presentation	i	✗	✗	✗	✓



### Logo Visibility

On the prototype there will be several options to display the logo of your company, which will be prominently visible. The logos will be placed on the sponsor board, on the construction site and on our team tenue.

#### Visibility logo sponsor board

All partners will be visible on our sponsor board in different sizes depending on the sponsorship level. The sponsor board will be on the outside of our prototype, visible for all visitors and people passing by.

#### Visibility logo construction site

In the summer of 2021 we will start the construction of our prototype, during the construction partners will have the option to showcase their logo.

#### Visibility logo promotional clothing

During the competition in Wuppertal all our team member will wear a team tenue on which the logo of your company is placed.





### Exposure

We will also offer a variation of exposure for your company regarding the prototype. Our partners have the option to take a company picture, show a custom made video during the competition, receive a professional photo of their product and platinum partners have the ability to organize a tailormade stunt or presentation.

#### Company photo

Your company will be given the opportunity to take a photo in front of the prototype and use it for promoting your company and SUM.

#### Visibility of video during competition

In our prototype we will have a television on which the logos of our partners will be shown. The television will be switched on during tours and activities in the prototype.

#### Professional photo of your product

SUM will hire a professional photographer to photograph your products, which the company can use as they please.

#### Tailormade stunt or presentation

In Wuppertal we have the opportunity to organize presentations and stunts, our platinum partners will be able to host either a presentation or stunt.





# 3. Accessibility

There are two ways of accessibility, which are events and access to research. At events we want to share SUM’s progress, but also connect our partners with each other. We also want companies to have the opportunity to use SUM’s research.

## Events

SUM hosts events to introduce our vision to a wider audience, we give lectures and have activities to educate those who are interested and we want to introduce partners to each other by hosting partner sessions.

## Access to Research

SUM will be working on finding a solution for the renovation of tenement flats for 3 years, where a lot of research will be completed, as a partner you will have access to this research

### Accessibility

EVENTS		Bronze	Silver	Gold	Platinum
Invitation to all SUM events	i	✓	✓	✓	✓
Possibility for lecture or activity	i	✗	✓	✓	✓
Invitation to online partner sessions	i	✗	✗	✓	✓
Invitation to SUM interviews	i	✗	✗	✗	✓
Organize prototype tour or event with your company	i	-	1	2	5
Organise event together with SUM	i	-	-	1	3
ACCESS TO RESEARCH		Bronze	Silver	Gold	Platinum
Access performance test results of your product or product of your choice	i	✗	✓	✓	✓
Full access to all research results	i	✗	✗	✗	✓



### Events

Due to COVID-19 the events we had planned will take on a different form, instead of having events offline, we will have most of our events online, the benefit of online events however is that you reach a larger audience.

#### Invitation to all SUM events

All our partners will be personally invited to the events of SUM.

#### Possibility for lecture or activity

Partners have the opportunity to organize a lecture, webinar or activity together with SUM. This activity should in some way be related to our project.

#### Invitation to online partner sessions

SUM will organize monthly partner sessions, there connections between the partners will be made and discussions will take place.





#### Invitation to SUM interviews

SUM will host interviews with different partners to educate and intrigue our viewers.

#### Organize prototype tour or event with your company

Partners will have the opportunity to visit our prototype in the Netherlands, furthermore they will also have the opportunity to host an event or tour adapted to their company.

#### Organise event together with SUM

For platinum partners it is possible to organize a tailormade event to the company.





### Access to research

Together with you, SUM will be working on finding a solution for the renovation of tenement flats for 3 years, where a lot of research will be completed, as a partner you will have access to this research.

### Access performance test results of your product or product of your choice

As a partner you will get access to the performance test results of your product or if you delivered a service, you will get access to the performance test results of a product of your choice. You will receive these results a year before SUM is publishing all the research results.

### Full access to all research results

If you're a Platinum partner, you will get full access to all research results a year before SUM is publishing all the research results.





## Ready for a symbiotic partnership?

By joining SUM's effort to future-proof tomorrow's built environment, you are directly contributing to establishing the foundation for the next generation of cities. From the integration of advanced technologies, to the use of prefabrication construction methods or the net-positive objectives of the proposal, together with you we place ourself at the front seat of building innovation. By supporting SUM, you will be at the forefront of the adventure to change the Dutch housing market by renovating old tenement flats and transforming them in modular and affordable housing!

We hope to have inspired you with our project and have sparked an interest in becoming part of this movement! If you have any questions about working together, please do not hesitate to reach out to our team at:

[partners@team-sum.com](mailto:partners@team-sum.com), or  
[info@team-sum.com](mailto:info@team-sum.com)

For more information about our project, feel free to visit our website: [www.delftsolardecathlon.com](http://www.delftsolardecathlon.com)







For more information: [www.delftsolardeathlon.com](http://www.delftsolardeathlon.com)

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