European initiatives to support financing of Energy Efficiency

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Integrated Home Renovation Services
Home renovation is complex

- Lack of skills to set up, implement and finance ambitious projects
- Little incentive for capacity building
- Complexity increases with multiple ownership and/or when facing energy poverty
Analogy with “wedding planners”

• A wedding is one single logically connected project

• Yet, it involves a large number of non-coordinated actors

• Little incentive for “capacity building”

• There is value in coordinating an “integrated offer”
Integrated Home Renovation Services
Call H2020-LC-SC3-EE-2-2018-2019

- Create, expand or replicate “one-stop-shops”
- Single entry point to cover the whole “customer journey”
  - Incl. structuring and provision of finance
- Facilitate the access of local professionals to final customers through strong and trustworthy partnerships

Deadline: 3 sept. 2019

Budget 2019: EUR 10 million
INNOVATE
Develop attractive energy retrofit packages for homeowners in BE, CY, CZ, DK, ES, FR, IT, LV, NL, SE and UK - Ongoing

- Develop and roll out integrated energy efficiency services packages targeting homeowners in 11 countries
- Carry-out market gap analysis and propose development plan for each target territories
- Identify EU best practices and enabling conditions + build capacities

Published:
- Inventory of best practices [goo.gl/xvDWRK](http://goo.gl/xvDWRK)

Expected publications:
- Enabling conditions and EU best practices
- Policy recommendations
- Final EU brochure with case studies

www.financingbuildingrenovation.eu

Horizon 2020 project 754112
The Smart Renovation Hub

Starting

• One-Stop-Shop for private home owners and their building managers
• Built on existing services
• Comprehensive participatory process, involving all key stakeholders
• Careful market segmentation and target-group specific communication

• Development and thorough testing of new “renovation packages”
• Stable local partnerships for renovation
• EUR 110 million investment targeted in the first 5 years

Horizon 2020 project
Key features for a successful proposal

• **Adequate analysis** of the market needs and barriers to overcome

• **Clear and detailed concept**, answering the real needs of market actors: a good idea is not enough!

• **Engagement of market actors** at proposal stage and during the whole duration of the action *(in particular financial institutions)*

• **Clear viability** of the solution(s) envisaged
More information

• H2020 participant portal
    + Dedicated Webinar: https://youtu.be/83wFiDSiru


  ▪ Proceedings from all events
  ▪ Webinar: “Home renovation in Europe: The User Perspective”: https://youtu.be/7UDRBeusABs
  ▪ Webinar: “Renovation of Public Buildings in Europe”: https://youtu.be/FF5vLHGtm0g

• Questions & Answers: EASME-Energy@ec.europa.eu
THANK YOU!

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