

THE INNOVATE PROJECT

Renovation service packages for homeowners



Lessons learnt
from 11 partners
during 3 years

www.financingbuildingrenovation.eu

Key facts on the project

- ✓ A project financed by the European Horizon 2020 programme
- ✓ The challenge : make sure that renovation projects get from the idea stage to the implementation stage? How can we increase deep energy retrofits?

We coached 11 partners (local authorities, retrofit support companies/cooperatives) in creating integrated renovation services:

One-stop-shops





OUR TARGET

Homeowners of
single family houses
and condominiums



Who is behind the project?



Coordinator
Energy Cities

Experts
Energies Demain (FR)

Experimented partners

- ✓ Brussels Environment (BE)
- ✓ Parity Projects (UK) > London Boroughs
- ✓ Riga Energy Agency (LV)
- ✓ Reimarkt (NL) > 6 Dutch cities
- ✓ Frederikshavn Municipality (DK)

Learning partners

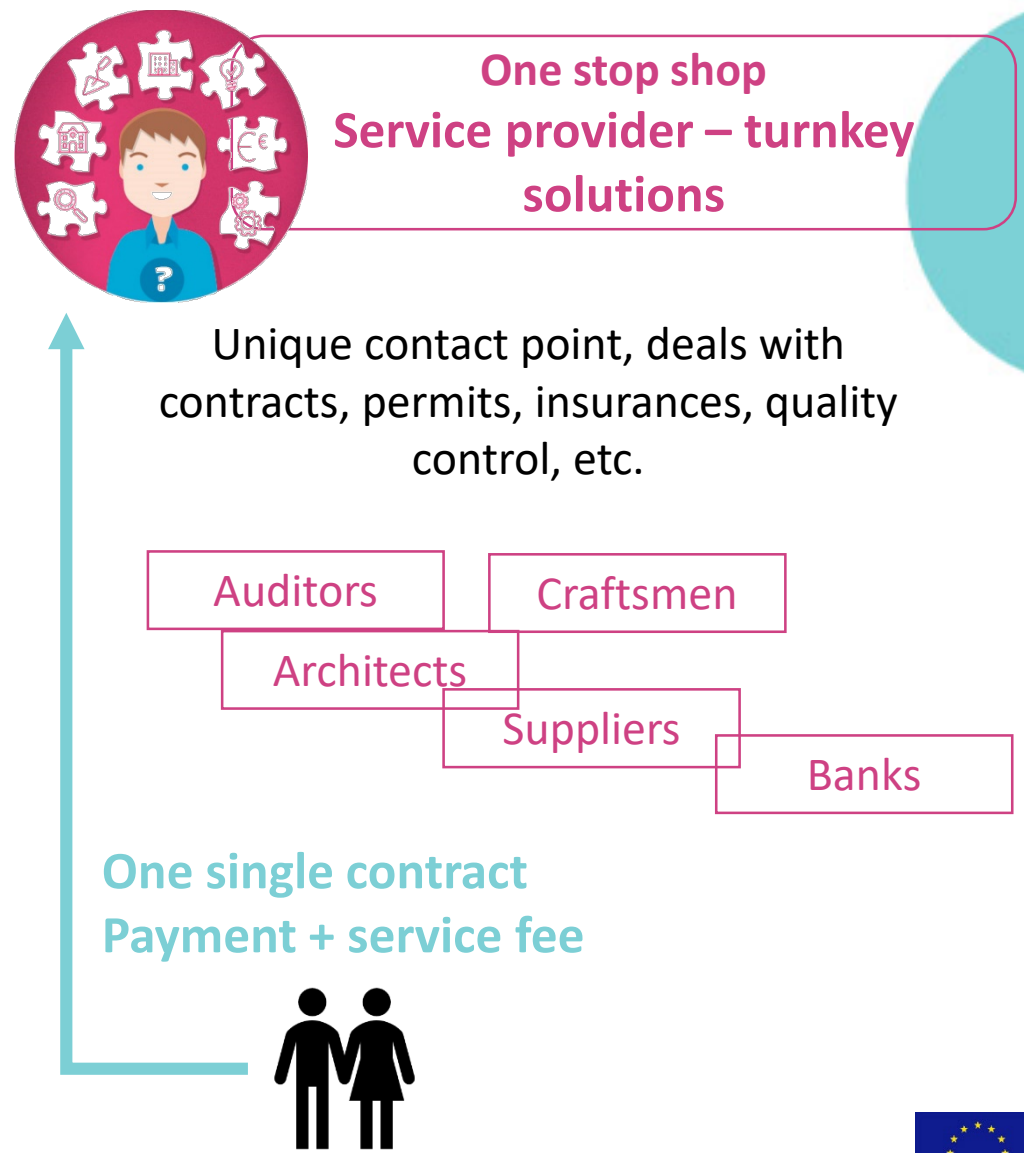
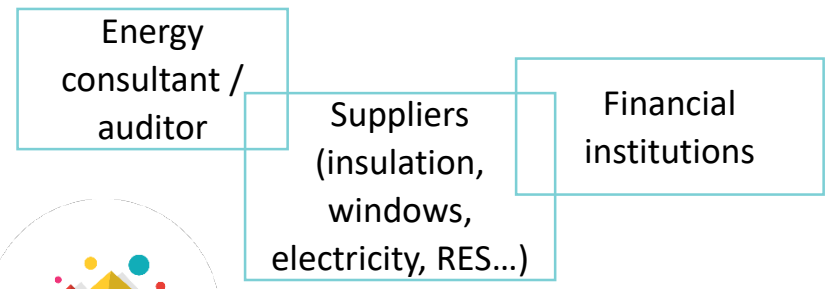
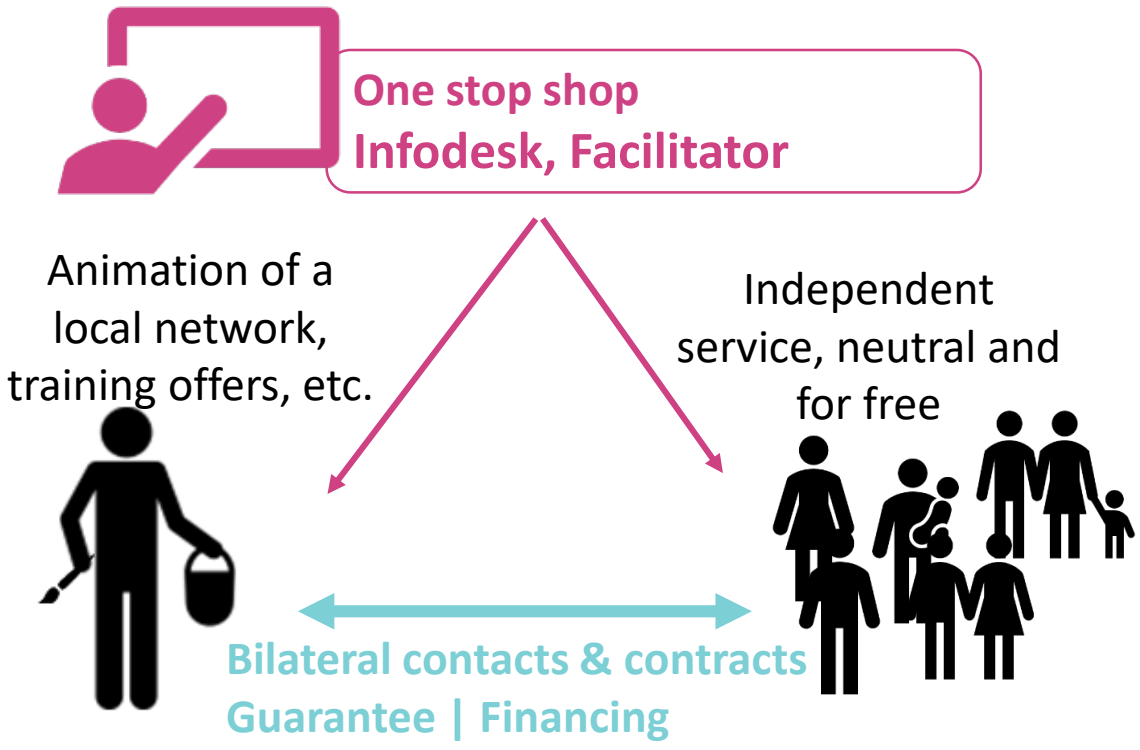
- ✓ Heerlen Municipality (NL)
- ✓ Linnaeus University (SE) > Municipality of Växjö
- ✓ Litoměřice Municipality (CZ)
- ✓ Mantova Municipality (IT)
- ✓ AGENEX (ES)
- ✓ Aradippou Municipality (CY)



What is a one-stop-shop (OSS)?



The OSS model varies depending on resources



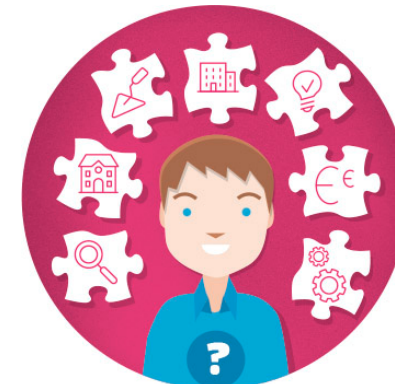
Financing

Revenue sources for one-stop-shop:

- ✓ Public subsidies (only for part of the action)
- ✓ EE Certificates
- ✓ Fees paid by the homeowners for the service
- ✓ Fees paid by the craftsmen

Funding for homeowners:

- ✓ Bank loans
- ✓ Other loans (from public authorities, private finance, OSS)
- ✓ Subsidies
- ✓ Tax incentives
- ✓ Guarantees
- ✓ EE certificates
- ✓ Up front financing





REIMARKT

The convenient store for sustainable living

**The Dutch one-stop-shop forerunner
(since 2015)**



Service offer



- First advice is free (subsidies by the local authorities)
- Than sale of a standard package : accompagnement + works
- Coordinator role : project management, involvement in case there are difficulties with companies
- Recruitment of companies and respect of an engagement charter on the quality of services (deadlines, cleanliness of the construction site, etc.)
- Clients : single family houses, but also social housing and condominiums (early stage)

A bold communication and marketing



https://www.youtube.com/watch?v=YFQrv_FyIVQ



Funded by the Horizon 2020
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A digital tool : Quickscan

REIMARKT Advies > Maatregelen > Actueel > Contact > Over Ons >

Quickscan Ontdek in slechts drie stappen wat een slim pakket is voor jouw huis!

1. Wat is jouw woonsituatie? > 2. Wat is geschikt? > 3. Wat heb je al gedaan? **Een gratis adviesrapport**

Quickscan Wat is jouw woonsituatie?

Selecteer de kenmerken die het meest overeenkomen met jouw situatie. Op basis hiervan worden kosten en baten voor jouw huis berekend en wordt een slim pakket bepaald. Met het selecteren van een vestiging in de buurt, heb je bovendien de zekerheid dat het pakket leverbaar is.

Woningtype
Kies een woningtype

Dakvorm
Kies eerst een woningtype

Bouwlagen
Kies een woningtype en dakvorm

"Ruim 5000 mensen gingen je voor"

1. **Filling in the questionnaire** by the homeowner with information on the house (construction year, heating type, desired works, etc.)
2. **Contact details** of the homeowner if he wants to access the cost quote
3. **3 cost quotes for works** each of them sent with a different priority (comfort, financial savings, environmental protection)
4. **Phone call to the homeowner** and proposal of a visit to the Reimarkt shop or a home visit (billed 150 € but reimbursed if final works are done via Reimarkt)

Our analysis of Reimarkt

PROs

- Real shops in 5 cities
- Full coaching along the customer journey reassures the homeowner
- Strong service quality: 100 % satisfaction objective
- A financing offer combined with the Dutch NEF fund
- A bold communication: from graphic charter to pop-up stores, etc.

CONs

- Mostly minor works (€5 000 – 7 000 in average)
- No quality check after completion of works (unless upon client's request)
- **Strong dependance on public subsidies that suffers from stop&gos => stronger focus on social housing as a more stable sector**





A few advices from INNOVATE partners

- Be ready that it might take lot of time before you see the first results of your OSS
- Think big, start small: prove that your concept works and scale it up
- Take time for your local stakeholders and homeowners
- Offer innovative services to better engage your citizens
- Online platform is necessary to increase OSS efficiency and conversion rates
- Get 'real' marketers and salesmen on board



Conclusions on one-stop-shops

- A strong will by the European Commission to develop this type of (local) integrated coaching services
- An economic model which is quite difficult to make viable as it strongly depends on public subsidies
- Contents and organisational structures of OSS are very variable
- One-stop-shops complete the offer proposed by private players in the competitive market, mainly in terms of services or type of clients that are neglected

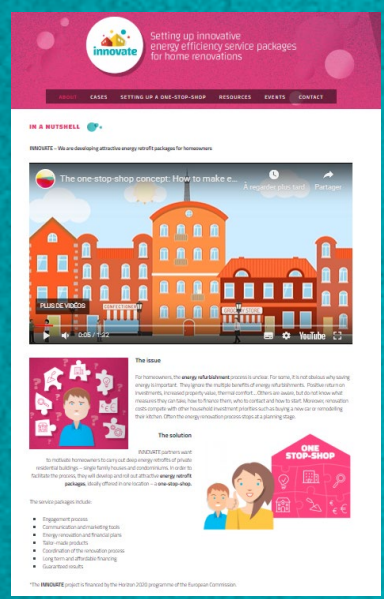




Setting up innovative energy efficiency service packages for home renovations

Thank You

Miriam Eisermann - Energy Cities
miriam.eisermann@energy-cities.eu



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