



Integrated Home Renovation Services

LIFE Info Days



*Christophe MILIN, Project Adviser
LIFE Energy + LIFE Climate, CINEA*

European Climate,
Infrastructure and
Environment
Executive Agency

Collective ambitions...

Climate neutrality by 2050

For buildings:

- Doubling renovation rates
- Mainstreaming low energy renovation
- Additional EUR 90 billion to be invested every year over the next 30 years



... require individual decisions

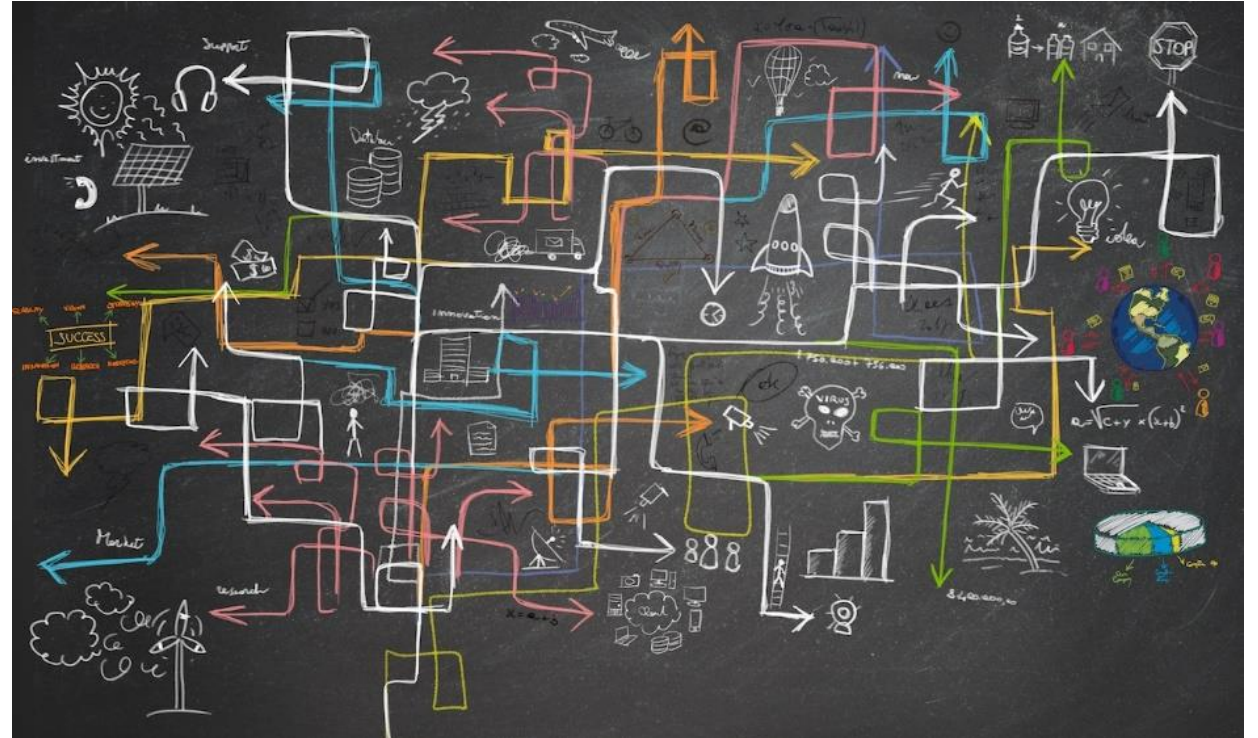
- Most residential buildings belong to non-professional individuals
- Demand may be incentivised...
... or constrained
- Either ways,
it should be accompanied



Source: YouTube.com

Why do people NOT renovate their home?

- Most homeowners lack the skills to set up, implement and finance ambitious projects
 - Little incentive to build capacity
 - Complexity increases with multiple ownership
- and/or when facing energy poverty



Analogy with “wedding planners”

- A wedding is one single logically connected project
- Yet, it involves a large number of non-coordinated actors
- Little interest in “building capacity”
- There is value in coordinating an “integrated offer”



Source: unSplash.com

How to reduce the burden on homeowners?

- Take on tasks for which homeowners are not well equipped
- Catalyse the evolution of market practices by developing:
 - Integrated
 - Home
 - Renovation
 - Services



Source: PxHere.com



Integrated Home Renovation Services



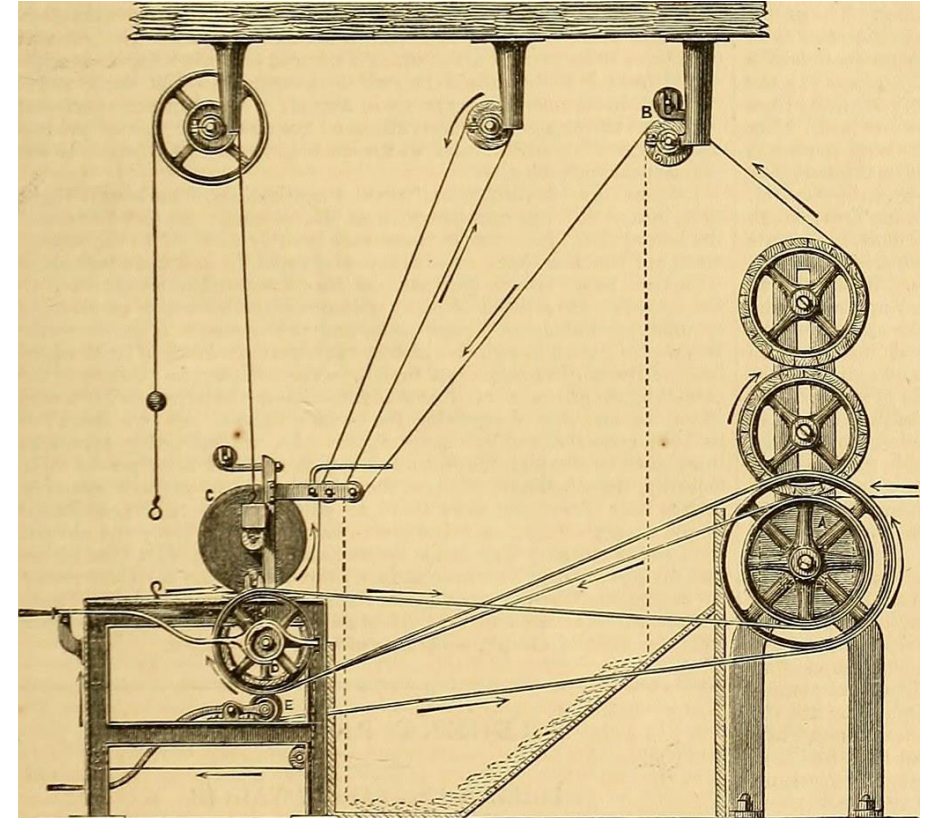
Create or replicate “Integrated Home Renovation Services”

- 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)
- Improve awareness and trust towards such integrated services



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



Source: Internet Archive Book Images on Foter.com

Should investment phase be reached?

- **YES**, a pilot phase is expected...
- ... but no minimum volume prescribed for the investment pipeline
- No leverage ratio and payback clause in case of not reaching investment phase
- **Proposals should demonstrate their expected impacts**



CC0 Public Domain

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
- Other financing services to consider
 - Support in accessing public grants
 - Pre-financing of public grants
 - Pre-qualification for a retail bank financing offer



Source: Pixabay.com



What does “economically viable business models” mean?

- All proposal should aim at economic viability, ultimately
- Necessity to build a clear and solid business model
- No subsidy for running costs
≠ no subsidy for investment



Source: Fred Marie on Foter.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**



Source: Vancouver Public Library Historical Photographs on Foter.com

Some examples



EU community of “Integrated Home Renovation Services” practitioners



Develop an EU community of skilled practitioners

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



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



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
- Actively contribute to regulatory and legislative processes



Source: Tatyana Kazakova on Pixabay.com

Key features for a successful proposal

- **Adequate analysis** of the market needs and barriers to overcome
- **Engagement of market actors** at proposal stage and during the whole duration of the action
- **Clear and detailed concept**, answering the real needs of market actors:
 - a good idea is not enough!
- **Clear viability** of the solution(s) envisaged



Keep in touch with us



https://cinea.ec.europa.eu/life/clean-energy-transition_en/



[@CleanEnergy_EU, @LIFEprogramme](#)



[European Climate, Infrastructure and Environment Executive Agency](#)



[LIFE youtube channel](#)



Thank you



© European Union 2021

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

