

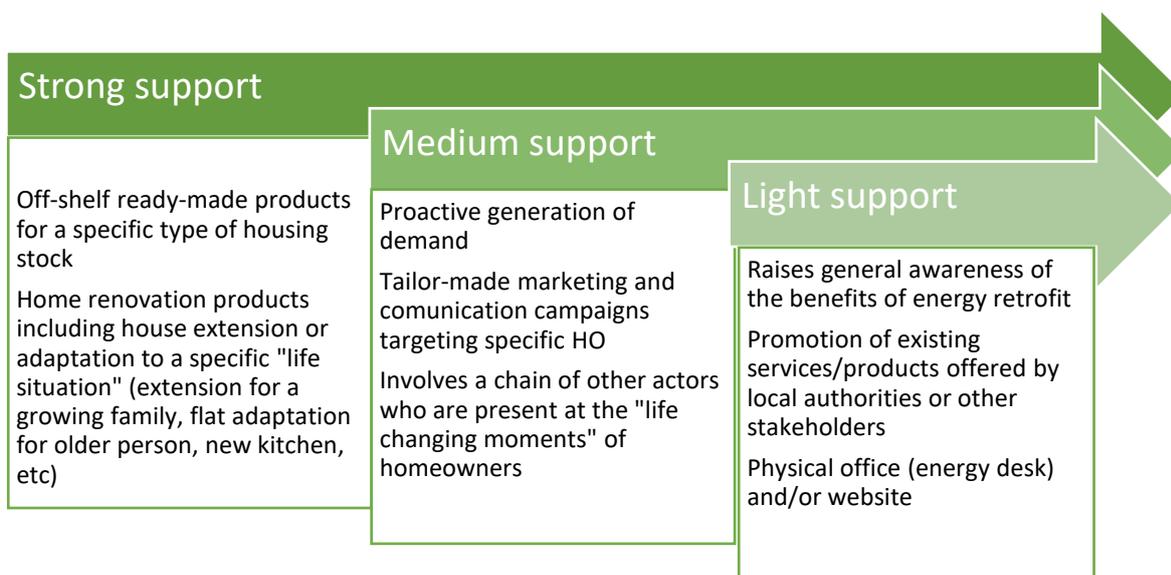


Logo of the European Union  
 The European Union is a political and economic union of member states located primarily in Europe.

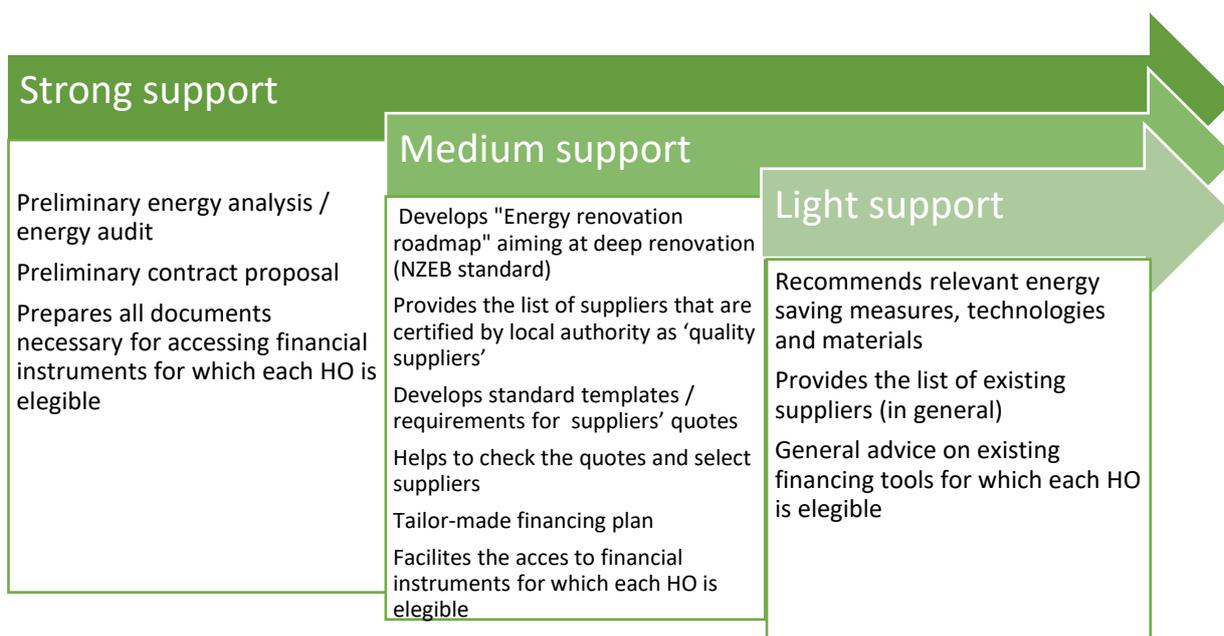
## SESSION 2. INNOVATE- Attractive energy retrofit packages for homeowners

**How to choose the right business model?** (list of services to be offered with the level of ambition per topics).

### ① Engagement process | Communication & marketing tools | Tailor-made products



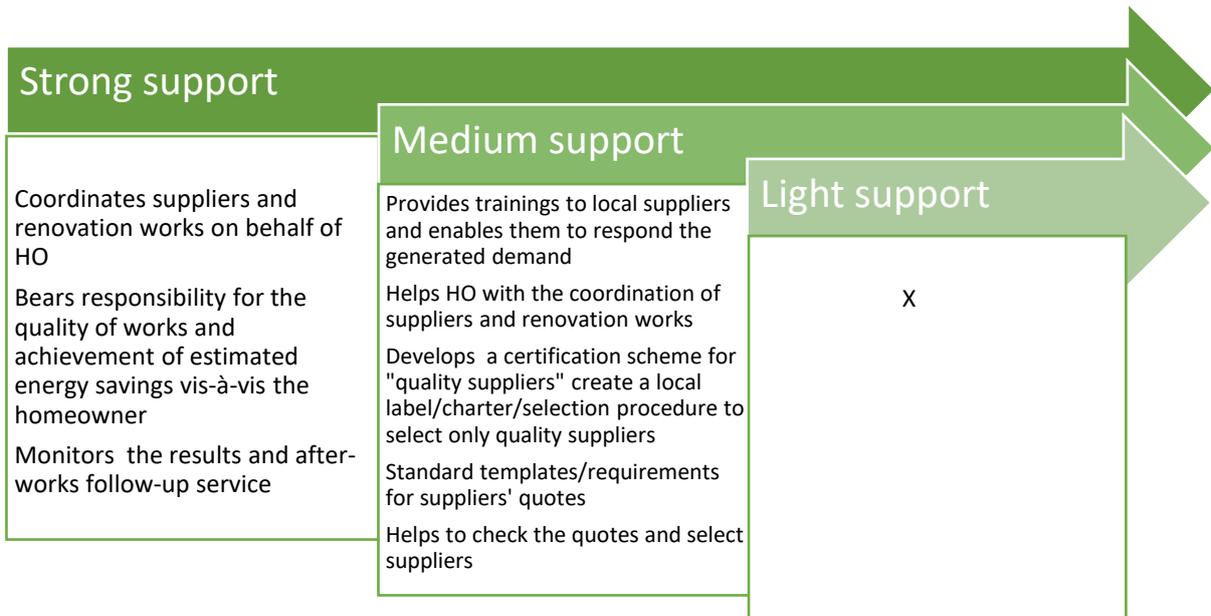
### ② Independent technical assistance | Energy renovation & financial plans





Logo of the European Union, featuring twelve five-pointed stars arranged in a circle on a blue background.

### ③ Coordination of the renovation process | Guaranteed results



### ④ Long-term & affordable financing

