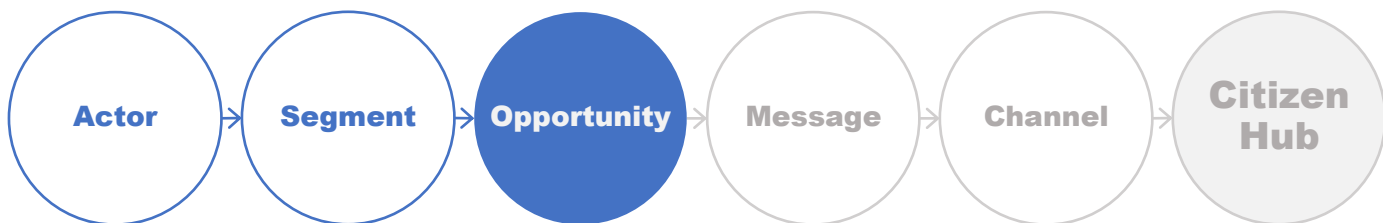


B. The 5 steps process

1

Market segmentation

A. The Overall Strategy



B. The TOP-DOWN approach

- Official standardized massive statistical sources

→ Sources: _____

→ Results:

- _____
- _____
- _____
- _____

C. The BOTTOM-UP approach

- Participatory approach

→ Sources: _____

→ Results:

- _____
- _____
- _____
- _____

D. The Opportunity

- For both citizens and public sector

What would move citizens into renovation?

How can public sector facilitate it?

- For both suppliers and buildings

Why would they move their business into the energy renovation?

Which building stock characteristic makes them attractive?

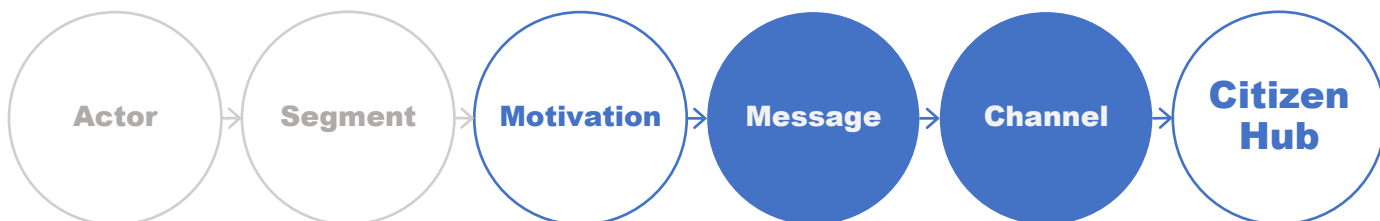
→ _____

B. The 5 steps process

2

Demand focus

E. The Communication Strategy



F. The Motivation

- Message to guide demand to OSS opportunity
- Correct channels.

→ **Message:** _____

→ **Channel:** _____

G. The Marketing Materials

- Different targets motivations and clear messages

→ **Engagement strategy:**

→ Targeted buildings: _____

→ Targeted population: _____

H. The Community

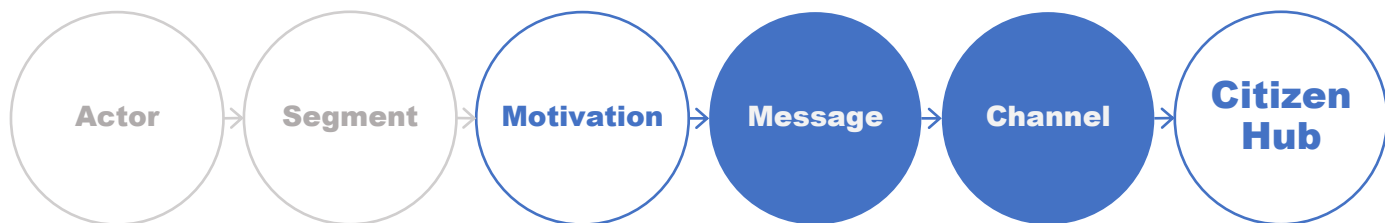
- Identify local well-known existing places/channels: websites, social media, events, trainings, workshops, personalized letters/appointments, information in the OSS.
- Membership, influence, reinforcement and emotional connection

→ **Community building:** Targeted stakeholders: _____

B. The 5 steps process

Supply focus

I. The Collaboration Strategy



J. The Motivation

- Map supply profiles' characterization and motivation to assign opportunities and drivers for engaging in the OSS.

→ **Motivation:** _____

→ **Message:** _____

→ **Channels:** _____

K. The Network

- Avoid fragmented market and lack of coordination
- Validation & Training program

→ _____

L. The Packs

- Most efficient interventions and their reliable comparison to ease the decision making
- With technical & financial solutions

→ _____

B. The 5 steps process

4

Customer Journey

M. The Assistance Strategy

5 steps: onboarding, design, elaboration, construction and use

N. The Services

- Needs (sub-steps) defining touchpoints
 - Existing resources solving the touchpoints
 - Gaps: new resources needed
- **Needs, resources, gaps:**

→ **Result:**

O. The Tools

- Resources to solve each service. First analyse existing resources, then design the new ones.

- Mandatory: physical office

→ _____

P. The Staff

- Training program including the context, regulations and tools.
- The objectives, target groups, requirements, modalities, evaluation and certification of the training program are defined

→ _____

B. The 5 steps process

5

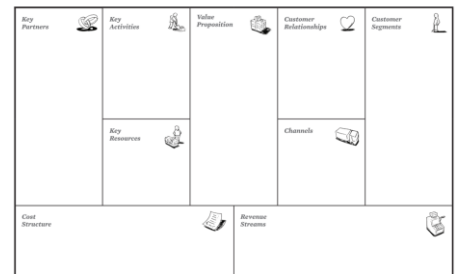
The follow-up | Monitoring

Q. The Sustainability Strategy

- Operational approach: from low-touch to high-touch approach
A: advice | **C:** contracting | **F:** financing | **S:** subsidies

- 1. Low-touch: **F or A+S**
- 2. Medium-touch: **A+C+S or A+F**
- 3. High-touch: **A+C+F(S)**

The Business Model Canvas



→ _____

R. The Business Model

- Business Model Canvas: Key partners, Key activities, Key resources, Value proposition, Customer relationships, Channels, Customer segments, Cost Structure, Revenue streams.
- Important: economic model of income: Public/ Private

→ _____

S. The Risk assessment

- For each stop and sup-stop: services offered, actors and roles, delivered quality, risks, way to detect them, solutions.

→ **Risks:** _____

→ **Solutions:** _____

T. The Performance

- KPIs: economic, environmental, social, performance monitoring
- Updated CRM
- Dashboards
- Value (satisfaction)

→ _____

