



# LIFE-2022-CET-HOMERENO

LIFE Info Days, 20<sup>th</sup> May 2022



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# Agenda

1. Context
2. Scope A:  
Creation or replication of "integrated home renovation services"
3. Questions and answers
4. Scope B:  
EU community of "Integrated Home Renovation Services" practitioners
5. Questions and answers



# 1. CONTEXT

LIFE-2022-CET-HOMERENO



# Collective ambitions...

## Climate neutrality by 2050

For buildings:

- (at least) doubling renovation rates
- Mainstreaming low energy renovation



# ... require individual decisions



Source: YouTube.com

- Most residential buildings belong to **non-professional individuals**
- **Lack of demand** for home renovation: not only incentivize or constrain, but also **facilitate**
- Households **will not “build capacity”**: you won’t renovate so many homes in a lifetime
- **no lack of market participants**  
... but absence of coordination  
... and diverging interests

# ... require individual decisions



Source: YouTube.com

- Most residential buildings belong to **non-professional individuals**
- **Lack of demand** for home renovation: not only incentivize or constrain, but also **facilitate**
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... but absence of coordination  
... and diverging interests

*“main focus  
on private  
non-  
professional  
decision  
makers”*

≠ PDA



# The windy journey of home energy renovation

1. Information / Marketing
2. Detection
3. Simplified diagnosis and recommendations
4. Project design
5. Selection of companies
6. Financing plan
7. Financing solutions
8. Renovation work
9. Worksite supervision / reception of the work
10. Quality assurance, guarantees and follow-up

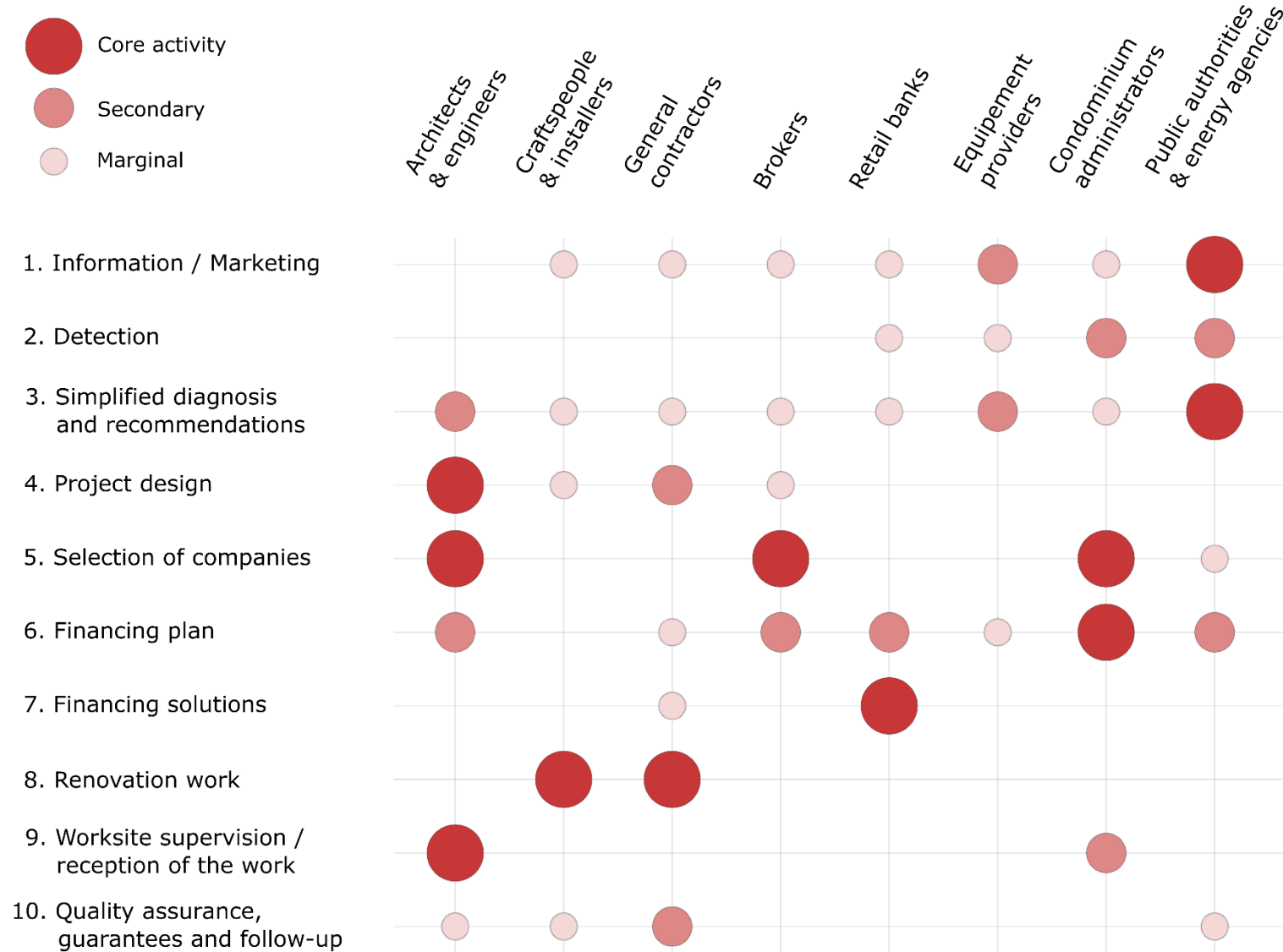


# The windy journey of home energy renovation

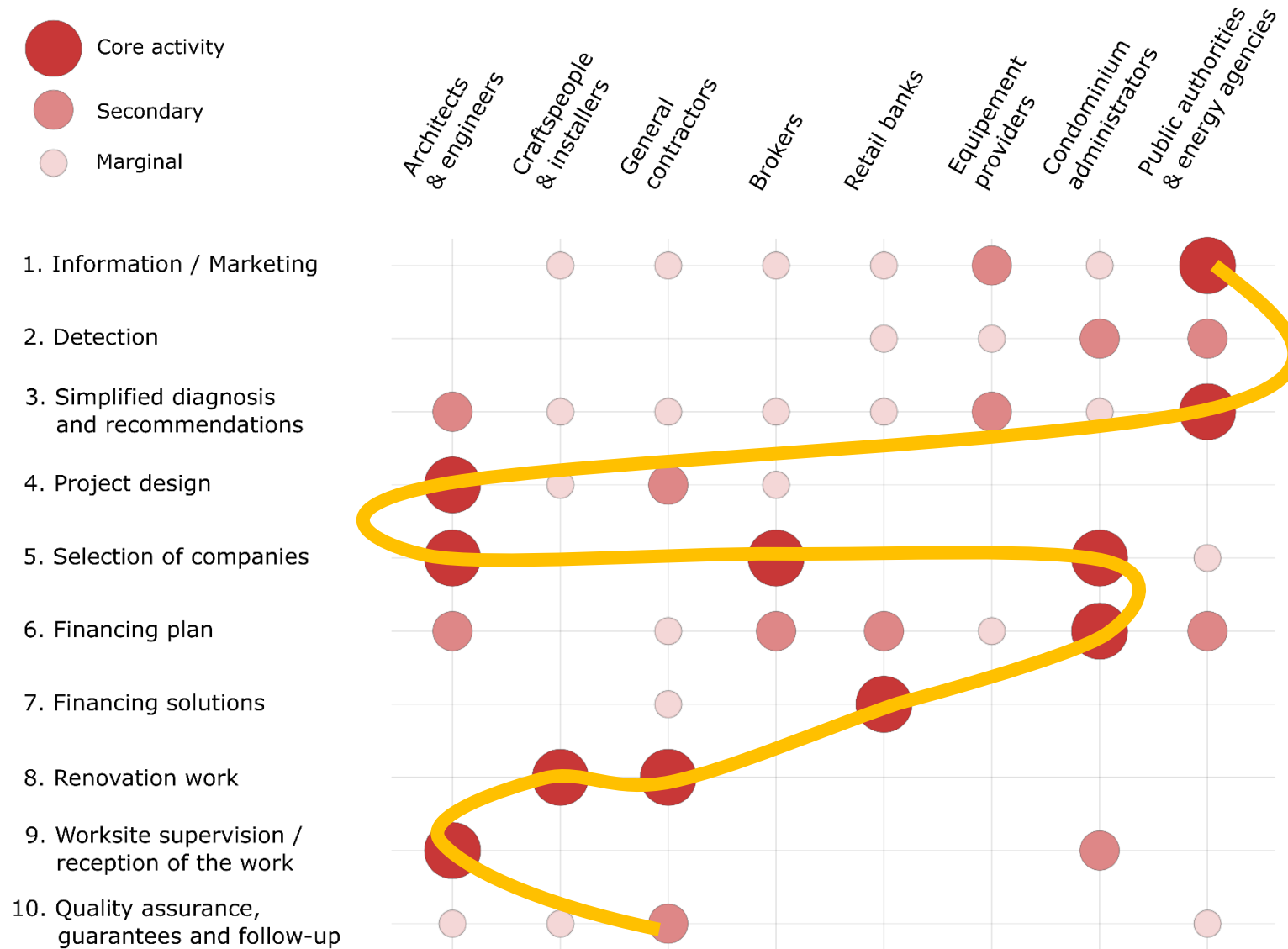
	Architects & engineers	Craftspeople & installers	General contractors	Brokers	Retail banks	Equipment providers	Condominium administrators	Public authorities & energy agencies
1. Information / Marketing								
2. Detection								
3. Simplified diagnosis and recommendations								
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# The windy journey of home energy renovation



# The windy journey of home energy renovation



# “Integrated home renovation services”

- Key to achieve the objectives of the “**Renovation Wave**”, part of the “**EU Green Deal**”
- **Start from homeowners’ point of view**: what is the customer journey of home renovation?
- **Coordinate / combine / integrate** the services provided by private and public players
- **Take on tasks** for which homeowners are not equipped
- Indispensable to **upscale low-energy renovations**



Source: unSplash.com

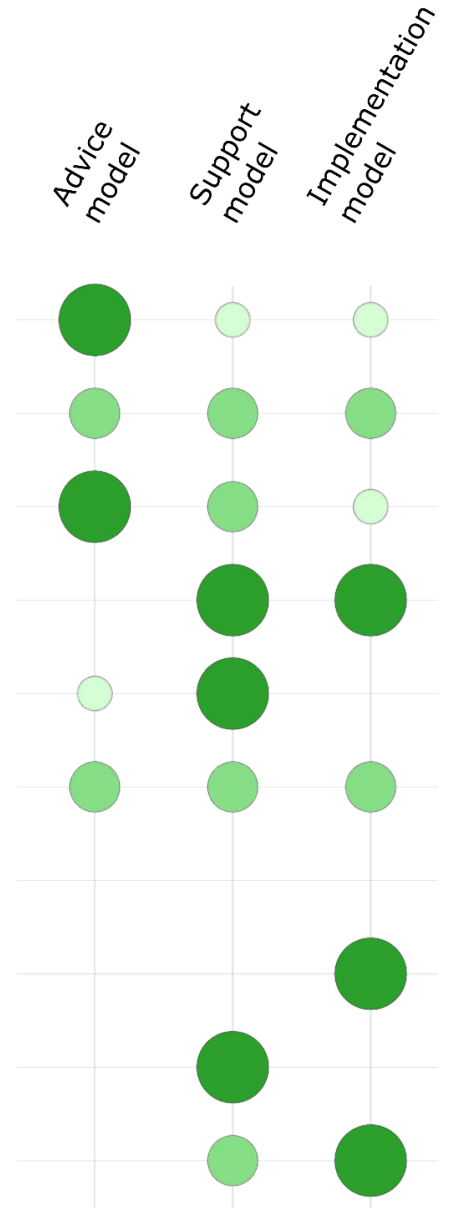


# Analytical framework along the “customer journey”

- 3 main models:
  - **‘Advice’ model**: focused on the upstream part of the journey
  - **‘Support’ model**: extended Architect's mandate, covering the whole journey
  - **‘Implementation’ model**: combining design and renovation work
- Mainly heuristic, based on the observation of pilot initiatives across Europe
- Easy to distinguish in generic terms...  
...much less clear when getting into the details



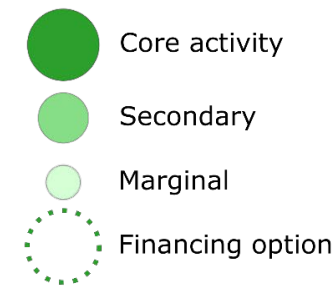
- |   | Advice model  | Support model | Implementation model |
|---|---------------|---------------|----------------------|
| 1. Information / Marketing                      | Core activity | Marginal      | Marginal             |
| 2. Detection                                    | Secondary     | Secondary     | Secondary            |
| 3. Simplified diagnosis and recommendations     | Core activity | Secondary     | Marginal             |
| 4. Project design                               |               | Core activity | Core activity        |
| 5. Selection of companies                       | Marginal      | Core activity |                      |
| 6. Financing plan                               | Secondary     | Secondary     | Secondary            |
| 7. Financing solutions                          |               |               |                      |
| 8. Renovation work                              |               |               | Core activity        |
| 9. Worksite supervision / reception of the work |               | Core activity |                      |
| 10. Quality assurance, guarantees and follow-up |               | Secondary     | Core activity        |



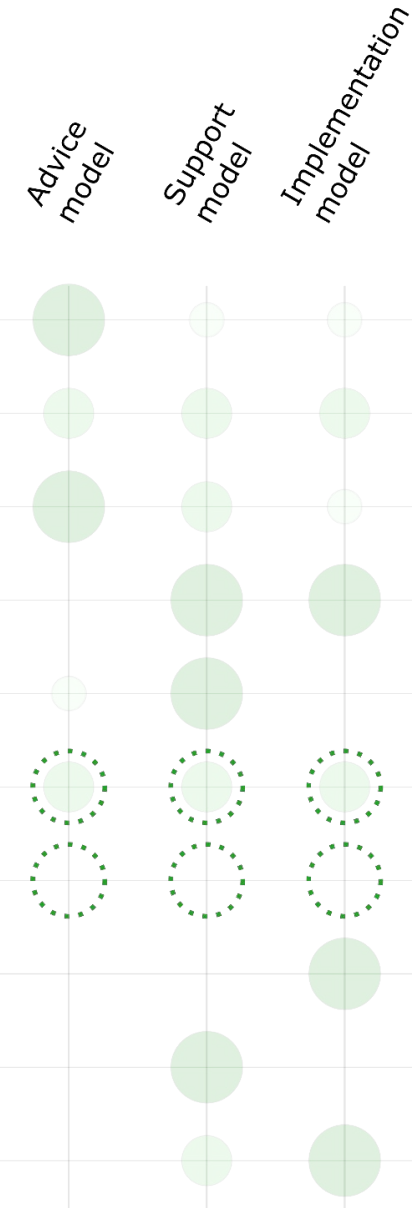
More details in [Milin & Bullier 2021](#).  
*Towards large-scale roll out of "integrated home renovation services" in Europe.* Proceedings of the ECEEE Summer Study 2021

# What about financing?

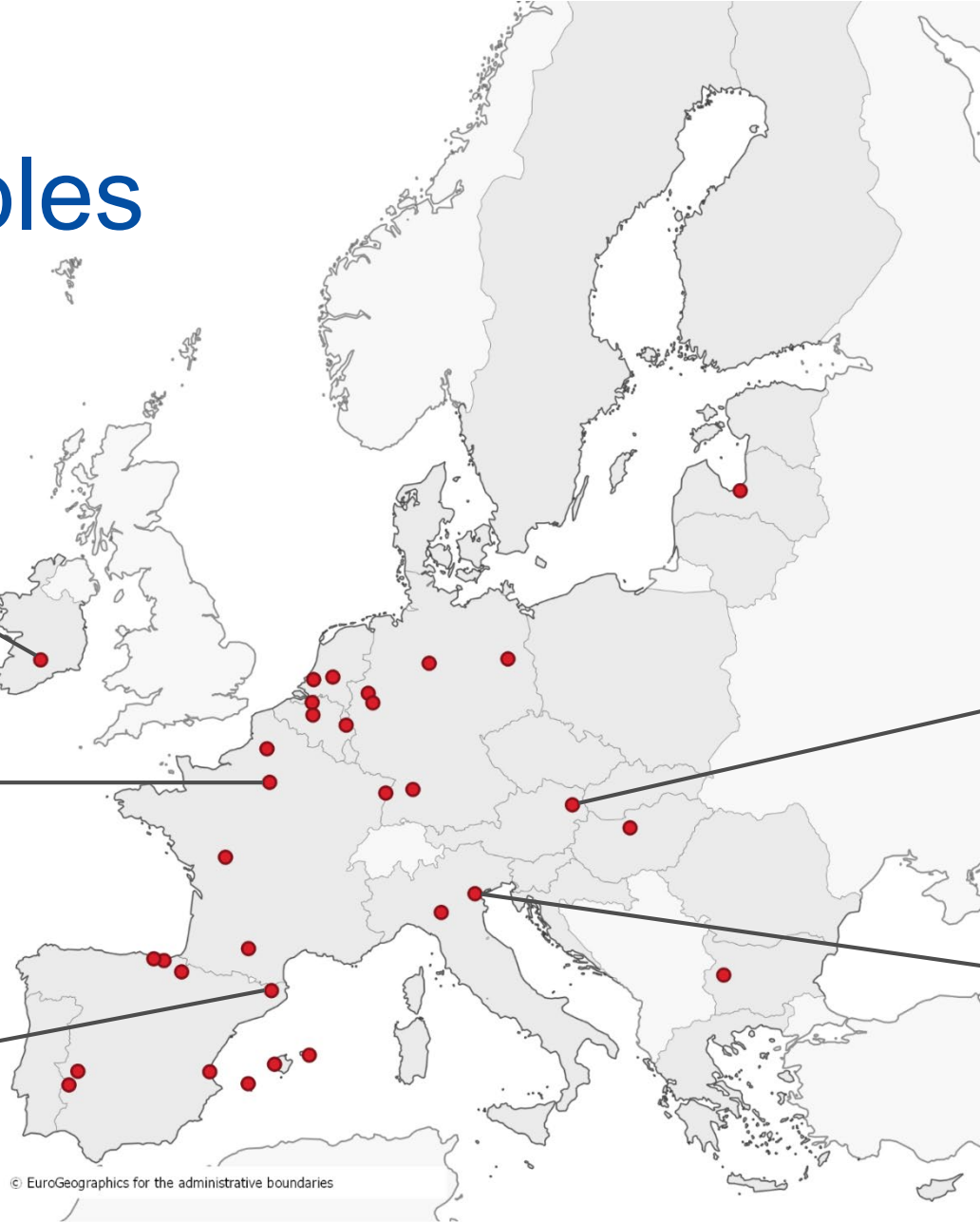
- “Option” rather than 4<sup>th</sup> model
- More likely on top of support or implementation models
- Standalone offer requires appropriate **legal framework**
- Other financing services to consider:
  - Support in accessing public grants
  - Pre-financing of public grants
  - Pre-qualification for a retail bank financing offer
- Additional financial engineering is being explored  
(e.g. subsidized loans, Guarantee Fund, Home-based financing, ...)



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# Project examples



# To go further...

- [Milin C., Bullier A. \(2021\)](#). *Towards large-scale roll out of "integrated home renovation services" in Europe*. Proceedings of the ECEEE Summer Study 2021.
- AnPost (IE): <https://www.anpost.com/Green-Hub/Home-Energy-Upgrade-Service>
- Arec occitanie (FR): <https://www.arec-occitanie.fr>
- Artée (FR): <https://www.artee.fr/>
- C-real (BE): <https://www.c-real.be>
- Easycopro (BE): <https://www.easycopro.be>
- Energy efficient mortgage initiative: <https://energyefficientmortgages.eu>
- Europace: <https://www.europace2020.eu/>
- Facirénov (FR): <https://www.facirenov.fr>
- Fithome (NL): <https://www.fithomeproject.eu>
- Hauskunft (AT): <https://www.hauskunft-wien.at>
- Hauts-de-France pass renovation (FR): <https://www.pass-renovation.hautsdefrance.fr>
- Holadomus (ES): <https://www.holadomus.com>
- Houseenvest (ES): <https://renuevatucasa.eu>
- Île-de-France énergies (FR): <https://www.iledefranceenergies.fr>
- Innovate: <http://www.financingbuildingrenovation.eu/>
- Oktave (FR): <https://www.oktave.fr>
- Opengela (ES): <https://opengela.eus/>
- Orfee (FR): <https://orfee-project.com>
- Padova fit (IT): <https://www.padovafit.eu>
- Proretro (DE): <https://proretro.eu>
- Reimarkt (NL): <https://reimarkt.nl>
- Renohub (HU): <https://renohub-h2020.eu>
- Renonbill (ES, IT, LT): <https://www.renonbill.eu>
- Save the homes (ES, NL): <https://savethehomes.org>
- Sheerenov (BG): <https://sheerenov.eu/>
- Sunshine (LV): <https://sharex.lv>
- Superhomes (IE): <https://superhomes.ie/>
- Turnkey retrofit (ES, FR, IE): <https://www.turnkey-retrofit.eu>

## 2. HOMERENO (scope A)

Creation or replication of "integrated home renovation services"



# Create or replicate “Integrated Home Renovation Services”

- **Reduce complexity** and simplify homeowners' decisions
- **Connect all actors** in the value chain
- Streamline **access to** various **support** measures  
(especially where there is support for specific target groups)



## Related impacts:

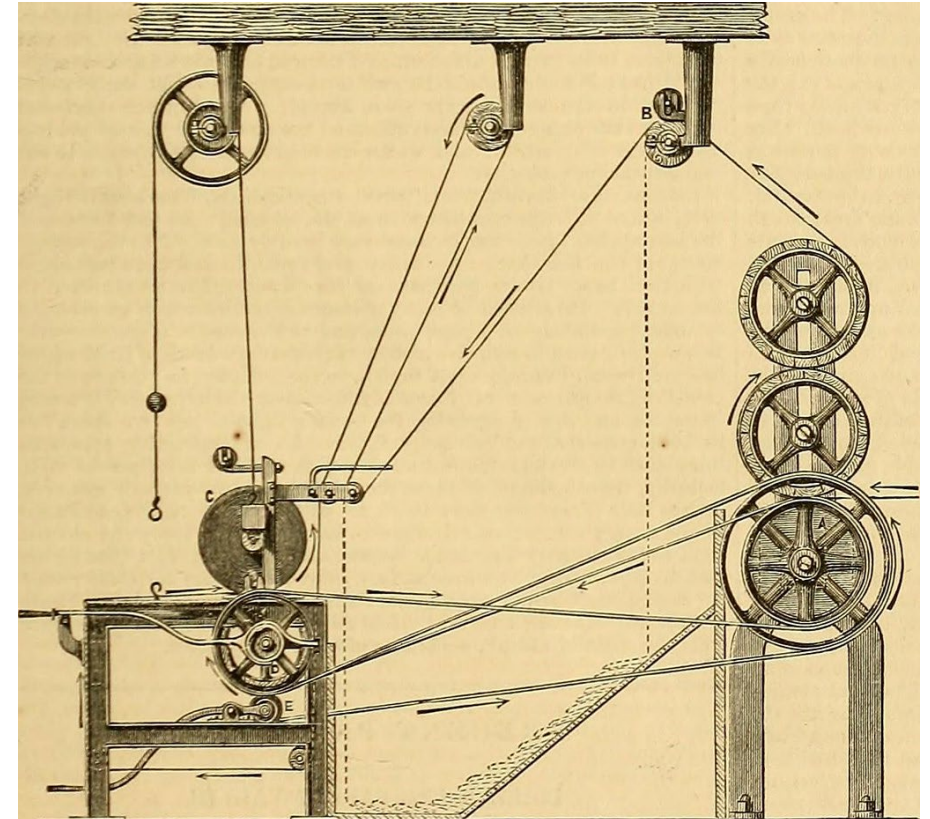
- IHRS implemented and operational → **MUST DO**
- Online platform or Physical desk? └─ ? ─┘
- “Advice” or “Support” / “Implementation” model? └─ ? ─┘
- Are the services / solutions likely to trigger action? └─ ? ─┘

# Provide methods and support

- Build **expertise** and **organisational innovations**
- Ensure **cost effectiveness** and **price transparency** of services provided to homeowners
- Build homeowners **trust** through **clear liabilities**, quality assurance and dedicated consumer protection policies

## Related impacts:

- **Clear liabilities?** Secure homeowners trust?
- Proponent(s) recognised at local level?
- Strong and trustworthy partnerships with local actors



Source: Internet Archive Book Images on Foter.com

# Should investment phase be reached?

NEW

- **YES**, a pilot phase is expected...
- ... but no minimum volume prescribed for the investment pipeline
  - *i.e. no leverage ratio and payback clause in case of not reaching investment phase*
- Upscale may happen after project completion

## Related impacts:

- Investments in sustainable energy triggered
- Primary energy savings / Renewable energy generation
- During the action? Within first 5 years?
- **Balance “short term impact” / “comprehensive solutions”**



CC0 Public Domain

# What does “economically viable business models” mean?

- All proposal should aim at economic viability, ultimately
- **Mindset** towards a viable business model
- No subsidy for running costs  
≠ no subsidy for investment

## Related impacts:

- (prospect of) economically viable model
- Medium / long term viability ensured?
- Clear perspective? Dedicated actions?



Source: Fred Marie on Foter.com

# Shall financing services be included?

- All projects should consider and facilitate the financing of investment...
- ... but, **do not necessarily have to carry a direct financing offer**

## Related impacts:

- Availability of adequate financing offers
- Financing services can also be considered:

*Support in accessing public grants*

*Pre-financing of public grants*

*Pre-qualification for a retail bank financing*



Source: Pixabay.com

# Communication

- Mainstream innovative technical and organisational solutions
- Help **improve legal and regulatory environments**
- Demonstrate a **high degree of replicability** and include a clear action plan to communicate experiences and results
- Should **foresee to cooperate with the emerging community of IHRS**

NEW

## Related impacts:

- Evidence, data and guidance made publically available



Source: Vancouver Public Library Historical Photographs on Foter.com

# Points of attention (Scope A)

- Clear focus on the **existing** private **residential** sector.
- Clear focus on private **non-professional** decision makers.
- Applications under scope A may be submitted by a **single applicant**.
- Estimated EU contribution of up to **EUR 1.5 million** (indicative)



# 3. Questions & Answers

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# 4. HOMERENO (scope B)

EU community of "Integrated Home Renovation Services" practitioners



# Develop an EU community of skilled practitioners

- Build bridges between existing and emerging local/regional initiatives
- Foster international collaboration and incremental innovation among **practitioners actively involved in IHRS**
- Pool efforts, generate economies of scale and encourage convergence towards best practices



Source: Covenant of Mayors Investment Forum - Energy Efficiency Finance Market Place 2019

# HOMRECOM requirements

- The community of practice **must be transnational** and...
- ... actively involve a **variety of IHRS throughout Europe.**

## Related impacts:

- Establishment of an EU community of practice...
- ... gathering relevant stakeholders, deeply rooted in their ecosystem, and actively involved in ongoing local IHRS

*e.g. public authorities, consultants, architects associations, craftsmen associations, homeowners associations, citizens associations, universities, training centres, financial institutions, etc.*



# Topics of collective interest (examples of)

- Strategic positioning and business model
- Methodologies and tools
- Skills and training needs
- Partnerships with market actors
- Quality assurance and consumer protection policies



Source: StartupStockPhotos on Pixabay.com

# The whole is greater than the sum of its parts

- Harvest, analyse and debate findings from various experiences
- Develop coordinated proposals to policy makers and actively contribute to regulatory and legislative processes
- Propose guidance and support to emerging initiatives.
- Build capacity (at national level), focused on the design and implementation of IHRS
- Include effective communication actions



Source: Tatyana Kazakova on Pixabay.com

# Points of attention (Scope B)

- The Commission intends to **select one single proposal** under scope B.
- Applications by a **single applicant are not considered appropriate** under scope B. Minimum 3 participants from 3 different eligible countries
- The community of practice to be established **must be transnational, reflecting the diversity of situations** and approaches across Europe.
- Estimated EU contribution of up to **EUR 2.5 million** (indicative)
- Proposals should demonstrate **knowledge** of wider initiatives and **leverage** on their results.



# 5. Questions & Answers

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# Keep in touch with us

Any questions on CET call topics? Email us on:  
[CINEA-LIFE-CET@ec.europa.eu](mailto:CINEA-LIFE-CET@ec.europa.eu)



30 years of bringing green ideas to LIFE



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# Thank you



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