

**Interreg**

CENTRAL EUROPE



European Union  
European Regional  
Development Fund

**PROSPECT2030**

TAKING  
**COOPERATION**  
FORWARD



PROSPECT2030 - Peer Learning Session - Synergies with financing instruments  
October 14<sup>th</sup>, 2021



**RenoHUB project - background - business model - cooperation  
types with financial institutions**



PROSPECT2030 | AACM Central Europe | Károly Oelberg

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# PROJECT BACKGROUND



- Residential sector is the largest final energy consumer in Hungary
- Outdated residential building stock, immense potential to improve energy efficiency
- Funded by H 2020 - Five-member consortium
- One-stop-shop approach, but is tailored in many respects to the specific features of the Hungarian residential energy efficiency market
- RenoHUB structure is made up by an Online Platform and a network Information Hotspots (RenoPont offices)
- The available project resources cover the setting up and bring into full operation of the Online Platform as well as contributes to putting into operation two pilot RenoPont offices
- By the end of the project lifecycle the RenoHUB structure (platform and physical offices) is expected to be financially self-sustainable, and in five years after the project closure, the number of the RenoPont offices should increase up to 15 in total
- Energy efficiency investment targets are EUR 5.1 million and EUR 55.5 million by the end of the project and 5 years after, respectively



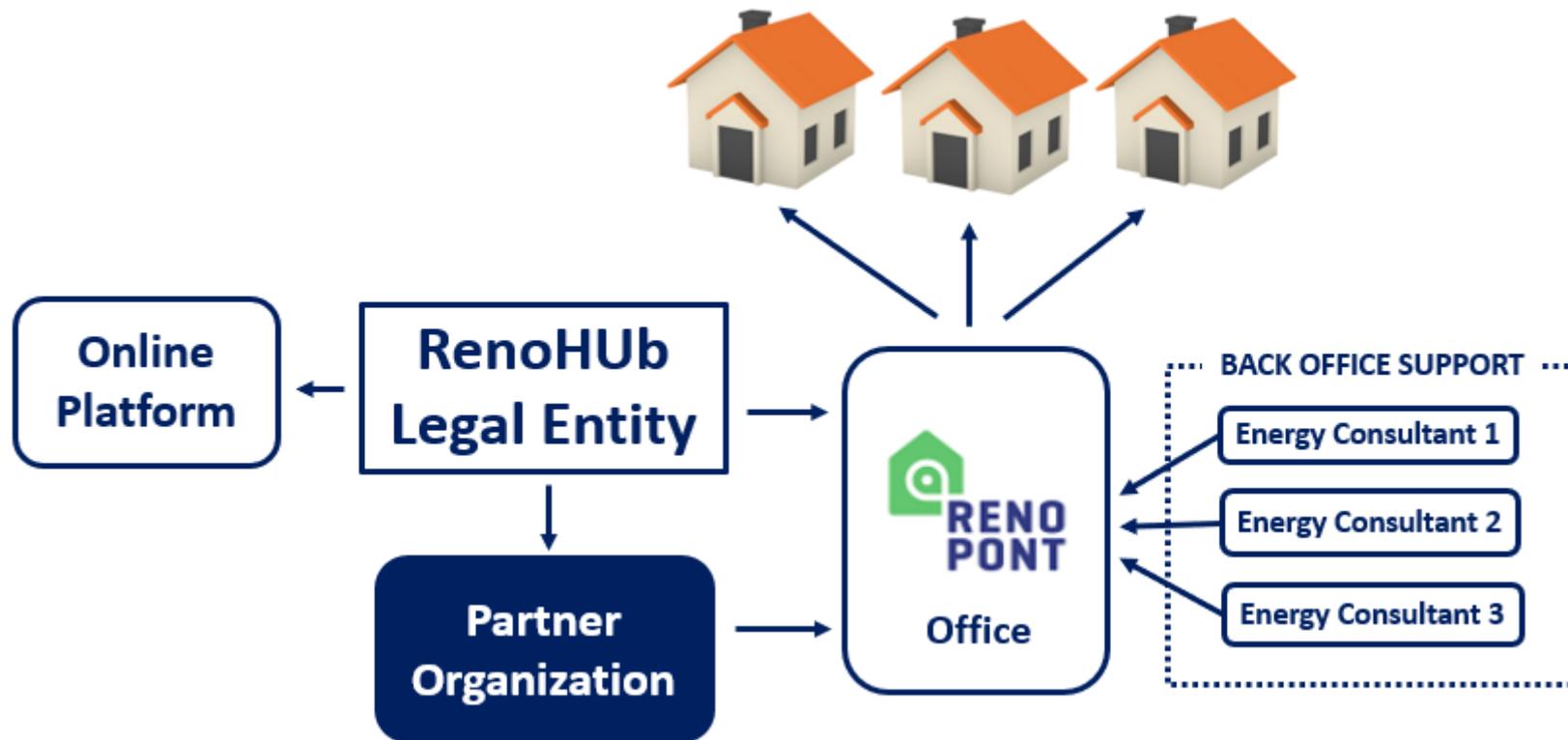
# MISSION STATEMENT



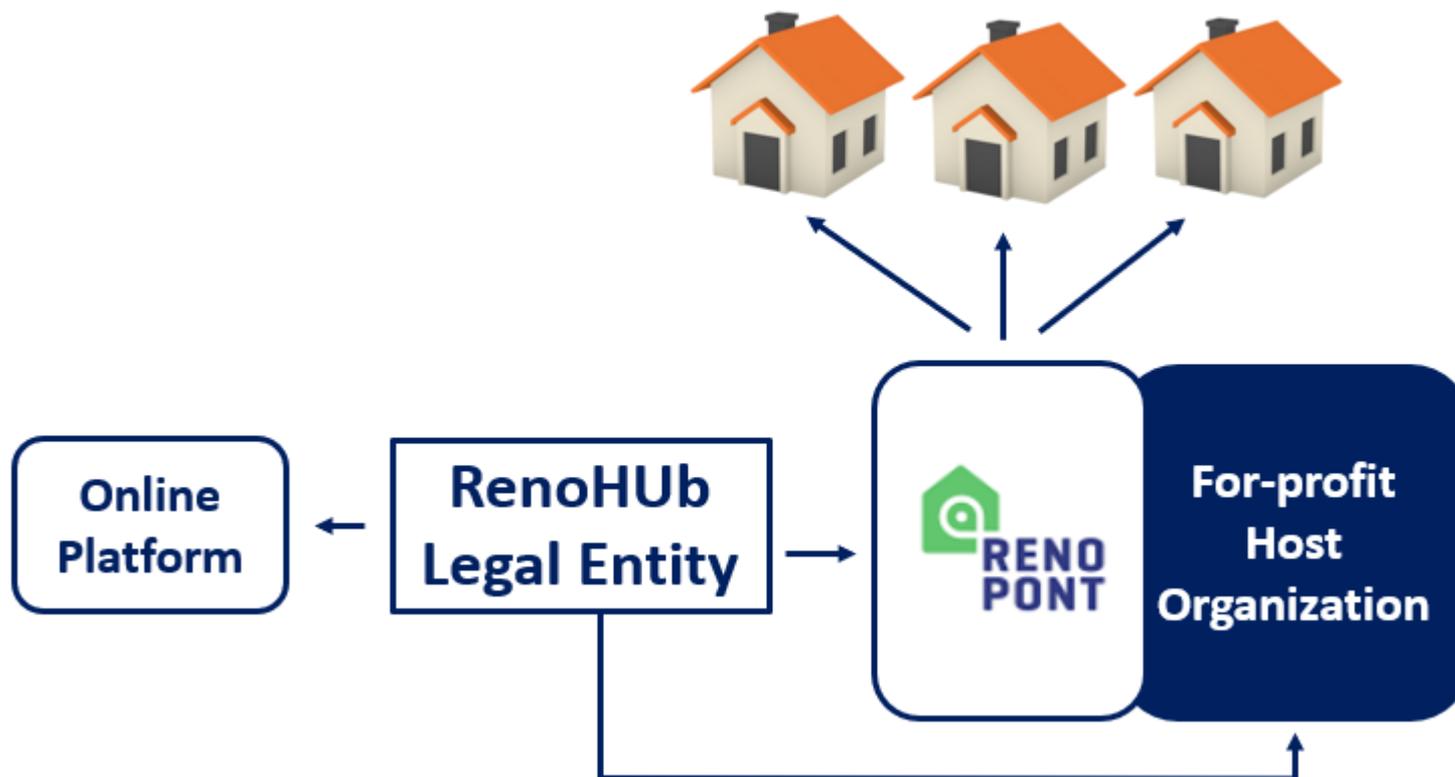
RenoHUB is a non-profit, market-neutral promoter organization, and not a new competing market player. It aims to support the homeowners on a large scale to tangibly improve the energy efficiency performance of the residential building stock in Hungary, and to trigger a more cohesive and transparent approach amongst the stakeholders of the home energy retrofit market.



# BUSINESS MODEL 1 - PARTNERSHIP MODEL

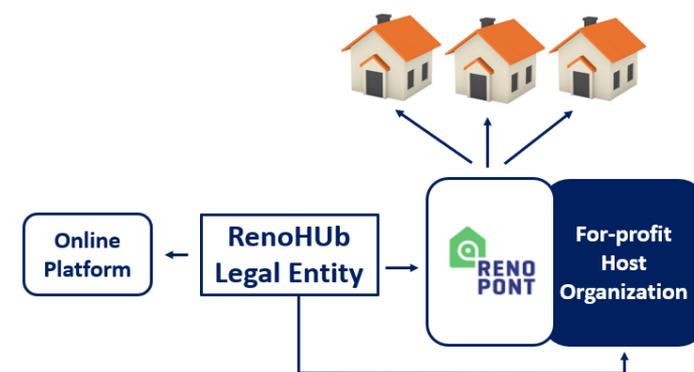
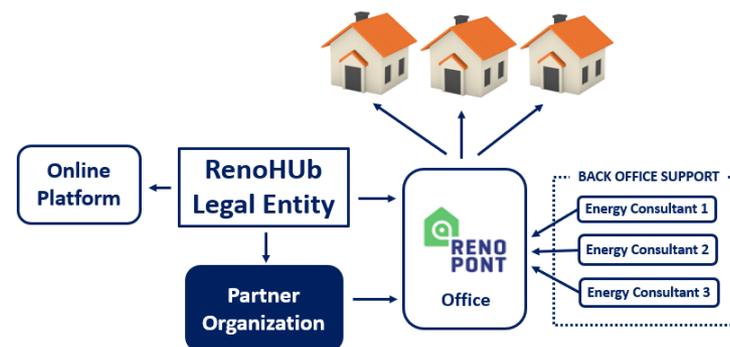


# BUSINESS MODEL 2 - ENTREPRENEURSHIP MODEL



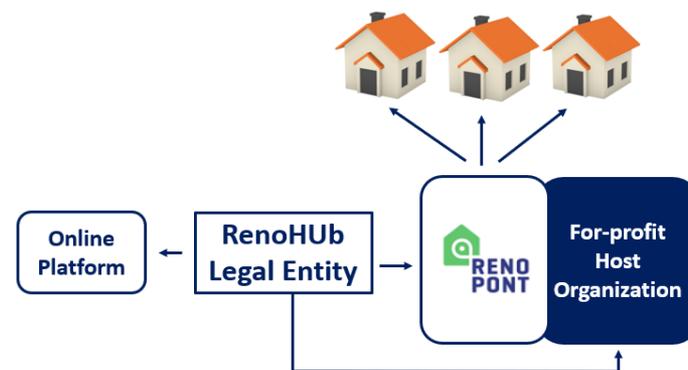
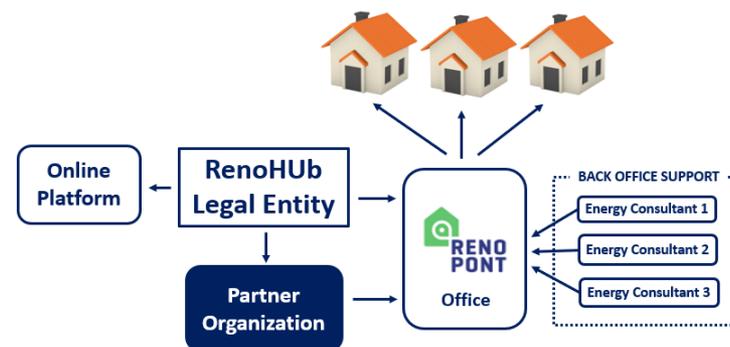
## The key roles and responsibilities:

- owner of the Online Platform;
- contracting party for replicant partners
- support the growth of the RenoPont network
- product development
- keeping updated and further development of the Online Platform
- support services for the existing RenoPont network
- trainings for RenoPont staff;
- quality control of RenoPont Replicant Partners
- mobilization of external resources



## Partner Organizations

- Local governments
- *Commercial banks*
- Economic chambers
- Green NGOs



## Key aspects:

- Engagement and awareness subsystem
- Appraisal support subsystem
- Renovation support subsystem
- Financing subsystem
- Training subsystem
- Communication & dissemination subsystem
- Customer Relationship Management (CRM) Module



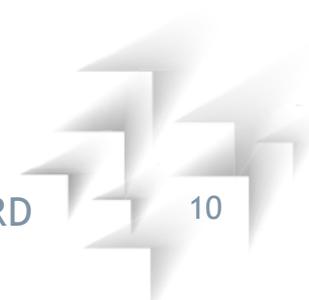
Along the whole customer journey with free entry and exit and tailored service packages

The services of the RenoPonts will include in particular:

- technical support for renovation planning;
- provision of project facilitator for clients;
- attracting financing;
- the selection of the construction contractors; and
- as well as for the technical supervision of the construction works.

The project facilitator will be responsible in particular to

- support the clients' decision-making contractor selection and contracting;
- maintain daily contact with the selected contractor and technical supervisor;
- participate in the permitting processes; and
- organize the handover.



- Incorporating the needs and suggestions of the partner financial organizations in defining the task of relevant project elements
- Handing over the materials developed within the Project
- Targeted training to employees of financial institutions;
- Institutional cooperation hosting RenoPont offices
- Support to commercial banks in product development



# GENERATED INCOMES TO ENSURE FINANCIAL SUSTAINABILITY

- Financial contribution by the members of the RenoPont network (recurrent front-end fee)
- Manufacturers' product presentation section on the Platform (to be gradually phased in)
- Contractors/installers' presentation section on the Platform (to be gradually phased in)
- Commissions paid by financiers for promoting their financial products relevant to energy retrofits in their retail sector and/or condominium portfolio
- Attracting specific donor funding (e.g. participation in transnational or interregional EU actions, targeting funding for capacity development or the design of a larger portfolio of energy retrofit projects)



# Questions and answers



Thank you for your attention!

