

Project duration: 1st September 2020 – 29th February 2024

Grant Agreement number: 892749 (Coordination and Support Action)

WP: 5. Follow-up replication and EU wide Exploitation

Deliverable: D5.4 Exploitation campaigns rolled-out through the EU umbrella

member organizations and municipalities

Lead beneficiary: ICLEI

Dissemination Level: Public

Due date: M36

Revision History:

DATE	VERSION	AUTHOR/CONTRIBUTOR	REVISION BY	COMMENTS
19-01-2024	0.1	Andreas Jaeger [ICLEI]		
26-02-2024	0.2	Andreas Jaeger [ICLEI]	Clotilde Mahé [ICLEI]	
22-03-2024	1.0	Andreas Jaeger [ICLEI]	Emmanuelle Causse [UIPI] & Alejandro Gómez [Valencia]	
25-03-2024	1.1		Oubbol Oung [Rotterdam]	
26-03-2024	1.2		Final Review and Publication: Ana Tisov [Huygen]	

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1 Introduction

Building on the substantive on-the-ground citizen hub setup and operation experiences gained as well as the outputs produced in the context of the Save the Homes (StH) project, Task 5.4 served to pave the way for the broader replication of citizen hubs at national and EU-level. Led by ICLEI and strongly supported by local government partners, UIPI and other consortium partners, an exploitation campaign was conceived and implemented with the aim of securing interest / commitment to roll out One-Stop-Shops that leverage StH outputs by at least 20 UIPI member organisations and 20 local governments.

By project end, the consortium was able to secure replication interest of 21 local governments via dedicated StH workshops and a further 4 via the provision of direct bilateral technical assistance. With regard to property owner associations, UIPI secured replication interest of at least 8 associations, whilst also generating substantial interest in local/national OSS (approx. 250 stakeholders very interested), availing of their services (240 stakeholders) and Save the Home tools (200 stakeholders).

Deliverable D5.4 provides an overview of efforts invested to catalyse OSS adoption and highlights selected notable observations related to the added value of the exploitation campaign. As activities undertaken are already to some degree outlined in the exploitation plan as well as deliverables linked to promotion, dissemination and communication (WP6), the report is kept as concise as possible. Indeed, the content can be seen as an Annex to the exploitation plan developed by Save the Homes partner UIPI (D5.2).



2 Exploitation campaign

Building on insights gained in the cities of Valencia and Rotterdam as well as replication experiences of follower cities Sant Cugat and Ljubljana, results exploitation and citizen hub replication was promoted by means of a comprehensive exploitation campaign. The campaign consisted of a series of local-government-targeted workshops, property-owner-focussed "renovation tours" and a dedicated workshop for property owner associations as well as a range of complementary outreach efforts. This chapter describes the planning, implementation and outcomes of these.

2.1 Local Government Workshops

2.1.1 Workshop Planning

The organisation of three workshops with local government representatives was a key element of the exploitation campaign to pave the way for the scaling and replication of One-Stop-Shops in general and the citizen hub concept in particular.

To kick off the planning of workshops in the three countries of citizen hub implementation and testing, which gathered pace in late 2021, ICLEI created a mapping of local government representatives in the buildings and energy domains. On the basis of relevant project involvement or general expertise, the mapping identified 15 stakeholders in the Netherlands, 31 in Slovenia and 25 in Spain. The compiled lists, which included individual contact details, affiliations and other publicly available information were shared with partners in Valencia, Rotterdam, and Ljubljana to facilitate exploitation campaign activities more broadly and workshop planning specifically.

Moreover, ICLEI and local partners held meetings to develop locally tailored agendas that addressed subnational needs and replication stumbling blocks. Agendas were incrementally refined in 2023 as key StH outputs were finalised. In addition to agenda co-development, ICLEI produced invitation letters as well as registration pages and provided technical support. In the case of all three workshops, it was agreed that the events would be held in the respective language, to increase engagement and impact. All agendas and registration pages were therefore translated.



Figure 1: Selected materials / outputs produced by ICLEI in the workshop planning stages.



2.1.1.1 Planning in the Netherlands

Workshop planning in the Netherlands entailed numerous bilateral meetings with the City of Rotterdam in 2023, to fine tune the agenda¹ and to respond to emerging trends such as the energy crisis and leveraging energy communities in response. As the use of Google products did not align with policies of the City of Rotterdam the registration page and other templates were transferred to Microsoft.

At a relatively early stage of workshop planning, the decision was made to collaborate with the project management association of Dutch municipalities VPNG. Partnering with this national network (which has 250 affiliated municipalities) and holding the meeting online was deemed to be the most effective way to reach the greatest number of relevant local government stakeholders in the country. In discussions with VPNG and the City of Rotterdam, January 2024 was identified as an opportune moment to schedule the event. In the lead up to the workshop implementation date, the focus lay on making final touches to the agenda, agreeing on speakers and the moderator as well as on inviting participants.

2.1.1.2 Planning in Slovenia

Workshop planning in Slovenia began in 2022, with the co-development of an agenda by ICLEI and the host City of Ljubljana. Overall, the workshop was understood as a great opportunity to bring local and national government stakeholders together, to reflect on the organisation of renovation initiatives in a multi-level manner. Interesting discussion topics to be integrated into the agenda alongside introductory presentations on the Save the Homes project included, amongst others, (1) how full, rather than partial renovations could be better promoted; (2) challenges linked to the renovation of multi-unit apartment buildings could be addressed; (3) the role of district heating and natural gas infrastructure against the backdrop of the war in Ukraine and the energy crisis. Linked to citizen hubs and the enhancement of OSS in Slovenia, the draft agenda also foresaw EU and national framing presentations (incl. on Eko Sklad, the Slovenian Environmental Public Fund) as well as ample room for interventions by participants throughout the event, to allow for a stocktake of subnational on-the-ground realities (opportunities and challenges) and improved multi-level cooperation.

Considering the size of Slovenia, it was agreed that the workshop would be held in person to set the stage for substantive exchanges amongst local and national government representatives. As host, the City of Ljubljana led the distribution of workshop invitations, venue booking and the organisation of catering, whilst IRI-UL agreed to moderate the event. The Save the Homes coordinator (Huygen) was given a speaking slot and, as all attendees, the opportunity to make interventions throughout the day. In addition to backstopping the event (e.g. agenda co-development, registration, EU-wide dissemination), ICLEI supported the host by developing a framing presentation on the EU policy context driving Europe's Renovation Wave.

2.1.1.3 Planning in Spain

The City of Valencia took a proactive role throughout the planning phase of the Spanish workshop, actively engaging with ICLEI as well as follower City Sant Cugat on agenda development, setting up a separate registration page for Spanish stakeholders and developing complementary outreach materials. First trilateral meetings between Valencia, Sant Cugat and ICLEI took place in 2022, to shape the agenda. As additional StH outputs came online and priorities shifted slightly, the agenda was

¹ In early phases the workshops was planned to include (in addition to placing StH under the spotlight) topical discussions on public renovation strategies and actions; public-private partnerships to support local renovation activity; multi-level responses to address the energy affordability crisis. As the online format would not be suited for a lengthy workshop, energy communities and the StH bottom-up approach were eventually chosen as the main topics.



revised in the first half of 2023. The final draft agenda (see Annex 1) was agreed by the end of summer 2023, covering Save the Homes achievements and including keynotes by senior officials and integrating four roundtables that focussed on the setup of OSS, their efficient operation, public-private partnerships and reaching most in-need segments of the population. Roundtables were designed to include presentations of good practice examples in Spain as well as ample time for peer-to-peer exchange.

The workshop was scheduled to take place in October 2023, to complement planned activities of the City of Valencia in the lead-up to its programme as European Green Capital 2024. Principally engaged StH partners were the City of Valencia as host, the City of Sant Cugat, IVE and ICLEI. València Clima i Energia was the central organiser of the event, whilst Sant Cugat and IVE were mostly engaged in supporting agenda setting and implementation (presentations). In addition to agenda codevelopment, ICLEI also supported organisational aspects such as event catering and assisting selected prospective speakers with travel planning (and later reimbursement). Further campaign activities linked to the workshop in Valencia are described in chapter 2.1.3.3 of this report.

2.1.2 Workshop Implementation

Overall, subnational government 'Save the Homes on the move' workshops engaged 123 participants and secured replication interest / commitment of at least 21 local government representatives (from different LGs and excluding StH consortium partners). The below subchapters provide an overview of workshop implementation experiences and key results. Interestingly, a significant diversity of interest in different StH components could be observed in the three countries in which local government representatives were targeted via the StH exploitation campaign. This finding supports the project consortium's understanding that citizen hubs require considerable tailoring to local needs and priorities.

2.1.2.1 Implementation in the Netherlands



NL Save the Homes on the Move Workshop

Date: January 18th, 2024

Venue: Online

Final Agenda: see Annex 1a

Participant Breakdown: 58 local government representatives of which 7 explicitly expressed interest in specific modules of the Save the Homes approach

The workshop attracted a large number of local government project managers, underscoring the high relevancy of the topic and interest in harnessing OSS, citizen hubs and energy communities to drive the decarbonisation of heating buildings. The short online format enabled broad participation and represented a starting point for deeper discussions on empowering citizens to renovate residential building stock. In light of the high number of attendees but low survey response rate due to technical issues (the survey could not be integrated into VPNGs registration system), it is highly likely that much higher numbers of subnational government stakeholders in the Netherlands are interested in dimensions of the Save the Homes project. Overall reporting on the KPI of securing local government interests or commitments (21 local governments in the context of the campaign's dedicated workshops) therefore can be seen as very conservative.



Due to the compressed format of the online event, it is recommended that deeper dives into certain workshop results (see next subchapter) are organised in 2024, to further exploit Save the Homes, even after the project's lifetime.



Images 1-4: Screenshots of the online workshop held in the Netherlands on January 18th, 2024

Netherlands workshop results:

Local governments expressed particular replication interest in the intricacies of setting up OSS and felt that citizen hubs played an important role in enabling the decarbonisation of heating in buildings. Interest in contractor training / certification, the organisation of services and processes to operate OSS as well as the development or deployment of supporting IT tools was comparatively low (full evaluation, see Figure X, below). As already alluded to in the report, for technical reasons the survey was not distributed to all 58 workshop representatives. The sample size of responses (only 7 responses collected) cannot be considered representative and does not capture the likely much higher replication interest generated via the workshop. Key findings from workshop implementation in the Netherlands can be summarised as follows:

- The concept of an OSS addresses financial and labour barriers to sustainable living. Removing obstacles is crucial, as without demand, solutions, business, trust, and investment, the circle of inaction remains unbroken.
- A successful customer journey involves engaging residents and getting them "on board" by explaining the implications and benefits of sustainability measures. Reporting back results is essential for maintaining community enthusiasm and showcasing the impact of implemented projects.
- Coordination and organisation in addition to scale are necessary to keep contractor interest, manage specialised companies engaged in the renovation market value chain and respond to the diverse demands of stakeholders. Ensuring continuous and high levels of demand for



contractors strengthens private sector readiness for collective residents-led renovation projects.

- Resident initiatives like energy cooperative Alex Energie often rely on volunteers, presenting challenges such as volunteer turnover and potential disparities in financial resources and pace.
 Coordinated efforts are therefore needed to address challenges and ensure the stability of volunteer-driven initiatives.
- Local governments play a critical role in supporting and integrating energy cooperatives into municipal plans and initiatives. Home-owners can get some financial benefit by supporting and participating in energy cooperatives.
- Local governments need to balance between a bottom-up approach, as seen with grassroots initiatives like Alex Energie, or a top-down approach, taking the initiative themselves. The active involvement of local governments staff in energy cooperatives can be beneficial, for instance by encouraging them to join boards or provide resources and guarantees and to connect better policy and specific needs of stakeholders.

Holistic, community-driven and coordinated approaches in local government renovation efforts are needed to ensure sustainable living practices are embraced and effectively implemented. The energy transition involves multifaceted considerations and needs a tailored-made approach that should be taken into account for local governments to efficiently tailor their strategies based on local contexts.

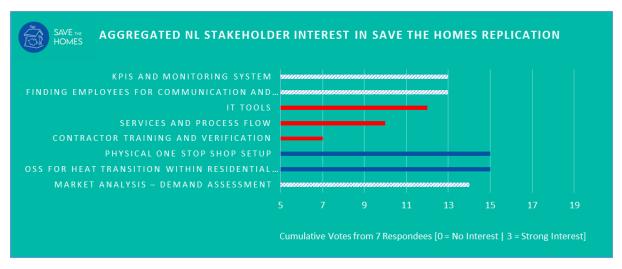


Figure 2: Visualisation of local government survey responses collected in the Netherlands

Building on workshop experiences, one of the possible paths explored in Rotterdam is to work with the umbrella organisation Energie van Rotterdam that regroups local energy communities to replicate the Alex Energie experience.



2.1.2.2 Implementation in Slovenia



SI Save the Homes on the Move Workshop

Date: May 18th, 2023

Venue: Mestni trg 1, 1000 Ljubljana

Final Agenda: see Annex 1b

Participant Breakdown: 21 participants of which 9 represented local governments (excl. City of Ljubljana) and expressed interest in replicating

elements of StH

The workshop shared good practice examples of renovating public buildings in Ljubljana via Energy Performance Contracting (EPC); the development of a legal framework for renovation; a proposed update to the National Energy and Climate Plan; diverse sources of financing for building renovations; the Save the Homes One-Stop-Shop concept, based on experiences from ICLEI Members Rotterdam (the Netherlands) and Valencia (Spain); and how this initiative contributes to Ljubljana's role as one of the 100 climate-neutral 'Mission Cities'. Representatives from the Slovenian Municipalities of Kranj, Zagorje ob Savi, and Koper also shared their experiences using public-private partnerships, subsidies and consulting for citizens, and the particularities of each of these methods when used to drive renovation.

Participants discussed the challenge of empty apartments (Slovenia has 11% vacant dwellings, which makes it among the top-five highest rate of empty apartments in the EU), the European commitment to a 15% reduction in gas consumption, energy poverty, the lack of statistical data available on the renovation of residential buildings, and the fact that Slovenian houses are often too big.









Images 5-8: Impressions from the Slovenian replication workshop, held on May 18th, 2023



Slovenia workshop results:

Intensive debates led to the conclusion that the Ensvet network – a network of energy consultants whose advice Slovenian citizens can access for free – is best placed to lead the establishment of a One-Stop-Shop in Slovenia. Initial measures will include pushing for joint orders for energy renovation measures to decrease costs and increase efficiency. Local governments expressed considerable interest in the One-Stop-Shop approach, with stakeholders particularly keen on learning more about business models to set-up and sustain a One-Stop-Shop, the definition of performance indicators, and the design of monitoring systems.



Figure 3: Visualisation of local government survey responses collected in Slovenia

From the City of Ljubljana's perspective, the workshop provided not only a valuable opportunity for an open peer-to-peer exchange among local governments, but also to discuss OSS across levels of governance. The meeting coincided with the recent relocation of the Ensvet climate office to a prominent location in the heart of Ljubljana, demonstrating the city's commitment to engaging with citizens on climate-related topics. Acting as a citizen hub for energy advice through Ecofund Ensvet services, it will soon operate as an OSS for renewables via the power market operator Borzen. Synergies have been identified with the reMODULEES EU-funded project's platform, which will be available in the office for use by citizens and advisors. The prospect for expansion includes deploying OSS through Ensvet's network of 60 offices once proven successful in the CoL climate office. Additionally, the CoL has submitted a proposal for further development of the OSS concept in Slovenia, largely based on the Save the Homes experience, to the 2023 LIFE funding call (Renov-AID: Renovation Enhancement Network towards Optimized Vitality and Adaptation Integration in Dwellings).



2.1.2.3 Implementation in Spain



ES Save the Homes on the Move Workshop

Date: October 19th, 2023

Venue: Office of l'Energia - Parc de l'OestXalet Parc de l'Oest, C. d'Enguera, s/n,

Valencia, Spain, 46018, Valencia Final Agenda: see Annex 1c

Participant Breakdown: 44 participants of which **5 represented local** and 2 regional **government** (excl. the Cities of Valencia and Sant Cugat), **expressing**

interest in replicating elements of StH

Throughout the workshop, the Save the Homes consortium provided updates on their endeavours to support citizen hubs, with the aim of expediting and making renovation more accessible as well as cost-effective. The workshop's agenda encompassed a series of presentations by local governments, alongside ample opportunities for open discussions, enabling the exchange of expertise on local renovation initiatives, identification of best practices in establishing OSS, exploration of supporting tools and protocols, and collaborative brainstorming to address common challenges and unlock untapped potentials.









Images 9-12: Impressions from the Spanish replication workshop, held on October 19th, 2023



Spanish workshop results:

Some key learnings and considerations related to housing sustainability, energy efficiency, and public-private collaboration at local and regional level included the age of housing stock, a massive renovation programme, effective bonuses, tax incentives, communication and outreach, office staffing capacity, data tools, collaboration between public and private sectors, addressing vulnerable housing and services replication.

Based on 36 survey responses collected in relation to the Spanish workshop, high replication interest relates to the definition of citizen hub / OSS services, the adoption of supporting IT tools and the establishment of permormance indicators and the monitoring of impact overall. Perhaps suprisingly, by far the least interest was recorded in relation to guidance for physical OSS setup. Stakeholders also showed somewhat less interest in aspects such as business models, contractor training / verification and OSS staffing / HR issues.

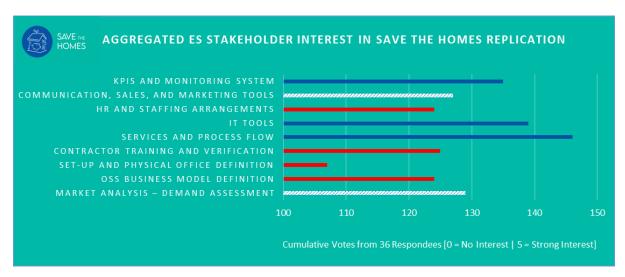


Figure 4: Visualisation of local government survey responses collected in Spain

Key impacts of the workshop from the point of view of the City of Valencia included:

- Confirmation that several OSS across Spain are following different models, services and objectives, yet there are many common barriers. Further, a clear interest in sharing experiences and tools was observed among OSS to not duplicate work and be more efficient.
- The workshop allowed Valencia to establish a meeting point between different cities and regions promoting similar renovation OSS in Spain.
- Several cities expressed interest in having periodic exchange meetings to allow renovation OSS to share news and experiences. Some cities even offered to host the next meeting.
- Valencia was able to showcase itself as a reference in the topic in Spain, thanks to the organization of the workshop, and the leadership in organising this network.
- Several bilateral exchanges have followed between Valencia and some of the attendees, both with renovation OSS and with professionals working and giving support to OSS.

Save the Homes Follower City Sant Cugat intends to build on workshop experiences to promote knowledge-sharing, enhance awareness campaigns, introduce a tax reduction for energy retrofitting, and improve services to provide comprehensive support to local initiatives and energy communities.

Outreach and promotion in SI



2.1.3 Complementary local government outreach and promotion activities

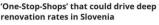
It is important to note that the exploitation campaign aimed at local government stakeholders included a range of complementary activities to magnify the reach and impact of Save the Homes. In the interest of avoiding duplication, these are only described in brief and not in an exhaustive manner, as they link to Save the Homes to Work Package 6 tasks reported in other reports. The below overview provides a snapshot of campaign activities undertaken at regional, national as well as at the EU-level.

The **Dutch** online workshop was chiefly promoted by the national city-level project manager network VPNG and by informal promotion to direct contacts of City of Rotterdam and ICLEI staff. Save the Homes partners, such as BouwhulpGroep also <u>promoted the event via LinkedIn</u>. A recording of the online event is available to VPNG members on its website.

In the lead up to the event, ICLEI Europe promoted the workshop via ICLEI's newsletter. Following successful implementation ICLEI furthermore drew attention to Rotterdam workshop outcomes by publishing an article on its website (screenshot on the right).



Considering the size of **Slovenia**, ICLEI's mapping of relevant local government stakeholders was not availed of. Rather, the City of Ljubljana harnessed existing relationships with local government contacts, to invite these to take part in the workshop. Being the capital city, local government staff was also able to easily reach national government counterparts. Against this backdrop, little additional promotion activities were needed in the lead up to the event to ensure high attendance rates. ICLEI Europe disseminated workshop outcomes by <u>publishing an article</u> on its website and by drawing attention to it in a dedicated <u>newsletter entry</u> (image on the right).



The huge importance of energy renovations, as a way to enhance energy security and reach climate goals, is being recognised at all levels of governance. But ultimately, energy renovations take place at the local level. In Sovenia, One-Stop-Shops or Citizen Hubs act as information, advice and coordination points for homeowners and





Using Google's EIE to accelerate climate action and sustainable urban

ICLEI Europe awards six European cities 7 million EUR for data-driven projects

The **Spanish** campaign was strongly carried by the active promotion and direct engagement by StH partner València Clima i Energia. The event was widely promoted on <u>websites</u> as well as via social media (e.g. LinkedIn <u>post 1</u>, LinkedIn <u>post 2</u>, etc.). Moreover, Clima i Energia produced an event banner to promote the workshop (see image on the bottom right). ICLEI Europe exploited outcomes from the successful workshop via an <u>article about the workshop</u>, that highlighted key results (screenshot on the top right).



_D5.4 Exploitation campaigns rolled-out through the EU umbrella member organizations and municipalities



2.1.3.1 Outreach and promotion at the European level

In addition to driving the exploitation and replication of Save the Homes results in the countries of Slovenia, Spain and the Netherlands, ICLEI Europe also leveraged project results at the EU-level in the context of the campaign. These actions enhanced project output visibility and secured replication interest of at least 5 additional subnational governments, whilst the figure is likely much higher albeit not verifiable. As some of the activities are also described in communication- and dissemination-related deliverables, EU-level campaign elements are described only in brief.

D5.4 Exploitation campaigns rolled-out through the EU umbrella member organizations and municipalities



ICLEI Europe published an <u>article</u> on the role of citizen hubs in catalysing the European Renovation Wave on its website and an <u>interview</u> linked to the Renovation Wave – that explicitly promoted Save the Homes - was featured in a Portuguese Smart Cities Magazine in March 2021.





ICLEI's Save the Homes webpage was redesigned after project end, in March 2024, to create a repository of project outputs for local governments (to support future exploitation in line with StH Task 6.6). Moreover, an infographic ICLEI co-developed with Hugyen (linked to T6.5) that described key OSS steps was uploaded to ICLEI servers, to ensure that it remains a key resources, when the StH website eventually becomes inactive.



Save the Homes was represented at ICLEI's <u>EUSEW</u> stands from 26 - 29 September 2022 and on 22 June 2023. ICLEI's presence enabled bilateral exchanges with local, regional and national stakeholders on the topic of building renovation more generally and the Save the Homes project specifically.



• ICLEI hosted a stand at the World Congress of Architects (3-6 July 2023), which was attended by around 7000 participants. ICLEI Europe presented the Save the Homes project at the stand, which was visited by approximately 200 visitors over 3 days. Meaningful interactions with around 25% of these visitors focussed on discussing collaboration opportunities and exploring potential project synergies – also in relation to OSS. Stakeholders engaged included architects as well as NGO, public sector, and construction industry representatives.



 Whilst organised in the framework of another EU-funded project (<u>C-Track 50</u>), ICLEI leveraged StH knowledge to implement an OSS workshop on July 27th, 2021, in Emmendingen, Germany. The workshop secured replication interest of 5 local governments.





2.2 Save the Homes on the move engaging property owners

As property owners represent the principal customer of citizen hubs, Save the Homes partner UIPI focussed considerable efforts on engaging owners and associations in the context of the Save the Homes campaign. Specifically, efforts focused on the organisation and implementation of "Renovation Tours" and exploitation workshops that engaged key multipliers such as individual property owners, associations, NGOs and other relevant stakeholders (e.g. private sector actors) important for StH replication.

Overall, these activities resulted in replication interest of 8 UIPI members, with particularly noteworthy and concrete interest in setting up OSS and leveraging of StH knowledge by the Norwegian and German associations. Strong interest in the Save the Homes citizen hub concept was also expressed at national level by the likes of Belgium and Finland, whilst local and regional interest in collaboration with StH pilots and replication could be observed in Spain (e.g. the Barcelona region). Going beyond the formal performance indicators set out at StH project launch it is also important to note that UIPI actions played a key role in generating property owner interest in OSS: Renovations Tours secured interest in knowing more about OSS (250 stakeholders), interest in using existing local or national OSS (240 stakeholders) and learning more about StH tools and approaches (200 stakeholders).

2.2.1 Renovation Tours

Leveraging Save the Homes outputs, UIPI hosted three Renovation Tours ow which two took place in Spain (in Bilbao on October 28th, 2021, and in Barcelona on November 24th, 2022) and one in Brussels on November 28th, 2023. The objective of these tours, which attracted over 300 participants in total, was to:

- 1. **Bridge the gap between policy and citizens:** EU climate targets can seem abstract to the public while they affect directly their everyday lives. The goal was to provide more clarity on the policy involving the building sector. This is achieved by fostering locally relevant policy discussions and offering practical solutions built upon existing European and local initiatives;
- 2. **Gather Stakeholder Insights:** The goal was also to enable feedback gathering and hear what the participants had to say in order to better understand what the views and experiences of those affected by the policy measures;
- 3. **Identify Best Practices:** By engaging in open discussions, we aimed to identify best practices, lessons learned, and potential areas for improvement.
- 4. **Inform EU-wide Replication:** It showcased the key and actionable outcomes of the Save the Homes initiative to potential users and buyers. In essence, it aims to educate and empower citizens by providing information, addressing their queries, eliciting feedback, raising awareness, and leveraging the work accomplished in EU-funded projects. This involves presenting pertinent results as tangible solutions that the intended audience can utilise to undertake substantial property renovations.



Meeting Format: The Renovation Tour had the conference format, constituted of presentations, panel discussions and interactive exchange with the audience. They are a unique opportunity for a direct contact with property owners to receive a reality check on the policies and projects' deliverables. When possible, the conference was extended to a site visit, to allow for a in practice knowledge exchange with an existing local One Stop Shop.

Audience: The targeted audience were the property owners, condominium managers, local and national policymakers and other relevant stakeholders (namely from banking institutions, the construction sector, and architects).

UIPI Renovation Tour in Bilbao

UIPI hosted the third event of the UIPI renovation Tour in Vitoria-Gasteiz (including a bus tour to see renovation examples in Bilbao from the Opengela project) in the Basque Country (Spain) on 28 October 2021 at Palacio Villa Suso. There were two targeted audiences: one presential and another online. UIPI worked in association with the Confederación de Cámaras de la Propiedad Urbana (CCPU), Consejo General de Colegios Administradores de Fincas (CGCAF) and Opengela, as the goal was to reach the maximum number of property owners, to be locally relevant and to target Basque property owners and condominium managers. The latter group have a very big replication potential, as they manage multi-apartment buildings composed by many properties and hence capable of influencing several property owners. The online audience targeted was broader and included property owners across Europe, relevant stakeholders, project participants and sister projects.

The event counted with 42 online participants and 47 presential participants. Most participants were Basque condominium managers, property owners and representatives from relevant stakeholder groups (e.g. engineers, architects, etc.), meaning that the targeted audience was reached.

Alberto Rubio Garrido presented on behalf of Save the homes in the session "Financial solutions, support and assistance", laying out the key elements of the project.









Images 13-16: Impressions from the Renovation Tour in Bilbao, held on October 28th, 2021



UIPI Renovation Tour in Barcelona

The 6th UIPI Renovation Tour targeted specifically local property owners in Catalonia. To increase the number of audiences within this target group, UIPI collaborated with the <u>Confederación de Cámaras de la Propiedad Urbana</u> (CCPU) and their local member organisations. While this target group was expected to come presidential, UIPI also offered the opportunity to follow the event online. The online audience targeted was broader and included property owners across Europe, relevant stakeholders, project participants and sister projects. It was held in Cambra Propietat Urbana (Via Laietana, 22, 08003 Barcelona, Spain) on 24 November 2022.

The event counted with 82 online participants and 49 presential participants. Most participants were Catalan condominium managers, property owners and representatives from relevant stakeholder groups (e.g.: engineers, architects, etc), meaning that the targeted audience was reached.

Alejandro Gómez Gil participated in the event as speaker on behalf of Save the homes under the session "Developing the potential of the One-Stop-Shops for renovation with the Save project: the example of Valencia".



Images 17-20: Impressions from the Renovation Tour in Barcelona, held on November 24th, 2022

UIPI Renovation Tour in Brussels

The UIPI Renovation Tour this time in collaboration with the Syndicat National des Propriétaires et des Copropriétaires (SNPC) focused on homeowners in the Brussels region. It was held on 28 November 2023 at the Architect's House in Brussels (Rue Ernest Allard 21, 1000 Bruxelles). UIPI and SNPC were pleased to welcome a large set of speakers who provided insights into policy frameworks regarding energy performance and energy efficiency of buildings. They presented and debated challenges, barriers and benefits of renovation, as well as exposed different tools currently set up and/or under development when it comes to financial support, guidance and consultations, both at the EU level, but primarily at the local level in Brussels.

The public, which was mainly constituted of property owners, both owner-occupiers and landlords, building managers, architects and representatives from various stakeholders in the building sector,



was particularly curious about the Homegrade, Brussel's One-Stop Shop, providing various forms of counselling and various financial aids when it comes to renovation. Also, property owners recognised the benefits of One Stop shop guidance, and overall called for further measures that will accompany them in the renovation of their properties, both financial and though raising awareness about the means at hand.

Oubbol Oung, Program manager of sustainable initiatives in the Urban development dept. of Rotterdam, participated in the event as speaker on behalf of Save the homes under the session "Working on one stop shops: lessons and experiences in progress".







Images 21-23: Impressions from the Renovation Tour in Brussels, held on November 28th, 2023

2.2.2 Exploitation Workshops (and Save the Homes Replication Board)

Exploitation workshops were a key additional avenue to validate StH achievements and to secure replication interest of key stakeholders. As workshops are documented in the Save the Homes Exploitation Plan (see D5.2 – particularly in relation to stakeholder survey results), this report only covers these in brief. Overall, the workshops – which were attended by 80 stakeholders – proved valuable to secure replication interest from (8) property owner associations, to engage Save the Homes Replication Board members (EBC, BEUC, et al.) and to validate and gauge interest in specific StH outputs.

Online Workshop: Let's Talk One Stop Shop.

The UIPI's workshop, part of the Save the Homes project, focused on exploring One Stop Shops (OSS) to streamline European home renovation, aiming to simplify the process under the Horizon 2020 program. Stakeholders engaged with and tested the OSS, which offers technical assessment,

D5.4 Exploitation campaigns rolled-out through the EU umbrella member organizations and municipalities



contractual offers, financing access, and monitoring of works. The workshop facilitated sharing project outcomes, testing tools, and tailoring discussions for stakeholders to shape future policy recommendations. It recognized stakeholder expertise as vital to project goals, fostering collaboration and innovation. Structured to consolidate project impact, the workshop presented OSS in Valencia and Rotterdam to solicit detailed feedback, explore replication potential, and personalize tools for participant needs, underlining collaborative participation's importance in shaping the future of European home renovation.

The introductory session emphasised the importance of discussing the "one-stop shop" concept within the Save Home project, funded by the EU and developed with HUYGEN and IVE. It highlighted the tool's role in supporting individual owners during renovation, especially regarding the upcoming Energy Performance of Buildings Directive (EPBD). The session stressed considering various tools, including financial measures, before imposing energy performance obligations. It also mentioned the EPBD's focus on transparency and accessibility in these centres. Finally, it underscored the need for associations and owners' representatives to participate in tailoring "one-stop shops" to their members' needs.

January 15th, 2024. – Online Workshop: Let's Talk One Stop Shop – Property Owners

Participants engaged in discussions, informed by presentations from the Save the Homes project, focusing on collaboration, financing, and incentivizing homeowners in renovation projects. Interest in collaborating with a "one-stop shop" to promote energy-saving knowledge in Italy was expressed and insights were shared on previous collaboration efforts as well as the importance of training administrators. UIPI highlighted the association's involvement in the design stage and collaboration with public institutions to share operating costs. Questions about contractor engagement, installer accreditation, and financing mechanisms where raised, emphasizing professional validation and regional funding reliance. Experiences from Rotterdam and Valencia underscored financing and support efforts, including tax reduction advice and loan access facilitation. Concerns were voiced about the shortage of capable renovation companies and banks' reluctance to finance projects, emphasizing the need for political engagement with bankers. Inquiries also picked up on the availability of EU resources, with discussions focusing on addressing contractor disinterest and funding. Questions arose regarding homeowner involvement and incentivizing landlords, with insights provided on visitor categorization in "one-stop shops" and EU-funded financing programs for sustainable renovation. Overall, the discussions highlighted collaboration, sustainable financing, and targeted incentives as key strategies to address renovation market challenges in Europe.

February 8th, 2024. - Online Workshop: Let's Talk One Stop Shop. - Supply side

The participants discussed strategies to stimulate interest and improve one-stop renovation shops. Emmanuelle Causse stressed the importance of attracting both big and small suppliers, while Spyros Mathioudakis proposed offering more incentives and ensuring long-term funding for these shops. Ana Sanchis Huertas suggested involving property administrators in one-stop shop initiatives, while Emmanuelle Causse emphasized the need for stakeholder involvement from the outset and securing long-term funding. Ana Tisov recommended seeking financing from the Commission or CINE Agency to ensure sustained investment in home renovation programs. The discussion highlighted the necessity of sustaining projects with public functions beyond their initial phases and the risks associated with insufficient funding. Spyros emphasized the need for political will in securing long-term funding, and the team also discussed the potential for private competition to replace public services, stressing the importance of political decisions in this regard.



February 9th, 2024. - Online Workshop: Let's Talk One Stop Shop. – existing OSS and the EU projects dealing with OSS

The team discussed grant application challenges for home energy renovations, highlighting frustrations with rejected applications and the complexity of the process. They also explored a renovation tool facilitating dialogue between property owners and stakeholders, noting its benefits in providing a reality check and promoting collective action for energy reduction. Upscaling visits to understand homeowners' needs was considered, with emphasis on coupling them with online resources. Challenges in the green finance market were addressed, proposing solutions like establishing a new bank and ensuring accessibility of loans for condominium associations. The meeting focused on the concept of a one-stop shop for energy renovation projects, acknowledging its importance in aiding homeowners but also recognizing challenges in sustaining such services over the long term.

2.3 Leveraging existing networks and initiatives for broader EU exploitation

Besides the Renovation Tours as well as replication and exploitation workshops, Save the Homes partners invested considerable additional efforts to engage key partners (incl. StH Replication Board Members) to further exploit Save the Homes outputs. Efforts included, amongst others: engagement of stakeholders via the European Covenant of Mayors (see D5.5 for further information); representing and leveraging StH outputs in the context of conference engagements (e.g. participating in the Sustainable Places 2020 conference, ICLEI's 2020 Mannheim conference, or moderating a session on renovation in the context of the Creating Green Cities Conference in Malmö on June 14th, 2023, in connection to the Swedish EU Presidency); engaging in bilateral discussions on OSS with national government representatives via ICLEI's Steering Committee membership in the GlobalABC (e.g. Governments of Canada, France, Germany, Switzerland) and other fora (e.g. Austrian government); organizing or speaking at a range of topical workshops or webinars (see communication / dissemination reporting).

Lastly, the final Save the Homes event in Brussels on February 22nd, 2024, deserves to be highlighted as a key opportunity via which the consortium engaged existing and new "Renovation Wave change agents" to catalyse the formation of OSS in line with StH citizen hub principles and approaches.

3 Outlook beyond the project lifetime & final remarks

The exploitation campaign underpinning Save the Homes output replication can be deemed a success, having secured broad interest in the citizen hub approach. Partners ICLEI and UIPI will endeavour to further exploit outcomes even after project end and multiple opportunities to do so have already been identified (ongoing and follow-up projects, continued engagement in relevant initiatives, etc.). Moreover, project partners overall have signalled substantive interest in facilitating the establishment of OSS in their localities or countries of operations and local governments themselves will continue to scale their respective StH-informed approaches.

Key levers for exploitation moving forward include:

D5.4 Exploitation campaigns rolled-out through the EU umbrella member organizations and municipalities



- Leveraging the power of ambassadors (successful OSS cases) to inspire local and regional governments to adopt similar approaches.
- Organising further European Covenant of Mayors webinars or workshops (ICLEI)
- Continuing the hosting of Renovation Tours by UIPI
- Acquiring new EU-funded projects (e.g. in Slovenia, but also by all StH consortium partners)
- The organisation of roundtables to support the transposition of the recast EPBD and formulation of renovation plans in a multi-level governance context (ICLEI)
- Continued efforts in the Netherlands, Slovenia and Spain, to establish sustainable OSS business models (supported by GNE, among others)



Annex 1

1a Agenda LG Workshop Netherlands:

The meeting was convened online, on January 18th, taking place from 12:00 to 13:00 and featuring a series of presentations by the following experts:



Oubbol Oung Gemeente Rotterdam

Oubbol Oung heeft voor vijf jaren onderzoeksprojecten bij GeoDelft geleid. Hier hield zij zich bezig met de fysische modellering van milieu- geotechnische problemen. Hierna was Oubbol vijftien jaar bij de gemeente Rotterdam betrokken bij onder andere duurzaamheid binnen stedelijke ontwikkeling. Ondertussen werkt ze al tien jaar aan de verduurzaming van de bestaande gebouwenvoorraad en aan het beter faciliteren van duurzame initiatieven van de stad.



Donald van den Akker Voorzitter energiecoöperatie Alex Energie



Haico van Nunen Lector Duurzame renovatie, Hogeschool Rotterdam



Arthur Hinsch Senior expert, ICLEI

Arthur Hinsch werkt bij ICLEI Europe als senior expert in het team voor duurzame energiesystemen. Hij richt zich op het bevorderen van energiegemeenschappen en de sociaal inclusieve inzet van hernieuwbare energie met een bijzondere nadruk op de rol van lokale overheden. Arthur maakt deel uit van het EU Burgemeestersconvenant waarin hij ondertekenende gemeenten samenbrengt om deel te nemen aan peer-learning en capaciteitsopbouw.

Source: https://www.vpng.nl/bijeenkomsten/warmtetransitie-straatje-erbij/



1b Agenda LG and NG Workshop Slovenia:

	Morning Sessions
09:20 – 09:40	Meeting at the offices of the City of Ljubljana and kicking off the day with a coffee & informal chat
Block 1	The Save the Homes project in the spotlight Moderation: Andreja Burkeljca, Researcher and Project Manager, IRI UL
09:40 – 10:00	Opening and Tour de Table Welcome by Petra Šeme, Energy Manager, City of Ljubljana
10:00 – 10:15	Framing Presentation: The role of One-Stop-Shops in Europe Jure Vetršek, Researcher and Project Manager, IRI UL
10:15 – 10:30	Introducing the Save the Homes Project Ana Tisov, EU Project Coordinator, Huygen Installatie Adviseurs
10:30 – 10:40	Q&A Round
10:40 – 10:45	Slido Ranking: Exploring the replicability potential of the Save the Homes approach
10:45 – 11:00	Odmor za kavo
Block 2	The national context Moderation: Jure Vetršek, Researcher and Project Manager, IRI UL [TBC]
11:00 – 11:15	Cutting greenhouse gas emissions in buildings by at least 70% by 2030: operationalising Slovenia's dolgoročne strategije energetske prenove Mag. Erik Potočar, vodja Sektor za politiko učinkovite rabe in obnovljive vire energije
11:15 – 11:30	Current and future support via the Eko Sklad - Slovenian Environmental Public Fund Tjaša Bandelj, Eko sklad, Slovenski okoljski javni sklad [TBC]
11:30 – 11:45	Q&A Round
11:45 – 12:15	Brainstorming Session: Exploring how local and national efforts can be coordinated, to catalyse building renovation rates in Slovenia
12:15– 12:20	Reflections & Morning Session Wrap-Up Petra Šeme, Energy Manager, City of Ljubljana
12:20 – 13:30	Odmor za kosilo
	Afternoon Sessions
13:30 – 13:40	Welcome back and fun exercise (Slido)
Block 3	Cities taking action Moderation: Jure Vetršek, Researcher and Project Manager, IRI UL
13:40 – 14:00	Ljubljana's Renovation Strategy against the backdrop of the Mission for 100 climate- neutral and smart cities by 2030 Alenka Loose, Energy Manager, City of Ljubljana



	3 presentations on renovation strategies and initiatives by:
14:00 – 14:20	Municipality IMunicipality IIMunicipality III
14:20 – 14:30	Q&A Round
14:30 – 15:00	Brainstorming Session: Taking stock of on-the-ground realities (opportunities and challenges)
15:00 – 15:05	Session Wrap-Up
15:05 – 15:20	Odmor za kosilo
Block 4	Topical breakout sessions Moderation: Jure Vetršek, Researcher and Project Manager, IRI UL 2 participant groups discuss two of the topics for 20 minutes each
	 Going Deep: how can homeowners be convinced to go for full, rather than partial renovation?
15:20 – 16:00	 The multi-apartment building renovation challenge: how can governments at all levels accelerate the rate of renovation?
	 Decarbonising building energy supply in cities: challenges and opportunities regarding district heating and natural gas infrastructure
	 Future exchanges: What topics might be interesting to cover in future workshops?
16:00 – 16:15	Reporting back to the plenary Breakout group rapporteurs (IRI-UL and City of Ljubljana)
16:15 – 16:25	Final reflections by City of Ljubljana
16:30	Workshop wrap-up & close



1c Agenda LG & NG Workshop Spain:

9:00 – 9:15	Llegada y registro		
9:15 – 9:30	Bienvenida Institucional		
	Carlos Mundina - Concejal de Mejora Climática, Acústica y Eficiencia Energética		
9:30 –10:30	MESA 1 ¿CÓMO EMPEZAR? Puesta en marcha, formación de equipos, apertura del espacio físico Moderada por Valentina Oquendo - CitiES2030		
	 Carlos Sánchez - València Clima i Energia Marta Oliver – Ajuntament de Sant Cugat del Vallés 		
10:30 –11:30	MESA 2 ¿CÓMO SER MÁS EFICIENTES? Herramientas de gestión y apoyo técnico Moderada por Raquel Sánchez - València Clima i Energia		
	 Eva Lucas Segarra - Instituto Valenciano de la Edificación Joaquim Arcas - Cíclica Corentin Girard - València Clima i Energia 		
11:30 –12:00	Almuerzo		
12:00 –13:00	MESA 3 ¿CÓMO COLABORAR ENTRE PÚBLICO Y PRIVADO? Colaboración con profesionales y financiación para la rehabilitación Moderada por Francisco Puente - Escan Consultoría Energética		
	 Jordi Ayats - Fundació Europace Ignacio de la Puerta - Director de Planificación Territorial y Agenda Urbana del Gobierno Vasco 		
13:00 –14:00	MESA 4 ¿CÓMO LLEGAR A LOS QUE MÁS LO NECESITAN? Actuar en barrios y hogares vulnerables Moderada por Pilar Jordà - València Clima i Energia		
	 Alejandro López - Hogares Saludables, Empresa Municipal del Suelo y Vivienda de Getafe Adrián Ruiz - Legal Consulting Urbhe 		
14:00 –14:20	Save the Homes y XALOC: replicar oficinas de rehabilitación		
	Eva Lucas Segarra - Instituto Valenciano de la Edificación		
14:20 –14:30	Agradecimiento y despedida		
1/1:30	Comida		



Annex 2

2a Agenda Renovation Tour in Bilbao





INTERVENTIONS

ISABEL MARTÍ, PRESIDENT OF THE CHAMBER OF
PROPERTY OWNERS OF ÁLAVA AND VICE-PRESIDENT
OF THE CCPU

JUANA BLASCO SOLER, CENSORIAL ACCOUNTANT OF THE COLEGIO DE ADMNISTRADORES DE FINCAS DE VALENCIA-CASTELLÓN

JIMENA RUIZ DE LANDA, PRESIDENT OF ÁLAVA
COLLEGE OF ARCHITECTS

LUIS ALBA, PRESIDENT OF THE ÁLAVA UNION OF CONSTRUCTION ENTERPRENEURS (UNECA) OPEN DEBATE / Q&A : GIVE VOICE TO PARTICIPANTS

12H30 - COFFEE BREAK

13H00 18H30 - AFTERNOON PRACTICAL/TRAINING SESSIONS

13HOO - SESSION 1 : TECHNICAL SOLUTIONS

MODULAR SOLUTIONS - RENOZEB PROJECT PRESENTATION
MICHELE VAVALLO, PROJECT COORDINATOR, R&D
DEPARTMENT SOLINTEL

13H30 - SESSION 2 : FINANCIAL SOLUTIONS, SUPPORT AND ASSISTANCE

TRIPLEA-RENO PROJECT ONLINE PLATFORM PRESENTATION

ANA SANCHÍS HUERTAS, PRINCIPAL RESEARCHER IN THE INTERNATIONAL R&D DEPARTMENT - VALENCIAN INSTITUTE OF BUILDING (IVE)

SAVE THE HOMES PROJECT PRESENTATION

ALBERTO RUBIO GARRIDO, DIRECTOR GENERAL FOR QUALITY, REHABILITATION AND ENERGY EFFICIENCY, SECOND VICE-PRESIDENCY AND REGIONAL MINISTRY FOR HOUSING AND BIOCLIMATIC ARCHITECTURE OF THE GENERALITAT VALENCIANA

14H30 - LUNCH BREAK



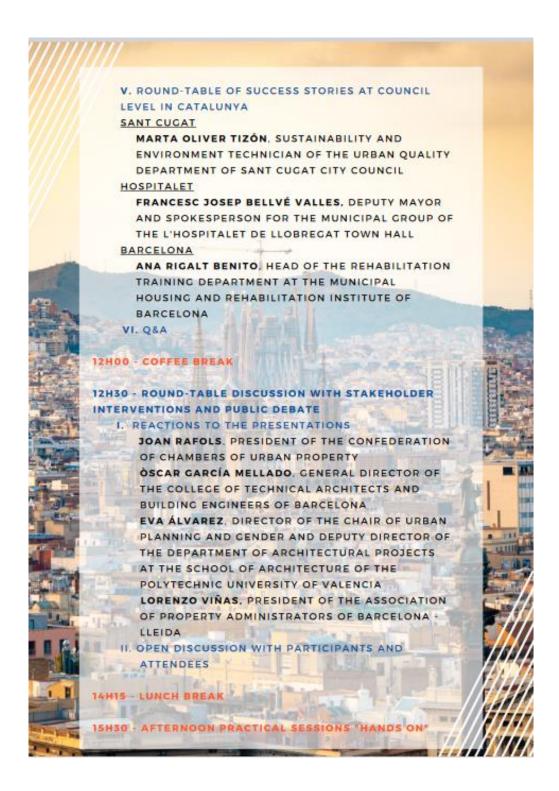




2b Agenda Renovation Tour in Barcelona













2c Agenda Renovation Tour in Brussels









