

ACTIVATING CONSUMERS TO DEEP ENERGY REFURBISHMENT IN EUROPE



REFURB LESSONS LEARNED AND POLICY RECOMMENDATIONS FOR ROLLOUT

Plenary discussion on some policy recommendations

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www.go-refurb.eu



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THE OFFER JUST IS NOT GOOD ENOUGH!



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DO YOU AGREE?

WHAT SHOULD WE DO?



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The Aim:

“Increasing energy performance of existing buildings through ***process and organisation innovations*** and creating a market for deep renovation – ***focus on removing non-technological market barriers***”



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6 presentations 5 policy 'statements'



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1.

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

Peter Rathje, ProjectZero

Work-package 4 leader

BRIDGING THE BUILDING SECTOR OFFERS AND THE HOMEOWNER NEEDS.

Dominiek Vandewiele, Leiedal (B)

Anne Goidts, Bostoën (B)

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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2.

Business models and value creation as tools to design a concrete and attractive offer

Lotte Lindgaard Andersen CLEAN (DK)

Regionale consortium of buildings firms should be subsidized for developing packages of compelling step by step offers.



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3.

QUALITY GUARANTEE IN DEEP ENERGY RENOVATION

Fiene Grieger, isw (Germany)

The Energy Performance of Buildings Directive (EPBD, 2010/31/EC) needs to set clear targets for renovating existing buildings instead of only requiring the Member States to present national action plans for the promotion of nZEB buildings. Only then will the market have to deliver the high quality compelling offers that are needed



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4.

The Renovation Coach for the homeowner

Lisa Adema Gemeente Leeuwarden/ Municipality of Leeuwarden (NL)

Soft skills should be a prominent compulsory part of recognized qualifications for energy advisors



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5.

Mobilising the Buurkracht neighbourhood

Djoera Eerland, Enexis (NL)

All policy should be aimed at empowering local communities to implement and coordinate collective renovation schemes



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6.

Who has a policy suggestion we haven't talked about?



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Thank you for your attention

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