Integrated services for clean energy transition in buildings

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Practical realities of home renovation

• Collective goals depend decisions from 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

Source: YouTube.com
The windy journey of home energy renovation

Core activity
Secondary
Marginal

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
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Create *(or replicate)* Integrated Home Renovation Services

- Start from homeowners’ point of view
- Take on tasks for which homeowners are not well equipped
- Coordinate / combine / integrate the services provided by private and public players
- Services implemented, operational *and tested* (1st investments = proof of concept)
- Actions to secure medium to long term viability

Source: PxHere.com
Provide services that belong in the competitive sector

• 3 main models\(^1\):
  - ‘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

• Proactive support indispensable to upscale low-energy renovations

• In 2024, proposals **NOT** within the scope if limited to:
  - Provision of generic information and diagnosis
  - Internet platforms without on-site interaction

\(^1\) 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
Who should propose the services?

- Can be any form of public or private entity
  - Alone or in consortium with other entities
  - A proposal from one single entity is eligible
- Either on a not-for-profit or for-profit basis
- Most activities can be conducted in local language
Develop strong and trustworthy partnerships with local actors

- **Identification** and adequate answer to the needs of the targeted stakeholders?

- **Clear diagnosis** of the initial situation (target population, current practices, key stakeholders, competing solutions, etc.)

- **Demonstrated support** of key stakeholders (e.g. Letters of support)

- **Actions** to mobilise stakeholders?

- Possible involvement in the governance (e.g. External Advisory Board)?

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“Relevance”

“Quality”
Provide methods and support

• Build **expertise** and **organisational innovations**

• Ensure **cost effectiveness** and **price transparency** of services provided to homeowners

• Build **trust** through **clear liabilities**, **quality assurance** and dedicated consumer protection policies
Communicate!

- 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
Scope A: Private non-professional homeowners

- Focus on “non-specialists”
- Cover the whole "customer journey"
- Not only first level information and generic diagnosis but also active support, incl.:
  - Structuring and provision of finance
  - Selection of professional contractors
  - Monitoring of works and quality assurance.

Source: YouTube.com
Scope B: Private professional housing operators

- Private professional entities, with an emphasis on rental housing
- Real estate portfolio management and asset valuation perspective
- Development of strategic partnerships
- Dedicated financial and/or fiscal schemes
- Particular attention to governance issues
Examples of Integrated Home Renovation Services

- > 40 ongoing or completed projects
- 16 Member States covered
- 7 new projects in 2023
EU-PEERS
European Practitioners for Integrated Home Renovation Services (EU) - 2023/2026

- 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.

EU coverage, with priority focus on 6 national platforms (IT, FR, ES, LV, HU and IE).

By the end of the action:
- 175 IHRS registered in EU-PEERS.
- 615 members, of which ¼ active contributors.
- +45 exchange meetings, +35 capacity building sessions
- 6 sets of national policy recommendations, + 1 set of EU policy recommendations
- Communication campaign towards +150 public authorities to further develop IHRS.

https://eu-peers.eu

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Any questions on CET call topics? Email us on: CINEA-LIFE-CET@ec.europa.eu

https://cinea.ec.europa.eu/life_en

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Good luck and thank you!