LIFE-2022-CET-HOMERENO

LIFE Info Days, 20th May 2022

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Agenda

1. Context

2. Scope A:
   Creation or replication of "integrated home renovation services"

3. Questions and answers

4. Scope B:
   EU community of "Integrated Home Renovation Services" practitioners

5. Questions and answers
1. CONTEXT

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Collective ambitions...

Climate neutrality by 2050

For buildings:

• (at least) doubling renovation rates
• Mainstreaming low energy renovation
... require individual decisions

- Most residential buildings belong to 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
Most residential buildings belong to 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

“main focus on private non-professional decision makers”
≠ PDA
The windy journey of home energy renovation

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
# The windy journey of home energy renovation

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“Integrated home renovation services”

- Key to achieve the objectives of the "Renovation Wave", part of the “EU Green Deal"

- Start from homeowners’ point of view: what is the customer journey of home renovation?

- Coordinate / combine / integrate the services provided by private and public players

- Take on tasks for which homeowners are not equipped

- Indispensable to upscale low-energy renovations
Analytical framework along the “customer journey”

• 3 main models:
  ➢ ‘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

• Mainly heuristic, based on the observation of pilot initiatives across Europe

• Easy to distinguish in generic terms… …much less clear when getting into the details

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
What about financing?

- “Option” rather than 4th model
- More likely on top of support or implementation models
- Standalone offer requires appropriate legal framework
- Other financing services to consider:
  - Support in accessing public grants
  - Pre-financing of public grants
  - Pre-qualification for a retail bank financing offer
- Additional financial engineering is being explored
  (e.g. subsidized loans, Guarantee Fund, Home-based financing, ...
Project examples
To go further…


- C-real (BE): [https://www.c-real.be](https://www.c-real.be)
- Easycopro (BE): [https://www.easycopro.be](https://www.easycopro.be)
- Energy efficient mortgage initiative: [https://energyefficientmortgages.eu](https://energyefficientmortgages.eu)
- Facirénov (FR): [https://www.facirenov.fr](https://www.facirenov.fr)
- Fithome (NL): [https://www.fithomeproject.eu](https://www.fithomeproject.eu)
- Hauskunft (AT): [https://www.hauskunft-wien.at](https://www.hauskunft-wien.at)
- Hauts-de-France pass renovation (FR): [https://www.pass-renovation.hautsdefrance.fr](https://www.pass-renovation.hautsdefrance.fr)
- Holadomus (ES): [https://www.holadomus.com](https://www.holadomus.com)

- Houseenvest (ES): [https://renuevatucasa.eu](https://renuevatucasa.eu)
- Île-de-France énergies (FR): [https://www.ilededefranceenergies.fr](https://www.ilededefranceenergies.fr)
- Oktave (FR): [https://www.oktave.fr](https://www.oktave.fr)
- Ongela (ES): [https://opengela.eus/](https://opengela.eus/)
- Orfee (FR): [https://orfee-project.com](https://orfee-project.com)
- Padova fit (IT): [https://www.padovafit.eu](https://www.padovafit.eu)
- Proretro (DE): [https://proretro.eu](https://proretro.eu)
- Reimarkt (NL): [https://reimarkt.nl](https://reimarkt.nl)
- Renonbill (ES, IT, LT): [https://www.renonbill.eu](https://www.renonbill.eu)
- Save the homes (ES, NL): [https://savethehomes.org](https://savethehomes.org)
- Sheerenov (BG): [https://sheerenov.eu/](https://sheerenov.eu/)
- Sunshine (LV): [https://sharex.lv](https://sharex.lv)
- Superhomes (IE): [https://superhomes.ie/](https://superhomes.ie/)
- Turnkey retrofit (ES, FR, IE): [https://www.turnkey-retrofit.eu](https://www.turnkey-retrofit.eu)
2. HOMERENO (scope A)

Creation or replication of "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)

Related impacts:

- IHRS implemented and operational  MUST DO
- Online platform or Physical desk?
- “Advice” or “Support” / “Implementation” model?
- Are the services / solutions likely to trigger action?
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

**Related impacts:**
- Clear liabilities? Secure homeowners trust?
- Proponent(s) recognised at local level?
- Strong and trustworthy partnerships with local actors
Should investment phase be reached?

- **YES**, a pilot phase is expected…

- … but no minimum volume prescribed for the investment pipeline

  - *i.e. no leverage ratio and payback clause in case of not reaching investment phase*

- Upscale may happen after project completion

**Related impacts:**
- Investments in sustainable energy triggered
- Primary energy savings / Renewable energy generation
- During the action? Within first 5 years?
- Balance “short term impact” / “comprehensive solutions”
What does “economically viable business models” mean?

- All proposals should aim at economic viability, ultimately
- **Mindset** towards a viable business model
- No subsidy for running costs ≠ no subsidy for investment

**Related impacts:**
- (prospect of) **economically viable model**
- Medium / long term viability ensured?
- Clear perspective? Dedicated actions?
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

Related impacts:

- Availability of adequate financing offers
- Financing services can also be considered:
  
  Support in accessing public grants
  Pre-financing of public grants
  Pre-qualification for a retail bank financing

Source: Pixabay.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

Related impacts:
- Evidence, data and guidance made publically available
Points of attention (Scope A)

• Clear focus on the existing private residential sector.

• Clear focus on private non-professional decision makers.

• Applications under scope A may be submitted by a single applicant.

• Estimated EU contribution of up to EUR 1.5 million (indicative)
3. Questions & Answers

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4. HOMERENO (scope B)

EU community of "Integrated Home Renovation Services" practitioners
Develop an EU community of skilled practitioners

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

Source: Covenant of Mayors Investment Forum - Energy Efficiency Finance Market Helsinki 2019
HOMRECOM requirements

• The community of practice must be transnational and...

• ... actively involve a variety of IHRS throughout Europe.

Related impacts:
- Establishment of an EU community of practice…
- … gathering relevant stakeholders, deeply rooted in their ecosystem, and actively involved in ongoing local IHRS

* E.g. public authorities, consultants, architects associations, craftsmen associations, homeowners associations, citizens associations, universities, training centres, financial institutions, etc. 
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 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
- Include effective communication actions

Source: Tatyana Kazakova on Pixabay.com
Points of attention (Scope B)

• The Commission intends to **select one single proposal** under scope B.

• Applications by a **single applicant are not considered appropriate** under scope B. Minimum 3 participants from 3 different eligible countries.

• The community of practice to be established **must be transnational, reflecting the diversity of situations** and approaches across Europe.

• Estimated EU contribution of up to **EUR 2.5 million** (indicative).

• Proposals should demonstrate **knowledge** of wider initiatives and leverage on their results.
5. Questions & Answers

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Thank you