

ACTIVATING CONSUMERS TO DEEP ENERGY REFURBISHMENT IN EUROPE



Bridging the building sector offers
and the homeowner needs

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement **No 649865**

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Supply side perspective



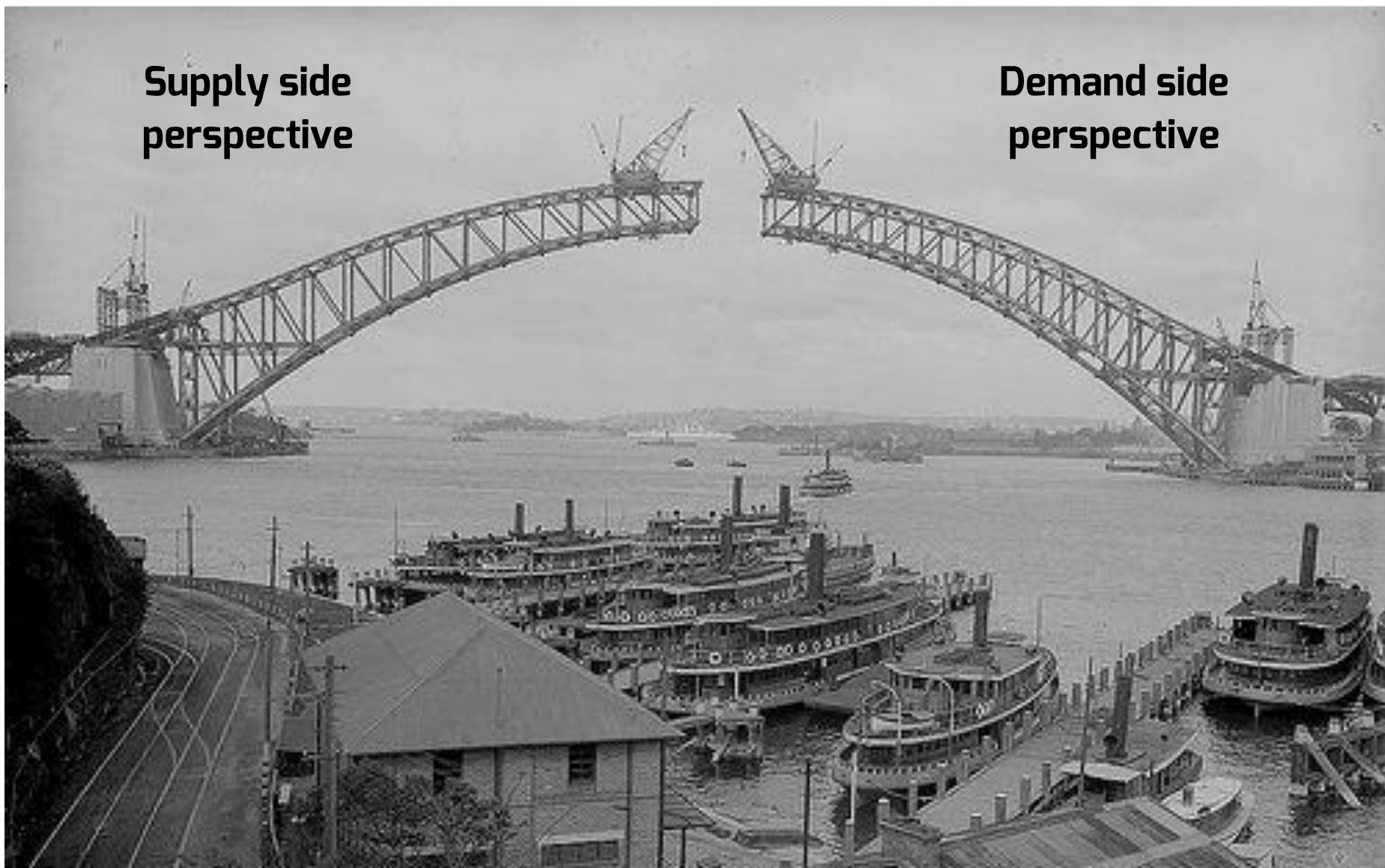
Demand side perspective



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**Supply side
perspective**

**Demand side
perspective**



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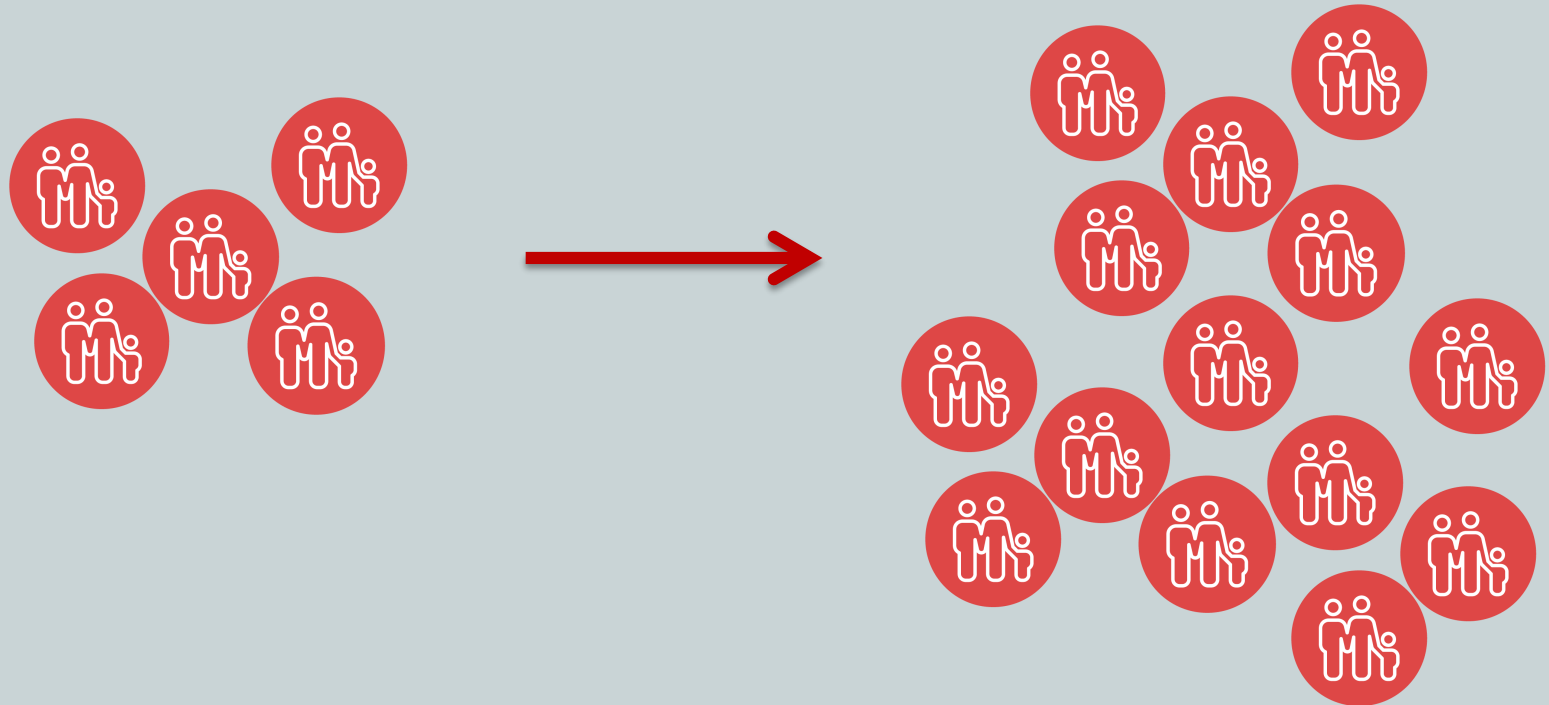
Understanding the demand side



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Latent demand for more renovations



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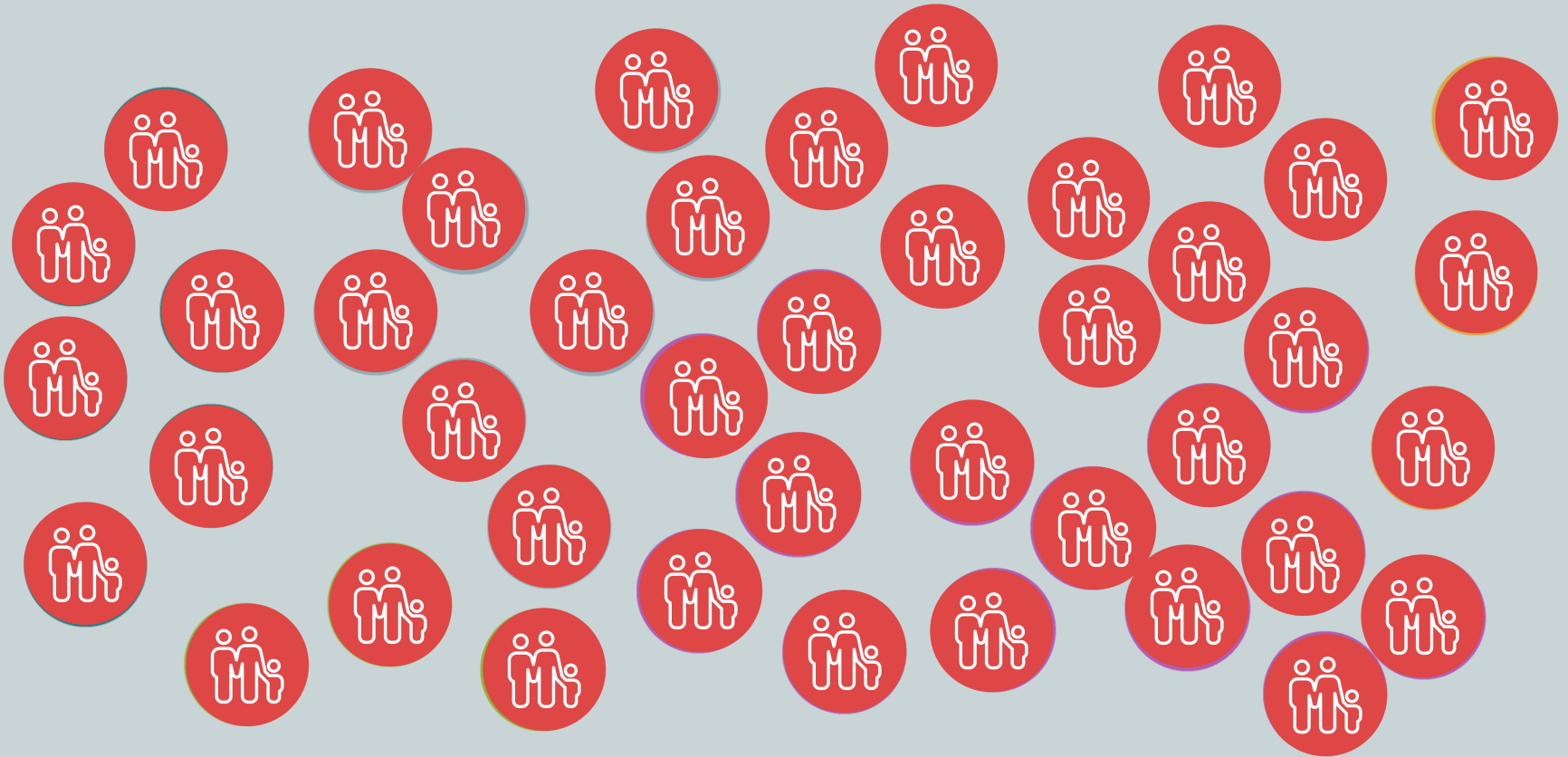




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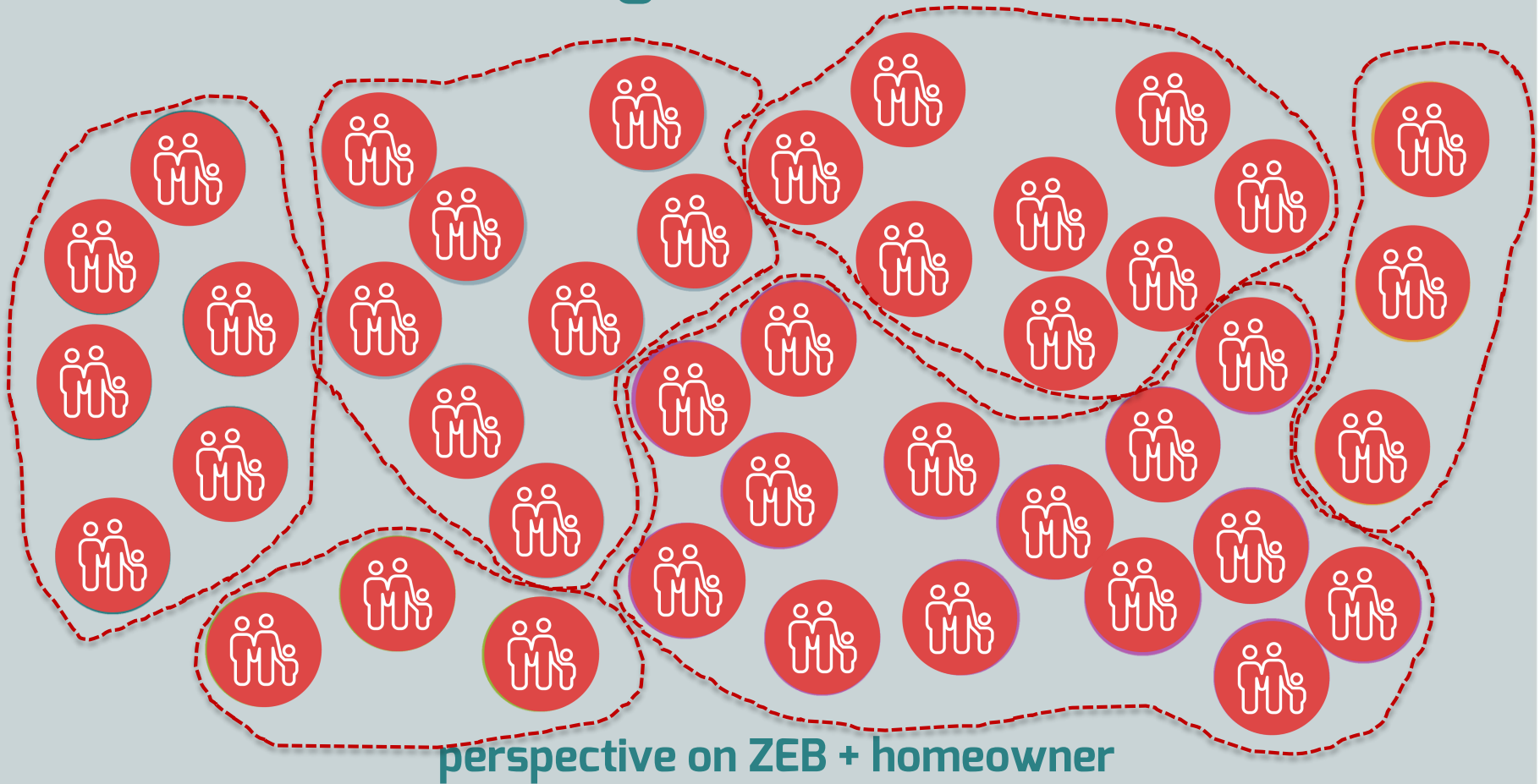
Segmentation



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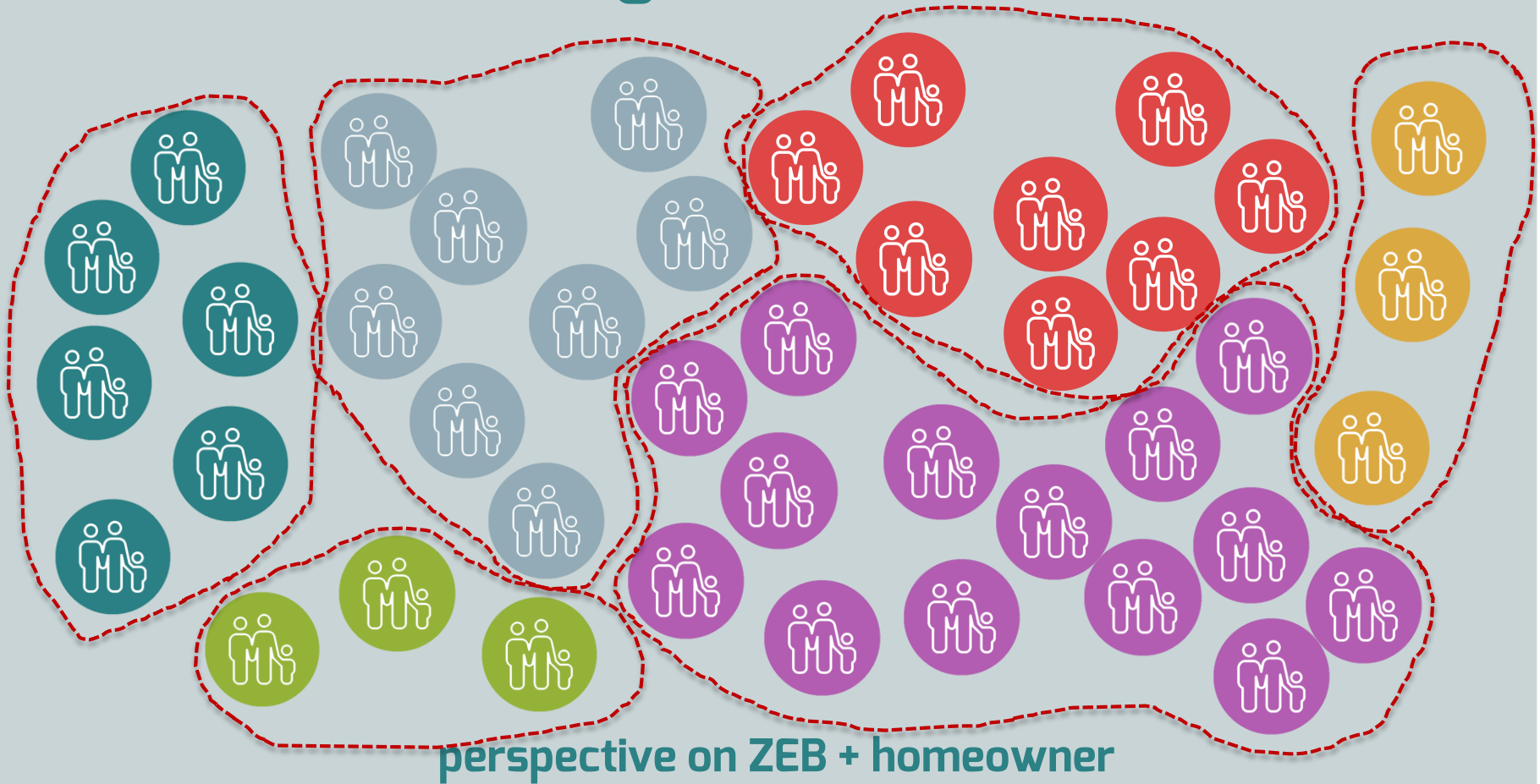
Segmentation



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Segmentation



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6 high potential segments



young families



owners of houses in post-war suburbs with detached houses



empty nesters



owners of terraced houses with a high energy bill



convinced energy savers



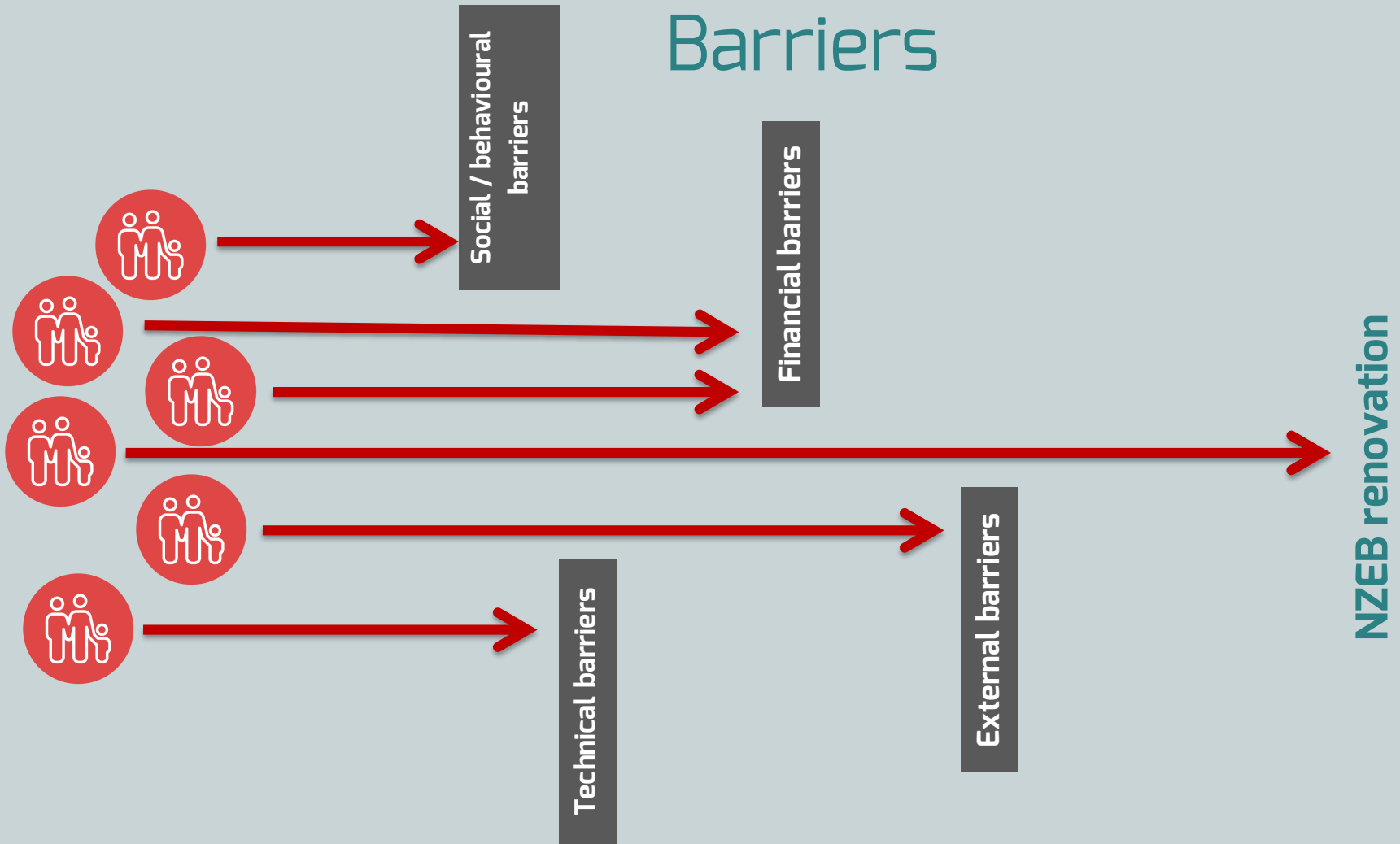
owners of multi-apartment dwellings



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Barriers



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drivers



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young families

{barrier} limited financial resources
{barrier} little time for organising renovation process

...

{driver} full renovation to accommodate family
{driver} more environmental awareness

...



Empty nesters

{barrier} renovation process is a hassle
{barrier}

...

{driver} financial resources available
{driver} time available

...



owners of terraced houses with a high energy bill

{barrier} technically solutions more limited
{barrier} legal restrictions front wall insulation

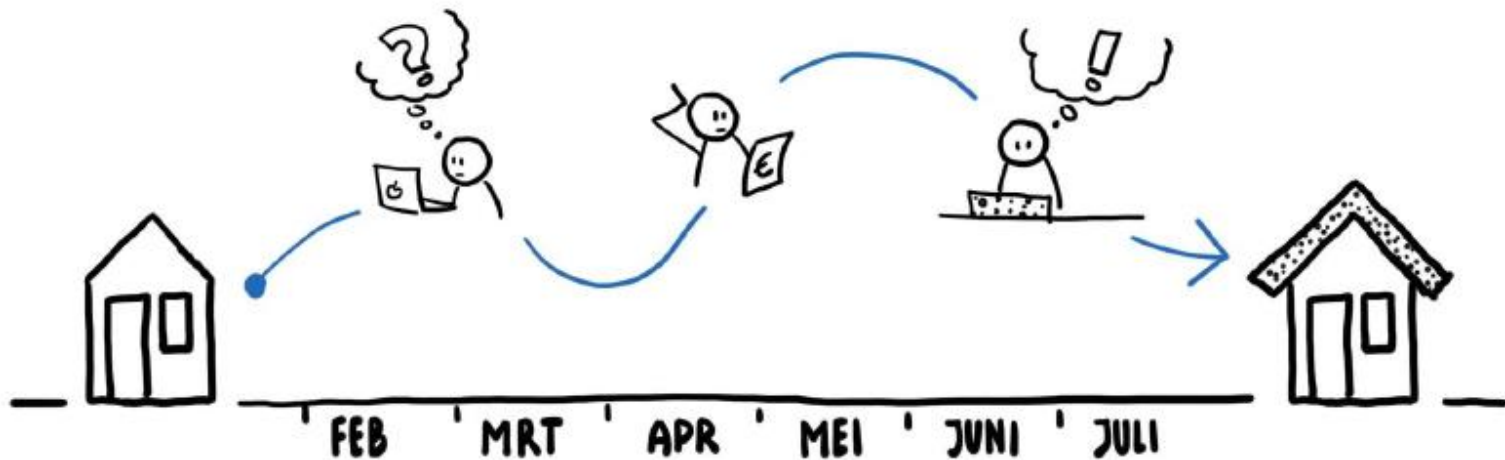
...

{driver} good perspective on avoiding high bill
{driver} good balance (investment / energy savings)

...



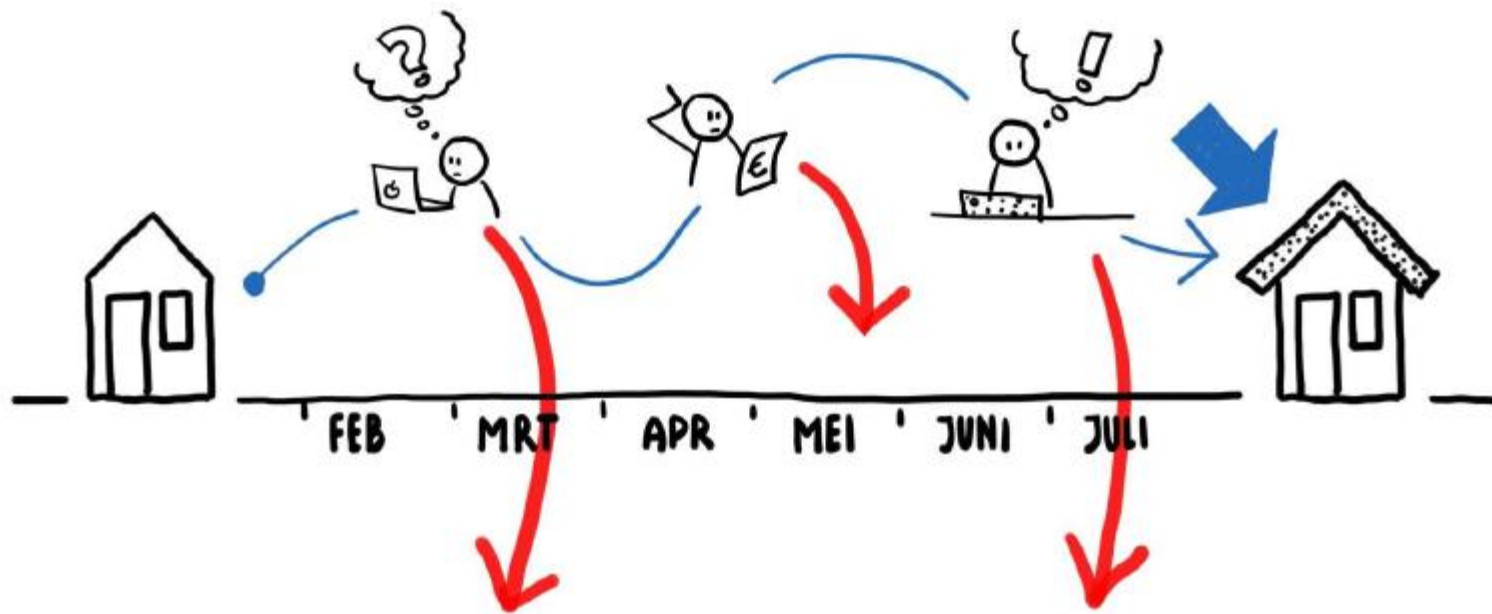
Renovation is a process The customer journey



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Renovation is a process The customer journey



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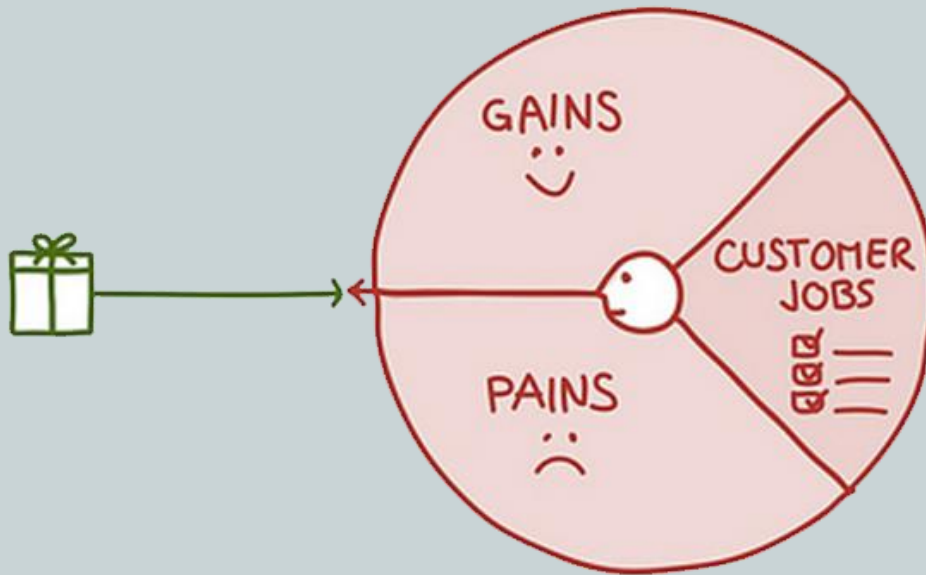
Unburdening through the renovation process is the key driver



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Value proposition from a demand side perspective



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Application of the insights on how to activate the demand side



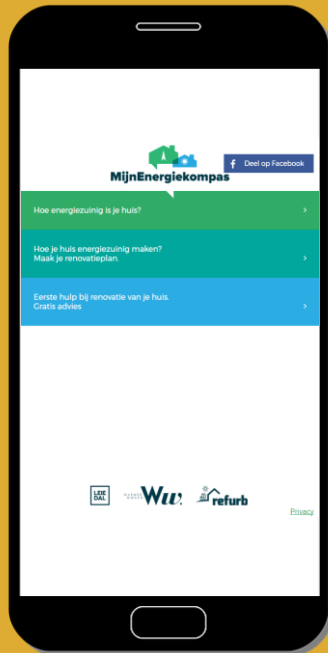
My Energy Compass Mijn Energiekompas



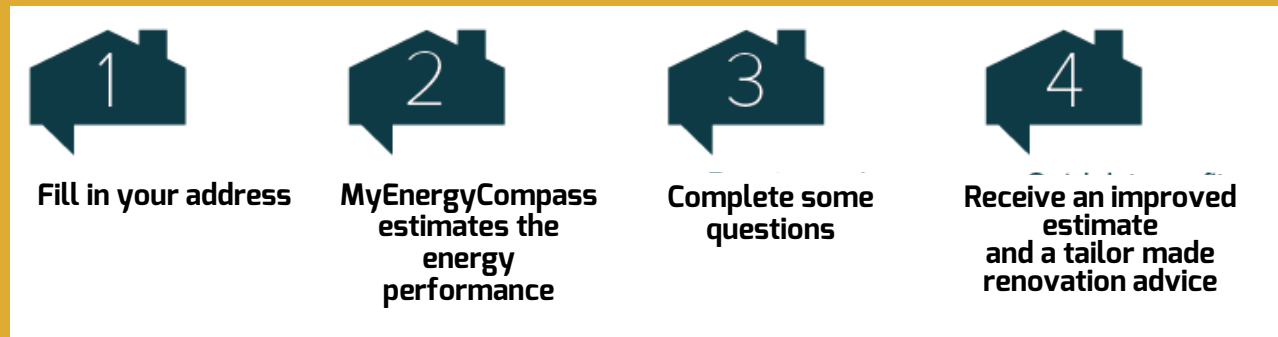
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Application of the insights on how to activate the demand side



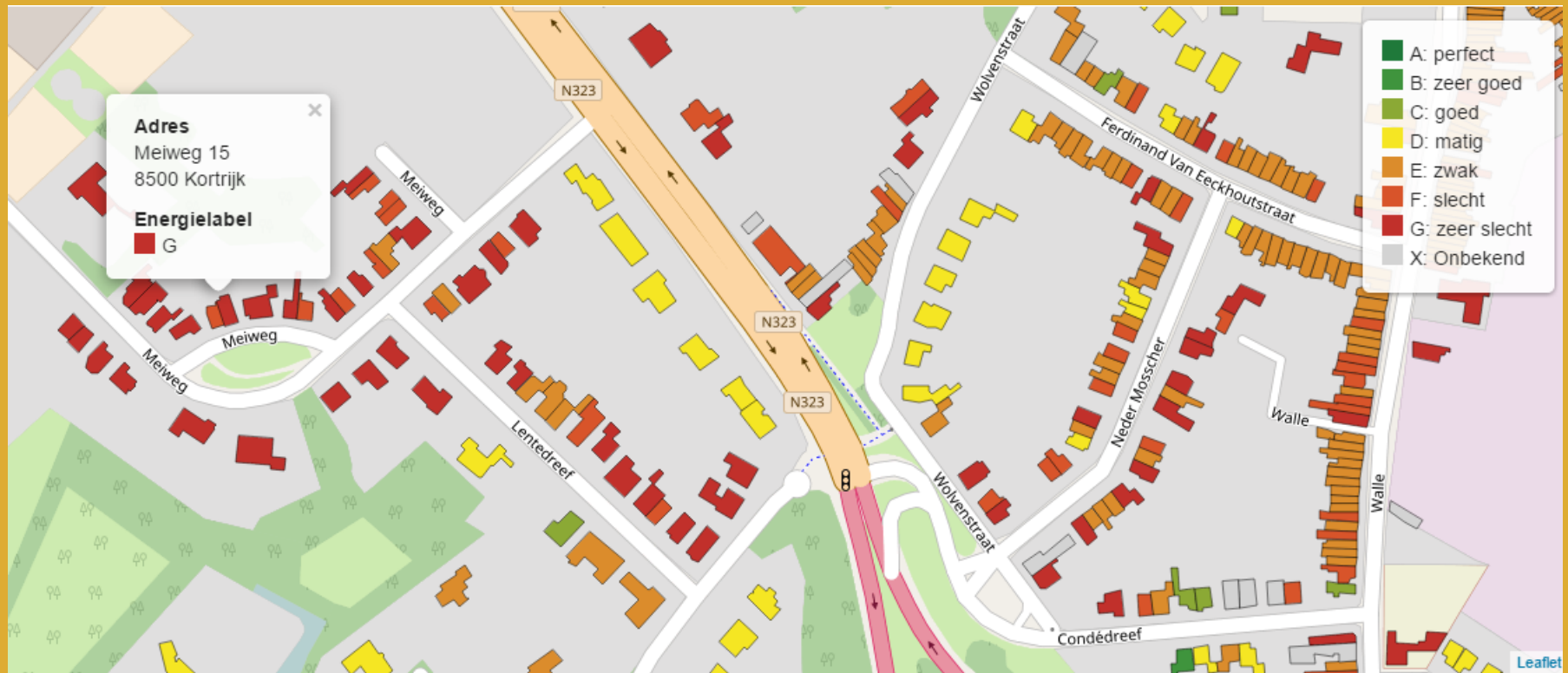
www.MijEnergiekompas.be



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Free insight in energy performance



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Non-technical language

Deel op Facebook

Hoe is jouw hoofddak geïsoleerd? [+ Meer uitleg](#)

- Niet
- Slecht geïsoleerd
- Goed geïsoleerd
- Perfect geïsoleerd

LEIE DAL WARMER WONEN **Ww.** refurb

[Privacy](#)

Deel op Facebook

Wat is de staat van je woning?

- Perfect zoals het is. Kleine verbeteringen kunnen natuurlijk wel.
- De woning is best ok. Stap voor stap plannen we enkele aanpassingen.
- Dringend toe aan een grondige verbouwing. Is verouderd, oncomfortabel, te klein, hoge energiefactuur...

LEIE DAL WARMER WONEN **Ww.** refurb

[Privacy](#)



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Tailor made NZEB-advice

MijnEnergiekompas
Jouw renovatieplan op maat

meiweg 15
kortrijk

 Woning Jouw woning G: zeer slecht	 Energiekost Jouw energiekost HOOG
 Uw woning hoort bij de 9% slechtste in de regio	Top 3 maatregelen <ol style="list-style-type: none"> 1. Oude verwarmingsketel vervangen 2. Vloerisolatie aanbrengen 3. Muurisolatie aanbrengen





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MijnEnergiekompas
Maak je woning toekomstbestendig
Start nu

Hier vind je maatregelen om jouw woning "BEN" te maken (Bijna-Energie neutrale Woning). BEN is de norm van de toekomst, voor nieuwe woningen en bij renovaties. Ga mee met de tijd.

	Je hoofddak is al goed geïsoleerd (maar niet perfect), je bijdak minder goed. Dit bijdak beter isoleren is het meest dringend, vooral als je de ruimte eronder veel gebruikt. Een BEN-dak heeft minstens 12 à 20 cm isolatie. Het toont waarschijnlijk niet de moeite om direct het hoofddak bij te isoleren, tenzij je van plan bent het dak te vernieuwen.
	Je hebt volle muren als gevels, maar deze zijn niet geïsoleerd. Bij een BEN-renovatie breng je aan de buitenzijde minstens 10 à 16 cm isolatie aan, wat jouw woning aanzienlijk comfortabeler zal maken. Hierover komt een nieuwe gevelafwerking, zodat jouw woning een nieuwe look krijgt. Pleister, hout, baksteen, tegels: alles is mogelijk.
	Een niet-geïsoleerde vloer zorgt voor koude voeten. Maar je hebt een kelder, dus het is mogelijk om via het kelderplafond de vloer van jouw woning (of een gedeelte ervan) te isoleren met minstens 7 à 11 cm isolatie. Zo moet je de vloer niet uitbreken voor een nog comfortabeler en warmer gevoel.
	Je beschikt al over superisolerende beglazing. Deze beglazing laat 3 keer minder koude binnen dan dubbele beglazing, en 10 keer minder dan enkel glas. Lat vaak nieuwe ramen zijn winddicht. Ga voor een ventilatiesysteem aangezien dit nu ontbreekt. Zo vermijd je vocht- en gezondheidsproblemen.
	Misschien is je dak geschikt voor een zonnepanelen of zonnepanelen.

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Guide through customer journey



MijnEnergiekompas
Maak je woning toekomstbestendig
Zo pak je het aan

Maak je woning toekomstbestendig, kies voor een totaalverbouwing.

Op lange termijn is een totaalverbouwing het meest kostenefficiënt, al vraagt dat een grotere investering. Bij een totaalverbouwing heb je een geïntegreerd ontwerp nodig. Hiervoor kan je te rade gaan bij een architect met energiesdeskundigheid.

Deze mensen deden het u voor

[Ontdek hier](#) hoe deze gezinnen hun verbouwing aanpakten. Welke stappen zetten ze? Voor welke oplossingen kozen ze? Wat kostte hen de verbouwing en van welke premies maakten ze gebruik? En wat betekent dat voor hun energiefactuur?

Verbeter je woning op een slimme manier

Renoveren doe je doordacht en kostenbewust. Zoek je een onafhankelijke partner om je renovatie in goede banen te leiden of heb je een beperkte vraag over je renovatie? De RenovatieCoach kan je helpen bij het vergelijken van offertes en een controle op de uitgevoerde werken. [Lees hier](#) meer over hoe de RenovatieCoach te werk gaat en wat hij voor jou kan doen.

Er zijn concrete mogelijkheden om jouw energiefactuur te laten dalen

Volgens de ingevulde gegevens verbruikt jouw gezin meer energie dan normaal voor dit type woning. Energiezuinig wonen hoeft echter niet ingewikkeld te zijn. Met enkele ingrepen boek je onmiddellijke winsten. De RenovatieCoach zoekt samen met jou de grootste energiebesparers.

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Selectie van energiebewuste lokale aannemers

Een betrouwbare bouwpartner voor je renovatie

Examples

Renovation coach

Pool of contractors



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Understanding the supply side



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Supply side: solutions



Demand side: dwelling + homeowners



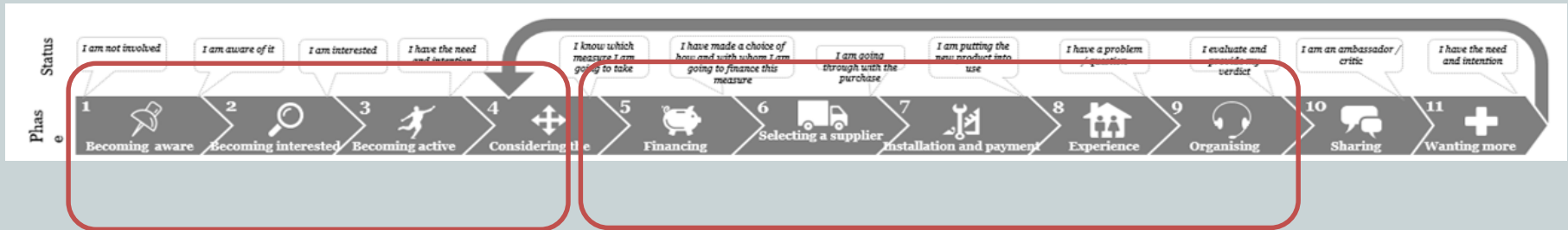
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Drivers in the eyes of the supply side?



Involvement and organisation of the supply side in the renovation process?



Others

Supply side



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Existing renovation solutions that can be used in renovation packages?

SUPPLY SOLUTIONS FOR RENOVATION TO NZEB	
NON-TECHNOLOGICAL SOLUTIONS	Innovative financial models
	Online tools for management or decision making
	New approaches to organising the supply side
	Quality assurance
	Renovation packages = One-stop-shop-solutions
TECHNOLOGICAL SOLUTIONS	Building envelope improvement
	Technical installations
	Renewable energy sources



Value proposition from a supply side perspective



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Application of the insights on tailormade offer to fit the demand side



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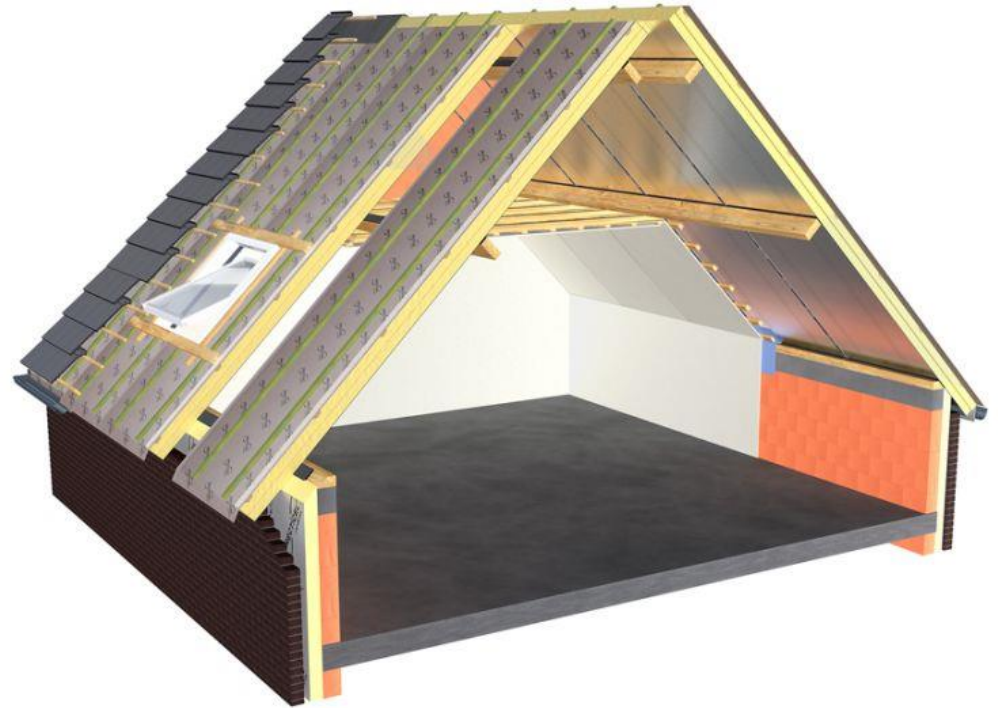
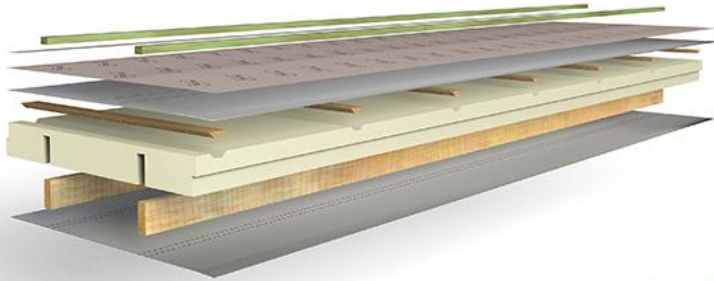


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FEEL
GOOD
INSIDE

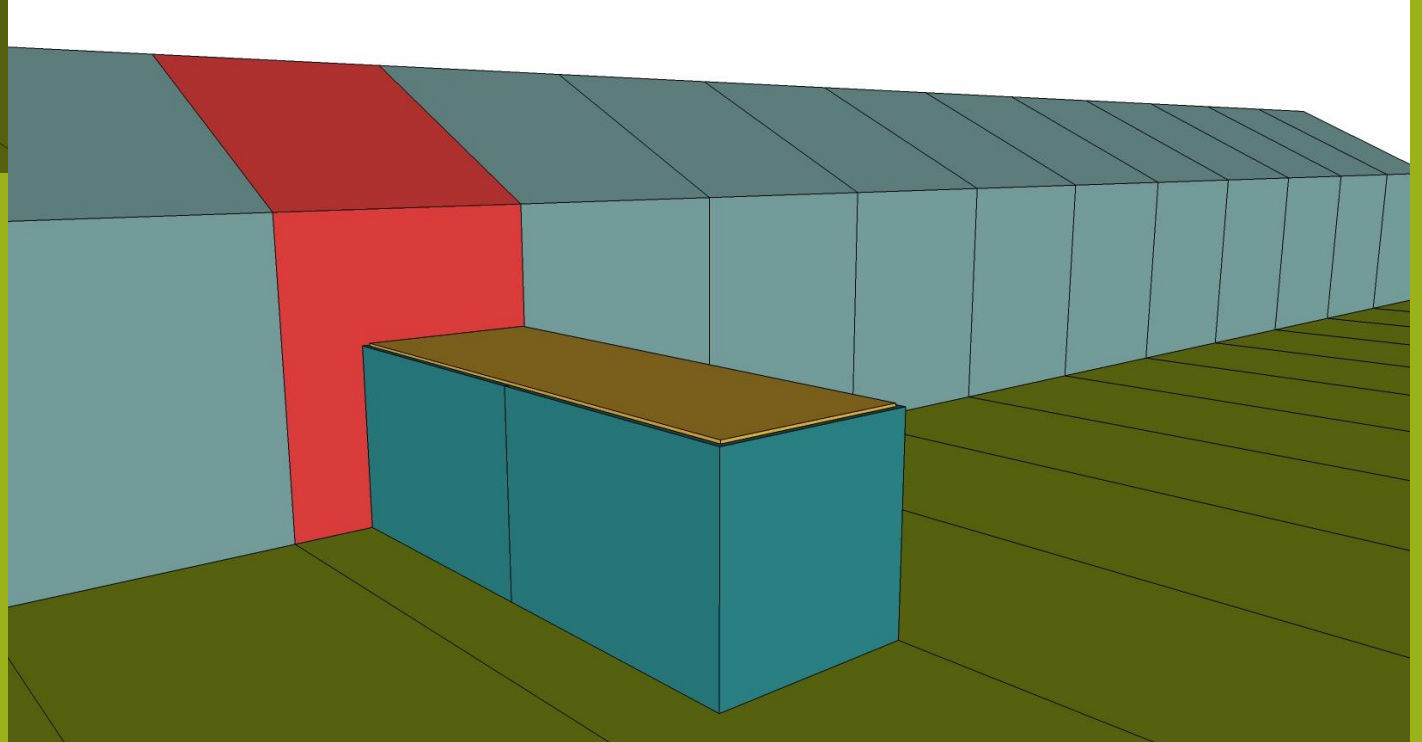
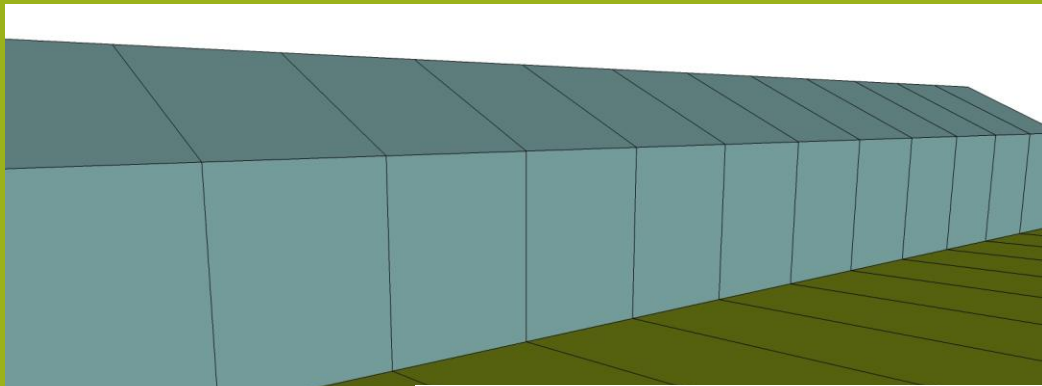


L-MENTS®



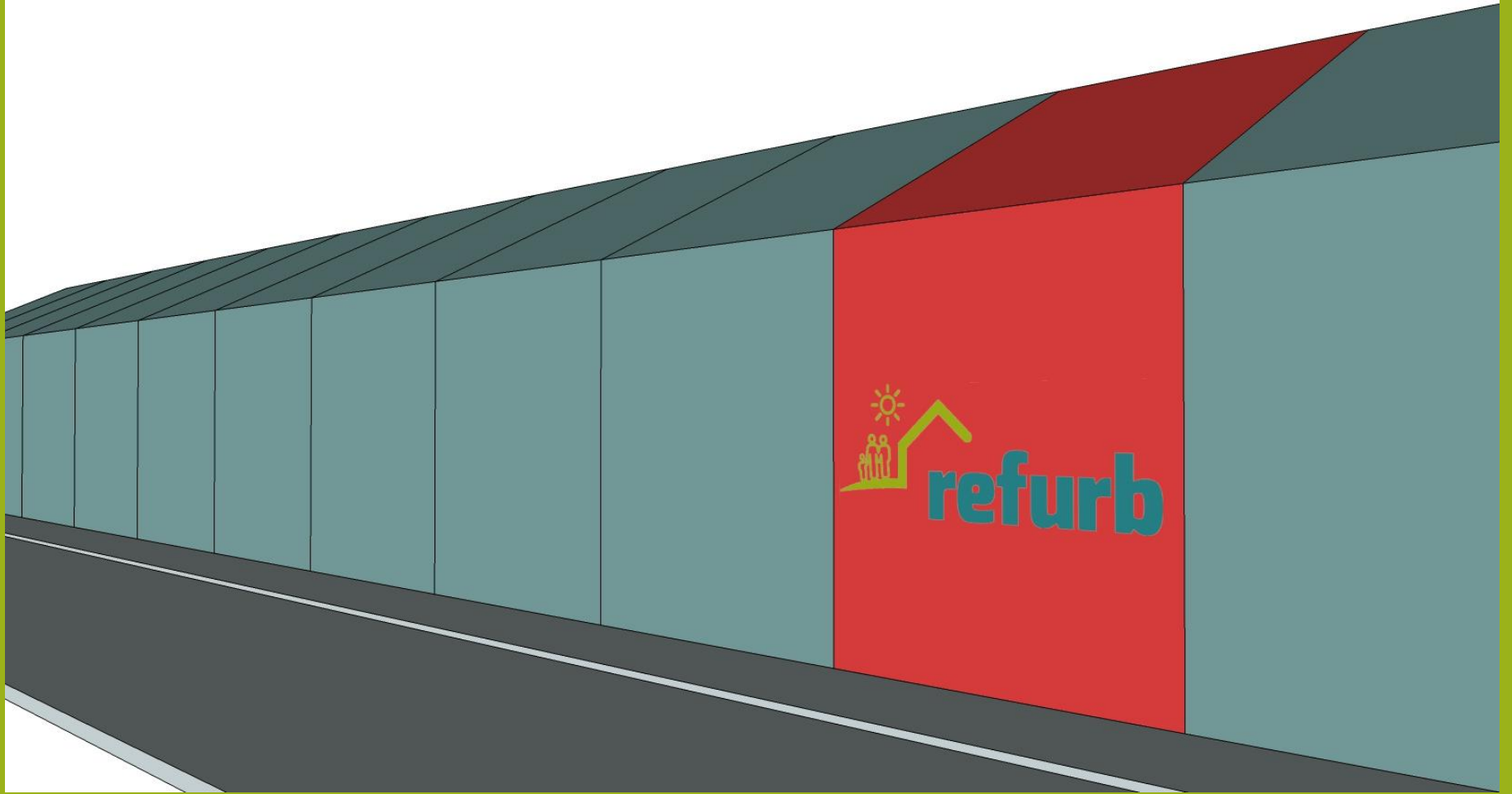
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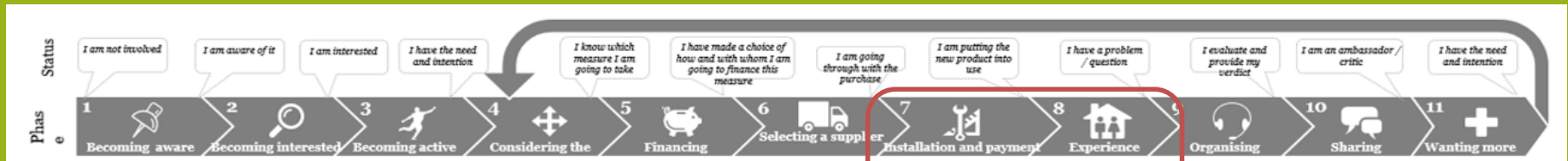
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Conclusions

Supply side
perspective

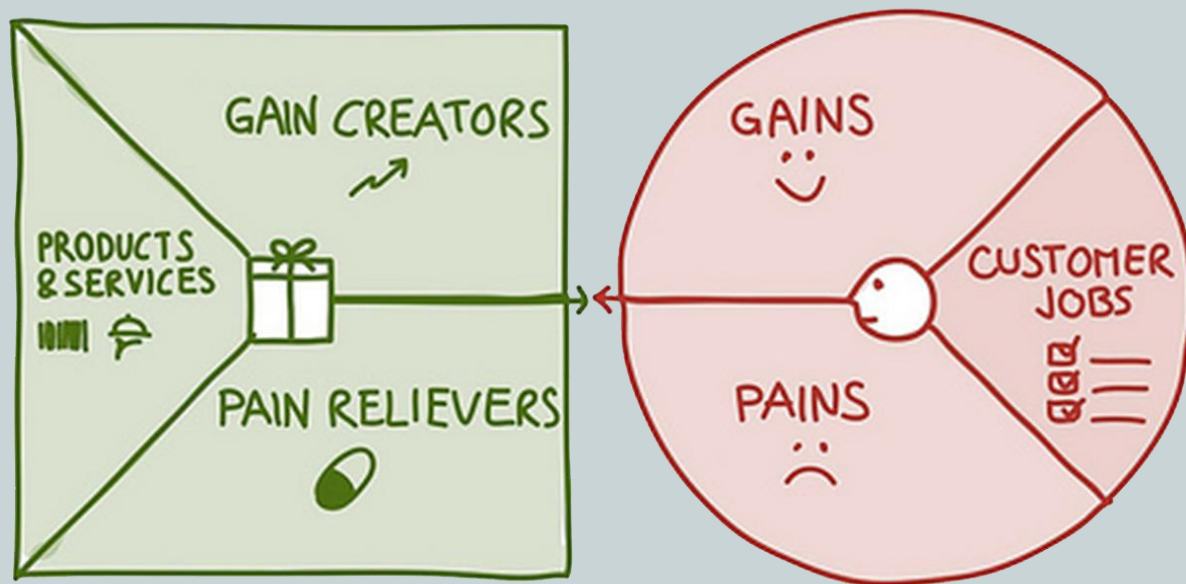
Demand side
perspective



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Value proposition matching demand & supply side



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Member states should impose compulsory public private partnerships, including organising single point of contacts, to overcome current significant barriers throughout the customer journey.



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Thank you for your attention

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