



# SAVE THE HOMES

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

**Grant Agreement number:** 892749 (Coordination and Support Action)

**WP:** 6 Deliverable: 6.6 – Dissemination campaign for ‘Save the Homes on the Move’

**Lead beneficiary:** UIPI

**Submission Date:** M42

**Dissemination Level:** Public

## Revision History:

DATE	VERSION	AUTHOR/CONTRIBUTOR	REVISION BY	COMMENTS
03/22	Draft v1	Maria Figueira (UIPI)	Emmanuelle Causse (UIPI)	Draft Plan
02/23	Draft v2	Maria Figueira (UIPI) Emmanuelle Causse (UIPI)	Andreas Jäger (ICLEI)	Final Plan
02/24	Draft v3	Ander Jimenez (UIPI) Emmanuelle Causse (UIPI)	Andreas Jäger (ICLEI)	Final Reporting Materials

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This project has received funding from the European Union’s H2020 framework programme for research and innovation under grant agreement no 892749. The sole responsibility for the content lies with the authors. It does not necessarily reflect the opinion of the European Communities. The European Commission is not responsible to any use that may be made of the information contained therein.

# 1 Executive Summary

The following documents presents a specific promotion and dissemination campaign plan for the ‘Save the Homes on the Move’ part of the replication and dissemination strategies of the EU-funded project ‘Save the Homes’.

‘Save the Homes’ is a project that offers a full customer journey with 5 steps, including onboarding, design, elaboration, construction, and in-use monitoring. It aims to create strong networks and partnerships with local actors and locally developed financing and investment pipelines.

Save the Homes on the move is conceived as a series of very targeted, small to medium, on-site or hybrid events that steer conversation and create connections between stakeholders. In order to achieve the objectives described in this document, property owners and local or regional decision makers were targeted, by prioritising representatives or organisations and profiles with similar capacity to multiply and reach the widest possible stakeholder base.

To achieve this, consortium partners organised various series of events targeted each towards one main audience group: UIPI’s Renovation Tour paired different EU projects dealing with One Stop Shops and building renovations to discuss with property owners and ICLEI’s Municipality Workshops were co-organised by municipalities to target local stakeholders. These main event series were complemented by other workshops and conferences independently organised by other consortium partners, such as municipalities as well as by co-hosting events together with other EU-funded projects or by taking part in third-party events such as the European Sustainable Energy Week.

It is collaborative approach to creating the events was due to constraints of limited funding that would make creating exclusive events solely for ‘Save the Homes’ a challenge and resulted in reaching a wider audience, creating more opportunities for network and knowledge-sharing, and in creating added value for attendees by offering wider perspectives and more varied solutions.



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## 2 Introduction

The following document presents a specific promotion and dissemination campaign plan for the ‘Save the Homes on the Move’ event series that were developed under Task 5.4.

As such, it can be considered a specific annex to the general communication plan of the project (D6.2). Thus, although this plan is a fully fledged standalone document, any unsolved questions or uncovered topics should be resolved by referring to the general communication plan.

### 2.1 The Save the Homes project

The EU-funded project, "Save the Homes", has the goal of contributing to an increase in the annual renovation rate of buildings to more than 5% by providing integrated home renovation services to homeowners, managed, and implemented by trusted municipalities. The project aims to achieve this through the implementation of the "Citizen Hub" one stop shop (OSS) concept, which offers renovation offices both as physical hubs and web-based virtual hubs at the local level.

The "Save the Homes" project offers a full customer journey with 5 stops, including onboarding, design, elaboration, construction, and in-use monitoring. It aims to create strong networks and partnerships with local actors and locally developed financing and investment pipelines. The integrated home renovation services will be established within already established OSS networks in two EU (European Union) countries, the City of Rotterdam and the Comunitat Valenciana region. The project aims to improve existing interactions between relevant organisations and stakeholders and provides a single point of contact for renovation advisory, products and services, finance opportunities, and legal advice. By involving relevant EU umbrella organisations, the concept will be further promoted in other EU member states to achieve a harmonised method that can be applied at the EU level.

### 2.3 What is ‘Save the Homes on the move’?

As part of the promotion and dissemination effort of the project and in order to reach homeowners in their own spaces, a series of ‘Save the Homes on the move’ workshops (online or offline) were launched in participating cities to discuss the project’s key results and replication potential for their countries. To maximise the impact, the exploitation campaigns were geared towards an EU-wide replication, using the networks of the so far involved EU umbrella and interest organisations and the networks of their members (spillover effect). During the ‘Save the Homes on the move’ workshops, the Citizen Hub engagement approach was discussed with the follower cities to integrate their feedback.

These events are to complement the Start or Onboarding phase of the customers journey with the aim of encouraging homeowners to come to an office for a ‘Want to know more’ appointment and create interest to use tailored online tools and come to Citizen Hub matchmaking events.



## 3 Dissemination and promotion plan

The following section gathers all the information regarding the rollout of the ‘Save the Homes on the move’ workshops including specific goals, targets and a timeline of actions to complement the successful completion of the events.

### 3.1 Objectives

Taking into account the main objectives of Save the Homes as a project, and the main goal of work package 6 which are increasing the public awareness and promoting its activities and results, as well as the engagement and participation of stakeholders and the adoption of the project by authorities and organisations. The specific objectives of ‘Save the Homes on the move’ were to:

1. **Promote home renovation and the transformation of the European Building stock into a carbon neutral stock by 2050**
  - a. Raise awareness about OSS among homeowners
  - b. Showcase the recurrent/actual political impetus for OSS to stakeholders
  - c. Promote the deployment of OSS solutions in municipalities
  - d. Steer discussions around OSS between decision-makers, stakeholders and customers
2. **Disseminate the work done in Save the Homes**
  - a. Raise awareness about the Citizen Hub among stakeholders
  - b. Foster the replication, use of the models and tools developed in Save the Home for the different audiences

### 3.2 Target audiences

In order to achieve the objectives described above, the following groups of stakeholders were targeted, prioritising representatives or organisations and profiles with similar capacity to multiply and reach the widest possible stakeholder base.

Note that one of the key common denominators for all audiences was their level of dispersion and fragmentation. Be that vertical (different levels of government hierarchies) or horizontal (lack of associative structures that can effectively transfer information among members) which presented a unique challenge regarding any communication effort. Language barriers, including both resorting to local language and finding ways to communicate highly specialised matters in varying degrees of technicality, should also be taken into account similarly when considering creating any promotion material.

**Home and property owners** are one of the main target groups for the project. Defined by their heterogeneity, individual property owners share very little common traits other than owning a property. Property owners as a group tend to be older citizens, with little to no technical knowledge and that may or may not be aware of matters regarding renovation, sustainability or even policy. They may also be weary of any initiative like Save the Homes due to fear of having to spend more money in their property or having to dedicate time and resources in matters they do not consider a priority.

**Local and regional decision makers** (e.g.: municipality technical and political staff) are the second main target group for our actions. They have the capacity to impulse the implementation of the Citizen Hub and they act as a key player to promote renovation through enabling policies and funding



opportunities for home and property owners. The main idea behind reaching this target group is to enable municipalities to motivate citizens to deep renovation by using the Citizen Hub platform.

**National and supranational decision makers** (e.g.: national or EU-level legislators) are not a main target group of this plan but involving them in the dissemination campaign could allow Save the Homes to spread the message even further.

### 3.3 Promotion mediums and channels

In the following section of the report, the focus is put on communication channels. This part will describe the various platforms and methods that will be used to reach out target audiences. ‘Save the Homes on the Move’ will make use of a mix of owned and gained channels. Due to lack of funding the plan does not foresee any use of paid channels.

**Owned channels** refer to the platforms that a brand or organisation controls completely, such as its website, blog, or own social media profiles. The main advantage of these is the full autonomy over content creation and distribution, allowing for direct engagement with the audience without the need for third-party intervention.

**Gained channels** involve the organic amplification of a brand's message through external sources, such as press coverage, word-of-mouth referrals, and social media engagement and shared activities. They are a key tool to grow a network of stakeholders and raise awareness of topics but unlike owned channels, gained channels rely on external validation and endorsement, often resulting from positive experiences or perceptions of the brand by customers or influencers.

**Paid channels**, on the other hand, involve investing financial resources to distribute content or advertisements through third-party platforms, such as sponsored social media posts, display ads, or influencer partnerships.

#### 3.3.1 Online

Online channels supported offline channels and were the main form of promoting the signup to events and raise audience interest. The following channels were used:

- **The project website** as a repository of resources and main information point
- **Social media channels of the project** to promote events beforehand and disseminate their content on the day of the happening
- **Consortium member's websites and social media channels**, especially UIPI and ICLEI, to further disseminate the messages of the campaign. Each organisation adapted these messages to better fit their stakeholders' needs according to their own communication plans.
- **Consortium member's regular newsletters** as well as **ad hoc send-outs**, especially UIPI and ICLEI, as main channel to promote participation in events and raise interest in signing up, as well as to communicate relevant results/outcomes of ‘Save the Homes on the Move’.

External collaborators and other partners, such as member organisations of UIPI and ICLEI, were also encouraged to share and disseminate the main messages of ‘Save the Homes on the Move’ in a similar way.

### 3.3.2 Offline and on-site

‘Save the Homes on the move’ was conceived as a series of very targeted, small to medium, on-site or online events that steer conversation and create connections between stakeholders.

Given the constraints of limited funding, creating exclusive events solely for ‘Save the Homes’ could present a challenge. Therefore, the preferred strategy is to leverage the established brand and events of our partners to spread the message. The objective of this approach is to maximize effectiveness by capitalising on existing trust and brand recognition. The individual events and workshops set out in the plan for the project’s exploitation campaign are described in more detail in D5.4.

#### **Pairing Save the Home on the Move with UIPI Renovation Tour**

UIPI’s Renovation Tour has proven to be a successful concept with an average of two events per year since 2020. Capable of bringing together stakeholders and reaching the final users, these highly targeted local Tours facilitate discussions and exchanges between European, national, and local decision-makers offering a valuable one-on-one reality check from individual property owners.

A typical Renovation Tour begins with a morning session that sets the scene, exposing EU objectives and detailing the existing and upcoming regulatory framework, as well as national and local policies regarding renovation. The rest of the day is then dedicated to project and pilot presentation, technical discussions and exchange of views among assistants. These tours not only highlight solutions offered in EU-funded projects and initiatives but also provide practical solutions such as local funding options and local best practice examples.

A key benefit of Renovation Tours for Save the Homes was the possibility to share costs with other EU projects or initiatives, coupling the presentation of Save the Homes models with existing local One-Stop-Shops (OSS) to offer a complete, enriching and attractive event to attendees.

In general, the objectives of UIPI’s Renovation Tours are to:

1. *Bridge the gap between policy and citizens:* EU climate targets can seem abstract to the general public while they affect directly their everyday lives. These events are a unique chance to provide more clarity on the policy involving the building sector to the target audience by fostering locally relevant policy discussions and offering practical solutions built upon existing European and local initiatives.
2. *Gather stakeholder insights:* to enable feedback gathering and hear what the participants have to say in order to better understand what the views and experiences of those affected by the policy measures are.
3. *Identify best practices, lessons learnt and areas of improvement:* by engaging in open discussions with stakeholders.
4. *Inform EU-wide replication:* by showcasing key and actionable outcomes of pilots and initiatives like Save the Homes 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.

Objectives that are clearly aligned with the aims of the wider Save the Homes dissemination strategy and of this plan in particular.

### **Pairing ‘Save the Homes’ on the Move with Municipalities**

Since ‘Save the Homes’ is a temporary project with a rather short lifespan, it is heavily lacking in brand image, prestige and communicability. To circumvent this issue and reach the audience while positioning ‘Save the Homes’ as an authoritative source in OSS, pairing the dissemination with public bodies that have a long-standing relationship with the local community is indispensable.

ICLEI’s members, municipalities, already have a clear and established brand in their region, with identifiable branding, broad history of services, activities and, most important of all, have a direct connection with local stakeholders (from citizens to technical staff or even municipality civil servants). This recognisability will also come into play when trying to attract interest and participations to the events by getting access to their promotion and communication channels as well as providing ‘Save the Homes’ with the resources to create local (meaning both translated to the local language and adapted to local needs and expectations) workshops and materials.

Creating ‘Save the Homes’ events under the umbrella of municipalities helped the events gain legitimacy in the eyes of the audience creating a sense of “official endorsement” from local authorities, while, at the same time, municipalities will be able to provide venues, supporting staff and other facilities that could help ease the financial burden of the events.

### **Pairing ‘Save the Homes’ on the Move with other EU Projects**

‘Save the Homes’ is not the only project funded by the European Union dealing with One Stop Shops for renovation. In order to reach a wider audience, share costs and create more valuable experiences for attendees, events were paired with other projects of similar scope and objectives.

Re-Modulees: the Retrofitting Market Activation Platform based on the generation of standard modules for energy efficiency and clean energy solutions. Was a project aiming to make deep renovations easier, faster and more attractive for stakeholders by fostering market uptake and giving access to key results of relevant European projects. In order to achieve this, they nudged relevant stakeholders to renovation by fostering holistic consumer-centred business models and decision tools, supported by evidence-based performances.

The Citizen Hub developed by ‘Save the Homes’ was one of such business models spotlighted by Re-Modulees during co-hosted events and workshops.

PadovaFIT Expanded: is the successor to PadovaFIT, a One Stop Shop dedicated to home renovation services in the city of Padova (Italy). The second iteration of the project aimed at replicating the tried-and-tested Padovan model in the city of Timișoara (Romania) and the cities of Smolyan and Vidin (Bulgaria). Very similar in concept and scope to ‘Save the Homes’, the project was set up in order to give a response to the fragmented demand and fragmented supply regarding home renovation services.

Pairing PadovaFIT Expanded and Save the Homes led to reaching wider audiences since both projects are set up in different EU countries resulting in an enriching overview for participants.





## 3.4 Actions

In order to achieve the goals and targets identified above, the following actions were carried out:

### 3.4.1 Dissemination materials

Promotional material were prepared per event, including posters, social media posts, newsletter announcements and other relevant templates or graphic design content as per requested by Consortium partners and other involved co-organisers. Each event must nonetheless have a minimum of:

- A multipurpose promotional poster for use in social media, as PowerPoint slide or featured image in website, etc.
- Branded programme of the event
- Branded PowerPoint slides if applicable

In order to stay consistent, ‘Save the Homes’ brand guidelines (*vide* ‘T6.1 Save the Homes identity’ for further information). In the case that multiple or different brands coexist, a compromise was reached in the branding style, always making sure that ‘Save the Homes’ is featured clear and prominently in all the distributed material.

The graphic material was created using Canva and available for partners in the projects folders upon completion. Access to the original files for translation and repurposing was also provided.

### 3.4.2 UIPI Renovation Tours

To promote the project along its whole duration, 3 Renovation Tours were organised, one per year, targeting the last quarter of the year:

1. Renovation Tour in 2021 in Bilbao (Spain) covering Basque Country condominium managers, property owners and representatives from relevant stakeholder groups (e.g.: engineers, architects, etc.)
2. Renovation Tour in Barcelona (Spain) covering Catalan condominium managers, property owners and representatives from relevant stakeholder groups (e.g.: engineers, architects, etc.)
3. Renovation Tour in Brussels (Belgium) covering Belgian condominium managers, property owners and representatives from relevant stakeholder groups (e.g.: engineers, architects, etc.) and also available to EU stakeholders

The targeted audience was property owners, condominium managers, policy makers, real estate sector representatives and other relevant stakeholders (namely from banking institutions, the construction sector, and architects).



As one of the main goals of the event is to raise awareness, stimulate the potential of OSS and potentiate ‘Save the Homes’ exploitable results’ market uptake, the events were accessible to all and totally free of charge to all participants, to help obtain more registrations and avoid discriminating fewer wealthy groups of the targeted audience. As UIPI is a non-profit NGO, therefore no commercial partnerships nor sponsors were allowed, and the events were entirely funded with allocated budget from the presented EU-funded H2020 projects.

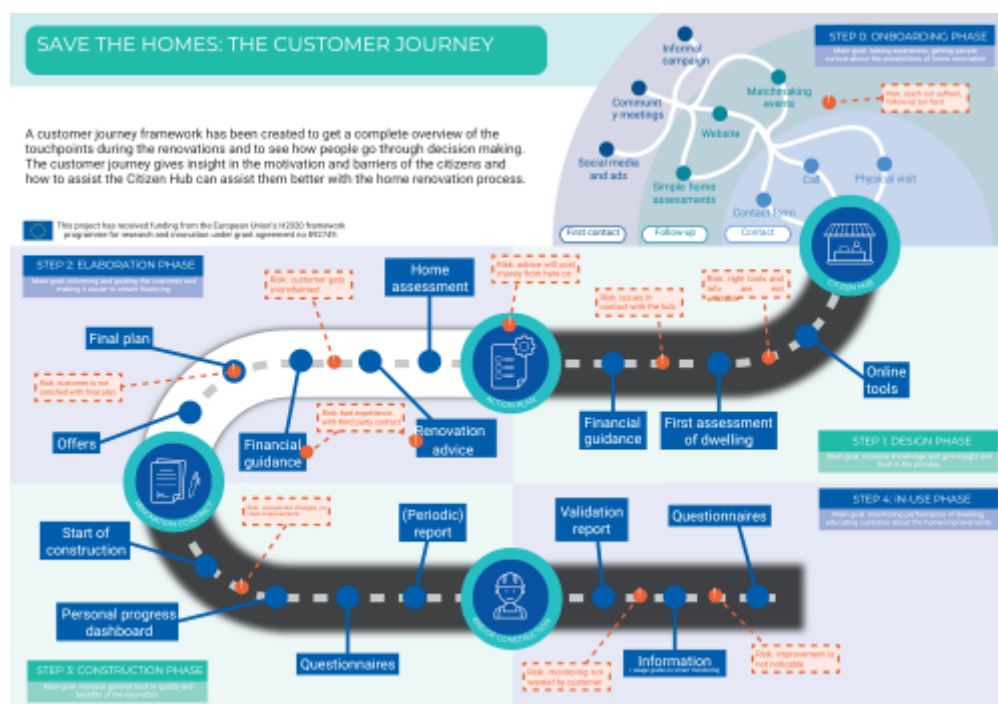
During the conference, feedback forms were distributed to participants. They were constituted of a series of questions that allowed to assess the level of participants’ satisfaction, identify areas for improvement and more generally gather insights on the discussed topics.

Each event was preceded by a small campaign in social media and partner’s own dissemination to promote registration and participation. Key stakeholders may also be contacted by organizers one-on-one.

### Save the Homes and the Renovation Tours

To make sure that ‘Save the Homes’ is properly showcased during the events, the following actions were undertaken:

1. Save the Homes logo was present in all communication material and the main communications with assistants (such as the registration form)
2. Relevant KERs for attending stakeholders were presented and discussed during the event. E.g.: the customer journey infographic, steps to set up a successful one stop shop, etc.
3. Save the Homes partners were invited, if possible, to speak at the events.



Save the Homes customer journey

### 3.4.3 Save the Homes Workshops with Municipalities

In order to raise awareness about OSS and promote the establishment of models similar to the Citizen Hub, ICLEI coordinated the organisation of three workshops during 2022 and 2023.

The workshops consisted of a day-long in-person mix of presentations from experts and discussion/brainstorming sessions among participants that allow to come up with solutions to overcome common challenges and harness opportunities when considering setting up one stop shops for energy renovations.

Workshops were rather small in format (15-25 participants expected), exclusively tailored towards municipality technicians, politicians and relevant civil servant staff, since they are the entities capable of setting up Citizen Hubs.

The workshops were the following:

1. Valencia (Spain) organised by València Clima i Energia targeting municipalities in the Valencian Community.
2. Rotterdam (the Netherlands) organised by the City of Rotterdam and VPNG and targeting municipalities in the Netherlands and, if possible, Flanders (Dutch-speaking region of Belgium).
3. Ljubljana (Slovenia) organised by Mestna občina Ljubljana targeting Slovenian municipalities.

### 3.4.4 Co-hosted event: PadovaFIT Expanded and Save the Homes

PadovaFIT Expanded and Save the Homes hosted an online seminar talking how One Stop Shops could help drive energy renovation in the context of rising energy prices.

The event took place in November 2022 through the Zoom platform and lasted for less than two hours and included a presentation of the PadovaFIT Expanded project and a panel discussion from EU-level associations and EU-project representatives.

The webinar was targeted towards public bodies and technical personnel such as cities and regions, energy agencies, other EU-funded projects, public authorities, policymakers, financing institutions, building managers, and other stakeholders interested in setting up residential renovation programs or sustainable renovation practices within Europe.

### 3.4.5 Co-hosted event: Re-Modulees and Save the Homes

The event, named “One-stop-shops and integrated renovation solutions supporting EU-wide deep building transformation” was co-hosted by Re-Modulees and Save the Homes in Brussels to showcase the results of the project and the experiences of participant cities at European Union-level. This conference marked the closure of the project and the final showcase of key exploitable resources that ‘Save the Homes’ produced.

The conference took place at the Economic and Social Committee, exclusively in person and gathered EU representatives, participants of other EU Horizon 2020 and LIFE projects as well as an array of



stakeholders based in Brussels from construction and financing to local authorities and property owners’ associations.

Participants learned about success stories from digital and physical renovation hubs across EU Member States and panel discussion with key stakeholders from sectors vital for the widespread adoption of integrated home renovation solutions on a grand scale. Focus was set on emerging trends within renovation One Stop Shops, technical solutions, innovative business models, and financing strategies.

The event also served to showcase the ‘Save the Homes’ customer journey and value chain, as a key output of the project.

### 3.4.6 Events in Follower cities

Sant Cugat del Vallès (Spain) and Ljubljana (Slovenia) organised local events to raise awareness among their local communities on energy renovation, One Stop Shops and the Citizen Hub and nudge them towards initiating renovation processes.

### 3.4.7 Save the Homes at EUSEW

The EU Sustainable Energy Week (EUSEW) is a major event organised by the European Commission that yearly gathers thousands of participants including researchers, entrepreneurs, policymakers, campaigners and other stakeholders interested in the field of energy. The Week consists of a number of policy conferences, award-giving ceremonies, parallel side events and other happenings in the centre of Brussels.

In 2021 ICLEI and UIPI were present at EUSEW (25-28 October 2021), held online due to covid restrictions, taking part in sessions dedicated to establishing One Stop Shops for energy renovation where ‘Save the Homes’ was featured.

In the frame of the week, UIPI also hosted a virtual workshop on 12 October, titled “One Stop Shops: overcoming legal and organisational challenges to power local renovation waves”.

In both 2022 and 2023 editions of the EUSEW (26 - 29 September 2022 and 22 June 2023) ICLEI was present with a stand. 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.

Regarding dissemination material, EUSEW provided official templates so no production was required from participating consortium members.

### 3.4.8 Save the Homes Repository<sup>1</sup>

As the project's duration was drawing to a close, measures were taken to ensure the preservation of its key outputs beyond the lifespan of the project itself and promote its exploitation in the years to come. One crucial aspect of this preservation effort involved ensuring the accessibility of publications and other deliverables even after the project website ceases to be available, such as the Citizen Hub resources.

In order to achieve this, by the end of the project, UIPI and ICLEI will independently set up access points to Save the Homes through their websites. The lessons learned as results from individual Citizen Hub's will be gathered and promoted under already established and well-known European umbrella platforms (UIPI, ICLEI) that have a significant network and are well visited dissemination channels.

The goal of this task is to allow interested stakeholders (mainly cities and regions) to deploy an Citizen Hub model or to improve their existing services by learning from other experiences and best practices, evaluating different performance indicators, or relating their circumstances with others success stories through a library of useful documentation (protocols, case studies, factsheets and links to other relevant pages and contacts).

Developing these repositories may take different forms to be better integrated into the hosts' websites and thus they may become more or less elaborate.

## 4 Dissemination material report

The following section collects the material produced to support the dissemination of the ‘Save the Homes’ project. This material includes:

- Material produced under action 1: Dissemination material
- The repository produced in action 4

The report does not collect social media posts, *ad hoc* emails sent by partners, thus only the formally produced materials. This information will be shared in the general dissemination communication report together with the material from the rest of the project's deliverables.

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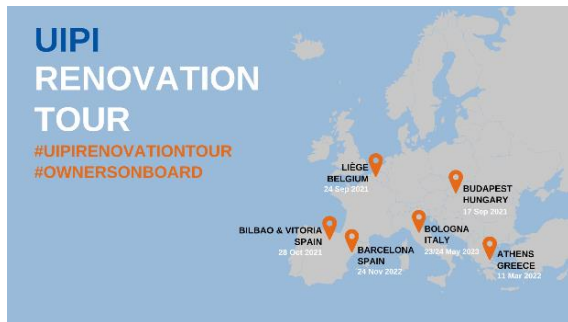
<sup>1</sup> This action is identified as part of T6.6 Creation and Maintenance of the Save the Homes repository via EU umbrella websites and final public summary report in the Grant Agreement.

## 4.1 UIPI Renovation Tours

### Graphic material – General



Awareness-raising video for social media



Renovation Tour stops video for social media

### Graphic material - Renovation Tour in Bilbao



Promotional poster (Bilbao/Vitoria)



Programme (Bilbao/Vitoria)





Leaflet (Bilbao/Vitoria)

Graphic material - Renovation Tour in Barcelona



Promotional poster (Barcelona)



Programme (Barcelona)



Inscription video

Graphic material - Renovation Tour in Brussels



Promotional poster (Brussels)



Programme (Brussels)

4.2 Save the Homes Workshops with Municipalities



Trifold about finance options from the workshop in Rotterdam



**OPCIONES DE FINANCIAMIENTO ALTERNATIVAS PUBLICAS**

- Subvenciones:** Ayudas directas a propietarios, comunidades de propietarios, ayuntamientos, etc.
- Préstamos:** Préstamos a bajo interés, préstamos con garantía pública, etc.
- Ayudas:** Ayudas generales a la comunidad, ayudas específicas para ciertos tipos de edificios, etc.

Trifold of financing options from the workshop in Valencia

**HOW TO SET UP A ONE STOP SHOP IN YOUR TOWN, CITY OR REGION IN NINE MAIN STEPS**

- 1. Consistent and lasting funding is crucial for public citizen hubs.** This ensures they can effectively boost home renovation rates and prevent citizens' start-and-stop in their operations...
- 2. A thorough mapping exercise should be conducted to identify common building types, poorly performing structures, and neighbourhoods where increased renovation support would have the greatest impact.**
- 3. Local renovation markets can be complex, so it is vital to identify key players in the renovation ecosystem.**
- 4. Various schemes across Europe financially support homeowners in carrying out renovations at national, regional, and local levels.**
- 5. The earlier analysis offers vital insights for local governments to make policies based on evidence.**
- 6. Depending on the intended functions, a citizen hub can be established as purely public, fully private, or a public-private partnership.**
- 7. The customer journey describes the experiences and decisions a customer goes through when dealing with a brand or product.**
- 8. The services offered by the OSS should be adapted to local needs as well as technical and financial capacities.**
- 9. For effective communication with all stakeholders, a clear strategy is essential.**

Infographic with the steps to set up a OSS

**Local Citizen Hub for Accelerating Renovation Rates in Citizen Hubs**

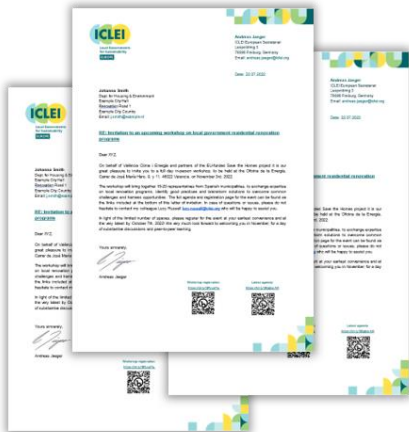
**When:** October 17, 2022, from 9:00 am to 5:00 pm

**Where:** City of Valencia, Valencia, Spain

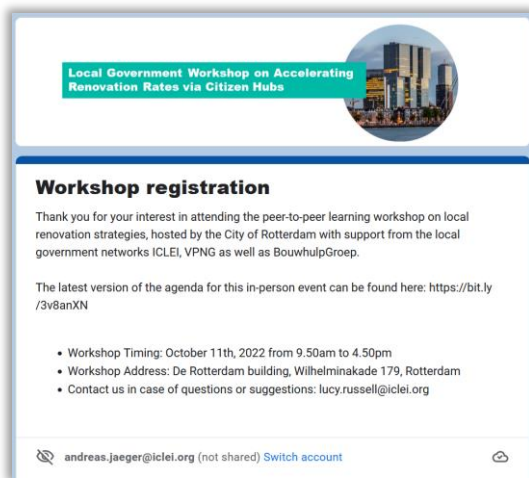
**Participants:** 10-12 local government representatives from Spain

**The Workshop:** 10 local government representatives from Spain and 10-12 representatives from the private sector will bring together 10-12 representatives from Spain and 10-12 representatives from the private sector...

Workshop agendas



Invitation letters for the workshops



Registration pages for the workshops

## 4.3 Co-hosted event: PadovaFIT Expanded and Save the Homes



Event poster



Speaker presentation poster (group and individual versions were made)



Full webinar available on YouTube

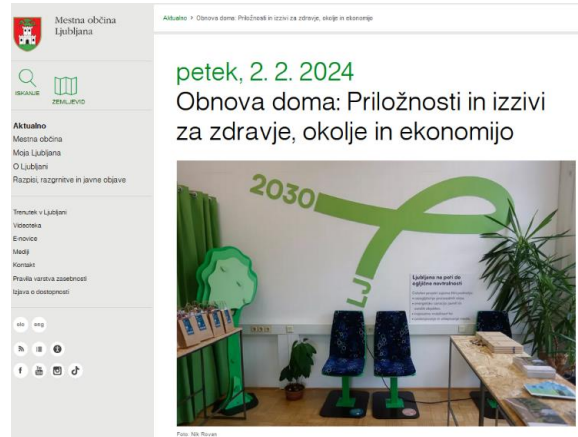
#### 4.4 Events in Follower cities

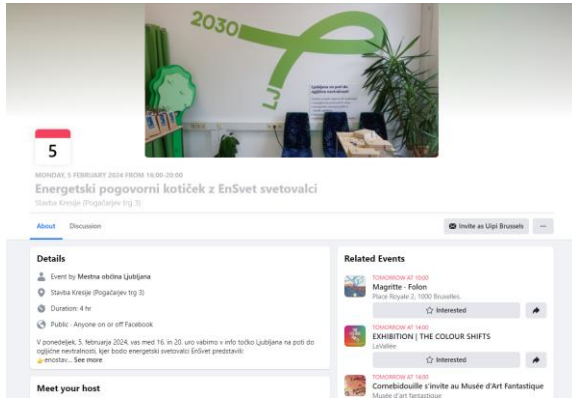
##### Communication and event material from Sant Cugat



##### Communication and event material from Ljubljana







## 4.5 Co-hosted event: Re-Modulees and Save the Homes



Attendance is free upon registration here: (see also link in the post)

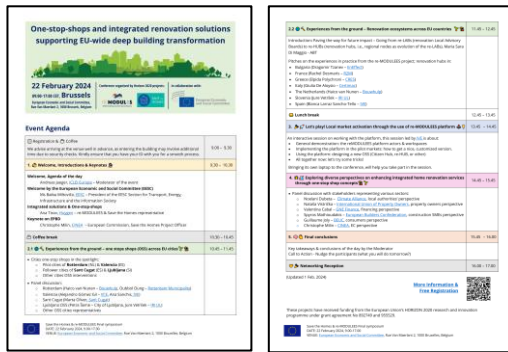


Poster of the conference

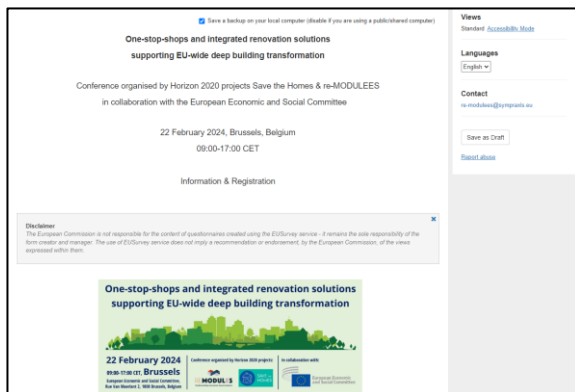


Invitation to the conference (as email and attached document)





Agenda of the conference



Screenshot of the registration page

## 4.6 Save the Homes repositories: UIPI

The goal of this task is to create a new space in UIPI.com that will serve to store and preserve the publications (reports, deliverables, etc.) created by Save the Homes and ensure their continuity after the project’s conclusion.

In order to increase relevancy for the users and create a more attractive product, the Save the Homes repository will become a core part of a new web section focused on promoting OSS in Europe.

This repository will be the central node to access all OSS-related content in which UIPI has participated, stating with Save the Homes, and will serve as a key information hub for property owners and other stakeholders to easily access. This page will be fed sporadically with new material incoming from other projects and the resources featured can become part of UIPI’s regular communication on the website, social media and towards UIPI members.

Note that UIPI is currently undertaking a heavy face-lift of the website. To comply with project deadlines, the basic structure proposed below will be deployed in the current one, but it will mostly be subject to aesthetic and functional changes in the near future.

URL: [www.uipi.com/oss](http://www.uipi.com/oss)

Website access through :

- Main menu / footer
- Box or section in home page




- Project page (Save the Homes, etc.)
- Linked through relevant articles and news on the website.

Content-wise, the page includes a brief introduction about the concept of OSS and their importance for the future of housing as well as how UIPI is involved in the topic. Following this, resources from projects (like ‘Save the Homes’) will be presented. The bottom of the page lists the mentioned projects with a brief description and link to the official website (while it’s alive) or the UIPI section on the project (if the website is no longer supported).



In the pursuit of energy efficiency and sustainable renovations, One-Stop Shops (OSS) for renovation – also referred to as Integrated Home Renovation Services – emerge as crucial catalysts, streamlining access to information, breaking down barriers, and providing crucial support for undertaking energy and sustainable renovation. At UIPI, we have been promoting for years the development and massification of OSS, as financing alone will not deliver on the support needed to facilitate for individual renovation journey.

Resources for One Stop Shops



**'Save the Homes'  
Customer Journey  
Map**

Download

Coming soon

Coming soon

Coming soon

Coming soon

### UIPI and OSS

At UIPI, we believe that renovation will not happen on its own. We also believe that we cannot set very ambitious obligations before addressing the existing challenges and put in place the necessary tools and support mechanisms to overcome those bottlenecks. In our view, OSS can contribute to address specific needs of property owners and help overcome renovation barriers. This is why we actively take part in projects all around the European Union that pilot and promote different approaches to One Stop Shops.

– What is a One Stop Shop?

A One Stop Shop (OSS) serves as a centralised hub where homeowners, landlords, businesses, and stakeholders can access comprehensive information on technical and financial aspects of energy-efficient renovations. This centralised access to information and support is instrumental in simplifying complex information landscapes.

+ What do One Stop Shops offer?

+ When do they come into play?

+ Tailored solutions in times of change

### EU projects piloting One Stop Shops

**Save the Homes**

Save the Homes is a 3 year Horizon 2020 project aiming at making the renovation process easier, faster and more affordable by introducing a one stop shop, the Citizen Hub, in Valencia and San Cugat (Spain), Rotterdam (The Netherlands) and Ljubljana (Slovenia).

Save the Homes website

**CondoReno**

CondoReno will lead to the development of Integrated Home Renovation Services (IHRs) for condominium associations interested in the implementation of energy renovations. The objective of the project is to create six IHRs for buildings co-owned by multiple private homeowners, targeting the Netherlands and Flanders, while paving the way for upscaling such IHRs across Europe.

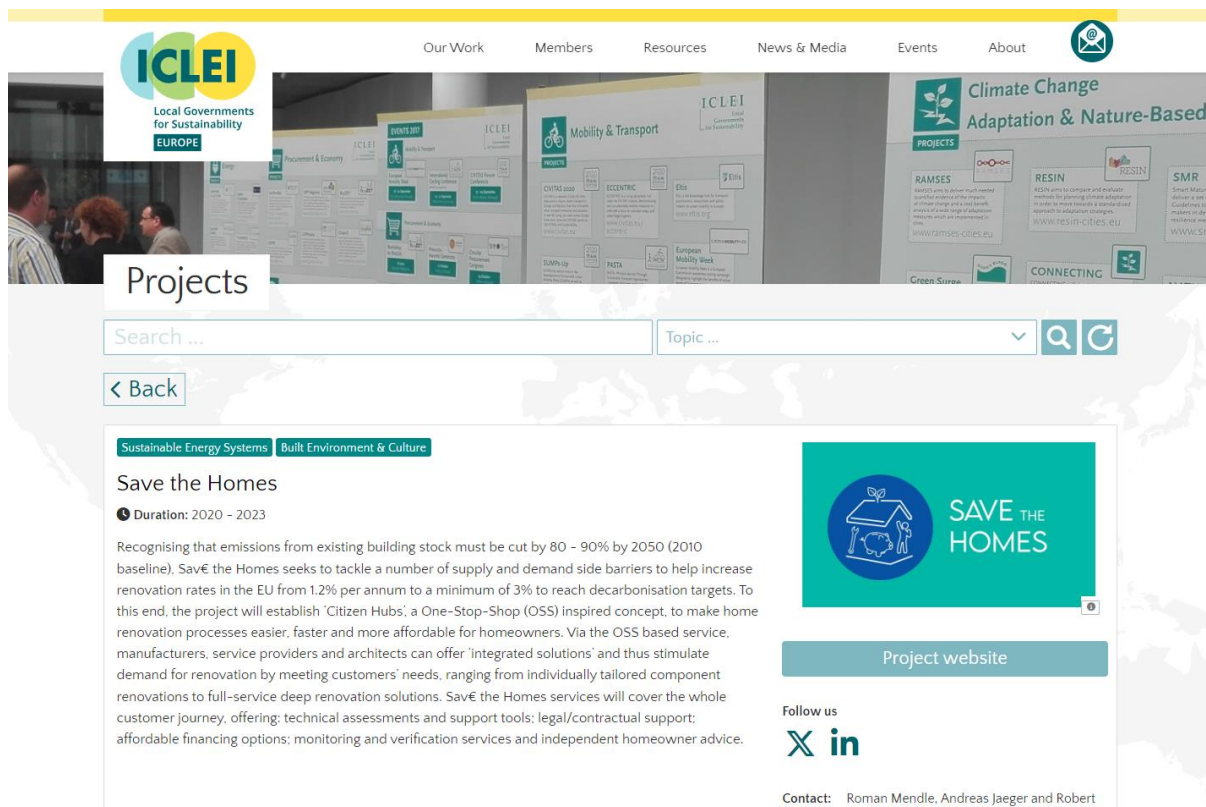
CondoReno website

Screenshot of the UIPI One Stop Shop Hub

## 4.4 Save the Homes repositories: ICLEI

In order to fulfil the objectives of T6.6, ICLEI included a space dedicated to ‘Save the Homes’ project in their repository of projects. The section is reachable under Our Work > Projects, following the main menu or directly through the footer.

Once in the page of the project a brief introduction and links are displayed, giving access to the website, social media channels and which ICLEI members take part in Save the Homes.



*Screenshot of the Save the Homes project webpage in ICLEI’s website.*