



MAGYAR CSALÁDI HÁZ
Tulajdonosok Egyesülete

HUNGARIAN FAMILY HOUSE OWNERS' ASSOCIATION

Örs Szokolay

managing director

CEURINA

Central European Urban Research and
Innovation Nonprofit Association



INTRODUCTION

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AIMS

STRENGTHS

THE SERVICE BOOK

DRAFT BUSINESS MODEL

Q&A

- My idea of a collaborative, membership-based initiative for energy efficient renovation of dwellings, houses was developed in 2015 for mayor Karácsony
- ZETI – Energy Advisory Office for Budapest-Zugló (District 14) was set-up in 2016 in order to help local citizens in renovating their homes.
- Mr Gulyás, professional head of ZETI raised the idea to establish an association for family house owners to help their renovation efforts



AIMS OF THE ASSOCIATION

AIMS

STRENGTHS

THE SERVICE BOOK

DRAFT BUSINESS MODEL

Q&A

- Support for implementing energy-efficiency projects of family houses, buildings.
- Reducing energy poverty.

Only organization dealing with family house owners' problems in energy efficiency, sustainability, maintenance and renovation.

ESTABLISHED in 2017

STRENGTHS OF THE ASSOCIATION

AIMS

STRENGTHS

THE SERVICE
BOOK

DRAFT
BUSINESS
MODEL

Q&A

- Nation-wide nonprofit organization based on membership (500.000 members within 10 years)
- Clear existing organizational and business model for creating the critical mass for enabling reduced prices of experts
- Materials, technologies, financing, construction, supervision... – all together a ONE-STOP-SHOP service
- Understanding of the complexity of energy efficiency projects
- Good relations to constructing and financing organizations
- Deep knowledge of the environmental, technical, social, organizational and economic components

STRENGTHS OF THE ASSOCIATION

AIMS

STRENGTHS

THE SERVICE BOOK

DRAFT BUSINESS MODEL

Q&A

- Many years of experience in management, design, construction, renovation, knowledge management
- Strong knowledge of project management, international relations (10+ successful EU projects)
- Understanding the municipal sector - well established reference to municipalities
- Recent experience of service design (design thinking and participative planning...)
- Living relations to endusers (homeowners, builders, municipalities...)
- Interactive service-book for MCSTE members
- Willingness to sustain the project results for further activities of MCSTE

THE SERVICE BOOK

AIMS

- The tool to learn how to create a more energy efficient, environmentally sustainable home for the family

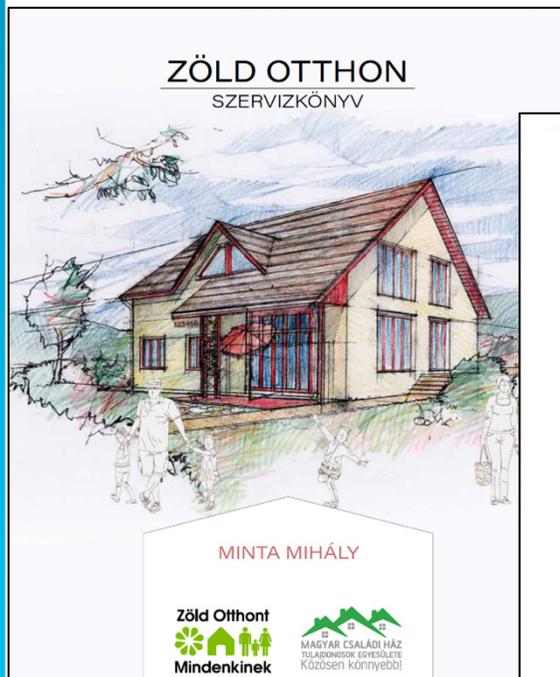
STRENGTHS

- Guidance for the daily and periodical activities in and around the house

THE SERVICE BOOK

DRAFT BUSINESS MODEL

Q&A



MESTEREMBEREK, SZAKMUNKÁSOK
NEVE, ADATAI

SZAKTERÜLET: NÉV: ELÉRHETŐSÉGEK:	SZAKTERÜLET: NÉV: ELÉRHETŐSÉGEK:
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FELÚJÍTÁSI TERVEK

Az MCSTE tapasztalata szerint azok a családház tulajdonosok, akik előre gondolkozva, tervszerűen végzik a házukkal kapcsolatos felújításokat, időben, jól felkészülten tudják azokat végrehajtani, ráadásul az esetek többségében olcsóbban is.

HŐSZIGETELÉS

MEGTESZEM A ZÖLD OTTHONÉRT	KÖLTSÉG
<input type="checkbox"/> Külső falazat hőszigetelés elvégzése az alapfalakon	
<input type="checkbox"/> Vízszintes hőszigetelések (padló- és/lvagy födémek hőszigetelése)	
<input type="checkbox"/>	
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FŰTÉSKORSZERŰSÍTÉS

MEGTESZEM A ZÖLD OTTHONÉRT	KÖLTSÉG
<input type="checkbox"/> Fűtőkorszerűsítés (kazáncseré, új kazánüzemeltetés esetén beépítés)	
<input type="checkbox"/> Használati melegvíz előállítás napkollektorokkal	
<input type="checkbox"/>	
<input type="checkbox"/>	

THE MCSTE ONE STOP SHOP BUSINESS MODEL

AIMS

STRENGTHS

THE SERVICE BOOK

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**MCSTE MEMBER
FAMILY HOUSE OWNERS**



EDUCATION,
COMMUNICATION,
PARADIGM SHIFT,
INFORMATION, CONSULTANCY,
BEST PRACTICE PRESENTATION, ANALYSIS,
ORGANIZING ENERGY LIVING LABS,
DATA COLLECTION, PROCESSING ACCORDING
TO ENERGY USE,
NEEDS ASSESSMENT,
AGGREGATION



BUILDING MATERIAL TRADERS,
MANUFACTURERS,
BUILDING SERVICES,
ENGINEERING,
TECH COMPANIES FOR SMART
HOMES,
FINANCING,
ENERGY TRADERS,
MUNICIPALITIES



**CRITICAL MASS OF
FEASIBLE
FINANCEABLE
ENERGY EFFICIENCY
RENOVATION PROJECTS**



**MCSTE PURCHASING
COMPANY
&
MCSTE BUILDING
CONTRACTOR
COMPANY**

THE MCSTE ONE STOP SHOP BUSINESS MODEL

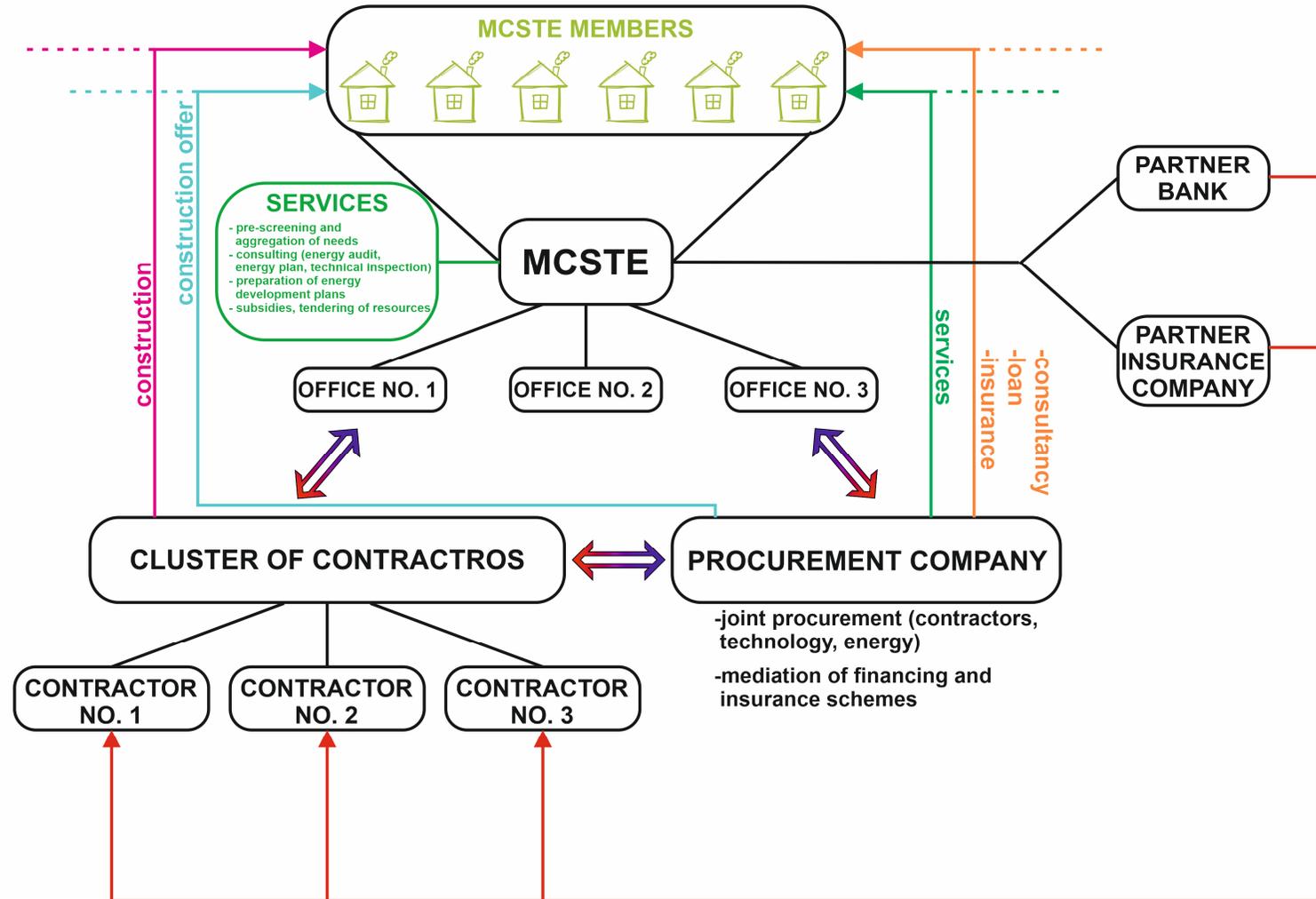
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**THANK YOU
FOR YOUR ATTENTION!**