# The first Hungarian one-stop-shop

# Introducing the RenoHUb model

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## Background





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#### General conditions are not favourable for home energy renovations:

### 1. Lack of central approach

- Energy efficiency is not a priority in state strategies and plans Lack of state EE programs (financing, technical assistance, awareness raising) •

### 2. Long payback period

- Utility cost reduction for the residential sector: low energy prices High (and constantly growing) construction prices

### **3. Poor financial status**

- 70% of Hungarian residents have no financial savings (enough to cover 1 year of • consumption),
- Only 30% of Hungarian households are eligible for mortgage, of which 58% already has one



# What can be the role of a OSS in such a situation?

# Find those who are able to renovate



MEHI research, November 2020

Past renovations (2015-2020)

Planned renovations (2021-2025)



## Residential energy efficiency retrofits are happening more than expected, but:

Typically individual/partial measures Energy efficiency is not the main concern In most cases without planning Without notable energy savings





## **Developing the RenoHUb model**



- Aim: to define the RenoHUb customer journey and related services
- **Target groups:** single-family and multi-apartment residential buldings
- Background research:

 Database about good practices: desktop research of 33 OSS projects
Focus group research on homeowners motivations, drivers and obstacles, as well as pre-researching the ome-stop-shop concept
Deep interviews with main stakeholders, market players



### The Hungarian brand











### RenoHUb structure and operation – The Customer Journey



## Conceptual Model of the RenoHUb customer journey and services

| 1. | Becoming aware<br>Communication Campaign Strategy                                     |
|----|---|
| 2. | Becoming interested/informed<br>Online Platform                                       |
| 3. | Becoming active/Considering<br>renovation<br>Online Platform, Information<br>Hotspots |
| 4. | Services offered by RenoPont  |
| 5. | Financing options   |
| 6. | Installation / Follow-up  |
|    |   |



ΠΕΙΙΟΠΟ

# Becoming interested, active /Considering renovation

#### **Consulting the Online Platform**

## Visiting the Information Hotspots (Offices)





#### Launch: October 2021



# Services offered by RenoPont

- Certified and contracted energy assessors
- On-site assessment
- Energy Renovation Concept with options and preliminary cost estimation
- Technical plan based on chosen energy renovation concept
- Collecting price offers from installers based on technical plan
- Guidance to customer on possible financing options
- Assistance on selecting between price offers
- Providing a technical inspector



# Installation / Follow-up

- Contract between customer and installer (Facilitation-Coordination model)
- Quality assurance: technical inspector
- Follow-up questionnaire by project



## Sustainability of RenoPont

- Business model under development; testing during project
- In cooperation with municipalities: with the Capital of Budapest, as well as with 8th district
- Many inquiries from further municipalities
- Consultations with financial institutions, energy service providers



# The RenoHUb project in numbers



- Horizon 2020 project consisting exclusively of Hungarian consortium members
- 3 years long (November 2019 -November 2022)
- 5 Hungarian consortium partners
- 7 work packages



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# Thank you!

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