

Refurb Project Conference: Creating a Market for Deep Energy Renovation in Europe

10th October 2017



The Renovate Europe Campaign

36 Partner Companies and Associations in 2017:



Our #cultural #patrimony deserves a second breath of #life
@RenovateEurope #NZEB2050



Cherished #family #homes must withstand the pressures of #time
@RenovateEurope #NZEB2050

The grid contains the following logos:

- armacell
- Danfoss
- ELA
- eurima (European Insulation Manufacturers Association)
- EuroACE (THE EUROPEAN ALLIANCE OF COMPANIES FOR ENERGY EFFICIENCY IN BUILDINGS)
- GLASS FOR EUROPE (Building, Automotive, Solar Energy Glass)
- IR Ingersoll Rand
- Johnson Controls
- Kingspan (Insulated Panels)
- KNAUF INSULATION (It's time to use energy)
- PHILIPS
- PlasticsEurope (Association of Plastics Manufacturers)
- PU EUROPE (EXCELLENCE IN INSULATION)
- ROCKWOOL (FIRESAFE INSULATION)
- SAINT-GOBAIN
- United Technologies
- URSA
- VELUX
- E3G
- Efficient Poland
- energycities (WHERE ACTION & VISION MEET)
- European Federation of Building and Woodworkers
- Greenovate! EUROPE
- cfee (LOCAL ENERGY FOR LOCAL COMMUNITIES)
- CHANCE FOR BUILDINGS
- DENEFF (DEUTSCHE UNTERNEHMENSINITIATIVE ENERGIEEFFIZIENZ)
- Energy Bill REVOLUTION
- HUPFAS (HUNGARSKA LEVÉLSZÁMOLGOSÓK TÖRZÉSENEK FŐVÁLLALATI SZERVEZETE)
- IGBC (IRISH GREEN BUILDING COUNCIL)
- INZEB (INSTITUTE OF ZERO ENERGY BUILDINGS)
- (I)E(+)I (HUNGARIAN ENERGY EFFICIENCY INSTITUTE)
- WRP (DAGET HET NIEUWE WASTOEGEEN AL STAAT)
- NRP
- RENOVATE BELGIUM 2014
- RENOVATE ITALY
- RENOVATE ESPAÑA
- SGGCCS (SLOVENSKI GRADNENI GROZD / CONSTRUCTION CLUSTER OF SLOVENIA)



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!



Local #SME #jobs depend on a thriving #renovation market

@RenovateEurope  #NZEB2050

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



BECAUSE OUR **#HOME** IS SO CENTRAL TO OUR **#LIFE**

@RenovateEurope #NZE2050

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...



BREAKFAST DEBATE

Energy Renovation—What's In It for Consumers?

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



HOME THE CAMPAIGN CAMPAIGN COMMUNICATIONS POLITICAL SUPPORT NATIONAL PARTNERS REDAY Q



THE RENOVATE EUROPE CAMPAIGN

Europe is so central to our #life @RenovateEurope #NZE2050

Our #cultural #patrimony deserves a second breath of #life @RenovateEurope #NZE2050

Skilled #youth and quality #jobs will drive the #future @RenovateEurope #NZE2050

Every #EU citizen should be able to afford their #energy @RenovateEurope #NZE2050

Local #SME #jobs depend on a thriving #renovation market @RenovateEurope #NZE2050

Because people #perform better in #healthier offices @RenovateEurope #NZE2050

Cherished #family #homes must withstand the pressures of #time @RenovateEurope #NZE2050

Energy #renovation means #local #jobs for local people @RenovateEurope #NZE2050

How our #homes have such an impact on our #health @RenovateEurope #NZE2050

Investing #today to support the #SMEs of #tomorrow @RenovateEurope #NZE2050

...a Market!



Thank You!

