

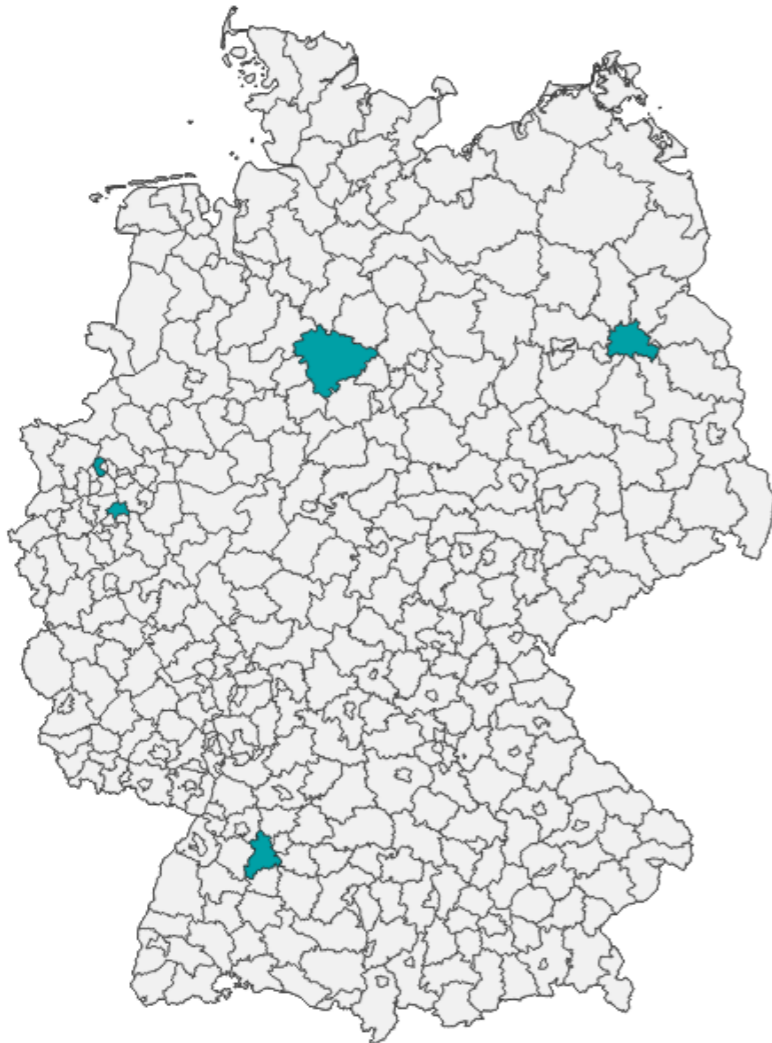
# ProRetro

Supporting home owners in their energy renovation projects in five German cities and regions

Jan Kaselofsky and Felix Suerkemper (for the ProRetro consortium)

18 October 2022

## The ProRetro project



- Funded within the Horizon 2020 call for establishing integrated home renovation services
- Project began in June 2020
- Objective: Developing and establishing integrated home renovation services in five German cities and regions:
  - Berlin
  - District of Böblingen
  - Bottrop
  - Hanover region
  - Wuppertal
- All are urban or suburban regions

## The ProRetro approach

No one fits it all-solution...



...but building on existing experience,  
target groups, networks.

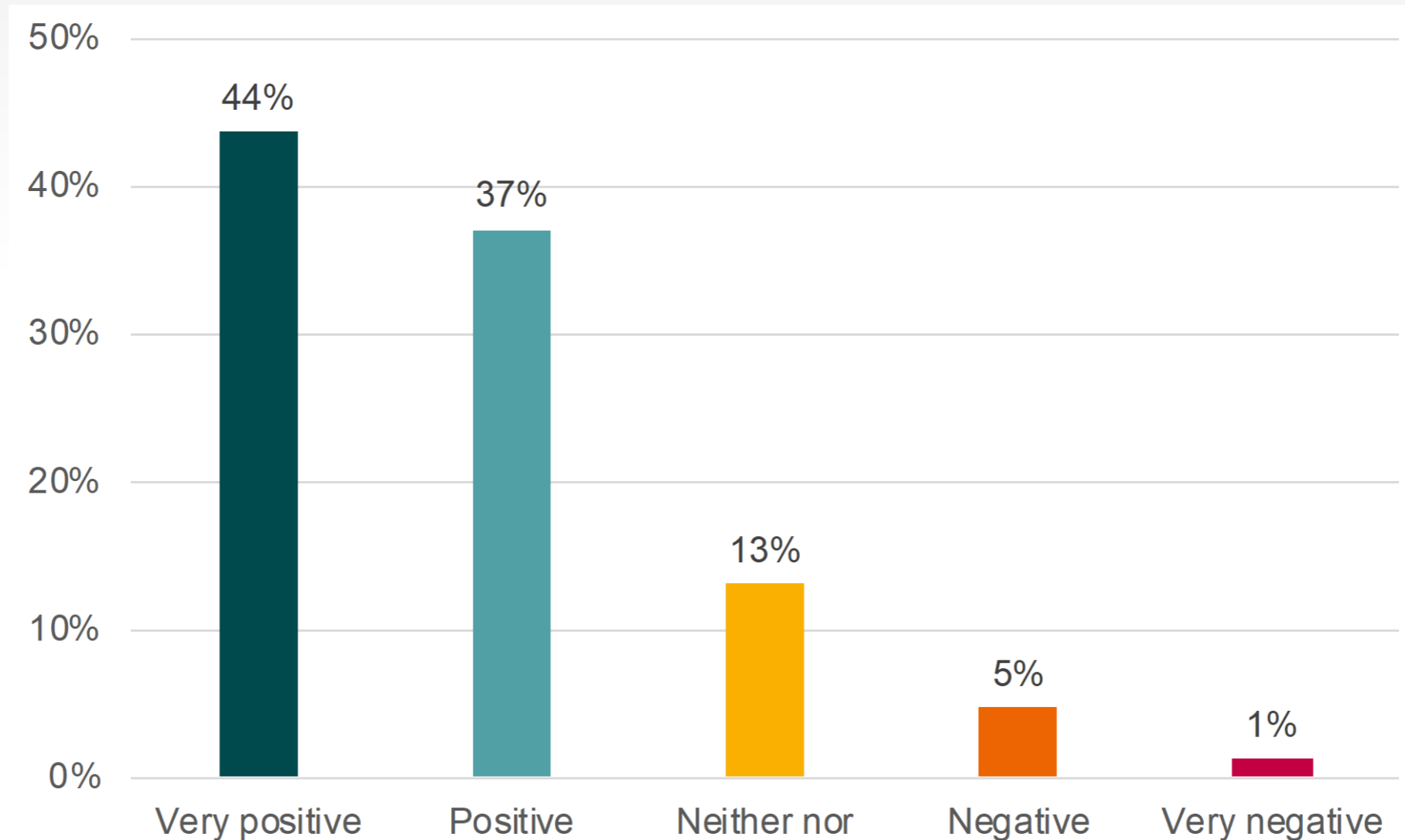
## The ProRetro consortium



# Project design

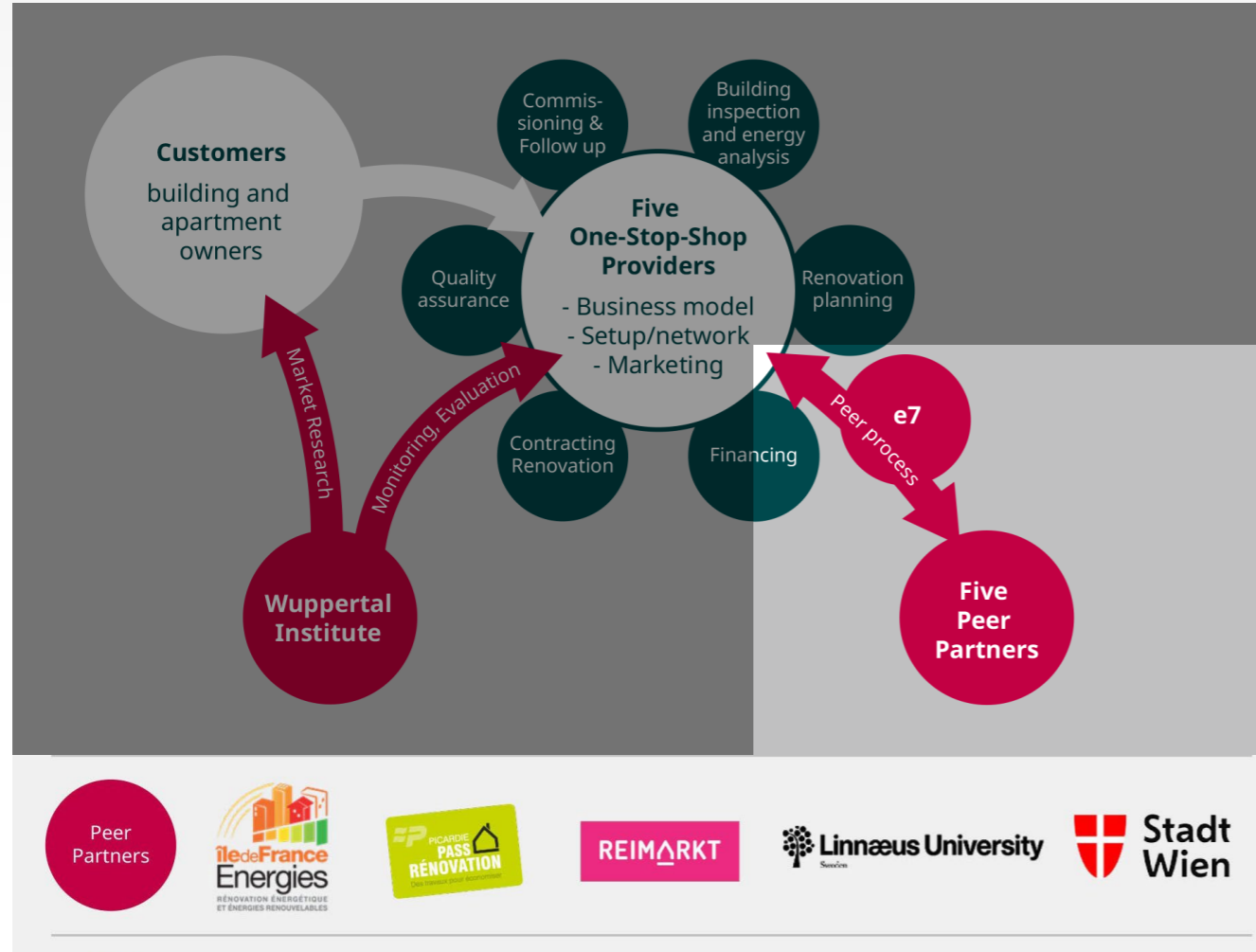


## First impression of the idea of an integrated home renovation service



n=167

# The peer process



- Objective: Enabling mutual learning by networking German implementing partners with other European integrated home renovation services
- Objective: Having peers to discuss progress and challenges as well as gaining „outsider“ input
- Method: Study and mentoring visits

# The common denominator





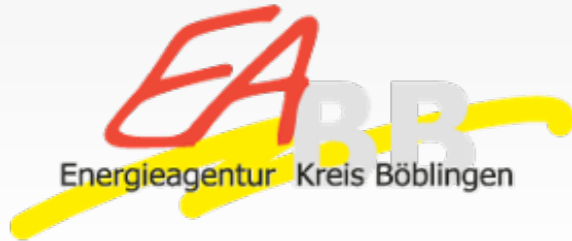
## The common denominator

Before the project, every implementing partner already had offered some type of support for home owners on their energy renovation customer journey (e.g., advice, construction trade, grants)...



...with ProRetro service portfolios and networks are to be extended such that home owners can be supported throughout the whole customer journey and not only at single stages.

## Target group: Condominiums



Based on existing networks and the identification of a below average renovation rate of condominiums, condominiums have been identified as target group

### Services:

- Initial energy advice
- Participating in homeowner association meetings at the various stages of the renovation process
- Support in getting technical expertise (energy advisors, contractors)
- Coordinating with relevant local authorities
- Approachable during the construction phase
- Help with quality assurance and follow-up advice

## Target group: Condominiums

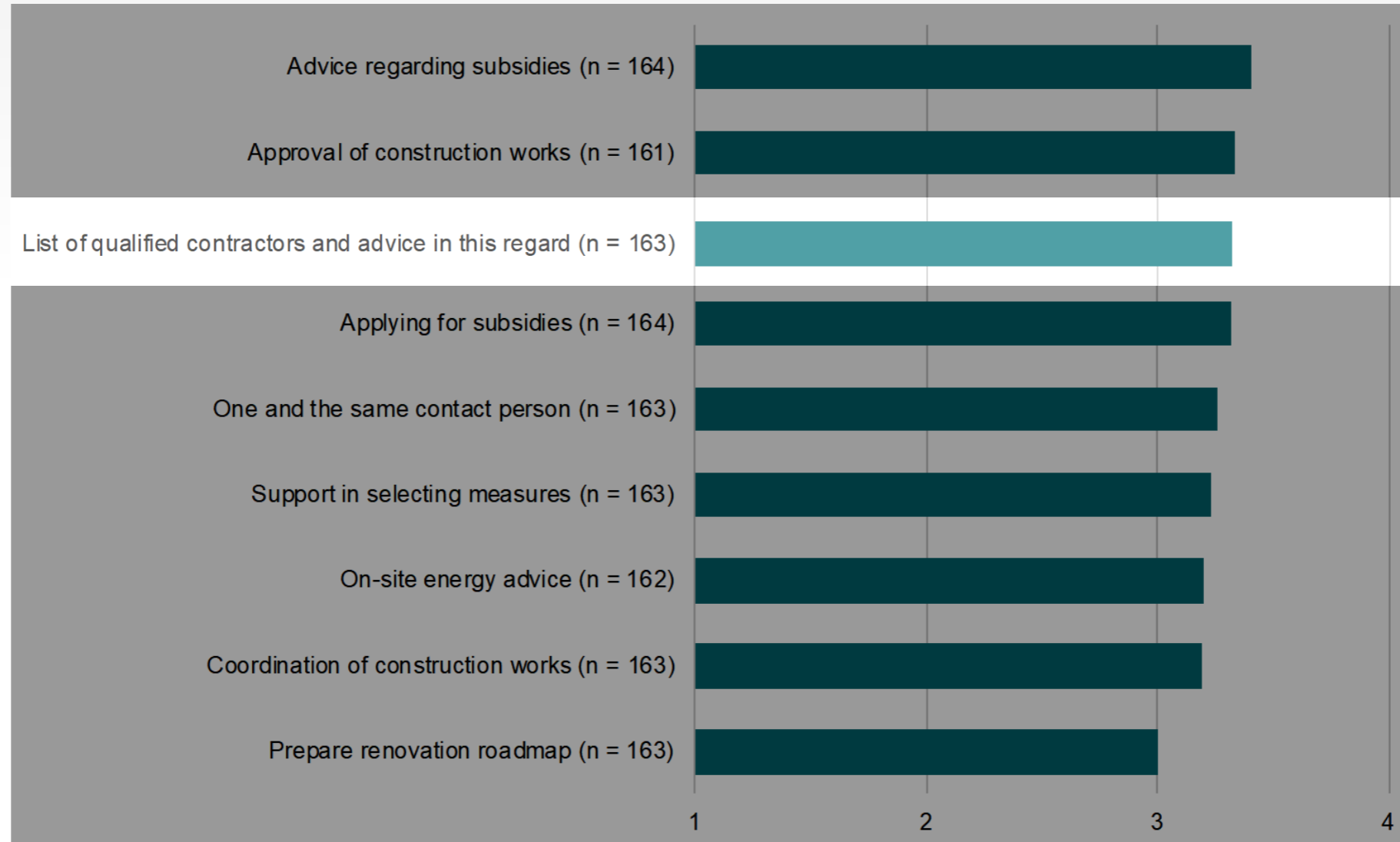


For Berlin, with ProRetro the services of the newly established information centre BauInfo Berlin are to be supplemented by a dedicated service for homeowner associations.

### Services:

- Initial consultation free of charge
- Support in finding technical expertise
- Support in deciding about renovation measures
- Participation in homeowner association meetings
- Contact person throughout the customer journey

# Demand for different services



Average score on a scale from 1 (not important at all) to 4 (very important)

## Support in finding contractors

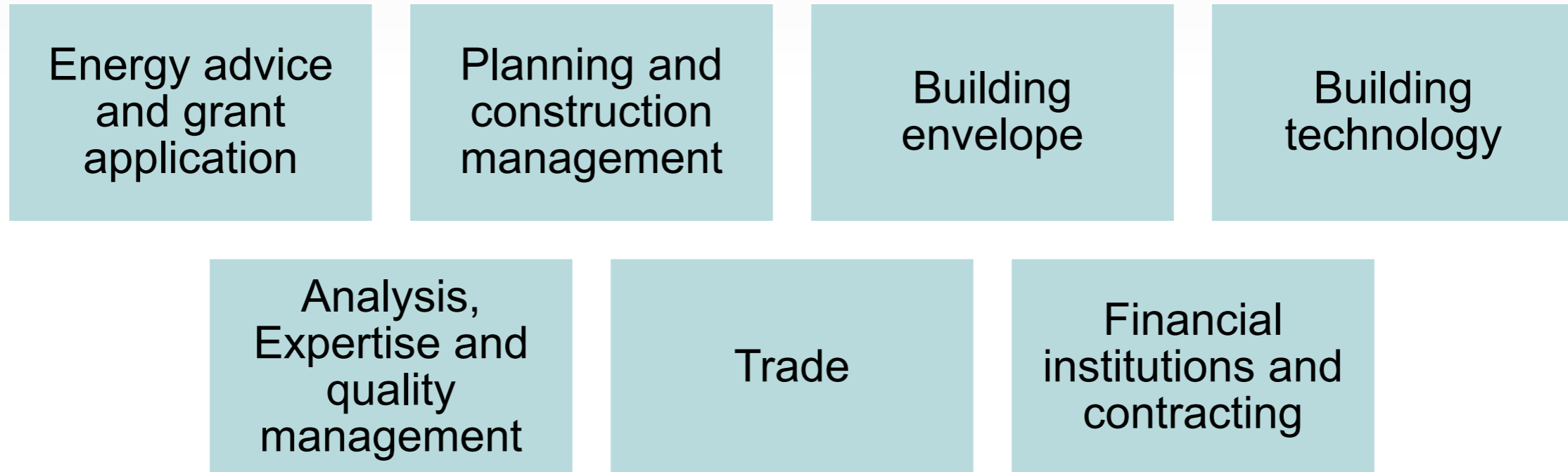


The integrated home renovation service for Hanover region offers its services in cooperation with a network of modernisation partners managed by one of the implementing partners:



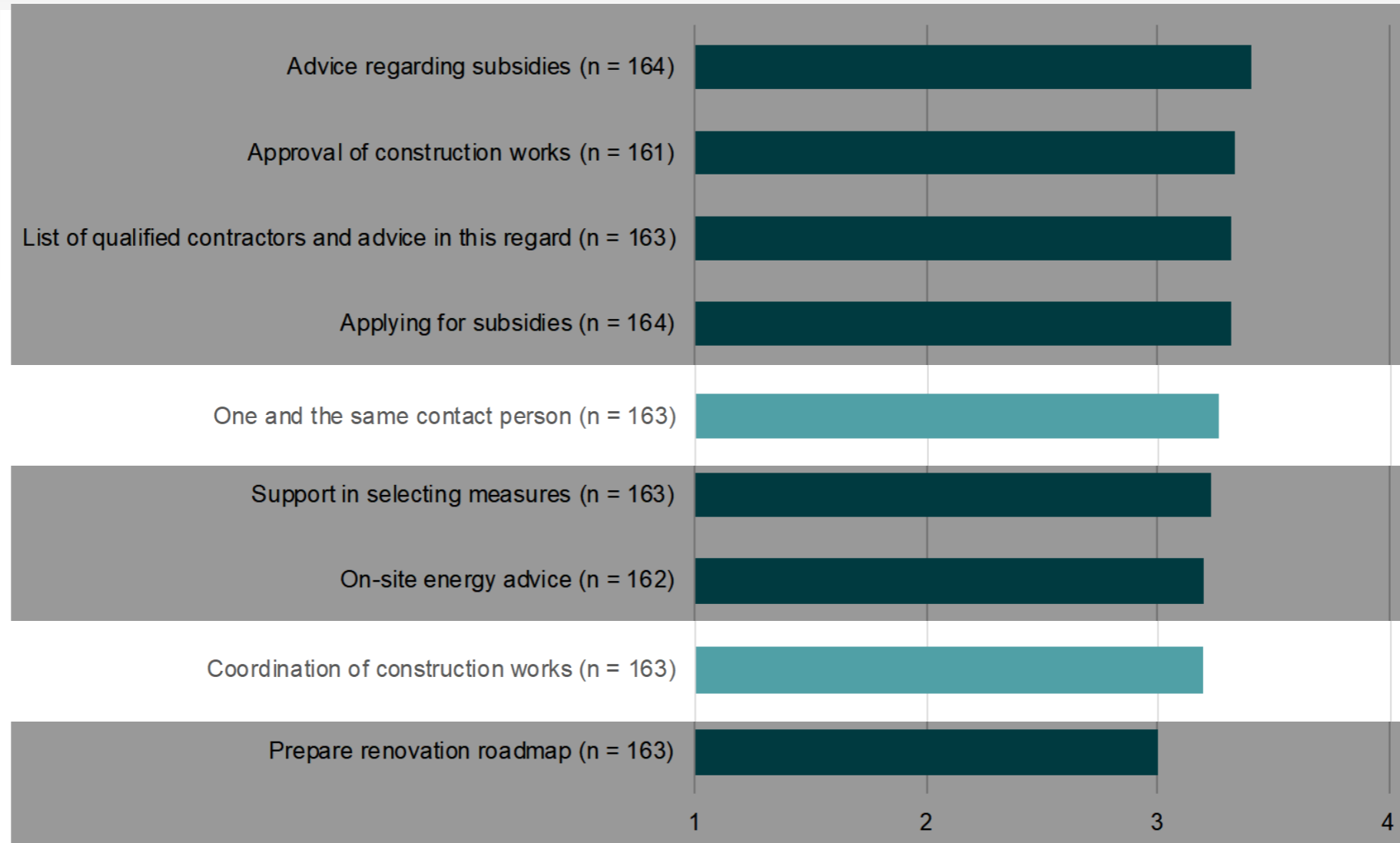
## Hanover region: Network of modernisation partners

The network of modernisation partners unites companies and freelance experts and can thereby offer most services needed during an energy renovation:



To join, potential network members have to agree to quality criteria and criteria for energy efficient and green planning and construction.

# Demand for different services



Average score on a scale from 1 (not important at all) to 4 (very important)



## Support in finding contractors

Raumfabrik®  
[HANDWERK MIT IDEEN]



Raumfabrik is a cooperation of numerous contractors specialised on different construction trades.

With ProRetro, energy advice has become an integral part of their customer discussions and supplements other services:

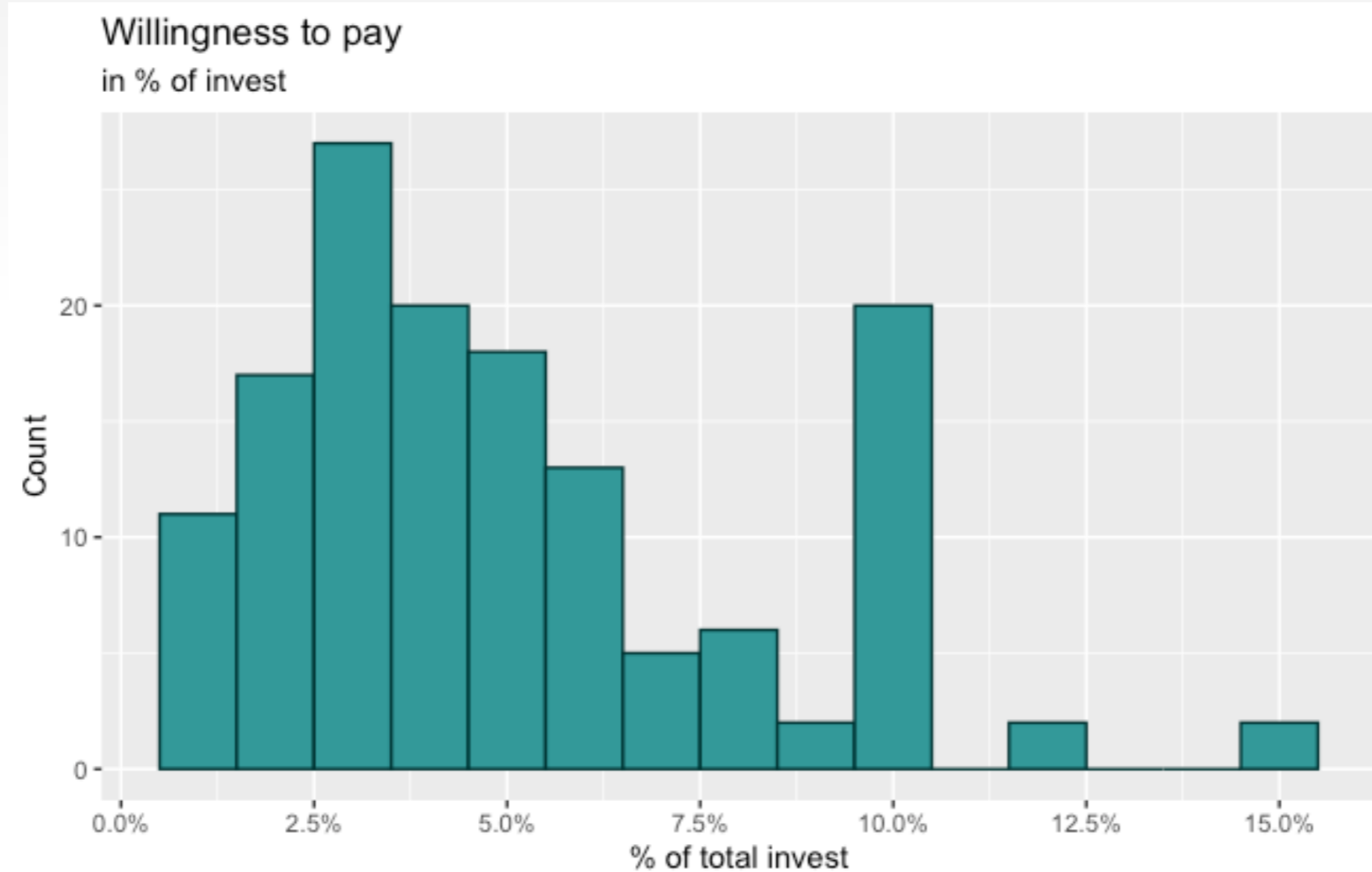
- A single contact person throughout the entire renovation project
- Coordination of contractors and organisation of construction works
- Support in selecting renovation measures
- ...



## Challenges and tasks for integrated home renovation services in Germany

Challenge	Approach
Great need for support in finding qualified contractors	Networks of contractors and other market actors with technical expertise
Winning qualified market actors for networks	Make advantages for market actors clear
Ensure quality and compatibility with climate protection targets	Define criteria and set up boards to monitor adherence
Condominiums as important but difficult target group	Single integrated home renovation service contact person can attend homeowner association meetings and try to inform and convince
Market conditions have changed massively during the project	Build trust
Long-term viability	Is there a place for publicly supported integrated home renovation services next to commercial market actors?

## Challenge: Long-term viability



# Thank you!



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# ProRetro

## One-Stop-Shop Bottrop

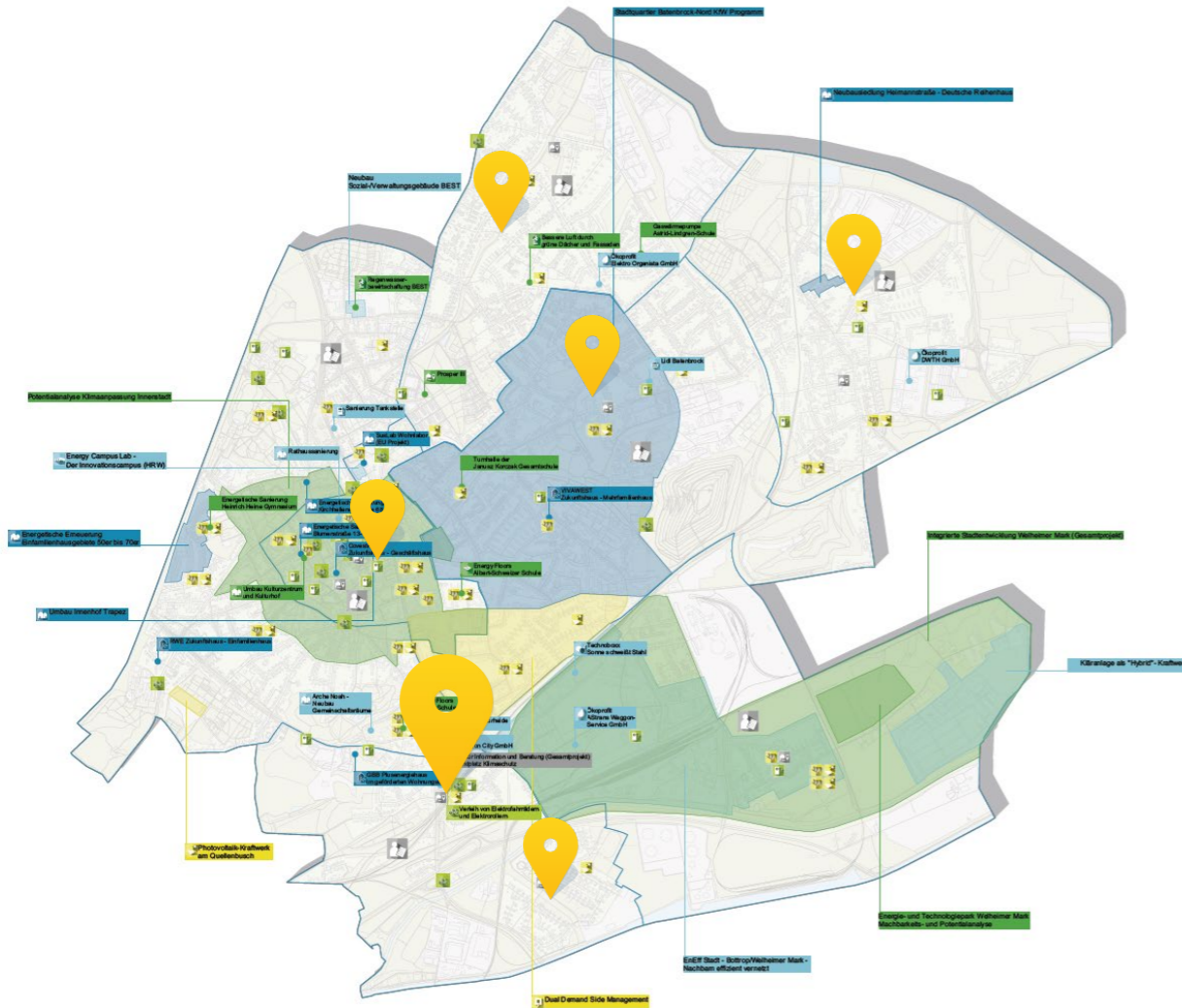
Kiranpreet Kaur  
18th October 2022, Brussels



## Where is Bottrop and how did the project start?



- The City Bottrop won a call for tenders by the Initiative Circle Ruhr with a concept to reduce CO<sub>2</sub>-Emissions within 10 years
- Ambitious goal: To reduce CO<sub>2</sub>-emissions by 50 % in that period over all sectors
- Regional history: Coal Mining & Colliery Settlements
- High need for modernization and optimization

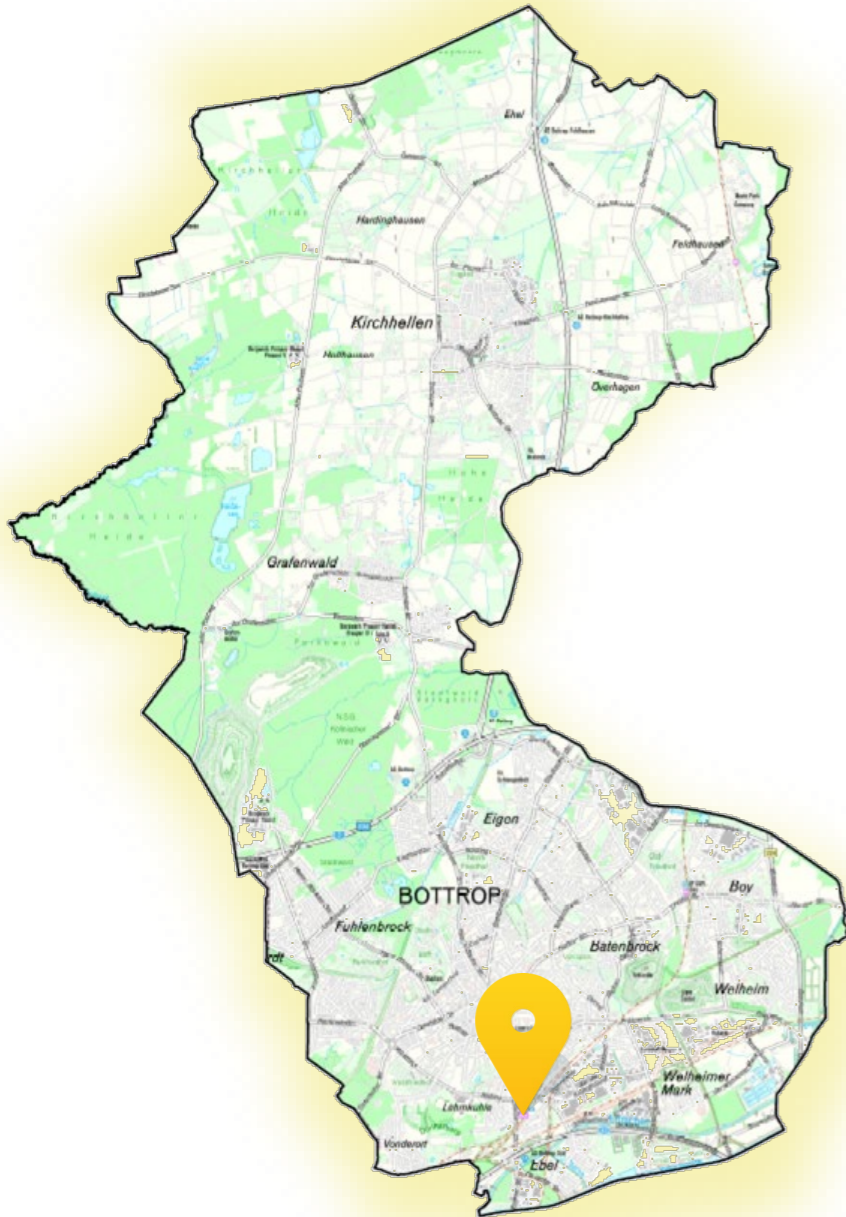


## 6 Neighbourhood Offices:

- Innenstadt
- Batenbrock
- Eigen
- Ebel/Lemkuhle
- Welheimer Mark
- Boy

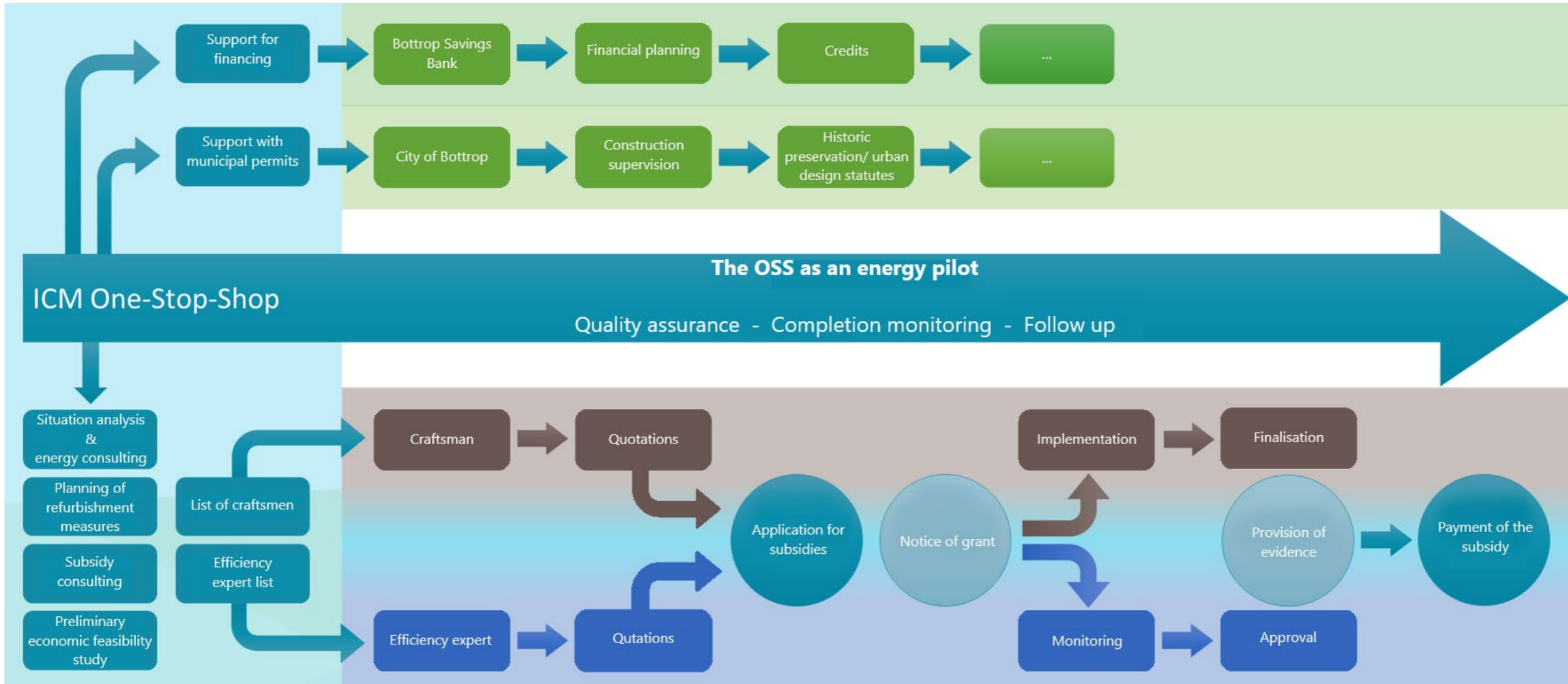
## The ICM-OSS as an energy pilot

- Free **energy advice** (on site or by telephone/video)
- Advice on **subsidies**
- Support with **bureaucratic issues** (subsidies, monument protection, etc.)
- Integrate **financial engineering** (joint advice with savings bank or forward to contact person)
- Support in the **search for experts and tradesmen** (provider-neutral)
- **Follow-up advice** and assistance until the implementation is completed



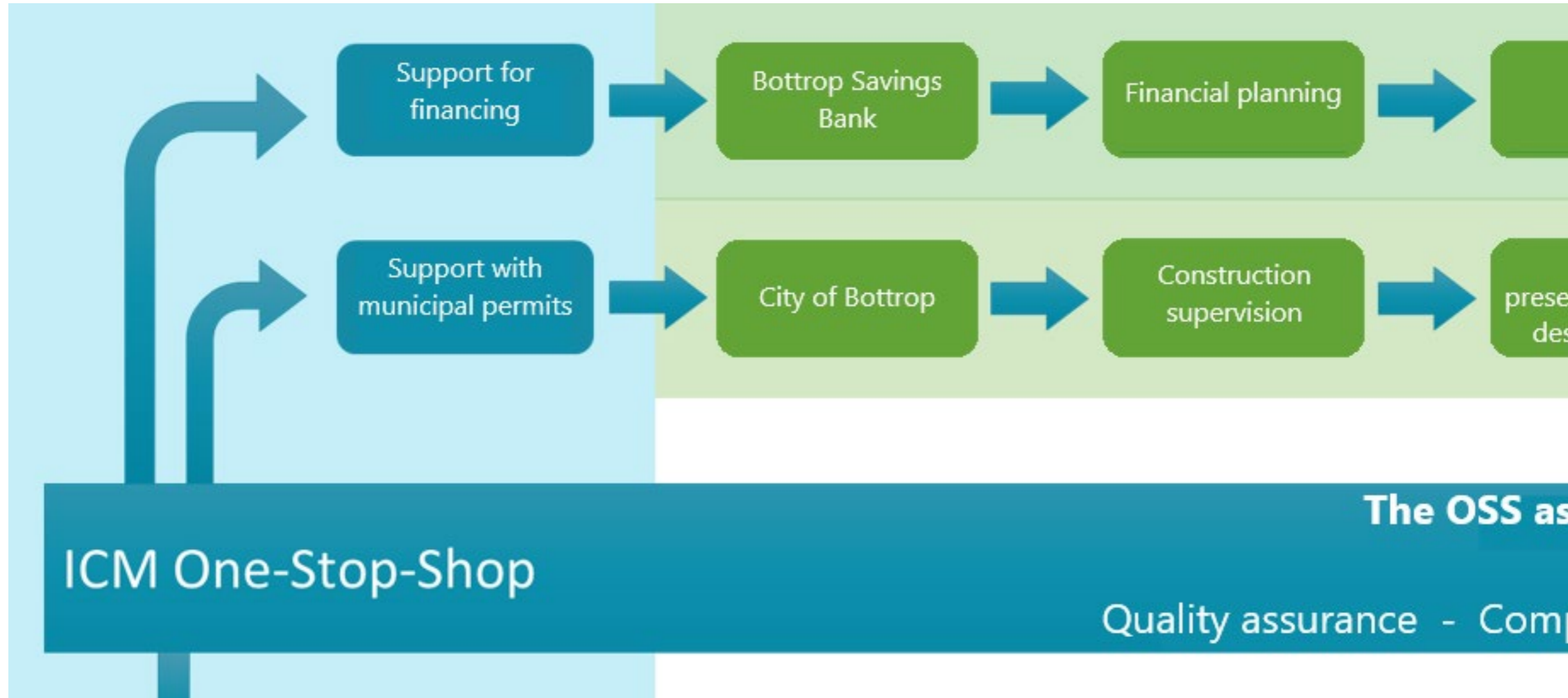


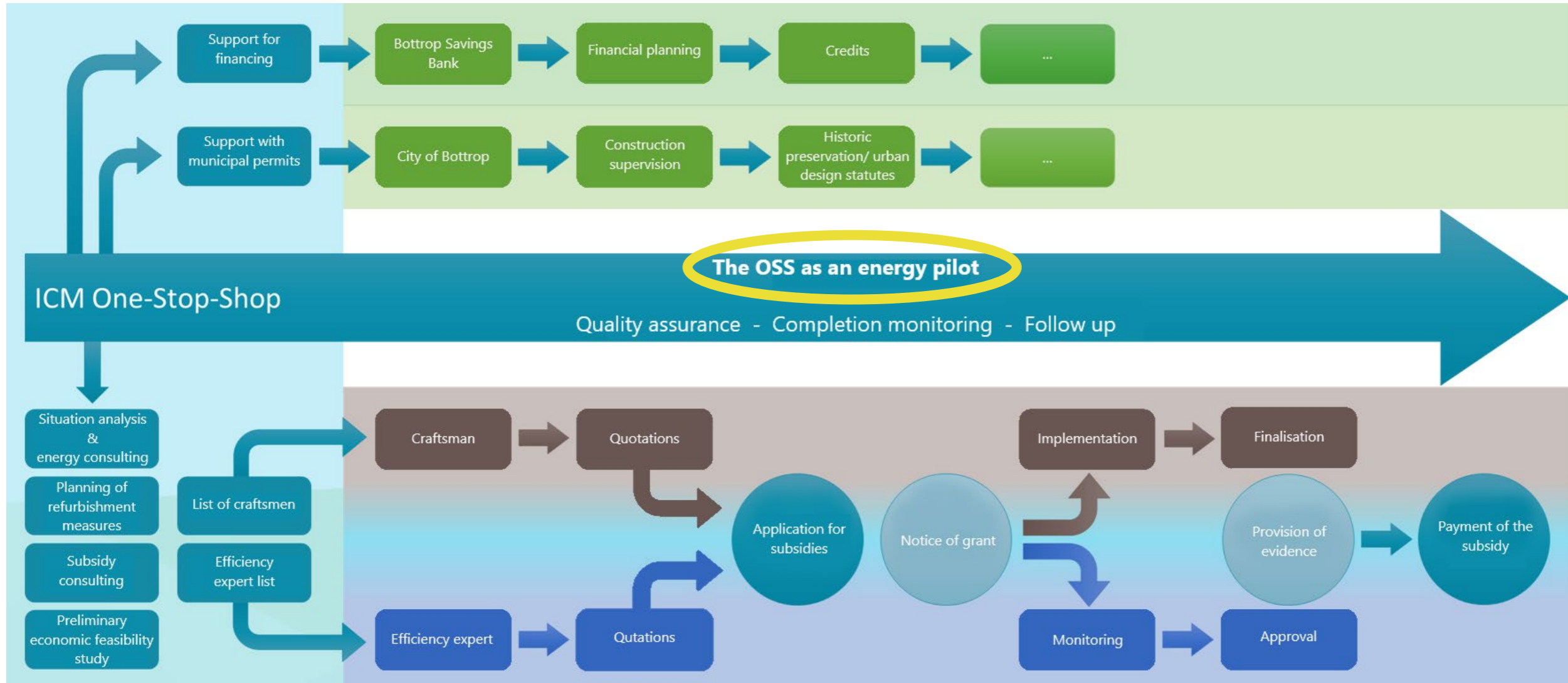
### The ICM-OSS as an energy pilot











- Cooperation with craftsmen vs. maintaining independence
  - Recommendation by the Münster Chamber of Crafts:  
[www.lokaleshandwerk.de](http://www.lokaleshandwerk.de)
- Energy crisis and the associated high energy costs
  - Energy-efficient renovation measures are becoming more expensive
  - Reduces the readiness for sensible energy refurbishment
- Shortage of skilled workers
  - Long waiting times
- Shortage of material
  - Long waiting times
  - Higher investment



## Lessons learned now and then

### Now:

- Cooperation with craftsmen not necessary
  - [www.lokaleshandwerk.de](http://www.lokaleshandwerk.de) is sufficient

### Then:

- Increase visibility through advertising campaigns
- Create more expertise through external experts
  - e.g., Monument protection
- Central contact point for energy questions

- Total number of energy advices in Bottrop since 2010
  - **4558** (Every 5th residential building\*)



Renovation Rate  
ca. 22 %

- Total number of advisory services since the start of the ProRetro implementation phase in August 2021:
  - **433**
  - 142 of them on site and 291 digitally or by telephone

### Expectations:

- Continuation of the energy advisory services
- Increase the renovation rate through extensive services



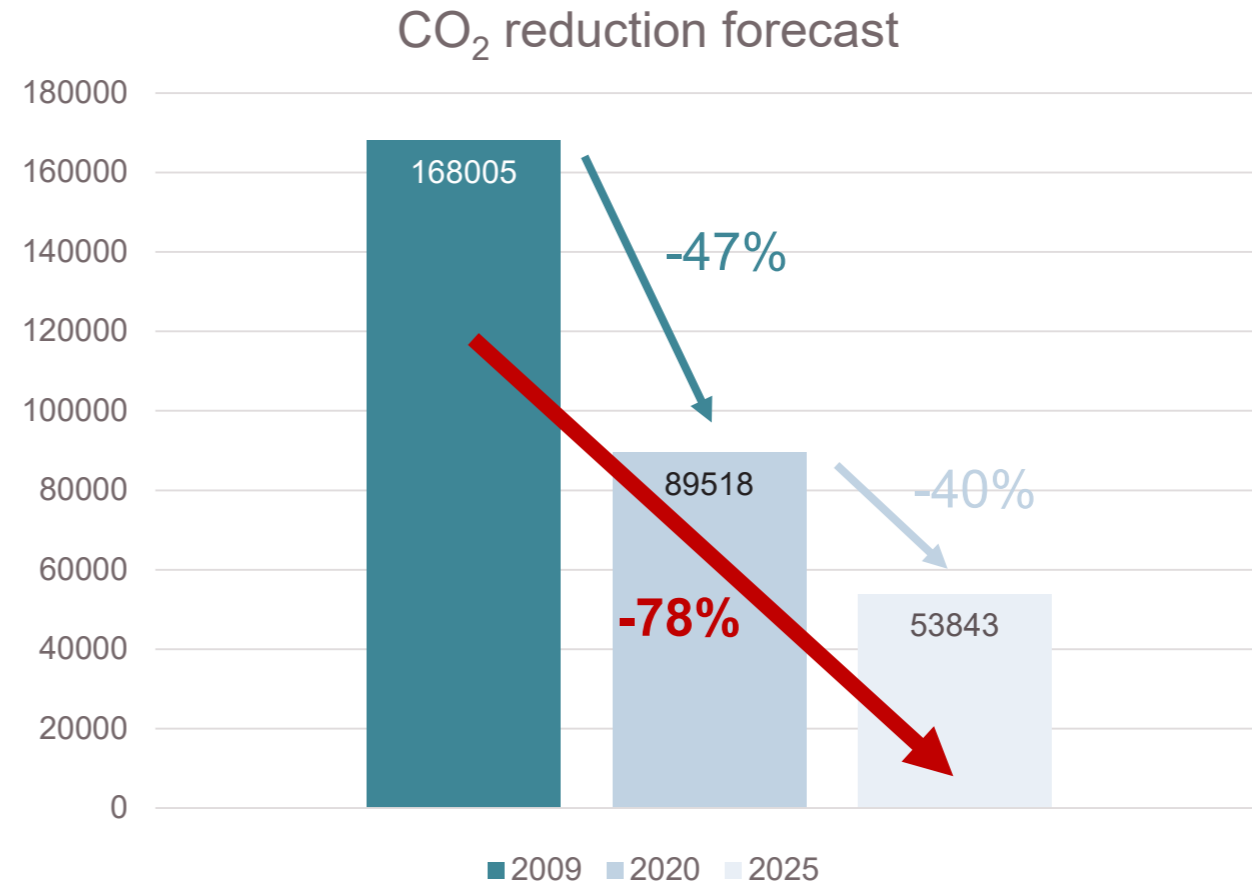
Renovation Rate  
ca. 25-50 %

\*23,850 residential buildings in Bottrop;  
Source: [www.e1-holding.com](http://www.e1-holding.com)

## Forecast:

Steady development since 2009 means...

- Ø 7,135 t/a CO<sub>2</sub> reduction
- Total CO<sub>2</sub> savings of 78% compared to 2009





# Impressum



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