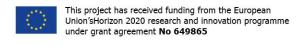
ACTIVATING CONSUMERS TO DEEP ENERGY REFURBISHMENT IN EUROPE



The Renovation Coach for the homeowner

Lisa Adema Municipality of Leeuwarden



















Refurb renovation coaches



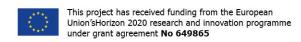
Klaas (Leeuwarden)



Bart (Leiedal)



Charlie (ProjectZero)









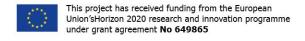


Renovation Coach

Coaching the homeowner,

eliminating the barriers

HOW?



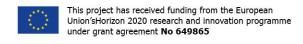




WHAT ARE BARRIERS (1)?









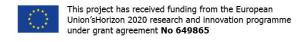






BARRIER:

Fragmented, general information....

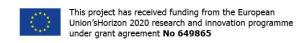






SOLUTION: HOLISTIC COACHING



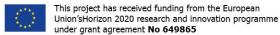






WHAT ARE BARRIERS (2)?







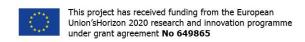






BARRIER:

Too expensive...





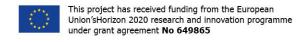


(ALTERNATIVE) FINANCIAL SOLUTION

The Renovation Coach has a (n)

.







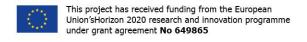


Competence profile Renovation Coach



De RenovatieCoach

Having hard skills <u>only</u> is not enough!!!

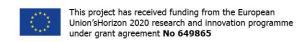






Competences: Soft skills



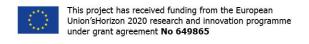






SPoC avoids dropout during customer journey:

- - **❖Raise awareness/ interest**
- * Value creation
 - Value for the homeowner
- Unburden homeowner
 - ❖In the decision- making process
 - And during the energy renovation
- Create/ maintain trust bond homeowner









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