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## Deliverable 5.6 – Reports on Forums

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## Executive Summary

The Reports on Forums Deliverable was produced to demonstrate the effectiveness of the forums as dissemination events held under the auspices of the EuroPACE project. Quantitative and qualitative metrics for measuring this success are included via the size of the audience reached as well as the impact generated at the European level and beyond.

This report includes a summary of each of the 11 forums and their relation to work being done in specific project work packages. In addition, each event is linked to a recording of the forum, while the agenda of each session is listed and presents the speakers who had participated in the session along with the topics that they had addressed. Finally, the outcome of the events are presented based on the content which audiences were exposed to or had the opportunity to learn from, the data and key indicators extracted from the post-event data as well as an analysis of these metrics. Post-event data was included to substantiate the claims of the impact generated by the organisation of these forums and to demonstrate their success.



## Introduction

At the inception of the EuroPACE project, the EuroPACE consortium defined that several forums would be organized to discuss specific project-related topics, share the findings of the work of the pilot in Olot with external stakeholders and potential leader and follower cities, and collect feedback from event attendees. In addition, the forums were held to increase the size of and engage the EuroPACE community, while demonstrating the project's potential for replication in other cities and regions. These forums, which have taken the form of online events, have been a critical tool in achieving the dissemination effort of the EuroPACE project and its pilot programme in Olot.

This report was written under Work Package 5 *Dissemination, Community & Stakeholder Engagement* and Task 5.5 on *Peer-to-Peer Review in Forums focussed on key topics*. It was intended that the resulting outcome of the report will form part of the Work Package 6 *Master Guidelines and toolkits*.



## Deviation from original task description

The EuroPACE proposal was developed in 2017, while the project was awarded in February 2018. During the development of the proposal and the Grant Agreement preparation, it was initially believed that it would be beneficial to host several forums addressing various topics ranging from on-tax financing to consumer protection policies. Throughout the course of the project, GNE, as the leader of WP5 realized that the originally proposed topics were too specific, and thus it would be challenging to attract a wide audience to participate in these forums. When the first forums were being held, the EuroPACE project was still gaining prominence and so it was decided to promote the project at the EU level and align the forums with the most pertinent questions pertaining to the project's goals. Additionally, the project deviated away from the *on-tax financing* concept and rebranded the mechanism to *home-based financing*, as the former was not feasible to implement as originally foreseen. Thus, the initial topics were modified to reflect the natural evolution of the project as well as the interests and trends within the home renovation industry. As a result, the names of the forums have been changed to match the more relevant topics addressed during each session, as can be seen in Table 1.

## Forums at a Glance

Forum	Initial Names	New Names	Date of the Forum
1	Forum on Legal Survey of Local & Property Tax	Forum 1: EuroPACE: Innovative Building Renovation Platform for European Cities	October 18, 2018
2.1	Forum on Assessment for homes' & buildings' retrofits in EU	Forum 2.1: Home Renovation in Europe: The User Perspective	February 27, 2018
		Forum 2.2: The Power of Energy Efficiency – Sources of Innovative Financing for Energy Efficiency: On-bill, on-tax, and crowd financing	March 13, 2018
		Forum 2.3: STUNNING: Innovative business models and smart financing	March 28, 2019
3	Forum on Consumer Engagement	Forum 3: EuroPACE - Fighting Energy Poverty: Affordable financing for sustainable home renovation	March 26, 2020
4	Forum on the Evaluation Platform and the TA	Forum 4: Green Recovery in Spain and Italy: Accelerating Home Renovation after COVID-19	September 22, 2020
5	Forum on Consumer Protection Policy	Forum 5: Effective Home Renovation Programmes	October 20, 2020
6	Forum on Criteria and List of eligible items for EuroPACE programs	Forum 6: Cities and regions kick-starting the renovation wave	March 25, 2021
7	Forum on Contractors Training & Approval of Verified Operators	Forum 7: Benchmarking of Contractor and Energy Expert Validation & Management Systems for Home Renovation Programmes	June 8, 2021
8	Forum on PACE Basics & Input Collection from Stakeholders	Forum 8: Achieving the 2030 climate goals: One-stop-shops for the residential sector	April 29, 2021
9	Forum on Results and Findings from Leader Cities	Forum 9: Achieving the 2030 climate goals: One-stop-shops for multi-family building renovations	July 8, 2021

Table 1. Forums at a Glance

## 1. Forum 1: EuroPACE: Innovative Building Renovation Platform for European Cities (October 18, 2018)

### 1.1 Summary

Summary of the session					
Work Package	Organizer	Date of the event	Number of attendees and/or views	Number of registrants	Number of organizations involved (as speakers)
WP2	<ul style="list-style-type: none"> <li>• GNE Finance</li> <li>• Climate Alliance</li> </ul>	October 18, 2018	<ul style="list-style-type: none"> <li>• 32 attendees</li> <li>• 159 views on YouTube</li> </ul>	78 registrants	3 organizations

Table 2. Summary of Forum 1

“EuroPACE: Innovative Building Renovation Platform for European Cities” was a webinar organized by GNE Finance and jointly co-hosted by Climate Alliance and the EuroPACE project. The session held on Thursday, October 18<sup>th</sup> of 2018 was led by CASE.

The event took place so as to disseminate the efforts of

EuroPACE’s WP2 “Market Review”, the objective of which is to define the EuroPACE Adoption Roadmap by countries and cities. This virtual event achieved this goal by presenting the potential of the EuroPACE project, its progress and by demonstrating how cities and region can replicate it, which enabled to set the scene for future adoption and replication.

This event had two distinct objectives. Firstly, to communicate the progress of the EuroPACE project to local authorities and cities, including members of Climate Alliance to ultimately recruit 4 “Leader Cities”. Taking into account that the EuroPACE project was in its initiation phase at this point, the event addressed its methodology, business model and the expected outcomes. Secondly, it was intended to gather feedback from relevant actors on the work done as part of WP2 and recruit new in-country advocates.

This event focused on the EuroPACE building and home renovation platform and its application in Spain and potential adoption across Europe with a focus on four countries. The findings are based on the study that analysed legal, fiscal and market suitability of EuroPACE in EU-28, being the 28 member states of the European Union at the time.

The event stressed that home and commercial building renovation is not just a private business, but a public priority. With EuroPACE, cities can take on an active role to enable private capital to help accelerate building renovation. Within this webinar, it was presented that at its core EuroPACE is a public-private partnership.

[The recording of this event can be found here.](#)



Figure 1. EuroPACE: Innovative Building Renovation Platform for EU Cities Event Graphic



Following this first online event, a second webinar was announced to allow for the continuation of the discussion regarding EuroPACE building and home renovation platform, potential adoption of such initiative across Europe whilst focusing on home renovation for vulnerable populations and customer engagement.

## 1.2 Agenda

- Andrew R. Deacon, Sustainable Energy Investment Forum Manager at **Climate Alliance**, began by presenting an overview of the challenges and barriers faced by local authorities in relation to developing and delivering home renovation programmes. Examples of programs from France, the Netherlands, and Denmark were given as promising initiatives to monitor for potential replication.
- Davide Cannarozzi, Founder and Managing Partner of **Global New Energy Finance**, gave a presentation of EuroPACE, introducing the project's aim of developing an innovative financing mechanism to boost energy efficiency investment in existing residential buildings. He also provided an overview of the project from its concept phase to its implementation, with a particular focus on benefits and potential impact of this innovative instrument.
- Karolina Zubel, Senior Researcher from the **Center for Social and Economic Research**, spoke about potential EuroPACE implementation in the EU-28. Karolina offered an overview of legal and fiscal methodology and highlighted 4 most promising countries for the implementation of the financial mechanisms, namely Austria, Belgium, Italy and Poland.

## 1.3 Outcome

As EuroPACE's first forum organized by members of the consortium, the webinar proved to be effective at communicating the initiative's model and its expected outcome as well as collecting feedback on the work done and the future progress of the initiative. This was achieved via the topics approached within the event and shared with its audience, including energy consultants, local and regional authorities, engineers, energy manufacturers, energy service companies, financial institutions, energy experts, real estate promoters, researchers, layers and NGOs and through the lively discussion which was centred on presenting the EuroPACE initiative progress, its home-based financing solution and the project's replication. Through this first online event, the audience had the opportunity to learn more about the EuroPACE initiative as well as the critical role of cities in enabling and providing private capital in order to accelerate the building renovation.

The webinar proved to be successful in terms of attendance given that the majority of people registered attended the live broadcasting of the event (more than 50 people attended out of nearly 100 registrants). In addition, a total of 159 people have viewed the video recording, which had been made available on YouTube after the end of the event. The online recording has allowed a greater number of people to gain access to the material post-event, as it was most probably more convenient for the majority of audience members to view the event on their own time, outside of busy working hours. As such, over the project's lifetime, the event generated a lot of interest and can therefore be considered a successful dissemination effort.



## 2. Forum 2: Assessment for homes' & buildings' retrofits in EU

### 2.1 Forum 2.1: Home Renovation in Europe: The User Perspective (February 27, 2018)

#### 2.1.1 Summary

Summary of the session					
Work Package	Organizer(s)	Date of the event	Number of attendees and/or views	Number of registrants	Number of organizations involved (as speakers)
WP2	<ul style="list-style-type: none"> <li>• EASME</li> <li>• UN Environment Finance Initiative</li> </ul>	February 27, 2018	<ul style="list-style-type: none"> <li>• 150 attendees</li> <li>• 325 views on YouTube</li> </ul>	N/A – due to external organization	5 organizations

Table 3. Summary of Forum 2.1

The event took place so as to disseminate the efforts of EuroPACE's WP2 "Market Review", the objective of which is to define the EuroPACE Adoption Roadmap by countries and cities. This session achieved the WP2 initial goal by presenting the EuroPACE initiative before the project launch (March 2018), demonstrating how cities and region can start and replicate similar initiatives. As well as presenting the initiative, which enabled to set the scene for other countries and cities.

When submitting the proposal, it was initially believed that it would be beneficial to host a forum assessing home and building retrofits within Europe. Instead of hosting this forum ourselves, the EuroPACE model was presented within several existing webinars on the topic alongside other innovative programs, accomplishing a similar goal and allowing for renovation data to be shared from several European sources. These events coincided with the timing of EuroPACE's intended second forum. As such, the project was presented at these events to prevent overlap between topics as well as a low turnout due to saturation of events on similar subject matter within the same time period. This first online event (named "Home Renovation in Europe: The User Perspective") is part of a three-part webinar series followed by two events named "The Power of Energy Efficiency – Sources of Innovative Financing for Energy Efficiency: On-bill, on-tax, and crowd financing" and "STUNNING: Innovative business models and smart financing for the deep renovation of European buildings". The EuroPACE initiative was presented during these 3 events, contributing to the objective of the WP2 "Market Review", thus enabling to gain followers cities and building up the EuroPACE's community.

Prior to the official launch of the EuroPACE project, the knowledge of a new innovative OSS business model which offered financial support for home renovation had spread amongst the community, and as such EuroPACE partner GNE Finance was invited to share insight into the program in a webinar titled *Home Renovation in Europe: The User Perspective*. This webinar, organized by the Executive Agency for Small and Medium-sized Enterprises (EASME) as part of the Sustainable Energy Investment Forums initiative in partnership with the UN Environment Finance Initiative addressed home renovation from the perspective of the homeowner. The event placed importance on services that combine

Home renovation in Europe: The User Perspective



27 February 2018

Location  
Webinar

Figure 2. Home Renovation in Europe: The user Perspective Event Graphic



technical and financial advice together to lower the renovation barriers for citizens and presented successful examples that had created a framework to overcome these barriers while enabling home renovation at scale. The webinar was held on February 27<sup>th</sup> of 2018 between 11:00-12:30 CET and featured five speakers with expertise from across the industry.

The recording of this event can be found [here](#).

### **2.1.2 Agenda**

- Christophe Milin, Project advisor from the **European Commission, EASME**, presented the Horizon 2020 funding calls related to home renovation.
- Alice Morcrette, Technical manager for **Picardie Pass Rénovation**, presented the Picardie Pass Rénovation initiative, which offers a combined financial and technical assistance for deep renovation of detached homes in France to stimulate uptake of renovation offers.
- Maarten Degroote, Head of Research at **Buildings Performance Institute Europe**, addressed the role of building renovation passports in driving deep renovation.
- Davide Cannarozzi, Founder and Managing Partner of **Global New Energy Finance**, presented the PACE financing system in the US and its adaptation to Europe.
- Marco Marijewycz, International Market Manager from **E.ON**, presented key insights arising from the Consumer Research phase of the Horizon 2020 funded EeMAP – Energy efficient Mortgages Action Plan project.

### **2.1.3 Outcome**

While capital may be readily available to finance home renovation in some European cities, services that combine technical assistance and financial advice together are not always available. In addition, the complexity and number of renovation works may be too high for some homeowners to manage thereby lowering their desire to take such projects on. The event attracted local authorities, energy agencies, renovation supply chain companies, green mortgage lenders and social enterprises engaging with households on energy issues in order to facilitate a conversation on how to overcome these challenges often present before or during home renovation projects. The concrete examples of successful case studies presented within the event served to inspire these stakeholders to implement similar measures with a high success rate, while EASME's presentation offered insight into the demand needed for such technical and financial services, thereby further encouraging potential implementation by the diverse set of audience members present. Throughout this session, the audience had the opportunity to get access to renovation data and insights from several European sources. In addition, the fundamentals of an effective OSS, the barriers to renovation for citizens, which are key elements needed to set the scene for scaling up and replicating such initiatives to other cities and regions of Europe were presented to them.



## 2.2 **Forum 2.2: The Power of Energy Efficiency – Sources of Innovative Financing for Energy Efficiency: On-bill, on-tax, and crowd financing (March 13, 2018)**

### 2.2.1 Summary

Summary of the session					
Work Package	Organizer	Date of the event	Number of attendees and/or views	Number of registrants	Number of organizations involved (as speakers)
WP2	Joule Assets Europe	March 13, 2018	74 views on YouTube	N/A – due to external organization	3 organizations

Table 3. Summary of Forum 2.2

The event organized by Joule Assets, held on March 13<sup>th</sup> of 2018, was organized as a three-part webinar series for energy efficiency. The other two events, as part of “The Power Energy Efficiency” webinars are named “Energy Performance Contracting” and “Available finance today and investor requirements”. Within these events for energy efficiency contractors, the speakers highlighted finance best practices and innovative financing structures. This included a strong focus on the types of finance currently available for home renovation, and on real investor requirements.

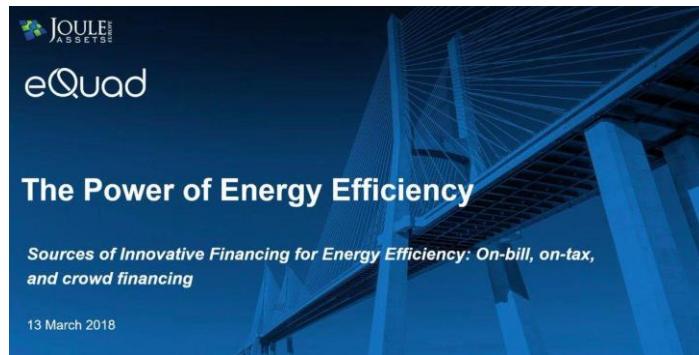


Figure 3. The Power of Energy Efficiency – Sources of Innovative Financing for Energy Efficiency Event Graphic

According to the European Commission, to meet our 2030 climate objectives, the EU requires an investment of over 200 billion euros per year, with an increase in the renovation rate from 1% to 3%. In this scenario, effective private investment is the key to achieve these goals. Different forms of private financing have emerged in the last years to meet the needs of this growing market, but only a few are known to market players who still struggle to find appropriate financing solutions for their specific needs. Through this webinar series, this call was answered, and speakers explored the number of resources which can be accessed to fund various types of projects.

Topics approached within this webinar series include remaining questions on how energy efficiency experts can tap into this potential and get projects off the ground, best contract types for specific type of projects, the finance origin and the deals structure. In addition, to the question concerning off-balance sheet compared to balance sheet debt when cost is higher.

Since the inception of the eQuad-SEAF platform which ran from 2016 to 2018, Joule Assets Europe has been working as an intermediary between project developers and financiers. Their mission consisted in enabling all the viable projects to reach the deal closure and project completion. As part of this online event, experts shared collective learnings from their work in finance and energy efficiency, with the aim of untangling and simplifying the financing space for energy efficiency projects.



These webinars took a bottom-up approach, looking at contract types, sources of finance and actual finance available. The three-webinar series took place from mid-March to mid-April.

**The recording of this event can be found [here](#).**

### **2.2.2 Agenda**

- Caroline Milne, Director of Communications and Marketing at **Joule Assets Europe** gave an introduction of the event before presenting the speakers.
- Benedetta Friso Bellemo, Director of Sales at **Joule Assets Europe**, gave a presentation on crowdfunding, shedding light on finance best practices and innovative financing structure. Benedetta started by presenting the eQuad platform, which helps to bridge the finance gap and helps developers to overcome the main barriers to selling energy efficiency as a service. She finished by presenting the business perspective of a case study in Northern Italy.
- Kristina Klimovich, Head of Advisory and Consulting at **GNE Finance**, presented the EuroPACE initiative and its business perspective before addressing innovative financing method for the residential sector. Kristina continued by presenting a municipal case study taking place in the city of Olot, Spain.

### **2.2.3 Outcome**

Taking into account the different types of private financing that have emerged in the last years, it is important to communicate and raise awareness about the financing sources available to meet the needs of the building renovation sector. The event enabled industry experts to highlight finance best practices and innovative financing structures, which are essential to feed funds into building renovation projects and thus boost investments in the sector. The event proved to be successful as it enabled the attendees to be at the forefront of a fast-changing industry and gain insights into the current landscape for finance in energy efficiency. This webinar series provided an ideal platform to circulate energy efficiency finance best practices and discuss the implementation of innovative solutions with peers and experts. This event also catered to the emerging interests of the renovation sector since it addressed various related topics including; Energy Performance Contracting (EPC), innovative contracting and financing methods for clean energy projects, the sources and types of finance for projects that are currently available, as well as investor requirements. These different topics of discussion were and are still considered to be key elements to access much-needed financing and reach the European renovation rate target.

The event attracted energy service companies (ESCOs), engineers and consultants, development managers and sustainability professionals with an ambition to improve the process of project uptake in their own business or for their clients. The audience was composed of various stakeholders, which led to a lively conversation addressing the advantages and disadvantages of debt, equity and self-finance, and reducing fear and scepticism of project developers in relation to energy performance contracting. It also shed light on innovative financing mechanisms for energy efficiency including on-bill, on-tax financing or crowdfunding. Given the cumulative number of views post event (74 views on YouTube), the second virtual event of this three-webinar series proved to be well received by the community.



## 2.3 Forum 2.3: STUNNING: Innovative business models and smart financing (March 28, 2019)

The event took part as the third session of a three-part webinar series for energy efficiency, in which finance best practices and innovative financing structures were highlighted. The event was held on March 28<sup>th</sup>, 2019.

### 2.3.1 Summary

Summary of the session					
Work Package	Organizer	Date of the event	Number of attendees and/or views	Number of registrants	Number of organizations involved (as speakers)
WP2	<ul style="list-style-type: none"> <li>• STUNNING project with support from GNE</li> <li>• Build Up</li> </ul>	March 28, 2019	133 viewers on YouTube	N/A - due to external organization	4 organizations

Table 4. Summary of Forum 2.3

This webinar, organized by the STUNNING project in collaboration with Build Up, addressed several projects with innovative business models and smart financing for the deep renovation of European buildings. The EU H2020 project STUNNING (SusTainable bUsiNess models for the deep reNovation of builDiNGs) promoted, until the end of the project in September 2019, successful and innovative building renovation packages and business models around a virtual and collaborative knowledge sharing platform: the STUNNING



Figure 4. Innovative business models and smart financing Event Graphic

Renovation Hub, so as to accelerate their adoption. Other projects, including EuroPACE, share STUNNING's goal and were therefore featured alongside of it in order to present the various modalities of promoting renovation within the EU, at both residential and commercial levels.

Since the annual rate of home and commercial building renovation is well under the 3% required to achieve European climate and energy goals, this event addressed how to accelerate investments in energy efficiency and renewable energy solutions to boost cost-effective building renovation benefiting all Europeans. The promising business models and financing solutions presented were being tested and implemented in Europe and globally at the time of the event. As such, the session addressed questions surrounding the implementation of the solutions and their effectiveness, how these business models can be better replicated across Europe, and explored opportunities for investors and cities leading the clean energy transition.

The recording of this event can be found [here](#).

### 2.3.2 Agenda

- Karine Laffont-Eloire, Senior Consultant, Director of Sustainable Buildings and Smart Cities at **DOWEL Management** (project coordinator) started the virtual event by giving a short introduction of the projects.
- Lorenzo Dal'Oro, Engineer, Technology Development Strategy at **RINA Consulting**, **STUNNING** partner, gave an overview of business models financing the deep refurbishment of building.
- Eduard Puig MacLean, COO and Co-Founder at **GNE Finance**, presented the EuroPACE initiative.
- Jo Southernwood, Energy Research Engineer & Consultant at **International Energy Research Centre**, gave a presentation regarding the enhancement of energy performance contracting.

### 2.3.3 Outcome

The virtual event enabled STUNNING to promote successful and innovative building renovations packages and business models, demonstrating practical examples that have proved their worth. At the same time, it enabled the promotion of EuroPACE and its people centric approach to home renovation. During the event, the main concerns towards one-stop-shops had been addressed. The important role of local authorities in the collection of invested funds was highlighted before diving into the question of how EuroPACE's financial mechanism (a loan) is transferred from the homeowners to a house. It was also pointed out that since the access to this financial mechanism greatly depends on national legislation where the loan may apply, it is important to understand the local legal environment before considering replication of such an initiative. In addition, the event was a golden opportunity to promote EuroPACE and encouraged new city representatives to join the project community while scouting for new potential leader cities where EuroPACE could be implemented. Therefore, the audience got the opportunity to learn more about key elements needed to upscale home energy renovation.

Finally, EuroPACE's participation in the event also served as an opportunity to promote the second EuroPACE summit organized on June 19<sup>th</sup> of 2019 to an audience already interested and engaged in the topics which were to be approached. This enabled the consortium to continue and enrich the dissemination of how to implement successful and economically viable one-stop-shops around Europe at a later date, with more time elapsed to practically show the effects of the project's efforts. It enabled knowledge sharing focusing on a new business model combining the installation of energy efficiency measures with the provision of demand response services to the grid under a single, enhanced EPC. This approach is promising as it creates a dual revenue stream – one from saving energy bills and a second from the provision of balancing grid services – which could reduce the overall payback period of building renovation making deep retrofit projects more attractive to investors and building owners. Thus, driving the depth and the rate of home renovation, helping to decarbonize the residential sector as well as reaching the European climate and energy goals.



### 3. Forum 3: EuroPACE - Fighting Energy Poverty: Affordable financing for sustainable home renovation (March 26, 2020)

#### 3.1 Summary

Summary of the session					
Work Package	Organizer	Date of the event	Number of attendees and/or views	Number of registrants	Number of organizations involved (as speakers)
WP4	Joule Assets Europe	March 26, 2019	110 views on YouTube	N/A - due to external organization	4 organizations

Table 5. Summary of Forum 3

This forum, organized by Joule Assets Europe within the auspices of the EuroPACE project, aimed to raise awareness on the importance of accessing finance for domestic refurbishment and why this should be considered a significant social justice issue in the European Union member states. The event, held on March 26<sup>th</sup> of 2020, was part of EuroPACE's WP4 "Deploy - Olot Pilot" and so its objective focuses on implementing the pilot in Olot, based on the foundations of WP3.



Figure 5. Fighting Energy Poverty: Affordable financing for sustainable home renovation Event Graphic

There is a usual and conjoint misconception in Europe that issues like energy poverty are not experienced by the average person or on a daily basis. The reality, however, is different as a significant portion of the population lives in uncomfortable homes, suffering from health issues due to inadequate heating or cooling systems. At the same time, these people can struggle to pay both their energy bills and monthly rents. The private and the public sector have realized that these issues needed to be addressed not only by investing additional resources on buildings refurbishment and renovations, but also by putting the goal of facilitating a just and fair energy transition for all at the core of improvement activities. It is paramount that solutions and financing are accessible to everyone in order to address the inefficiency and carbon footprint of housing stock effectively. Through this online event, the project EuroPACE, and its pilot programme HolaDomus have been presented as an example of how to facilitate accessible finance in the building sector. Therefore, the session shed light on how to address this issue by enabling and driving finance towards the building sector.

The recording of this event can be found [here](#).

#### 3.2 Agenda

- Jessica Stromback, Managing Director at **Joule Assets Europe**, gave a few welcoming words before introducing the EuroPACE project and how it can address and help with energy poverty.



- Davide Cannarozzi, CEO & Founder of **GNE Finance**, gave a presentation on the EuroPACE project, its business model and how it enables finance for low-income households as well as how it can unlock the market for eco-sustainable renovation.
- Jorge Rovira, Executive Director of **UpSocial**, dived into the concept of energy poverty and presented the Olot pilot.
- Jessica Stromback, Managing Director at **Joule Assets Europe**, concluded by wrapping up the session and proceeded to the Q&A.

### 3.3 Outcome

The webinar proved to be successful as it allowed a wide audience, from cities and regions to policy makers, project developers, and investors, to learn more about the issues of access to finance for domestic renovations and its significant role in alleviating energy poverty role for all Europeans in need. The event also raised awareness regarding the claimed benefits of energy efficiency home renovation such as health, comfort and well-being, macro-economic benefits, workplace productivity, energy poverty alleviation and workforce development. Home and building renovation will not only help reach Europe's climate and energy goals, but it will bring real, economic and societal benefits to all Europeans. Thus, the audience came away more informed and better prepared to deal with societal issues knowing that it can only be achieved through scaling supported by a financial system that includes all Europeans.

In addition, the event presented important first-hand examples of how EuroPACE strives to make eco-sustainable home renovation affordable and accessible to all and how it enables finance in the residential building sector by presenting the results of the first pilot of its kind. The event also addressed the next steps of the projects as well as the question of how the project aims to overcome issue in the renovation sector and alleviate vulnerable groups out of energy poverty. As part of the questions raised following the presentations, the audience had the opportunity to learn more concerning the EuroPACE project's scale, its process and its barriers, and finally the importance of contractors' verification and validation. As such, the virtual event was a tremendous opportunity to demonstrate why EuroPACE is a great replicable example of how to facilitate accessible finance in the renovation sector.



#### 4. Forum 4: “Green Recovery in Spain and Italy: Accelerating Home Renovation after COVID-19” (September 22, 2020)

##### 4.1 Summary

Summary of the session					
Work Package	Organizer	Date of the event	Number of attendees and/or views	Number of registrants	Number of organizations involved (as speakers)
WP5	Joule Assets Europe	September 22, 2020	80 viewers on YouTube	N/A - due to external organization	4 organizations

Table 6. Summary of Forum 4

This event, organized by Joule Assets, discussed current policies accelerating home renovation as well as the financing tools pushing them forward. Via the presentation of case studies, it focused on the renovation environment in Spain and the stimulus efforts within Italy. The webinar held on 22<sup>nd</sup> of September 2020, is part of the EuroPACE’s WP5 “Dissemination, Community & Stakeholder Engagement” with the objective to promote the EuroPACE initiative to a wider audience across EU.



Figure 6. Green Recovery in Spain and Italy: Accelerating Home Renovation after COVID-19 Event Graphic

As two of the worst-hit countries by the COVID-19 pandemic in Europe, helping communities recover and stimulating their economies is fundamental for a successful recovery in Italy and Spain. The event supported the idea that forging a “green recovery” can be associated with enabling home renovation that is accessible to everyone.

The recording of this event can be found [here](#).

##### 4.2 Agenda

- Jessica Stromback, Managing Director at **Joule Assets Europe**, moderated by giving a warm welcome and introduced the speakers.
- Arianna Vitali, Senior Policy Advisor at **Buildings Performance Institute Europe**, gave a presentation on Europe and the Green Recovery Plan.
- Mart Jacobs, Program Analyst at **GNE Finance**, presented the EuroPACE project, a case study from Spain designed to meet citizens’ needs and help these citizens to renovate their homes in a positive way.
- Sergio Olivero, Business&Finance Innovation Manager at **Energy Center of Politecnico di Torino**, presented multiple case studies from Italy, namely Energheia and Friuli’s energy communities.
- Jessica Stromback, Managing Director at **Joule Assets Europe**, concluded by wrapping up the session and proceeded to the Q&A.



### 4.3 Outcome

The webinar proved to be useful as it enabled the attendees to learn more about the impact of Green Recovery on the residential building sector and home renovation in Italy and Spain, which is considered to be a pillar of the COVID-19 recovery plan in both of these countries. It was indeed emphasized that there is a great need to renovate buildings in order to reach the Europe's climate and energy targets. During the event, alternative ways to financing renovation works without burdening the homeowners were explored, while best practices of home renovation in Europe, with a specific focus on projects taking place in Spain and Italy, were discussed. Financing, outreach and inclusion methods which look to enable the European Union to set an example for other places around the world but enables the EU to reach out to citizens with solutions for their homes which are available and realistic to them were discussed. The virtual event also allowed to take a look at best practice examples which are bringing solutions that can support the development of the market and support EU citizens in their homes, working together to fight climate change without burdening their situation. Finally, the event facilitated connections between various actors such as project developers, industry professionals, policymakers and investors as well as cities and regions.



## 5. Forum 5: Effective Home Renovation Programmes (October 20, 2020)

### 5.1 Summary

Summary of the session					
Work Package	Organizer	Date of the event	Number of attendees and/or views	Number of registrants	Number of organizations involved (as speakers)
WP3	<ul style="list-style-type: none"> <li>• GNE Finance</li> <li>• Ente Vasco de la Energia (EVE)</li> </ul>	October 20, 2020	<ul style="list-style-type: none"> <li>• 40 attendees</li> <li>• 24 views on YouTube</li> </ul>	150 registrants	5 organizations

Table 7. Summary of Forum 5

The event, held on the 20<sup>th</sup> of October 2020, was held as a part of EuroPACE's WP3 "Design – Pilot Project", it's the objective of which was to communicate the production of a set-up and design manual for EuroPACE implementation programs at the city level. The webinar was organized by GNE Finance with support from Ente Vasco de la Energia (EVE). The event took place during the 18<sup>th</sup> European Week of Regions and Cities (2020), an annual four-day event during which cities and regions showcase their capacity to create growth and jobs, implement European Union cohesion policy, and prove the importance of the local and regional level for good European governance. This annual event is a unique communication and networking platform which enables to discuss common challenges for Europe's regions and cities and examine possible solutions, bringing together regions and cities from all over Europe, including politicians, administrators, experts and academics.



Figure 7. Effective Home Renovation Programmes Event Graphic

The session addressed the best practices in programme design, operations, financing models, marketing and outreach and scalability. Experts brought valuable insights from several European projects, including EuroPACE, HIROSS4all, INNOVATE, and FITHOME, a project inspired by the EuroPACE financing mechanism.

This event, part of the fifth forum highlighted the need for a holistic solution that places home renovation in the broader context of urban regeneration and clean energy transition. Several programmes featured in this session locally ensure that home renovation is inclusive and accessible to all by offering targeted support, special financing arrangements and grants to vulnerable groups. The role of the EU Recovery Funds in boosting home renovation in Europe along with COVID-19's impact on the one-stop-shops were discussed.

[The recording of this event can be found here.](#)

## 5.2 Agenda

- Kristina Klimovich, Head of Advisory and Consulting at **GNE Finance**, moderated the session. Kristina started by welcoming the audience and proceeded to a poll to engage the attendees. She continued by presenting the speakers and the projects addressed during the session.”
- Emilio Miguel Mitre, Director of International Relations at **Green Building Council España (GBCe)**, gave a keynote and shared his view on effective home renovation programs in Europe.
- Francoise Réfabert, Co-Head of **Energies Demain** and representing the INNOVATE Project, addressed some policy recommendations to boost the roll-out of one-stop-shops across the EU by presenting the INNOVATE project and the key learnings gathered along the project.
- Andoni Hidalgo, International Affairs Advisor - Basque Urban Agenda at **EUROIKER**, presented the Opengela project, a case study from the Basque country in Spain. He also explained how the project support, through the one-stop-shops established in the region, homeowners in their renovation journey and how it focuses on alleviating energy poverty.
- Richard van Rooij, Co-Founder of **De Woonpas** and representant of the FITOME project, presented the De Woonpas project and its end-to-end solution to homeowners in Hollands, aiming at making home retrofitting accessible and available for every homeowner.
- Eduard Puig MacLean, COO and Co-Founder of **GNE Finance**, presented the EuroPACE project, a case study from Spain designed to meet citizens' needs and help these citizens to renovate their homes in a positive way.

## 5.3 Outcome

This session on addressing effective home renovation programmes explored and brought to light valuable insights from several European projects, including EuroPACE, HIROSS4all, INNOVATE, and FITHOME. This led to an engaging discussion on the different mechanisms being deployed in Europe to stimulate an uptake in home renovation. The event addressed the best practices in programme design, operations, financing models, marketing, outreach and scalability, enabling the audience to gather and build up the essential knowledge needed to deploy and replicate initiatives with similar objectives. The topic addressed have enabled different stakeholders to learn about the elements that make an effective home renovation program as well as the types of services these programs should offer. It also highlighted the key needs of European citizens when it comes to building renovation, the role of financing, as well as the role of one-stop-shop home renovation programs in stimulating a green and fair recovery. Since COVID-19 had and still has an impact on home renovation and the construction sectors, is it essential to assess the solution available to overcome the barriers created by the pandemic as well as evaluating how the EU Recovery funds can stimulate home renovation. The European landscape clearly needs tailored, holistic solutions that introduce homeowners to the benefits of home renovation. The programmes featured in the “Effective Home Renovation Programmes” session have been demonstrated to have had a clear positive impact already, paving the way for an effective Renovation Wave. Fortunately, audiences can view the recording of the session and can continue learning from and applying the techniques discussed by the speakers.

The “Effective Home Renovation Programmes” session held during the 18th European Week of Regions and Cities 2020, had a similar purpose to the event organized by the European Union. Both the EuroPACE forum and the EU Week of Regions and Cities enabled the exchange of good practice and policy learning as well as facilitated cooperation and networking between regions and cities. A such, the EuroPACE project presented several synergies with the EU Week of Regions and Cities, and made this event an ideal place to host this forum to promote best practices, raise awareness about the need for home renovation amongst decision-makers and bring together regions and cities from all over Europe to engage in actions that could help them achieve their decarbonization goals.

## 6. Forum 6: Cities and regions kick-starting the renovation wave (March 25, 2021)

### 6.1 Summary

Summary of the session					
Work Package	Organizer	Date of the event	Number of attendees and/or views	Number of registrants	Number of organizations involved (as speakers)
WP5	<ul style="list-style-type: none"> <li>• GNE Finance</li> <li>• Joule Assets</li> </ul>	March 25, 2021	<ul style="list-style-type: none"> <li>• 68 attendees to the live session</li> <li>• 85 views on YouTube</li> </ul>	141 registrants	4 organizations

Table 8. Summary of Forum 6

The webinar “Cities and regions kick-starting the renovation wave” was organized jointly by Joule Assets and the GNE Finance and was held on the March 25<sup>th</sup> of 2021.

The event was held as a part of EuroPACE’s WP5 “Dissemination, Community & Stakeholder Engagement” to promote wider dissemination across Europe by, disseminating results to public authorities and financial institution. In doing so, the consortium aimed to build a community that will replicate EuroPACE mechanisms and increase renovation rates throughout the EU long after funding to the project has ended.

When submitting the proposal, it was initially believed that it would be beneficial to host a forum addressing PACE’s basics and the input collection from stakeholders. Instead of addressing exclusively the input from stakeholders, it has been decided to present the results of the project to the multiple stakeholders, so that they can replicate the successful model of PACE in their own cities and regions.

This EuroPACE webinar explored the mechanisms by which cities and regions can kick-start their renovation wave by facilitating collaboration between the public and private sector. An emphasis has been placed on the development and potential of one-stop-shops, accelerating the use of recovery funds in home renovation programmes despite the COVID-19 pandemic, recommendations on how cities can be proactive under the current circumstances, as well as technical and financial tools which can facilitate the energy transition.

Successful home renovation programs from the Netherlands, Spain, and Italy were presented. These programs collectively address holistic assistance, affordable financing, and effective customer engagement while utilizing an innovative financing mechanism. In the Netherlands, debt is decoupled from the owner and attached to a property. In Spain and Italy, credit enhancement solutions are put in place to ensure affordable financing.



Figure 8. Cities and Regions kick-starting the Renovation Wave Event Graphic



The recording of this event can be found [here](#).

## 6.2 Agenda

- Michael Pachlatko, VP Finance at Joule Assets Europe, moderated and started the session by giving a warm welcome before introducing the speakers.
- Kristina Klimovich, Head of Advisory and Consulting at GNE Finance, presented the HolaDomus' case study in Spain.
- Richard van Rooij, Co-Founder at De Woonpas (DWP), presented the De Woonpas' case study in Netherlands.
- Roberto Nocerino, Project Manager at the Municipality of Milan presented the Sharing Cities' case study in Italy.
- Michael Pachlatko concluded the session with a Q&A and a few closings words.

## 6.3 Outcome

The webinar proved to be useful to the audience as they had the opportunity to learn about European projects that successfully implemented financial and technical tools to accelerate the use of recovery funds in home renovation programmes. The event had a specific focus on Spain, with the HolaDomus initiative, the Netherlands, with the De Woonpas project, and Italy, with the Milan Sharing Cities project. In addition, the importance of providing holistic assistance and an integrated solution to cities and regions, as well as to homeowners via the offer of technical assistance, affordable financing, and effective customer engagement had been addressed. These elements are key to foster energy efficiency building renovation and boost the renovation rate in order to reach the European targets.

The audience was composed of various types of stakeholders including regional and national governments, financial and energy consultants, think tanks, energy infrastructure companies, performance monitoring companies, energy companies, as well as educational and financial institutions. With regards to the geographical origin of the audience, attendees joined the session from European countries, namely Belgium, Italy, Hungary, the Netherlands, Switzerland, the United Kingdom, Germany, France, Ireland and Spain. Thus, the webinar proved to be effective at bringing together various stakeholders from Europe to acquaint themselves with the key elements necessary to set up effective one-stop-shops and learn about the importance of an *integrated* solutions, thus enabling the replication of such initiatives in their own country or region. Through this event, topics approached included the need to develop coordinated and coherent response to the needs of homeowners, the need of appropriate services from the supply side to decrease the burden of renovation on homeowners and make their renovation process as painless as possible. In addition, the importance to provide advice to these homeowners to guide them in their choices was emphasis. Such advice is not necessarily limited to technical recommendations and should also cover financial aspects. Besides these key elements, the training, verification and validation of contractors, guaranteeing the quality of the work performed is a crucial component to unburden the home renovation for homeowners. It was all the more interesting to highlight these fundamentals at the event, as the case studies presented, including EuroPACE, integrate these elements at the core of their service.

Prior to the event, 141 people registered in order to attend the forum, meaning that there was a significant amount of interest generated by the topic. Out of these 141 registrants, 68 people had attended the event. This represents a turnout rate of 48%, which is an above-average attendance rate in comparison to other online events considering a study from BigMaker, the world's largest webinar network. This study informs us that the average ratio of registrants to attendees is about 35 to 45%. Besides the online attendance, the YouTube recording accounts 84 views, which increases the number of times the event has been viewed. With regards to the live broadcast of the event, it is



possible that the difference between registrants and attendees can be explained by the fact that many people have attended a large number of webinars and online events in the last year. Due to the pandemic, in-person events are difficult to attend, and in many cases prohibited over the last year and half, which has led to an increased demand for virtual events. However, we believe that collective enthusiasm for webinars and other online events is coming to an end due to the sheer volume of these events, their over-consumption and the time they require. In addition, according to studies reported by Webinarcare<sup>1</sup> and BigMarker<sup>2</sup>, people tend to only webinars once a week. Moreover, Greece and Cyprus were on holiday due to a National Holiday on the day (March 25<sup>th</sup>) of the webinar<sup>3</sup>. This may have had an impact on the attendance of the event seeing as no one from these two southern-east European countries participated in the event. Therefore, the audience turnout (48%) should be considered good despite the saturation of online events after a year into the pandemic and the various other potential reasons previously stated. It is also significant to note that the average interest rate of this event was 70%, meaning that attendees were focused on the webinar and were paying attention to the event and speakers and/or were actively taking part in the discussion.

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<sup>1</sup> <https://webinarcare.com/webinar-statistics/>

<sup>2</sup> <https://medium.com/@BigMarker/12-webinar-statistics-you-need-to-know-b3e28b275abe>

<sup>3</sup> <https://www.dbschenker.com/resource/blob/578368/779bc2dd1c96a5637da1e5692d33d9b0/public-holidays-in-european-countries-2021--cz-en--data.pdf>



## 7. Forum 7: Benchmarking Contractor and Energy Expert Validation & Management Systems for Home Renovation Programmes (June 8, 2021)

### 7.1 Summary

Summary of the session					
Work Package	Organizer	Date of the event	Number of attendees and/or views	Number of registrants	Number of organizations involved (as speakers)
WP4	AGENEX	June 8, 2021	<ul style="list-style-type: none"> <li>• 23 attendees to the live session</li> <li>• 18 viewers on YouTube</li> </ul>	40 registrants	5 organizations

Table 9. Summary of Forum 7

AGENEX was in charge of organizing this online event, which was aimed at industry experts and decision-makers in charge of managing home renovation programmes, one-stop-shops and other organizations, such as local authorities and financial institutions, which promote home renovation and energy-related retrofits. The event, held on June 8<sup>th</sup> of 2020, was organized to disseminate efforts from within EuroPACE's WP4 "Deploy - Olot Pilot".

This webinar explored how different European home renovation programmes deal with the management and validation of contractors and energy experts, as well as their related works and services. It included the processes, selection procedures, quality guarantees and tools used to assess their competence and the quality of their services.



Figure 9. Benchmarking of Contractor and Energy Expert Validation & Management Systems for Home Renovation Programmes Event Graphic

The session focused on the verification of the contractors and energy experts, as the quality and professionalism exhibited by these technical stakeholders are key elements in determining a programme's success. Additionally, contractor and expert training, quality guarantees to the homeowners, the effect of the COVID-19 pandemic on retrofit businesses and programme turnovers have also been addressed within the session.

[The recording of this event can be accessed here.](#)

### 7.2 Agenda

- Alfredo Pérez, senior expert at AGENEX moderated and started the session by giving a warm welcome to the audience before introducing the speakers.
- Eduard Victòria, Technical Manager at EuroPACE Foundation (Olot, Spain) presented the HolaDomus programme and how it stems directly from the main pilot action of the EuroPACE project under H2020. HolaDomus has become known as the program that accompanies citizens during the process of reforming their homes to improve comfort, accessibility, health and energy consumption.



- Antoine Hervé, Consulting Engineer at **Pouget Consultants** and Expert in French renovation programmes (France) presented the ORFEE's project and its four third-party financing companies that come together to support and improve financing and technical assistance offers for energy renovations of individual houses and condominiums within four French regions: Grand-Est, Hauts-de-France, Ile-de-France and Nouvelle-Aquitaine. The ORFEE project aims to create a shared platform called the "Office of Renovations and Financings for Energy Efficiency", dedicated for the use of third-party financing companies. This platform will act as a resource center to define a corpus of conformity and quality for housing renovations. ORFEE's quality and compliance framework was a main point of interest for this webinar, as it defines the critical causes for retrofit risk and their related controls at each stage of the renovation project.
- Bettina Dorendorf, Sustainability & Sustainable Finance Manager at **KfW** (Germany) presented a case study, related to the Role of the energy expert in the context of the Federal Promotional Support for Energy Efficiency in the Buildings Sector. Bettina's intervention dealt with the "Federal promotional funding programmes for energy efficient construction and refurbishment" (former "KfW Energy Efficient Construction and Refurbishment"). This is a domestic flagship and best practice program established in 2006, with €180 billion in financing volume. The programme is live and follows the same logic for all types of buildings and investor types (including energy contracting companies), combining both loans and grants. The presentation dealt, among other issues, with the important role of the energy expert in the different stages of the support framework, from application to the completion of works.
- Borja Gumuzio, member of **GNE Finance**'s team and Program Manager of **Opengela** (Basque Country, Spain), presented the Opengela project which looks to spread urban regeneration in the region using neighbourhood offices which act as one-stop-shops to provide advice and support to the neighbourhood community. The offices in each neighbourhood centralise all of the procedures and administration services related to the "integrated" renovation of the apartment buildings, ranging from administrative paperwork to dealing with contractors and the provision of financial aid.
- Francisco J. Marquez, part of the **AGENEX** team and the main project manager at **Houseenvest**, shed light on how the program is currently developing a financing scheme defined for the full energy renovation of multifamily houses in Extremadura, which counts with a combination of innovative tools for standardization, pooling, bundling and de-risking. Houseenvest also works as an OSS which oversees the quality of the works as well as the experts and contractors in charge of them, which also have to be trained and monitored.
- The session was concluded with a Q&A and an open discussion led by the event's speakers.

### 7.3 Outcome

The webinar enabled the audience to learn more about state-of-the-art frameworks for contractors and experts' engagement at the EU level, based off of five concrete examples from Spain, France, and Germany. These European projects and frameworks have successfully engaged, validated and trained contractors and energy experts to ensure the quality of the retrofit works. Therefore, the event is considered as a great practical learning for the attendees.

During the virtual event, an emphasis was put on the fact that during its existence, the HolaDomus program, launch through the EuroPACE project, has already demonstrated positive results in the city of Olot and similar initiatives are currently being replicated in other cities in Spain and at the European level. Thus, the session demonstrated the potential of such a programme and indicated how projects can practically expand to other countries while explaining which conditions are necessary for programme replication.



In addition, this session shed light on the important role of the energy expert in the different stages of the support framework as well as the important role of financial companies in providing support to homeowners when they are seeking financing solution and technical assistance for home renovation. The difference between countries regarding the role of contractors, as well as the importance of working at local and regional levels with OSS was addressed. Interesting insights about how the COVID-19 pandemic has affected the demand for retrofits and loans were given and the resulting effects in the participation of experts in the programme was discussed. This conversation was important as potential solutions to overcome the gap in the labour force were brought forth.

The webinar proved to be successful not only through the interesting key topics of the conversation but also in term of attendance. Although the number of registrants remains low (40 registrants), 57% of them (23 attendees) attended the live event. According to previously mentioned studies<sup>4</sup>, , the average ratio of registrants to attendees is about 35 to 45%. The low number of attendances can be caused by various reasons, such as people working longer due to working from home<sup>5</sup>, thus having less time to spend on webinars, but also as people are losing interest and enthusiasm for online event being more than a year into the pandemic. Moreover, the number can be affected by the fact that people usually attend to only one webinar a week or as the event was taking place during the summer period, people may have been on vacation or taking advantage of the relaxation of measures linked to the pandemic, corresponding to this period. Therefore, despite the fact that there were few registrations and attendees, which was expected given the period during which the webinar was held in addition to the other factors stated, the turnout was sufficient, relaying the event's content to the audience.

According to the data collected from the attendees, the audience was composed mostly of attendees from Spain, Belgium and Germany and was composed of people working in educational institutions, public institutions, energy efficiency companies, professional associations, and in energy efficiency in non-profit and EU companies. This proves that the audience was varied in terms of the target reached, enabling knowledge sharing and demonstrating the potential of projects to a wide variety of stakeholders.

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<sup>4</sup> <https://medium.com/@BigMarker/12-webinar-statistics-you-need-to-know-b3e28b275abe>

<sup>5</sup> <https://www.theguardian.com/business/2021/feb/04/home-workers-putting-in-more-hours-since-covid-research>



## 8. Forum 8: Achieving the 2030 climate goals: One-stop-shops for the residential sector (April 29, 2021)

### 8.1 Summary

Summary of the session					
Work Package	Organizer(s)	Date of the event	Number of attendees and/or views	Number of registrants	Number of organizations involved
WP3	<ul style="list-style-type: none"> <li>GNE Finance</li> <li>BPIE</li> </ul>	April 29, 2021	<ul style="list-style-type: none"> <li>81 attendees to the live session</li> <li>61 views on YouTube</li> </ul>	155 registrants	5 organizations

Table 10. Summary of Forum 8

The event “Achieving the 2030 climate goals: One-stop-shops for the residential sector” held on the 29<sup>th</sup> of April 2021, serves to disseminate the work done under EuroPACE’s WP3 “Design – Pilot Project”, which focuses on the production of a manual for EuroPACE implementation at city and region levels. This session was organized by GNE Finance and was moderated by BPIE.

The building sector is responsible for more than one third of the European Union’s carbon emissions, yet only 1% of buildings undergo energy efficiency renovations per year, with the deep renovation rate being at a staggering 0.2%. As such, renovation activity needs to increase considerably to put the sector on track for meeting the region’s 2030 climate goals. During this webinar, BPIE and GNE Finance addressed this issue

and proposed immediate actions to be taken within a European residential context. Innovative business models used among Spanish, French, and Irish one-stop-shops were presented in connection with the Turnkey Retrofit and EuroPACE projects, while addressing the possibility of their replication in other EU communities. The European Commission and the European Investment Bank have issued a call for the creation of one-stop-shops to provide tailored energy efficiency renovation advice and financing solutions to homeowners to encourage the Renovation Wave. As such, the results of benchmarking studies related to leading one-stop-shops and lessons-learnt from the Turnkey Retrofit project have been discussed, which provided useful insights into the Renovation Wave strategy.

**The recording of this event can be found [here](#).**



Figure 10. Achieving the 2030 climate goals: One-stop-shops for the residential Event Graphic



## 8.2 Agenda

- Mara Oprea, Business Analyst at **GNE Finance** moderated the session and started by giving a few welcoming words and introducing the speakers before proceeding with a poll, used to understand the audience interests.
- Jonathan Volt, Project Manager at **Buildings Performance Institute Europe** presented the Turnkey Retrofit Project's case Study.
- Hugo Vigneron, President at **OPERENE** presented Operene's service and its OSS model.
- Kristina Klimovich, Head of Advisory and Consulting at **GNE Finance** presented the EuroPACE project and its HolaDomus' case study in Olot, Spain.

## 8.3 Outcome

The forum attracted cities, regions, energy agencies, and other stakeholders interested or involved in home renovation and demonstrated the essentials of how to set up residential renovation programs within Europe. Throughout the webinar, the audience was able to learn more about achieving collective climate goals via the facilitation of increased renovation in a sector that presents great opportunities for reducing energy-related emissions. The results of the poll conducted at the beginning of the session, indicated that the main barriers to renovation are related to finding reliable contractors (35% of respondents), followed by the reluctance and unwillingness of homeowners to take a loan out to finance renovation works (23%) as well as the lack of knowledge regarding what type of works can be done or are necessary (19%). This enabled the audience to better understand what the main barriers to renovation are, which is a fundamental element to design effective people-centric pilots and projects which response to the homeowners' needs.

The audience was composed of attendees from the United Kingdom, Belgium, France, Spain, Hungary, Slovenia, Finland, Slovakia, Germany, the Netherlands, Switzerland, Romania and Canada. The fact that the event attracted an audience from such a wide range of countries demonstrates its success as interest was shown by an array of countries, not limited within Europe's borders, which can in turn implement similar initiatives in their regions. In addition to the geographic diversity, the event managed to attract various type of stakeholders such as educational institutions, EU institutions, consulting companies, woodworking federation, contracting companies, research institutes, national governments, local governments and associations, non-profits, financial institutions, construction and real estate companies, chemicals manufacturers, utilities, H2020 projects, energy authorities, accelerators, energy cooperatives, manufacturers, and energy alliances. This allowed the consortium to present the EuroPACE model to a variety of stakeholders, increasing the potential impact of the project if the model is to be replicated in their own city or region. The discussion which took place during the event indicated that there was interest in replicating EuroPACE and similar initiatives in several areas. The interest in the replication of such effective initiatives during the event, can potentially push different regions to take the step therefor generating a growing economic, environmental and social impact within Europe.

With regards to the attendance rate, 81 people attended the event out of the 155 initial registrants. Taking these number in consideration, the turnout rate of the event, being 52%, is good. Given that the average ratio of registrants to attendees being about 35 to 45%<sup>6</sup> in the majority of online events, the turnout is considered above average. In addition, the majority of audience members were fully engaged, not distracted by other tasks during working time, and interacted with the speakers during most of the event, as can be deduced from the above average interest rating revealed by the GoToWebinar platform during the event. On top of the attendees from the online event, 61 people viewed the webinar's recording on YouTube. Therefore, considering the data mentioned, the virtual event was considered successful in terms of attendance and of participation.

<sup>6</sup> <https://medium.com/@BigMarker/12-webinar-statistics-you-need-to-know-b3e28b275abe>



## 9. Forum 9: Achieving the 2030 climate goals: One-stop-shops for multi-family building renovations (July 8, 2021)

### 9.1 Summary

Summary of the session					
Work Package	Organizer	Date of the event	Number of attendees and/or views	Number of registrants	Number of organizations involved (as speakers)
WP5	GNE Finance	July 8, 2021	<ul style="list-style-type: none"> <li>37 attendees to the live session</li> <li>22 views on YouTube</li> </ul>	89 registrants	4 organizations

Table 10. Summary of Forum 9

The virtual event “Achieving the 2030 climate goals: One-stop-shops for multi-family building renovations” was organized by GNE Finance and held on Thursday, July 8<sup>th</sup> of 2021. The event is part of the EuroPACE’s WP5 “Dissemination, Community & Stakeholder Engagement” and its objective is to promote wider dissemination across EU by conducting three annual Summits, disseminating to public authorities and financial institution as well as building a community.

When submitting the proposal, it was initially believed that it would be beneficial to have a forum presenting the results of the leader’s cities of the project. Instead of focusing on the leader’s cities and their results, as these have been addressed during the EuroPACE Closing Summit, held in May and June 2021, the event had a specific focus on achieving the 2030 climate goals through one-stop-shops to enable energy efficient home renovation in the multi-family building sector. Multi-family buildings represent 47% of residential dwellings in the EU. However, the sector remains largely overlooked in terms of sustainable renovations and energy retrofits, despite a growing need for them. As such, this webinar provided insight into how cities and regions can overcome the barriers often present when promoting and supporting multi-family renovations amongst various socio-economic classes. A benchmarking study provided a market overview of home renovation programs within Europe, while in-depth case studies from Spain, France, and Belgium were featured to demonstrate how communities, in partnership with local stakeholders, can carry out high-performance renovations on the residential building stock and offer practical solutions for increasing the uptake of multi-family building renovations. Additionally, the webinar highlighted the Renovation Wave strategy, EPBD revisions, how to best use the EU recovery funds, and innovative approaches to energy poverty and urban regeneration, all of which are highly relevant to the EuroPACE project.

This webinar was intended to attract cities, regions, energy agencies, and other stakeholders setting up residential renovation programs for multifamily buildings for the purpose of expanding the



Figure 11. Achieving the 2030 climate goals: One-stop-shops for multi-family building renovations Event Graphic



discussion on how to achieve climate neutrality by increasing the renovation rate in a poorly served sector that presents great opportunities for reducing energy-related emissions.

[The recording of this event can be found here.](#)

## 9.2 Agenda

- Mara Oprea, Business Analyst at **GNE Finance**, moderated the session and started by giving a warm welcome to the audience before proceeding with a poll, used to understand the audience interests and the discussion's topics they would have liked to address.
- Jonathan Volt, Project Manager at **Buildings Performance Institute Europe**, presented the Turnkey Retrofit's benchmarking study.
- Kristina Klimovich, Head of Advisory & Consulting at **GNE Finance**, presented the OpenGela's case study and its OSS model.
- Roel Vermeiren, Renovation Strategy Advisor at the **Flemish Energy and Climate Agency**, presented the Flanders initiative's case study with the BE RELL! Project.
- Raphaël Claustre, General Manager at **Île-de-France Energies**, presented the Île-de-France Energies' case study.
- Mara Oprea, Business Analyst at **GNE Finance**, closed the session with a few conclusion words following the Q&A and a second poll, used to gather the main takeaways from the audience.

## 9.3 Outcome

The virtual event enabled the audience to learn more regarding the importance for an integrated approach, contractors' vetting and the subsequent validation process, comprehensive renovation and the importance of combining grants with loans. Through the benchmarking presented during the session, the attendees had the opportunity to see how, when communities work hand in hand with local stakeholders, high-performance renovations on the residential building stock can be carried out while offering practical solution thus increasing the renovation of multi-family buildings. The audience attracted attendees from Albania, Austria, Bosnia-Herzegovina, Hungary, Colombia, Belgium, France, the Netherlands, Germany, Hungary, Viet Nam, Italy, Ireland, Scotland, United Kingdom Luxembourg Portugal, and Spain. The fact that the event attracted people from such diverse countries demonstrates the event's success as interest was shown by a variety of countries, not limited to the European's borders, which can in turn adapt and replicate similar initiatives in their regions.

The results of the first poll conducted at the beginning of the session, allowed us to learn more about the issues the audience wanted to address. The results indicated that the audience wanted mostly to address topics related to the multi-family approach addressing common renovation barriers (69% of respondents) as well as the sharing insights from best practices (69%). These were followed topics addressing existing OSS models and their success rate (56%), financing of multifamily building renovation and renovation programs (44%), replication potential of programs (44%) and collaboration between stakeholders (44%). The results of the survey enabled to validate and confirm the audience's interest in the topics discussed during the session, which were completely related to the responses collected. Finally, the second poll conducted at the end of the session, enabled to grasp the audience's key takeaways of the session. According to the results, it was possible to see and confirm the need for integrated services, combined with a user-friendly approach and how it can help to unburden the homeowners towards home renovation. The audience demonstrated its interest, thus showing the importance of the successful experiences shared, the need for turnkey services, the need for innovative financing and the importance of subsidies and grants. This leads to renovation cost-effectiveness demonstrated through examples given during the event. It was interesting to see that deeper renovation work, therefore more expensive renovation can indeed be cost-effective and lead to similar monthly expenses before covering the initial investment and ultimately saving money.

The webinar proved to be successful in attracting the correct stakeholders and disseminating the efforts of EuroPACE and HolaDomus by relating them to other successful programs with a similar scope in Europe such as, for example, the Opengela's case study which has been launched, building on the one previously mentioned.

Before the event, 89 people registered to attend the session. Out of these 89 registrants, only 37 had attended the event. This represents a turnout rate of 41%, which is an average attendance rate considering that the ratio of registrants to attendees is about 35 to 45%<sup>7</sup>. Besides the online attendance, the YouTube recording accounts for 22 views, when this report was written, only a few days after the event took place. These low figures can be caused by various reasons, from the fact that the event was organized at the beginning of July, right at the start of the holidays period, to the fact that there is a drop in interest in online events, given that we are already more than a year into the pandemic. Thus, pushing a lower collective enthusiasm for webinars due to their over-consumption and the time they require. In addition, as previously mentioned in other section of the report, people tend to only attend to one webinar a week. Despites the turnout rate of the event, the average interest rate was of 67% which is a figure indicating that audience members were paying attention during the majority of the event and were actively following the discussion rather than passively listening or multitasking during the event.

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<sup>7</sup> <https://medium.com/@BigMarker/12-webinar-statistics-you-need-to-know-b3e28b275abe>



## Conclusion

These forums were organized to discuss topics ranging from effective home renovation programs and home-based financing to consumer protection policies; these webinars helped share the consortium's experience and findings with external stakeholders, collect feedback, grow and engage the EuroPACE community while encouraging replication of the initiative. Therefore, due to the efforts made within these events, EuroPACE reached numerous industries and generated a positive economic, environmental and social impact as they enabled various cities and regions to learn from EuroPACE's financial mechanism.

Throughout the duration of the project, in accordance with the available data:

- **430 people attended the live online events,**
- **the recordings of these events have been viewed on YouTube over 1090 times with future views foreseen**
- **the forums enabled 46 speakers to address industry-relevant topics and present their projects,**
- **28 different international organisations participated in these virtual events.**

As such, the forums have played a critical role in raising awareness, sharing results from effective home renovation programs such as EuroPACE's HolaDomus program, and facilitating the recruitment of leader cities while inspiring other cities and regions to take steps towards local sustainable building renovation. Hence, the forums help achieve tasks outlined in WP6, focused on "Selection & Development" as the adoption of the EuroPACE model by leader cities can be considered the most important outcome of the project. For instance, FITHOME and REGENERATE are two projects that have been awarded funding by the European Commission which have taken inspiration from the EuroPACE initiative and replicated its business model in other regions. The FITHOME project intends to retrofit 1000+ family homes in 3-7 municipalities in the Netherlands, while the EuroPACE model inspired both the Opengela program which setup several one-stop-shops in the Basque Country and the REGENERATE project, which was recently launched in the Balearic Islands and intends to open three renovations programs on the Islands of Palma, Ibiza, and Menorca. Lastly, the forums, and consequently the report on forums alongside the outputs of other work packages, will contribute to the Master Guidelines and toolkit, developed for the purpose of converting the EuroPACE mechanisms and practices into widely accepted standardised instruments that can be used to generate further impact past the end of this project.

