



SAVE THE HOMES

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1. Executive Summary

The biggest take-away is that a lot has been achieved in recent years, but the target group could not be found exactly in the way it was initially conceived. The expectation was that the general public could be reached with Save the Homes channels, and ambitious targets were set due to the size of this target group.

However, in practice it appears that the local partners, especially the municipalities, have much better contact with these people, and that the use of Save the Homes identity only caused confusion about yet another party. The efforts from work package 6 have therefore partly shifted to supporting local partners in their material and communications. The Save the Homes logo has been used as much as possible.

Because of this shift, the targets were not achieved as initially intended, but in some respects we have still come quite close.

Due to corona, there has been a small shift from physical material to a YouTube series. In addition, the website is well visited and a lot of information is distributed on LinkedIn and Twitter. The project is also often mentioned by partners and third parties. In addition, the external channel 'hero at home' was used to generate extra attention for the project.

Quite a bit of material has been developed, including to support local partners. This includes physical flyers about financial options, the elaboration of the customer journey for insights to municipalities, fact sheets of the pilots and interviews with residents.

Finally, Save the Homes has been active at a number of physical events, numerous webinars and workshops have been given and many articles have been published by third parties about Save the Homes. We look back with complete satisfaction on the great results in communication for the Save the Homes project.



2. Goals

The main goal of workpackage 6 *Dissemination and communication* is 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 organizations.

2.1 Objectives

The objectives for the Save the Homes communication and dissemination were:

- To raise awareness about the impact of renovations on a healthy living environment. Target group: Home owners and landlords
- To make information about renovating easily accessible and easy to understand. Target groups: Home owners and landlords
- To promote the results and progress of Save the Homes. Target group: Municipalities/ scientific community

2.2 KPI's

The table below shows the tools and channels that were intended to be used, along with the targets set and the realized number.

Tool	Success indicator	Target	M6	M12	End of project
Website	Number of visitors	15.000	287	653	8400
Website	Page visits	37.500	697	2168	15000
Flyers	Amount of flyers distributed	TBD	-	-	-
News updates	Number of newsupdates	6	-	-	6
News updates	Reach of news updates	-	-	-	
Scientific publications	Number of publications	TBD	-	-	-
Workshops/ webinars	Number attended + reach	TBD	-	7/123	9/233
Conferences/ events	Number attended + reach	TBD	2 / 21	5/325	9/550



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LinkedIn	Followers	500	123	175	364
LinkedIn	Reach	100.000	2405	9210	36464
Twitter	Followers	1.000	196	351	910
Twitter	Reach	100.000	8558	27948	39864

For Twitter we almost reached the targeted number of followers, on LinkedIn we are a bit further away. However, we fell far short of the reach target for both platforms. We expected that the reach would increase with the number of followers, but this only happened to a limited extent. In reflection, the reach targets were set far too high.

Initially, the idea was to use social media to reach the general public. However, during the course of the project it turned out that the local partners had a much larger existing network. So it seemed more logical to use this network than to try to build a name yourself. In addition, we experienced that homeowners like to be approached in their own language, through channels they are already familiar with. Part of our efforts here were used to develop materials, as described later in this document, that local partners could use to reach the same target group.

Social media ultimately focused less on the larger public and more on informing partners and other interested parties about the progress of the project. We believe that we have been successful in this, but this target group is many times smaller than the general public, which means that the ultimate reach has been lower.

The same actually applies to the website, here too the target group has shifted slightly.

Due to corona, we waited a little longer to create and distribute physical flyers, and we did an online video campaign. This has been well viewed. We also made news updates.

For scientific articles, these were not published because Save the Homes proved to be an on the ground, practical project, aimed at helping the local pilots. There were no scientific results that could be shared in this way.



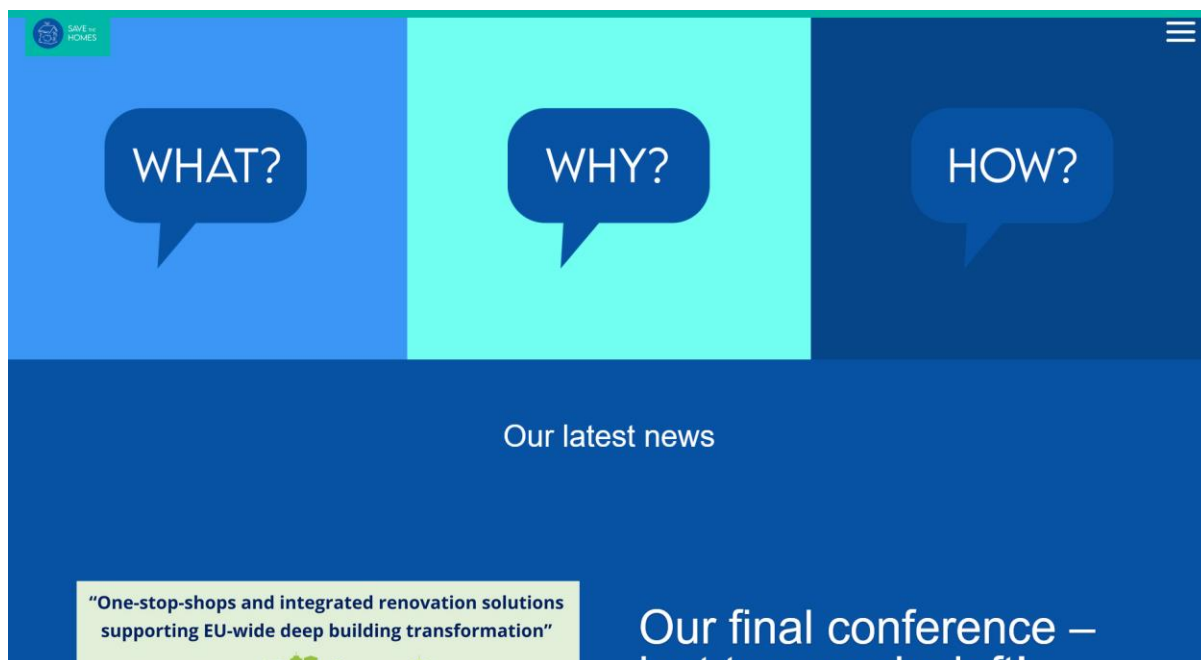
3 Results on channels

WP6 used multiple communication channels different target groups.

3.1 Website

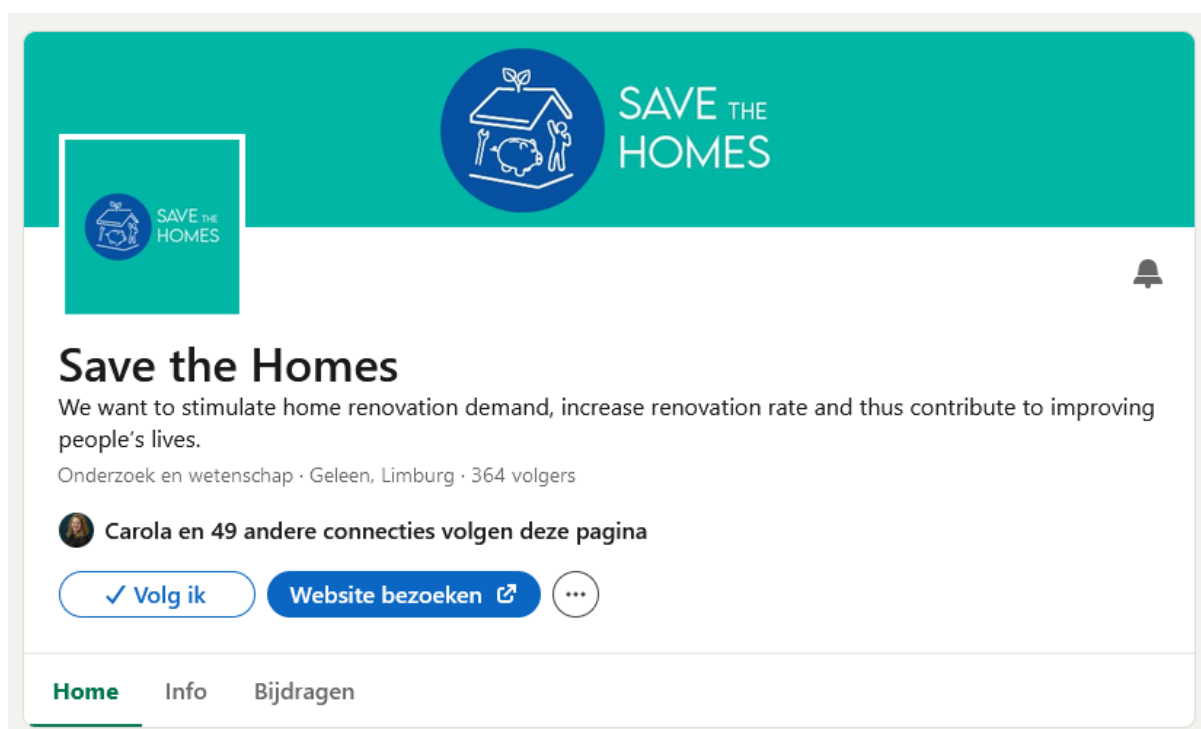
At the start of the project we happily presented the website. The website has been created with the visual identity in mind and has become a colorful place. In 2022 we had unexpected problems with our hosting party, which forced us to re-set up the website. Unfortunately we were unable to get our domain name under our own management, so we unfortunately had to switch to another domain name: www.savethehomes.net. Fortunately, we were able to take the design of the website with us, thanks to a colleague at Huygen. The new website quickly rose above the old one in Google and the damage seems limited.





3.2 LinkedIn

We created a [LinkedIn Showcase page for Save the Homes](#).



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On this page, we shared all the news about Save the Homes. In our experience we have reached many people through LinkedIn, especially partners and other projects. They have received much information through this about the project's progress. LinkedIn turned out not to be the platform to reach the larger audience. The targets were too ambitious and not aimed at the right audience. We have come pretty close in terms of followers, but not in terms of reach. We do expect that, although we have reached fewer people, we have reached the target group much more.

Also, our consortium partners did also reach a lot of people, much of whom we consider part of our target audience:



Instituto Valenciano de la Edificación (IVE) heeft dit als repost geplaatst

Save the Homes
364 volgers
1 mnd • 

Save the date: 22 Feb. 2024: 09:00-17:00 CET at European Economic and Social Committee (Rue Van Maerlant 2, 1000 Bruxelles, Belgium 🇧🇪).

[...meer weergeven](#)

[Vertaling weergeven](#)

One-stop-shops and integrated renovation solutions supporting EU-wide deep building transformation

22 February 2024
09:00-17:00 CET, **Brussels**
European Economic and Social Committee,
Rue Van Maerlant 2, 1000 Brussels, Belgium

Conference organised by Horizon 2020 projects:

REMODULES
Resilient building renovation shared solutions

SAVE THE HOMES

In collaboration with:

 European Economic and Social Committee

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



 Carola Knubben en 16 anderen 3 reposts

  Interessant  Commentaar  Reposten  Versturen

Geef hier als eerste commentaar op

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Haico van Nunen • 1e
Lector / Professor of applied sciences at Hogeschool Rotterdam
2 w • 🔒

In dit webinar heb ik onze ervaringen in het project [Save the Homes](#) mogen toelichten. Welke klantreis kun je volgen als particulier om je woning te verduurzamen? Collectieven kunnen helpen om dit te organiseren en te realiseren. [BouwhulpGroep](#), [CoE HRTech \(Hogeschool Rotterdam\)](#), [Gemeente Rotterdam - Stadsontwikkeling](#).



VPNG
1.176 volgers
2 w • 🔒

Wat kunnen gemeenten doen om de [#warmtetransitie](#) bij woningeigenaren op gang te helpen? [Oubbol Oung](#) van de gemeente [#Rotterdam](#), [Donald van den Akker](#) van [#AlexEnergie](#), [Haico van Nunen](#) van de [#HogeschoolRotterdam](#) / [#Bouwhulp](#) en [Arthur Hinsch](#) van [#ICLEI](#) waren bij de VPNG te gast om hun ervaringen te delen en de deelnemers op weg te helpen, straatje voor straatje... Lees hoe zij het aanpakken op... <https://lnkd.in/eRntvGER>



👤 Wendy Broers en 16 anderen 2 reposts



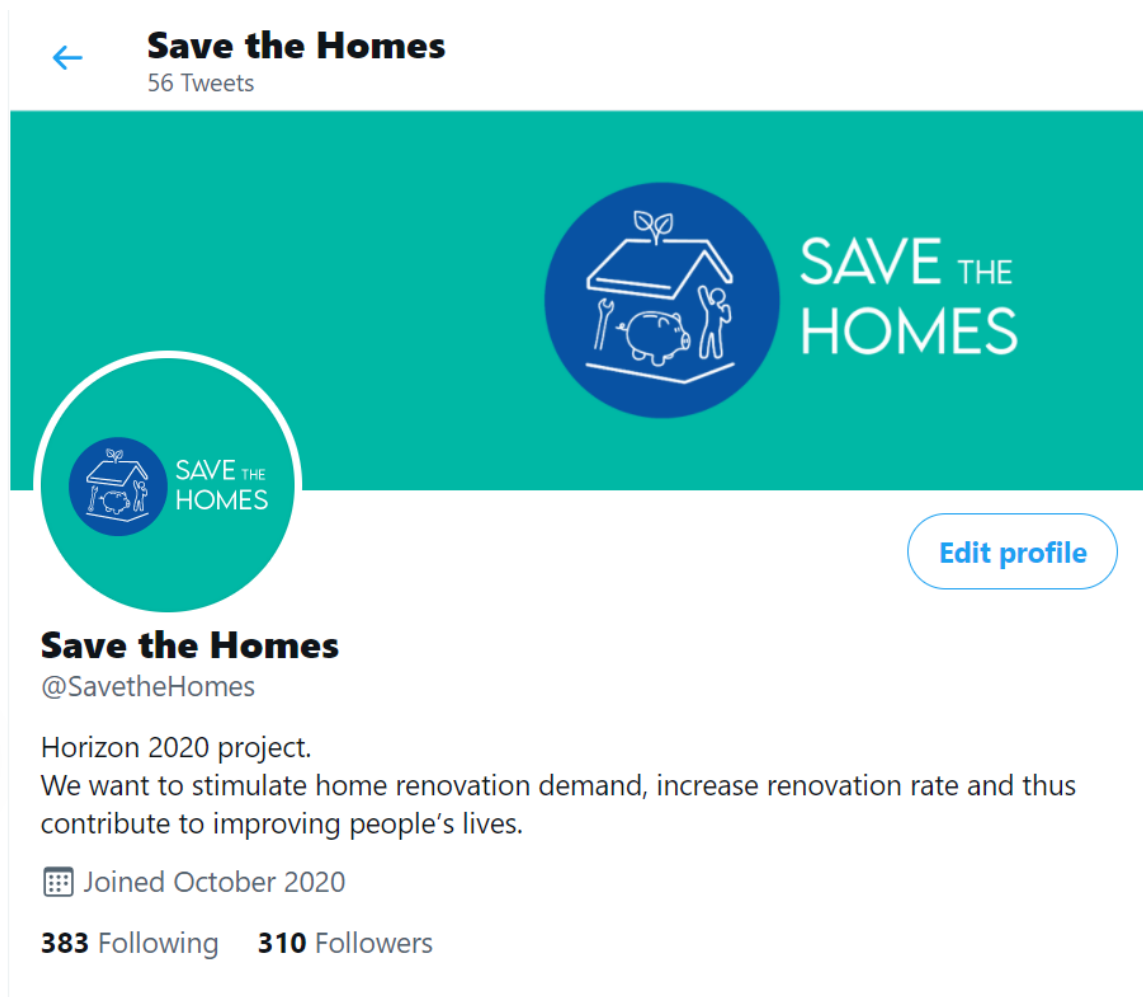
👍 Interessant 💬 Commentaar ↻ Reposten

 Commentaar geven als Save the Homes... 😊 📷

3.3 Twitter / X

We created a [Twitter account for Save the Homes](#).





The screenshot shows the Twitter profile for 'Save the Homes'. At the top, there is a back arrow, the name 'Save the Homes', and '56 Tweets'. Below this is a teal banner with a circular logo on the left containing a house, a piggy bank, and a person, and the text 'SAVE THE HOMES' on the right. Under the banner is a circular profile picture with the same logo and text. To the right of the profile picture is an 'Edit profile' button. Below the profile picture, the name 'Save the Homes' and handle '@SavetheHomes' are displayed. The bio reads: 'Horizon 2020 project. We want to stimulate home renovation demand, increase renovation rate and thus contribute to improving people's lives.' Below the bio is a calendar icon and the text 'Joined October 2020'. At the bottom, it shows '383 Following' and '310 Followers'.

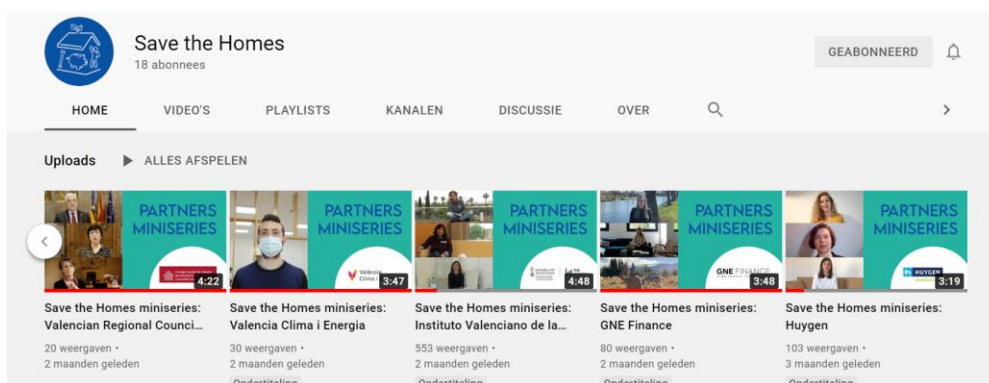
Twitter turned out to be primarily a platform to reach other projects and interested parties within the EU. We have achieved our target in terms of followers by a whisker, so we are very satisfied with this. The reach is lagging behind here, but not as much as with LinkedIn. Although we again achieved less than our ambitious targets, we are satisfied with the use of this tool.

Example of a post:



3.4 YouTube

In April 2021, we started a YouTube channel for [Save the Homes](#). We started with a series of videos introducing the partners. Our experience here was good, the videos had quite a few views, although there was a big difference in partners. We think that the videos have helped to explain which parties are participating in the project and why.



In the end the videos got 1137 views combined.

3.5 Hero at Home

Save the Homes joined the Hero at Home channels to share tips for homeowners. #HeroAtHome is a social campaign initially launched by four EU projects to show how we can continuously be heroes in the comfort of our homes. EU projects eTEACHER, UtilitEE, and TripleA-reno joined forces with STEP-IN, Save the Homes and NRG2peers to proceed with the social campaign #HeroAtHome.

Find Hero at Home on Twitter @Hero_atHome and Instagram @Hero_At_Home where we share our tips and feel less isolated and more united.



4 Content, campaigns & promotion

We did several campaigns and promotion actions to involve people and inform them about the project, our goals and progress, including a lot of visual promotion material

4.1 Financial brochures

Brochures about the financial possibilities in Spain and the Netherlands:



Sabadell PRÉSTAMO CERRADURA Y PRÉSTAMO ENLARGADO RECONSTRUCCIÓN

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

Mayor información y contacto aquí.

Deutsche Bank AVANZA CREDIT PRÉSTAMO IHR I.A.O.

- Propietarios Únicos y Comunitades de Propietarios
- Financiamiento desde 7.500 € hasta 60.000 €
- No se requiere ser cliente del banco.
- Plazo máximo de repago: hasta 120 meses (10 años)

Información de contacto y contacto:

Teléfono: +34 91 6917777

Email: misa-josue.gulierrez@co.com

caixa popular PRÉSTAMO VIVIENDA EFICIENTE

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

También en los sitios web y contactos:

- Simulador de Préstamos en el sitio:
- Formulario de contacto en el sitio:

+34 91 234 67 80. De 9:00 a 22:30 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)

Familia: divórcio, alto y colectivo

Contract and application processing: info@prodinamia.es

+34 915 70 99 42

Formulario de contacto:

Ecrowd! PRÉSTAMO REIMBURTACION

- Propietarios Únicos y Comunitades 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)

Financiación de solicitudes y contactos:

Formulario de contacto:

+34 693 011 618

proyectos@ecrowdinvest.com

arquia banca PRÉSTAMO REHABILITACION

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

Formulario de solicitudes y contactos:

Formulario de contacto:

+34 900 009 017

OPCIONES DE FINANCIAMIENTO ALTERNATIVAS PRIVADAS

SAVE THE HOMES

Este proyecto ha recibido el soporte del programa Marco Financiero de Iniciativas de Reconstrucción de la UE. Número de contrato del Acuerdo de Asociación: 10107193



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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, prorectoras 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 aplicados 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 autonómicas de la Generalitat:

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

¿A quién se hace un favor en www.habitajrpa.es?

943 255 279 – Servicio Tributario Integral
ayudasenergeticas@generalitat.es

Informe de Evaluación del Estado IEEV/CV

Proprietarios únicos de edificios o comunidades de propietarios:

- Subvención básica del 70% 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 tramitación de las solicitudes de acuerdo con el punto 3.1 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 3.500 euros.
- Puntuación entre 11 y 20 puntos: el porcentaje aplicable sobre el importe protegido del IEEV/CV será del 45% y la cuantía máxima de la subvención será de 4.000 euros.
- Puntuación entre 21 y 30 puntos: el porcentaje aplicable sobre el importe protegido del IEEV/CV será del 50% y la cuantía máxima de la subvención será de 4.500 euros.

A más puntuación, más ayuda. Para más detalles, ver el Informe de Evaluación del Estado IEEV/CV en www.habitajrpa.es.

OPCIONES DE FINANCIAMIENTO ALTERNATIVAS PÚBLICAS

Este proyecto ha sido financiado por el programa SAVE de la Unión Europea y el gobierno de Aragón. La subvención máxima es de 4.500 euros.

BONIFICACIÓN ICIO

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

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

96 369 56 79. Atención de Gestión Tributaria Integral
www.areas-energeticas@generalitat.es

DEDUCCIONES IRPF

Beneficiarios particulares (Las actuaciones deben ser en vivienda habitual o destinada a adquirir vivienda habitual):

- Para ayuda de 20%; reducir 7% la demanda de rehabilitación e investigación.
- Para ayuda de 40%; reducir 30% el consumo en la vivienda o alcanzar calificación A o B.
- Para ayuda de 60%; reducir 50% el consumo en el edificio o alcanzar calificación A o B.

PROGRAMA PREE

Rehabilitación Energética de Edificios:

- Personas físicas o jurídicas de naturaleza privada o pública que sean propietarios de edificios, en edificios destinados a cualquier uso.
- Comunidades de propietarios o las agrupaciones de comunidades de propietarios de edificios residenciales de tipo vivienda.
- Propietarios que de forma agrupada, que reúnan los requisitos establecidos en el artículo 396 del Código Civil y no formen sociedad o 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 mismas labores.
 Consulta ayudasenergeticas@generalitat.es

913 14 68 73
ayudasenergeticas@generalitat.es
ayudasenergeticas@generalitat.es

PLAN I+D+i

Innovación e Investigación para la transición ecológica en la arquitectura:

- Personas físicas o jurídicas.
- Entes o organismos públicos con personalidad jurídica propia.
- Empresas artísticas y garrafas físicas o jurídicas de naturaleza privada, gestores de espacios.

Máximo de 50% del presupuesto de la actuación solicitada en función de los criterios establecidos.

BONIFICACIÓN IBI

Bonificación para Edificaciones con uso predominantemente residencial con aprovechamiento de energía solar:

- Propietarios únicos de edificios o comunidades de propietarios.
- Bonificación fiscal del 50% del IBI (Impuesto municipal de bienes inmuebles) con un máximo de 10 puntos impositivos.
- Bonificación máxima de 20% del coste de la instalación.

961 361 592 – Oficina de la Energía: consultas técnicas
 963 865 279 – Gestión Tributaria Integral
ayudasenergeticas@generalitat.es

ENERGIEBESPAARLENING

Het Nationaal Warmtefonds biedt een Energiebespaarlening aan voor energiebesparende maatregelen. Deze lenening 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.

Neem deel in Nijvend het ondersteunde vloeroppervlak en de muren voor verdere informatie.

099 - 69 69 700
contact@warmtefonds.nl

OPTIES FINANCIERING

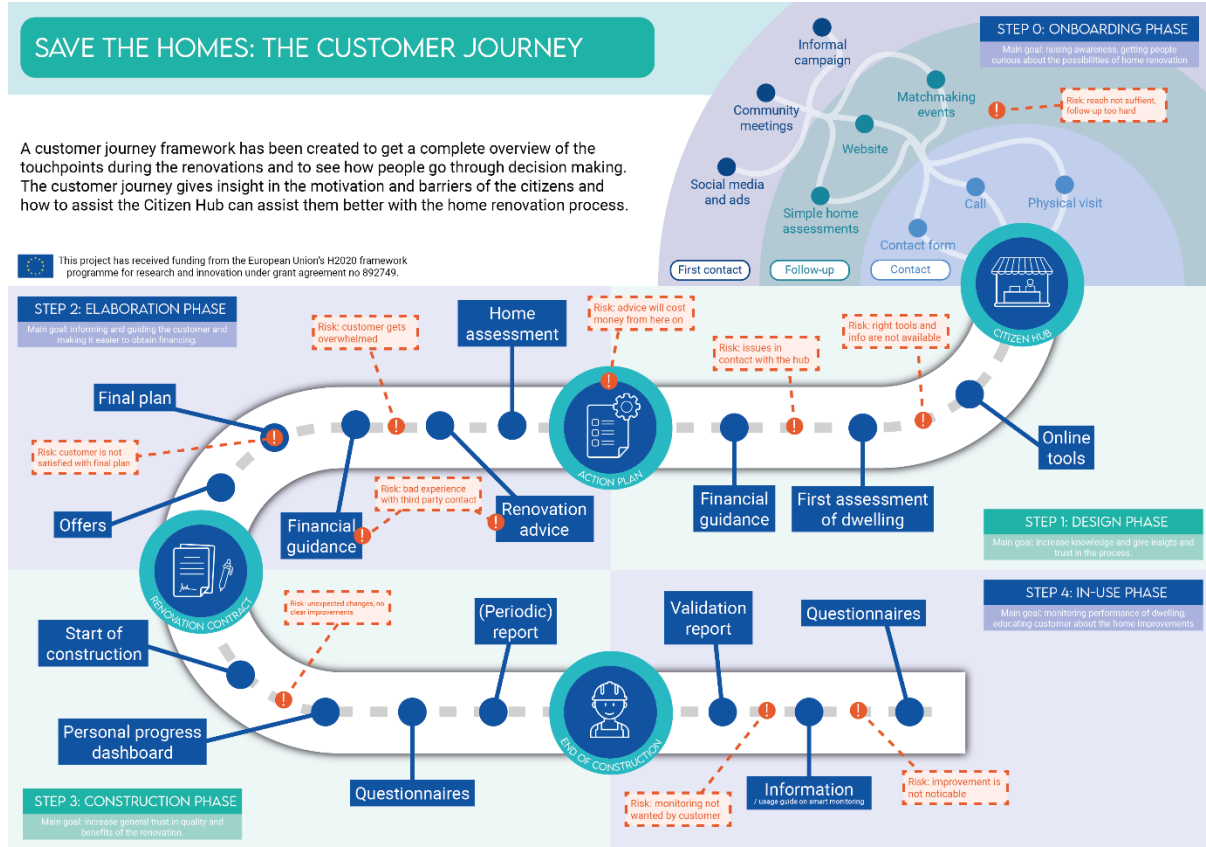
WWW.SAVETHEHOMES.ORG

El proyecto ha sido financiado por el programa SAVE de la Unión Europea y el gobierno de Aragón. La subvención máxima es de 4.500 euros.

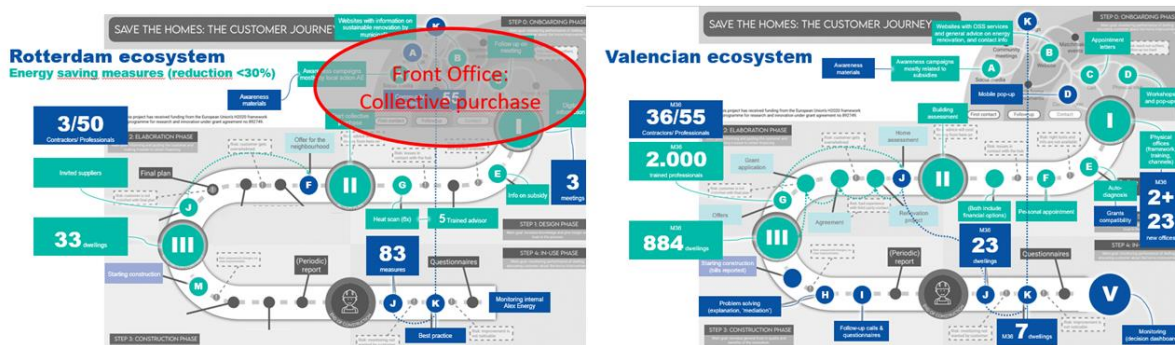


4.2 Customer journey

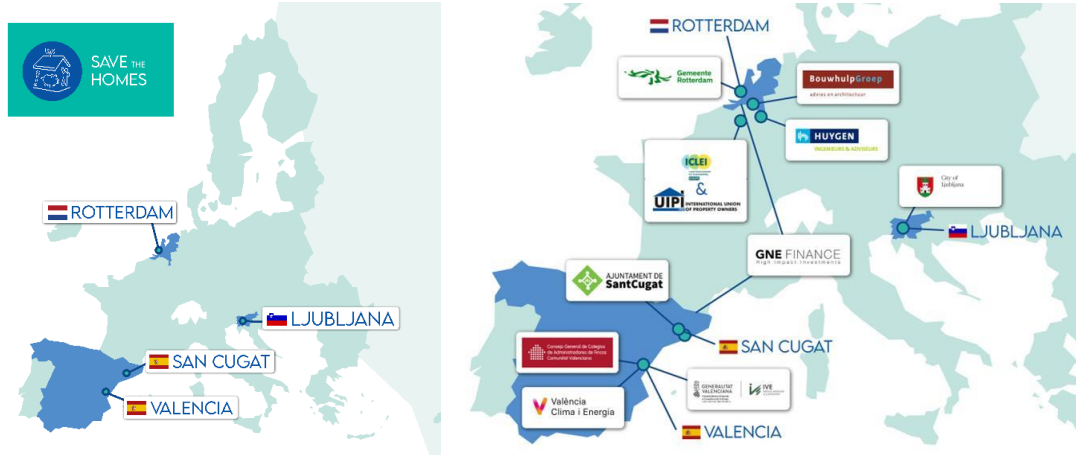
An image that provides good insight into the journey a consumer takes when renovating his or her home, including possible pitfalls.



This visualisation proved to be of great use to express the OSS model to external stakeholders. As well, all pilots presentations used this graphic. The visualisation proved to be easily modified by partners, for example to present the final results:



4.3 Visual pilot markets and partners



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4.4 Factsheets of the pilots

HUB ALEXANDER

IN A NUTSHELL	
<p>2021 CLASS OF OPERATION</p>	<p>SCIENTIFIC CONTEXT PRINS ALEXANDER (ROTTERDAM)</p>
<p>LEGAL STATUS TO BE DECIDED</p>	<p>NUMBER OF HOUSES 94,901</p>
<p>FOUNDING ORGANIZATIONS</p>	<p>BouwhulpGroep, AlexEnergie, Gemeente Rotterdam, GNF Finance</p>
<p>OPERATIONAL PARTNERS</p>	<p>BouwhulpGroep, AlexEnergie, Gemeente Rotterdam</p>
<p>TECHNICAL PARTNERS</p>	<p>Local contractors selected by the founding organisations</p>
<p>FINANCIAL PARTNERS</p>	<p>Government (Rotterdam Energy Transition Fund)</p>
<p>OTHERS</p>	<p>-</p>
<p>ACTORS AND PARTNERSHIPS</p>	

OFFICIAL DESCRIPTION OF THE NATIONAL LEGISLATION REGULATED

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 measure, 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.

CONTENT OF LEGISLATION FOR RECOGNITION OF NATIONAL LEGISLATION REGULATED

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 (Streefwaarde), although they are not mandatory yet.

REGIONAL/REGIONAL, FINANCIAL, LEGAL, OPERATIONAL TIPS TO IMPLEMENT HR

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 initiative 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.

REGIONAL/REGIONAL, FINANCIAL, LEGAL, OPERATIONAL TIPS TO IMPLEMENT HR

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 initiative 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.

BUSINESS MODEL	MODALITIES OF INTERVENTION	TIME ESTIMATION
<p>Public funding, non-profit, the HR is a service right tool. Up to 100% of energy is covered for the home-owners. The renovation is done by the contractor. The home-owners are not involved in the process.</p>	<p>Resident communication & education - create trust and awareness - energy saving per home - digital communication - Home, Control, Comfort - Value of better renovation options - Digital support of awareness - Smart home management - Having option and participation on one - Smart home management - Facilitate for connecting to smart home services - Electronic support services</p>	<p>The amount of time to do the HR is dependent on the complexity of the renovation. The amount of time to do the HR is dependent on the complexity of the renovation. The amount of time to do the HR is dependent on the complexity of the renovation.</p>
INTERNAL CAPACITY	PHYSICAL OFFICES	WEBSITE & DIGITAL SERVICES
<p>Capacity of the HR is dependent on the number of people who are working on the HR. The HR is a public service right tool. Up to 100% of energy is covered for the home-owners. The renovation is done by the contractor. The home-owners are not involved in the process.</p>	<p>Capacity of the HR is dependent on the number of people who are working on the HR. The HR is a public service right tool. Up to 100% of energy is covered for the home-owners. The renovation is done by the contractor. The home-owners are not involved in the process.</p>	<p>Capacity of the HR is dependent on the number of people who are working on the HR. The HR is a public service right tool. Up to 100% of energy is covered for the home-owners. The renovation is done by the contractor. The home-owners are not involved in the process.</p>
HOW IT WORKS	MONITORING FRAMEWORKS	
	<p>Use of Sensi Sensors iKWood Application Personal quality assessment</p>	

NATIONAL FRAMEWORK

OBJECTIVES EN MISSIONS

MAIN OBJECTIVES OF IHRS	HUB Alexander
CONTENT OF THE SERVICE/OFFER (VALUE PROPOSITION)	<ul style="list-style-type: none"> Energy audits and energy advice Energy audits and energy advice Energy audits and energy advice Energy audits and energy advice Energy audits and energy advice Energy audits and energy advice Energy audits and energy advice Energy audits and energy advice
TARGET GROUPS	Private home-owners
IMPACTS (in terms of energy, environmental, social, economic, etc.)	Renovations, contacts, workshops, talks, aimed CO2 reduction
IMPACTS (in terms of energy, environmental, social, economic, etc.)	KPIS

HOW IT WORKS

16 COLLECTED	14
11 RENOVATED	€149,600- (AMOUNT OF PUBLIC SUBSIDIES)
UNKNOWN	NYA (ENERGY SAVING)

RENOVATION PROJECTS IN CONDOMINIUMS

NYA (AMOUNT OF PUBLIC SUBSIDIES)

SINGLE-FAMILY HOUSE RENOVATION

NYA (AMOUNT OF PUBLIC SUBSIDIES)

NYA (ENERGY SAVING)

The project has received funding from the European Union of 2020 for research and innovation under grant agreement No 101017749.

VALENCIA

IN A NUTSHELL	
<p>2019 CLASS OF OPERATION</p>	<p>SCIENTIFIC CONTEXT MUNICIPALITY OF VALENCIA</p>
<p>LEGAL STATUS TO BE DECIDED</p>	<p>NUMBER OF HOUSES 800,000</p>
<p>FOUNDING ORGANIZATIONS</p>	<p>Municipality of Valencia + EU</p>
<p>OPERATIONAL PARTNERS</p>	<p>Municipality of Valencia</p>
<p>TECHNICAL PARTNERS</p>	<p>Renovation agents and renovation managers officially registered in the regional government list.</p>
<p>FINANCIAL PARTNERS</p>	<p>Illorenpost, cus ium ewellitio torunto cus erum focias magnis.</p>
<p>OTHERS</p>	<p>Illorenpost, cus ium ewellitio torunto cus erum focias magnis.</p>
<p>ACTORS AND PARTNERSHIPS</p>	

OFFICIAL DESCRIPTION OF THE NATIONAL LEGISLATION REGULATED

Modes or channels (integrated office, telephone service, internet pages and others) to which citizens can go to access information, procedures and public services determined by agreement between various administrations.

CONTENT OF LEGISLATION FOR RECOGNITION OF NATIONAL LEGISLATION REGULATED

Renovations in which both the thermal generation installations and more than 25% of the total surface of the final building undergo deep renovation.

REGIONAL/REGIONAL, FINANCIAL, LEGAL, OPERATIONAL TIPS TO IMPLEMENT HR

XALOC regional agreement for establishing a local housing services office, including IHRS (contributing the salary of up to 3 workers), plus supplies, rentals, office material, publications and communication expenses (up to 10% total subsidy) Aid program for supporting rehabilitation offices of the Recovery, Transformation and Resilience Plan (800€ per dwelling effectively renovated).

REGIONAL/REGIONAL, FINANCIAL, LEGAL, OPERATIONAL TIPS TO IMPLEMENT HR

Aid program for rehabilitation actions to improve energy efficiency at the building and home areas of the Recovery, Transformation and Resilience Plan (up to 100% budget) Personal income tax reductions (up to 95%), and real estate tax reductions (up to 25%) Grants for self-consumption photovoltaic installation (up to 3.330 €/kW)

BUSINESS MODEL	MODALITIES OF INTERVENTION	TIME ESTIMATION
<p>Public funding, non-profit, the HR is a public/social service.</p>	<p>1. Awareness campaigns and onboarding tools with general information 2. Individual guidance and pre-diagnose offering different renovation paths 3. Facilitating understanding applicable subsidies and financing options & how to valorized contractors and professionals 4. Mediators and clarifier of doubts 5. Expansion of results: comparison of before and after and behavioral change</p>	<p>Multiple ways activities (collaboration with local and national institutions) are used to be carried out in more than 100 municipalities. Energy audits have been done in more than 100 municipalities. Energy audits have been done in more than 100 municipalities. Energy audits have been done in more than 100 municipalities.</p>
INTERNAL CAPACITY	PHYSICAL OFFICES	WEBSITE & DIGITAL SERVICES
<p>Offices workers depend on the municipality size. From 2, for less than 30,000 inhabitants) to 5 workers (for more than 250,000 inhabitants). Customer support, social, legal and technical profiles</p>	<p>Oficina de la Energía Carre de José Martíis Hara, 9, 11, 46022 Valencia (2 more to come in the city of Valencia) Mon-Fri 10:00 - 19:00</p>	<p>https://climateenergia.com/res/oficina-de-la-energia/que-es-la-oficina/</p>
HOW IT WORKS	MONITORING FRAMEWORKS	
	<p>Energy certification before and after Bills comparison Satisfaction questionnaires. Future monitoring of energy and IEO parameters.</p>	

NATIONAL FRAMEWORK

OBJECTIVES EN MISSIONS

MAIN OBJECTIVES OF IHRS	The Valencia Energy Office is an information and advisory service for citizens where pre-validated advice, workshops and activities are provided for granting access and light to energy, improve energy efficiency at home, introducing renewable energy sources and contribute to social energy transition.
CONTENT OF THE SERVICE/OFFER (VALUE PROPOSITION)	Advice and follow up through personal appointments. Awareness through training and debate workshops. Consciousness through thematic exhibitions. Mediation through Classroom in Xàtiva, a space to meet.
TARGET GROUPS	Citizens, individually or within condominiums, a focus on energy poverty and/or small municipalities.
IMPACTS (in terms of energy, environmental, social, economic, etc.)	Contacts, workshop participants, appointments, audits, renovations
IMPACTS (in terms of energy, environmental, social, economic, etc.)	KPIS

HOW IT WORKS

32 COLLECTED	5
684 RENOVATED	€2,958,385 (AMOUNT OF PUBLIC SUBSIDIES)
€2,958,385	684KWH (ENERGY SAVING)

RENOVATION PROJECTS IN CONDOMINIUMS

1800 (AMOUNT OF PUBLIC SUBSIDIES)

60 (ENERGY SAVING)

SINGLE-FAMILY HOUSE RENOVATION

30 (AMOUNT OF PUBLIC SUBSIDIES)

€15,000,000 (AMOUNT OF PUBLIC SUBSIDIES)

6,000,000 (ENERGY SAVING)

The project has received funding from the European Union of 2020 for research and innovation under grant agreement No 101017749.



4.5 Interview: the appeal of cities

An interview with Walter Bokern

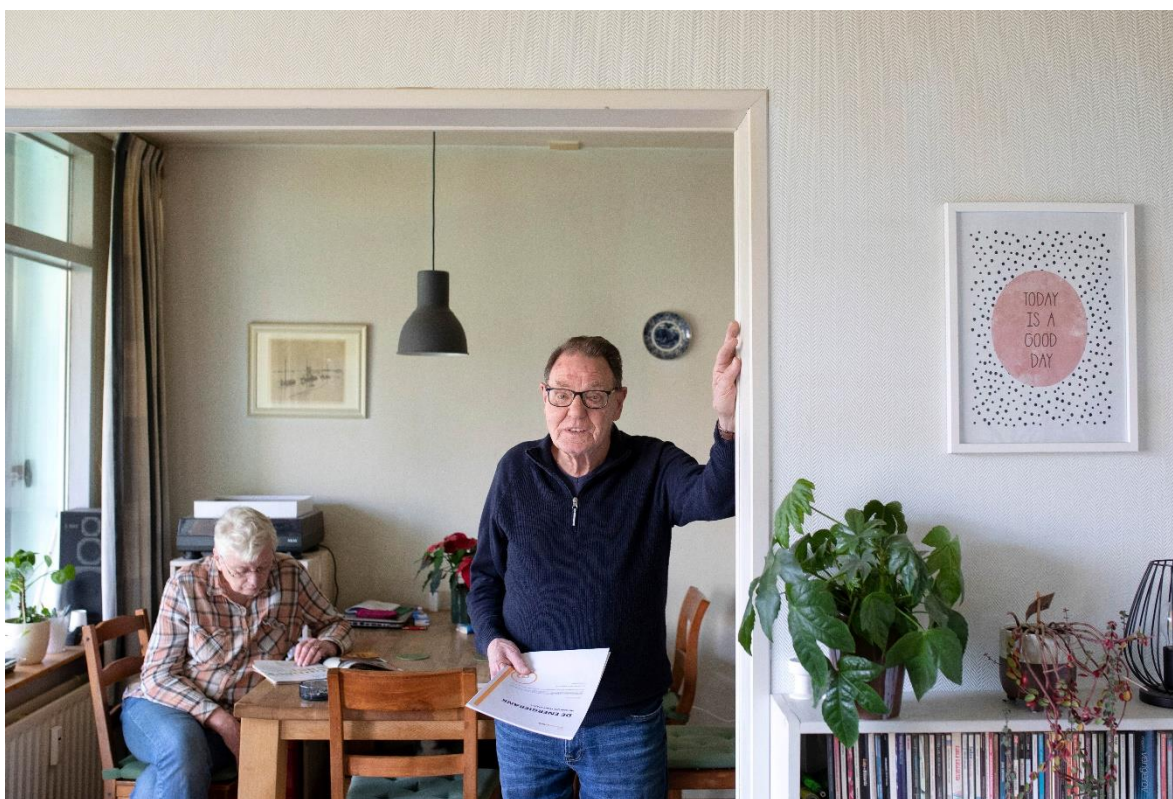
Read the interview here: <https://savethehomes.net/2022/06/13/the-appeal-of-cities/>



4.6 Interview: Doing nothing doesn't give you energy

An interview with Rieks Weerman, energy coach

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



D6.7 – Save The Homes

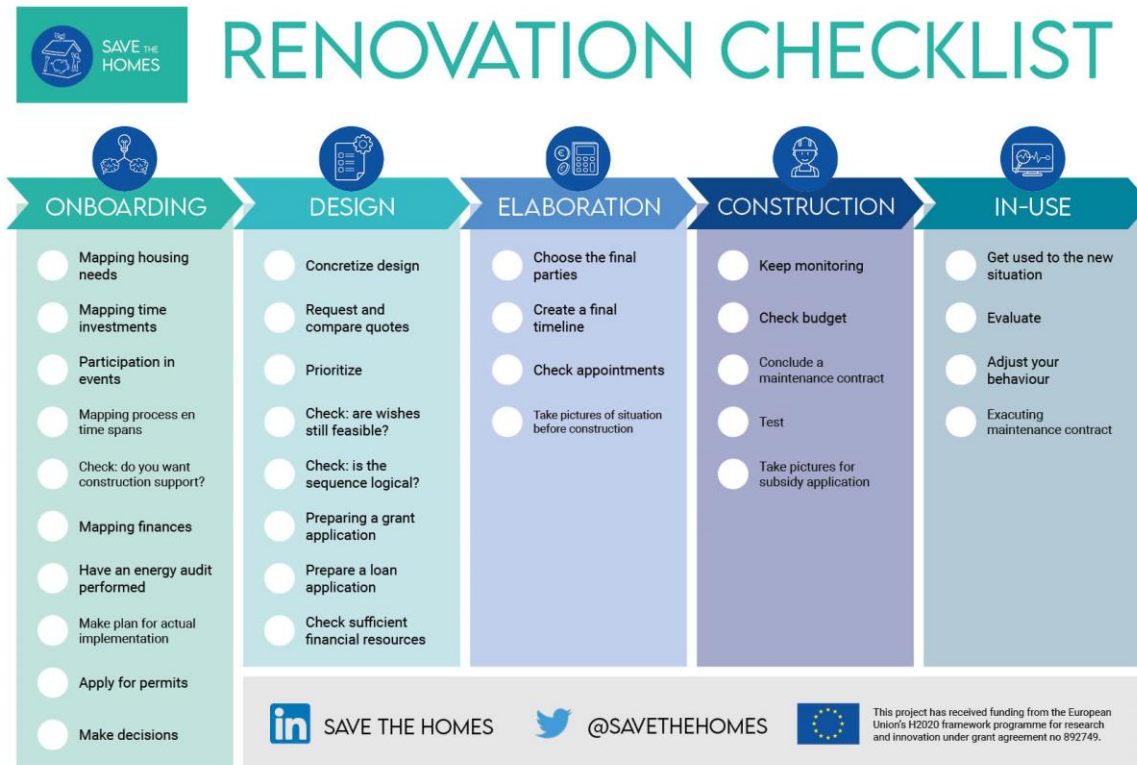
4.7 Visit of the alderman of climate, buildings and living

An alderman of the municipality of Rotterdam visited our pilot, where we also used the Save the Homes materials. A banner we created was displayed here, and the Alderman named Save the Homes in her LinkedIn post about the visit.



4.8 The renovation checklist

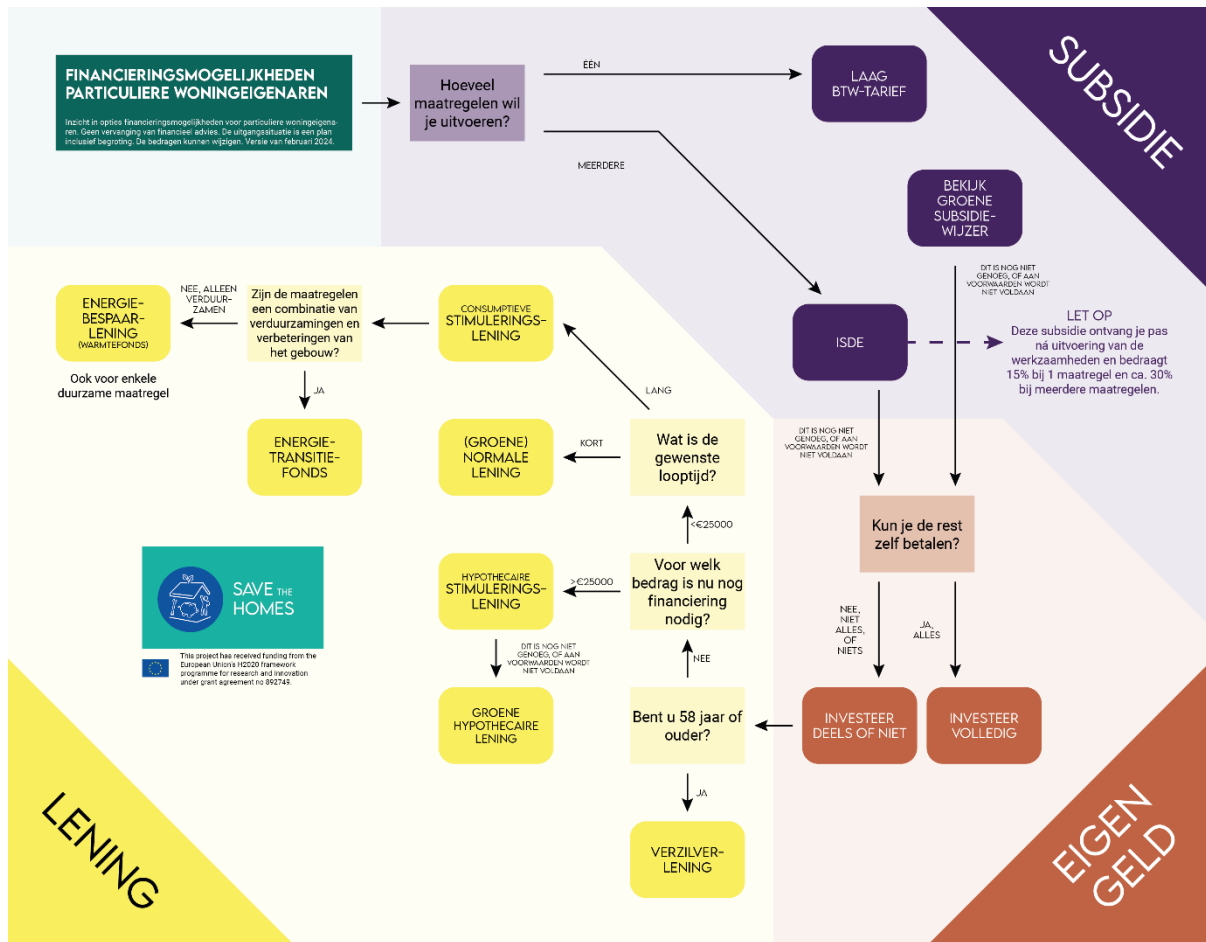
A checklist to help users navigate the world of renovation.



4.9 Financial flowchart

A flowchart designed for the Gemeente Rotterdam, that helps them explain the financial solutions for renovating. The flowchart is not a replacement for financial advice, but gives a general overview of options that might be suitable for one's situation. It can be used during a conversation with homeowners, it is less useful as a standalone poster as it is a simplistic representation of a complex choice.

D6.7 – Save The Homes



D6.7 – Save The Homes

4.10 Meet the Save the Homes partners

We started with a first videos campaign in April 2021. Each partner of Save the Homes made a video answering 3 questions:

- “What is Save the homes for you?” (How would you describe Save the Home to your friends?)
- “Why did you join Save the Homes?”
- “Why renovate?”

Each partner made a video and every Monday we posted a new video on social media to show the vision of one of the partners. [corona](#)

An overview of the videos:

Huygen



GNE Finance



IVE



Valencia Clima I Energia





Valencian Regional Council of Property Administrators Associations



Bouwhulpgroep





Sant Cugat Municipality



City of Ljubljana





Rotterdam



UIPI



D6.7 – Save The Homes



ICLEI



4.11 Flyers by our partner IVE



1000 of these flyers were printed and given to:

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

4.12 Newsletters

We published six newsletters, the last two newsletters zooming in on the citizen hubs and lessons learned.



5 Events

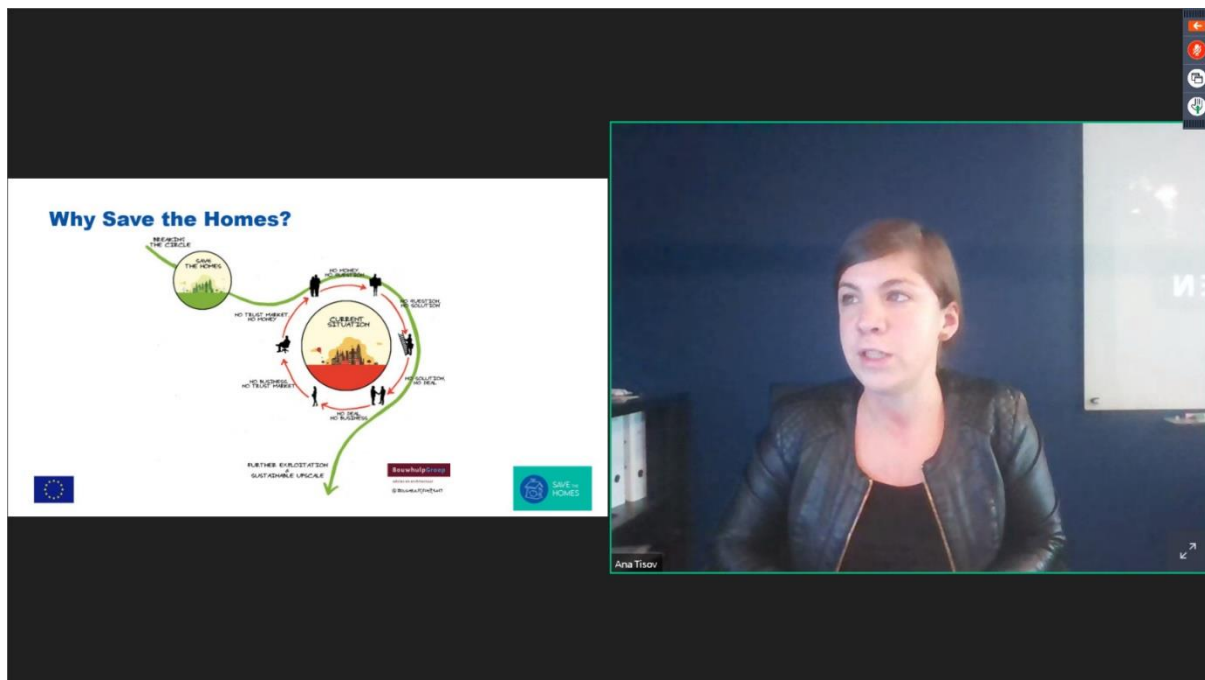
Save the Homes participated in events and conferences to present the project.

5.1 Physical events

5.1.1 Sustainable Places 2020

At Sustainable Places 2020, TURNKEY-RETROFIT held a workshop, bringing together several H2020 EU-funded projects which aim at creating or replicating innovative “Integrated Home Renovation services” throughout Europe. Each project aims at dramatically improving the quality of the renovation service by covering the whole “customer journey” from technical and social diagnosis, technical offer, contracting of works, structuring and provision of finance, to the monitoring of works and quality assurance.

Participating projects : TURNKEY RETROFIT, HAPPEN PROJECT, PadovaFit Expanded, Save The Homes, and re-MODULEES.



5.1.2 Mannheim 2020

We participated in a workshop organised by the TripleAReno project, presenting the situation of home retrofitting in València and how the Save the Homes project will support us in accelerating home renovation.

D6.7 – Save The Homes

5.1.3 Ecological Tuesdays

Organisation and participation in the Ecological Tuesdays, a series of 4 online webinars for condominium administrators organised by VRCP to inform about Save the Homes and energy efficiency renovation to administrators

5.1.4 Renovation summit

Presentation of 2 projects: TOMORROW and Save the Homes in relation to the topic "People Driving the Energy Transition"

5.1.5 Supporting Local Action on Energy Efficiency

Exchange with EU and Canadian stakeholders about strategies to promote energy efficiency in buildings. València presents the Energy Office and the Save the Homes project.

5.1.6 Celebration of the International Day of Energy Saving

Online event celebrated together with IVE and Condominium Administrators to tackle energy efficiency legislation, tools and subsidies of interest for home-owners

5.1.7 Conference on new trends in rehabilitation associated with eco-efficiency in Spain

Participation in a roundtable about barriers and challenges of the energy renovation of buildings in Spain

5.1.8 UIPI RENOVATION TOUR Propietaris Catalans On Board

Participation in a roundtable about barriers and challenges of the energy renovation of buildings in Spain

5.1.9 UIPI RENOVATION TOUR Les propriétaires Bruxellois on board

Presentation and discussion with 3 experts panels

5.1.10 Internal meeting policy department Rotterdam

Presentation of BHG + interactive session

5.1.11 Warmtetransitie: een straatje erbij?

4 Presentations (Rotterdam, Alex energie, Bouwhulpgroep & ICLEI) and discussion

5.1.12 Visit of Alderman to pilot street StH

Visit of street + dialoog with one of the homeowners





5.1.13 World Congress of Architects

The World Congress of Architects (3-6 July 2023) was attended by around 7000 participants. ICLEI Europe was there with a stand, presenting amongst others the Save the Homes project. On the first and last day of the Congress the stand was visited by approx. 40 people. On the two middle days, we received about 75 -100 visitors. We had meaningful interactions (e.g exchanging contacts, discussing opportunities for collaboration, exploring potential project synergies) with around 25% of these visitors. The visitors were mostly architects, but also people working for NGO's, the public sector and the extended construction industry. ICLEI disseminated on average 50 -75 flyers for each of the projects that were featured at the stand.



D6.7 – Save The Homes

5.1.14 Presentation and Ljubljana forum – futures of cities

Project coordinator Ana Tisov presented the project at this event.



Save the homes

Ms. Ana Tisov, Project Manager, Huygen

Save the Homes aims to strengthen already established frameworks for One-Stop-Shop (OSS) networks and climate targets at the City of Rotterdam in the Netherlands and the Municipality of Valencia in Spain. For these two cities, Save the Homes develops and roll-out OSSs based on the two cities specific ecosystems that streamline various stakeholder interactions, deliver an attractive renovation offer to the citizens as well as contribute towards actual upscale of home renovations. Furthermore, the project aims to help proliferate OSSs replication across EU Member States, identifying best practices and effective business models to capitalise on gained knowledge, increase energy savings and obtaining home owners' satisfaction. The two follower cities, the City of Ljubljana from Slovenia and the Sant Cugat from Spain are thus developing blueprints and implementation plans for OSSs in their cities.

Recording (from 1:01): <https://www.youtube.com/watch?v=pqH37PdGmVA>

5.1.15 Covenant of Mayors - Europe

How to ensure home renovations at scale EU wide?

The Covenant of Mayors - Europe Investment Forum in Brussels brought an opportunity to present the experience from Gemeente Rotterdam and Comunidad Valencia to other EU wide local and regional authorities on setting up home renovation programmes. It was a very inspiring session showing the differences in value offer and structure of the Citizen Hubs in the two pilot cities.

If you want to understand what makes Valencian OSS more of an advice model and why Rotterdam follows a support model, then see the recording and hear from Ana Tisov about all the valuable lessons from our project so far.

5.2 Workshops

5.2.1 Synergy workshop with NRG2peers

This was a joint synarchy workshop between both projects.

Short intro: NRG2peers and Save The Homes H2020 projects

Simona d'Oca, NRG2peers project coordinator (10')

Ana Tisov, Save The Homes project coordinator (10')

Scope of work: why this synergy workshop is relevant?



D6.7 – Save The Homes

Policy context on the EU Renovation Wave

Nataša Vistrička, European Affairs Manager at UIPI

Scope of workshop: what is the scope of this synergy workshop?

Together to build up a unique value proposition for renovation one-stop-shop concepts and the setup of local energy communities

- Haico van Nunen, Bouwhulp group (10') + Mentimeter 2 questions (10')
 - Schoonschip vision (10') + Mentimeter 2 questions (10')
 - Municipality of Milan vision on home renovations (10')
- + Mentimeter 2 questions (10')

5.2.2 Save the Homes meets Triple-A and OPENGELA

This was a Synergy Workshop: Save the Homes meets Triple-A, OPENGELA.

Interreg Triple-A project: <https://www.triple-a-interreg.eu/>

Introduction by Dr. Erwin Mlecnik, TripleA-project coordinator (10 min)

Main lessons learnt of the project (30 min) when it comes to:

- Engagement campaigns to trigger interest of home-owners
- Collaborative web-based platforms
- Local supply chain collaboration

Collaborative business models for consultancy and pop-up centres

H2020 Opengela <http://opengela.eus/en>

Introduction by Kristina Klimovich, Head of Advisory and Consulting at GNE (10 min)

Main lessons learnt of the project (30 min) when it comes to:

- Awareness raising and attractive financial instruments for vulnerable groups
- Opengela business model insights

Importance of regulatory frameworks

5.2.3 XALOC network

A workshop by IVE for people representing municipalities and regional government. A recording is available [on YouTube](#) (around 3.36:00). This was 22-07-2021, 60 people joined.

5.2.4 IUC network

Taller sobre Eficiencia Energética en la Construcción y Reforma de Edificios - Evento Regional de Networking – Ciudades Mirando al Futuro – IUC (International Urban and Regional Cooperation). The target group was local stakeholders from the IUC network of cities. 20 People joined online on 06-10-2020.

5.2.5 DIBA municipalities

El paper del món local en l'impuls de la rehabilitació energètica - El projecte Save the Homes de millora del confort tèrmic a través de la rehabilitació energètica - DIBA (Diputació de Barcelona).

A workshop done by IVE and VCE on 16-04-2021, online. The target group was local stakeholders from DIBA municipalities.

5.2.6 Workshops from Valencia region

- Workshop from the Energy Office of València: Energy Refurbishment: - we help you renovate your home **with dates**



D6.7 – Save The Homes

- Workshop about energy renovation organised together with the City Council of València and the project MAtchUP, targeting energy efficiency and energy renovations in the district of Poblats Marítims
- Workshop from the Energy Office of València: Energy Refurbishment: - we help you renovate your home
- Workshop from the Energy Office of València: Energy Refurbishment: - we help you renovate your home
- PRIMER ENCUENTRO ESTATAL DE OFICINAS DE REHABILITACIÓN ENERGÉTICA El piloto de Sant Cugat del Vallès

5.2.7 Participation in PDA Working Groups of the H2020 FITHOME project

- **PDA Working Group objective:** One of the objectives is to learn from the best practices and knowledge of other H2020 sibling projects.

- **Relevant topic for Save the Homes dissemination:** On 23 January 2024, several members of the Save the Homes consortium were invited to participate in one of the PDA Working Group activities, specifically to present Valencia and Rotterdam's experiences in recruiting/hiring and training energy retrofitting professionals to address the labour shortage.

- **Save the Homes members who attended the activity:** Ana Tisov, Haico van Nunen, Ana Sanchís, Alejandro Gómez, and Álvaro Salamanca (as representative of both projects).

5.2.8 Workshop: Local and national government roundtable accelerating renovation rates via citizen hubs.

The City of Ljubljana, as the follower city, held this workshop in May 2023 focussing on raising awareness of citizens, informing them how to start renovating, where to get subsidy, what are the main issues with renovation.

5.3 Webinars

Save the Homes will organize and take part in several webinars. Below we will list the webinars that Save the Homes was a part of.

5.3.1 Webinar: Supporting local action on Energy Efficiency

What are the available tools providing technical and financial support for local action in building renovations? What can we learn from leading European and Canadian cities' experience and what do they need to reach their climate goals? In this Canada - EU exchange webinar also Alejandro Gómez Gil explained how Save the Homes is supporting València's efforts to improve energy efficiency in the residential sector.

[Curious? Watch the recording and presentations.](#)



D6.7 – Save The Homes

5.3.2 Webinar for property administrators

Save the Homes, the energy renovation and the property administrators. A webinar organized by IVE and VRC

5.3.3 Webinar: energietransitie, straatje erbij?

On January 18, a webinar on the heat transition was held at the VPNG at the initiative of Oubbol Oung from the municipality of Rotterdam. The fact that the subject is topical is evident from the almost 100 registrations from project leaders from all over the country. In addition to Oubbol, the webinar also included Donald van den Akker from energy cooperative Alex Energie, Haico van Nunen from Bouwhulpgroep and Arthur Hinsch from ICLEI.

Save the Homes was extensively named as great external help with rolling out efficient renovation policies via One-Stop-Shops or setting up local energy cooperatives. The webinar can be found at: <https://www.vpng.nl/mijn-omgeving/login/?returnurl=%2Fvakgroepen%2Fenergietransitie%2F> (VPNG account required). Also see: https://iclei-europe.org/news/?Rotterdam_employs_a_collective_approach_to_transform_homes_and_communities_&newsID=edQxnWZ6



5.3.4 Webinar: "Rising Energy Prices Driving Energy Renovation: The One-Stop-Shop Solution and the Role of Sectoral Actors"

[PadovaFIT Expanded](#) and Save the Homes organised the event “Rising Energy Prices Driving Energy Renovation: The One-Stop-Shop Solution and the Role of Sectoral Actors”

5.4 Articles

The online articles and webpages that have been made about Save the Homes:

- [Save the Homes on the ICLEI website](#)
- [Save the Homes on the Huygen website \(English\)](#)
- [Save the Homes on the Huygen website \(Dutch\)](#)
- [Save the Homes on the Enlit Europe website](#)
- [Save the Homes on the Quake innovations website](#)
- [Save the Homes on the IVE website](#)

Articles



- [El proyecto SAVE THE HOMES facilitará mejoras de confort en viviendas de València](#) – Local online newspaper (30-05-2020)
- [Nuevo proyecto de rehabilitación energética facilitará mejoras en viviendas](#) – Regional newspaper (30-05-2020)
- [Valencia se une al proyecto 'Save the homes' para asesorar en la rehabilitación de viviendas](#) – online construction platform (03-06-2020)
- [Martínez Dalmau presenta el proyecto 'Save the homes' que preveu la finestreta única per a rehabilitació energètica](#) - Regional Government Press Release (04-06-2020)
- [La Generalitat anuncia para septiembre nuevas ayudas en asesoramiento para la reforma de viviendas](#) – Regional newspaper (04-06-2020)
- [Consell crearà Ventanillas Únicas para rehabilitación energética de viviendas](#) – Regional newspaper (04-06-2020)
- [Martínez Dalmau presenta el proyecto 'Save the homes' que prevé la ventanilla única para rehabilitación energética](#) – Regional online newspaper (04-06-2020)
- [Martínez Dalmau presenta el proyecto 'Save the homes' que prevé la ventanilla única para rehabilitación energética](#) – Online newspaper (04-06-2020)
- [Elche contará con una ventanilla única para el asesoramiento en torno a rehabilitación energética de viviendas](#) – Radio (07-04-2020)
- [Vivienda firma un convenio con ayuntamientos para probar el servicio de ventanilla única](#) – Local online newspaper (26-06-2020)
- [Castelló sumará en 2021 cuatro técnicos en la nueva oficina de Vivienda y Rehabilitación](#) – Local online newspaper (15-07-2020)
- [La Conselleria de Vivienda participa en el encuentro que da inicio al proyecto europeo de innovación en eficiencia energética Save the Homes](#) – Regional online newspaper (21-09-2020)
- [La Conselleria d'Habitatge participa en la trobada que dona inici al projecte europeu d'innovació en eficiència energètica 'Save the Homes'](#) (The Regional Ministry of Housing participates in the meeting that kicks off the European project of innovation in energy efficiency 'Save the Homes') - Regional government Press release. (21-09-2020)
- [The Save the Homes project start](#) – in the IVE R&D semestral newsletter (05-10-2020)
- Save the Homes - New Horizon 2020 project – in the Quarterly Oosterhoff bulletin (November 2020)
- [Save the Homes in the VCE newsletter](#) (10-02-2021)
- What difficulties do homeowners face when renovating their homes? – In the IVE newsletter (28-04- 2021)
- What does the customer journey look like? – in the Quarterly Oosterhoff bulletin (June 2021)
- ¿A qué dificultades se enfrentan los propietarios cuando reforman sus viviendas? (What difficulties do homeowners face when renovating their homes?) – IVE Newsletter
- BuildUp Article 'The Role of Citizen Hubs in Catalysing the European Renovation Wave: Sharing Good Practices and Guidance for the Benefit of Local Governments': <https://www.buildup.eu/en/news/role-citizen-hubs-catalysing-european-renovation-wave-sharing-good-practices-and-guidance>



- Ljubljana event page (18 May 2023): Local and National Government Roundtable on Accelerating Renovation Rates via Citizen Hubs <https://iclei-europe.org/calendar/?c=search&uid=kgfZcUnW>
- ICLEI Europe website news article : Citizen Hubs are catalysing the European Renovation Wave https://iclei-europe.org/news/?Citizen_Hubs_are_catalysing_the_European_Renovation_Wave_&newsID=Z6OFw89M
- ICLEI Europe energy newsletter <https://mailchi.mp/iclei/iclei-energynews-13767776>
- ICLEI Europe e-news April issue - featuring StH news article and Slovenia workshop: <https://mailchi.mp/ee37852bc566/e-news-13772360?e=4c0d43509a>
- News article on Ljubljana workshop & OSS in Slovenia ICLEI website
- News article on Ljubljana workshop & OSS in Slovenia ICLEI energy newsletter

