

ACTIVATING CONSUMERS TO DEEP ENERGY REFURBISHMENT IN EUROPE

Join the REFURB Project Conference

10th October 2017

Brussels

“LET’S MAKE HOMEOWNERS AN OFFER THEY CAN’T REFUSE”

Join an engaging, networking project conference on how to activate homeowners towards investing in energy efficiency. How to speed up deep energy renovation dynamics and generate impact with regional innovation and renovation offers. REFURB will present the main findings, renovation offers, business models as an important part of the European green transition.

REFURB is held in coordination with Renovate Europe during European week of Regions and Cities

 **VLEVA auditorium**
Avenue de Cortenbergh 71
1000 Brussels

go-refurb.eu



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13:00: Registration and coffee/tea

13.30 - 14.00: **Coaching the homeowner, eliminating the barriers on energy renovation.** *Welcome and introduction* by Virginia Gómez Oñate, Project Manager, EnergyVille/VITO (Belgium)

Creating a market for deep energy renovation in Europe. Renovation of residential dwellings is lagging behind the political ambition.

How to stimulate this market? by Andrian Joyce, Campaign Director, Renovate Europe and Secretary General, EuroACE.

14.00 - 15.00: Session 1:

The REFURB project: How to speed up deep energy renovation dynamics with regional innovation and renovation offers?

THE HOLISTIC REFURB APPROACH FOR DEEP ENERGY RENOVATION.

How to create a succesful customer journey with focus on both business and value creation for selected customer segments

by Peter Rathje , ProjectZero (Denmark)

BRIDGING THE BUILDING SECTOR OFFERS AND THE HOMEOWNER NEEDS.

The building sector and the homeowner are not yet on the same page. REFURB looked at the missing links to create a powerful offer

by Dominiek Vandewiele, Intercommunale Leiedal and Anne Goidts, Bostoën (Belgium)

BUSINESS MODELS AND VALUE CREATION AS TOOLS TO DESIGN A CONCRETE AND ATTRACTIVE OFFER.

Non-energy and financial benefits for both the homeowner and the supply side

by Lotte Lindgaard Andersen, CLEAN (Denmark)

Summary and discussion by Peter Rathje, ProjectZero

15.35 - 17.00: Session 2:

How to generate impact with renovation offers? Rollout strategies, quality guarantee and applied examples

QUALITY GUARANTEE IN DEEP ENERGY RENOVATION.

Are performance guarantees after renovation a burden or an opportunity? Do policy and practice meet or differ?

by Fiene Grieger, ISW (Germany)

THE RENOVATION COACH FOR THE HOMEOWNER: ELIMINATING THE BARRIERS.

Single point of contact: Supporting and unburdening the homeowner in the customer journey

by Lisa Adema, Municipality of Leeuwarden (The Netherlands)

PRACTICAL EXPERIENCES IN NEIGHBOURHOODS

Energy ambassadors show their neighbours the way to save energy in their homes

by Djoera Eerland, Buurkracht (The Netherlands)

REFURB LESSONS LEARNED AND POLICY RECOMMENDATIONS FOR ROLLOUT

How to create a powerful offer for homeowners and a succesful rollout strategy with stakeholders? Time for a plenary discussion to conclude on some policy recommendations together with the audience

by Alan Laws, Municipality of Leeuwarden (The Netherlands)

15.05-15.30: **NETWORKING BREAK**

poster presentation of national REFURB offers

17.00-17.15: **CONCLUSION AND OUTLOOK**

by Virginia Gómez Oñate, EnergyVille/VITO

17:15 - 18:30: **NETWORKING COCKTAIL**



YES, PLEASE SIGN ME UP



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