



SAVE THE HOMES

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Executive summary

This deliverable shows the elaboration of the marketing material for the Save the Homes pilot sites, based on the customer journey developed in task 3.1 and the plan written for task 6.3. This deliverable covers the definition of all the marketing activities that ensured that the citizens on the customers journey were committed and entered the later stops: onboarding, design, elaboration, construction and in-use.



Rotterdam

Rotterdam is one of the pilot sites for Save the Homes. In Rotterdam, the municipality of Rotterdam and Alex Energie worked together to renovate homes. We will describe what the journey for residents looked like, who have now homes powered by solar with zero on the energy meter.

How it started

'Alex Energie' is a cooperative citizen association in a large suburb of Rotterdam. Among its goals are energy saving and sustainable energy production by and for citizens. One of the residents asked Alex Energie: "We have large exposed flat roofs with a lot of sun. You could build a large solar roof on it and start producing electricity place of consumption. Can you help me?" Alex Energie wondered: Is it possible to make these badly insulated houses fossil free?

The first step was to mobilize residents to participate - without further obligation to investigate jointly how to get homes fossil free. One of the residents informed the neighbors via a letter and door calls. 14 of the 16 residents joined.

In November 2021, a volunteer, the energy architect, went on a home visit to these 14 residents to take measurements of surfaces and temperatures. Residents were also asked about their consumption of gas and electricity. An inventory was also made of which measures had already been taken, such as roof insulation and HR++ glass.

For every home, a heat/ loss calculation was done with a draft design of measures and a rough budget estimation to save energy, generate energy and make warmth by switching to a heat pump.

So for this first step mainly a personal network was used, combined with providing information via letter, face-to-face door calls, making personal appointments (with a volunteer, energy architect) and provide a calculation.

The next step

The next step was to inform everyone about the research 5 meetings were organized. In total (throughout the process), 8 local newsletters were shared. There was a core group of 4 residents that participated in meetings. Detailed presentations were shown of the principles of insulation, ventilation, heat recovery and heat pumps. All residents were able to ask questions.

Nieuwsbrief nr. 1

voor bewoners/deelnemers project Lieven de Keystraat / Lagelandsepad, 14 juni 2022



Next to that, also a tool was presented to calculate the financial scenarios. Residents could add variables such as the expected gas price, duration of the netting scheme and price increases for installations.

BouwhulpGroep gave support in the tender for realization and for quality assurance of the implementation.





This next step was filling out a selection list with measures they wanted a quotation for and put in an amount of money for professional help. This design package again consisted of standard components to define as many identical and repeatable installations as possible: floor insulation blankets, cavity insulation (filling), sufficient solar panels, sealing cracks and holes, controlled ventilation with heat recovery, and heat pump (air-water, combination unit).

By means of defining standard components would risks of work in existing inhabited homes can be limited, and a small construction flow was created which hopefully should be sufficiently attractive for contractors to engage in this project.

So when people took the first step, there were meetings organized to provide with information and answer questions, so people would feel confident to proceed. After that, a selection list with measures was provided to help people make decisions and keep an overview.

Inquiries from contractors

In the summer of 2022, residents collectively hired a professional company to translate the global design and get inquiries from contractors. Here, also residents put together an amount of money to realize this.

The response of contractors was disappointing. Some didn't even respond at all. The explanation of the project team is that contractors don't like to work on existing houses. They rather work on new construction, because they can work there in series, benefit from economies of scale and fewer unforeseen risks circumstances (old homes and their residents).

Construction collective and team formation

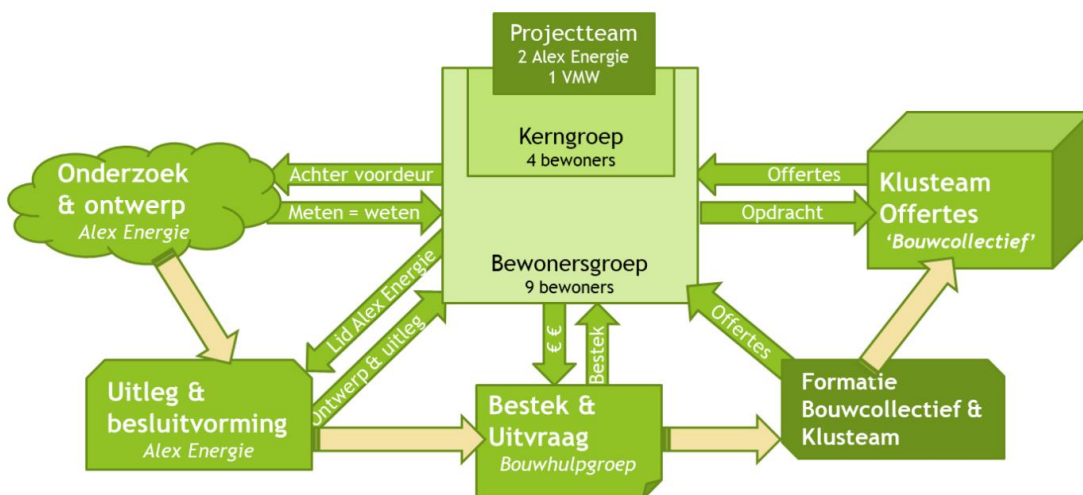
A new initiative was started: A construction collective. Such a construction collective was thought of as a core of experienced self-employed people with sufficient collective expertise in the field of home



sustainability, preferably in favor committed to the implementation of these types of projects in the neighborhood for a longer period of time; around it one shell of specialist installers. The provincial financing made it possible to hire a company to identify providers, obtain suitable quotes from them and thus take the step towards forming a construction collective. It was not possible to divide all work into bite-sized lots and outsourcing them per lot to one installer. For some standalone standard components specialist installers were found. But for jobs indoors, which require flexibility and multidisciplinary skills, it did not work out to find a suitable provider. So the idea for a 'job team' started. A professional multidisciplinary team would exist of self-employed people. February 2023, the decision to work like this was final.



The communication streams can be viewed in the (Dutch) image below:



The team

The costs of activities by this team were bundled into one bill for each resident without margin. The other suppliers quoted directly to residents and were paid individually by residents. For the residents, the results of the project till forming the construction collective were:

- there were providers for all parts of the project, with a 'jobs team' that coordinated carried out the work indoors at each home;



- the investment for a fossil-free home was halved compared to the offer of the contractor.

Construction

An important moment at a renovation is the phase of going from design to construction. Not often exactly what is designed is built. The Lieven de Keystraat, was no exception. For example: for the floors, Tonzon-insulation was designed: a hanging insulation blanket and moisture-sealing film. In some houses, part of the crawl space appeared to have been in the past already filled with insulation granules. Moreover, there sometimes appeared to be water in the crawl space. Where that was the case, Tonzon could not be applied.

When there were important decisions to take, an extra residents meeting was held. When it was a bit less important, it would be a core group meeting. Results were communicated via the newsletters. Individual differences were discussed between the resident and the coordinator of the performance.

Nuisance

One of the conditions for the project was causing minimal nuisance for the residents during construction. A lot of insulation work that was planned on the outside of the houses, had to be done inside. This really had an impact on our intention to minimize the nuisance. The solution was to ask the 'jobs team' members to work together as a team in one house, to make sure all the tasks could be done in the shortest possible time. For this, a lot preparation work was needed, which also costs extra hours.

In use

In November of this year, temperatures went below 10°C and the first results of the heating solution could be tested. In the first days there were some start-up problems. The house didn't get warm, the installation did not start automatically, there was no hot water, etc. With intensive contact and a few house visits, the problems were solved. This winter, there will be a questionnaire for the residents to evaluate to the quality. The results will be published.

The residents

What the residents experienced during the process:

“Your input and especially André’s input was to visit and see how things were arranged in my house - that gave me the confidence to participate. The whole process was also well organised.”

“The project came by. Marc (a neighbor) came by, and at first I was quite reluctant - but he said, it's not mandatory, come and listen. So we went to the meeting. I quite liked how everything was sorted out, I really didn't see us doing that anytime soon with just the two of us.”

“I liked how the process was handled, everything step by step. It was a gradual realization. The thoroughness of the approach was important. You want to be led step by step.”

“I was a really critical customer from the start. Marc had to persuade me. I didn’t see the necessity. This has gradually become clearer.”

More materials

Next to the meetings, calls, newsletters etc. that were done throughout the process also the material below was available. That is for example some financial visuals, to help people make choices. A visualization of the customer journey, a fact sheet, a small map of the Save the Homes cities and more.



Also interviews were done with people passionate about sustainability to share their stories, motivation and experience.

Nationaal Warmtefonds

ENERGIEBESPAARLENING

Het Nationaal Warmtefonds biedt een Energiebespaarlening aan voor energiebesparende maatregelen. Deze oplossing is speciaal voor particulieren.

- Voor private huiseigenaren.
- Financiering tot 100% van het budget, tot een maximum van €65.000,-.
- U hoeft niet van bank te veranderen.
- Maximale looptijd van 20 jaar.

Besluitend in dit jaar! Het geld is nu ook al beschikbaar om te gebruiken voor uw dagelijkse informatie.

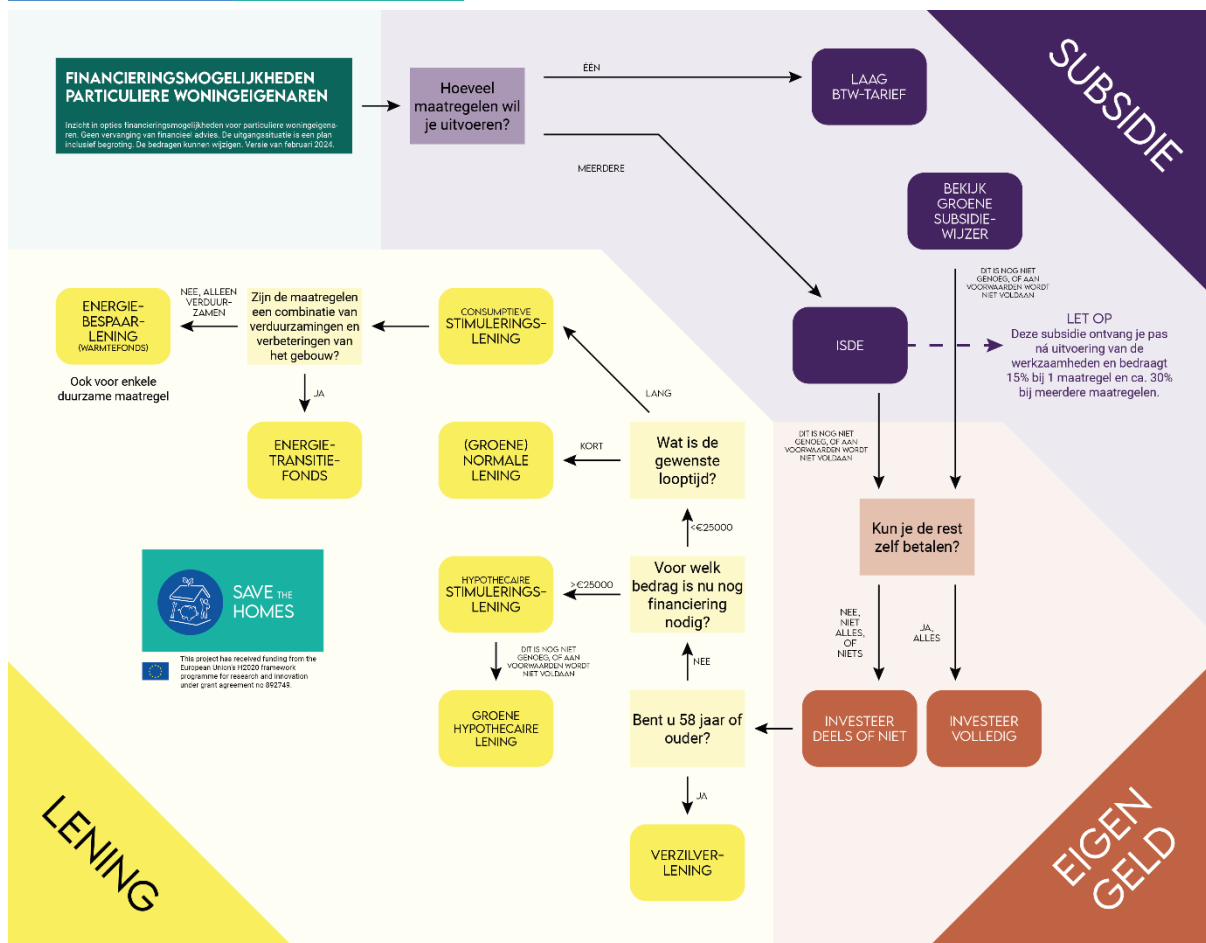
094 - 50 69 700

contact@warmtefonds.nl

OPTIES FINANCIERING

WWW.SAVETHEHOMES.ORG

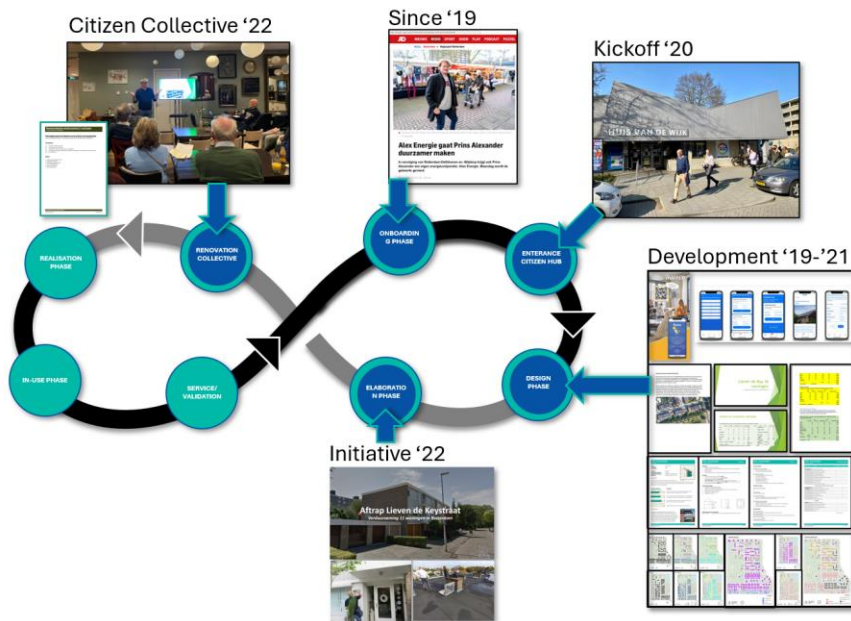
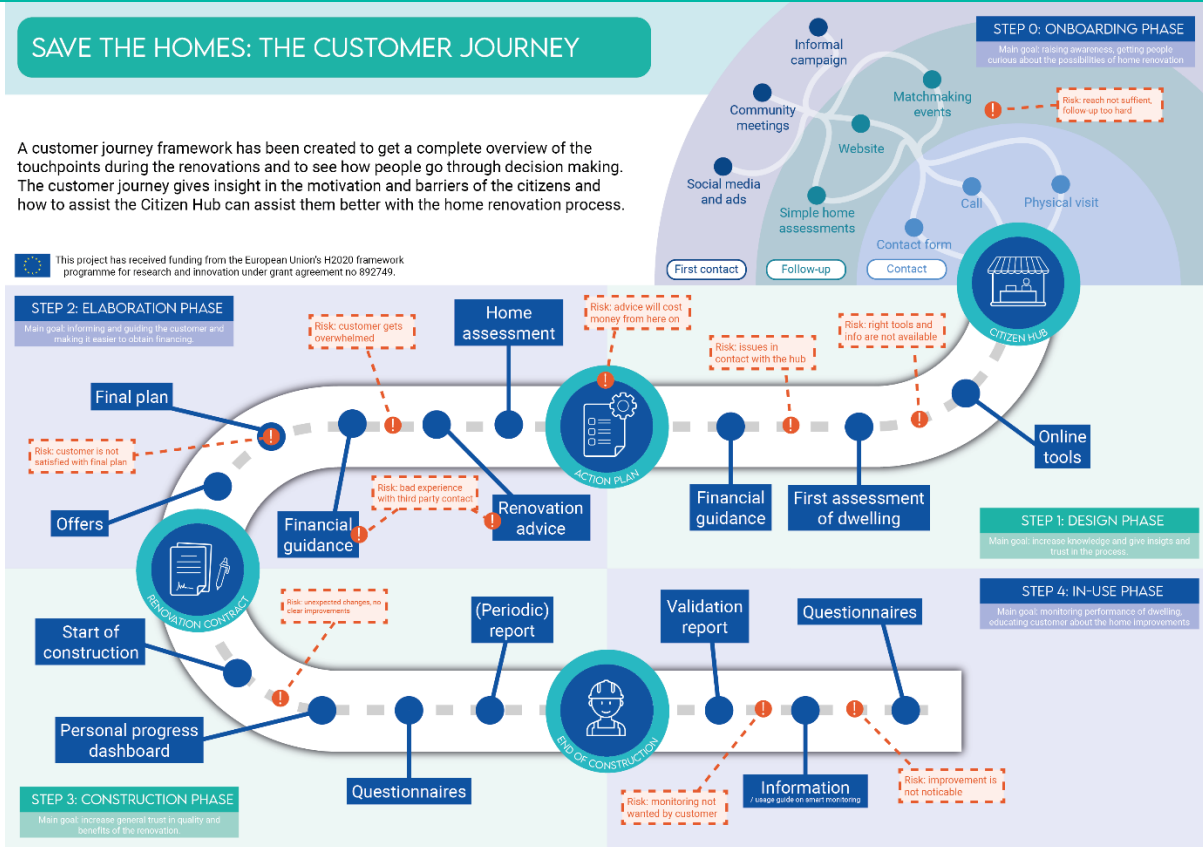
Er wordt geen aanspraak gemaakt op het H2020-impulsprogramma voor verbouwen en renovatie van de Europese Unie (deel van de Europese Unie).



SAVE THE HOMES: THE CUSTOMER JOURNEY

A customer journey framework has been created to get a complete overview of the touchpoints during the renovations and to see how people go through decision making. The customer journey gives insight in the motivation and barriers of the citizens and how to assist the Citizen Hub can assist them better with the home renovation process.

This project has received funding from the European Union's Horizon 2020 framework programme for research and innovation under grant agreement no 892749.





HUB ALEXANDER

IN A NUTSHELL

2021
WILCO LUKAJCIC

LEGAL STATUS
TO BE DECIDED

COORDINATOR
PRINS ALEXANDER (ROTTERDAM)

TELEPHONE
94.901

FOUNDING ORGANIZATIONS
BouwhulpGroep, AlexEnergie, Gemeente Rotterdam, ONE Finance

STAKEHOLDERS/PUBLIC PARTNERS
BouwhulpGroep, AlexEnergie, Gemeente Rotterdam

TECHNICAL PARTNERS
Local contractors selected by the founding organisations

FINANCIAL PARTNERS
Government (Rotterdam Energy Transition Fund)

ACTORS AND PARTNERSHIPS

DEFINITION: NATIONAL FRAMEWORK OF LEGISLATION AND REGULATORY

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 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 LEGISLATION AND REGULATORY FRAMEWORK

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 (Streef)waarde), although they are not mandatory yet.

NATIONAL FRAMEWORK

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 measure and the plan. HUB Alexander means to implement measures that are adapted to each other. Instead of five companies doing five separate measures, HUB Alexander will ensure that these five measures will be done by one general contractor/contact point for the home-owner.

DEFINITION OF NATIONAL FRAMEWORK OF LEGISLATION AND REGULATORY

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 measure and the plan. 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. Bundling the work of 10-25 houses gets a production line that is interesting for contractors.

BUSINESS MODEL
Public funding, non-profit, no fee in a normal renovation right now. Up to one, five, twenty or twenty-five, but focuses on their own ambitions. During the project the role of HUB Alexander is growing. However the role of HUB Alexander is subject to change.

MODALITIES OF INTERVENTION
Right now measures are: -> can be done by one person -> can be done by one person -> can be done by one person -> can be done by one person -> can be done by one person

TIME ESTIMATION
The speed of execution is subject to the complexity of the project. The speed of execution is subject to the complexity of the project. The speed of execution is subject to the complexity of the project.

INTERNAL CAPACITY
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 measure and the plan. HUB Alexander means to implement measures that are adapted to each other. Instead of five companies doing five separate measures, HUB Alexander will ensure that these five measures will be done by one general contractor/contact point for the home-owner.

PHYSICAL OFFICES
Currently there is no physical place, but there is first possibility of a meeting in Rotterdam in the area of the Binnenhof. The project has a building in Rotterdam, where it can be used for the HUB.

WEBSITE & DIGITAL SERVICES
The website is currently under development. The website is currently under development. The website is currently under development.

MONITORING FRAMEWORKS
Use of Sensi Sensors Ikonoon Application Personal quality assessment

HOW IT WORKS

16 (CONTRACTS)
14 (REPAIRS)
11 (REPAIRS)
€149.600,- (AMOUNT OF FINANCIAL CONTACTS)
UNKNOWN (AMOUNT OF INVESTMENTS)
NYA (AMOUNT OF INVESTMENTS)
NYA (AMOUNT OF INVESTMENTS)
NYA (AMOUNT OF INVESTMENTS)
NYA (AMOUNT OF INVESTMENTS)

RENOVATION PROJECTS IN CONDOMINIUMS
NYA (AMOUNT OF INVESTMENTS)
NYA (AMOUNT OF INVESTMENTS)
NYA (AMOUNT OF INVESTMENTS)
NYA (AMOUNT OF INVESTMENTS)

SINGLE-FAMILY HOUSE RENOVATION
NYA (AMOUNT OF INVESTMENTS)
NYA (AMOUNT OF INVESTMENTS)
NYA (AMOUNT OF INVESTMENTS)
NYA (AMOUNT OF INVESTMENTS)

OBJECTIVES EN MISSIONS

MAIN OBJECTIVES OF IHRS
HUB Alexander

CONTENT OF THE SERVICE/OFFER (VALUE PROPOSITION)
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. Bundling the work of 10-25 houses gets a production line that is interesting for contractors.

TARGET GROUPS
Private home owners

IMPACTS (RELEVANCE OF IMPACTS FOR THE MISSIONS) KPIs
Renovations, contacts, workshops, talks, aimed CO2 reduction

SAVE THE HOMES

RENOVATION PROJECTS IN CONDOMINIUMS
NYA (AMOUNT OF INVESTMENTS)
NYA (AMOUNT OF INVESTMENTS)
NYA (AMOUNT OF INVESTMENTS)
NYA (AMOUNT OF INVESTMENTS)

SINGLE-FAMILY HOUSE RENOVATION
NYA (AMOUNT OF INVESTMENTS)
NYA (AMOUNT OF INVESTMENTS)
NYA (AMOUNT OF INVESTMENTS)
NYA (AMOUNT OF INVESTMENTS)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 101017867.






Vrijdag 31 maart vanaf 19.00 Alexanderkerk Springerstraat 340 www.bazelbuurt.nl

ENERGIE-avond

GRATIS informatieavond over het verduurzamen van je woning. Loop zonder aanmelding binnen tussen 19.00 en 20.00.

Woning verduurzamen met maatregelen.
Cooperatief inkopen van maatregelen en installaties.
Financiële hulp via leningen en subsidies.
Hulp bij keuzes en begeleiding bij aanschaf.

The Save the Homes project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101019719.

An interview with Walter Bokern

Read the interview here: <https://savethehomes.net/2022/06/13/the-appeal-of-cities/>





An interview with Rieks Weerman, energy coach

Read the interview here: <https://savethehomes.net/2022/05/23/doing-nothing-doesnt-give-you-energy/>





Valencia

This chapter shows the marketing materials that were used in Valencia. Even if some of the resources here described have lost the Save the Homes logo, it is the project which inspired the Regional Government initiative, and under its scope IVE implemented most of the tools and materials then disposed by the Regional Government, who used their own corporative brand and logos. Also, some resources that will keep under IVE future activity are designed under its corporate image guidelines. One thing we could keep is the colouring, therefore XALOC network image was also inspired by the project.



Examples of marketing and promotion materials used for Save the Homes in Valencia are:

Energy day

Benefits of energy renovation according to neighbours who already renovated through the process explained at the Energy Day at the Energy Office. Video available.



Testimonies from occupants who already have renovated their homes are known to be crucial for convincing homeowners to renovate their buildings. This is a screencap of a multi-testimony video from a previous Project, which was edited for Save the Homes dissemination and awareness purposes. It is available here:

<https://youtu.be/erZjbUaoBk8?si=rrahvxKYY-XMIJdK>

and has received 77 visits during 2023

Solutions explained

Solutions explained, available for download an on renovEU tool:



Direct friendly explanations of the renovation solutions proposed under a more technical energy diagnosis tool were included so to facilitate citizens understand where the problem in their buildings was and how the solutions proposed could help them. This is a screenshot of the renovEU tool, available here: <https://renoveu.five.es/#/home>, which has received 135.196 visits by 24.887 users during 2022 and 2023.

Financial brochure

A brochure for funding options, for public and private opportunities:



GENERALITAT VALENCIANA

AYUDAS A LA EFICIENCIA ENERGÉTICA (2020)

- Comunidades de propietarios, agrupaciones de comunidades, cooperativas, propietarios únicos de edificios.
- Administraciones Públicas y demás entidades de derecho público, propietarias de inmuebles.
- Empresas constructoras, de servicios energéticos, arrendatarias o concesionarias de los edificios.

Ayudas del Ministerio:

- Ayuda general a la comunidad: 40% del coste subvencionable, con los importes máximos tipificados según el uso y la superficie.
- Ayuda complementaria a las viviendas: 35% del coste subvencionable, en caso de ingresos inferiores a 3 veces el IPREM.

Ayudas adicionales de la Generalitat:

- 10% del coste subvencionable de la actuación y hasta 2.000€/vivienda y 20 €/m² de local comercial.

La solicitud se hace en línea en www.habitatge.gva.es

963 895 079 – Gestión Tributaria Integral

ayuntamientovalencia_gti@valencia.es

GENERALITAT VALENCIANA

IEEV.CV

Informe de Evaluación del Edificio

- Propietarios únicos de edificios o comunidades de propietarios.
- Subvención básica del 20% del importe protegido del IEEV.CV para todas las solicitudes de ayuda de los IEEV.CV correspondientes a edificios con una antigüedad superior a 50 años y que cumplan los requisitos y tengan la documentación exigida.
- Subvención adicional, en función de los puntos obtenidos en la baremación de las solicitudes de acuerdo con el punto 3 de la base quinta de la Orden 1/2021, de 19 de abril, con los porcentajes y cuantías máximas indicadas a continuación:
- Puntuación entre 1 y 10 puntos: el porcentaje aplicable sobre el importe protegido del IEEV.CV será del 40% y la cuantía máxima de la subvención será de 1.500 euros
- Puntuación entre 11 y 20 puntos: el porcentaje aplicable sobre el importe protegido del IEEV.CV será del 70% y la cuantía máxima de la subvención será de 3.000 euros
- Puntuación entre 21 y 30 puntos: el porcentaje aplicable sobre el importe protegido del IEEV.CV será del 80% y la cuantía máxima de la subvención será de 4.500 euros.

A través del enlace abajo. Tramitar con certificado electrónico: https://www.tramita.gva.es/ctf-att-att/asiestants/iniciarTramite.htm?tramite=VIV_AYUJEECV_ESTER&version=1&login=c&idioma=va&idCatGuc=PR&idProcGuc=17359

OPCIONES DE FINANCIAMIENTO

ALTERNATIVAS PÚBLICAS



Este proyecto ha recibido financiación del Programa Marco H2020 de Investigación e Innovación de la Unión Europea en virtud del Acuerdo de subvención n.º 692749.

AJUNTAMENT DE VALÈNCIA

BONIFICACIÓN ICIO

Bonificación para Edificaciones con uso predominante residencial con aprovechamiento de energía solar.

- Propietarios únicos de edificios o comunidades de propietarios que sean dueños de la construcción, instalación u obra señalada.
- Bonificación fiscal del 95% del ICIO (Impuesto sobre construcciones, instalaciones y obras).

96 389 50 79, Atención de Gestión Tributaria Integral

ayuntamientovalencia_gti@valencia.es

Dirección: Oficina de gestión tributaria integral (VACE)
Edificio de la casa consistorial, entrada por la calle del Arzobispo Mayor, Tel.: 96.389.50.79, De lunes a viernes, de 8.30 a 14.00 horas.

DEDUCCIONES IRPF

- Beneficiarios particulares (Las actuaciones deben ser en vivienda habitual o destinada a alquiler de vivienda habitual).
- Para ayuda de 20%; reducir 7% la demanda de calefacción y refrigeración.
- Para ayuda de 40%; reducir 30% el consumo en la vivienda o alcanzar calificación A o B.
- Para ayuda de 60%; reducir 30% el consumo en el edificio o alcanzar calificación A o B.

Proceso combinado con los procedimientos habituales de la declaración del IRPF.

GENERALITAT VALENCIANA

PLAN IRTA

Innovación e investigación para la transición ecológica en la arquitectura

- Personas físicas o jurídicas.
- Entes y organismos públicos con personalidad jurídica propia.
- Empresas, entidades y personas físicas o jurídicas de naturaleza privada, gestoras de espacios.

Máximo de 95% del presupuesto de la actuación solicitada en función de los criterios establecidos

Contact and application processing:

- Presencial: Registro General de la Vicepresidencia Segunda y Consejería de Vivienda y Arquitectura Bioclimática. C/ De la Democràcia 77. 46018 Valencia Torre I
- Dirección Territorial: Valencia. C/ Gregori Gaa, 27. 46009 Valencia
- En línea: A través del enlace correspondiente. Tramitar con certificado electrónico.

https://www.tramita.gva.es/ctf-att-att/asiestante/iniciarTramite.htm?tramite=DGM_SUB_SUGUS&version=1&login=c&idioma=es&idCatGuc=PR&idProcGuc=21190

IDAE

COMUNIDADES ENERGÉTICAS

Instituto para la Diversificación y Ahorro de la Energía

Información no disponible.

Hasta el 60% de los costes subvencionables. Posibilidad de anticipar hasta el 80% de la ayuda. Formulario de contacto <https://www.idae.es/> contacto. Fax (91 523 04 14), WhatsApp (910 789 894), o llamada telefónica (913 146 673).

Contact and application processing: dirigir sus consultas al correo electrónico consultas.prtr@idae.es

INACE

PROGRAMA PREE

Rehabilitación Energética de Edificios

- Personas físicas o jurídicas de naturaleza privada o pública que sean propietarias de edificios existentes destinados a cualquier uso.
- Comunidades de propietarios o las agrupaciones de comunidades de propietarios de edificios residenciales de uso vivienda.
- Propietarios que de forma agrupada, que reúnan los requisitos establecidos en el artículo 396 del Código Civil y no hubiesen otorgado el título constitutivo de Propiedad Horizontal.
- Empresas de servicios energéticos (ESES), o proveedores de servicios energéticos
- Los ayuntamientos, las diputaciones provinciales o las entidades locales equivalentes.

Depende en gran medida de la tipología de las mejoras laborales. Consultar <https://pree-calculo.idae.es/>

Contact and application processing:

913 14 66 73

consultas.prtr@idae.es

AJUNTAMENT DE VALÈNCIA

BONIFICACIÓN IBI

Bonificación para Edificaciones con uso predominante residencial con aprovechamiento de energía solar

- Propietarios únicos de edificios o comunidades de propietarios.
- Bonificación fiscal del 50% del IBI durante un máximo de 10 periodos impositivos.
- Bonificación máxima del 20% del coste de la instalación.

Contact and application processing:

961 061 582 – Oficina de la Energía, consultas técnicas.

963 895 079 – Gestión Tributaria Integral

ayuntamientovalencia_gti@valencia.es

Direcciones Territoriales: Oficinas de Gestión e Información Tributaria



Sabadell PRÉSTAMO EXPANSION Y PRÉSTAMO EXPANSION REFORMAS ECO

- Propietarios Únicos.
- Financiamiento desde 2.500 € hasta 60.000 €
- Necesidad de abrir una cuenta bancaria: Sí, cliente del banco desde hace más de 6 meses.
- Plazo máximo de repago: Desde 18 hasta 96 meses (8 años).

Mayor información y contacto acá:

Deutsche Bank AVANZA CREDIT: PRÉSTAMO HUELLA 0

- Propietarios Únicos y Comunidades de Propietarios
- Financiamiento desde 2.500 € hasta 60.000 €
- No se requiere ser cliente del banco.
- Plazo máximo de repago: hasta 120 meses (10 años)

Tramitación de solicitudes y contactos:

- Teléfono: +34 91 7691777
- Email: maria-jose.gutierrez@db.com

caixa popular PRÉSTAMO VIVIENDA EFICIENTE

- Financiamiento desde 3.000 € hasta 60.000 €
- Plazo máximo de repago: desde 12 hasta 96 meses (8 años)

Tramitación de solicitudes y contactos:

- Simulador de Préstamos en el enlace:
- Formulario de contacto en el enlace:
- +34 91 334 67 80. De 8:00 a 22:00 de Lunes a Sábado.

prodinamia PRÉSTAMO VINCULADO

- Financiamiento hasta 50.000 €
- No se necesita ser cliente del banco.
- Plazo máximo de repago: desde 60 hasta 96 meses (8 años)

Tramitación de solicitudes y contactos:

- Contact and application processing: info@prodinamia.es
- +34 645 70 99 42
- Formulario de contacto:

OPCIONES DE FINANCIAMIENTO

ALTERNATIVAS PRIVADAS



Este proyecto ha recibido financiación del Programa Marco H2020 de Investigación e Innovación de la Unión Europea en virtud del Acuerdo de subvención n.º 892749.

Ecrowd PRÉSTAMO REHABILITACIÓN

- Propietarios Únicos y Comunidades de Propietarios.
- Financiamiento desde 25.000 € hasta 300.000 €.
- No se necesita abrir una cuenta bancaria.
- Plazo máximo de repago: desde 60 hasta 96 meses (8 años)

Tramitación de solicitudes y contactos:

- Formulario de contacto:
- +34 935 511 448
- proyectos@ecrowdinvest.com

arquía banca PRÉSTAMO REHABILITACIÓN

- Financiamiento hasta 60.000 €
- Se necesita abrir una cuenta bancaria.
- Plazo máximo de repago: hasta 60 meses (5 años)

Tramitación de solicitudes y contactos:

- Formulario de contacto:
- +43 900 400 017



Regional government funding options:



Financial options are a keystone for homeowners, and XALOC network offices wanted to help them understand subsidies and grants available at regional level. This is a screenshot of the XALOC network website (<https://xarxaloc.es/>) from which information is available and printable brochures can also be downloaded. Unfortunately there are no analytics working on this website.

Presentations and videos

Presentations and videos about validated providers:



Finding a proper contractor and/or professional is another challenge for homeowners, therefore, we put in place a validated registry (screenshot on the right side) and carried out a dissemination and awareness campaigns, addressed to both citizens, staff and professionals (left side image, the invitation flyer of one of them)

We carried out more than 50 events, with approximate total of 3.000 participant. Professionals’ registry was not the only topic addressed, also subsidies, offices network services, available tools, financing options, etc.

Promotional website

A promotional website for validated renovation agents and managers, process steps and frequent doubts:





A landing page giving access to all dedicated resources was in place for citizens (<https://renoveu.com/>), also displaying the communication channels (phone, email and whatsapp). Unfortunately there are no analytics working on this website, also, is now not available, but it is the version for professionals, that can be found here (<https://www.five.es/project/next-generation/>)

Mass media materials: urban furniture and spot:



There have also been two editions of the event: Jornada formativa personal oficinas XALOC (Staff training session XALOC offices). The events included presentations from Marc Aparici Marti, general director of the Institutional Coordination of the Second Vice Presidency, GVA, an presentation about the European funds aid program for the rehabilitation of housing and much more.

The grants were presented, including the StH diagnosis tool (1:48:28): <https://www.youtube.com/watch?v=cl6mm2a-a3M>

A monitoring campaign was performed in the Valencia city pilot during February and March 2023. Among the 23 monitored dwellings, two different scenarios related to two different stages of the customer journey were studied and analysed: dwellings with and without renovation measures.

In the first case, dwellings that had no renovation measures implemented, occupants aimed to know how their dwellings performed and how to improve them. These cases correspond with the step 1 – Design Phase of the customer journey where a first assessment of the dwelling is done, renovation



options (using pre diagnosis online tools) and financial guidance are provided informing about the estimated cost of the measures and the available grants. The purpose was to increase the knowledge and evidence of renovation needs and give insights and trust in the process to the customer.

The second scenario, dwellings that had made energy improvements in their houses, occupants were interested in knowing the energy performance comparison before and after the renovation process. These cases correspond with the final stage of the customer journey Step 4 – In-use phase. The purpose of this step is the monitoring of the dwelling’s performance and the benefit of the renovation. These experiences will be shared with other potential customers in the Stop 0 – Onboarding phase to show people real-life cases and encourage them to join the customer journey and renovate their homes.

For each monitored dwelling, a report with the analysis of the monitored data and the personalized recommendations was prepared. This report maintains the same structure for both scenarios (with or without renovation measures) but presents different analysis and recommendations depending on the scenario.

Press releases and articles in local newspapers

VALENCIA | URBANISMO E INFRAESTRUCTURAS

Valencia se ha convertido en referente europeo en políticas de rehabilitación energética

VALENCIA

València participa en el proyecto europeo “Save the Homes” para mejorar la eficiencia energética doméstica

La Oficina de la Energía imparte este jueves un taller sobre rehabilitación energética como parte de este proyecto

Valencia Extra | 22 de mayo de 2023 (14:24 CET) | 0 Comentarios | Guardar

Julio 11, 2023 / Actualidad

LA ESCUELA CIUDADANA DE REHABILITACIÓN ENERGÉTICA DE VALÈNCIA ESTUDIA LA EXPERIENCIA EN LA AVENIDA CATALUÑA

El miércoles 12 de julio la Oficina de la Energía del Ayuntamiento de València organiza una visita guiada a los edificios de la av. Cataluña que están siendo rehabilitados y servirán de ejemplo para otros edificios de la ciudad

It was used to give visibility to some of the main initiatives and services that were offered through the Energy Offices of Valencia, thanks to the project Save teh Homes. Also, one of the articles was precisely to give visibility to the project itself, highlighting that Valencia was participating in it to improve and boost the energy renovation of private residential buildings.

Energy efficiency kit





It was used to give easy-to-use and simple measures to users of the Energy Offices to allow them to experience energy efficiency and real savings in their energy bills. It was used to attract interest of potential users to the activities organised in the Energy Offices, as they were given (through a small test) to participants of activities such as: energy renovation workshops, citizens' schools activities, guided tours to renovated buildings, etc.

Renovation itinerary leaflet



It was used to summarise all the different services offered in the Energy Offices all along the renovation itinerary for a homeowner.

There is one version for renovation of individual households and one version for renovation of multi-family condominiums.

We printed 500 copies of each, so 1000 in total and we have given them in:

- Workshops and appointments in our offices
- Condominium managers offices
- Real state offices
- Neighbourhood shops related to renovation and construction

Banner advertisement in several local and specialised media



ASESORAMIENTO MUNICIPAL Y GRATUITO

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AJUNTAMENT DE VALÈNCIA València Clima i Energia

Oficina de l'Energia

SAVE THE HOMES

El present projecte ha rebut el suport econòmic del programa de desenvolupament econòmic i social de la Unió Europea

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¿AYUDAS PARA AISLAMIENTO DE VENTANAS O FACHADAS?



We paid to have banners in some local newspapers, a local radio station, municipal public buses and a real state webpage during several weeks. The campaign was intended to give visibility to the activities and services offered in the Energy Offices and to attract the attention for potential homeowners. It showcased the following messages: "¿Do you have access to the energy social bonus?, ¿Do you want to install solar panels?, ¿Subsidies to improve your windows and insulation?, Municipal and free assessment. Contact details of the offices and logos of Municipality, VCE, Energy Offices, Save the Homes and European Union".

Interview in the regional television



València Clima i Energia @vlcclimaenergia

L'Escola Ciutadana de Rehabilitació Energètica de l'@AjuntamentVLC està en marxa.

T'interessa l'eficiència i la rehabilitació energètica?

Informa't en climaienergia.com o inscriu-te bit.ly/43DMqX7

@CAFValencia @ArquitectosCTAV @apunoticias

Translate post

ALEJANDRO GÓMEZ
TÈCNIC DE VALÈNCIA DE CLIMA I ENERGIA

0:58 / 1:32

10:26 AM · Jul 13, 2023 · 420 Views

7 retweets, 11 likes

The public regional TV (À Punt) conducted an interview during one of the guided visits to a renovated building organised by the project. It was used to give visibility to the activities offered in the Energy Office. They interviewed the project manager of Save the Homes in VCE, together with the architect that conducted the guided visit and with some homeowners of the renovated building.

Production of a communication video



VCE also developed its own communication video to showcase the services offered by the project in the Energy Offices, together with the example of a building that was being renovated. The video also showcases the architect involved in the renovation of the building. The video is shared with another European project called EBENTO that is monitoring those buildings with comfort sensors: <https://youtu.be/l1AJMZXIkzk?si=0wLf8VCKHDq65pws>