



Report: Engagement with Public Authorities

D5.3 “Guidance & best practices materials for Public Authorities”

Version: 3

Completed: December 09th, 2019

Author: Kristina Klimovich, GNE Finance

Reviewer: Eduard Puig, GNE Finance

TABLE of CONTENTS

Executive Summary.....	3
Detailed Description of Activities	4
Events.....	4
Materials.....	5
Bilateral Meetings with Public Authorities	6
Other Communication Activities.....	6
Policy Advocacy Efforts.....	6
Lessons Learned from Public Authority Engagement Efforts	7
Recruitment Process for Leader Cities and Regions	8
Annex.....	9

Task 5.2 Description: Dissemination to Public Authorities: To foster replication of the EuroPACE mechanism across Member States, best practices and guidance for EuroPACE implementation will be shared with Public Authorities through (1) webinars, (2) by participating in conferences attended by Public Authorities and (3) organizing meetings with active Public Authorities.

Type: Report, PU

Executive Summary

Task 5.2 was focused on public authorities, including cities, regions, energy agencies engaged in building renovation efforts. This Deliverable (D5.3) outlines the activities and outcomes of this Task. This Task, led by GNE Finance had the following the goals:

- Share recent updates about the EuroPACE project and pilot implementation in Spain with public authorities across Europe
- Promote home-based financing concept to local governments, energy agencies and regional authorities
- Engage in policy dialogues to better understand public authorities' challenges and needs to produce the most appealing offer
- Establish EuroPACE as an effective project at the European level and facilitate the work of the WP6, Task 6.1 – selecting leader cities and regions.

In order to achieve these goals, the following activities were undertaken:

- Participation in events (regional and European conferences on energy efficiency, built environment, policy and sustainability), specifically C4E Forum, EUSEW, CA EED, CA EPBD, and more.
- Policy advocacy via public blogs (e.g. Blog on C4E Forum), contributing to IEA publications 2018 and 2019, developing a policy paper with SmartEN and meetings with DG ENER
- Meetings and phone calls with cities and regions interested in EuroPACE implementation
- Sharing EuroPACE newsletters and EuroPACE Talks with public authorities

Outcomes of activities:

- Broad awareness among the public authorities about the EuroPACE project and home-based financing concept
- Solid understanding of public authorities' needs when it comes to home renovation which will facilitate a more effective delivery of the WP6 actions
- Generated interest in a number of cities and regions for Task 6.1 (Selection of Leader Cities committed to replicate EuroPACE in their jurisdiction)
- Inclusion of EuroPACE (on-tax financing) in several policy papers, national and European policy documents (including a note in Article 2a of the EPBD)
- Increased mailing list to up to 800+, many of them being public authorities
- Twitter presence and following of nearly 600 people and organizations.

Detailed Description of Activities

The activities undertaken under this Task occurred organically. However, they can be grouped in the following categories:

- Events: conferences, workshops, roundtables organized by relevant stakeholders. EuroPACE/GNE team was invited to participate as a speaker or as an attendee.
- Materials: these include Power Point presentations, newsletters, EuroPACE Talks series created by GNE to engage with public authorities
- Meetings: phone or in-person meetings with cities, regions and energy agencies to facilitate EuroPACE information sharing and future recruitment as Leader Cities and Regions
- Policy Efforts: lobbying meetings, white papers, policy blogs and contributions to publications with a clear purpose of impacting public authorities to explore EuroPACE implementation

Each activity is further described below.

Events

GNE Finance focused on key European and regional events, where a large group of public authorities was expected to be in attendance. GNE's team participated in a number of events as a speaker. Below is a list of events attended specifically to engage with public authorities and better understand their needs and tailor our subsequent offer.

Date	Event Description
25 April 2019	EuroPACE was presented at the Sustainable Energy Investment Forum co-hosted by Climate Alliance and UNEP FI in Madrid, Spain
6 June 2018	EuroPACE was presented at the European Sustainable Energy Week: EUSEW during the panel entitled: "Scaling up Energy Efficiency Investments: lessons learned through different sustainable financing instruments"
10 October 2018	EuroPACE Workshop was organized and held at the EU Regions Week in Brussels.
18 October 2018	Webinar "EuroPACE: Innovative Building Renovation Platform for European Cities" was organized in collaboration with Climate Alliance.
24 October 2018	EuroPACE was presented at the Concerted Action for EED in Bucharest
19 February 2019	Energy Efficiency Financial Institutions Group meeting was attended in Brussels, Belgium
20 February 2019	EuroPACE was presented at the Covenant of Mayor Investment Forum in Brussels, Belgium
3 March 2019	Our team attended the Climate Bonds Initiative Annual Conference in London, UK
13 March 2019	EuroPACE was presented at a conference entitled: "One-Stop-Shops in the EU: current and future role in building renovation" in Brussels, Belgium
19 March 2019	EuroPACE was presented at the Sustainable Energy Investment Forum co-hosted by Climate Alliance and UNEP FI in Madrid, Spain
28 March 2019	EuroPACE was presented at the International Partnership for Energy Efficiency Cooperation meeting in Paris, France
2 April 2019	EuroPACE was presented at the PACENation Summit in Austin, Texas

5 June 2019	EuroPACE was presented at the Concerted Action – Energy Performance of Buildings Directive in Riga, Latvia
18 June 2019	EuroPACE was presented at the European Sustainable Energy Week in Brussels, Belgium
18 June 2019	EuroPACE was the focal point of the EuroPACE Summit : Investing 4 Cities held in Brussels, Belgium
24 September 2019	Navigant and BPIE workshop “Benchmarking for mobilizing investments in energy efficiency”
8 October 2019	EuroPACE was presented at the Covenant of Mayors and Energy Cities Workshop
8 October 2019	An ‘institutional launched’ of EuroPACE was organized in the Municipality of Olot where a number of politicians and representatives of regional institutions attended

Some pictures of the events can be found in the Annex.

During these events, GNE team established relationships with public authorities, key in building trust for future partnerships. After each event, GNE team produced notes, saved relevant pictures, Tweeted (when appropriate), and added new contacts to them mailing list.

It is estimated that the mailing list grew by at least 100 due to attendance in these meetings.

GNE developed a tailored Power Point presentation for each meeting and debriefed after the meeting was over to recap lessons learned and connections made. A miniature of the presentation can be found in Annex.

Materials

GNE developed a number of materials aimed at public authorities:

- [EuroPACE newsletters](#): Nearly every month, GNE put together a newsletter on behalf of the project to inform our stakeholders about the progress of the project. The newsletters have an open rate of 27% on average (800 subscribers). GNE received several verbal confirmations from public authorities that the newsletter is useful and a good way to keep track of the project’s progress. See the Newsletter Archive in the Annex.
- [EuroPACE Talks](#): EuroPACE Talks are interview series with experts in financing, home renovation, customer engagement, and more to attract public authorities. To date 6 EuroPACE Talks were conducted and shared on the EuroPACE website. All talks were promoted in the newsletter. Overall the readership of the talks was not high and therefore, GNE decided to discontinue this initiative. This can be explained that public authorities are already saturated with materials and have limited time.
- A number of **Power Point presentations** were developed and often updated to better meet the needs of the audience, outlining the EuroPACE structure and the proposed adaptation process. See attached in the Annex.

Bilateral Meetings with Public Authorities

Throughout the project duration, a number of meetings and phone calls took place between GNE and public authorities in the countries identified as suited for the EuroPACE implementation. Below, the majority of these meetings are outlined:

1. Belgium: Meeting in Namur, Walloon region, Belgium.
2. Belgium: Meeting in Leuven.
3. The Netherlands: Discussions with Eindhoven.
4. The Netherlands: Discussions and a meeting with Deventer.
5. The Netherlands: Discussions with Rotterdam.
6. The Netherlands: Discussions with Amsterdam.
7. Spain: Sevilla, Cáceres, Madrid, Barcelona, Zaragoza, Girona, Menorca Island.
8. Basque Country: EVE has collaborated with GNE Finance and organized a number of meetings with relevant stakeholders at different levels of the administration in the Basque Country, including the Basque Regional Government, the Provincial Governments of Bizkaia, Álaba and Gipúzkoa, municipalities like Bilbao and Vitoria, and others. Additionally, EVE, as Covenant of Mayors coordinator in the Basque Country, has organised a local dissemination event for public representatives at local level, under the umbrella of the 3rd Covenant of Majors summit in the Basque Country. The Event took place in Palacio Euskalduna (Bilbao), the 22 May 2018 (More information in <https://eve.eus/Jornadas-y-Noticias/Jornadas-de-formacion/Jornadas/III-Encuentro-municipal-Pacto-de-los-Alcaldes-y?lang=en-gb>)

See some pictures of the bi-lateral meetings in the Annex.

Other Communication Activities

- **Newsletter:** EuroPACE newsletter is specifically designed for public authorities. It features EuroPACE Talks relevant to public authorities, project updates, and other materials that may be interesting for cities and regions. All newsletters can be found here: <https://www.europace2020.eu/europace-newsletter>. Total audience is 800+ subscribers and the open rate is higher than industry's average at 21%.
- **Social Media:** @EuroPACEProgram twitter account is active and has nearly 600 followers. The account is aimed at organization at the European level and at cities and regions. It speaks to cities but highlighting activities and opportunities relevant for them. The tweets are often re-shared by BPIE, EASME, H2020, CASE, Energy Pro, Climate Alliance, and Renovate Europe.
- **Website:** The EuroPACE website has materials, deliverables, brochure, and EuroPACE talks. All these materials are created with public authorities in mind.

Policy Advocacy Efforts

Since EuroPACE project is promoting an innovative financing scheme that in many countries requires a policy change, GNE got involved in several policy efforts with a two-fold goal: (1) encourage public authorities to explore new financing alternatives like home-based financing, (2) lobby national policy-makers and EU policy-makers to mainstream home-based financing. The following activities were undertaken:

- **White paper “[Scalable Innovative Financing for Smart Buildings](#)”** : GNE co-developed a white paper on innovative financing mechanisms with SmartEN, the European business association

of market players driving digital and decentralised energy solutions. The paper was widely distributed and shared with relevant policy makers.

- EuroPACE project was invited to attend and speak at the invitation-only closed Concerted Action for **Energy Efficiency Directive** in Bucharest, Romania. GNE attended the meeting
- EuroPACE project was invited to attend and speak at the invitation-only closed Concerted Action for **Energy Performance in Buildings Directive** in Riga, Latvia. GNE attended the event and presented EuroPACE project and home-based financing.
- GNE contributed to the [C4EForum's blog initiative](#), highlighting the benefits of EuroPACE for public authorities.
- The International Energy Agency invited GNE to comments and provide input into its 2018 and 2019 Market Report Series: Energy Efficiency. GNE offered feedback and proposed to insert a paragraph regarding EuroPACE development in Europe. It can be found in [this report](#) for 2018 and in a mention of EuroPACE will be implemented in the yet to be published 219 report.

Lessons Learned from Public Authority Engagement Efforts

The EuroPACE project is developing an innovative home renovation programme involving a financing tool and an One-Stop-Shop to facilitate the delivery of technical assistance to homeowners. Since the financing tool is quite new and is now being tested in Olot, Spain, it is challenging to develop best practices for public authorities, especially those outside of Spain. During the meetings with public authorities, GNE compiled the following list of lessons learned that informed GNE's strategy for future engagement:

- Public authorities (cities, regions, or energy agencies) often **lack the resources** to design, launch and run home and building renovation programs.
- Public authorities also often **lack the knowledge and expertise** in financing tools and how to design a financing solution attractive to homeowners and investors.
- Public authorities are looking for **solutions that encompass the full building sector** (in some cases even infrastructure and industry). Home renovation programs are part of a broader plan and need to align well with other key objectives.
- Public authorities' internal processes result in **protracted timelines** and uncertain internal decision-making processes. EuroPACE is a multidisciplinary mechanism that requires participation of various stakeholders.
- Public authorities are less likely inclined to undertake a new initiative if there is not a strong **political support and pressure**. Thus, it is key to evangelise the operational staff of each city and in parallel promote the idea with political leadership.
- Public authorities are not risk takers and are very mindful of who carried the **risk of non-performance, defaults, and other adverse circumstances** possible in running a home renovation programme. GNE's team approach these questions from a legal and operations standpoint by elaborating about the merits of the separate program operating entity (EuroPACE Foundation in Olot).
- In many cases, public authorities are often looking for a consulting type relationship and are **not familiar with a public private partnership**. In other cases, public authorities are weary of starting a multi-year engagement with a private company. These issues can be mitigated by building trust and educating public authorities on the benefits of the PPP structures.

Recruitment Process for Leader Cities and Regions

Based on the meetings with cities and regions, GNE developed a process to engage public authorities and inform them about EuroPACE project and home-based financing. The actual development of implementation roadmaps will occur in the WP6. It is GNE's view that cities and regions should be involved in all steps of the programme development, including determining the type of OSS model best suited for the city, early in the process. The following is the process for further engagement with Leader Cities:

- Establish a City Working Group composed of experts from within the city: financing, built environment, renovation, legal, administrative, and customer engagement.
- Design a couple of workshops to assess the possible adaptation of EuroPACE model/home-based financing in a Leader City and the OSS model most suitable for that city
- Conduct the preparatory work for these workshops, including the necessary research
- Conduct the workshops in Leader City
- Produce recommendations for how to proceed

The following figure depicts one of the slides used in the presentation for potential Leader Cities and that displays the criteria articulated to select the candidates:

EuroPACE Leader Cities and Regions– Preliminary Selection Criteria

1. **Strong political commitment** to climate and energy goals, specifically related to the built environment
2. **Clean energy transition plan** showing the need for home and building renovation
3. Identified **pipeline of specific projects and measures** that can be implemented locally
4. **Proof of concept** pilot or an existing home and building renovation initiative
5. Local and regional **subsidies & incentives** to be used in the programme
6. **Technical assistance** or support provided locally or regionally
7. Home renovation **laws** that allow for **lien** placement and **default treatment** to provide security to investors
8. Other benefits (e.g. grid flexibility, demand response, other externalities).

* These criteria may be amended or changed by the EuroPACE project.





Annex

1. Newsletter Archive:

Can be accessed at: <https://www.europace2020.eu/europace-newsletter>



2. EuroPACE Talks Archive:

Can be accessed at <https://www.europace2020.eu/europace-talks>

3. “Motivating People to Renovate Their Homes” EuroPACE Talk with Prashant Vaze from the Climate Bonds Initiative dedicated to customer engagement
4. “Discussing the current energy efficiency trends, policies, and financing instruments.” EuroPACE Talk with Jessica Glicker from the International Energy Agency
5. “Discovering the role of public and private financing to unlock the home renovation market” EuroPACE Talk dedicated to a conversation with Juan Alario, former European Investment Bank Director
6. “Healthier Home, Healthier Planet” EuroPACE Talk focused on Healthy Home with Catriona Brady, World Green Building Council
7. “Building renovation: from policy to implementation” EuroPACE Talk with Patty Fong, European Climate Foundation, about recent policy developments
8. “Innovative Finance for Social and Economic Change” EuroPACE Talk with Caroline Milne from Joule Assets Inc.



**HEALTHIER HOMES,
HEALTHIER PLANET**

with Catriona Brady, World Green Building Council

[Download full interview](#)



WorldGBC has been at the forefront at advocating for healthier, more comfortable and productive spaces for people who live, work and study indoors. Can you tell me more about the work done by World GBC network when it comes to the residential sector?

The World Green Building Council has had a focus on the residential sector for a number of years, and recently released a [guide to healthy homes](#) and a healthy planet at COP24 in December 2018. This was a follow-up document to our [2016 report](#) providing a business case for healthy homes to developers, with a case study focus on the UK.

As a global membership organisation, we recognise the breadth of health and environmental risks presented by the residential buildings sector in

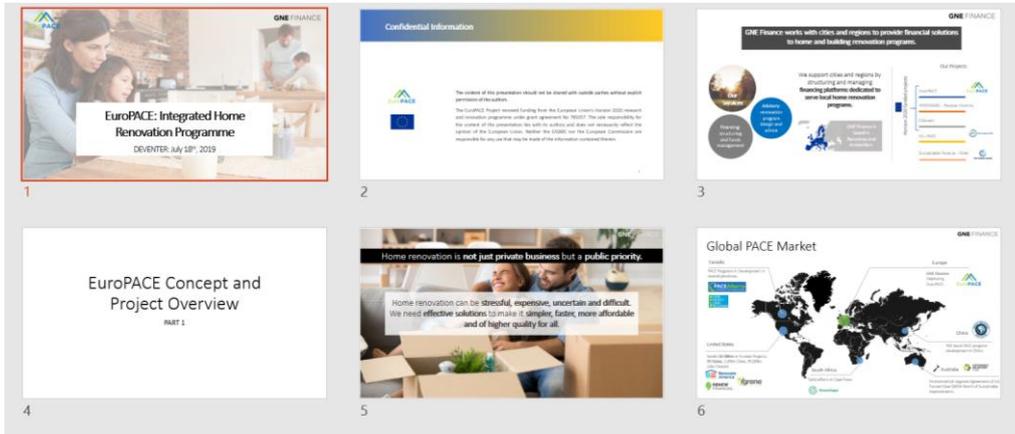
The recently released "Guide to healthier homes and a healthier planet" report outlines the impact of indoor parameters like light, noise, thermal comfort, etc. What are some of the key findings and how they can be used to improve home environment?

Within each of these headlines we tried to keep the messaging simple and effective. With air quality, we talked about both indoor and outdoor air quality – covering messages around outdoor pollution getting into homes, the contribution of fuels burnt in housing to generate pollution, and indoor pollutants caused by toxic materials or damp and mould build-up.

With thermal and acoustic comfort we presented a range of energy efficient strategies for different climates around the world, with a vital awareness that there is no 'one size fits all' approach to sustainable design.

9. Power point presentations

Below is an example of the presentation developed for a meeting in Deventer, NL:

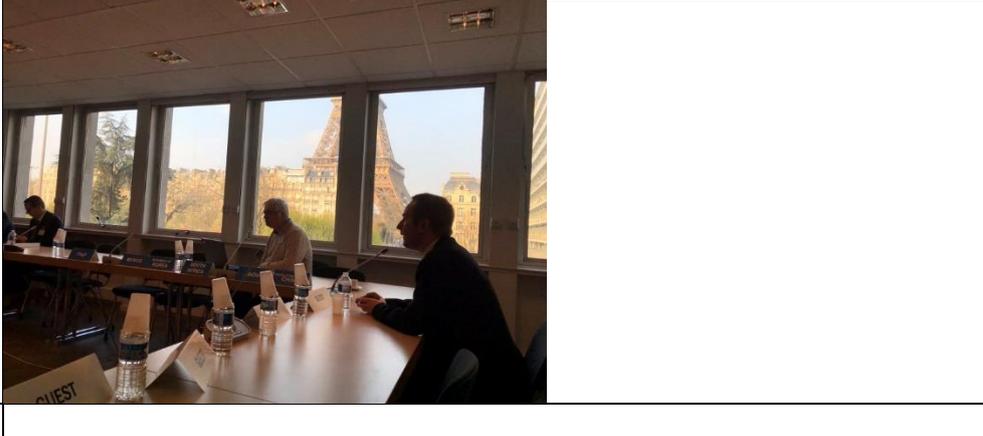


The image displays a grid of 22 presentation slides from the EuroPACE project. The slides are numbered 7 through 22 and cover a wide range of topics related to the project's implementation and legal framework. Key slides include:

- Slide 7:** EuroPACE Integrated Home Renovation Platform, highlighting technical assistance and access to financing.
- Slide 8:** Project in a Nutshell, detailing the process from market analysis to implementation in Olot, Spain.
- Slide 9:** EuroPACE Platform: Pilot in Olot, Spain, showing a flowchart of the pilot's structure.
- Slide 10:** Local Entity: Non-profit program administrator, listing key features like no debt consideration and clear governance.
- Slide 11:** EuroPACE platform can be available across Europe, based on research identifying suitable regions.
- Slide 12:** EuroPACE Leader Cities and Regions—Preliminary Selection Criteria, listing eight criteria for selection.
- Slide 13:** Deeper Dive on EuroPACE (PART 2), providing a detailed overview.
- Slide 14:** EuroPACE is a public tool to upscale home renovation, explaining its public-private partnership nature.
- Slide 15:** Financing attributes, detailing loan types, durations, and repayment terms.
- Slide 16:** This is how EuroPACE works, showing a circular flow diagram of the process.
- Slide 17:** Financing Innovation (Home-Based Financing), explaining the legal framework for attaching loans to property.
- Slide 18:** Integration with Local OSS, showing the flow from local project OSS to local government OSS.
- Slide 19:** Discussion, posing questions about mechanisms and ambitions.
- Slide 20:** Annex: Focus on Spain, providing regional context.
- Slide 21:** Financing: Security and Collection, detailing security measures and collection methods.
- Slide 22:** Legal basis for EuroPACE, outlining the legal requirements for local entities.

10. Photos from meetings and presentations:



<p>EuroPACE Summit: June, 2019</p>	
<p>EU Sustainable Energy Week 2018</p>	
<p>EU Sustainable Energy Week 2019</p>	
<p>IPEEC Forum in Paris, March 2019</p>	

SEIF in Madrid, March 2019



One-Stop-Shop Conference, Brussels March 2019

