

ACTIVATING CONSUMERS TO DEEP ENERGY REFURBISHMENT IN EUROPE - REFURB PROJECT CONFERENCE

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 successful 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

15.30 - 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 successful 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**



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ACTIVATING CONSUMERS TO DEEP ENERGY REFURBISHMENT IN EUROPE



DEEP ENERGY RENOVATION THROUGH
ONE-STOP-SHOP SOLUTIONS
FOR PRIVATE HOMEOWNERS

Virginia Gómez Oñate
VITO / EnergyVille (BE)



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40% energy consumption

75% residential buildings



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EU Targets on EE

Energy Efficiency Directive

Energy Performance of Buildings
Directive

Energy Labelling Directive

National Energy Action Plans



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Supply and Demand Connection



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REFURB Concept

- Increasing energy performance of existing buildings by removing **non-technological** market barriers
- **Connecting** demand and supply side
- **Inspire** homeowners to carry out deep energy renovations
- Focus on '**deep renovation**' but with room for staged deep renovations
- Achieve **50-80% reduction** in energy use
- **One-stop-shop** solutions with more homeowner/decision maker focus
- Easy, affordable and efficient



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REFURB FIGURES

14

Partners

BAUVEREIN
HALLE & LEUNA eG



bostoën

Buurkracht'
SAMEN MET ENEXIS

clean
INNOVATING GREEN SOLUTIONS

**LEIE
DAL**



Gemeente **Leeuwarden**

isw

Institut für Strukturpolitik und Wirtschaftsförderung
gemeinnützige Gesellschaft mbH

BSC



TREA

provinsje fryslân
provincie fryslân



AALBORG UNIVERSITET



vito

vision on technology

RECTICEL
insulation

Bright Green Business
ProjectZero



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REFURB FIGURES

14

Partners

6

Countries

Belgium, The Netherlands, Germany,
Slovenia, Estonia, Denmark.



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REFURB FIGURES



Partners

Countries



Budget



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REFURB FIGURES



Partners

Countries



Timeline



March
2015

March
2018



Budget



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REFURB Project structure

WP2

- Individual payment capacity
 - Individual investment priorities
 - Drivers & barriers
- **segmentation**



Analysis of
the
DEMAND
side



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REFURB Project structure

WP2

- Individual payment capacity
- Individual investment priorities
- Drivers & barriers

→ **segmentation**



WP3

- Mutual understanding? It's not about U-values, it's about your values!
- Existing solutions for renovation

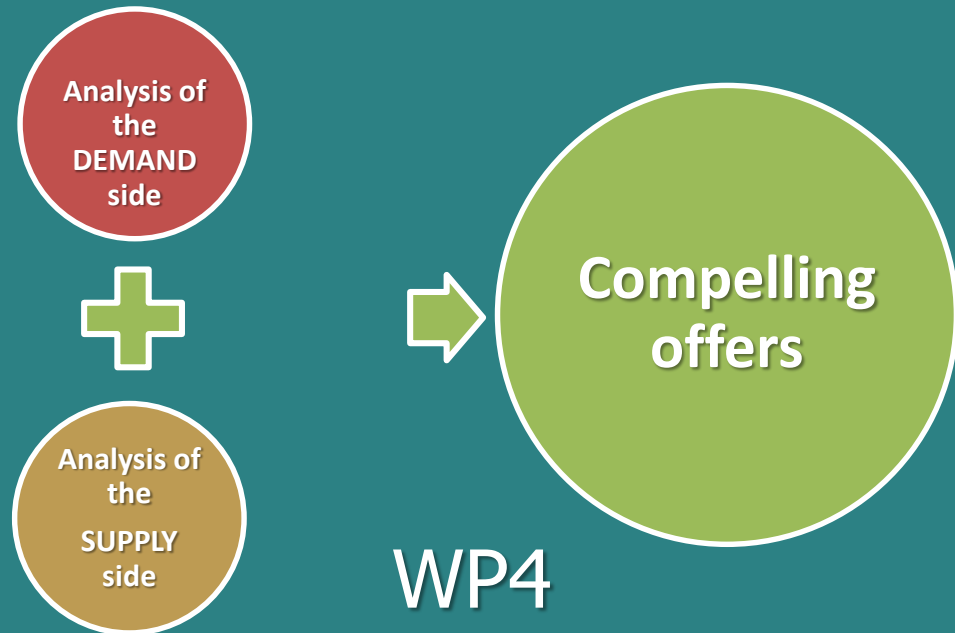
→ **one-stop-shops**



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REFURB Project structure



WP4

- Local tailoring
- Customer journey focusing on ALL benefits
- Supportive financial solutions



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REFURB Project structure



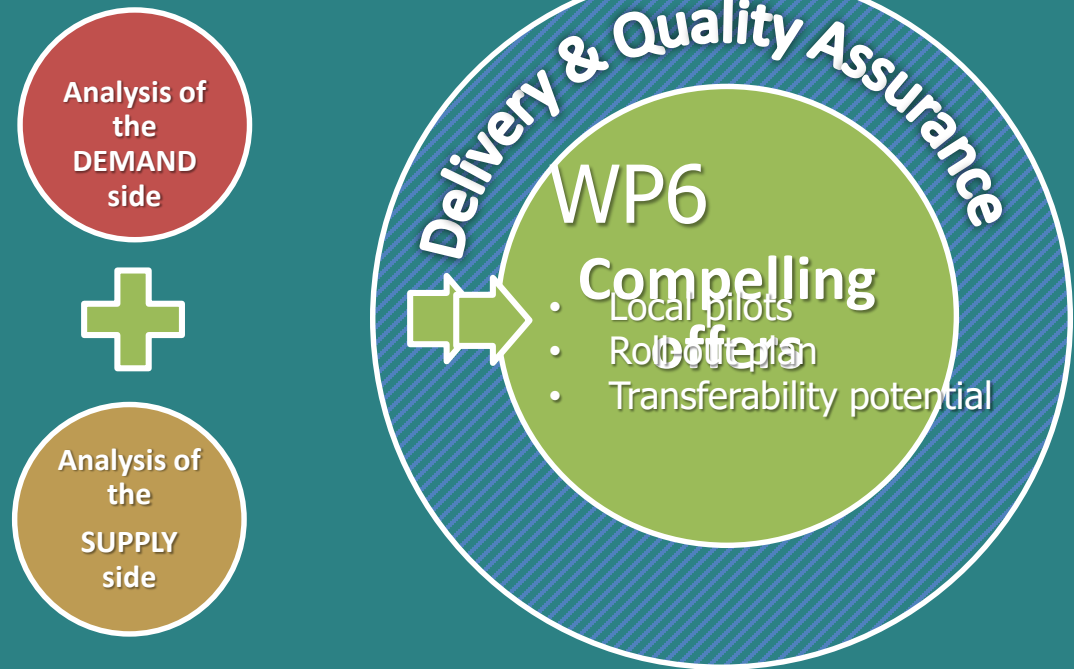
- Guarantee on energy savings?
- Guarantee on sales and quality work



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REFURB Project structure

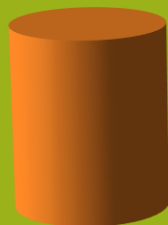


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REFURB Results

Energy savings per year



Target
50 GWh/year



Estimation
60 GWh/year end of project
200 GWh up to 2020

Estimated investment triggered

€ 138M by end of the project
€ 516M - € 825M up to 2020



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Tartu



Kranj



Kranj



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Ghent



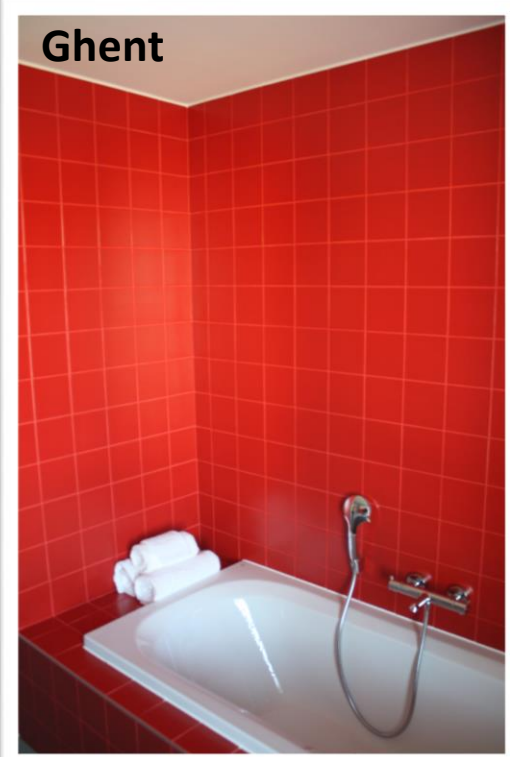
Ghent



Ghent



Ghent





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Ghent



Kranj



Ghent



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Tartu



Kranj



Sønderborg



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<http://go-refurb.eu/>

deep home energy renovation exceeding borders and regions



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Are you representing...

- Show **RED** for the public sector
- Show **GREEN** for the building sector



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Are you convinced that it is feasible to activate all EU homeowners to renovate their dwelling to nZEB standards by 2050?

- Show **RED** for NO
- Show **GREEN** for YES



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Are you familiar with the “customer journey” concept in the context of housing renovation?

- Show **RED** for NO
- Show **GREEN** for YES



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In your opinion, who is the most obvious party to seduce homeowners to renovate their dwelling to nZEB standards?

- Show **RED** for the public sector
- Show **GREEN** for the building sector



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Adrian Joyce



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