



Online Mini Workshops on the Renovation Wave

**Renovation Wave(s):
where to start and how to
spread it? Segments vs. area-
based approach**

26th of March 2020
9:30-10:15

EurACE
THE EUROPEAN ALLIANCE OF COMPANIES
FOR ENERGY EFFICIENCY IN BUILDINGS

For more information:
eva.brardinelli@euroace.org

Instructions

- You are kindly asked to remain muted
- No cameras for the whole duration of the webinar
- Only speakers and moderator will stay unmuted
- A 20-25 minutes Q&A session will follow the presentation
- Ahead and during the Q&A session, questions will have to be sent to “**Everyone**” in the **GoToMeeting chat box**.
- Questions should be as concise as possible
- The moderator will group questions and then address them to the speakers
- If time does not allow to cover all questions, they will be forwarded to the speaker for later response
- The PowerPoint presentation and questions will be shared with you in due course

Introduction



Julie Kjestrup
President of EuroACE

Renovation Wave(s) By Segments or Area-Based?



A Presentation by
Adrian Joyce
Secretary General of EuroACE

About EuroACE

12 Member Companies,
Cross-sector representation:



More than 200,000 employees

More than 900 production facilities and
office locations in the EU



About EuroACE

Improving the energy efficiency of buildings and reducing their energy demand is the **most cost-effective** method of:

- Creating employment and securing economic growth
- Providing Europeans with comfortable and healthy homes
- Meeting carbon reduction targets
- Achieving energy security





RENOVATE EUROPE

- ▶ Renovate Europe is a political communications campaign with the ambition to **reduce the energy demand of the EU building stock by 80% by 2050 compared to 2005** through legislation and ambitious renovation programmes.

#PrioritisePeople

#AccelerateRenovation



RENOVATE EUROPE



Champions Together for Renovation

- ▶ 29 MEPs from 5 political groups and 13 countries
- ▶ 8 former MEPs
- ▶ 1 French MP
- ▶ 3 Cities (Utrecht, Vienna, Ekloo)

Policy Developments in the EU

European Commission

- European Green Deal (EGD) Containing Several Elements:
 - Climate Law - Establishing revised governance powers
 - Renovation Wave Concept
 - Open Platform on Renovation

European Parliament

- Report on Maximising Energy Efficiency in the EU Building Stock
- Report on Affordable and Decent Housing for All

Member State Actions

- Implementation of the EPBD:
 - Long Term Renovation Strategies
 - Minimum Energy Performance Requirements
- Implementation of NECP's

The Unavoidable Role of Buildings

Across their lifetimes, buildings:

- Consume 50% of primary energy
- Emit 50% of EU energy-related emissions
- Utilise 50% of all mined resources

Must be reduced

The Construction Sector:

- Employs more than 15 million workers
- Contributes more than 9% of EU GDP
- Creates the places we occupy for more than 90% of the day, every day

Must be maintained

Segment-Based Approach

Which Segments?

- ▶ EGD mentions:
 - ▶ Social Housing,
 - ▶ Schools and
 - ▶ Hospitals

Other Segments:

- ▶ Offices and Commercial buildings
- ▶ Public Buildings - [Link to Article 5 of EED](#)
- ▶ Private Rented Homes
- ▶ Owner-Occupied - both homes and small businesses
- ▶ Etc.

Segment-Based Approach - 2

Identification of Ownership Models

- Publicly-Owned
- Privately-Owned
- Collectively-Owned (e.g. Cooperatives)
- Business-Owned
- Etc

Identification of Consumer Segments

- Motivations to renovate are varied and must be understood
- Programmes should be tailored to address each segment in an appropriate manner

Segment-Based Approach - Steps

- Understand what has worked before and why
- Choose a segment where the ownership model and consumer motivation will be receptive
- Ensure that *enabling measures* are in place
- Put in place a measuring and evaluation framework in place
- Deploy continuous supporting communications
- Decide who is accountable for success

Which *Enabling Measures*?

- **Coherent long-term renovation strategies**
- **Targets for the energy demand reduction for each segment**
- **Binding minimum energy performance standards**
- **Independent technical assistance at all stages**
- **Financial instruments tailored to each consumer segment**

Area-Based Approach

What is an *Area-Based Approach*?

- Define a group of buildings closely located to each other based on ratio of worst-performing buildings (or other criteria)
- Plan to renovate all buildings in the defined area at the same time
- Ensure significant *enabling measures* are available

Advantages

- Achieve economies of scale
- Permits improvement of all parts of an area
- Helps avoid feelings of discrimination
- Consolidates communities
- Urban regeneration/just transition in action

Area-Based Approach - 2

Local Governance

- ▶ Experience shows that trust is built close to home
- ▶ Many cities and regions have regulatory powers
- ▶ Early experience with area-based programmes is positive (Scotland)



Segment or Area-Based Approach?

As with WHO advice during the current crisis:

Use all measures now and ensure that they are effectively implemented!

Once we are on the path to recovery, we will require rapid uptake of both segment- and area-based approaches!

Q&A Session

Please be patient while
Hélène Sibileau reads your
questions to the speakers



Conclusions



Julie Kjestrup
President of EuroACE

Next webinars



Online Mini Workshops on the Renovation Wave

Financing for Energy Efficient Buildings & Renovation

31st of March 2020

EuroACE
THE EUROPEAN ALLIANCE OF COMPANIES
FOR ENERGY EFFICIENCY IN BUILDINGS

For more information:
eva.brardinelli@euroace.org

« Financing for Energy Efficient Buildings and Renovation »
31st March 2020



Online Mini Workshops on the Renovation Wave

The Ecosystem of the Renovation Wave: What policies and measures? What links to other EU Initiatives?

3rd of April 2020

EuroACE
THE EUROPEAN ALLIANCE OF COMPANIES
FOR ENERGY EFFICIENCY IN BUILDINGS

For more information:
eva.brardinelli@euroace.org

« The Ecosystem of the Renovation Wave: What policies and measures? What links to the other EU initiatives? »
3rd of April 2020



Thank You For Your Attention!

@_EuroACE

www.euroace.org