

D4.5 Thematic and financial plan of Roadshow

RenoHUB H2020 project

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Table 1: Document Factsheet

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Table 2: Document History

TABLE OF CONTENT

1. Objectives of the RenoHUB project	5
2. Presentation of WP4	5
3. Description of T4.2 and D4.5	6
3.1. Roadshow timeplan	13
4. List of annexes	13
4.1. Roadshow timeplan	13

PROJECT PARTNERS

AACM: AACM Central Europe Llc

ENERGIACLUB: Energiaklub Climate Policy Institute and Applied Communications Association

IMRO: IMRO-DDKK Non-profit Ltd

MCSTE: Hungarian Family House Owner Organization

MEHI: Hungarian Energy Efficiency Institute

1. Objectives of the RenoHUB project

The energy demand of the residential sector accounts for approximately one-third of the final energy consumption in Hungary. The domestic residential building stock has an enormous potential for energy savings. Based on recent estimates, approximately two-thirds of the 4.4 million homes in Hungary are energetically outdated, and with appropriate energy renovation approximately 40 to 50 percent of the final energy currently used could be overall saved. Besides the reduction of energy overhead cost, deep energy renovation of residential buildings offers an increase in the real estate value. At the same time, energy refurbishment at large scale can significantly contribute to meeting the national climate and energy policy targets. According to estimations by experts, approximately 80-100 thousand apartments would need to be refurbished each year in order to prevent further aging of the building stock, whilst the actual yearly renovation rate is far below. RenoHUB aims to trigger a significant upscale of the energy retrofits of the Hungarian residential building-stock. The project is based on the assumption, that the rate of the energy renovation of homes can be significantly increased by eliminating the technical, financial and legal barriers of the refurbishment process and providing adequate technical support to the homeowners.

The key outcome of RenoHUB will be the implementation of a Renovation Hub (RenoHUB) model that is based on a “one-stop-shop” scheme, aiming to support the energy renovation of the Hungarian residential building stock. The “one-stop-shop” model is proved to be powerful instrument to accelerate home retrofits, and it successfully works in several European countries. RenoHUB will consist of an Online Platform and network of information offices (called RenoPont offices). RenoHUB services will be able to seamlessly cover the entire spectrum of energy renovation process for both the multi- apartment and single-family buildings.

2. Presentation of WP4

Stakeholder awareness and capacity buildings

WP4 aims to raise awareness of the primary target group of the project about:

- To position energy efficiency as an investment in the future and a sustainable way of cutting energy bills >> benefits of home refurbishments, promote reliable technologies, products and installers
- To build a new brand and raise awareness to the services provided by RenoHUB>> financial means, best practices,
- To get people visit RenoHUB website and become active users of provided services, platform and hotspots,
- To invite installers to join the platform.

Reaching out to multi-family buildings and single-family houses will be designed so that each of these target groups will be targeted based on their specific needs. During the work package, the information needs of stakeholders and key target groups will be analysed, in order to provide targeted outreach. This will serve as a basis for developing the structure, content and communication methods. Stakeholders will be identified, missing information of different stakeholder groups will be analysed, formal and informal training needs will be assessed. Based on these activities education and communication modules will be identified to make OSS model popular, appropriate training and communication campaign contents will be developed, and training sessions, roadshows will be held.

RenoHUB is predicted to trigger 9.5 GW (equivalent to 1,970 tons) and 88.3 GW (equivalent to 18,277 tons) energy saving by the last year of the project implementation and after five years of the project lifetime, respectively. Investments in sustainable energy triggered by the project 5.1 and 55.5 million EUR, respectively.

Role of partners: Energiaklub, MEHI, AACM, IMRO, MCSTE

Under the WP4 work package a total number of 4 tasks (T4.1-T4.4) are specified. This document (D4.3) build on the results obtained during the development of the task T4.3 (Training RenoHUB operators).

3. Description of T4.2 and D4.5

3.1. T4.2 – Offline roadshow – ‘Meet RenoHUB!’

Besides to the online platform, the information hotspots and the online campaign, we organised and implemented national roadshows. The roadshow events gave local residents the opportunity to meet and consult RenoHUB operators face-to-face. The 1-day interactive events provided the following services:

- short expert presentations about the benefits of home energy renovations
- presentation of good practices
- presentation of financial possibilities
- presentation of the online platform and the Information Hotspots
- Quick Advice Corner: personal energy and financial advice.

Events were organised in four ways:

1. RenoPont roadshow events: We intended to organise and create events that adequately represent our services and the 'RenoPont' brand. So we have put up our posters, roll-ups and brochures in various popular places in the capital to make people aware of how we can help them with their energy efficiency plans and ideas. We wanted to make them aware of the relevance and importance of

changing their mindset on the topic, we talked to them, and we also mapped their concerns and needs.



Unfortunately, since Covid-19 pandemic, people have become less approachable and open, so we have not been able to reach as many people as we would have liked to. That is why we then started to think about other schemes (see the following points) where we could really reach people.

2. Besides the individual events described above, the consortium members implemented each events in partnership with municipalities who hosted RenoPont events in their own facilities. Thanks to the very good relationship and continuous cooperation with the municipalities, we had the opportunity to reach out to local residents in 9 districts of Budapest. The events were attended by people who were

really interested in our work, so we had the opportunity to show them the many ways in which the RenoHUB project can help them in their renovation journey, both now and in the future. Of course, we did not only present in the capital, but also in nine small and big cities in the countryside.



3. Energiaklub also organized a national EUSEW (European Sustainable Energy Week) event in the framework of the project. The European Sustainable Energy Week (EUSEW) is the largest annual event in Europe dedicated to renewable energy and efficient energy use, and includes a series of activities aimed at creating a secure energy future for Europe.

On the first hand, we wanted to have an EUSEW event that was primarily aimed at the general public, and this took the form of a podcast. But we also wanted to raise awareness of our work among a professional audience, which we could do within the framework of the conference.

Energiaklub organised a conference to present the research results of the RenoHUB project and the role of the one-stop-shop advisory network RenoPont in increasing the quantity and quality of energy renovations. They also discussed the challenges and solutions to limiting the reduction of energy bills and the Hungarian Government's plans to promote energy efficiency and renewable energy sources. Two panel discussions and two workshops were also held. The topics of the panel discussions were 'financing opportunities for banks and financial institutions for energy efficiency and renewable energy projects' and 'addressing energy poverty at municipal level with the support of the European City Facility'. The workshop topics were: 'Working together to reduce energy poverty'; 'Where are the climate targets now or can we still talk about energy taxes in times of rising energy costs?'. The conference was held in the central part of the city centre on 7 September in the

MagNet Community House, a historic building on one of the most beautiful parts of Andrássy Avenue. The event was attended by 63 people.





Also as part of EUSEW, we made an unusual podcast appearance. No one had ever done a podcast under the EUSEW event before, so the organisers were very pleased with our innovative idea. The napi.hu podcast explores what one-stop-shops can advise on, and what the role of the state and local authorities could be in expanding such a network of advisory offices. Martina Méhes /CEO and professional director of Energiaklub/ was interviewed in the podcast, that was entitled as 'Who says you can't get professional help to cut you energy energy bills?'.

4. The project took part at numerous professional events as a side event. We also held a special event at CONSTRUMA Expo. Hungexpo Zrt. is the leading exhibition and conference organiser in Hungary and the region. With its extensive international contacts and network of representatives, it is the leading exhibition and conference organiser in Central and Eastern Europe. HUNGEXPO Budapest Congress and Exhibition Centre offer a European-standard environment for exhibitors, conference organisers and visitors. It is the venue of Construma Expo. The programmes organised by the professional partners of the Construma Homebuilding exhibition bouquet aim to help professionals to develop, to be well informed and to learn about the latest trends in the sector every year. In addition to this, presentations, advice sessions and round tables for end-users enrich the exhibition's offer year after year. 2022 will again be a year of high-quality programmes with the help of

professional partners. RenoPont was one of the exhibitors. We were present on all 5 days of the event and made many contacts, mainly professional. After all, our aim is not only to reach the citizens, but we are also constantly striving to expand our partner programme network. This will also give us a more credible brand with the public, as our trusted and professional team of experts will be able to support them at every major milestone of the renovation process.



3.2. Roadshow events and communication

These events will make the project services well-known among great numbers of potential consumers.

The main tools for engaging target groups were leaflets (one-page flyers) and various online competitions, where winners could win free energy assessments and advice, as well as RenoPont promotional materials. Our quiz competitions also aim to raise awareness and encourage people to browse our website and social media platforms. We also make extensive use of local communication channels with local authorities. We also actively use the local communication channels of the municipalities in our communication, whether it's advertising roadshow events or promoting our activities. We have been featured on the social media platforms of rural municipalities, and we have the opportunity to display our posters and leaflets in several municipalities in Budapest. . We have also taken advantage of our ever-expanding social media platforms and the high reach of our newsletters. RenoPont posters, brochures and promotional materials have been distributed to the

municipalities with which we are in contact, where a RenoPont roadshow event has taken place or where our RenoPont office has opened. At the roadshow events, visitors could subscribe to our newsletters in the form of an attendance sheet, which now reach 748 people. RenoPont's Facebook page already has 2600 followers, who are increasingly active in terms of both comments and shares. So we are confident that more and more people will get the word out. Some of our followers have learned about our work through our events and have come across the name 'RenoPont'. We hope that they will personally recommend us to their contacts if they know someone who is about to renovate or needs help with the process.

Task 4.2 will be implemented by mainly Energiaklub but in close cooperation with MEHI, IMRO and MCSTE. Consortium members have been continuously consulted about the roadshow events. We agreed on the locations, themes and communication. We also kept brainstorming together on the follow-up of the events to see what other suggestions we could make to make the events more effective. We were co-located with MEHI at the events – 2-2 people representing the Energiaklub and MEHI were present at each event. MEHI has also greatly assisted Energiaklub in the communication tasks of the roadshow events. IMRO also organised 3 rural roadshow events in Győr, Szombathely and Zalaegerszeg. MCSTE also represented RenoPont in the prestigious 'B2W' event, where they prepared with star speakers and topics focusing on stable growth and digital innovation for Women. They provided a premium community networking opportunity for their association MCSTE for large corporate decision makers, entrepreneurs, contractors who provide their expertise to companies that focus on the female target market.

4. Thematic and financial plan of Roadshow

The events have 2 main objectives: to raise awareness and to showcase our services. These were taken into account when organising our events. We wanted not only to showcase our activities, but also to inform the public as widely as possible about the energy crisis, the importance of energy efficiency and what they can do to reduce their energy consumption – within their means, of course. We wanted to stimulate them to take action, or at least to be more energy conscious, to be more informed or to plan renovation measures for the short or longer term. Our RenoPont operators were also presented at the events, offering advice and calculating savings potential with an online calculator. Some of our events also focused on energy poverty, where visitors could ask for advice. (The aim and mission of the association is to develop the knowledge, environmental awareness and responsibility of those who are committed to environmental education, and through them Hungarian society, and to make their way of thinking and living more environmentally friendly.) In addition, we have made our programmes more diverse with quizzes, promotional materials and free energy surveys.

The thematic and financial plan of the roadshow includes the time plan of the interactive thematic events, the locations of the events, the cost of the events (room rental fee, cost of travel, catering), the cost of marketing tools according to the production of roadshow promotion materials, and the cost of the guest program -- if it was implemented.

4.1. Roadshow time plan

The roadshow events were held all over the country to get the word out about RenoPont services to as many people as possible. We also wanted to make people aware of the offices where they could meet operators in their area. We also joined events, village fairs, conferences, book launches and cultural events with our roadshow events. These events were not only an opportunity to introduce ourselves to potential customers and explain how we can help them with their renovation plans or ongoing work. We also had the opportunity to meet and cooperate with local authorities, professionals, companies and influencers.

In rural areas, we managed to carry out fewer roadshows than initially planned, as during the first roadshow events we experienced that there is a lack of interest among the rural population in this kind of engagement. Therefore, we chose a different method to reach them more sufficiently: poster campaign, TV appearances, influencer cooperation and informative brochures. In Budapest, on the other hand, we managed to connect more events with roadshow events than we had planned. Therefore all together the project over fulfilled the 30 locations that was set in the proposal. In total, we organised roadshow events in 27 Budapest and 12 other locations.

The time plan for Deliverable 4.5 includes all the roadshow events that have been implemented, with details of the events. The date, location and time interval during which the reception of visitors and the presentation of services took place are indicated. It also shows the costs, for room rental fee, catering and for the travel - where this has been calculated. Moreover expenditure on marketing materials and other financial information relating to the guest programme is included. It also shows the total cost per event and the total spend.

5. List of annexes

5.1. Roadshow time plan

