



# New collaborative business models for home refurbishment to nearly zero-energy levels

Welcome

Ad Straub, TU Delft



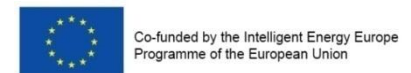
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# Partners



- Delft University of Technology (NL) 
- Passiefhuis-Platform (PHP), Belgium 
- Flemish Institute for Technological research (VITO), Belgium 
- Austrian Society for Environment and Technology (OGUT), Austria 

- Segel Consulting Company, Norway 
- German Energy Agency (dena), Germany 
- Buildings Performance Institute Europe (BPIE), Belgium 
- Flemish Contractor Federation (VCB), Belgium 
- SINTEF Building and Infrastructure, Norway 



# Objectives



The objective of COHERENO is to **strengthen collaboration between enterprises** from the supply side for the realisation of **Nearly Zero-Energy Building renovations** of single-family owner-occupied houses

- Eliminating barriers for collaboration
- Providing opportunities for business collaboration
- Promoting the uptake of new business models
- Increasing customer confidence by quality assurance mechanisms

In this way ad-hoc demonstration projects will be replaced by nZEB renovations in a volume market



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# Emerging market!



- There is already a big market for upgrading single-family dwellings; building codes for new houses increase the gap between old and new houses. The new standard will gradually become a reference for existing houses.
- The renovation market shows a stable growth rate, while the new construction market is fluctuating
- Public authorities promote energy savings, renewable energy and an increase of the renovation rate from around 1,5% towards 3%
- Consortia that develop quality assured nZEB renovation services for home-owners will be able to take a position as front-runners in this market



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# Target groups and key actors



- Primary: **Contractors**
  - **Contracting home-owners**, often key-responsible actor NZEB renovation
- Secondary: **Consulting and Informing Actors**
  - Contractually **Consult** home-owners (energy, quality assurance, project management, ...)
  - **Inform and Advise** home-owners (energy, products, finance, ...)
- Tertiary: **Financing and Policy Actors**
  - Banks, real estate agents
  - Energy agencies
  - Policy makers



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# Project results



- The establishment of a 'nZEB radar' to be used as a tracking tool to identify nZEB single-family house renovations
- Guidelines with opportunities for business collaboration in the nZEB single-family house renovation market
- The establishment of hand-on recommendations on quality assurance practice
- The listing of identified frontrunners in nZEB renovation
- Business Collaboration Events to inform and encourage enterprises for nZEB renovations of owner-occupied single-family homes
- Initiating and developing innovative business schemes of collaborative enterprises



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# Emerging market!

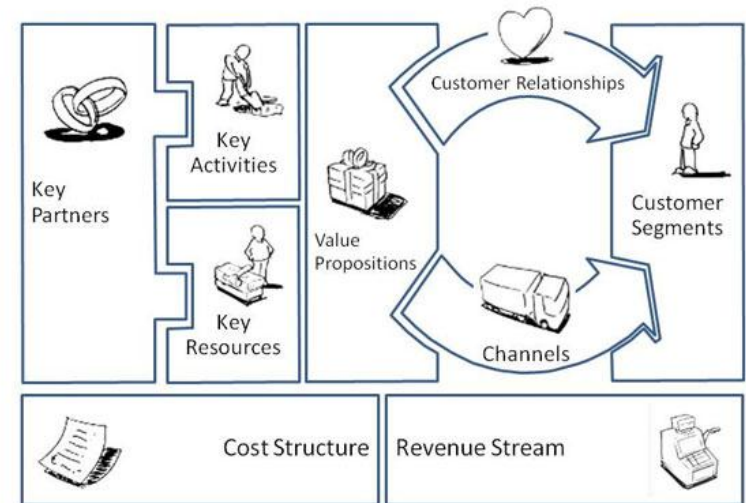
*What was the main reason to step into the nZEB renovation market?*

*How did you find collaborative enterprises to develop together a business model?*

*What is your business idea?*

*What are the value propositions?*

*What do you recommend other companies that want to step into the nZEB renovation market?*



Source: <http://www.businessmodelgeneration.com/>



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# Agenda



**14.50** Defining nZEB standards for renovations

Maarten De Groote, BPIE

**15.10** How to connect to front-runners and encouraging supply-chain collaboration by Business Collaboration Events

Hannes Warmuth, OGUT

**15.30** Opportunities for the uptake of new business collaboration

Frank Eeckhout, Ecotiv

15.50 Coffee break

**16.20** Video pitches from companies involved in business modelling from Germany, Austria and Norway and a presentation of a Dutch business model from Haarlem

**16.55** Promising modes for new business cooperation uptake

Trond Haavik, Segel

**17.10** Discussion about business cooperation uptake

18.00 Networking cocktail



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