

Impact of public authorities' involvement in (setting-up) OSS's

Workshop along the customer journey of a One-Stop-Shop.



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Who are you?



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What is your current experience regarding OSS's?



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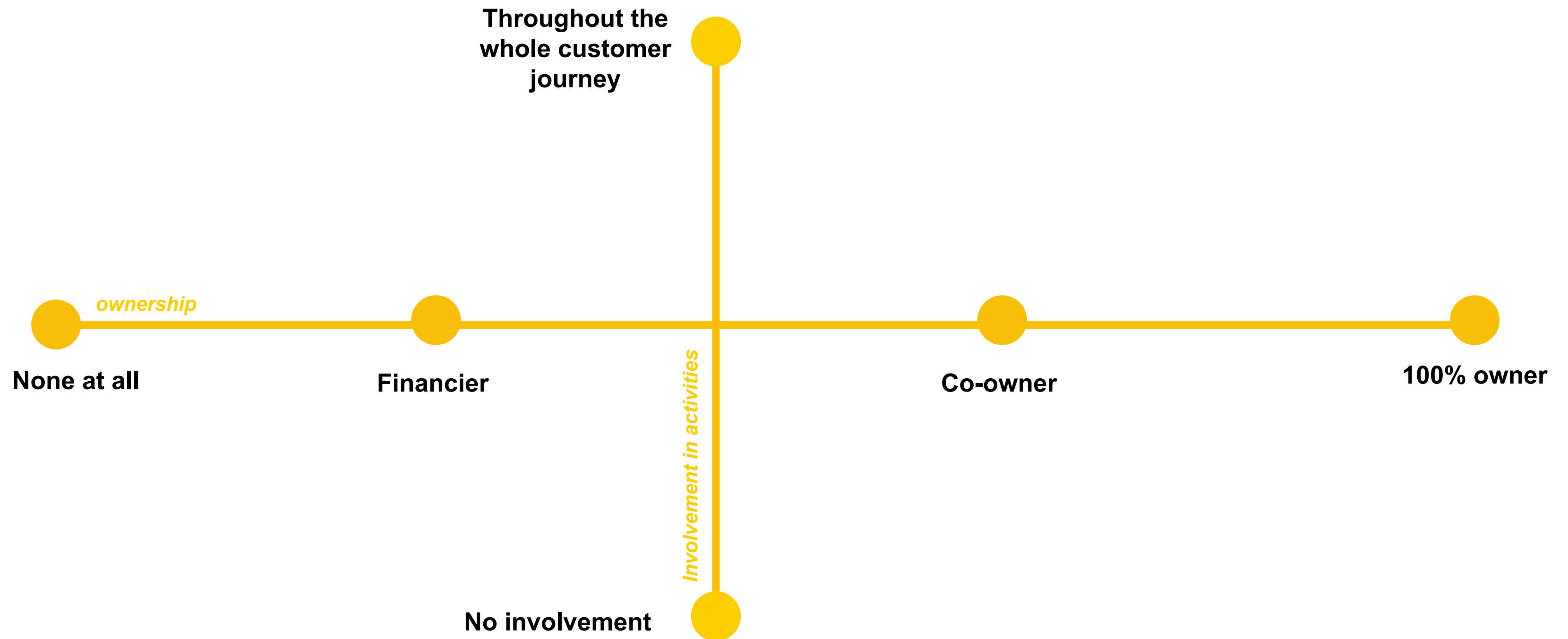
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At the end of this workshop, you

- ✓ have an overview of the options of **ownership** regarding a OSS
- ✓ have an overview of options of **involvement in activities** of a OSS
- ✓ are inspired by **examples from practice**
- ✓ have an idea of the **impact** of ownership and involvement **on the succes** of a OSS through examples and discussion



Options of involvement and ownership of PA's in OSS's

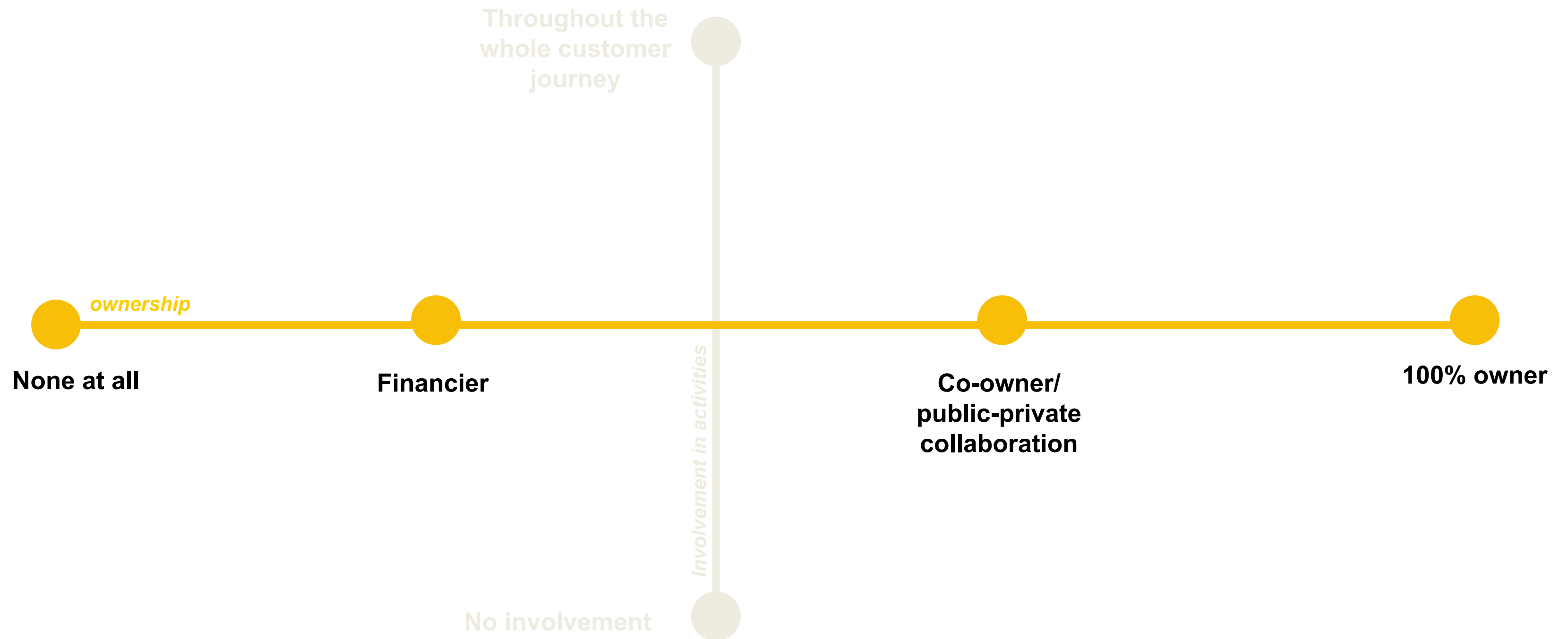


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Options of involvement and ownership of PA's in OSS's



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Municipality Leeuwarden

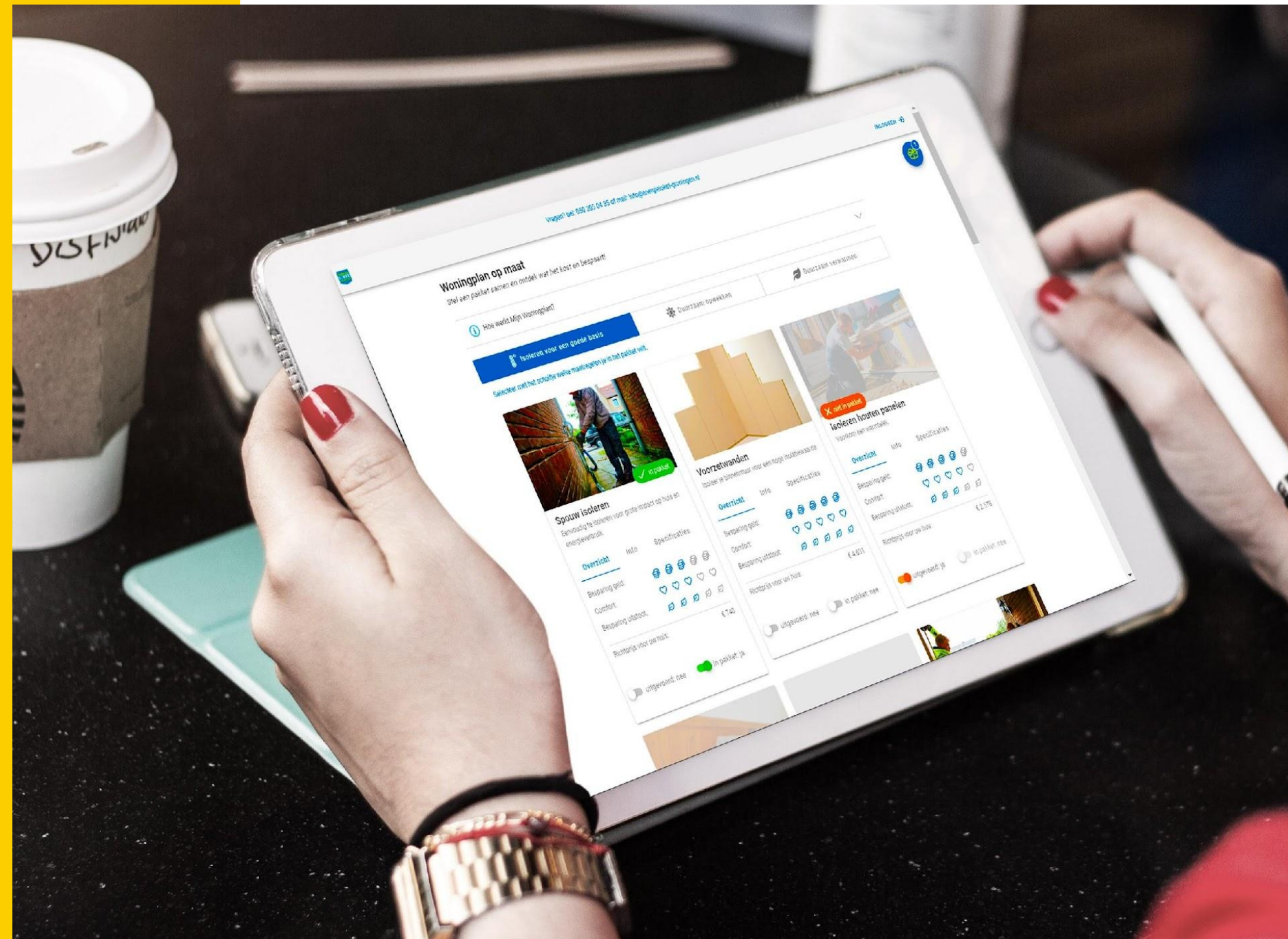


Partners:

Municipality of Leeuwarden

Home-owners gain insight in smart products for their house (together with a consultant) and are able to send offer requests to market operators connected to the platform.

Result: First a platform for municipality of Leeuwarden (30.000+ home-owners). After optimization it will become open source and other public authorities can use it as well.



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Region 'Rivierenland'



A form of public-private collaboration:

Non-profit organization in which public authorities are one of the partners. Communication and marketing activities are on behalf of the municipalities.

Home-owners are supported throughout the complete customer journey. Construction companies and suppliers are connected to the shop. For each construction they contribute to the shop.

Result:

30% conversion towards advice and/or construction.



Regionaal energieloket



Partners:

- The company is privately owned
- Public authorities pay for the service of providing a an IHRS
- For this a tender is set-up every 1-3 years.

Home-owners are supported throughout the complete customer journey. Depending on the public authority, different service levels and/or activities are provided.

Result:

100+ municipalities make/made use of this service

regionaal energieloket

Inzicht krijgen ▼ Woning verbeteringen ▼ Aan de slag ▼ Subsidies & leningen Nieuws Contact

Hoe kunnen wij u het beste helpen?

Informatie

[Woning verbeteringen](#)

[Subsidies & leningen](#)

Advies

[Huisscan](#)

[Uitgebreid telefonisch advies](#)

Uitvoering

[Acties & initiatieven](#)

[Vakspecialisten](#)

Energiebespaarders



Partners:

- Mortgage companies and banks
- Selected installation companies and suppliers

Home-owners pay for their advice which becomes a discount when they retrofit. Home-owners are supported throughout the complete customer journey. Also connected suppliers and installation companies contribute to the OSS.

Result: 7.000+ dwellings retrofitted

Direct	Simpel	Compleet
digitale woningopname	fysieke woningopname	fysieke woningopname inclusief Energiepaspoort
49€	99€	189€
100% cashback bij een installatie	100% cashback bij een installatie	100% cashback bij een installatie
Vraag Direct aan	Vraag Simpel aan	Vraag Compleet aan
<ul style="list-style-type: none">✓ Advies over zonnepanelen, isolatie, glas en verwarming✓ Offertes in online omgeving voor alle mogelijke oplossingen✓ Garantie op de installaties✓ Coördinatie van installaties✓ Hulp bij subsidieaanvraag	<ul style="list-style-type: none">✓ Inclusief alles van Direct✓ Uitgebreide woningopname door een adviseur bij je thuis, of een digitale intake door een van onze specialisten✓ Adviesgesprek op locatie	<ul style="list-style-type: none">✓ Inclusief alles van Simpel✓ Meest volledige inzicht met je eigen Energiepaspoort✓ Onbeperkte updates van je offertes en advies✓ Verhuizing? Gratis nieuw advies
Meer informatie over Direct	Meer informatie over Simpel	Meer informatie over Compleet



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Statement 1:

A public authority should have some level of ownership in a One-Stop-Shop

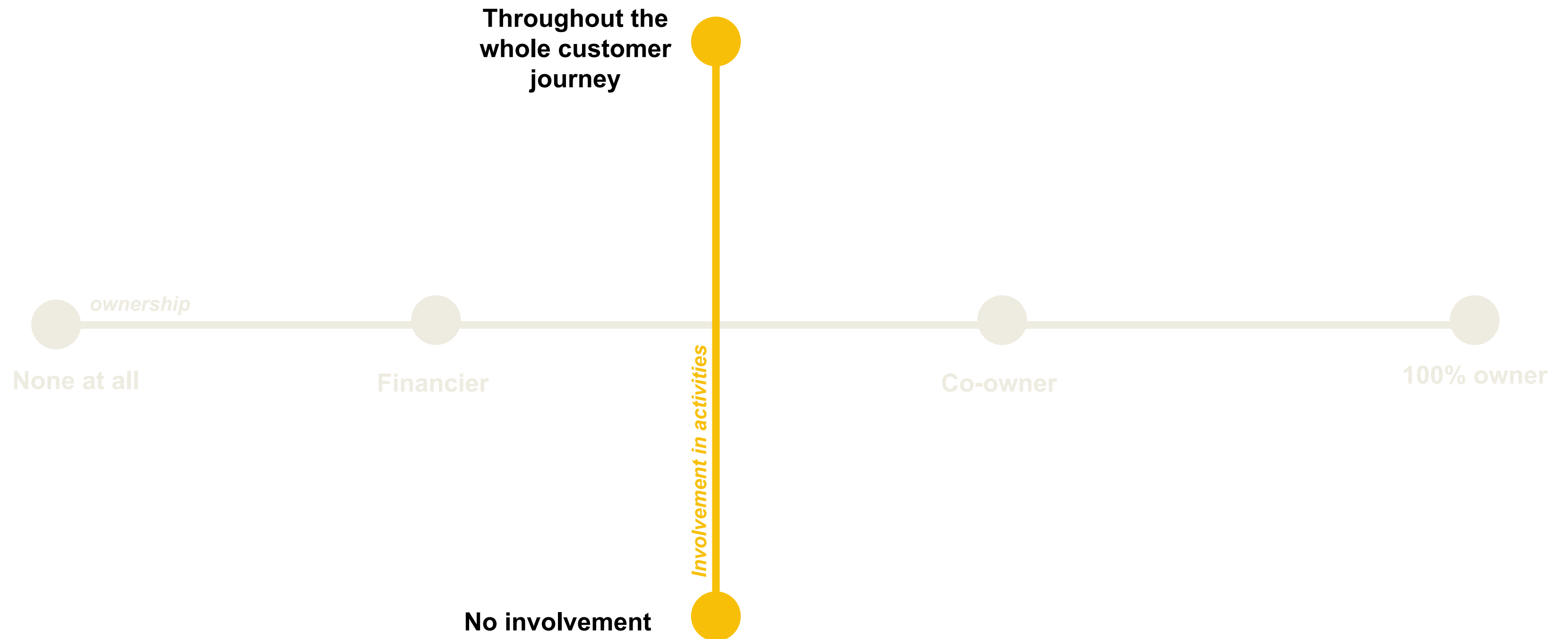


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Options of involvement and ownership of PA's in OSS's

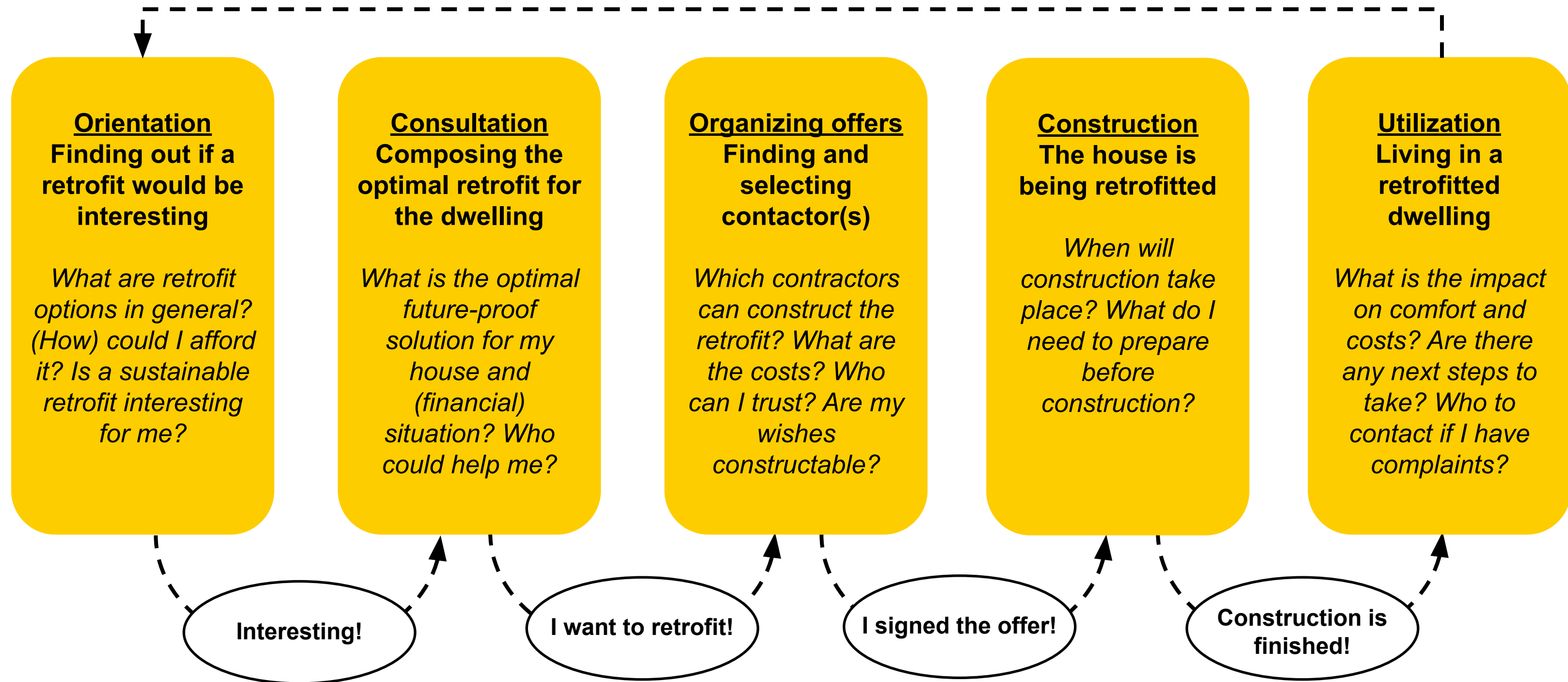


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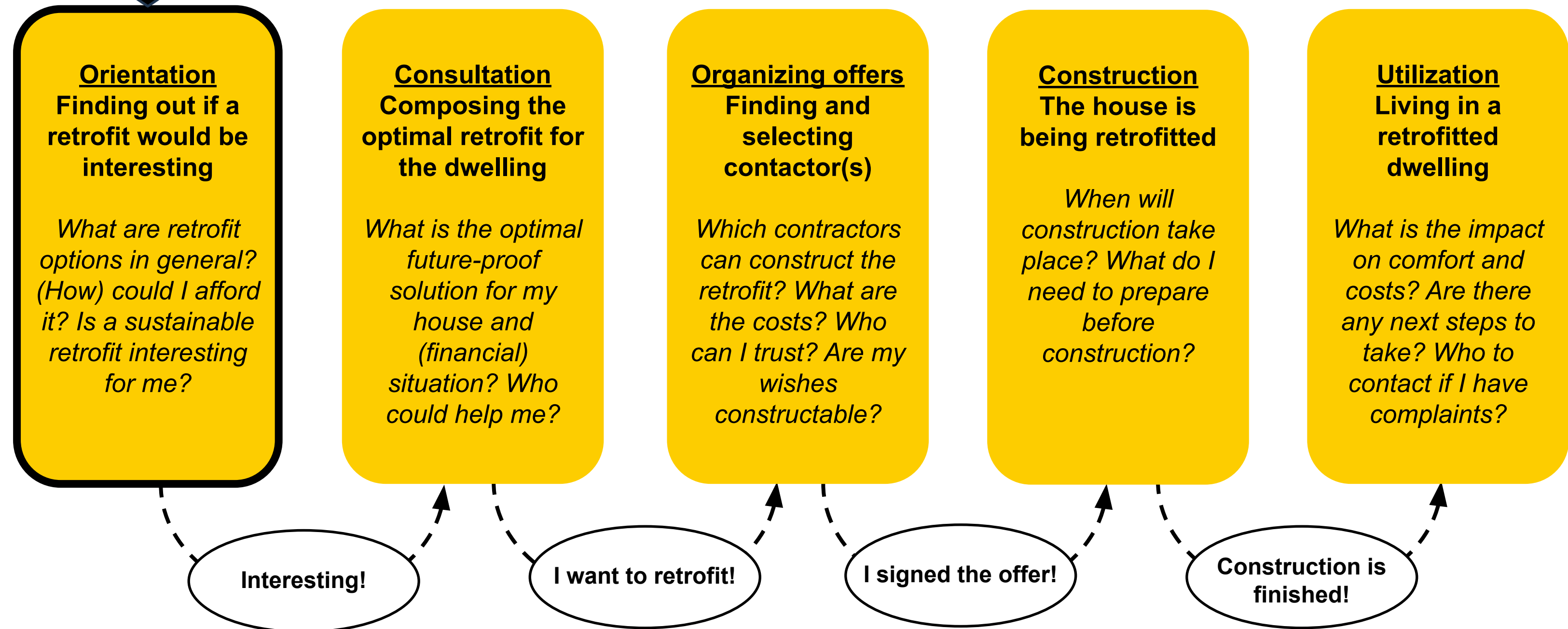
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Explanation customer journey steps



OSS Activities:

Activating home-owners through
marketing communication
(online/offline)



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“Check your house”

Name OSS/IHRS: Energie- und Umweltzentrum Allgäu – eza!

Name Local Authority: Municipalities in our region

Relation OSS & Local Authority: autonomous cities and counties of our region are shareholders of our OSS

How did the local authority contribute to this step?

LA sends out invitations to homeowners and advertises the consultation campaign, e.g. in the local newspaper.

LA pays the client's contribution to the cost of the consultant's fee.

Wat was the effect of the action?

500 letters □ **~100 consultations**

Ca. 20% of the letters result in consultations



Rénov' Occitanie

Rénov' Occitanie
Ma rénovation énergétique



Name OSS/IHRS: Agence Régionale Energie Climat (AREC) d'occitanie
Name Local Authority: Région Occitanie
Relation OSS & Local Authority: AREC is a public company fully owned by Région Occitanie and other local authorities.

How did the local authority contribute to this step?

Région Occitanie asked AREC to develop an IHRS activity. AREC provides this service through local operators which are selected under public procurement. AREC has branded this service as Rénov Occitanie

	2022	2023 (expected)
Audits for single-family homes	3 920	4 500
Deep renovations for single-family homes	458	700
Audits for multy-family housing	4 945	4 500
Deep renovations for multy-family housing	135	200



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Support in the implementation of the Local Housing Strategy

Name OSS: OSS AREANATEjo

Name Local Authority: Local Authorities belonging to Alto Alentejo (AA) sub-region

Relation OSS & Local Authority: Municipalities belonging to Alto Alentejo sub-region are AREANATEjo's main stakeholders.

As Regional Energy and Environment Agency, we have a central role in the support of energy transition in municipal buildings, as well as in the design and/or implementation of Action Plans for Energy Sustainability.

How did the local authority contribute to this step?

Regarding the support in the implementation of the Local Housing Strategy, LA help in the identification of buildings that need to be refurbished and facilitate the survey of needs and associated identification of measures. Also, it strengthened the role of citizens as active agents in decarbonization and energy transition, fighting energy poverty. For that reason, in association with AREANATEjo OSS, it is encouraged the promotion of training and capacity-building actions.

Wat was the effect of the action?

Promotion of 2 site visits to renovated buildings / Dissemination of information regarding national funding programs (energy efficiency) / Promotion individual and collective self-consumption of energy from renewable sources (RECs)



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Statement 2:

Local authorities should support OSS's in their marketing activities to maximize impact.



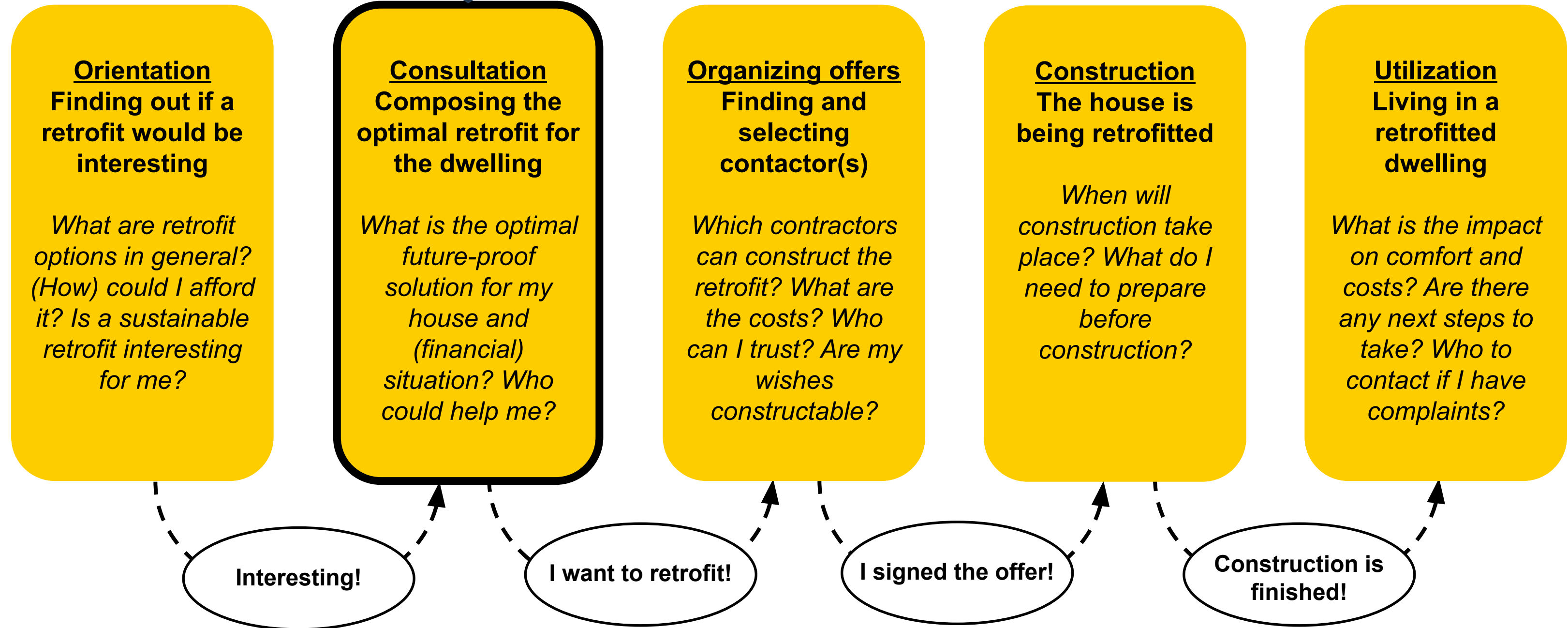
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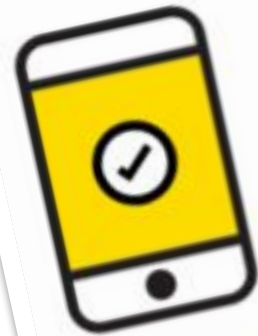
OSS Activities:

Supporting home-owners with
independent (online/offline)
consultation



One Stop Shop for specialized technical support

O Balcão Único do Projeto EUROPA está disponível para receber contactos no sentido de disponibilizar apoio na implementação de medidas de melhoria no setor residencial.



O Balcão Único será responsável pelo seguinte conjunto de ações (a desenvolver por técnicos especializados e com formação nas diferentes áreas relacionadas com a temática da eficiência energética e melhoria do conforto térmico):



Name OSS: OSS AREANATEjo

Name Local Authority: Local Authorities belonging to Alto Alentejo (AA) sub-region

Relation OSS & Local Authority: Municipalities belonging to Alto Alentejo sub-region are AREANATEjo's main stakeholders.

As Regional Energy and Environment Agency, we have a central role of proximity to our territory, and the projects that we develop are targeted mainly to Municipalities. This is fundamental to support them in decision-making and/or in the implementation of measures that promote energy efficiency without increasing public investment.

How did the local authority contribute to this step?

Regarding the specific case of the customer journey in AA region, 7 Municipalities signed Collaboration Protocols that allowed a technical evaluation of social housing buildings. Some of them, also disseminated in their institutional website and social networks AREANATEjo OSS.

What was the effect of the action?

7 Municipalities □ **209 social housing buildings** □ **6,3 M€ to be triggered** □ **primary energy savings of 5,2 GWh**



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Renovation of residential buildings



Name OSS: Energy office Burgas

Name Local Authority: Burgas Municipality

Relation OSS & Local Authority: LA provides an in-person service point for the HoAs and individuals to support them in the whole renovation process and provide them consultation. The office is entirely owned by the municipality.

How did the local authority contribute to this step?

High level of trust -> Total # of visitors + phone calls: 3200 people

Renovation programme: 2350 people

RES support programme: 450 inquiries + consultations

Old stoves replacement (clean air programme): 600 enquiries

Wat was the effect of the action?

Fivefold interest to participate in the renovation programme

213 projects for the renovation of residential blocks were submitted for a total investment amount of BGN 460 mln, given the BGN 80 mln limit set for the municipality



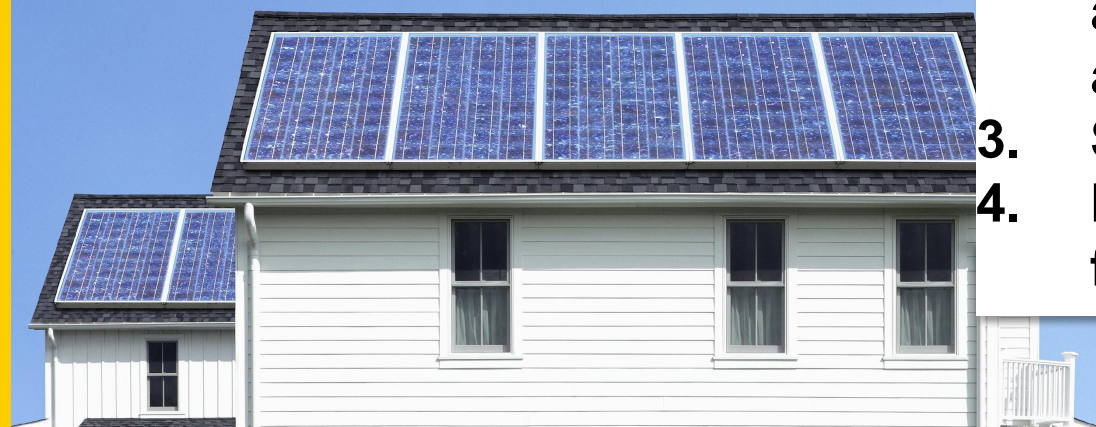
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Learn how to apply for your own PV!

Up to BGN 15 000 for
PVs and up to BGN
1960 for solar boilers!



How to join?

1. **Write an e-mail or stop by the office!**
2. Receive a consultation and help for the application.
3. **Submit application**
4. **Enjoy free energy from the sun!**



Free EE&RES consultations for citizens



Name OSS: Energy Center Gabrovo

Name Local Authority: Gabrovo Municipality

Relation OSS & Local Authority: The OSS belongs to the municipality. It provides both online and offline consultations and it is situated in the building of the municipality.

How did the local authority contribute to this step?

Invitations were sent to HOAs from buildings that had applied under the previous National Programme for Energy Efficiency of MFABs. After this promotion phase, the center has sparked interest in citizens with ca. 1500 people reached, and 400 people visited the centre for consultations for EE and RES.

What was the effect of the action?

Four times greater interest to participate in the national renovation programme

84 projects were submitted for renovation of residential blocks, applying for 100% grant under Stage I of the national renovation programme with available resources for only 20 blocks. Significant interest to the new PV support programme.



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Statement 3:

To create trust, ensure independency and fit the local context local authorities should have a high level of involvement in consultations provided by a OSS.



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OSS Activities:

Selecting/contracting trustful market operators from which inhabitants can choose/benefit.



Orientation

Finding out if a retrofit would be interesting

What are retrofit options in general? (How) could I afford it? Is a sustainable retrofit interesting for me?

Interesting!

Consultation

Composing the optimal retrofit for the dwelling

What is the optimal future-proof solution for my house and (financial) situation? Who could help me?

I want to retrofit!

Organizing offers

Finding and selecting contractor(s)

Which contractors can construct the retrofit? What are the costs? Who can I trust? Are my wishes constructable?

I signed the offer!

Construction

The house is being retrofitted

When will construction take place? What do I need to prepare before construction?

Construction is finished!

Utilization

Living in a retrofitted dwelling

What is the impact on comfort and costs? Are there any next steps to take? Who to contact if I have complaints?



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The conflict between impartiality and support in selecting contractors



Name of the project: ProRetro

Local Authorities: Berlin, Böblingen (district), Bottrop, Hanover region, Wuppertal

Relation OSS & Local Authority: varying depending on the region: shareholder, cooperation partner, no relation at all

Challenge: A survey among potential customers conducted within ProRetro demonstrates that many homeowners want and need to be supported in selecting contractors, yet the closer the relation between the OSS and local authority is, the more important impartiality is to the OSS. This often precludes substantial support in selecting contractors.



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Matchmaking service in Piemonte

Name OSS/IHRS: Sportello Energia Piemonte

Name Local Authority: Regione Piemonte

Relation OSS & Local Authority: The service is provided by the Regione in partnership with Environment Park which takes care of the technical and operational tasks

How did the local authority contribute to this step?

Based on quality specifications pre-defined in the Energy Efficiency Subscription and with the collaboration of Professional Orders and associations of categories, the market operators have been invited to submitting their application stating the fulfillment of the defined requirements. The list of companies and professionals is provided by the OSS upon request or directly on <https://www.sportelloenergia.envipark.com/>.

No further activity is implemented by the OSS during the contractual part between the market operator and the homeowner. The submission process is always open for any other company willing to adhere.

What was the effect of the action?

Since the activity was launched during a period of over demand and lack of supply, the service was considered useful for homeowners but not very attractive for companies. A new try will be made in the future.



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Get insulation for (almost) free!



How to join?

1. **Schedule a house-visit** with an independant advisor for a technical check and advice.
2. Receive your **offer** within 3 days.
3. **Sign your offer**
4. Enjoy an insulated house **within 4 weeks.**
5. We arrange payments and most of the time it the measures will be for free!

[Sign-up here before x!](#)



Energy poverty proposition

Name OSS: Winst uit je Woning

Name Local Authority: Municipality of Oldenzaal

Relation OSS & Local Authority: The OSS is a private company and is a contractor of the LA for this specific action.

How did the local authority contribute to this step?

LA puts their name on the letters and provides a grant for the target audience. Also the LA provides a list of addresses of the target audience and additional data and pays the OSS for the action. The OSS organizes everything else and gains additional income by a kick-backfee of the selected marketoperator(s). Market operators are selected by the OSS on behalf of the municipality in line with legislation.

Wat was the impact of the involvement of the PA?

391 letters ☐ **159 consultation & offers** ☐
140 houses retrofitted

Ca. 36% of the letters resulted in retrofits.

Way higher conversion because of the name of the LA!



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Statement 4:

Public involvement supporting home-owners in selection of market operators for organizing offers is in direct conflict with their independent role.



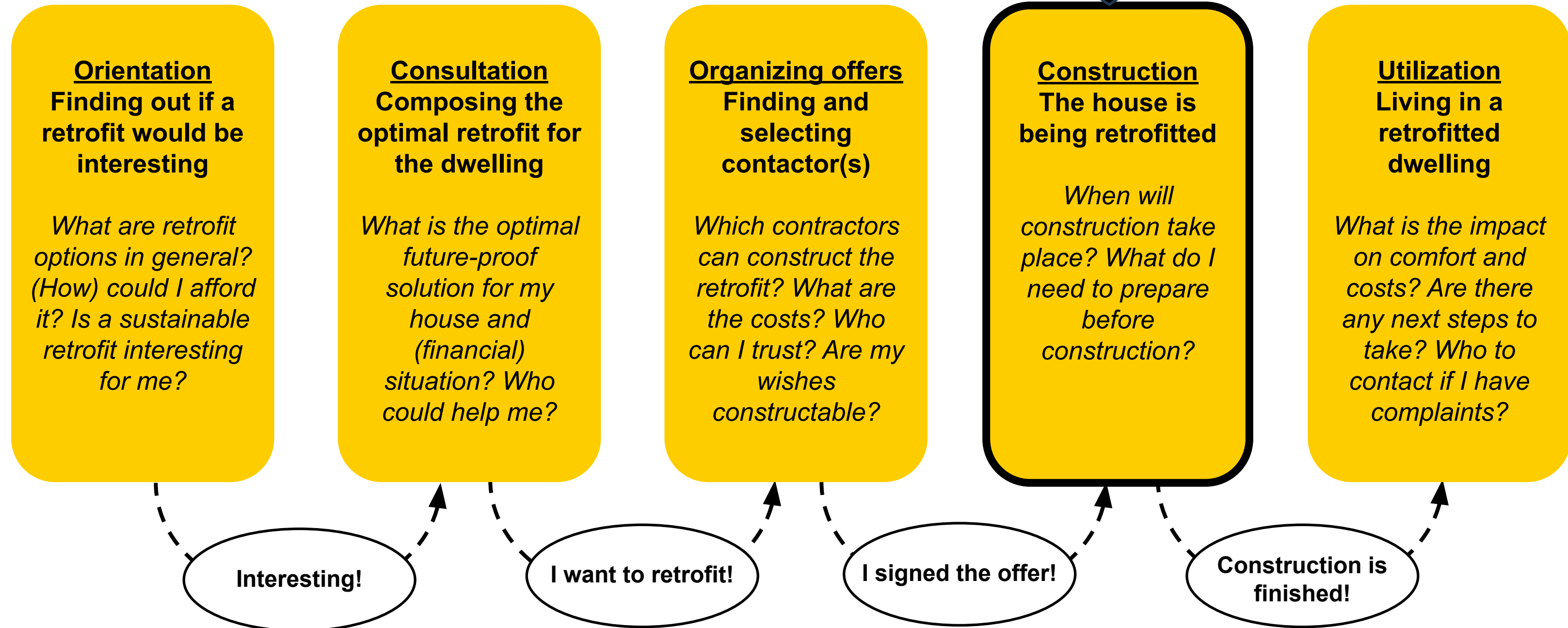
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OSS Activities:

Supporting home-owners in the case of complaints and help them preparing/reduce stress.

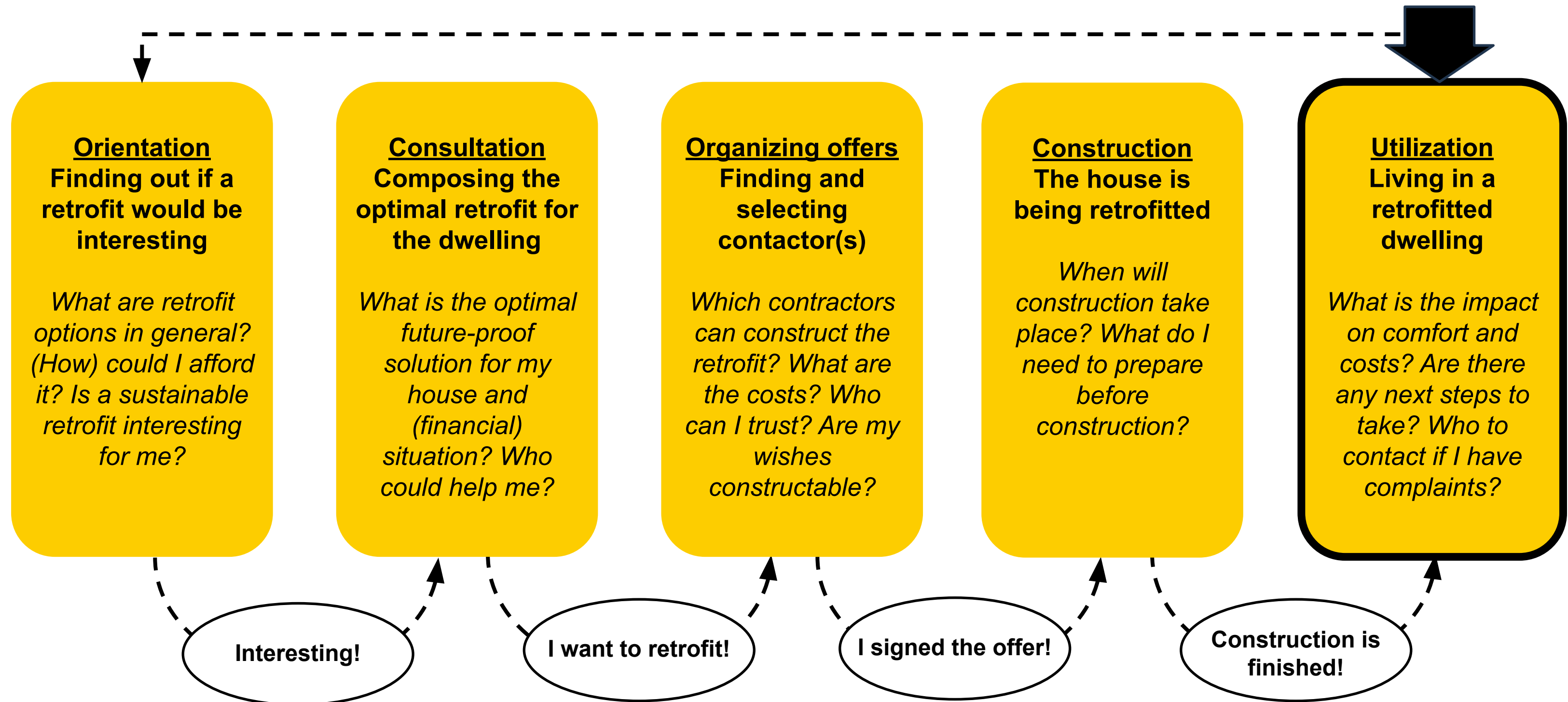


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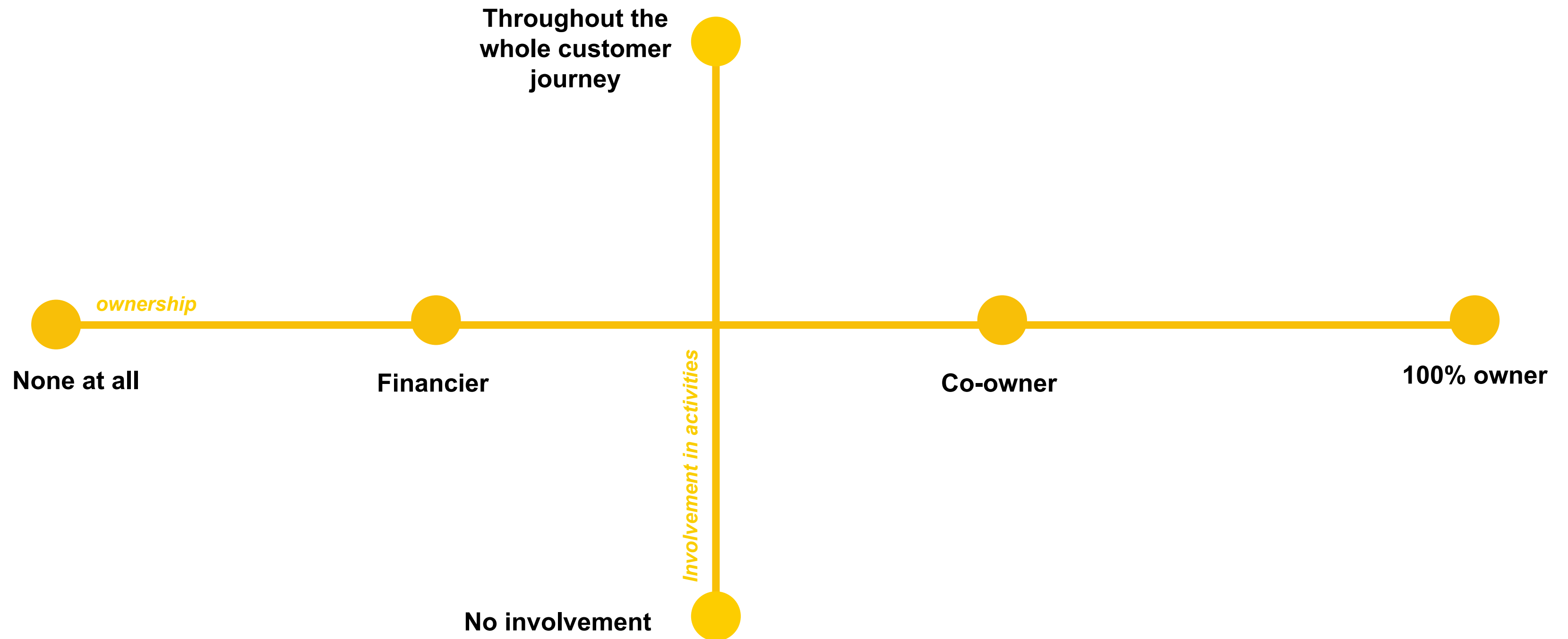


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OSS Activities:
Collecting ambassador stories,
organizing re-marketing,
monitoring and evaluations.



Options of involvement and ownership of PA's in OSS's



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Statement 5:

Public authorities should:

- ☐ Be involved in (some) activities of a OSS's
- ☐ Have (some level of) ownership of a OSS's
- ☐ Do both of the above
- ☐ Have no relation with OSS's



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Summary and final remarks

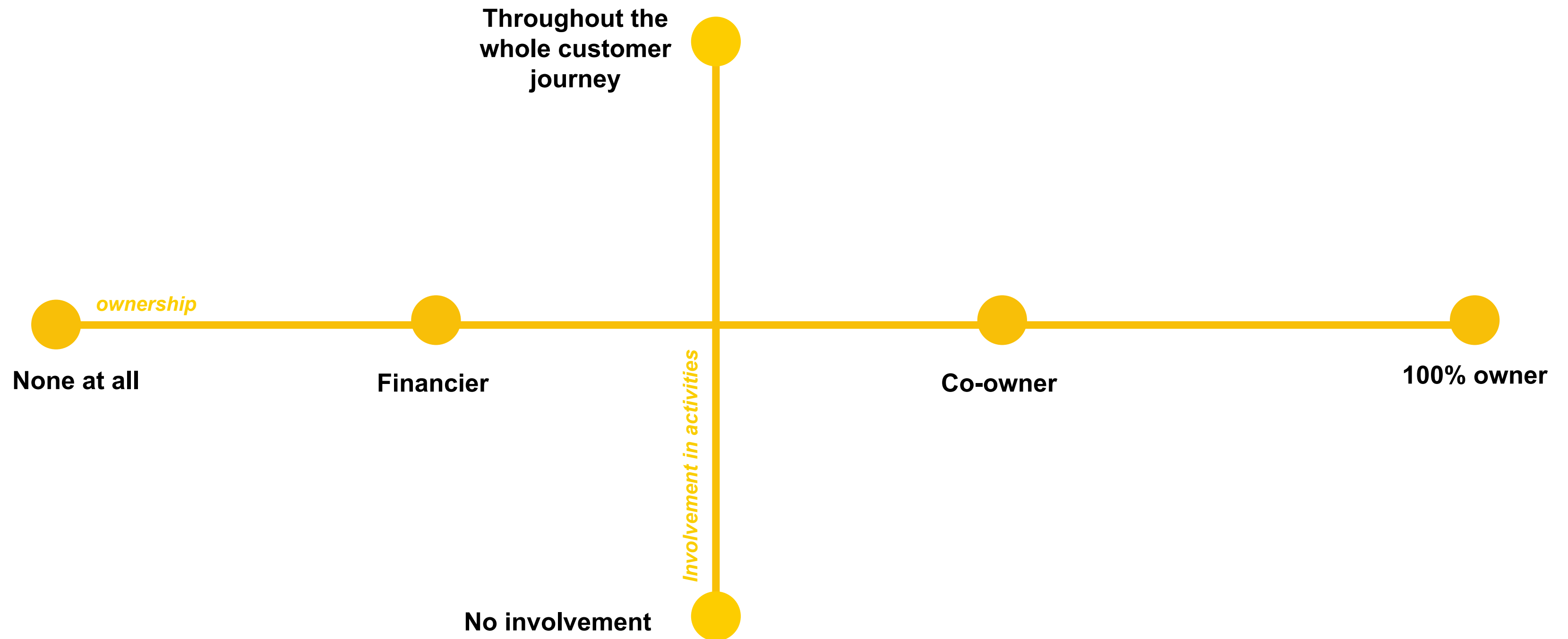


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Options of involvement and ownership of PA's in OSS's



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...let's continue the discussion in the

European Community of Practice for One-Stop-Shop practitioners!

Provided by
EU Peers



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Key features of the European Community of Practice

1. Inclusive Community **engaging and connecting One-Stop-Shop practitioners** in a trusting environment for collaborative problem solving
2. **Knowledge focal point** for financing solutions for residential renovation and further key challenges
3. One-Stop-Shop **supporting emerging IHRS initiatives**: full package of support materials and assistance in set-up process
4. **Providing policy feedback** and recommendations at national and European level



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European Community of Practice of EU Peers

➔ **Multiple opportunities to participate, exchange and collaborate at national and European level to move on together**

You want to know more?

j-c.keilmann@climatealliance.org
Climate Alliance
EU Peers coordination



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Thank you for your participation!



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