

# HUB ALEXANDER

## IN A NUTSHELL



<b>FOUNDING ORGANIZATIONS</b>	BouwhulpGroep, AlexEnergie, Gemeente Rotterdam, GNE Finance
<b>LOCAL/REGIONAL/NATIONAL PUBLIC PARTNERS</b>	BouwhulpGroep, AlexEnergie, Gemeente Rotterdam
<b>TECHNICAL PARTNERS</b> <small>(thermal design offices, companies esp. local craftsman)</small>	Local contractors selected by the founding organisations
<b>FINANCIAL PARTNERS</b>	Government (Rotterdam Energy Transition Fund)
<b>OTHERS</b>	-

**ACTORS AND PARTNERSHIPS**

## OBJECTIVES EN MISSIONS

<b>MAIN OBJECTIVES OF IHRS</b>	<b>HUB Alexander</b>
<b>CONTENT OF THE SERVICE/OFFER (VALUE PROPOSITION)</b>	<ul style="list-style-type: none"> <li>- Expert home visits and measurements</li> <li>- Energy profiles per house</li> <li>- Diagnosis and customization per home</li> <li>- Model customer journey</li> <li>- Forming a collective</li> <li>- Personal renovation plan</li> <li>- Quality control: Quality assessment</li> <li>- Facilitator for upscaling</li> <li>- Financing plan per home</li> <li>- Benchmark example homes</li> </ul>
<b>TARGET GROUPS</b>	Private home-owners
<b>IMPACTS (in terms of CO<sub>2</sub> reduction, energy reduction etc.)</b>	Renovations, contacts, workshops, talks, aimed CO <sub>2</sub> reduction
<b>KPIS</b>	

## DEFINITION/TRANSPORTATION OF IHRS IN NATIONAL LEGISLATION/REGULATION

A HUB that offers several services for home-owners in order to make their homes more sustainable. This is a trustworthy place, where citizens can get information, in a digital or physical way, to get acquainted with (sustainable) renovation, the measures, the finance and the impact it has on living. Besides information, it functions as a gateway towards contractors, suppliers and intermediaries, so that individual home owners can actually make the step towards execution.

## DEFINITION OF DEEP/GLOBAL ENERGY RENOVATION IN NATIONAL LEGISLATION/REGULATION

Renovations in which buildings become more energy efficient and sustainable for the foreseeable future (especially in regards to the climate crisis). Government uses two ambitions for existing homes (Standard) and (Streefwaarde), although they are not mandatory yet.

## NATIONAL/REGIONAL (FINANCIAL, LEGAL, TECHNICAL) INCENTIVES TO ESTABLISH IHRS

Right now in the Netherlands there is no coherent place where to get measures for deep renovation done. You can get several measures done, but not as a cohesive unit. It is left to individuals to come up with the initiative and the plan. HUB Alexander means to implement measures that are adapted to each other. Instead of five separate measures, HUB Alexander will ensure that these five measures will be done by one general contractor/contact point for the home-owner.

## NATIONAL/REGIONAL (FINANCIAL, LEGAL, TECHNICAL) INCENTIVES TO CARRY OUT RENOVATION WORKS FOR INDIVIDUAL HOUSES, CONDOMINIUMS

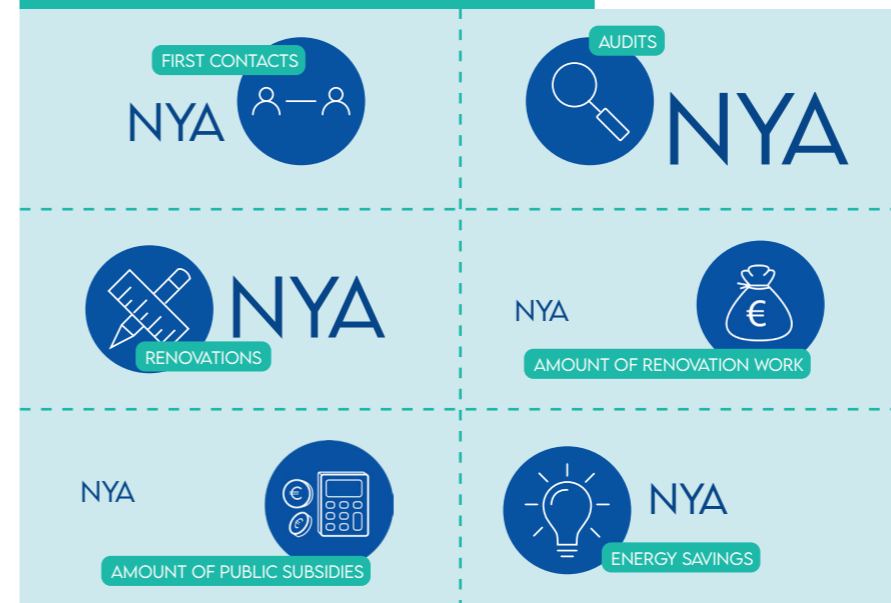
Right now in the Netherlands there is no coherent place where to get measures for deep renovation done. You can get several measures done, but not as a cohesive unit. HUB Alexander means to implement measures that are adapted to each other. The HUB is used to bring individuals together and form a collective. In the current market contractors are not inclined to do work for 1 home. Bundeling the work of 15-25 houses gets a production line that is interesting for contractors.

## NATIONAL FRAMEWORK



**SAVE THE HOMES**

## RENOVATION PROJECTS IN CONDOMINIUMS



## BUSINESS MODEL

Public funding, non-profit, as it is a social service right now. Up to now, Alex Energy is a cooperation that has members, but focusses on their own ambitions. During the project the role of Alex Energy is growing. However the official role is not yet clear.

## MODALITIES OF INTERVENTION

- Resident communication
- Buurmannen nearby
- Expert home visits and measurements
- Energy profiles per house
- Diagnosis and customization per home
- Model customer journey
- IkWoon: online renovation plan
- Menu of solutions: renovation concepts
- Leaflet: program of achievements
- Quality control: quality assessment
- forming collective and production streams
- Sensi Sensors: awareness
- Facilitator for upscaling
- Financing plan per home
- Benchmark example homes

## TIME ESTIMATION

Talks and first visits can take up to an hour, then personalising the renovation plan, dependent on the type of home can take up to a month and then the execution of the renovation is highly dependent on the availability of workers, materials and sources. However, it is not just about the actual time that is spent on an individual household, each household needs time to think about ambitions, opportunities, and plans. If they want to proceed the financing needs attention. And if that is clear, choices of actual measures can be made. This takes a couple of hours of the HUB, but might take months in time before people reach that point.

## INTERNAL CAPACITY

Depends on the size of the renovation plan (whether it is four a single home-owners or a group of home-owners and dependent on the kind of measures that they want to execute. The digital tool 'Ikwoon' can take away a lot of hours informing people. It shows possibilities, in relation to qualities (for example, level of comfort, Energy reduction, CO<sub>2</sub> reduction, costs,...)

## PHYSICAL OFFICES

Currently there is no physical place, but there is the possibility of a meeting in Rotterdam in the area Prins Alexander. Each neighborhood has a building for local activities, which is from the municipality. It can host activities needed by the HUB.

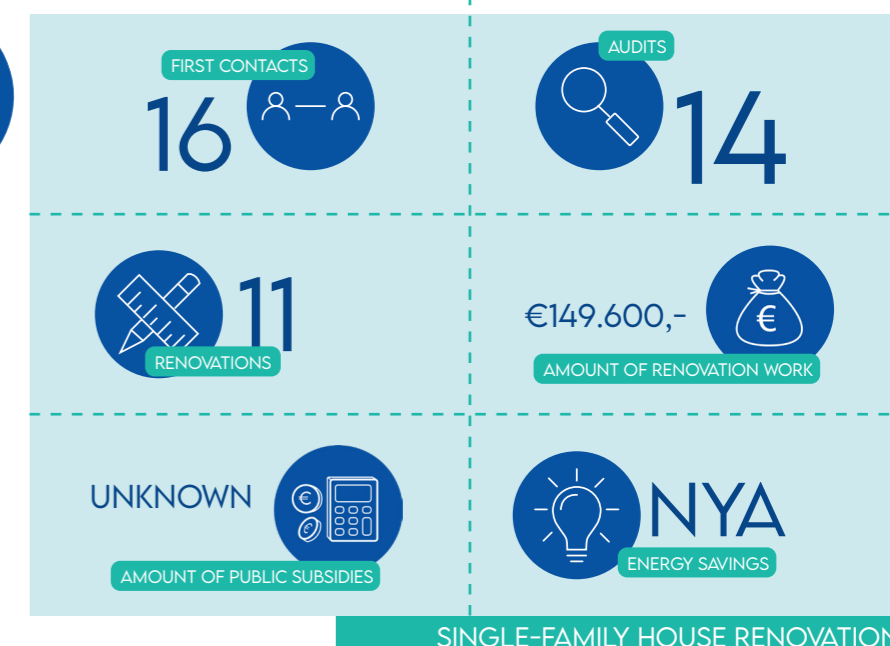
## WEBSITE & DIGITAL SERVICES

- <https://savethehomes.org/>
- <https://www.alexenergie.nl/>
- <https://www.rotterdam.nl/wonen-leven/toekomstwijken-prins-alexander-lage-land/>
- <https://www.ikwoon.io/>

## MONITORING FRAMEWORKS

Use of Sensi Sensors  
IkWoon Application  
Personal quality assessment

## HOW IT WORKS



## SINGLE-FAMILY HOUSE RENOVATION



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