



# Integrated services for clean energy transition in buildings

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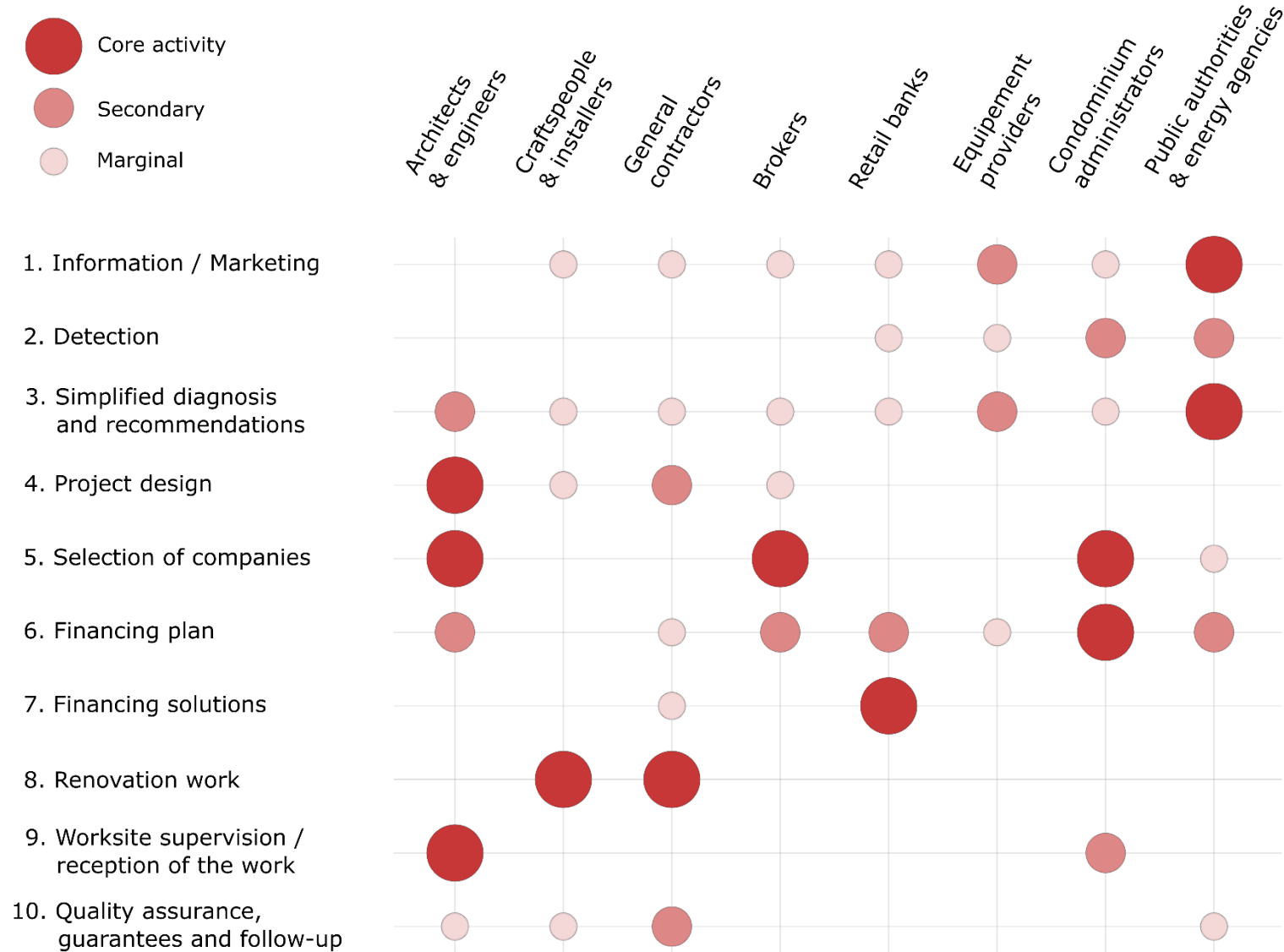
# Practical realities of home renovation



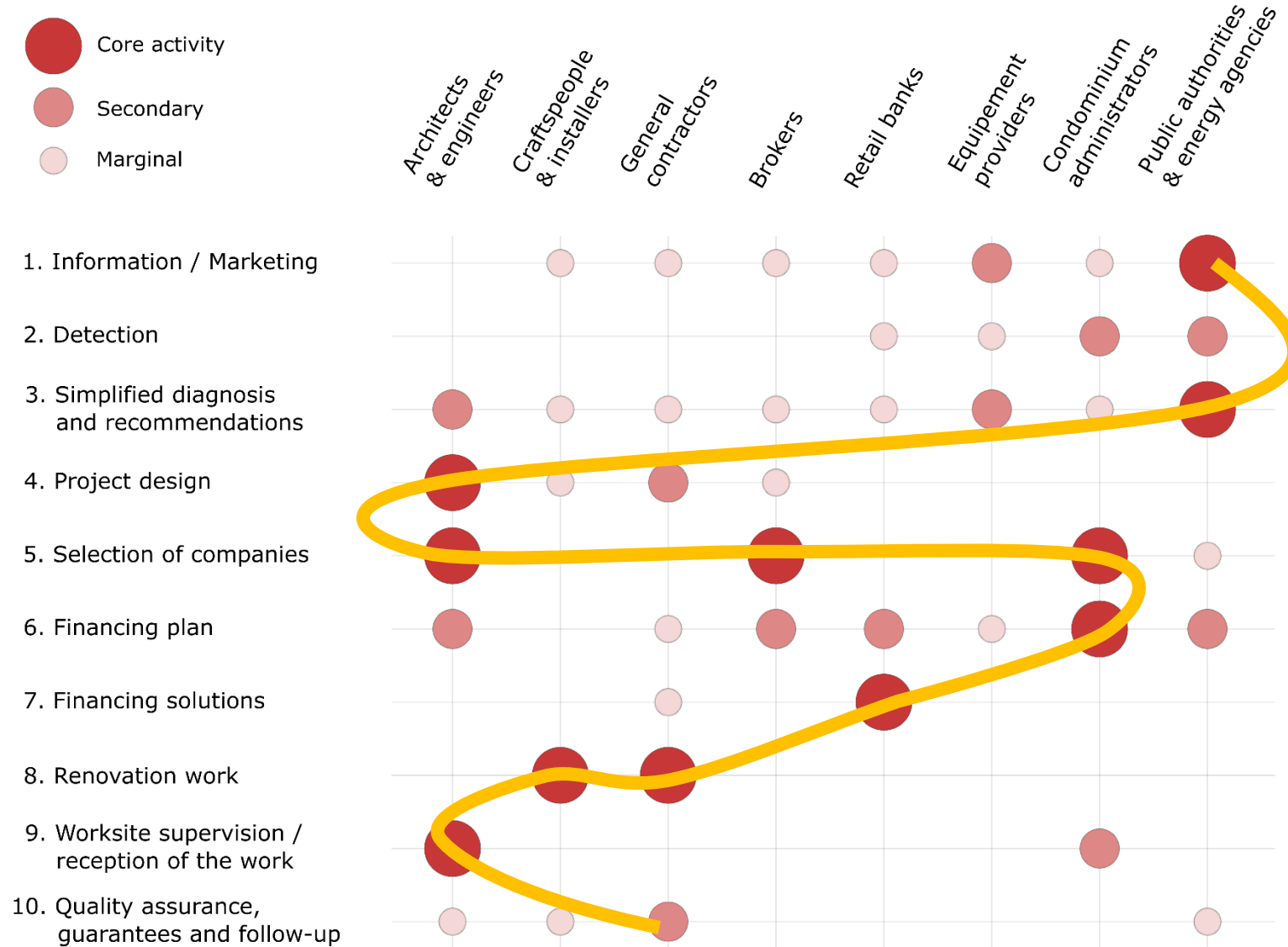
Source: YouTube.com

- 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

# The windy journey of home energy renovation



# The windy journey of home energy renovation



# Create (or replicate) Integrated Home Renovation Services

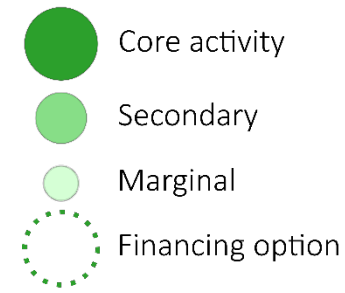
- Start from homeowners' point of view
- Take on tasks for which homeowners are not well equipped
- Coordinate / combine / integrate the services provided by private and public players
- Services implemented, operational and tested (1<sup>st</sup> investments = proof of concept)
- Actions to secure medium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



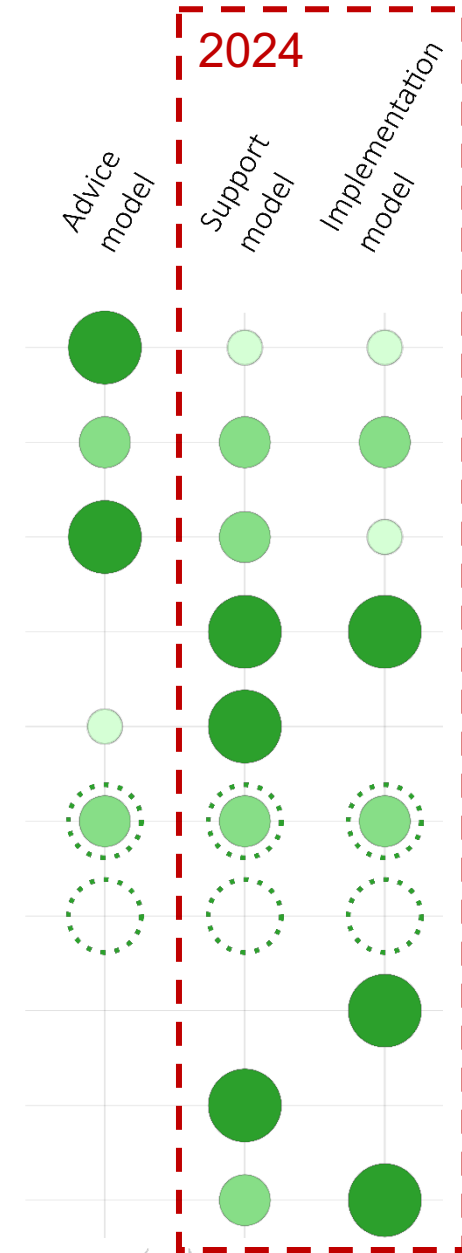
Source: PxHere.com

# Provide services that belong in the competitive sector

- 3 main models<sup>(1)</sup>:
  - ‘**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. 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



(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)



“Relevance”

- **Actions** to mobilise stakeholders?
- Possible involvement in the **governance** (e.g. External Advisory Board)?



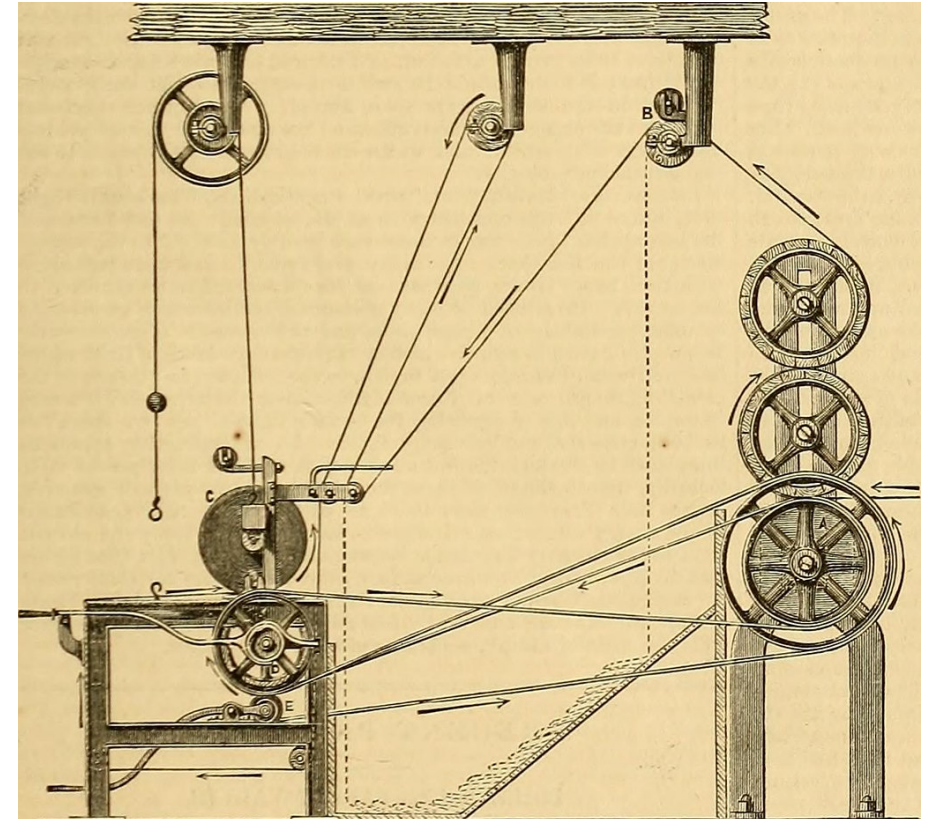
“Quality”





# 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



Source: Internet Archive Book Images on Foter.com

# 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**

NEW



Source: Vancouver Public Library Historical Photographs on Foter.com



# Scope A: Private non-professional homeowners



Source: YouTube.com

- 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.

# Scope B: Private professional housing operators



Source: Photo by Kampus Production on Pexels.com

- 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



HOLA DOMUS



© EuroGeographics for the administrative boundaries



# 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.

# 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)



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# Good luck and thank you!



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