

Organised by



In the framework of INNOVATE and ACE-Retrofitting



## Capacity building workshop

# Providing energy retrofit packages to private homeowners – business models and project implementation

19 June 2019, 9:00-17:15

**Venue:** La Tricoterie – Fabrique de liens- [158, rue Theodore Verhaegen, 1060 Bxl](https://www.la-tricoterie.be/)

### Target audiences:

- Local authorities
- Energy agencies
- Craft and trade federations cooperatives
- Trustee federations.
- One-stop-shops

### The workshop topic

Over the past couple of years, increasingly not only towns, cities, regions but also private players have been developing and testing solutions aimed at motivating and supporting homeowners and co-owners in their renovation projects.

The workshop programme will give ample room for small group discussions and peer-to-peer exchange! Come share ideas with experienced municipalities, energy agencies, craftsmen cooperatives, one-stop-shops...

Public and private sector experts from the ACE-Retrofitting and INNOVATE projects will share their expertise, case studies and practical tools for setting up **one-stop-shops providing integrated renovation services:**

- Motivating homeowners and co-owners to carry out energy retrofits in single houses or condominiums
- Developing an energy renovation 'master plan'
- Coordinating renovation works with suppliers and service providers
- Following up on renovation works (energy saving guarantees and work quality)
- Financing.

### Background information

[INNOVATE website](https://www.innovate-project.eu/)

[ACE-Retrofitting website](https://www.ace-retrofitting.eu/)



## AGENDA

|             |   |  |
|-------------|---|--|
| 8:30-9:00   | <b>Registration</b>   |  |
| 9:00-9:20   | <b>Icebreaker</b>   |  |
| 9:20-9:30   | <b>Welcome and introduction</b>   |  |
| 9:30 -10:30 | <p><b>SESSION 1</b><br/> <b>One-stop-shops providing integrated home renovation services: what are we talking about?</b><br/> <i>Plenary session &amp; fishbowl conversation</i></p> <p>Renovating a home requires a number of resources and services. One-stop-shops are one solution to bundle everything needed: Homeowners who want to improve their home can get advice, but also support on financing and installation. This session will focus on the scope and advantages of one-stop-shops. We will address questions like:</p> <ul style="list-style-type: none"> <li>- Existing market actors: who provides what service?</li> <li>- Difference between market and non-market based services</li> <li>- One-stop-shop business models: from facilitation, coordination to development and ESCO</li> <li>- How can different initiatives/actors complement each other?</li> <li>- Where to start and how to finance a one-stop-shop?</li> </ul> |  |
| 10:30-11:00 | Coffee break  |  |
| 11:00-13:00 | <p><b>SESSION 2</b><br/> <b>Methods &amp; strategies for making energy renovation programmes an easy task</b><br/> <i>Parallel sessions: make your choice</i></p>   |  |
|             | <p><b>Setting up a one-stop-shop providing integrated home renovation services for homeowners</b></p> <p>The session will allow newcomers from cities, regions, cooperatives or private companies to take the first steps. The discussions will address the following questions:</p> <ul style="list-style-type: none"> <li>- How to structure the customer journey?</li> <li>- How to choose the right business model?</li> <li>- How to design a business plan?</li> <li>- How to finance the one-stop-shop?</li> <li>-Partnerships with banks and other stakeholders?</li> <li>-How do homeowners finance the renovation works?</li> </ul>   | <p><b>The renovation challenge in condominiums: Motivating and engaging co-owners from the idea to the realisation</b></p> <p>The session will allow anybody wishing to boost energy efficiency in condominiums to tackle the challenge. In this session we will present a series of tools to help your energy retrofit project run smoothly.</p> <p>The ACE-retrofitting “<b>Step by step toolkit</b>” is addressed to co-owners of condominiums. It helps overcome the common hurdles: it connects those on the demand side (co-owners, condominium manager, in-house project team and retrofitting coach) with building professionals. We will lead you through the 3 major steps of the toolkit: from the first assessment of required resources and a retrofitting roadmap to the specific project management on a daily basis.</p> |
| 13:00-14:00 | Lunch   |  |



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|-------------|--|
| 14:00-15:00 | <p><b>SESSION 3</b></p> <p><b>Lab sessions: Problem-solving around participants' challenges</b></p> <p><i>Collaborative work around challenges brought up by participants</i></p> <p><i>Work Groups</i></p>  |
| 15:00-15:15 | Coffee break   |
| 15:15-16:45 | <p><b>SESSION 4</b></p> <p><b>Market place: Pick your topic and learn about tools and best practices from our experts</b></p> <p><b>① Motivating and engaging homeowners and co-owners</b></p> <p>Communication, marketing, engagement, psychological &amp; social aspects, development of tailor made products, training, awareness raising</p> <p><u>With best practices from:</u> City of Milano, Paris Climate Agency, Frederikshavn, Grand Est Region (tbc), City of Heerlen, KAW-Reimarkt, Linnaeus University, Maastricht University</p> <p><b>② Developing an energy renovation and financial plan for homeowners. Finding financing for the energy renovation works.</b></p> <p><u>With best practices from:</u> City of Antwerp, ARTEE - Nouvelle Aquitaine Region, Brussels Capital Region, City of Aradippou, the European Mortgage Federation</p> <p><b>③ Connecting the right people</b></p> <p>Creating partnerships with service providers and key partners like banks, craftsmen, energy agency, NGOs, unis, cooperatives, social services, real estate agencies...</p> <p><u>With best practices from:</u> Parity Projects, City of Liège, Picardie Pass Renovation, Frederikshavn</p> <p><b>④ Managing the refurbishment project</b></p> <p>Coordination of renovation works, quality check, follow-up after the renovation and guarantee of results (energy savings)</p> <p><u>With best practices from:</u> KAW-Reimarkt, Parity Projects, Picardie pass renovation, Paris Climate Agency</p> |
| 16:45-17:15 | <p><b>SESSION 5</b></p> <p><b>What have we got out of today and what new challenges lie ahead?</b></p> <p><i>Plenary discussion</i></p>  |
| 17:15       | Networking drink   |