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**EuroPACE**



***"Empowering vibrant, healthy and sustainable cities"***



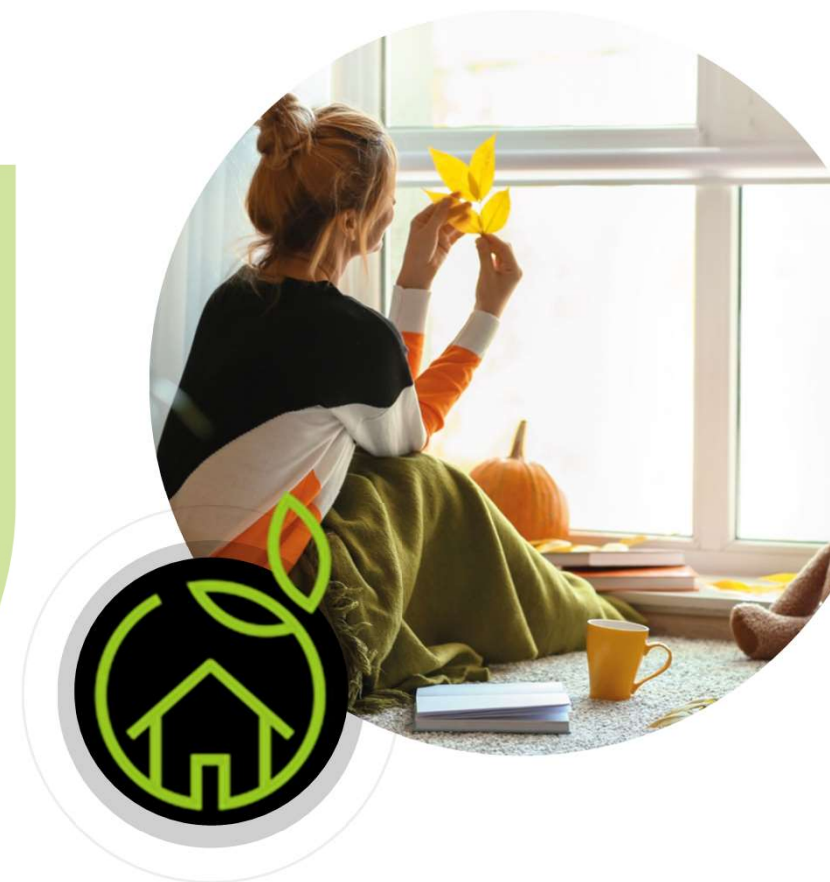
Jordi Ayats Reixach  
Director Fundació Europace

# Fundació EuroPACE

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We are a non-profit organization aiming to

- **Combat climate change while improving citizens health and well-being**
- Promoting **energy transition** and **buildings decarbonization**



# We started in EuroPACE project funded by H2020

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**EuroPACE**

Canadà



Bringing PACE to Europe



Xina

Estats Units



Sud-àfrica



Austràlia



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# What is the impact of our buildings?

Buildings in the EU are responsible for 40% of the energy consumption and 36% of greenhouse gas emissions.



We spent 90% of our time indoors and approximately 2/3 of this time is spent at home.

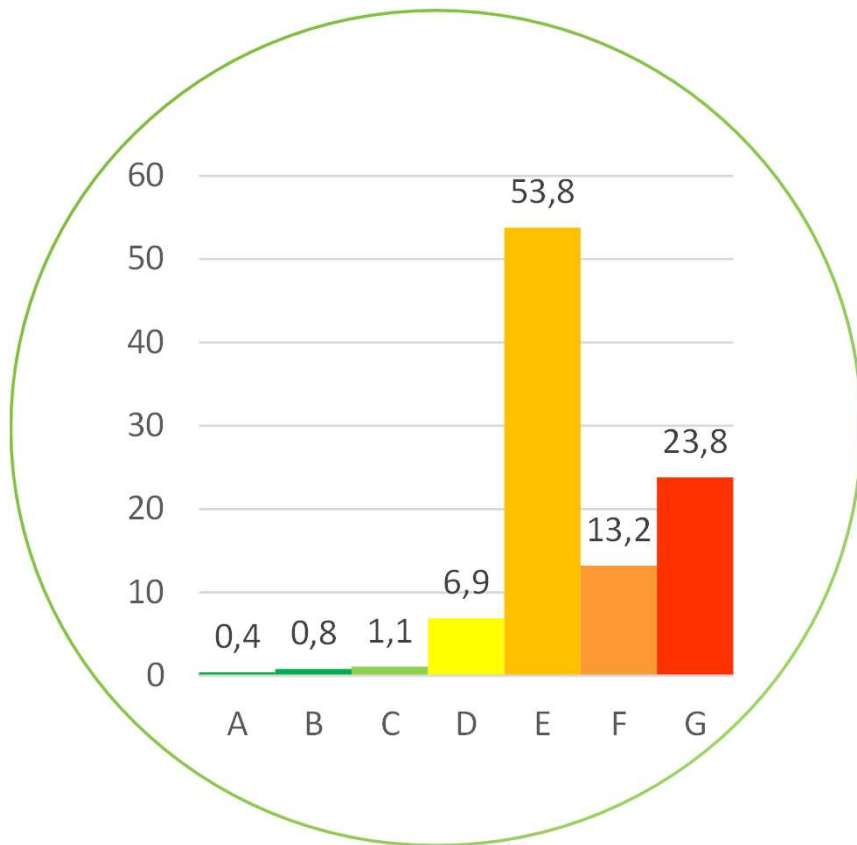
# Building decarbonisation to meet climate goals

*“Improving energy efficiency in buildings plays a key role achieving the ambitious goal of carbon-neutrality by 2050”*

Increasing Renovation rates from 1% to 3%



# Buildings of Catalonia (similar in the rest of Spain)



- +50% of residential buildings were built before 1980
- 75 % of the building stock is energy inefficient.
- +90% of the audited buildings has very low energy efficiency certificate grades (E, F G)

# Building energy renovation diagnosis

**2** main barriers constraining the sector uptake

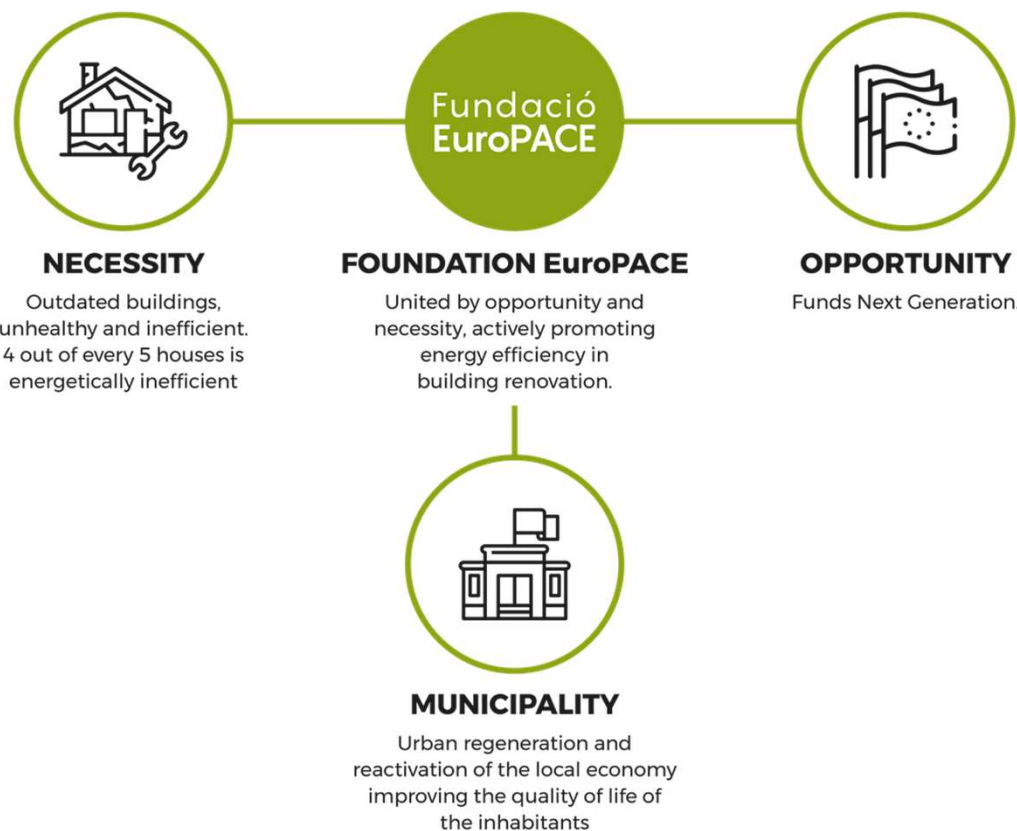


**Lack of  
demand**



Renovation is  
a **complex,  
stressful and  
slow process**

# Connecting public and private sector





# DOMUS programs

An Integrated Home Renovation Program to boost Energy efficiency and renewal energy of the housing stock.

***“We create a new player in the building energy renovation sector that unlocks the main barriers through Social Marketing and 360° personalized assistance”***



Recognized by the ACM Awards - Best Climate Action 2021

# 360° Personalized Assistance

Transform building energy renovation in a simple, affordable and quality assured process.



**Technical advice:** We carry out a property diagnosis and define together with the owner(s) the preliminary design that better fits its needs and desires. The program also provides access to local validated contractors to ensure excellent service and quality of works.

**Administrative advice:** We inform, advice and manage grants and tax rebates. We can also manage building permits and other administrative tasks.

**Financial advice:** The program is constantly aware of the best financial solutions available in the market and helps citizens applying them in needed.

# The pillars of **DOMUS** PROGRAM

Transform building energy renovation in a simple, affordable and quality assured process.



## One-stop shop

This model facilitates the interaction between the different actors involved and **streamline the process**



## People-centric approach

We provide **comprehensive** and **customized response** to the needs, desires and barriers of each homeowner through personalized technical, administrative and financial assistance throughout the entire retrofit process



## Qualified local professionals

We promote **local professionals**. The program works with qualified and validated local professionals ensuring homeowners receive a **high quality service**.



# Qualified local professionals are key to maximize impact and scale up the program

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- Provide mature leads
- Assist and reduce administrative tasks (grants, licence, etc..)
- Provide user's feedback

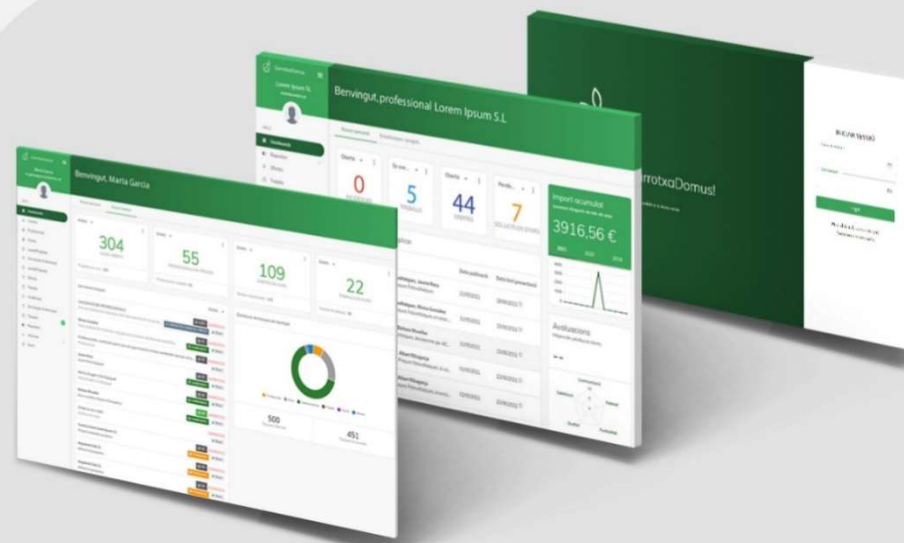
- Maximize program impact in the region
- Stimulated local economy



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# Digitalization makes the difference

***“We created an innovative platform that digitalize , speed up and improve the interaction between all actors involved within the renovation process and help us to be better”***



# Energy awareness

Effective customer outreach strategy based on Social Marketing

- **Using effective triggers** more aligned with comfort and health than sustainability
- Explaining all the **“other benefits”** of the home energy renovation
- Using **plain communication**
- Making **energy visible**
- Creating **trusting environment**





# DOMUS associated programs

## Local energy communities

We promote private local energy communities with public participation.

## Neighbourhood renovation office

We developed and tested specific action plan to assist municipalities on the implementation of Línia 1 de Barris MITMA grants.





# GarrotxaDomus impact (1,5 years aprox.)

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## Environment Impact

**+180** energy improvement **projects**

Annual reduction of **460 tons of CO<sub>2</sub>**.



## Popole quality of life

**+850 families** assessed



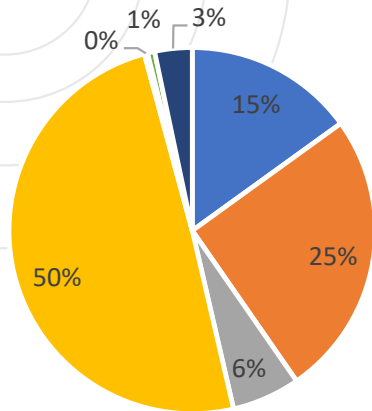
## Local economy

**+2 M euros** in projects.

**+60 local professionals** validated.

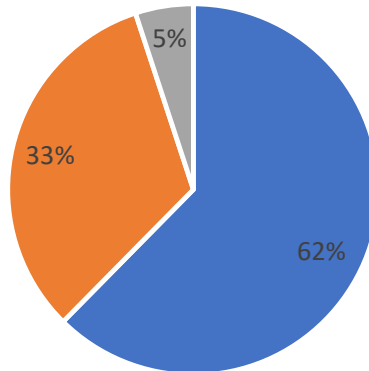
# GarrotxaDomus project details

## Type of measures



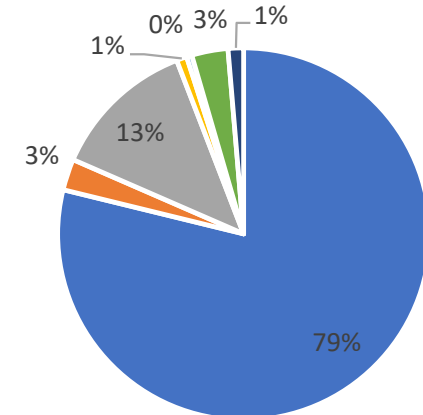
- Heating and cooling
- Isolation
- Windows
- Renewable energies
- Smarthomes
- Accessibility
- Rehabilitation

## Type of project



- One measure
- Pack of measures
- Comprehensive rehabilitation

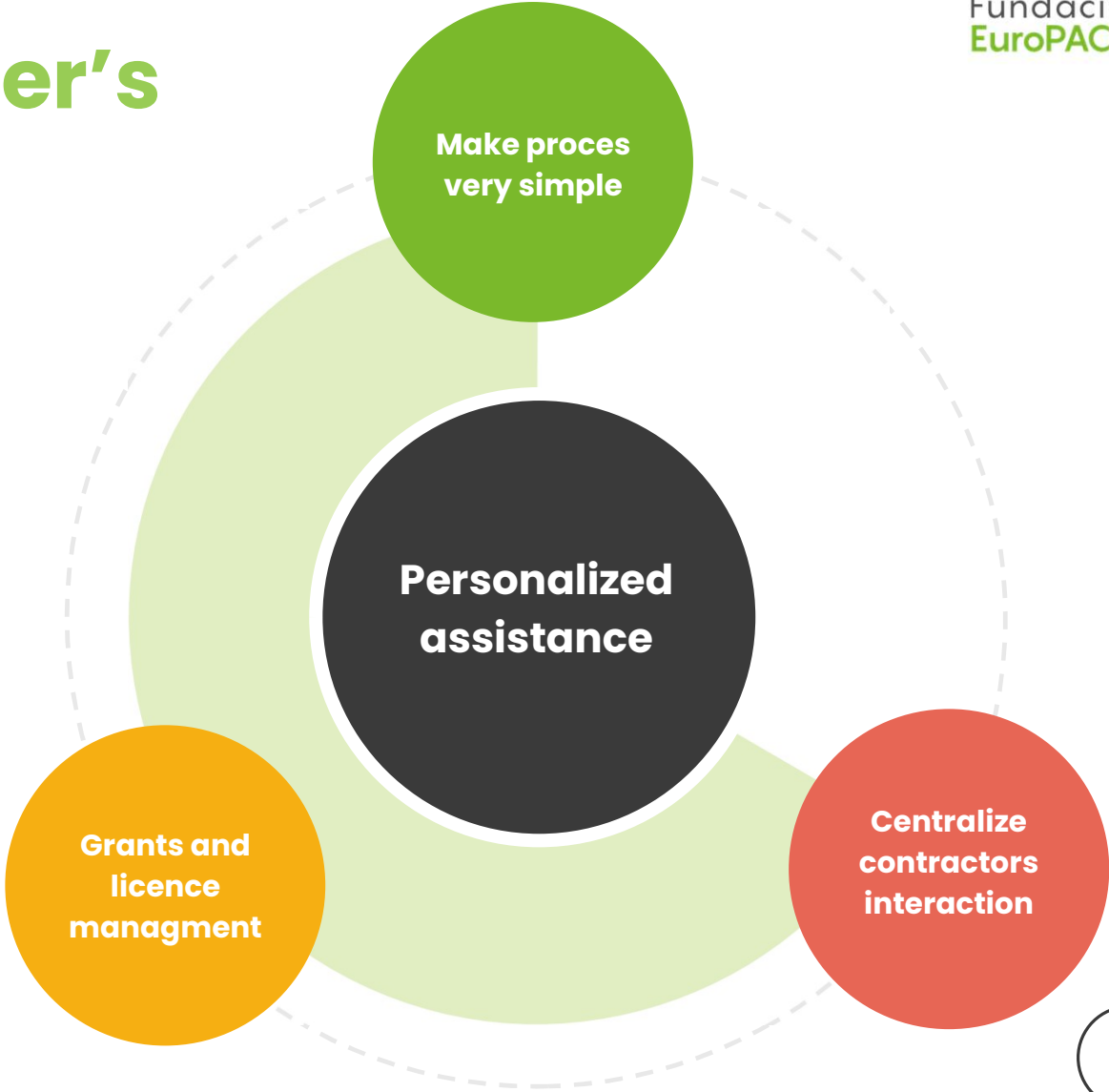
## Type of property



- Single house
- Multifamily building
- Apartment
- Primary sector
- Secondary sector
- Tertiary sector
- others

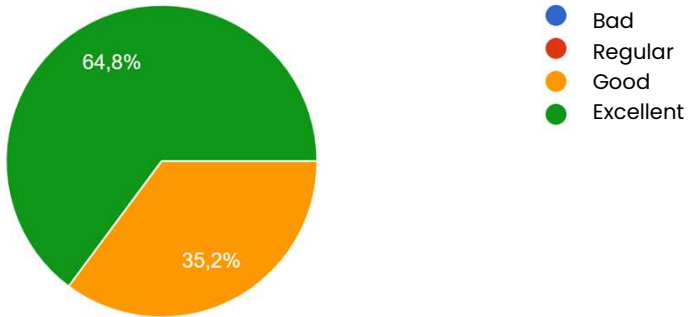
# GarrotxaDomus user's feedback

*Users rate  
the program  
with a 9/10*

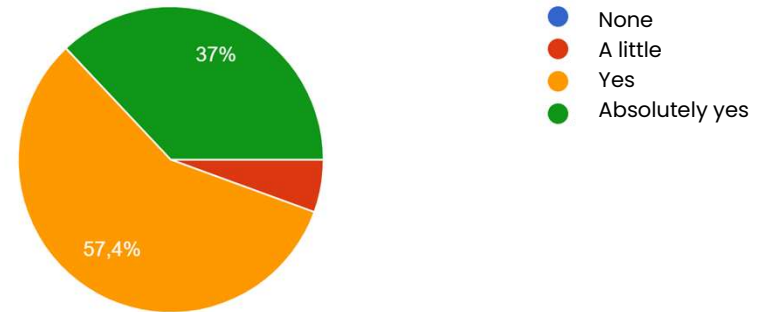


# GarrotxaDomus user's feedback

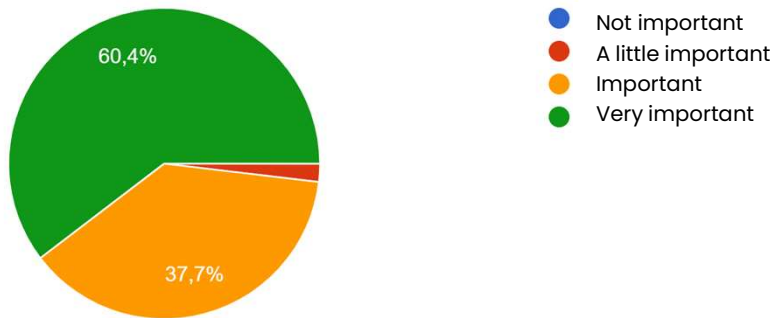
How was the assistance provided by the program?



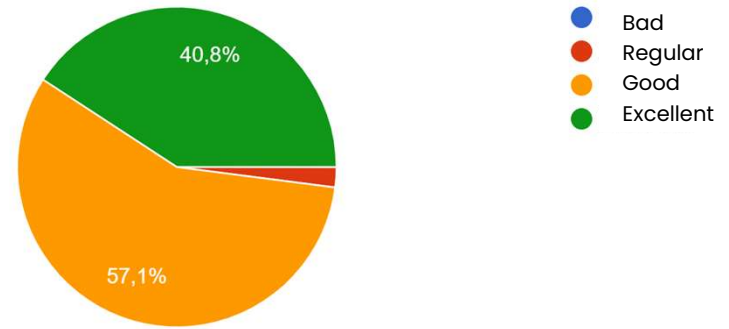
Do you think the program helped to decide to renovate?



How do you value the access to validated contractors provided by the program?



How was the energy retrofit of your home?



# Benefits of the program

## People



## Environment



## Cities and regions



- Improves the quality of life of the citizens
- Energy savings and energy bills reduction

- Combats climate change
- Contributes to create vibrant and sustainable communities

- Stimulates local economy and create new jobs.
- Spurs Urban Regeneration

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