



DEMAND DRIVERS TAILORED TO LOCAL CONDITIONS

REFURB DELIVERABLE REPORT 2.4

Overview and
one-stop shop solutions
for private homeowners



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Deliverable D2.4 Demand Drivers Tailored to Local Conditions

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SUMMARY D2.4: DEMAND DRIVERS TAILORED TO LOCAL CONDITIONS

In the REFURB project a market segmentation that is relevant for NZEB-renovation and demand aggregation schemes was developed (report D2.1). These segments are linked with drivers and barriers homeowners face when deciding on NZEB-renovation. Thematically clustered (in report D2.2, Figure 1) these are:

- **Technical drivers and barriers**, linked with the dwelling characteristics and the challenge to renovate to NZEB.
- **Financial drivers and barriers**, linked with the financial possibilities of the dweller and the cost of the NZEB-renovation.
- **Social and behavioural drivers and barriers** linked with the decision-making process of the dweller, so including the behaviour, attitude of the dweller, as well as the (social) conditions to take a decision.
- **Context drivers and barriers**. These are rather external factors, not directly linked with the dweller or dwelling characteristics, but deal with the particular situation or context the homeowner has to deal with. E.g. legal and administrative issues, tenant-landlord issues, organisation of the building sector etc.

However, local critical success factors to tackle barriers and activate drivers for housing renovation will differ in the regions participating in the REFURB project. Local conditions define these success factors. **This report gives an insight in local differences, and tailors the demand side drivers to the local conditions of the REFURB-regions.** This report (D2.4) is a modified report of report D2.2. The generic drivers and barriers established in report D2.2 are checked against local parameters which influence the demand drivers and barriers and which will have to be taken into account when designing renovation packages locally. The exercise should help to identify the most important drivers and barriers for the segments of the demand side in a particular local situation. At the same time it also points to some existing solutions for barriers already present in the region. These can be solutions which these renovation packages will have to integrate or circumstances and traditions which will determine the best approaches.

It is observed that local conditions may play an important role, e.g. local legislation, the mobility of homeownership, subsidy schemes, acceptance of renewable energy, building sector readiness for NZEB, the tradition of staged renovations... Without going into detail in this summary it is for example clear that for some local circumstances it is more likely to promote a staged deep renovation solution due to traditional approaches to tackling financial barriers while in other circumstances a one-step deep renovation is more likely due to the very beneficial financial support available.

Based on this report on tailored drivers and barriers in the different segments, improved approaches to seduce homeowners to integrate NZEB-ambitions within their renovation will be designed (report D2.5), and compelling offers will be designed in the REFURB-project.

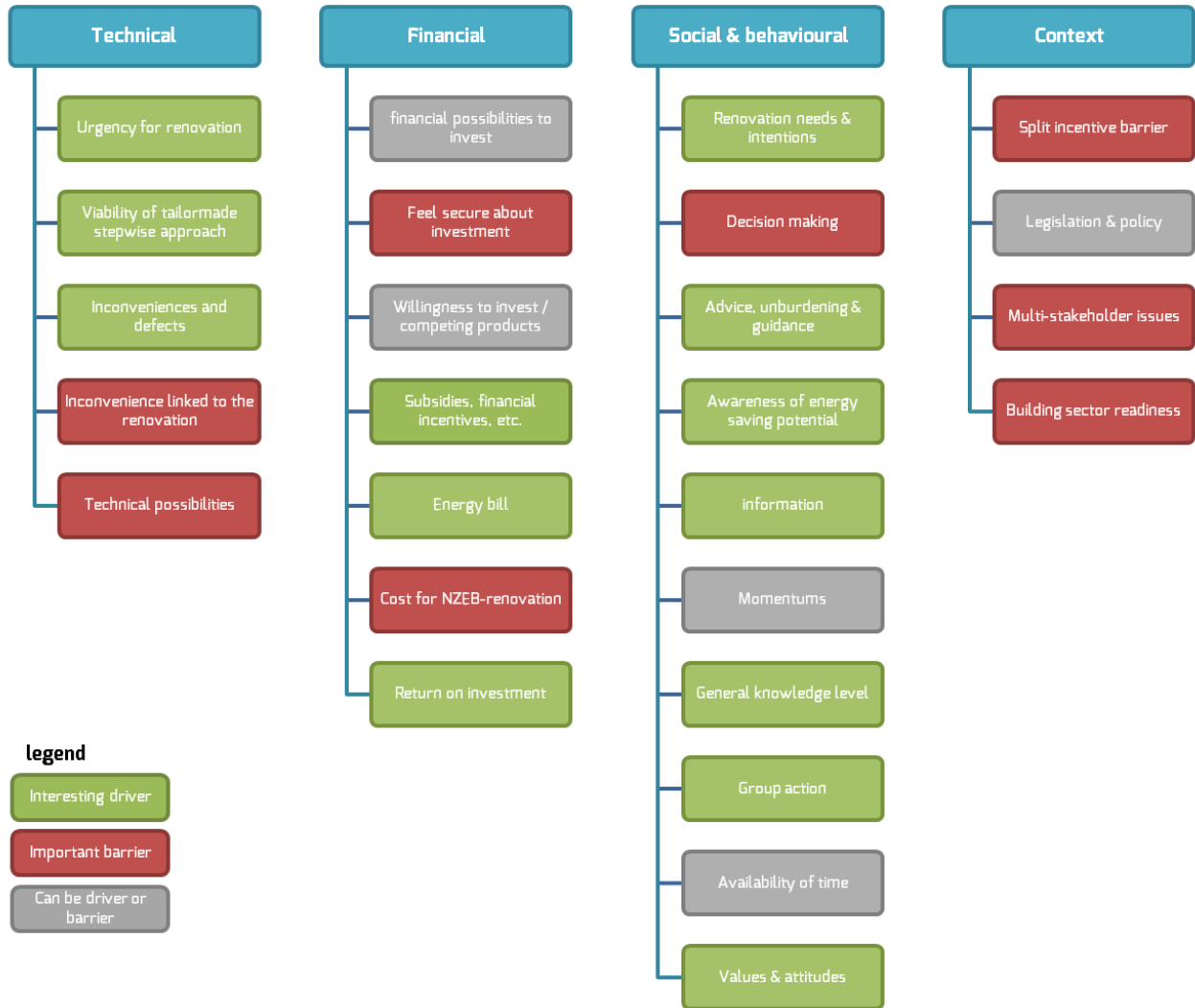


Figure 1: Clustering of drivers & barriers for NZEB-renovations