#### **Refurb Project Conference:**

#### **Creating a Market for Deep Energy Renovation in Europe**

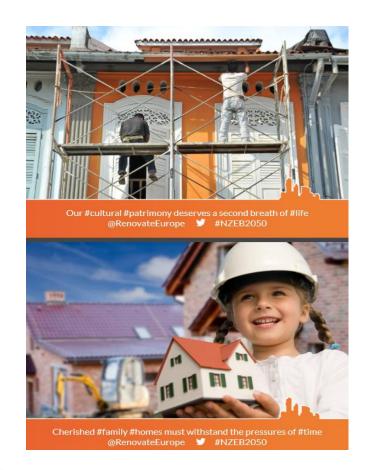
10<sup>th</sup> October 2017





# The Renovate Europe Campaign

### **36 Partner Companies and Associations in 2017:**

















































































# Reduce the Energy Demand of the Existing Building Stock by 80% by 2050 Compared to 2005 Levels





Raise the Renovation Rate of the Existing Building Stock to 3% Per Year by 2020 and Maintain that Rate to 2050





Ensure that all renovations are deep or staged deep renovations to avoid "lock-in"





Drive the Formulation and Implementation of an Effective Policy and Legal Framework for the Achievement of our Ambition



# **Challenges and Barriers**

#### **Inertia in the Construction Sector**

Very Conservative Sector; Risk-averse; Skills Gaps; Very Fragmented (no single voice)

#### Lack of Reliable, Shared Data

On Building Stock; On Successful Examples; On Performance Characteristics

#### Lack of Trust...

Of the Public in Politicians, Experts, Builders...
Of Building Owners in Performance Promises
Of Financiers in EE as an Asset Class

### **Lack of Engagement**

Owners; Politicians; Financiers; Us!





# The Essential Building Blocks

### **Build the Case for Energy Renovation**

Raise Awareness; Undertake Research; Measure Benefits; Communicate

#### **Engage all Stakeholders**

Identify the Actors; Conceive a Safe Environment for Exchange; Communicate

### **Create a Incentivising Regulatory Framework**

Coherent, Long-term, Multi-Level; Communicate

#### Develop an Implementation and Verification Framework

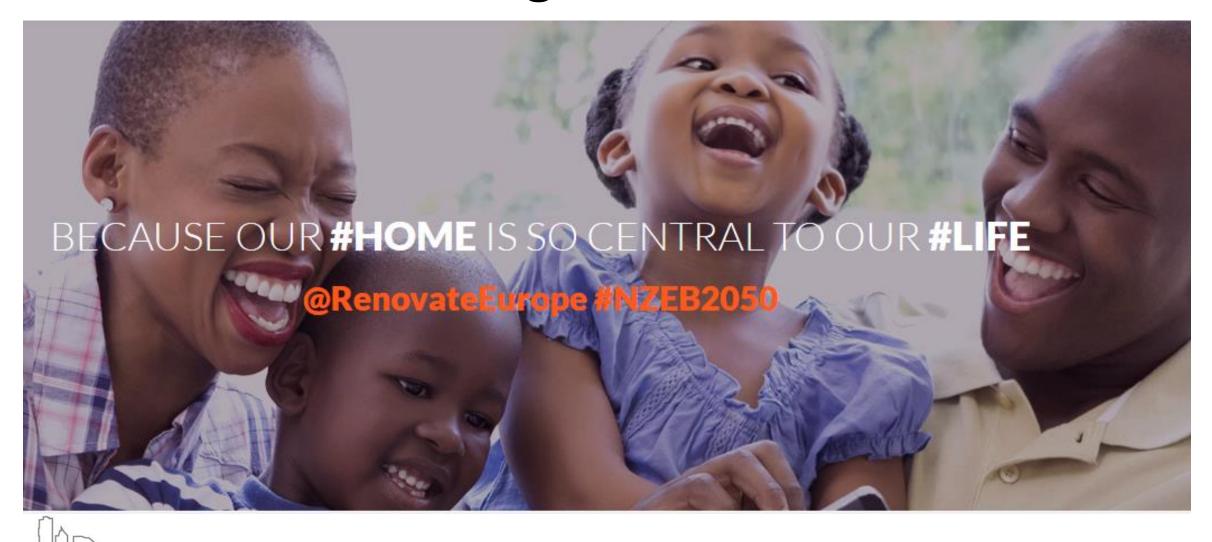
Set Goals; Describe Actions to Achieve Them; Measure the Outcomes; Feedback; Communicate

### **Share Experiences**

Learn from Others; Publicise Best Cases; Communicate



# The Essential Building Blocks



### **Build the Case...**

### Multiple Benefits...

Local jobs; Economic boost; More public finances; lower energy bills

### Increased Health and Well-being...

Lower rates of chronic illness; Better air quality; Higher productivity; Faster learning

#### **Availability of Finances...**

EU Funds; Green Mortgages; Aggregated market offers; Personal savings

### **Technical Capacity...**

Skills programmes; Continued Professional Development; Administrative processes



### **Build the Case...**



### Engage...

### Mapping...

Actors near and far; Highlight links; Expose connections

### **Creating Dialogue...**

Stakeholder platforms; Co-hosting; Capturing all points of view

### **Maintaining Dialogue...**

Comfortable process; Flexibility; Commitment

#### **Capturing Results...**

Workshops; Seminars; Social media; Public consultations



# Engage...



# **Create Policy Framework...**

#### Long-term...

Act as beacon; Instil investor confidence; Give certainty to industry

#### **Ambitious...**

Matched to Paris Agreement; Beyond business as usual

#### Coherent...

Across governance levels; Across party lines;



# **Create Policy Framework...**



### **Develop Implementation...**

#### Set Goals...

Clarify milestones; Set benchmarks;

#### Agree on Actions...

Well designed; Readily enacted; Based on consensus

#### Involve Stakeholders...

All along the process; Share results and experiences

#### Report and Feedback...

Ensure regular reviews; Carry out assessments; Learn from experience



# **Develop Implementation...**



# **Share Experiences...**

#### Document...

Projects; Best approaches; Best policy; Strengths and weaknesses

#### Publish...

Data; Images; Stories;

### Diversify...

Look beyond local borders; Examine other sectors; Re-use the best

#### Communicate...

With politicians, decision-takers, owners, directly involved actors, children...



# **Share Experiences...**





### ...Create a Movement



# ...a Market!



### **Thank You!**

