

# ACTIVATING CONSUMERS TO DEEP ENERGY REFURBISHMENT IN EUROPE



## The Renovation Coach for the homeowner

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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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” .....  
**The Renovation Coach for  
the homeowner** .....”



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# Refurb renovation coaches



Klaas (Leeuwarden)



Bart (Leiedal)



Charlie  
(ProjectZero)



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# Renovation Coach

Coaching the homeowner,  
eliminating the barriers

## HOW?



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# WHAT ARE BARRIERS (1)?



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# BARRIER:

# Fragmented, general information....



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# SOLUTION: HOLISTIC COACHING



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# WHAT ARE BARRIERS (2)?



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# BARRIER:

# Too expensive.....



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# (ALTERNATIVE) FINANCIAL SOLUTION

The Renovation  
Coach has a (n)

.....



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# Competence profile Renovation Coach



**De RenovatieCoach**

**Having hard skills only is  
not enough!!!**



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# Competences: Soft skills



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# SPoC avoids dropout during customer journey:

- ❖ Create (new) leads
  - ❖ 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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# refurb

## Thank you for your attention

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