

7 Tips from local authorities with experience in the field

AIM: RAISE HOMEOWNERS' AWARENESS

1 Inform about low-carbon solutions & incentives
Trigger homeowners to renovate their home, by making it easy for them to find financial incentives on your web portal: loans, tax benefits, financial support and grant requirements applicable in the local authority region.

AIM: CHANGE HOMEOWNERS' ATTITUDE

2 Show local success stories
Convince homeowners who successfully renovated their home to act as an ambassador and show on the website how they can be contacted. It's a powerful instrument to convince peers to take action as well.

3 Balance savings and costs per type of customer

Assist homeowners individually on how they can get the renovation works financed. Show expected carbon or energy and financial savings, upfront financing costs and/or a step-by-step renovation approach, depending on the customer profile.

5 Give the opportunity to choose for a guided renovation process

Unburden homeowners and increase the chances that large energy savings are achieved. How? By offering them an integrated and guided renovation process:

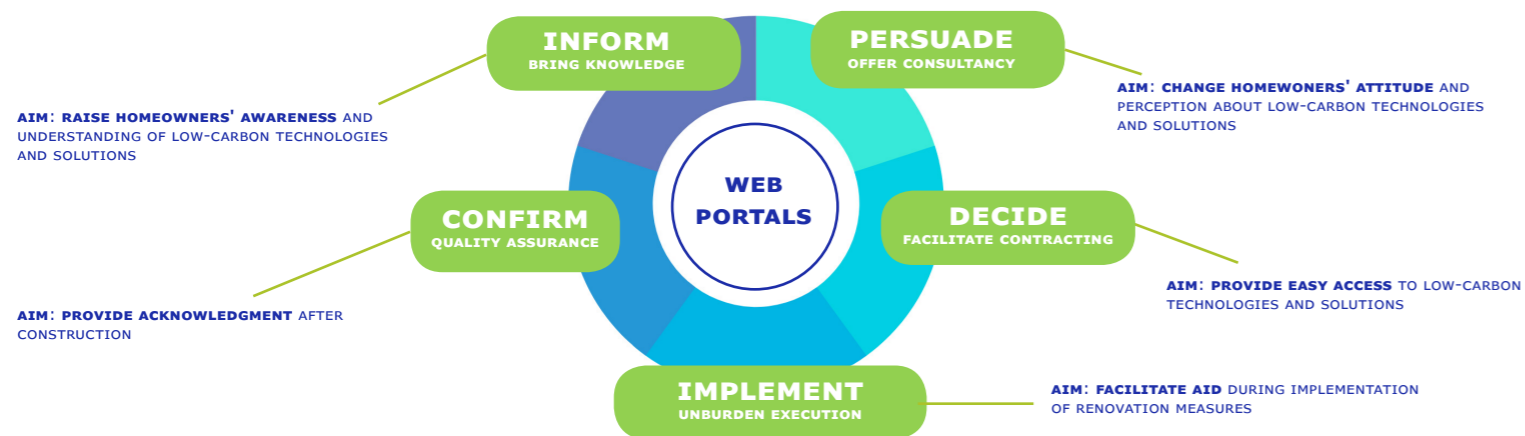
- By assuring them a specific offer.
- By pushing them to the next step of implementation and quality assurance.

AIM: AID DURING IMPLEMENTATION OF RENOVATION MEASURES

6 Show how to implement renovation measures

At the implementation stage local contractors usually take a more important role in the customer journey, while local authorities are more restricted in their opportunities to guide homeowners in this phase. However, some local authority support for initiatives can be very helpful, especially when the homeowner decided on a step-by-step renovation or a do-it-yourself approach. In such cases a Customer Relation Management (CRM) module or information videos are highly recommended.

DIFFERENT AIMS OF WEB PORTALS, TAKING INTO ACCOUNT THE DIFFERENT STAGES OF THE HOMEOWNERS' DECISION PROCESS



AIM: PROVIDE EASY ACCESS TO LOW-CARBON TECHNOLOGIES

4 Refer to experienced local suppliers

Unburden homeowners by:

- Sharing a list of acknowledged energy consultants and contractors, who are backed by local authority and are trustworthy.
- Giving advice on contracts and quality assurance.

AIM: PROVIDE ACKNOWLEDGEMENT AFTER CONSTRUCTION

7 Reward homeowners for their achievement
Upon completion of the works, provide recognition to homeowners who achieved important energy saving targets (for example by awarding them with a certificate or by showing their case as a success story).

GET INSPIRED! Contact a frontrunner local authority

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Interreg

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Triple-A

Awareness + Access = Adoption

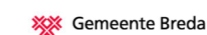
European Regional Development Fund

Encouraging energy efficient home renovations BY IMPROVING YOUR WEB PORTAL



RECOMMENDATIONS FOR LOCAL AUTHORITIES

www.triple-a-interreg.eu



With the financial support of

Recommendations on how to implement modular web portals



MODULAR WEB PORTALS & WEB COMPONENTS: ADVANTAGES

Local authorities intend to develop web portals with tailored information and more functionalities for their visitors. This might require new or adapted website designs, to which web components may offer great advantages. A web component can be an interactive feature or tool, a new piece of software and hardware, a mechanism for giving feedback, or simply new information provided on your web portal.

Web components:

- Can be a good way to increase the adoption of low-carbon technologies.
- Quite easy to implement in existing web portals.
- Can be assembled to design a completely new web portal.
- Can be used without writing a code, simply by adding an import statement to an HTML page. *E.g. Imagine how easy your web portal could be changed by just adding the phrase "SearchBestSolution" and "OrderSolution" to search and order low-carbon technologies for your own house!*



DESIGN & COLLABORATION

In the triple-A project, we jointly examined how web portals could be improved.

How?

- By developing and adding modular web components that are currently missing on your web portal.
- By collaborating with other stakeholders for the development, hosting and use of web components with the aim of maximizing their future visibility and market impact.

Collaboration - with whom?

- Homeowner representatives: to test how a component works best to activate a homeowner.

- IT suppliers: to access rapid application development (RAD) platforms.
- (Federations of) low-carbon technology suppliers: to provide cost estimations.
- Other local authorities: to co-create web components and thus decrease development costs.
- Research institutes: to provide the latest insights on approaches to web developments and social marketing strategies.

All components and e-services should be designed according to principles of persuasive social marketing and to reinforce existing communication strategies of local authorities.



INTEGRATE HOMEOWNER'S DECISION PROCESS

When homeowners visit your web portal, they are more likely to adopt low-carbon technologies and successfully save energy in their homes, if you show information:

- Related to the status of their own project.
- Adapted to the different phases of their decision process (cf. decision model on the right).
- Taking into account the type of homeowners, type of house and target areas they live in, their budget, etc.

Integrate this info in the design of your web portal. The next model shows the different stages in the decision process for low-carbon home renovation:

web portals can influence each stage in the homeowner's decision process



● Stages in homeowner's decision process
★ Tasks of local authority

READY TO IMPROVE YOUR WEB PORTAL?
READ OUR TIPS ON HOW TO SUPPORT THE 5 STAGES OF THE HOMEOWNER'S RENOVATION JOURNEY

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RECOMMENDATIONS

Why?

- If local authorities want to reach their goals to reduce CO₂ emissions and achieve energy savings, they have to speed up home and district renovations, and involve citizens in those ambitions.
- Web portals and e-services are the preferred communication channels for local authorities. They can be used as instruments to reach and convince homeowners to adopt energy efficient home renovations, but they are often not designed from a customer journey viewpoint.

What?

- These recommendations share experiences of 7 local authorities who are participating in the Triple-A project, and offer useful tips for other local authorities on how to improve their web portals with specific modules to better support their homeowners' renovation journey.
- These recommendations are based on a public report where you can find more information and scientific backup: www.triple-a-interreg.eu/project-reports (D.1.1.2: Strengthening local authority web portals for the adoption of low-carbon technologies by homeowners).

For whom?

- For other local authorities.
- For local demand and supply side partners who can co-create web-modules with local authorities.