Why is one-stop-shop an efficient instrument to trigger home energy retrofit? - The RenoHUb project model

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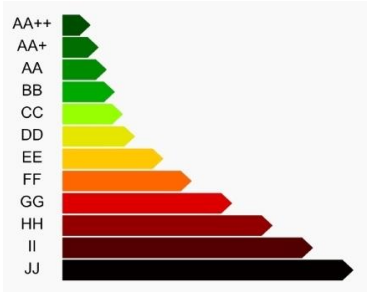
Background

Background

- Energetically outdated building stock with high energy consumption (average: 250 kWh/m^2/a)
- Huge potential for energy savings
- Domestic climate and energy policy objectives, EU commitments
- Willingness for energy retrofits (36% of population plans to renovate within the next 5 years*)



VS.

- Very low (<1% / year) deep renovation rate

*MEHI survey, november 2020

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Why is the energy renovation rate so low?

- We assessed the motivations, fears, triggers and obstacles of Hungarian homeowners related to energy renovation through:

✓ 3 online blogs

✓ focus group interviews

✓ in-depth interviews with different stakeholder groups

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Results of the assessment

- Identified barriers: management difficulties, unpredictibility of outcomes, lack of information (about technical and financial solutions), finances
- The single-family and multi-apartment building segments are two characteristically distinct target groups
- The savings potential of single-family buildings is largely untapped, due to the larger number, fragmented market, higher unit costs, more complex renovation drivers, etc.
- One-stop-shop is an efficient instrument to scale up energy retrofits in the residential sector.
- A purely online solution is not appropriate in the Hungarian housing sector.

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Commitments of RenoHUb

- RenoHUb structure is made up by an Online Platform and a network of physical offices, i.e. Information Points
- The Project resources cover the setting up and full operation of the Online Platform as well putting into operation two Information Points by MEHI and IMRO in Budapest and in Nagykanizsa, respectively.
- By the end of the project lifecycle the RenoHUb structure (platform and physical offices) is expected to be financially self-sustainable.
- In five years after the project closure the number of the Information Points should increase up to 15 in total.
- Energy efficiency investment targets: EUR 5.1 million and EUR 55.5 million by the end of the project and 5 years after, respectively (the growth potential beyond the project life time should be credibly demonstrated before the project closure).

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RenoHUb's mission

Mission

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, and to trigger a more cohesive and transparent approach amongst the stakeholders of the home energy retrofit market.

RenoHUb structure and operation – The Customer Journey

Conceptual Model of the RenoHUb customer journey and services

1.	Becoming aware → D4.1 Communication Campaign Strategy
2.	Becoming interested → D3.1 Online Platform
3.	Becoming active/Considering renovation
4.	Energy performance assessment
5.	Price estimation/Financing options
6.	Installation / Follow-up

RenoHUb Online Platform

Key elements

- Awareness and general information module
- Appraisal support module: best practice scenarios, energy performance calculator
- Renovation support module: renovation step-by-step, installer database, standardized documents
- Financing module: available financing options (grants, loans, …)
- Customer relationship management (CRM) module

RenoHUb Information Point network

Guiding principles

- The Information Point network is built around a uniform image
- Each Information Point is set up in a partnership with a host organisation.
- Each Information Point financially contributes to the further development and operating costs of the Online Platform.
- The Information Point operators provide regular feedback to the Platform operators in order to ensure the continual improvement of the Platform services.
- After the project lifecycle the Platform should be able to generate independent revenues. (Business model is currently under development)

The RenoHUb project in numbers

- Horizon 2020 project consisting exclusively of Hungarian consortium members
- 3 years long (November 2019 - November 2022)
- 5 Hungarian consortium partners
- 7 work packages

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Thank you for your attention!

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