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# *Act Now!* presentation

## Guidelines for Public Private Partnership

– how public authorities can expand their cooperation with private sector and investors

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Act Now! Online conference

## PPP-guideline

# Purpose of the Guideline

**“To inspire municipal authorities to improve cooperation with private sector stakeholders to achieve ZEROcarbon for the municipal territory.”**

*If Sonderborg municipal authority only focused on its own municipal buildings, the territory carbon emissions would max. decline by 2.7%.*



## PPP-guideline

# Scoping the challenge

- Buildings account for 40% of the energy consumption and 36% of the carbon emissions
- Most buildings were built before energy/carbon became issues
- Private sector buildings accounts for > 90% of the building stock across Europe
- The EU Green Deal call for more ambitious building retrofit actions
- Private sector is already busy with public sector buildings

### Private sector segments

- Private homeowners
- House associations
- Private rental homes
- Shops
- Multiple size companies & corporations
- Education, sports facilities

## PPP-guideline

### How mature is your private sector cooperation?

- Is there a political or authority willingness to reach out ?
- Is private sector stakeholders interested to learn and cooperate?
- Is there a positive PPP track-record?
- Is there a shared vision between PPP-partners?
- Has PPP become the new DNA for your community?



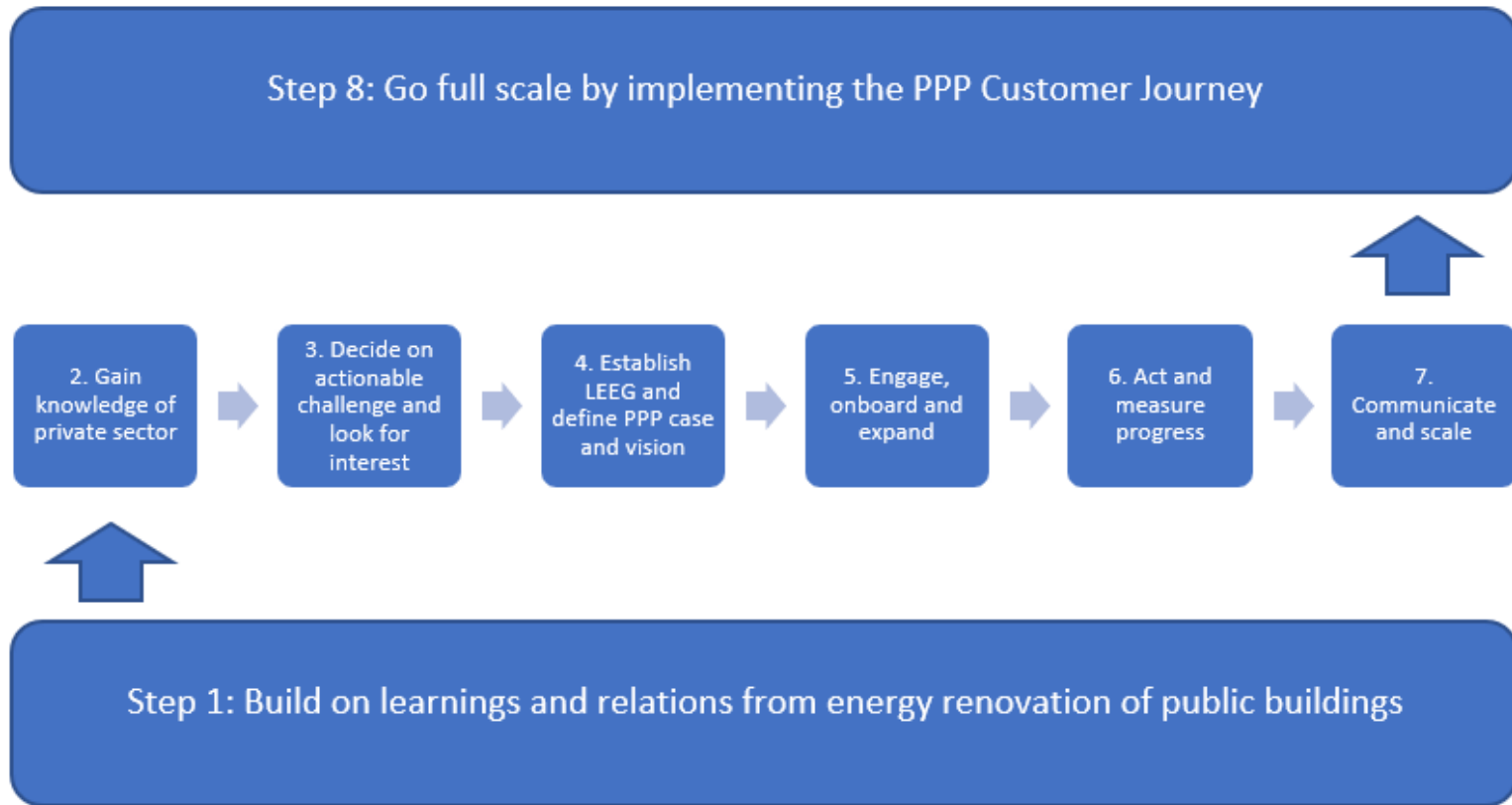
## PPP-guideline

# Exercise different municipal powers

- **As a company, investor and building owner**
  - Creating new role models for schools, kindergartens
  - Setting standards for craftsmen education
- **As an authority**
  - Create attractive legal planning framework
  - Engage social houses, house associations
- **As a facilitator**
  - Establish and maintain local networks (LEEG)
  - Allocate municipal resources and drive change
  - Create strong storytelling



## Step by step approach



## PPP-guideline

The Customer Journey is an 11-step co-creation process for key energy retrofit stakeholders

1. Becoming curious
2. Homeowner gather information
3. Creating overview and knowledge
4. Considering the offer
5. Financing the offer
6. Selecting a supplier
7. Renovate the home
8. Experiencing the solution
9. Organising and maintenance
10. Sharing the positive outcome
11. Wanting more





## Contact

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