Ils ont réussi à convaincre des maitres d'ouvrage de rénover : comment ont-ils fait ?

*They have successfully convinced owners to renovate: how did they do it?*

- **Benigna BOZA-KISS**, Chercheuse, International Institute for Applied Systems Analysis
- **Françoise REFABERT**, Fondatrice, Vesta Conseils&Finance / Energies Demain

**Animé par/Animated by** **Emilio MIGUEL MITRE**, Director of International Affairs of GBCe, Bioclimatic Architect and BUILD UPON Coordinator, Green Building Council España

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**GRAND ANGLE 1**

**Jeudi 12 septembre • 11h15 – 12h00**

*Thursday September 12th • 11:15AM – 12:00PM*
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Françoise REFABERT
Fondatrice, Vesta Conseils&Finance / Energies Demain
Sustainable Energy Investment Forums
Financing energy efficiency in Germany, France and Austria

December 5, 2018

Refurbishment of private homes – Experience across the EU

Françoise Réfabert, Energies Demain

Financingbuildingrenovation.eu
Refurbishment of private homes – Experience across the EU

Key points

✓ Innovate project funded by EU H2020: coaching One-Stop-Shops

✓ Findings: the concept of One Stop Shop applied to energy-efficient renovations is ambiguous...

✓ How to move households' projects from concept to implementation? => Interesting energy-efficient refurbishment OSS experiences to follow
Innovate partners?

**Coordinator**
- Energy Cities

**Expertise**
- Energies Demain (FR)

**Experienced partners:**
- ✓ Brussels Environment (BE)
- ✓ Parity Projects (UK) > London Boroughs
- ✓ Riga Energy Agency (LV)
- ✓ Reimarkt (NL) > 6 Dutch cities
- ✓ Frederikshavn Municipality (DK)

**Learning partners:**
- ✓ Heerlen Municipality (NL)
- ✓ Linnaeus University (SE) > Municipality of Växjö
- ✓ Litoměřice Municipality (CZ)
- ✓ Mantova Municipality (IT)
- ✓ AGENEX (ES)
- ✓ Aradippou Municipality (CY)
The concept of One Stop Shop applied to energy-efficient renovations is ambiguous.

2 models which should be interconnected:

1. Services of general economic interest
   - Animation, local networking, training incentives

2. Market-based Service
   - Independent, neutral and free of charge advice

One stop shop service provider
- Single-point contact, provides selected professionals lists, takes charge of authorizations, insurance, quality checks

- Building permit office
- Plumber
- Electrician
- Installers...
- Suppliers
- Banks
Interesting energy-efficient refurbishment OSS experiences to follow within INNOVATE

⇒ A cooperative model:

- Customers
  - The offers are narrow and unattractive
  - Not aware of measures and benefits
  - No confidence in supply chain to deliver

- Practitioners
  - Have the capabilities but limited confidence in the market
    - Don’t invest
    - Don’t promote
  - Could use some help to deliver

- Advocates
  - Local Charity / Council etc.
  - Want to drive change
  - Struggle to identify customers
  - No defined, reliable, local supply chain
  - Local economy?

- Finance
  - Needs confidence in outcomes and ability to deliver to invest

http://retrofitworks.co.uk
Interesting energy-efficient refurbishment OSS experiences to follow within INNOVATE

⇒ The Genuine One Stop Shop concept:

http://reimarkt.nl
Interesting energy-efficient refurbishment OSS experiences to follow

⇒ In France too!

⇒ EE renovation Integrated Services
  Focus on most efficient renovation
Interesting energy-efficient refurbishment OSS experiences to follow

⇒ ... easing financing is key
Thank You

Françoise Réfabert
Energies Demain
Francoise.refabert@energies-demain.com
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**Benigna BOZA-KISS**

Chercheuse, International Institute for Applied Systems Analysis
They managed to convince project managers to renovate: how did they do it?

One-stop shops for energy renovations of buildings across Europe

Benigna Boza-Kiss
International Institute for Applied Systems Analysis (IIASA, Laxenburg, AT)
Central European University (CEU, Budapest, HU)
Where are we?

Angers, 12/09/2019

http://optergy.co.uk/for-sale.html
Where are we?

92 million Single Family Houses
SFH breakdown by age bands
- up to 1970: 9%
- 1971 - 1980: 15%
- 1981 - 1990: 18%
- 1991 - 2000: 43%
- post 2000: 15%

25 million Multi Family Houses
MFH breakdown by age bands
- up to 1970: 6%
- 1971 - 1980: 10%
- 1981 - 1990: 16%
- 1991 - 2000: 57%
- post 2000: 11%

Distribution of population by dwelling type
- SFH
- MFH
- Other

BPIE (2017)
Where are we?

Distribution of the building stock in the EU per EPC class

BPIE (2017)
Where are we?

- Renovate deeper and faster!
- Reaching for zero!
  - Nearly climate neutral!
  - Nearly zero-energy!

Building stock

New buildings 2015-2050

2050 building stock

~25%

~75%

De Groote (2015)
Plans exists

Plans to renovate in the next 5 years

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Windows and doors</td>
<td>48%</td>
</tr>
<tr>
<td>Insulation</td>
<td>34%</td>
</tr>
<tr>
<td>Heating system</td>
<td>21%</td>
</tr>
<tr>
<td>Roofops</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>Boiler</td>
<td>3%</td>
</tr>
<tr>
<td>Hot water system</td>
<td>0%</td>
</tr>
<tr>
<td>RES installation</td>
<td>0%</td>
</tr>
<tr>
<td>Passive/shading</td>
<td>0%</td>
</tr>
</tbody>
</table>

Where will you collect information from to decide on „WHAT”?

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own research</td>
<td>39%</td>
</tr>
<tr>
<td>Neighbours</td>
<td>29%</td>
</tr>
<tr>
<td>Property manager</td>
<td>10%</td>
</tr>
<tr>
<td>Craftsmen from an earlier</td>
<td>6%</td>
</tr>
<tr>
<td>Professional engineer</td>
<td>4%</td>
</tr>
<tr>
<td>Engagement</td>
<td>0%</td>
</tr>
<tr>
<td>Internet</td>
<td>2%</td>
</tr>
<tr>
<td>NGO</td>
<td>0%</td>
</tr>
</tbody>
</table>

Angers, 12/09/2019

Energia Club, 2015: Refurbishment at our doorsteps
But also

**Barriers**
- I do not manage to make a decision for what to do
- The right point in time has just not come to upgrade
- Demands much time to supervise the contractors
- The right point in time has just not come to upgrade
- I do not manage to make a decision for what to do
- Not enough economic resources
- Not enough economic resources

**Drivers**
- Information about energy upgrade is easily accessible
- Reduction of energy costs expected after upgrade
- Payoff of the investment within a reasonable time frame
- Higher comfort levels expected after upgrade
- Higher comfort levels expected after upgrade
- Positive health effects expected after upgrade
- Better living conditions in the dwelling expected after upgrade
- Higher comfort levels expected after upgrade
- There are subsidy schemes in place supporting the upgrade
- (Building protection regulations prevent me from upgrading)
- (I do not own the dwelling)

A Confused Person Never Buys.

Michela Quilici
BE SEEN. BE HEARD.
Atomized "classic" model vs. facilitated model

Brown 2015
The one-stop shop structure
Example: BetterHome
Example: BetterHome

CONVENTIONAL RENOVATION PROCESS

- Siloed offers
- Fragmented process
- Limited home-owner interaction
- Multiple payments

BETTERHOME PROCESS

- Home-owner centric
- Tailor-made multi-service offers
- Holistically-planned process
- Single payment

Angers, 12/09/2019
Challenges and benefits

Owners (demand side)
- Hassle
- Lack of technical knowledge
- Too many options
- Lack of time
- Bad experience (own or „neighbour“)
- Lack of understanding of importance

Act as project coordinator
- Single point of contact

Contractors (supply side)
- Network
- Need for self-promotion
- Too much transaction time/cost
- Impact from „bad“ contractors (lack of trust)
- Difficulty to deal with complaints
- Simple and single offer – how to diversify

Tools
- Handle customers (pre and post contracts)
- Model contracts and/or act as contractor

Financiers (banks)
- Lack of understanding of the potential
- Lack of technical knowledge
- Lack of experience in evaluating EE projects/clients

Connect banks to good clients
- Help clients access financing
- Best match
Identified: 22 OSS, average 2-3 per country
Assumption: ca. 100 OSS across Europe, in all countries

Angers, 12/09/2019
The OSS offer

- local;
- accelerates;
- informs, motivates, assists in decision, organises;
- facilitates and connects interested, but not yet committed energy users/asset owners to actually implement a project;
- it can ease access to financing and occasionally offer better rates;

-> based on the above, it can also be one of the tools to increase the renovation rate,
-> it can also improve depth in terms of energy performance, because an OSS walks through the full renovation route.

Angers, 12/09/2019
Comparison with others

Craftmen, Installers
General contractors & Cooperatives
Architects, Engineers
Hardware stores, Brokers
Energy utilities
Banks
Publicly funded advisers
One-stop-shops ???

Core business
Limited
Emerging

Marketing
Preliminary proposal
Building inspection and energy analysis
Quotation financing plan
Quality Insurance
Renovation
Financing
Commissioning & Follow-up

Angers, 12/09/2019
Please, get in contact!

• Benigna Boza-Kiss
• boza.benigna@gmail.com, bozakiss@iiasa.ac.at
• International Institute for Applied Systems Analyis (IIASA, Laxenburg, AT)
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