



Evaluation online-survey „One-Stop-Shops in Germany“

21. November 2022

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 690598

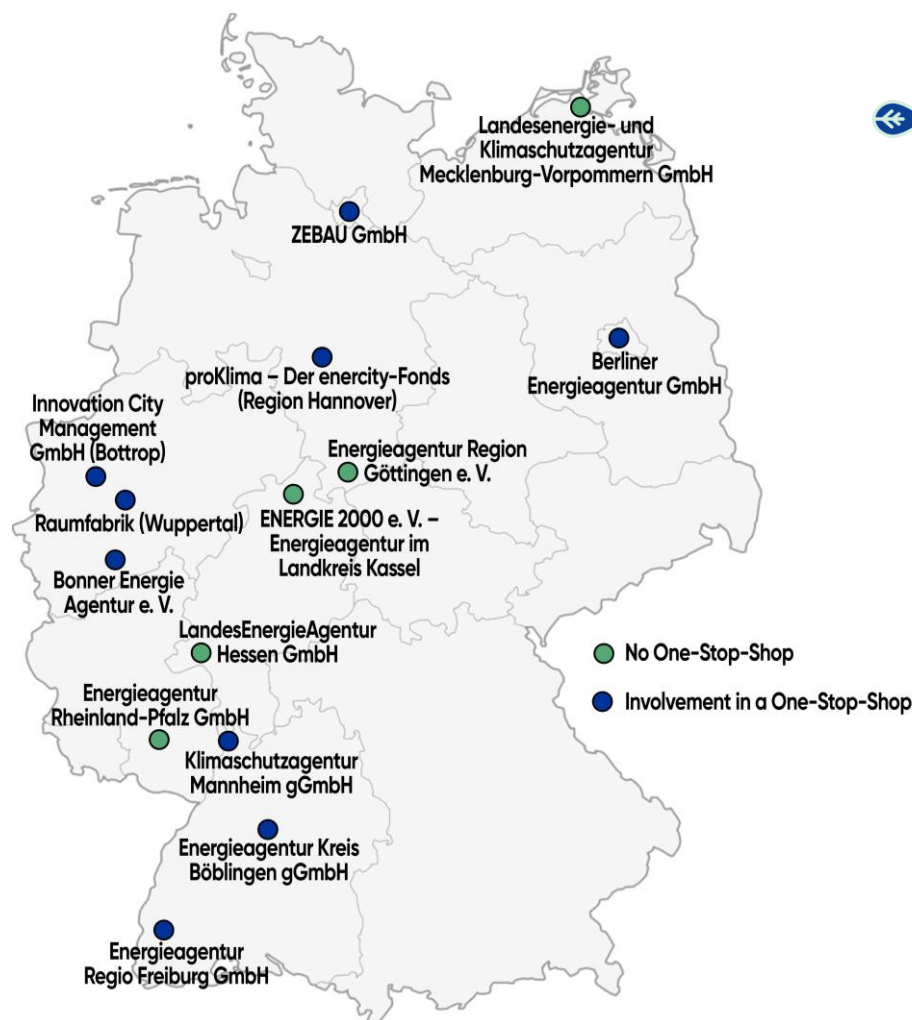


source: ZEBAU GmbH



Key facts

- Aim: To identify approaches of one-stop-shops in Germany and to show possibilities for a potential development of the German one-stop-shops
- Duration: 01.06. -15.07.2022
- 14 participating energy and climate protection agencies from Germany



source: ZEBAU GmbH



General findings

- 8 out of 14 participating agencies are involved in a one-stop-shop
- The areas of the one-stop-shops include cities (partly with surrounding areas) or whole districts with predominantly dense spatial and settlement structures and more than 80,000 inhabitants
- 57 % of the participating agencies are thinking about developing their existing one-stop-shop
- 2 participating agencies would like to establish a one-stop-shop in their region



← Elements of one-stop-shops



source: based on „How to set up a one-stop-shop for integrated home energy renovation?“ INNOVATE project (Horizon 2020): www.energy-cities.eu/wp-content/uploads/2020/07/INNOVATE_guide_final.pdf



Results

communication & marketing

Communication & marketing	Independent energy advice	Financing and subsidy advice	Networking & qualification
Coordination of renovation works	Product development for consumers	Long-term and affordable financing	Monitoring





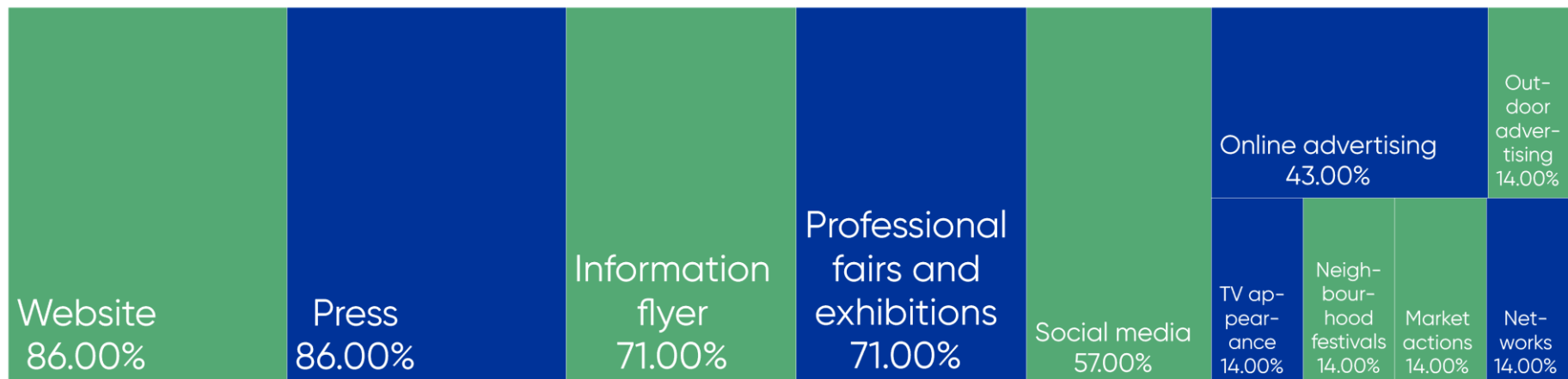
Which target groups are mainly addressed by the one-stop-shop's advisory and information services?



- The target groups are primarily private homeowners, single-family homeowners and condominium associations.
- Commercial and company-oriented target groups are addressed less actively.



How are the counselling and information services advertised to the public?



- In addition to "classic" formats such as the press, information flyers and stands at fairs, the one-stop-shops also use online-based advertising options like a website or social media.
- Proactive generation of demand through marketing and communication measures for specific target groups is only practised by less than 20%.

n= 7; source: ZEBAU GmbH



Results

independent energy advice

Communication & marketing	Independent energy advice	Financing and subsidy advice	Networking & qualification
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What counselling and information services does the one-stop-shop offer?



- Most of the one-stop-shops offer events for homeowners
- Telephone and online counselling as well as counselling in a local counselling centre are also frequently offered
- Explanatory videos as a supplement to the "classic" counselling services are rarely used so far



Which steps in an integrated home renovation does the one-stop-shop support?

TOP 4 services that are offered most frequently

- Initial advice in the orientation phase
- Provision of general information on optimal modernisation work
- Recommendation of relevant energy-saving measures, technologies and materials
- Provision of a list of construction companies

TOP 3 services that are least offered

- Development of a "roadmap for energy-efficient refurbishment" with the goal of comprehensive renovation
- Coordination of contractors and renovation work on behalf of homeowners
- Provision of products that have been negotiated with partner technology suppliers and service providers



☛ Which advisory and information services are free of charge and which are not?

- 57% of the one-stop-shops offer all counselling and information services free of charge.
- In 29% of the one-stop-shops, the initial consultation is free of charge and one participating one-stop-shop offers a free consultation via the hotline.



➤ How are the cost-free advisory and information services financed?

- The one-stop-shops and their free counselling and information services are largely financed by the local authorities and administrations.
- Specific support for the financing of free counselling services by the federal government is an isolated case.
- Percentage surcharges for services and construction measures are rarely or not at all represented so far.
- In the case of a one-stop-shop, an energy provider takes over the financing.
- The one-stop-shops under construction from the EU-project "ProRetro" in Berlin, Hannover, Bottrop, Böblingen and Wuppertal are funded by the EU Horizon 2020 programme.



Results

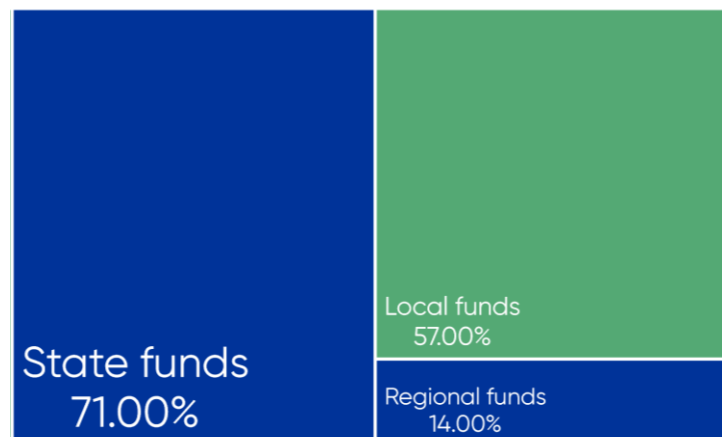
financing and subsidy advice

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What funding opportunities are available for energy-efficient modernisation in your region?



- In addition to the overarching nationwide and state funds, local funding opportunities for energy-efficient modernisation exist in more than half of the regions with a one-stop shop.
- Regional funding opportunities for energy-efficient modernisation exist only in isolated cases.



How do you give advice on the existing financing options?

Consulting services	Providing One-stop shops
General advice on existing financing options (support programmes, subsidies, tax credits, energy efficiency certificates, etc.)	7
Support in the preparation of a tailor-made financing plan and in the preparation of all documents	1
Support with applications and communication with banks and funding institutions	1
Preparation of a tailor-made financing plan and all documents required for obtaining financing on behalf of the homeowner(s)	X



Results

networking & qualification

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☛ Which actors are involved in the provision of the one-stop-shop?

Public authorities and administration 38 %

Banks 13 %

Consumer advice centre 13 %

Construction companies 38 %

Utilities 13 %

Research 13 %

Chamber of Crafts 25 %

- In addition to the energy and climate protection agencies, mainly public authorities and administrations, chambers of crafts and building contractors are involved in the one-stop-shops.
- The consumer advice centre, banks and funding institutions or utility companies are rarely involved or not involved at all.

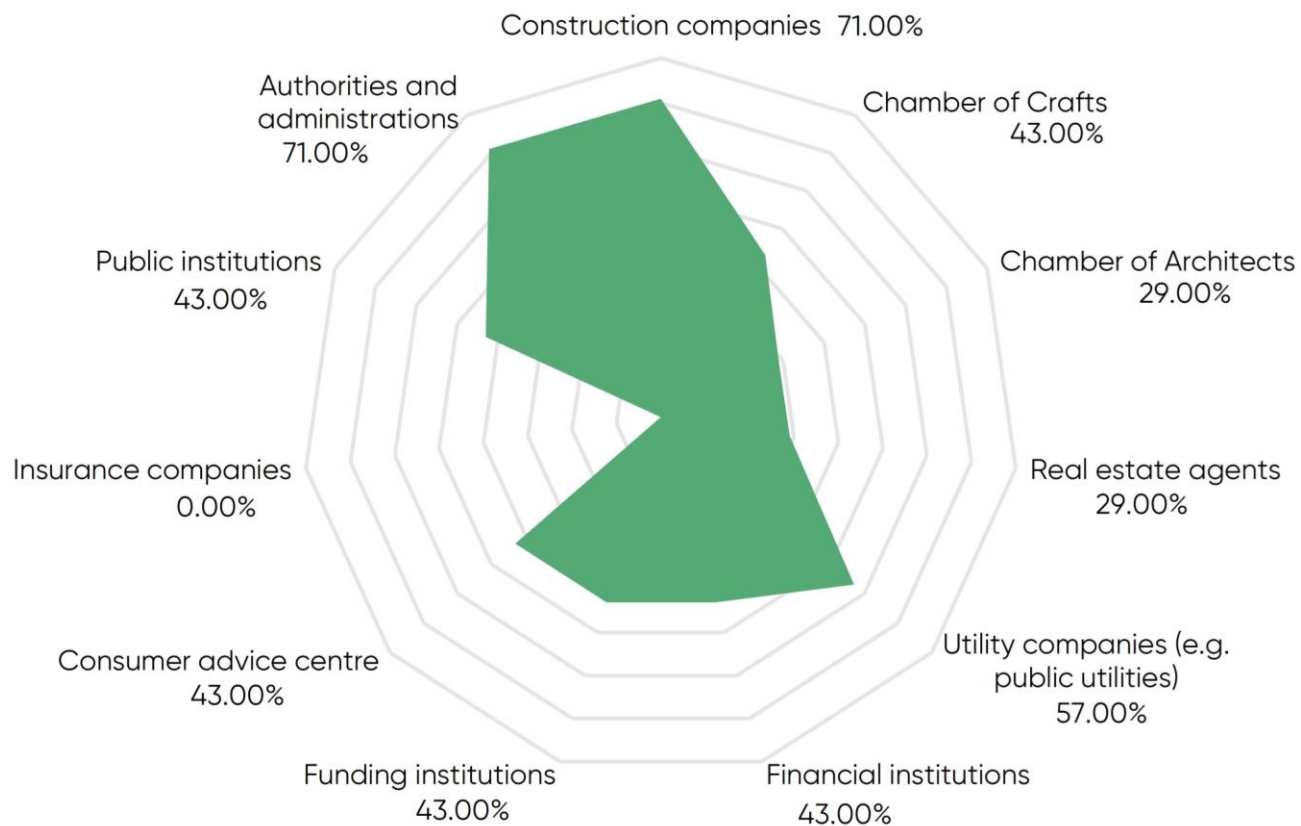


👁️ How are the actors organised among themselves?

- The one-stop-shops in Germany have different business models in which the participating actors take on different tasks.
- The tasks involved (e.g. coordination, advice, application) are divided between the actors according to their competences.
- In some one-stop-shops, an authority or administration acts as a decision-maker in addition to the energy and climate protection agencies.



With which local actors for energy modernisation is the one-stop-shop linked?



n= 7; source: ZEBAU GmbH



☛ Are there networking activities with other one-stop-shops?

- Many one-stop-shops and energy and climate protection agencies in Germany are not aware of other one-stop-shops and are therefore not networking with other one-stop-shops.
- In some cases, the term "one-stop-shop" is not known, but there are offers that are similar to the one-stop-shop concept.
- One-stop-shops that know each other are also linked with each other.
- Networking with international one-stop-shops only takes place through participation in international projects.



☛ How many energy consultants do you currently employ in the one-stop-shop?

- There are mainly 1 to 5 energy advisors working for the one-stop-shops.
- One participating one-stop-shop has 25 energy advisors.

☛ What qualifications do the energy advisors have to work in the one-stop-shop?

- Most one-stop-shops require energy consultant training and certification.
- But the one-stop-shops also want practical experience and general knowledge of the relevant topics (e.g. laws, subsidies, possible technologies).



Results

monitoring

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- ☛ **Which target value of consultations must be reached every year and will it be reached?**
- The target values vary strongly.
 - The one-stop-shops that are currently being set up do not have any target values yet.
 - Target values of existing one-stop-shops are achieved annually, in some cases even exceeded.
 - Depending on the size of the catchment area, 500 or more counselling sessions are carried out annually.



- **How is the outcome of the one-stop-shop (actual modernisation) measured?**
- Most of the one-stop-shops are in the process of developing an evaluation or there is no evaluation.
 - In the remaining one-stop-shops, the outcome is measured by contacting those seeking advice about 1- 1.5 years after the initial counselling, the evaluation of the municipal support programme or an annual evaluation.





How is the outcome of the modernisation work monitored by the one-stop-shop?



- More than half of the participating one-stop-shops do not undertake any measures to monitor the modernisation works.
- Taking responsibility for the quality of the work and the achievement of the estimated energy savings as well as the development of certification systems and selection procedures for executing building contractors to ensure quality are not applied at all so far.



Results

further development





➤ Further development of the existing one-stop-shops

- 57 % of energy and climate protection agencies are thinking about developing their existing one-stop-shop.

TOP 3 Wishes for further development of the one-stop-shops

- Development of group counselling sessions, explanatory videos and digital information to reduce the workload of counsellors.
- Improved cooperation with local crafts enterprises.
- Expansion of the monitoring and revision of the financing of the one-stop-shops.



Further development of the existing one-stop-shops

TOP 5 Challenges for further development

- Shortage of qualified professionals
- Provision of funding after the end of the project
- Attractive payment for the consultants and loyalty to the one-stop-shop
- Recognition of added value through neutral support
- Differentiation from services on the market

Possible solutions to overcome the challenges

- Political focus on strengthening local crafts and local value creation
- More comprehensive monitoring
- Training offensive, e.g. through subsidised energy consulting courses
- Present the quality of the work through good public relations
- Increased cooperation with architects and engineers, e.g. via the chambers of crafts



👁️ Development of a new one-stop shop

- 2 participating energy and climate protection agencies would like to establish a one-stop-shop in their region

TOP 5 Challenges for a new development

- Shortage of qualified professionals
- Funding
- Dispersed settlement structures
- Continuous cooperation with network partners
- Duration of the development

Possible solutions to overcome the challenges

- Support in the recruitment of professionals and additional education/training opportunities
- Establishment of decentralised structures
- Establishment of a solid network



Contact

We are happy to hear from you and answer your questions

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More information (in German):

www.zebau.de/projekte/i-heros-integrated-home-energy-renovation-service/