

# The compelling offer

How the market should meet the nZEB needs and desires of private homeowners



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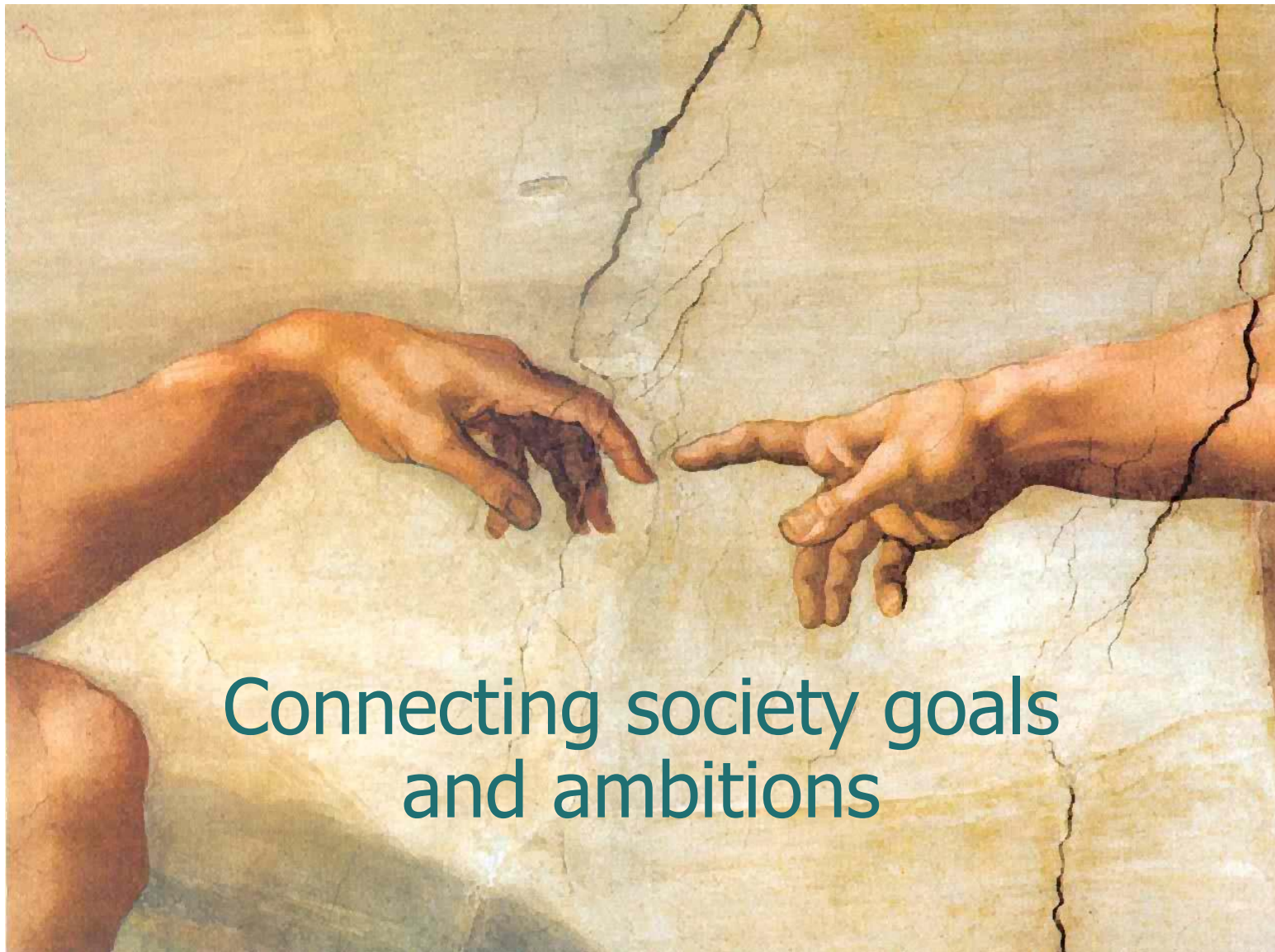
# The Refurb Scope

- **Increase energy performance of existing buildings** by removing **non-technical** barriers
- **Inspire** homeowners to carry out deep energy renovations
- Creating an **easy, affordable and safe** journey
- **nZEB** (deep renovations) – implemented in a **step-by-step approach**
- **Improve energy efficiency** by 50-80%
- **Bridging** demand and supply side, promoting **one-stop-shop** solutions



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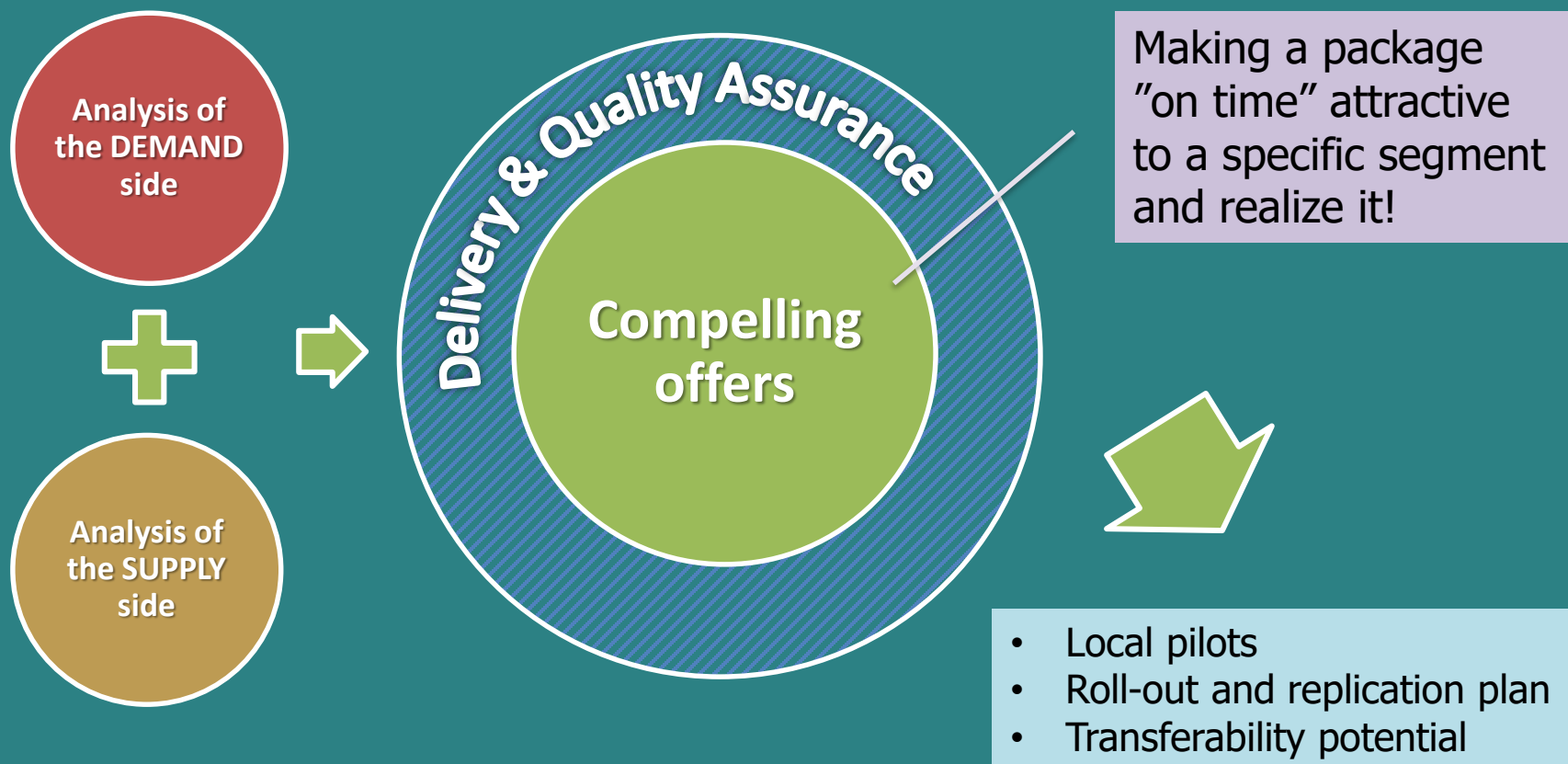
# Connecting society goals and ambitions



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# The Refurb project structure



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# How to create a Refurb compelling offer in only six steps

1. **Focus your market segment ex. Young Families (YF) or Empty Nesters (EN) in single detached homes**
2. Use the customer journey to identify the stumbling blocks and advantages/actions?
3. Generate the value proposition
4. Describe the business model
5. Add the financial support (optional)
6. Appoint a Single point of contact (if required)

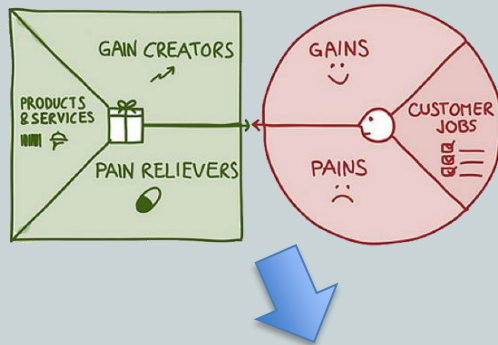


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**(3)** To get home-owners on board the journey, you need a value proposition

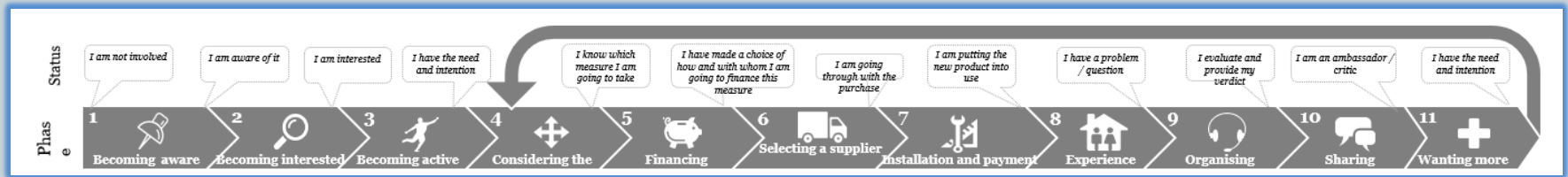


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**(5)** Financial support & incentives will improve !

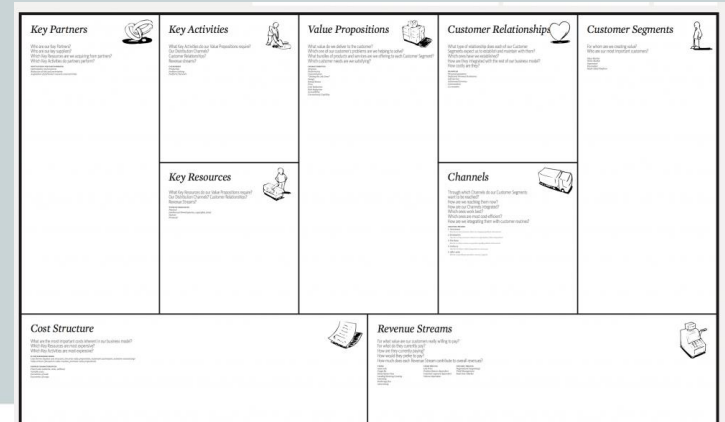


**(2)** The Refurb Customer Journey with pre-programmed QA creates a common understanding and platform



**(6)** To keep the journey powered, you need a single point of contact

**(4)** The value creating business model will secure strong stakeholder engagement



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# Refurb-database with 10 specific offers

Country	Compelling Offer Name	Dwelling Segment type	Dweller Segment type	Specific timing addressed	Financial Solution integrated	Market uptake tool	Quality Assurance built-in	Market Potential addressed
<b>DK#1</b>	Indoor-Climate package	Single-family	YF	yes	yes	yes	No	€€€
<b>DK#2</b>	Save-Energy package	Single-family	EN	yes	yes	yes	no	€€€
<b>BE#1</b>	Leiedal	Single-family	YF/EN	yes	(yes)	yes	yes	€€€
<b>BE#2</b>	Bostoen	Single-family	YF	yes	(yes)	yes	yes	€€€
<b>DE#1</b>	Energetic renovation of housing stock	Multi-apartment association	YF/EN	no	yes	yes	yes	€€€
<b>NL#1</b>	Empower your community	Any private	YF/EN	yes	yes	no	yes	€+
<b>NL#2</b>	Module-Wise approach to NOM	Any private	YF/EN	yes	no	no	yes	€€€
<b>NL#3</b>	Order tailored zero energy home – a la carte	Any private home	EN	yes	no	no	yes	€€€
<b>EE#1</b>	Reconstruction grant	Multi-apartment private	EN	no	yes	no	yes	€€€
<b>SL#1</b>	Green and sustainable blocks of flats	Multi-apartment private	YF/EN	no	yes	no	yes	€€€



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# Created by 14 European Partners from 6 countries in close cooperation



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# ACTIVATING CONSUMERS TO DEEP ENERGY REFURBISHMENT IN EUROPE - REFURB PROJECT CONFERENCE

13:00: Registration and coffee/tea

13.30 - 14.00: Coaching the homeowner, eliminating the barriers on energy renovation. *Welcome and introduction* by Virginia Gómez Oñate, Project Manager, EnergyVille/VITO (Belgium)

*Creating a market for deep energy renovation in Europe. Renovation of residential dwellings is lagging behind the political ambition.*

*How to stimulate this market?* by Andrian Joyce, Campaign Director, Renovate Europe and Secretary General, EuroACE.

14.00 - 15.00: Session 1:

**The REFURB project: How to speed up deep energy renovation dynamics with regional innovation and renovation offers?**

**THE HOLISTIC REFURB APPROACH FOR DEEP ENERGY RENOVATION.**

*How to create a successful customer journey with focus on both business and value creation for selected customer segments*

by Peter Rathje, ProjectZero (Denmark)

**BRIDGING THE BUILDING SECTOR OFFERS AND THE HOMEOWNER NEEDS.**

*The building sector and the homeowner are not yet on the same page. REFURB looked at the missing links to create a powerful offer*

by Dominiek Vandewiele, Intercommunale Leiedal and Anne Goidts, Bostoen (Belgium)

**BUSINESS MODELS AND VALUE CREATION AS TOOLS TO DESIGN A CONCRETE AND ATTRACTIVE OFFER.**

*Non-energy and financial benefits for both the homeowner and the supply side*

by Lotte Lindgaard Andersen, CLEAN (Denmark)

**Summary and discussion** by Peter Rathje, ProjectZero

15.30 - 17.00: Session 2:

**How to generate impact with renovation offers? Rollout strategies, quality guarantee and applied examples**

**QUALITY GUARANTEE IN DEEP ENERGY RENOVATION.**

*Are performance guarantees after renovation a burden or an opportunity? Do policy and practice meet or differ?*

by Fiene Grieger, ISW (Germany)

**THE RENOVATION COACH FOR THE HOMEOWNER: ELIMINATING THE BARRIERS.**

*Single point of contact: Supporting and unburdening the homeowner in the customer journey*

by Lisa Adema, Municipality of Leeuwarden (The Netherlands)

**PRACTICAL EXPERIENCES IN NEIGHBOURHOODS**

*Energy ambassadors show their neighbours the way to save energy in their homes*

by Djoera Eerland, Buurkracht (The Netherlands)

**REFURB LESSONS LEARNED AND POLICY RECOMMENDATIONS FOR ROLLOUT**

*How to create a powerful offer for homeowners and a successful rollout strategy with stakeholders? Time for a plenary discussion to conclude on some policy recommendations together with the audience* by Alan Laws, Municipality of Leeuwarden (The Netherlands)

15.05-15.30: **NETWORKING BREAK**

*poster presentation of national REFURB offers*

17.00-17.15: **CONCLUSION AND OUTLOOK**

by Virginia Gómez Oñate, EnergyVille/VITO

17:15 - 18:30: **NETWORKING COCKTAIL**



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