

Integrated home renovation services: why, what and how to upscale them?

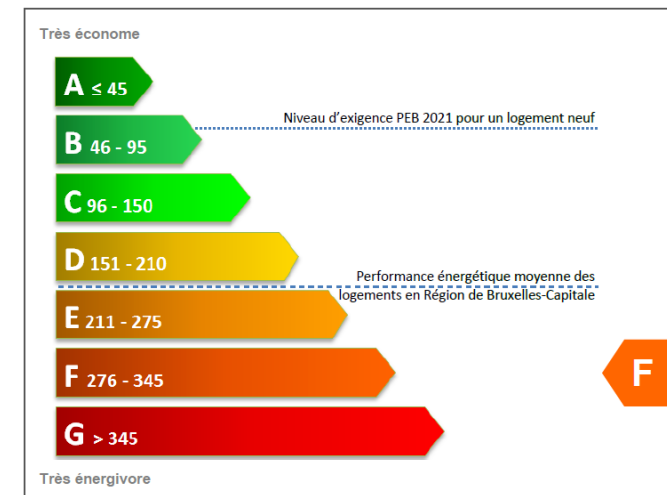
National roundtable on energy efficiency finance in Poland

25 May 2022

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We need to renovate the EU's building stock

- Renovation Wave Strategy:
 - renovate 35 million dwellings by 2030, double energy renovation rates to 2%,
 - roll-out one-stop-shops
- Investment needs: around EUR 275 billion/year
 - Massive allocation of cohesion funds + RRF to building renovation – grants + financial instruments
 - Leverage in private finance to complement public funding
- Proposal for EPBD recast
 - Classes F and G to be renovated by 2033
 - (Staged) deep renovation to become the 'gold standard' for renovation



The human factor behind home renovation



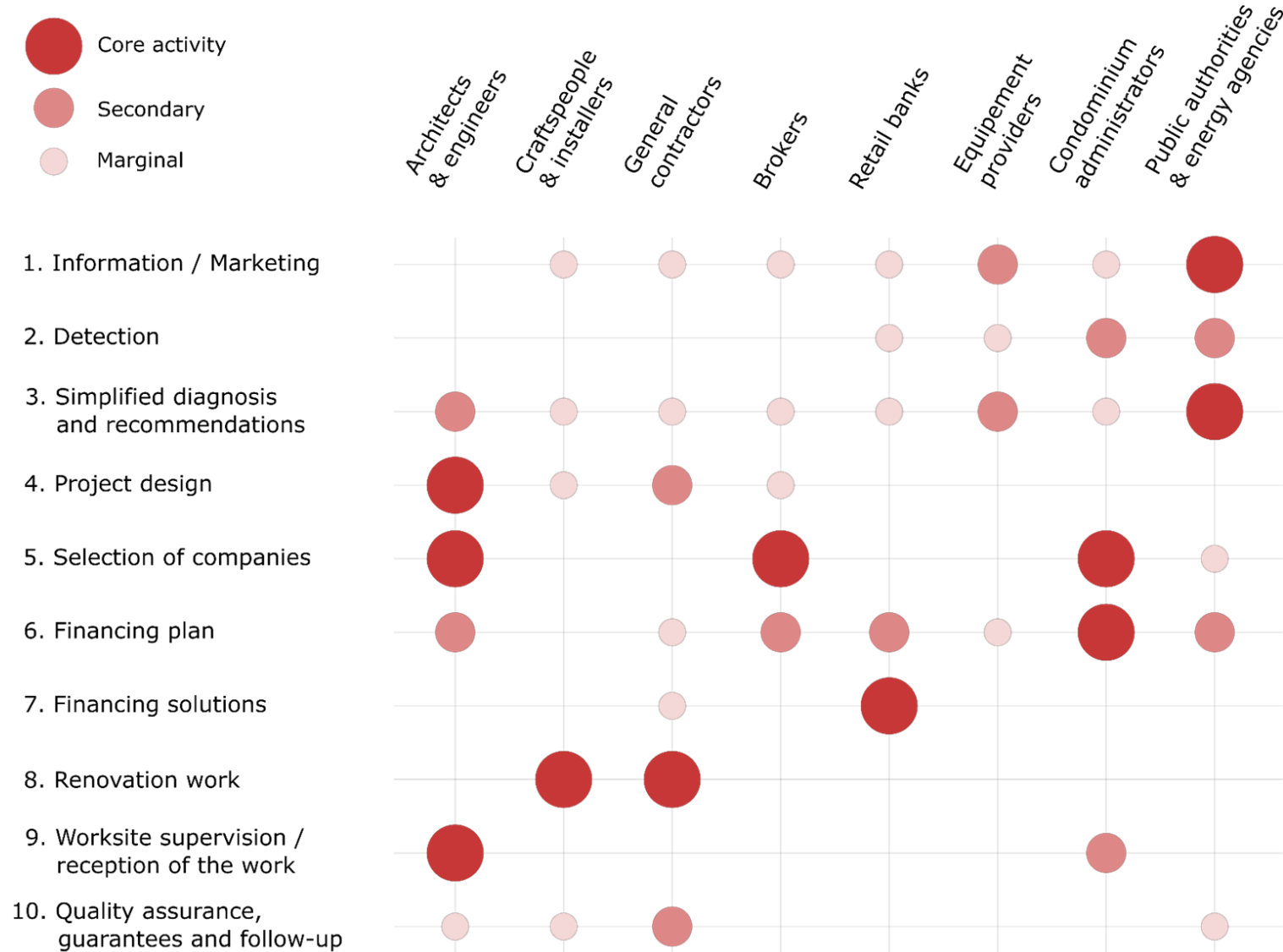
Source: YouTube.com

- Home renovation can be a **painful journey!**
- Most residential buildings belong to **non-professional individuals**
- Households **will not “build capacity”**: you won't renovate so many homes in a lifetime
- **no lack of market participants**
... but absence of coordination
... and diverging interests

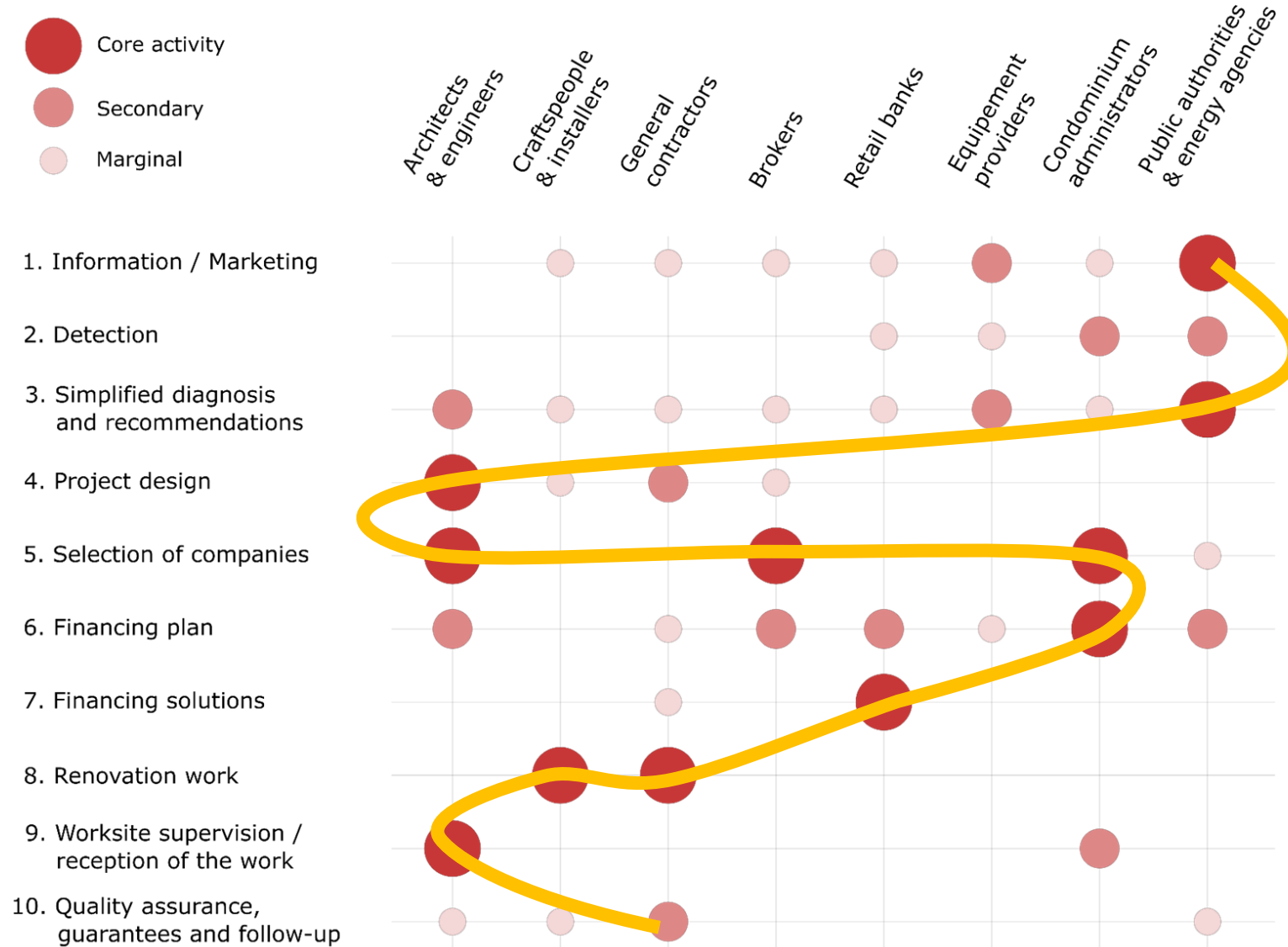
The windy journey of home energy renovation

	Architects & engineers	Craftspeople & installers	General contractors	Brokers	Retail banks	Equipment providers	Condominium administrators	Public authorities & energy agencies
1. Information / Marketing								
2. Detection								
3. Simplified diagnosis and recommendations								
4. Project design								
5. Selection of companies								
6. Financing plan								
7. Financing solutions								
8. Renovation work								
9. Worksite supervision / reception of the work								
10. Quality assurance, guarantees and follow-up								

The windy journey of home energy renovation

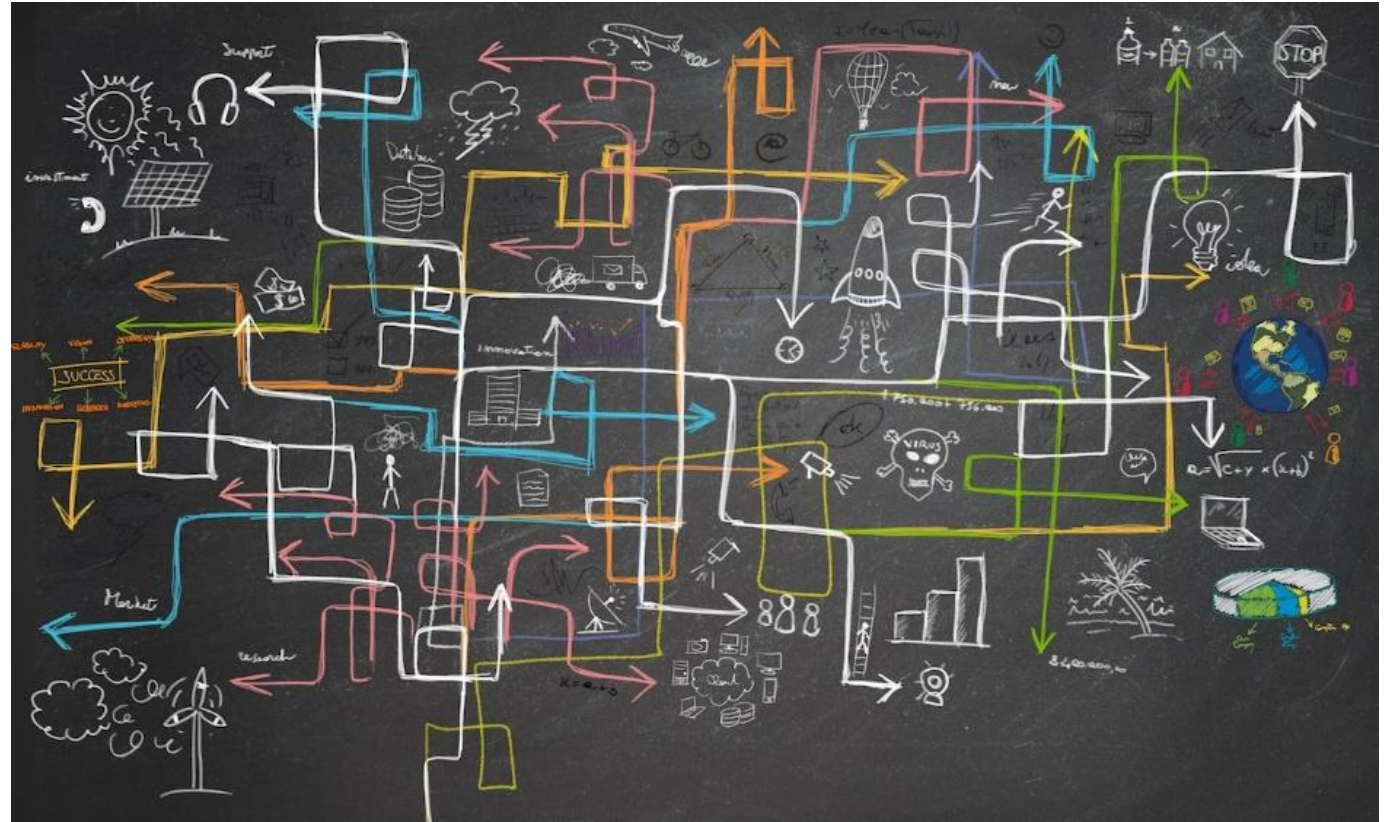


The windy journey of home energy renovation



“Integrated home renovation services”

- **Start from homeowners' point of view:** what is the customer journey of home renovation?
- **Coordinate / combine / integrate** the services provided by private and public players
- **Take on tasks** for which homeowners are not equipped
- Indispensable to **upscale low-energy renovations**

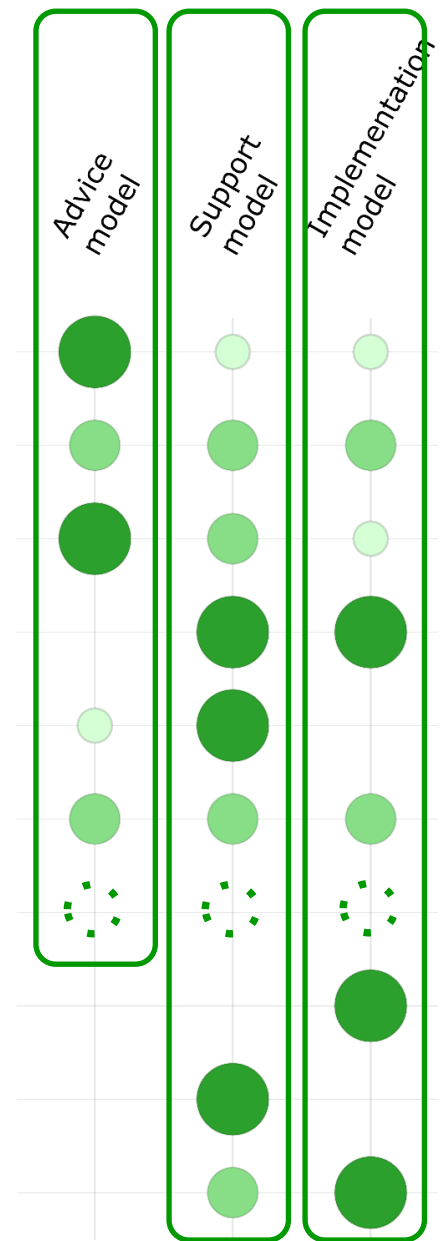
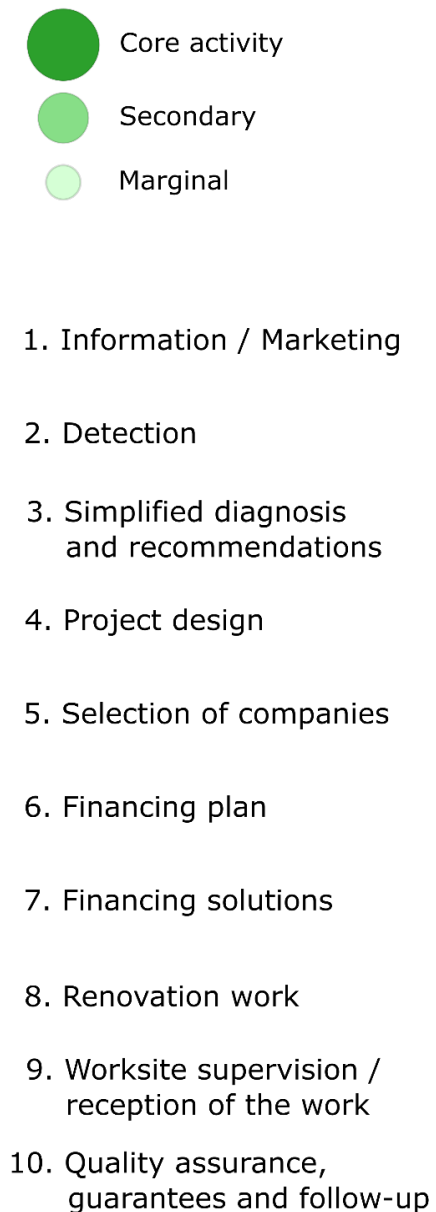


Analytical framework along the “customer journey”

- 3 main models:
 - **‘Advice’ model**: focused on the upstream part of the journey
 - **‘Support’ model**: extended Architect's mandate, covering the whole journey
 - **‘Implementation’ model**: combining design and renovation work
- Mainly heuristic, based on the observation of pilot initiatives across Europe
- Easy to distinguish in generic terms...
...much less clear when getting into the details

More details in [Milin & Bullier 2021](#).

Towards large-scale roll out of "integrated home renovation services" in Europe.
Proceedings of the ECEEE Summer Study 2021



Project examples



Integrated home renovation services are essential

- Disbursement of public funds will remain challenging
- Upscaling deep renovation will not happen without comprehensive home renovation services covering the implementation phase
- Deployment needs to involve national and regional levels
- [LIFE funding](#) available to design and put in place integrated home renovation services – next call for proposals to be published in May 2022.



Source: Chris Brooks on Flickr.com

Thank you

To go further...

- [Milin C., Bullier A. \(2021\)](#). *Towards large-scale roll out of "integrated home renovation services" in Europe*. Proceedings of the ECEEE Summer Study 2021.
- AnPost (IE): <https://www.anpost.com/Green-Hub/Home-Energy-Upgrade-Service>
- Arec occitanie (FR): <https://www.arec-occitanie.fr>
- Artée (FR): <https://www.artee.fr/>
- C-real (BE): <https://www.c-real.be>
- Easycopro (BE): <https://www.easycopro.be>
- Energy efficient mortgage initiative: <https://energyefficientmortgages.eu>
- Europace: <https://www.europace2020.eu/>
- Facirénov (FR): <https://www.facirenov.fr>
- Fithome (NL): <https://www.fithomeproject.eu>
- Hauskunft (AT): <https://www.hauskunft-wien.at>
- Hauts-de-France pass renovation (FR): <https://www.pass-renovation.hautsdefrance.fr>
- Holadomus (ES): <https://www.holadomus.com>
- Houseenvest (ES): <https://renuevatucasa.eu>
- Île-de-France énergies (FR): <https://www.iledefranceenergies.fr>
- Innovate: <http://www.financingbuildingrenovation.eu/>
- Oktave (FR): <https://www.oktave.fr>
- Opengela (ES): <https://opengela.eus/>
- Orfee (FR): <https://orfee-project.com>
- Padova fit (IT): <https://www.padovafit.eu>
- Proretro (DE): <https://proretro.eu>
- Reimarkt (NL): <https://reimarkt.nl>
- Renohub (HU): <https://renohub-h2020.eu>
- Renonbill (ES, IT, LT): <https://www.renonbill.eu>
- Save the homes (ES, NL): <https://savethehomes.org>
- Sheerenov (BG): <https://sheerenov.eu/>
- Sunshine (LV): <https://sharex.lv>
- Superhomes (IE): <https://superhomes.ie/>
- Turnkey retrofit (ES, FR, IE): <https://www.turnkey-retrofit.eu>