

# ACTIVATING CONSUMERS TO DEEP ENERGY REFURBISHMENT IN EUROPE - REFURB PROJECT CONFERENCE

13:00: Registration and coffee/tea

13.30 - 14.00: **Coaching the homeowner, eliminating the barriers on energy renovation.** *Welcome and introduction* by Virginia Gómez Oñate, Project Manager, EnergyVille/VITO (Belgium)

**Creating a market for deep energy renovation in Europe.** *Renovation of residential dwellings is lagging behind the political ambition. How to stimulate this market?* by Andrian Joyce, Campaign Director, Renovate Europe and Secretary General, EuroACE.

14.00 - 15.00: Session 1:

**The REFURB project: How to speed up deep energy renovation dynamics with regional innovation and renovation offers?**

**THE HOLISTIC REFURB APPROACH FOR DEEP ENERGY RENOVATION.**

*How to create a successful customer journey with focus on both business and value creation for selected customer segments*

by Peter Rathje, ProjectZero (Denmark)

**BRIDGING THE BUILDING SECTOR OFFERS AND THE HOMEOWNER NEEDS.**

*The building sector and the homeowner are not yet on the same page. REFURB looked at the missing links to create a powerful offer*

by Dominiek Vandewiele, Intercommunale Leiedal and Anne Goidts, Bostoën (Belgium)

**BUSINESS MODELS AND VALUE CREATION AS TOOLS TO DESIGN A CONCRETE AND ATTRACTIVE OFFER.**

*Non-energy and financial benefits for both the homeowner and the supply side*

by Lotte Lindgaard Andersen, CLEAN (Denmark)

**Summary and discussion** by Peter Rathje, ProjectZero

15.30 - 17.00: Session 2:

**How to generate impact with renovation offers? Rollout strategies, quality guarantee and applied examples**

**QUALITY GUARANTEE IN DEEP ENERGY RENOVATION.**

*Are performance guarantees after renovation a burden or an opportunity? Do policy and practice meet or differ?*

by Fiene Grieger, ISW (Germany)

**THE RENOVATION COACH FOR THE HOMEOWNER: ELIMINATING THE BARRIERS.**

*Single point of contact: Supporting and unburdening the homeowner in the customer journey*

by Lisa Adema, Municipality of Leeuwarden (The Netherlands)

**PRACTICAL EXPERIENCES IN NEIGHBOURHOODS**

*Energy ambassadors show their neighbours the way to save energy in their homes*

by Djoera Eerland, Buurkracht (The Netherlands)

**REFURB LESSONS LEARNED AND POLICY RECOMMENDATIONS FOR ROLLOUT**

*How to create a powerful offer for homeowners and a successful rollout strategy with stakeholders? Time for a plenary discussion to conclude on some policy recommendations together with the audience* by Alan Laws, Municipality of Leeuwarden (The Netherlands)

15.05-15.30: **NETWORKING BREAK**

*poster presentation of national REFURB offers*

17.00-17.15: **CONCLUSION AND OUTLOOK**

by Virginia Gómez Oñate, EnergyVille/VITO

17:15 - 18:30: **NETWORKING COCKTAIL**



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