| **B. THE CITIZEN HUB BLUEPRINT AND IMPLEMENTATION SCRIPT** | | | **YOUR CITY/REGION** |
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| **Interfaz de usuario gráfica, Aplicación  Descripción generada automáticamente** | **A. The overall strategy** | Which are your targeted buildings? Which building typology should be renovated first to get greatest effectiveness in the impacts through the renovation process?  Which are your targeted subjects? Which user’s profiles should be targeted to get the greatest effectiveness in the onboarding and engagement with the renovation process?  Which are your targeted suppliers? Which segment of suppliers should be targeted to get the greatest effectiveness in the implementation quality and user satisfaction? |  |
| **B. The top-down approach** | Which are your official/ statistical data sources?  How can you combine and filter them in order to qualify, quantify and measure your targets? |  |
| **C. The bottom-up approach** | Which are your participatory processes?  What kind of information you got from them?  How can you use these data to derive/ extrapolate market behaviour, needs or expectations? |  |
| **D. The opportunity** | What would move citizens into renovation?  Why would move suppliers into the energy renovation? |  |
| **Interfaz de usuario gráfica, Aplicación, Icono  Descripción generada automáticamente** | **E. The communication strategy** | How to drive demand side motivation into the market opportunity? |  |
| **F. The motivation** | Which are the motivations of homeowners?  Which is the correct message to guide demand interests into OSS context opportunity?  Which channels should be used to reach our targeted audience? |  |
| **G. The marketing materials** | Which are the correct marketing materials and activities to resonate with the different targets motivations and clearly deliver the message? |  |
| **H. The community** | Which are your local well-known existing places and channels for distributing and exploiting the marketing materials?  Which are your local stakeholders and potential allies to fine-tune campaigns and implement specific actions? |  |
| **Interfaz de usuario gráfica, Aplicación  Descripción generada automáticamente** | **I. The collaboration strategy** | How to drive supply side motivation into the market opportunity? |  |
| **J. The motivation** | Which are the motivations of the supply side profiles for engaging in the OSS renovation services network?  Which is the message to orient supply capacities within the OSS context opportunity?  Which are the correct channels to ensure their participation? |  |
| **K. The network** | Which measures can avoid the current fragmented market and lack of coordination?  How can a services network be built? |  |
| **L. The packs** | Which packs of solutions are applicable in your context to ease the decision making and allow for a fair and reliable comparison? |  |
| **Interfaz de usuario gráfica, Aplicación  Descripción generada automáticamente** | **M. The assistance strategy** | Which is your customer journey framework? Which functionalities do you intend to provide? |  |
| **N. The Services** | Which are the existing local needs that will define the touchpoints and the sub-stops?  Which are the existing resources (services, tools or activities) solving these touchpoints?  Which are the gaps that will be developed to complete the assistance? |  |
| **O. The tools** | Which tools are required to solve each service? |  |
| **P. The Staff** | Which are the objectives and target groups for the training programme of your OSS? |  |
| **Interfaz de usuario gráfica, Icono  Descripción generada automáticamente** | **Q. The Sustainability Strategy** | Which type of OSS do you have regarding its engagement level? |  |
| **R. The Business Model** | How can your OSS be self-sufficient?  Which is its business model? |  |
| **S. The Risk assessment** | Which are the potential risks of your OSS implementation?  Which are their contingency plans? |  |
| **T. The Performance** | Unique dashboard to unify data sources with a form addressed to the different actors in the data collection. |  |