



Developing, piloting and standardizing
on-tax financing for residential energy efficiency
retrofits in European cities and regions



EuroPACE Summits

D 5.2 Summit Dissemination Report

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Author: Joserra López, EVE-Ente Vasco de la Energía and Mara Oprea, GNE Finance



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1. Introduction

Since the start of the project, EuroPACE partners have always been aware of the importance of building a community to disseminate the project results to the stakeholders community and engage them through the project to share findings and get feedback.

In order to facilitate the engagement and collaboration with the stakeholders community we have organised three annual summits, within the framework of leading sector events, but in the case of the last summit that due to COVID-19 has been organised as an on-line stand-alone event. The summits have served as the platform to promote EuroPACE and spur discussion on its implementations and results.

This deliverable provides information about the three summits organised during the project implementation.

2. Summit 2018 - EuroPACE: Unlocking Energy Efficiency Renovation at local level



EuroPACE: Unlocking Energy Efficiency Renovation at local level



Workshop code: 10WS60
October 11, 2018 @ 16.30 - 18.00
Square, Room 313

Figure 1. Banner used to promote the EuroPACE: Unlocking EE Renovation event.

The first edition of the summit was organised only seven months after the start of the project in order to give visibility to the project and start the engagement with the stakeholders community. For that reason the Consortium decided to apply to get an slot at the European week of Regions and Cities 2018. The application was successful and EuroPACE was selected to present a demand-driven approach to scaling home and commercial building renovation programs across Europe.

The event took place on October 10th, from 16:30 to 18:00 followed by a networking reception cocktail in order to continue exchange and discussion. The event raised the interest of stakeholders with more than 60 registrations, although the final number of attendees was over 30.

During the event it was highlighted that home and commercial building renovation can be stressful and complicated, but tools like the ones developed within EuroPACE can make it easier, faster and more reliable for all Europeans.

The speakers of the event included:

- Jordi Ayats, Programme Manager, City of Olot.
- Anette Jahn, Head of sector, Energy Unit at EASME.
- Adrian Joyce, Secretary General, EuroACE and Campaign Director of Renovate Europe.
- Kristina Klimovich, Head of Communications and Marketing, GNE Finance.
- Jose Ramon Lopez, International Projects Area, Basque Energy Agency - EVE.

The event created a positive momentum and generated new connections with potential Leader Cities.



Figure 2. Tweets related to EuroPACE

3. Summit 2019 – Investing 4 Cities: Opportunities and Solutions to finance home renovation in Europe



Figure 3. Banner used to promote the EuroPACE Summit 2019

After more than one year since the start of the project, the Consortium was more ambitious when planning the second summit. On the one hand, the intention was to organise it within the biggest EU event on sustainable energy, the EUSEW 2019, but on the other hand, a slot in the official programme provided less time than required for the summit. Thus, the consortium decided to organise a full day event in Brussels, linked to EUSEW 2019 as an Energy Day.

The event took place on June 19th 2019, 10th, from 9:00 to 18:00, in Liaison Agency Flanders-Europe, Brussels, followed by a networking reception cocktail in order to continue exchange and discussion. The event raised the interest of stakeholders with more than 80 registrations, and the final number of attendees was around 60, of which 24% were identified as "financial services" and 21% as local and regional governments representatives.

The event put the focus on the fact that home renovation should not only be considered just private business but a public priority. As such, a strong collaboration between the public and private sectors was considered critical to enable and deploy successful home renovation programmes that benefit all EU citizens.

During the summit, European cities and regions representatives had the unique opportunity to learn from and interact with experts from home renovation programs. The event showcased lessons learnt, best practices, case studies and future developments in home renovation, and the sessions raised the two

critical elements of an effective home renovation programme: access to affordable financing and people-centric technical assistance.

The program gave city representatives the opportunity to pitch about home renovation opportunities.

9:00 – 9:05	Welcome by the host <i>Kristina Klimovich, GNE Finance</i>
9:05 – 9:20	Keynote Welcome Address by Summit chair <i>Tatiana Bosteels, Hermes Investment Management</i>
9:20 – 9:35	Keynote: Challenges and opportunities for home renovation <i>Anette Jahn, the European Commission's Executive Agency for Small and Medium-sized Enterprises</i>
9:35 – 10:35	Session 1: EuroPACE – Integrated Home Renovation Platform Presentation of EuroPACE home renovation platform with an emphasis on innovative financing, technical assistance, and local experiences in Olot, Catalunya and the Basque Country <ul style="list-style-type: none"> - <i>Christophe Milin, the European Commission's Executive Agency for Small and Medium-sized Enterprises (chair)</i> - <i>Kristina Klimovich, GNE Finance</i> - <i>Davide Cannarozzi, GNE Finance</i> - <i>Jordi Ayats, City of Olot</i> - <i>Jose Ramon Lopez, Basque Country Energy Agency</i>
10:35 - 11:00	Coffee break
11:00 - 12:00	Session 2: A home renovation journey: support along the way A discussion about practical experiences, best practices, lessons learnt, and what it takes to motivate and support citizens renovating their homes. <ul style="list-style-type: none"> - <i>Jessica Stromback, Joule Assets Europe (chair)</i> - <i>Niels Kaare Bruun, Better Home</i> - <i>Casey Dailey, Western Riverside County of Governments</i> - <i>Paul Kenny, Super Homes Programme, Tipperary Energy Agency</i> - <i>Eduard Puig MacLean, GNE Finance</i>
12:00 - 12:20	Hearing from Cities: 4' pitch about home renovation opportunities moderated by hosts
12:20 - 12:30	Conclusions of the morning sessions by the Summit chair, <i>Tatiana Bosteels, Hermes Investment Management</i>
12:30 - 13:30	Lunch
13:30 - 13:35	Introduction to afternoon sessions by host
13:35 - 13:50	Keynote Address: Key drivers for home and building renovation from people's point of view, by <i>Adrian Joyce, Renovate Europe</i>
13:50 - 15:00	Session 3: Cities' and Regions' role in accelerating home renovation Cities presenting their initiatives and projects, outlining goals, barriers and needs. <ul style="list-style-type: none"> - <i>Andy Deacon, Climate Alliance (chair)</i> - <i>Martin Schoenberg, United Nations Environment Programme Finance Initiative</i> - <i>Thierry van Cauwenberg, The Walloon region</i> - <i>Casey Dailey, Western Riverside County of Governments</i> - <i>Ignacio De La Puerta Rueda, The Basque Government's Housing Department</i>
15:00- 15:20	Coffee Break
15:20 - 16:40	Session 4: Financing models for home renovation A discussion about barriers & opportunities for public and private financing mechanisms for home renovation programmes. <ul style="list-style-type: none"> - <i>Steven Fawkes, EnergyPro (chair)</i> - <i>Davide Cannarozzi, GNE Finance</i> - <i>Bettina Dorendorf, KfW bank</i> - <i>Murray Birt, DWS</i> - <i>Isidoro Tapia, The European Investment Bank</i> - <i>Marco Marijewycz, E.ON, EeMAP Project</i>
16:40 -16:55	Concluding remarks by Summit Chair, <i>Tatiana Bosteels, Hermes Investment Management</i>
16:55 -17:00	Thank you by the hosts
17:00 - 17:45	Reception

Figure 4. Summit 2019 detailed agenda

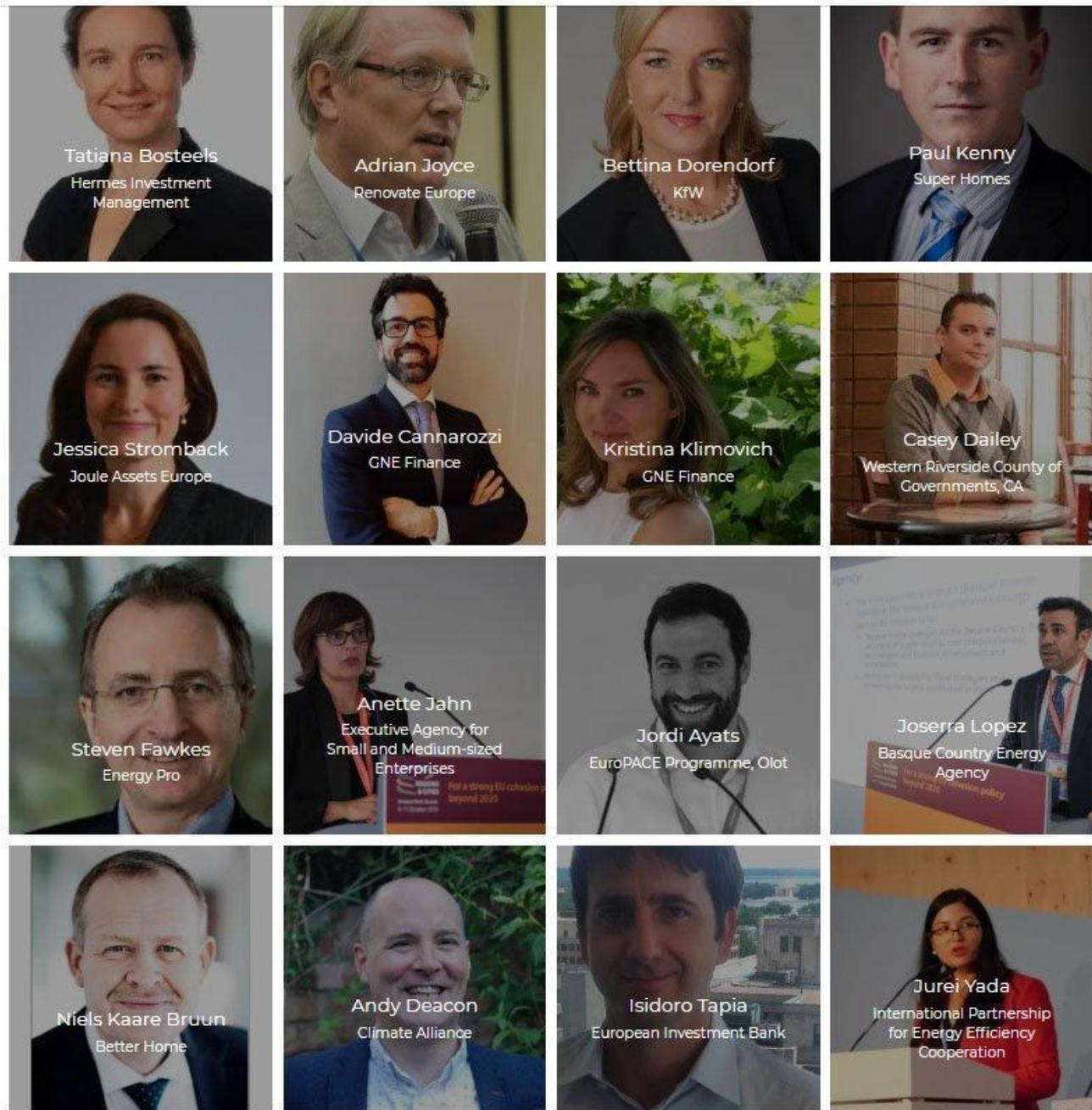


Figure 5. Speakers attending the Summit 2019 with their associated organizations

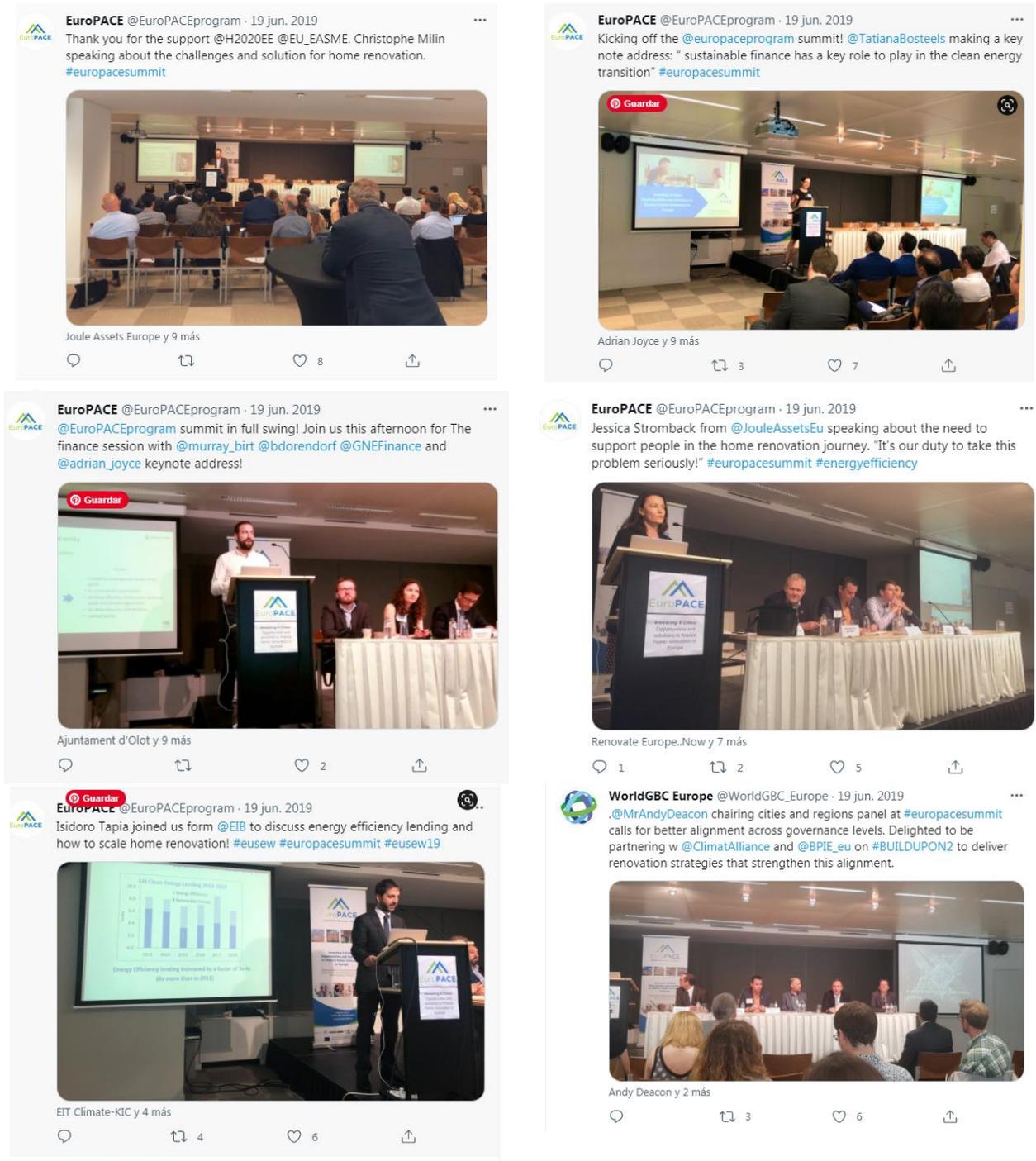


Figure 6. Twitter content related to the EuroPACE Summit 2019

4. Summit 2021 - Innovation 4 Renovation: Integrated home renovation programs putting the Renovation Wave into action



Figure 7. Banner used for the promotion of EuroPACE Summit 2021

The situation after March 2020 and the COVID-19 pandemic was a barrier for the organisation of the third summit. The Consortium postponed the event until 2021, with the belief that by that time the situation allowed the organisation of a face-to-face event. Unfortunately the conditions didn't change significantly over time and by the beginning of 2021 the Consortium took the decision of shifting to an on-line format.

The last summit was divided into three sessions organised in three different days: May 26th, June 2nd and June 9th, 2021. The event had 239 total registrants since the start of the promotion till the date of the event. For the day of the event, 138 people attended, and there was an average attendance of 54 minutes for the one hour long sessions. The first session of the event had 67 registrants, and 45 attendees which meant a 67% attendance rate. For the second session 90 people registered and 45 attended which meant a 50% attendance rate. Lastly there were 82 registrand and a 58% attendance rate meant 48 attendees. The people that attended the event were mainly from educational and research institutions, financial institutions and national and regional government agencies.

The Summit showcased the results of the EuroPACE project and highlighted other cutting-edge energy efficiency programs shaping the European renovation market. An emphasis was placed on one-stop-shops advancing the Renovation Wave, private financing, energy poverty alleviation, and replication of effective building renovation business models.

Innovation and strong collaboration between public and private actors are essential to increase the renovation rate of the residential building stock in Europe. As such, the last summit offered European cities and regional representatives the unique opportunity to learn from and interact with experts from the home renovation and financing sectors.

Session 1. Integrated home renovation platforms advancing the Renovation Wave

May 26th | 10-11 CET

This session focused on the impact that one-stop-shops have had on the European renovation rate, featuring successful initiatives from OSS programs including HolaDomus, De Energiebespaarders, and Dorémi. In addition, it approached methods to overcome barriers which commonly impede the uptake of private household renovations, including knowledge deficits, financial barriers, market failure and value chain fragmentation, and regulatory challenges. The recording of the event can be found [here](#).



Figure 8. First day of the summit banner with the assisting speakers

Session 2. Private financing: Stimulating the Renovation Wave and alleviating energy poverty

June 2nd | 10-11 CET



Figure 9. Banner of the second day of the summit with the respective speakers

Within this session, several topics were discussed including attracting private investment stakeholders to the renovation business, increasing the volume of operations, the blending of public and private investments, various ways of using EU recovery funds to support renovation, green mortgages, creating efficient financing instruments that are accessible to most people, and more. The recording of the event can be found [here](#).

Session 3. Renovation programs inspired by EuroPACE

June 9th | 10-11:15 CET

This session was centered on one-stop-shop’s replication potential within the EU, with a focus on EuroPACE replication. The Opengela, REGENERATE, and FITHOME models inspired by the PACE and EuroPACE concepts were presented, and gave insight to local citizen-centric replication. The recording of the event can be found [here](#).



Figure 10. Banner of the third day of the summit with the respective speakers.

5. Cumbre Madrid 2021– Session 1: Key policies at the national level and their implementation, success stories at regional and city level



Figure 11. Banner used for promotion of Cumbre Madrid 2021

Innovation and strong collaboration between public and private actors are key to make the Renovation Wave a reality in Spain. This cooperation is the cornerstone for achieving the region's and country's climate goals for 2030 and 2050.



Figure 12. Speakers attending the Cumbre Madrid 2021 with their associated organizations

This summit offered cities and regional entities the unique opportunity to learn and interact with experts from the renovation and housing finance sectors. This event brought together policy, financing, construction professionals and renovation programs. The summit showcased the best practices and lessons learned from the EuroPACE flagship project and also focused on the successful initiatives of the Basque Country and Balearic Islands. The summit served as a catalyst for the Renovation Wave in Spain. It was held at a private venue in Madrid with live streaming throughout Europe on Tuesday, July 13th, 2021.

The Summit was considered a success given that 337 people registered to attend, demonstrating interest in the topics approached within Cumbre Madrid 2021. During the event, 170 people attended, teiding a 50% attendance rate, with the average attendance per person being 3 hours and 9 minutes. National and regional governments attended, as well as energy, construction, consulting, and financial companies, and industry and educational institutions. The first session was attended by an average of 125 attendees, the second one generated the most interest amongst all with 135 attendees, and the last session had 112 attendees. All of these statistics speak to the success and importance of the event.

Cumbre Madrid 2021 was divided into three main sessions. Each session consisted of a keynote speaker, then a moderator introduced the speakers and led the panel discussion. After the panel, there was a short break that could be used for networking. All the sessions had this general order, and at the beginning of the event there was an opening speech, and at the end of the event there were some closing remarks. The event started at 8:15 AM and finished at 4:00 PM.

Detalle – Primera Sesión

8:15 – 8:45 am Café de Bienvenida		
8:45– 9:00 am CEST	Apertura	Antonio Calçada , Fundación Repsol y Nathalie Cliquot* , Comisión Europea (CINEA)
9 – 10:30 am CEST	Keynote	Políticas clave para la Ola de Renovación en España por Francisco Javier Martín* , MITMA
	Moderador	Ane de Ariño , Fundación Repsol
	Panelistas	Francisco Javier Martín* , MITMA
		Teresa Herrera Pérez , IDAE
		Isabel Calzas , Ayuntamiento de Madrid
Cristina Gómez , CIME		
		Nacho de la Puerta , Gobierno Vasco
10:30 – 11:00 am Break & Networking		

Detalle – Segunda Sesión

11:00 – 12:30 pm CEST	Keynote	Soluciones de financiación innovadoras y principales retos por Juan Carlos Delrieu , AEB
	Moderador	Davide Cannarozzi , GNE Finance
	Panelistas	Ricardo Pedraz , AFI
		Cátia Alves , UCI
		Jorge Saenz de Miera , Deutsche Bank
		Juan Carlos Delrieu , Asociación Española de la Banca
		Jordi Solé Muntada , Ecrowd!
12:30 – 13:00 Break & Networking		

Detalle – Tercera Sesión

13:00 – 14:30 pm CEST	Keynote	Capacidades e innovaciones en el sector de la construcción por Ignasi Pérez Arnal , BIM Academy-Offsite Construction Hub-REBUILD
	Moderador	Emilio Miguel Mitre , Green Building Council España, Coordinador AÚNA
	Panelistas	Juan Antonio Ortiz Orueta , Consejo Superior de los Colegios de Arquitectos de España
		Begoña Leyva , Confederación Nacional de la Construcción
Silvia Santos , Fundación Laboral de la Construcción		
14:30 – 14:45 pm CEST	Cierre	Ignasi Pérez Arnal , BIM Academy - Offsite Construction Hub - REBUILD
		Alfonso Vegara , Fundación Metròpoli
14:45 – 16:00 Restauración & Networking		

Figure 13. Agenda for the Cumbre Madrid 2021

Session 1. Key policies at the national level and their implementation to generate stories of success at regional and city level.

July 13, 2021 | 8:45-10:30 AM CET



Figure 14. Banner used to promote the first session and the speakers attending

This session presented the policy framework for eco-sustainable renovation and how these policies have driven success stories in cities and regions in Spain. It also delved into best practices and main barriers to scaling up success stories (city-region-country transition).

The importance and requirement of both public and private funds to be invested for the Renovation Wave to be a success was mentioned during the session. It was also mentioned the importance of the integrated home renovation services and how they are vital to reduce the complexity, and information load that the homeowners need to face when implementing a renovation project in their household. During the first session of the summit, a topic that was brought up several

times was the importance of public-private partnerships. Public-private partnerships are key to generate demand and interest in renovation services.

The session ended with a very optimistic approach as it was mentioned that we are in the best moment to take action, and to focus not just on the economical aspect, but also environmental and social. The recording of the session can be found [here](#).

Session 2. Innovative and affordable financing solutions for sustainable renovation

July 13, 2021 | 11:00-12:30 AM CET

This financing-focused session showcased innovative and affordable financing solutions. In addition, it presented best practices and key barriers to scaling these solutions. Special importance was given to the role that financial institutions have when providing affordable, accessible, and without complexity financing for home renovation projects.

As mentioned in the first session, here they also mentioned how there is a lack of demand for renovation, and generating this demand is key. This is where new types of financing schemes have been born, to solve the main barriers that prevent the demand to grow. The financing sector is one of the sectors that

has shown the most commitment and innovation up to the present day. Institutions with a proactive profile stand out with proposals, ideas and are open to explore public-private collaborations to design financial instruments capable of handling a large loan portfolio. The recording of the session can be found [here](#).



Figure 15. Banner used to promote the second session and the speakers attending

Session 3. Empowerment and training within the construction sector

July 13, 2021 | 13:00 -14:45 CET



Figure 16. Banner used to promote the third session and the speakers attending

This session talked about the current situation of the construction sector and the existing gap to achieve the climate goals for 2030 and 2050. Special emphasis was placed on innovations, digitization, best practices and barriers to reduce this gap and achieve the objectives of the Renovation Wave in Spain.

During the last session, speakers highlighted how the role of the architect has shifted from being part of the problem, to being part of the solution. This is why they must be trained to carry out projects in an integral manner, and focus on providing integrated home renovation services. Training was referred to as one of the most important aspects to ensure the

Renovation Wave gets as much impulse as possible. The recording of the session can be found [here](#).



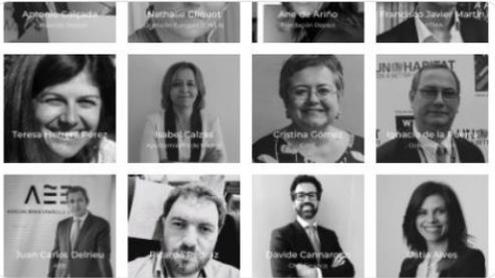
Figure 17. Pictures from the live event in Madrid

The Cumbre Madrid 2021 generated 27.4K impressions in Twitter, and there were more than 5.2K profile visits. This represented a 343% increase for impressions, and 345% increase for profile visits since the Cumbre Madrid 2021 promotion started. The promotion also generated 16 new followers on Twitter. The event was also promoted via LinkedIn; here it generated 398 page views and 58 new followers.

GNE Finance @GNEFinance · 13 jul.

Hoy es la **#CumbreMadrid2021**! Todavía estás a tiempo para registrarte y formar parte de este evento que reunirá a los expertos en materia de la renovación eco-sostenible en España.

¡No te la pierdas! es.gnefinance.com/cumbre-madrid-...



aunaforum y 9 más

GNE Finance @GNEFinance · Jul 12

La primera sesión de la **#CumbreMadrid2021** presentará y discutirá el marco político para la renovación eco-sostenible del parque edificado de España. Únete a la cumbre y discute junto a los expertos de la materia. No te lo pierdas!

Registro es.gnefinance.com/cumbre-madrid-...



António Calçada and 9 others

UCI, Unión de Créditos Inmobiliarios @UCIHipotecas · 9 jul.

El **#martes13** estará Catia Alves, nuestra directora de **#responsabilidadcorporativa**, en la **#CUMBREMADRID2021** @EuroPACEprogram para hablar sobre **#rehabilitacion** sostenibilidad y financiación innovadora. ¡No te lo pierdas! Inscríbete aquí bit.ly/3woK2Tr

Confederación Nacional de la Construcción @CncConstrucc... · 6 jul.

Continuamos trabajando para fomentar la rehabilitación de edificios en España. ¡El día 13 tenemos una cita! **#CumbreMadrid2021**



Cumbre Madrid 2021 13 de Julio, 2021 11-12:30PM CEST

Segunda Sesión
Soluciones de financiación innovadoras y asequibles para la renovación sostenible

Keynote y Panelista: Juan Carlos Delrieu (AEB)

Moderador: Davide Cannarozzi (GNE Finance)

Panelistas: [Portraits of other panelists]

GNE Finance @GNEFinance · 5 jul.

La tercera y última sesión de la **#CumbreMadrid2021** exhibirá el sector de la construcción con fuerte énfasis en las capacidades, formación e innovaciones necesarias para hacer de la **#OladeRenovación** una realidad.

¡No te lo pierdas!

Regístrate es.gnefinance.com/cumbre-madrid-...



Cumbre Madrid 2021 13 de Julio, 2021 1-2:45PM CEST

Tercera Sesión
Potenciamiento y capacitación del sector de la construcción

Keynote y Panelista: Ignasi Pérez Arnal (BIM Academy/REBUILD/Offsite Construction Hub)

Moderador: Emilio Miguel Mitre (Green Building Council España / AUNA)

Panelistas: [Portraits of other panelists]

Juan Carlos Delrieu y 6 más

GNE Finance @GNEFinance

La **#OladeRenovación** en España es una de las principales líneas de actuación para lograr los objetivos climáticos al 2030 y 2050. La **#CumbreMadrid** actúa como eje central de discusión con todos los actores principales del mercado.

Registro: es.gnefinance.com/cumbre-madrid-...

#Sostenibilidad

Opengela @opengela · 13 jul.

ON #CumbreMadrid2021 @EuroPACEprogram

1 sesión: 'Políticas claves a nivel nacional y su implementación. Casos de éxito a nivel regional y ciudad'

Ignacio de la Puerta explica @opengela, el modelo de **#regeneraciónurbana** de Euskadi



Cumbre Madrid 2021 13 de Julio, 2021 8:45-14:45 CEST

Innovación, la clave de la Onda de Renovación en España
Renovación asequible y accesible de viviendas

Primera Sesión: Políticas clave a nivel nacional y su implementación. Casos de éxito a nivel regional y ciudad. 8:45-10:30 CEST

Segunda Sesión: Soluciones de financiación innovadoras y asequibles para la renovación sostenible. 11-12:30 CEST

Tercera Sesión: Potenciamiento y capacitación del sector de la construcción. 13-14:45 CEST



Cumbre Madrid 2021
Innovación, la clave de la Onda de Renovación en España

El evento cumbre de la renovación eco-sostenible de España

Fundación Repsol and 9 others

7 Retweets 1 Quote Tweet 11 Likes

GNE Finance y 7 más

1 1 7

Figure 17. Twitter content promoting Cumbre Madrid 2021