

ACTIVATING CONSUMERS TO DEEP ENERGY REFURBISHMENT IN EUROPE



**The holistic Refurb approach to deep energy renovation
- the successful customer journey**

Peter Rathje, ProjectZero
Work-package 4 leader

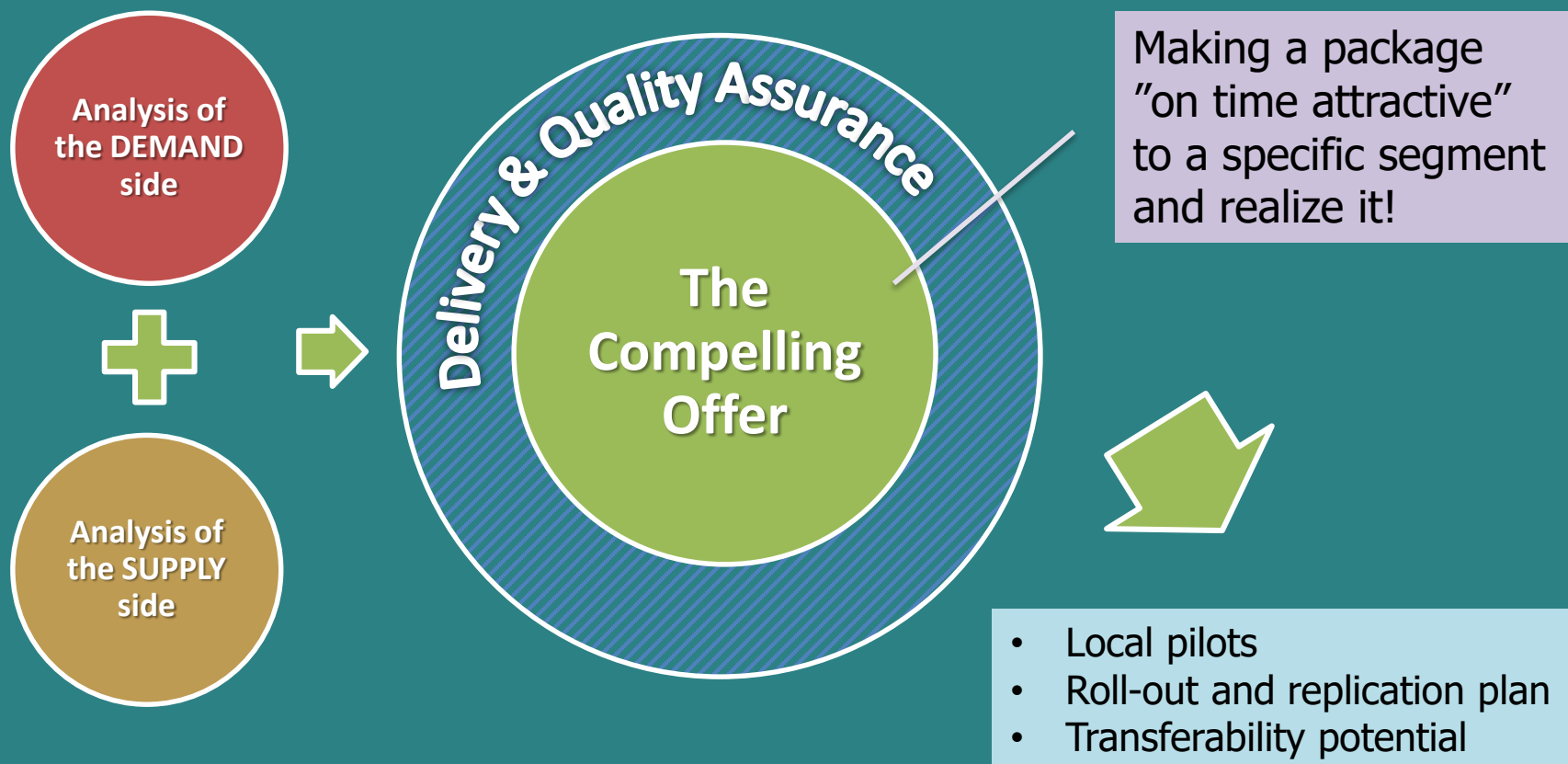
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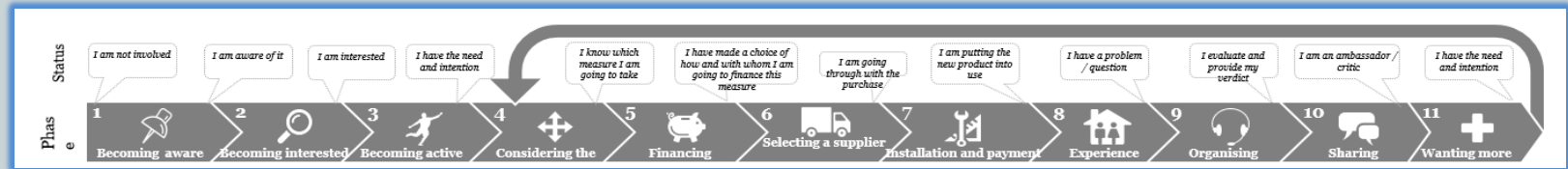
The Refurb project structure



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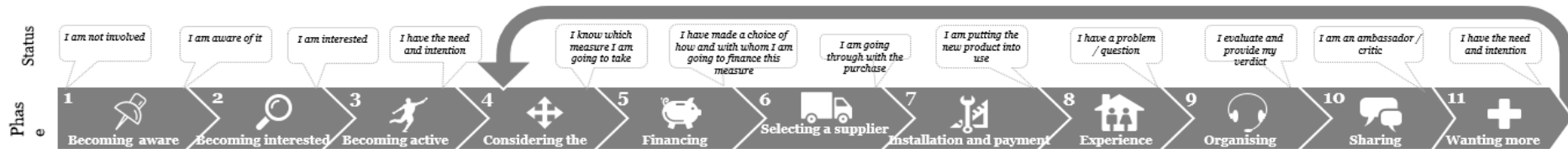
The Customer Journey serves as a common (local) platform, bridging the gap between the homeowner and the business community – securing a safe, reliable and valuable customer experience.



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The Customer Journey and it's stakeholders



Communication

1. Becoming aware
2. Becoming interested
3. Becoming active

Coordination & actions

4. Considering the offer
5. Financing
6. Selecting a supplier
7. Installation and payment

Follow-up

8. Experience
9. Organizing
10. Sharing (ambassador)
11. Wanting more (loop-back)

Stakeholders to be aligned

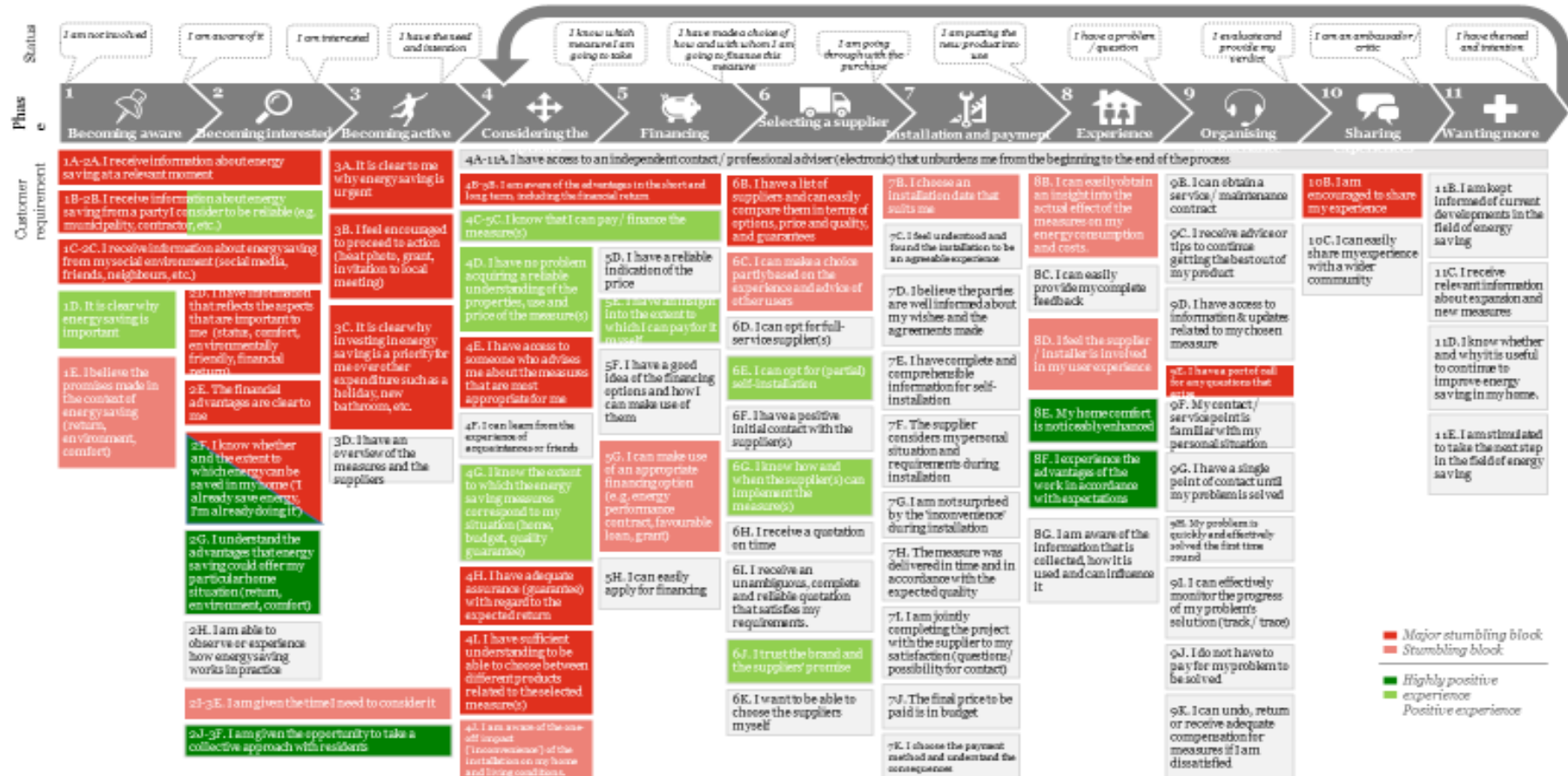
- Society, neighbors, family, school kids, ...
- The Municipality
- A local alliance
- Press & social media
- Local banks, craftsmen, advisors, consultants, real-estate agents, the construction industry
- A local alliance
- Craftsmen, society, neighbors, family
- A local alliance
- Press & social media



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Stumbling blocks – along the Customer Journey



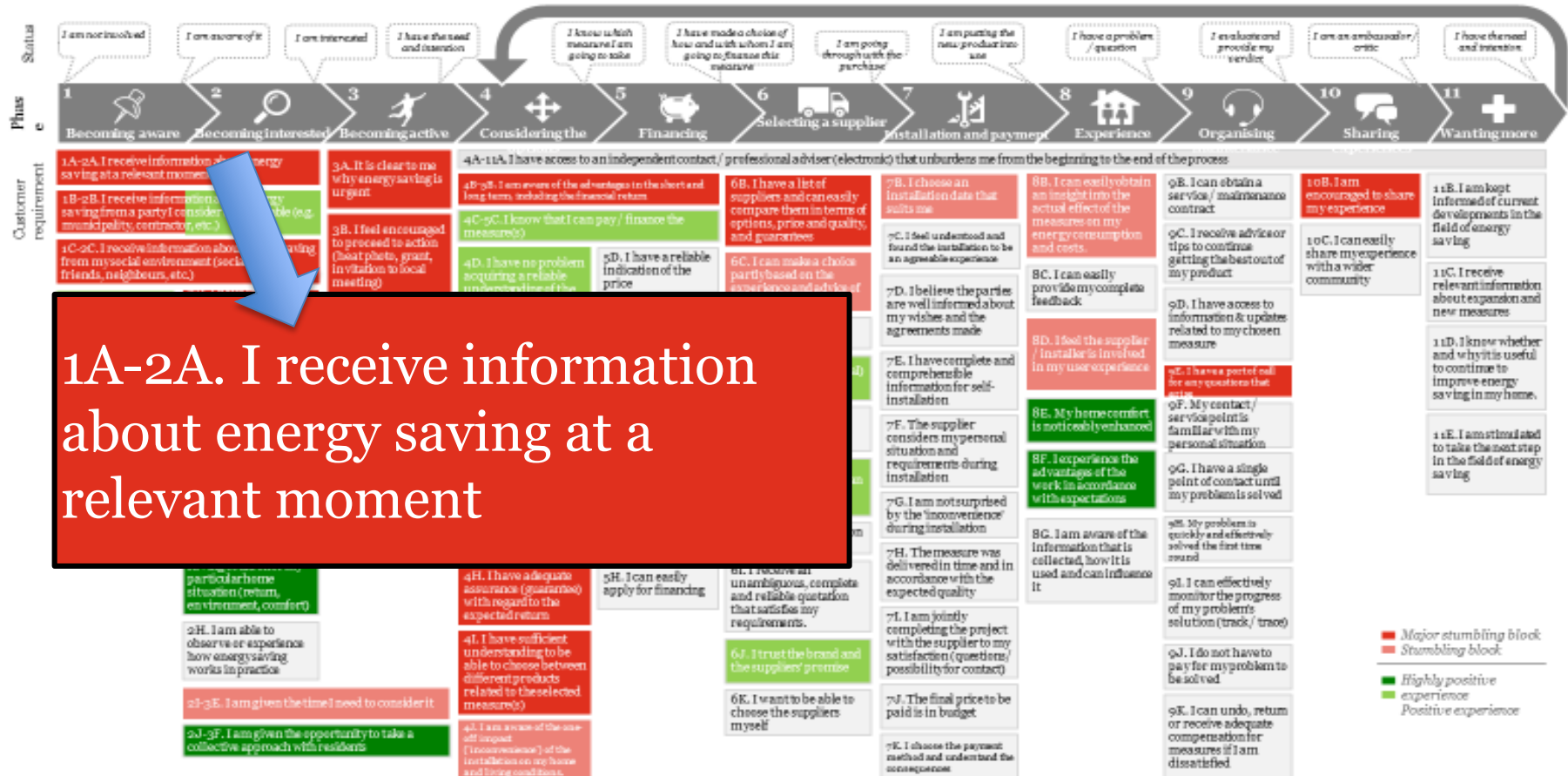
■ Major stumbling block
■ Stumbling block
■ Highly positive experience
■ Positive experience



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Stumbling blocks – along the Customer Journey



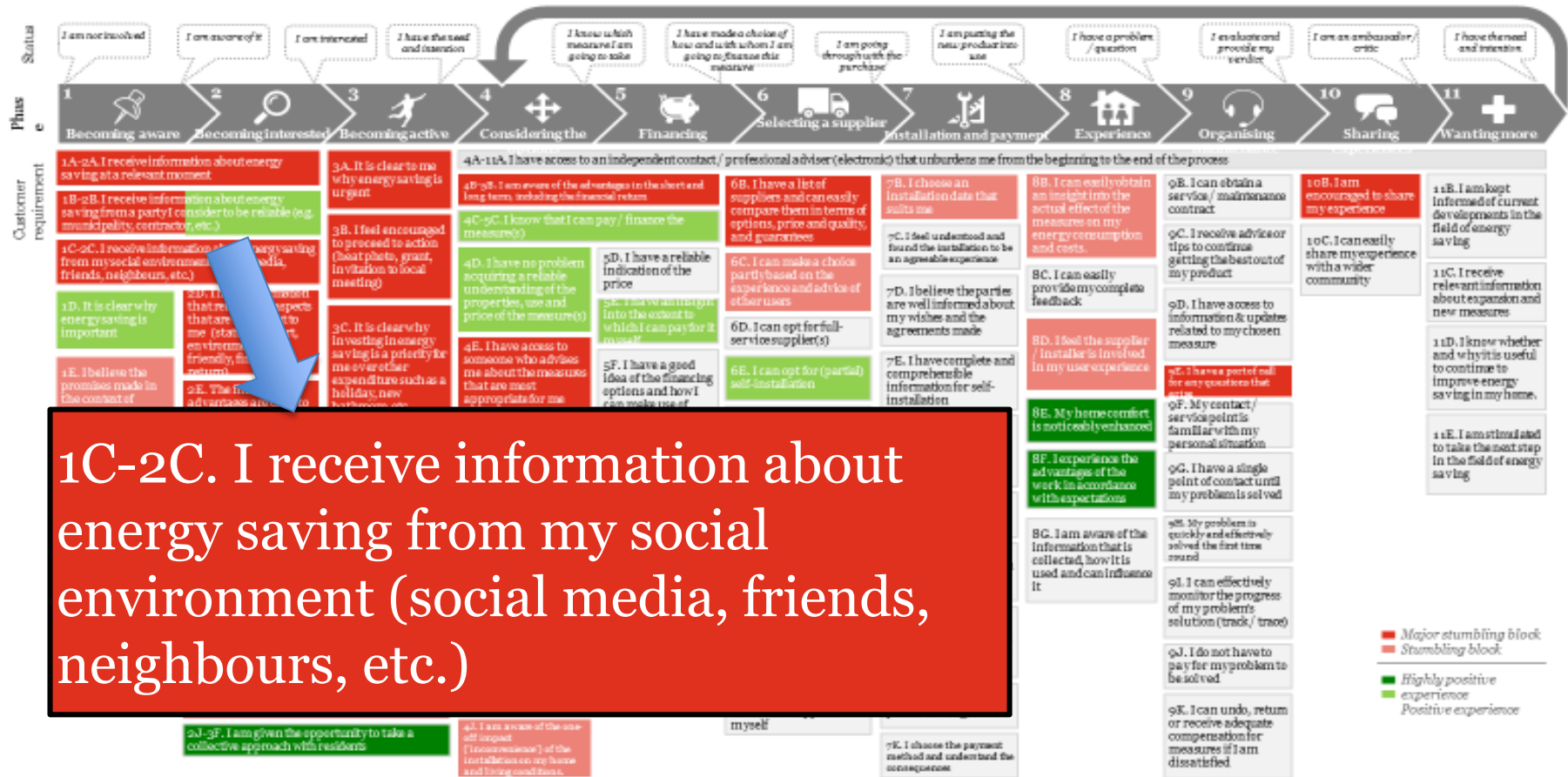
1A-2A. I receive information about energy saving at a relevant moment



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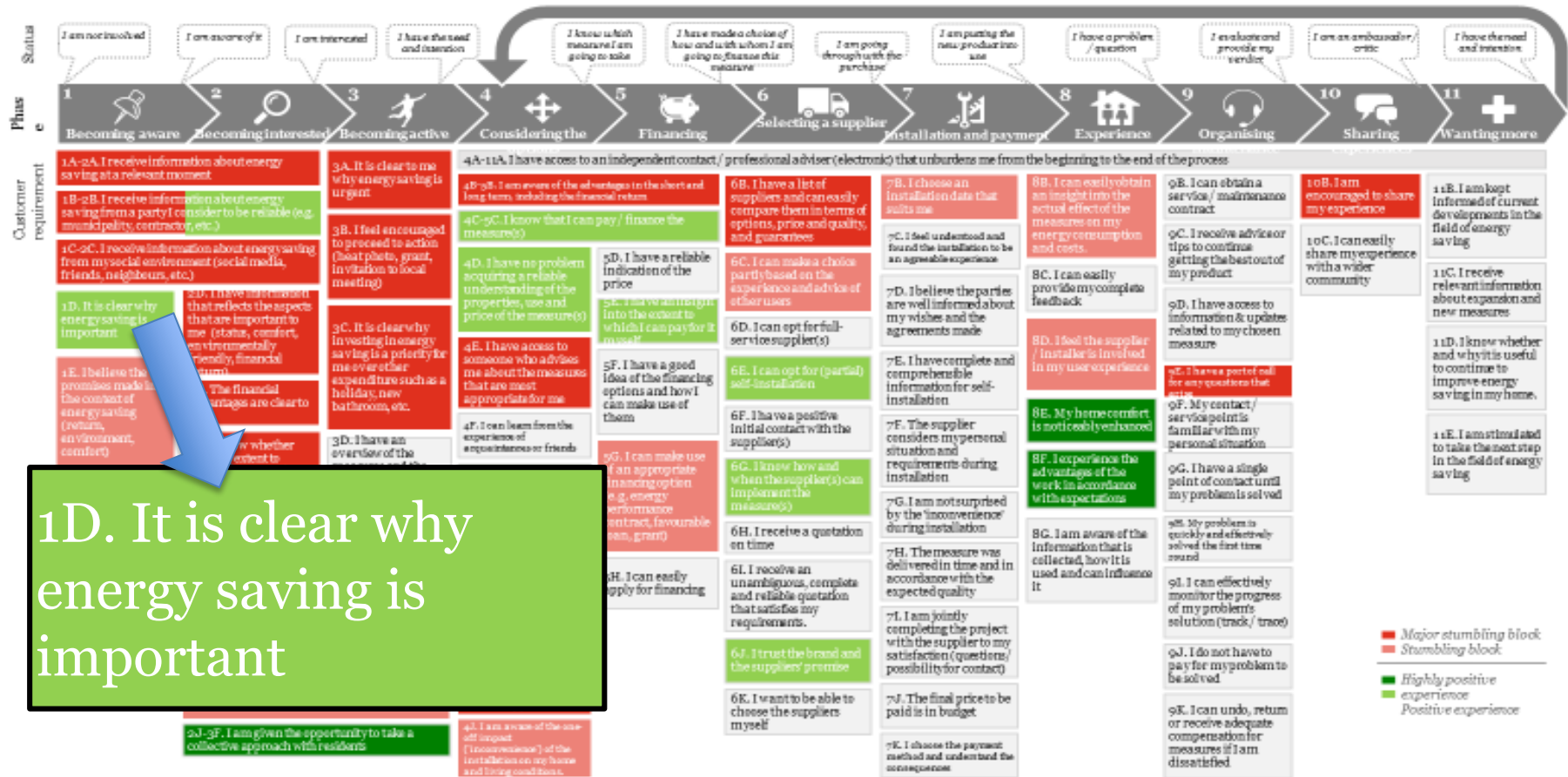
Stumbling blocks – along the Customer Journey



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Stumbling blocks – along the Customer Journey



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Stumbling blocks – along the Customer Journey



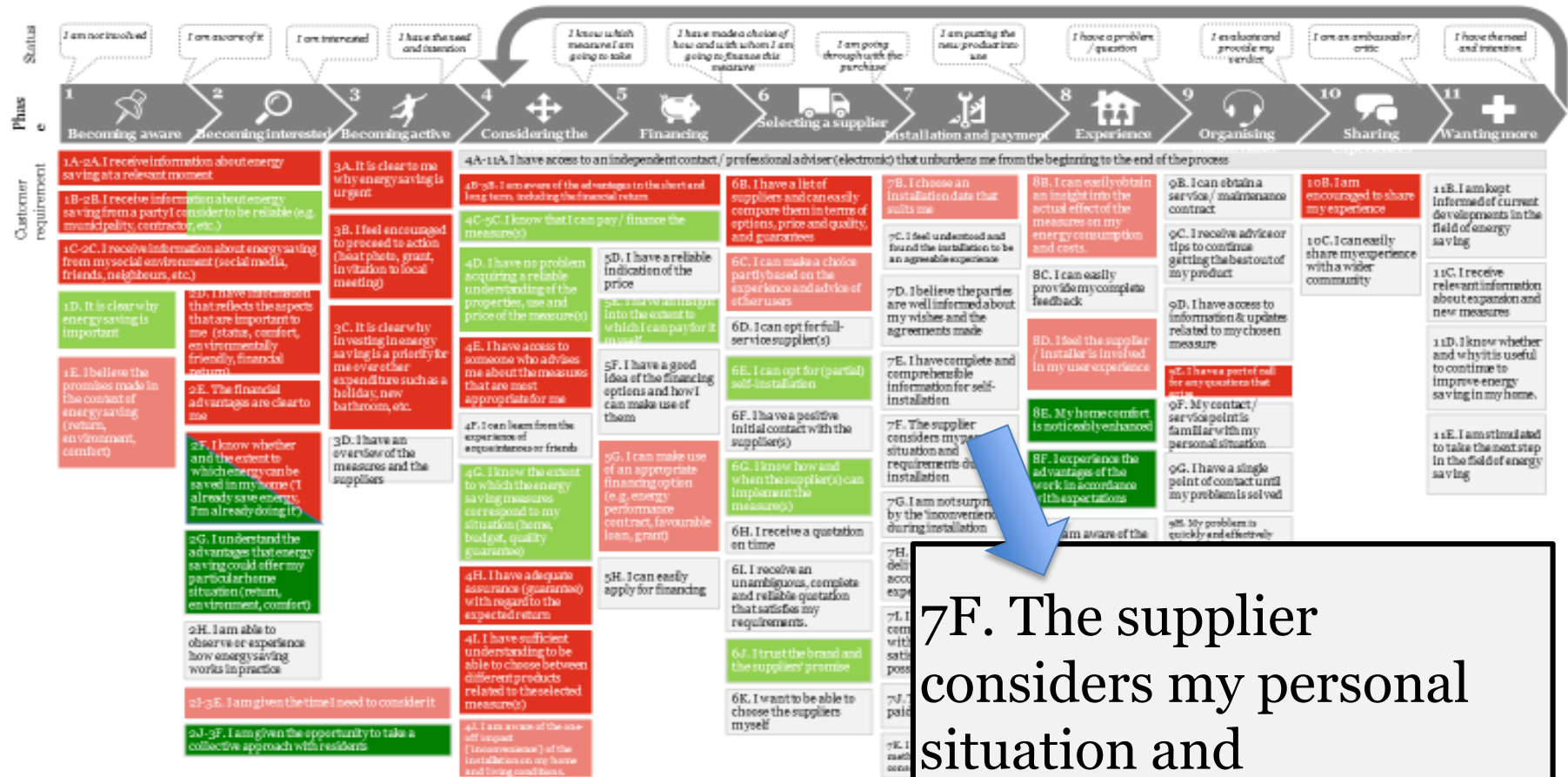
7F. The supplier considers my personal situation and requirements during installation



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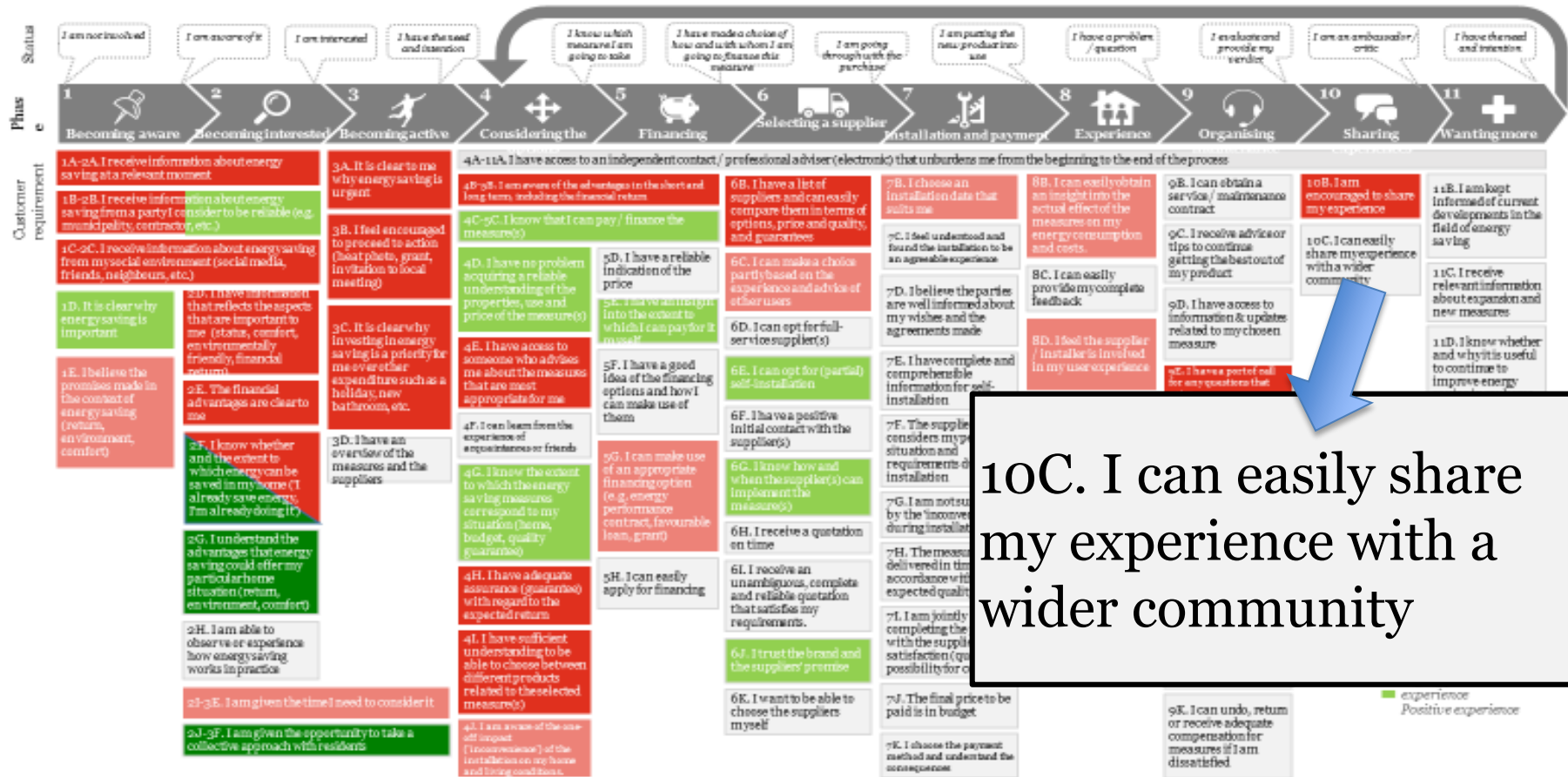
Stumbling blocks – along the Customer Journey



7F. The supplier considers my personal situation and requirements during installation



Stumbling blocks – along the Customer Journey



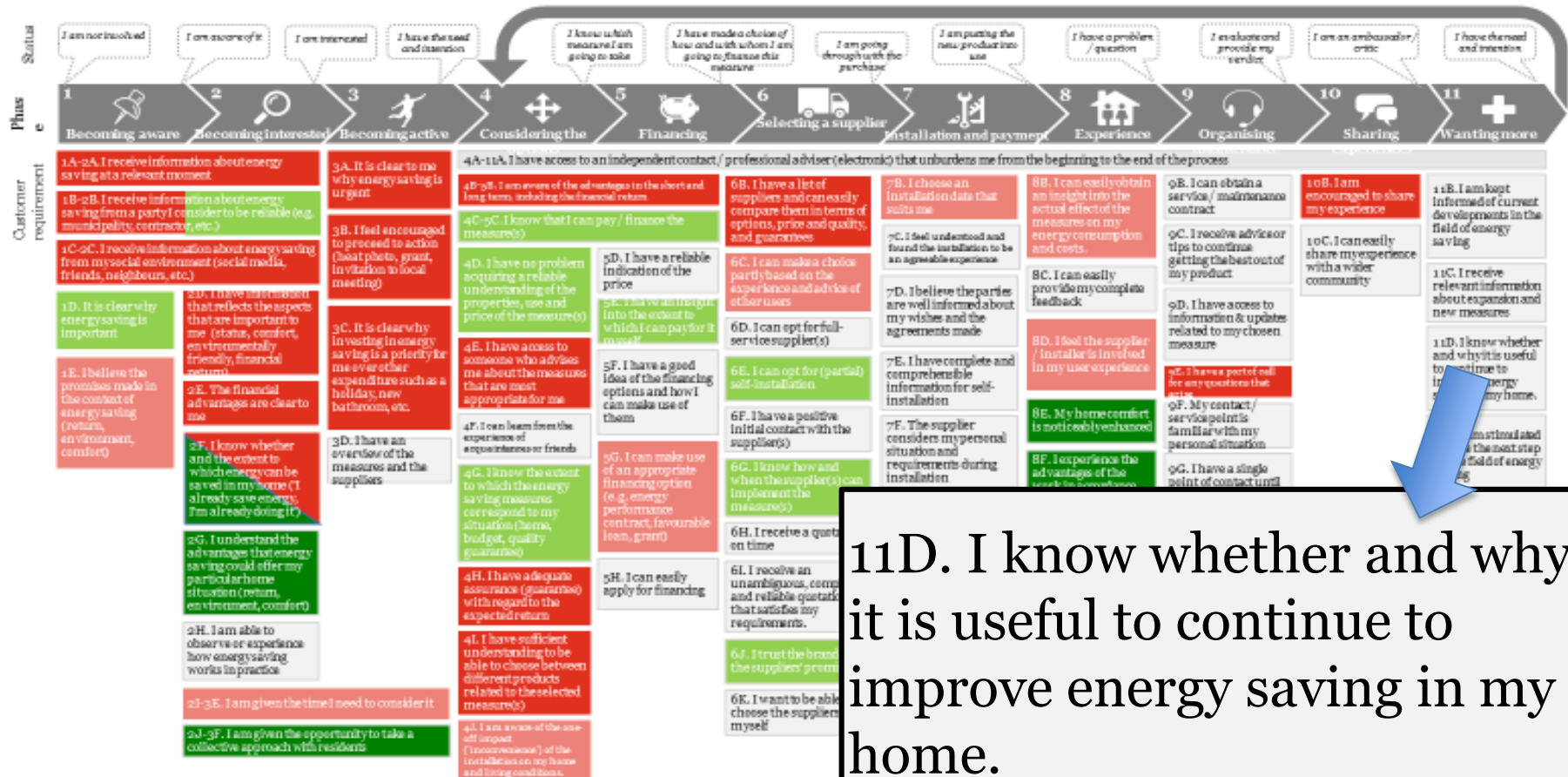
10C. I can easily share my experience with a wider community



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Stumbling blocks – along the Customer Journey



11D. I know whether and why it is useful to continue to improve energy saving in my home.



Conclusion

The Customer Journey will serve as a strong platform for creating common views and training – conditioned local adaptation and programming – involving multiple society stakeholders



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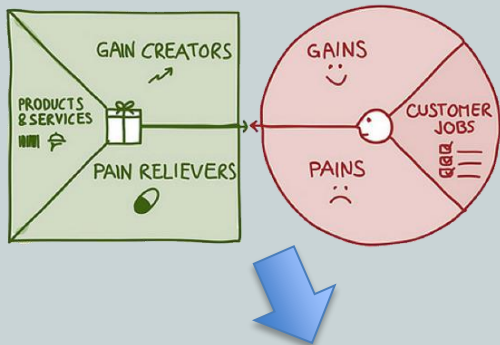


How to create a Refurb compelling offer in only six steps

1. **Focus your market segment ex. Young Families (YF) or Empty Nesters (EN) in single detached homes**
2. **Use the customer journey to identify the stumbling blocks and advantages/actions?**
3. **Generate the value proposition**
4. **Describe the business model**
5. **Add the financial support (optional)**
6. **Appoint a Single point of contact (if required)**

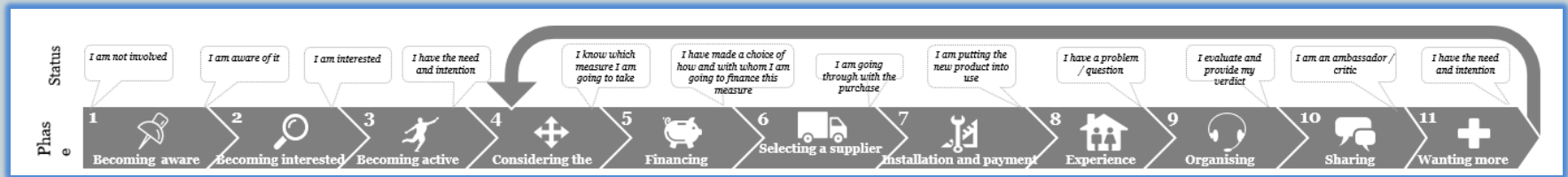


(3) To get home-owners on board the journey, you need a value proposition



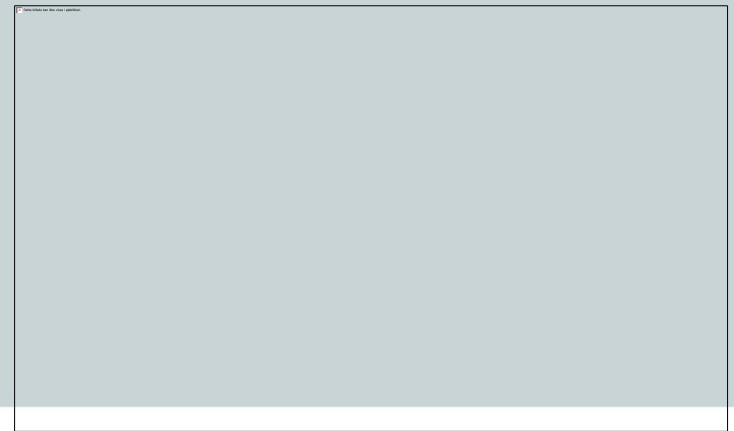
(5) Financial support & incentives will improve !

(2) The Refurb Customer Journey with pre-programmed QA creates a common understanding and platform



(6) To keep the journey powered, you need a single point of contact



















(4) The value creating business model will secure strong stakeholder engagement



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Country specific Refurb-offers

BE	DK	NL	DE	EE	SI
					
ALL-IN-ONE AND STEP-BY-STEP RENOVATION PACKAGES	FIVE PACKAGES FOR COMFORT AND HEALTH	UNBURDENED NZEB RENOVATION	ATTRACTIVE FLATS TO LET OUT	A FAIR NZEB OFFER	AN ECONOMIC SAFE SOLUTION
Target group	Target group	Target group	Target group	Target group	Target group
 Single family houses	 Single family houses	 Any private owned house	 Multi-apartment, Housing companies and cooperatives	 Multi-apartment, private owned	 Multi-apartment, private owned
Construction period					
Any	1960-1980	Any	Any	1960-1980	Any
Specific Intervention timing strategy					
Yes	Time of purchase, time of retirement	Yes	When there is a need	When owners can agree	When owners can agree
Single point of contact, independent energy adviser					
Yes	Yes	No	Non Applicable	Non Applicable	Non Applicable
Financial offer					
No	Can be integrated locally	ESCO	KfW funding options	KredEx Package	ECO Fund
 Investments in EUR 60.000+	 Investments in EUR 12.000-67.000	 Investments in EUR 20.000-100.000	 Investments in EUR No limits	 Investments in EUR 55.000-394.000	 Investments in EUR No limits
Webpage with calculation tool					
Yes	No	Non Applicable	Yes	No	No
Energy ambassadors					
Yes	Yes	Yes	No	No	No
Customer Journey consortium					
Industry with energy expert and architects	Regional/local stakeholders	Local community	District solutions	Local community	Construction company driven
Quality assurance issues addressed					
Yes	Non Applicable	Yes	Online tool	Yes	Yes



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Thank you for your attention

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ProjectZero (DK)
pr@projectzero.dk

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