

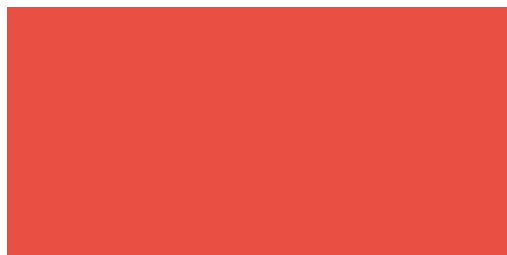
# ORFEE

## How to set up Integrated Home Renovation Services?

INNOVATE  
and  
ORFEE projects  
respond!



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 894478



# AGENDA

- What are Integrated Home Renovation Services? What are the key components of such services?
- What are the different business models that are observed on the markets with Integrated Home Renovation Services? What are their advantages and disadvantages?
- How to set up such a set of services; what are the key steps?
- How public authorities can help in setting up such services?
- What are the challenges in the long run?



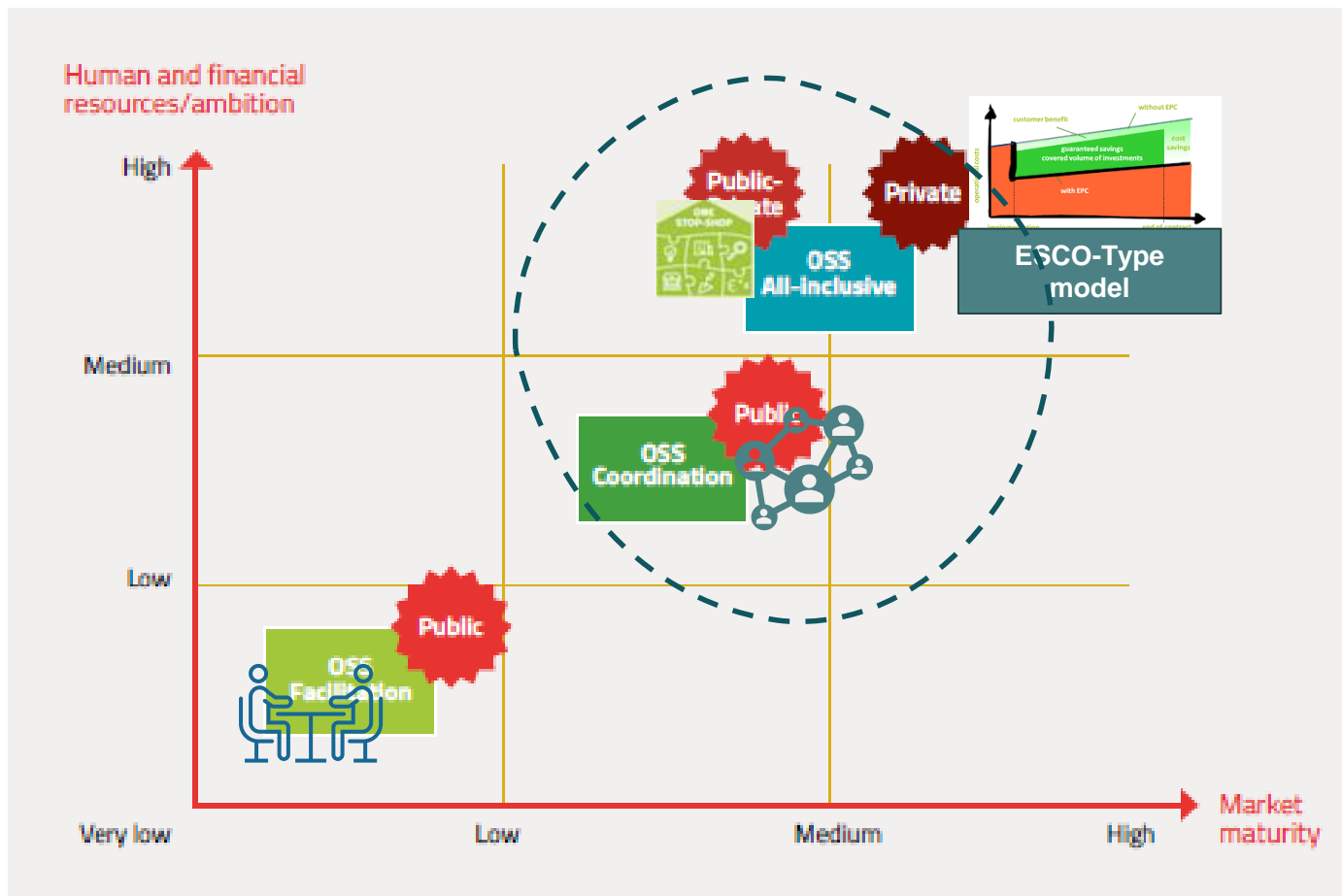
- **H2020 2018 : objective of INNOVATE project is to upgrade or develop and roll-out integrated energy efficiency service packages in 11 target territories in the EU**
- **H2020 2020 : Build the Office for Renovations and Financing for EE, a resource center to strengthen third-party financing companies**



# What are Integrated Home Renovation Services? What are the key components of such services?



# What are the different business models for Integrated Home Renovation Services?



# How to set up such a set of services?



Sustain the business model with a mix of public funding and billing to the end-users

## **Build the service on a clear understanding of local barriers**

- Market gap analysis, positioning of players...
- Entails the choice for the legal structure and business model

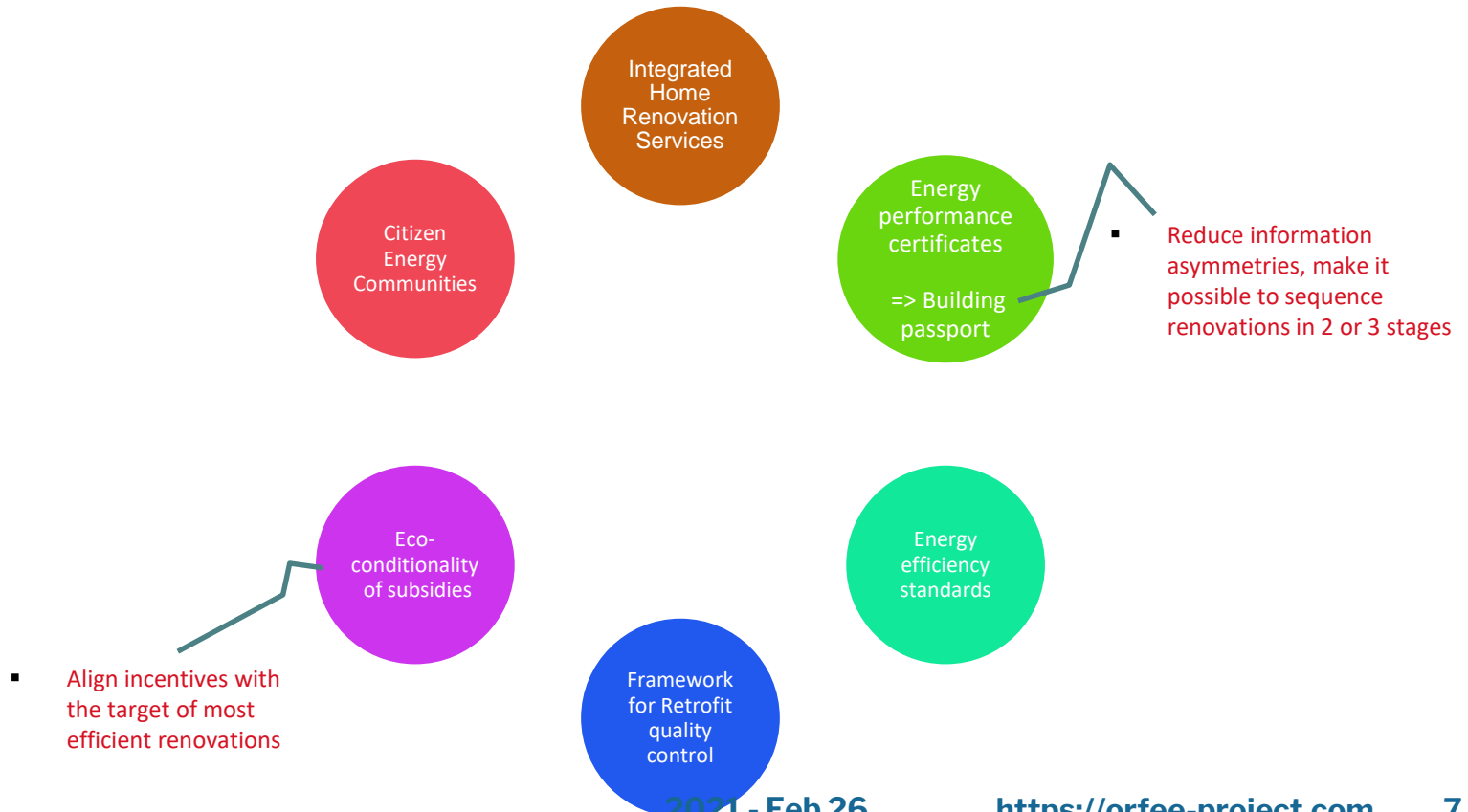
## **Defining Integrated Home Renovation Services as a General Economic interest (SGEI)**

- clarifies the scope of “Public Service Obligations” built into the service, which may be compensated by public resources
- Creates an enabling environment
  - Awareness raising
  - Coordination and training

# How public authorities can help in setting up such services ?



Incorporate Integrated Home Renovation Services with other instruments provided for in the European directives on Energy Efficiency



# How public authorities can help in setting up such services ?



## Linking European financing schemes and Integrated Home Renovation Services

### Refer to Taxonomy directive

- Integrated Home Renovation Services are typical “enabling activities”
- They can take responsibility to specify renovation measures adapted to each type of building

### Expanding the range of financing

- Reduce operational risks => can help banks with green tagging loans
- Linking Integrated Home Renovation Services with public guarantees to expand financing offer to households not targeted by banks

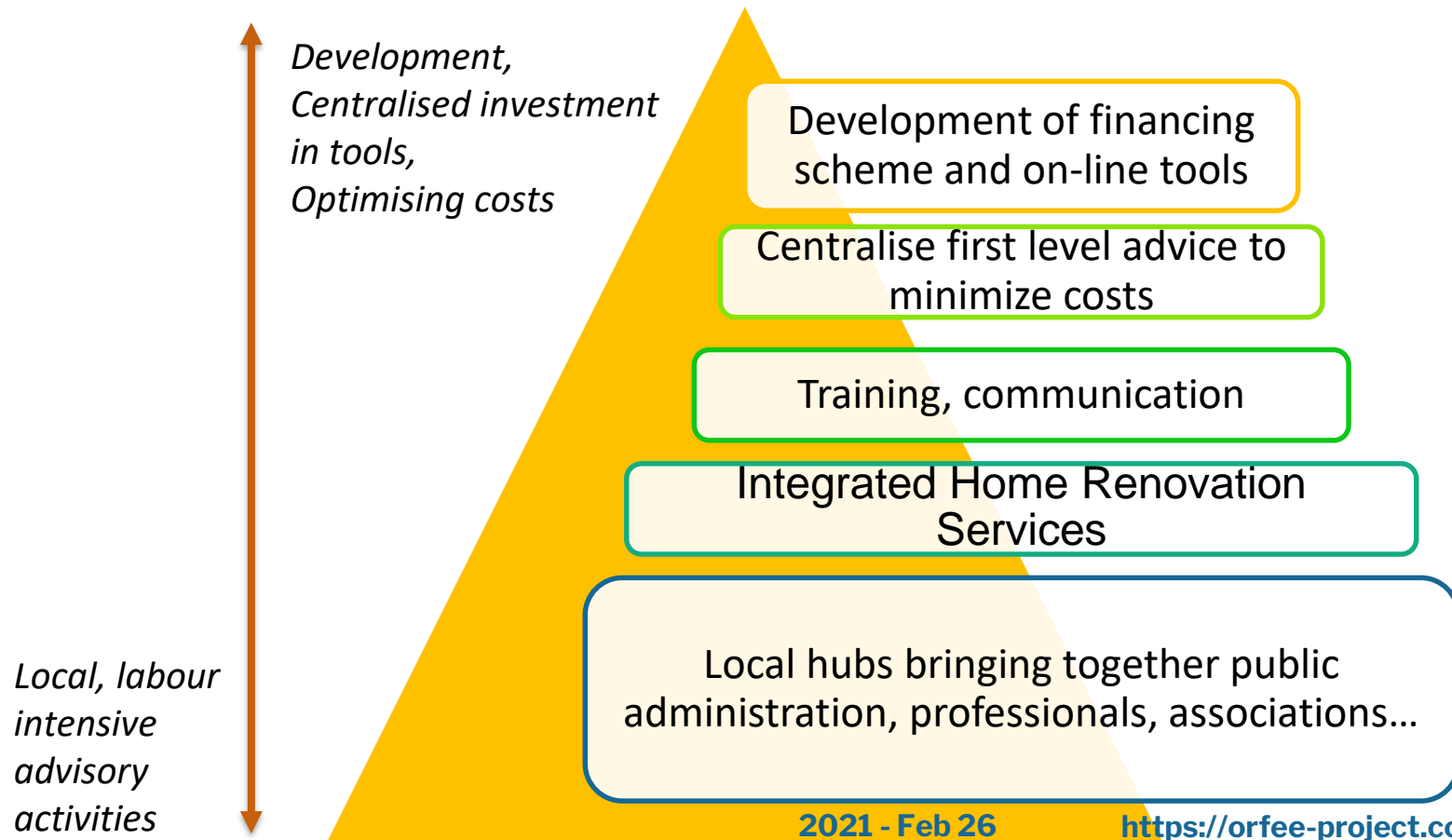
### An up-to-date proposal?

- Reward homeowners for their investment in energy renovations thanks to low carbon/low energy assets



# What are the challenges in the long run?

Building an enabling environment for services by coordinating actions at different scales





Thank you for your attention