



Report on the Replication Potential in Germany

Part 1

One-Stop-Shops for Integrated Home Energy Renovation: Definition and Case Studies

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About this study

The Horizon 2020 project I-HEROS (Integrated Home Energy RenOvation Service) is developing an entirely integrated home renovation service for homeowners in Toulouse Métropole called “Toulouse Métropole Rénov”. This study elaborates the replication potential of the One-Stop-Shop (OSS) model of “Toulouse Métropole Rénov” for the integrated energy advisory services in Germany. **Part 1** presents the theoretical background to One-Stop-Shops and uses three case studies to facilitate a practical understanding of how a One-Stop-Shop functions and which offers it poses for an integrated home renovation. **Part 2** gives an overview on approaches of One-Stop-Shops that already exist in Germany and gives first indications on how a potential development of the German One-Stop-Shops could look like. **Part 3** summarises the recommendations for the setup and development of German One-Stop-Shops and the lessons learned from the Toulouse model. The comprehensive report will be published in the end of the project in January 2024.

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What is a One-Stop-Shop for integrated home energy renovation?

A One-Stop-Shop for integrated home energy renovation is a virtual and/or physical place where homeowners and other building owners can find all information and services they need to implement an energy renovation project. To increase the renovation rate in one defined area, the One-Stop-Shop ideally covers the following services and proposes them, 'under one roof' to avoid extra effort for homeowners to navigate the modernisation market. The offers are aligned along the customer journey that needs to be undertaken in a modernisation project:

Overview Customer Journey



Customer steps
of the homeowner



Offers of the one-stop-shop

<i>Learning about the benefits of a renovation</i>	<i>Finding out which measures are suitable for your own building</i>	<i>Planning how the measures can be financed</i>	<i>Finding trustworthy craftsmen and experts</i>
1 Communication & Marketing	2 Independent energy consultation	3 Financing & funding consultation	4 Network building & qualification
<i>Juggling the different trades during the renovation</i>	<i>Finding tailor-made solutions for your own renovation</i>	<i>Securing the financing of the renovation project</i>	<i>Finding out what energy savings results were achieved</i>
5 Coordination of the renovation work	6 Product development for consumers	7 Long-term and affordable financing	8 Monitoring of the renovation results

Figure 1: Overview customer journey, based on INNOVATE (2020): How to set up a One-Stop-Shop for integrated home energy renovation?

Based on which services are offered by the One-Stop-Shop, they can be categorized as a business model from Level 1 to Level 4 (see Figure 2). The higher the level of the One-Stop-Shop, the more comprehensive the offers and the more work is taken off the homeowner's hands during the renovation. For example, the "facilitation model" of level 1 only provides important information for orientation in the start-up phase, while the "ESCO-type model" level 4 takes over all the coordination work and offers an energy-saving guarantee.



Business model	Roles & responsibilities	Practical example of what the one-stop-shop offers to homeowners
1 Facilitation model	<ul style="list-style-type: none"> • Raise awareness on energy renovation benefits • Provide general information on optimal renovation works • First advice at the 'orientation stage' 	It advises on how to renovate your house and can provide you with the list of suppliers.
2 Coordination model	<ul style="list-style-type: none"> • Coordinate existing market actors (suppliers) • Make sure all one-stop-shop services are offered to homeowners • No responsibility for the result of renovation works (only overlooking the whole process) • No responsibility for the overall customer journey (just the first part) 	It advises on how to renovate your house and will push suppliers to comply with their promises. Suppliers remain responsible for the final result.
3 All-inclusive model	<ul style="list-style-type: none"> • Offer a full renovation package to homeowners • Bear responsibility for the result of renovation works • Bear responsibility for the overall customer journey 	The one-stop-shop is a contractor that sells you the whole service package and is your main contact point in case something goes wrong with suppliers.
4 ESCO-type model	<ul style="list-style-type: none"> • Offer a full renovation package with guaranteed energy savings to homeowners • Bear responsibility for the result of renovation works • Bear responsibility for the overall customer journey 	The one-stop-shop sells you the renovation package and guarantees the energy savings for the contract duration. The one-stop-shop is paid through energy savings achieved.

Figure 2: Business models of OSS. Source: INNOVATE (2020): How to set up a One-Stop-Shop for integrated home energy renovation? Online: https://energy-cities.eu/wp-content/uploads/2020/07/INNOVATE_guide_final.pdf

In the following chapter, three case studies of existing One-Stop-Shops are presented to show how the above-mentioned services are applied in practice. Since the aim of this study is to investigate which approaches from France (especially Toulouse) can be applied in Germany, two German and one French One-Stop-Shop are examined in more detail:

Level 1 “Facilitation model”: Hamburger Energielotsen (Germany, City of Hamburg)

Level 2 “Coordination model”: Toulouse Métropole Rénov (France, Toulouse Metropolitan area)

Level 3 “All-inclusive model”: ProRetro Hanover (Germany, Hanover region)



Case Studies of One-Stop-Shops

Case study "Facilitation model": Hamburger Energielotsen

Name of the OSS	Hamburger Energielotsen
Area	Free and Hanseatic City of Hamburg
Inhabitants in the OSS area	1.835.000 inhabitants
Financing of the offers of the OSS	The <i>Hamburger Energielotsen</i> work on behalf of the Hamburg Authority for Environment, Climate, Energy and Agriculture and are partly funded by Hamburg's climate protection funds. The energy advice provided by the Consumer advice centre ('Verbraucherzentrale') is also funded by the Federal Ministry of Economics and Energy.
EU Funding of the project	none
Model of OSS after INNOVATE classification	Facilitation model

Steps in the customer journey that are accompanied by the One-Stop-Shop

1 Communication & Marketing	2 Independent energy consultation	3 Financing & funding consultation	4 Network building & qualification
5 Coordination of the renovation work	6 Product development for consumers	7 Long-term and affordable financing	8 Monitoring of the renovation results

 Included in the OSS

 Not included in the OSS

Communication & Marketing

Element of Customer Journey	Implementation in the One-Stop-Shop in Hamburg
Awareness-raising of the benefits resulting from energy retrofits	<p>>> One Contact for Building Energy Efficiency in Hamburg</p> <p>To prevent different advisory services for energy efficiency in Hamburg from competing with each other and to facilitate orientation for homeowners, the umbrella brand <i>Hamburger Energielotsen</i> was created in 2019. Since then, the Hamburg Consumer Centre, the Hamburg Chamber of Crafts and the independent, semi-public North German network centre for building owners, planners and local authorities, ZEBAU GmbH (Centre for Energy, Construction, Architecture and the Environment), acting as cooperation partners of the <i>Hamburger Energielotsen</i>, have been linked together for joint energy consulting.</p> <p>>> Information Events and Trade Fairs</p> <p>Free informative events for property owners in which they receive information about technologies, products, construction processes, legal issues or financial support programmes concerning energy efficient living and building.</p>



	<p>>> Social Media On Instagram, Facebook and Twitter, the <i>Hamburger Energielotsen</i> disseminate low-threshold information on the benefits of energy-efficient renovation and the services offered by the OSS.</p> <p>>> Telephone Hotline A central telephone number takes calls from property owners, answers initial questions and points to suitable offers from the energy guides for the next steps.</p>
Promotion of existing services offered by other stakeholders	<p>>> The friendly Forwarding For further enquiries, the <i>Hamburger Energielotsen</i> cooperate with other institutions: Hamburg Chamber of Commerce, and Caritasverband Hamburg e. V. among others and guide callers of the telephone hotline to the right contact persons.</p>
Promotion of the One-Stop-Shop services in a physical shop, demonstration site, virtual platform	<p>>> Building Components Exhibition To make sustainable building tangible, a permanent exhibition covers around 2.000 square feet and shows models of solar panels and battery storage, heating and ventilation systems, insulation samples, windows and information boards with further explanations. The energy consultation can be combined with a visit of the exhibition in counselling islands. The exhibition is also aimed at craftsmen and energy consultants who want to learn about certain products.</p> <div data-bbox="603 1039 1310 1238" data-label="Image"> </div> <p><i>Figure 3: Exhibition of the Hamburger Energielotsen. Source: BUKEA</i></p> <p>>> Website The website of the <i>Hamburger Energielotsen</i> is a growing part of the website of the City of Hamburg. A separate section presents the free services offered by the OSS. In addition, best practice examples of sustainable buildings are presented in factsheets, the free specialist and information events are announced and monthly changing thematic focuses provide information on sustainable aspects of building (e.g. new heating systems, renewable raw materials).</p>
Communication through a network of One-Stop-Shop partners	<p>>> Partner Network The three cooperation partners have their own networks of experts and building owners, which are used to publicise the services offered by the OSS. The Hamburg Consumer Centre has a network with a focus on private building owners, ZEBAU GmbH of construction experts such as architects, engineers and energy consultants, and the Chamber of Crafts supplements this networking structure with construction companies and craftsmen. These partners are not officially part of a network of the One-Stop-Shop but they form an important stakeholder and multiplier platform. Through the <i>Hamburger Energielotsen</i>, these networks of building experts have free further training opportunities, so that they all have the possibility to stay up to date with technical developments and to pass on their knowledge to the homeowners.</p>



Independent energy consultation

Element of Customer Journey	Implementation in the One-Stop-Shop in Hamburg
<p>Recommend relevant energy saving measures, technologies and materials</p>	<p>>> Free Initial Consultations</p> <p>The <i>Hamburger Energielotsen</i> are mostly involved in the beginning of the customer journey and help in the first important steps towards energy-efficient living: to find out what the owners want, what is needed and how they can get an analysis of their building. And also, to know which measures are possible and how much it will cost.</p> <p>The initial energy consultation takes place in one of five advice centres spread over the city or online. In the first stage of the consultation, the person seeking advice is informed about the options for energy-related renovation: identification of the need for modernisation, classification of measures and rough estimates of expenditure, subsidy programmes, technology advice, other contact persons. It is possible for the customer to return to the initial energy consultation twice, if there are more questions or problems arise.</p> <p>The consultation is not only available for renovation but also for energy-efficient and climate-friendly new buildings, for example wooden constructions or buildings with green roofs or green facades. The topics climate change adaptation and use of renewable energies are also integrated into the consultation. To recommend sustainable building materials, consultations can take place in the exhibition, where examples of different building materials are on display. More on the exhibition in the section >> Communication & Marketing.</p> <p>>> On-Site Consultation</p> <p>In some cases, the consultant of the OSS will offer a consultation located at the building. These on-site consultations of about 90 minutes are documented with a report, where the most important facts about the condition of the building are recorded.</p> <p>>> Building Checks Climate Adaptation</p> <p>Another offer is a building check for climate change adaptation, that take place on-site. They last two hours and are free of charge for private or commercial property owners.</p>
<p>Provision of the list of existing suppliers</p>	<p>>> List of Experts in Climate Adaptation</p> <p>Experts who regularly participate in the workshops on climate adaptation have the opportunity to be registered on a list of experts that the <i>Hamburger Energielotsen</i> use for their customer advice when people seeking advice want to contact a company that offers climate impact adaptation as a specialty. More on this qualification scheme in >> Inter-trade Expert Group on Climate Adaptation.</p>



Financing and funding consultation

Element of customer journey	Implementation in the One-Stop-Shop in Hamburg
General advice on existing financing options for which the homeowner is eligible	<p>>> Free Initial Consultations</p> <p>Information on subsidies for measures to improve the energy efficiency of buildings is provided as part of the free energy advice service. More in-depth financial advice is not part of the OSS offer. More on the consultation in the section >> Independent energy consultation</p>

Network building & qualification

Element of customer journey	Implementation in the One-Stop-Shop in Hamburg
Training of local suppliers	<p>>> Specialist Events</p> <p>Valuable impulses and lively discussions on innovations in technology and the funding landscape, sustainable and energy-efficient construction and climate protection are provided by the specialist events conducted by the <i>Hamburger Energielotsen</i>. Different speakers report from their practical experience in the field of sustainable building and modernisation and engage in a discussion with the participants. The events are free of charge for participants and there are training credits that energy consultants can use to gain credit for their registration in the Germany-wide list of energy-efficiency-experts.</p> <p>The cooperation partner Hamburg Chamber of Crafts trains craft enterprises in sustainable building and offers an informal exchange for energy consultants every Friday.</p>
Development of a certification scheme for 'quality' suppliers	<p>>> Inter-trade Expert Group on Climate Adaptation</p> <p>The expert group provides a platform for specialist companies to exchange information and makes it easier for potential customers to find a suitable specialist company. Participants in the expert group are specialist companies from various trades that deal with the topic of climate impact adaptation, e.g. with regard to heavy rainfall events, storms, hail, wet winters and overheating phenomena. Participation is free of charge.</p> <p>The experts from the skilled trades meet in three workshops per year to take a closer look at the topic of climate adaptation, to exchange ideas on specific topics across trades and to receive further training. The experts who regularly participate in the workshops have the opportunity to be registered on a list of experts that the <i>Hamburger Energielotsen</i> use for their customer advice when people seeking advice want to contact a company that offers climate adaptation as a focus area.</p>



Case study "Coordination model": Toulouse Métropole Rénov

Name of the OSS	Toulouse Métropole Rénov
Area	Toulouse Métropole is constituted of 37 cities located in the south-west of France, in the department of Haute-Garonne and covers 466 km ²
Inhabitants in the OSS area	762.956 inhabitants
Financing of the offers of the OSS	70 % of the offers are financed by the Region and Energy Savings Certificates through Rénov'Occitanie and France Rénov' programs, 30 % are financed by Toulouse Métropole.
EU Funding of the project	Horizon2020, project: I-HÉROS
Model of OSS after INNOVATE classification	Coordination model

Steps in the customer journey that are accompanied by the One-Stop-Shop

1 Communication & Marketing	2 Independent energy consultation	3 Financing & funding consultation	4 Network building & qualification
5 Coordination of the renovation work	6 Product development for consumers	7 Long-term and affordable financing	8 Monitoring of the renovation results

 Included in the OSS

 Not included in the OSS

Communication & Marketing

Element of customer journey	Implementation in the One-Stop-Shop in Toulouse
Awareness-raising of the benefits resulting from energy retrofits	<p>>> Establishing a Brand</p> <p>Previous activities to increase the rate of renovation were brought together and marketed by the city and stakeholders under the name Toulouse Métropole Rénov. The launch of this brand was accompanied by a public communication campaign on the territory (displays in the city, press, digital, radio, etc.).</p>
Promotion of existing services offered by other stakeholders (local authority, suppliers, etc.)	<p>The advisors from the OSS recommend other experts to the homeowners depending on the issues involved in the renovation project. There are different predefined "paths" that the homeowners will be sent to based on their renovation project.</p>
Promotion of the One-Stop-Shop services in a physical shop, demonstration site, virtual platform	<p>>> Virtual Platform</p> <p>The website of Toulouse Métropole functions as an information hub for the customers of the OSS. The website provides modernisation guides for single-family homeowners and condominium associations that have been developed for the OSS. In addition, there are summary sheets with the most important information on various topics (e.g. thermal comfort). On the website, customers can find initial information on different renovation works by using a simple filter: Type of owner: single owner or condominium association, Type of project e.g. insulation or heating) and Topic e.g. windows or roof.</p>

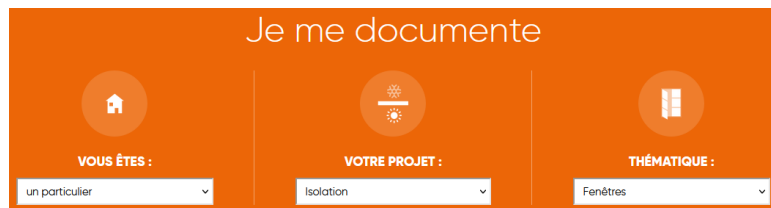


Figure 4: Filter function on the website of the OSS. Source: www.renov.toulouse-metropole.fr/je-me-documente

>> A Flagship for Modernisation in Toulouse

The physical location of the One-Stop-Shop is the “Maison de l’Énergie” situated near the central train station in Toulouse. Here, customers can find free information on energy-efficient building and living and get a consultation. In January 2022, 6 employees work for the One-Stop-Shop: 1 project manager, 1 coordinator and 4 advisors. Until 2023 there are supposed to be 16 employees: two project managers, 1 coordinator and 13 advisors. Opening hours are from Tuesday to Thursday afternoon from 2 to 6 pm.



Figure 5: Opening event of the Maison de L'énergie. Source: ZEBAU GmbH

In addition, the OSS advisors visit 23 locations in the metropolitan region to provide advice close to home. The dates on which counselling is provided at the locations can be viewed on the website.

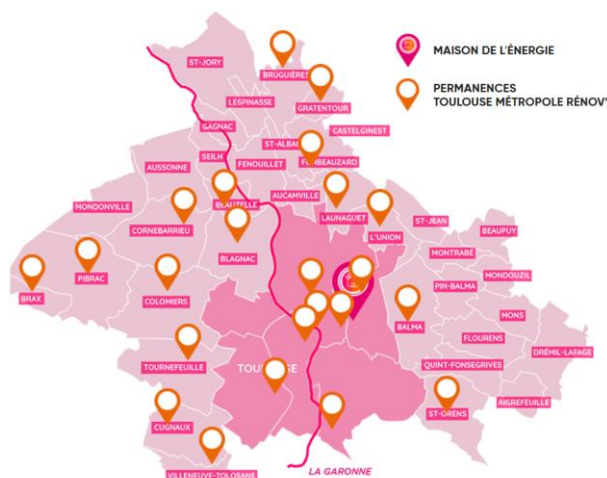


Figure 6: Locations of the OSS. Source: www.renov.toulouse-metropole.fr



<p>Proactive demand generation through marketing and communication measures for specific target groups</p>	<p>>> Mapping Energy Renovation Potential Open data, data issued from the CoachCopro platform from 300 registered condominiums and more specific local data was used to analyse the energy renovation potential in Toulouse Métropole. Coupled with a proactive communication approach to the target property owners, this work focuses on the most energy-intensive housing in the territory and pays particular attention to the most easily accessible renovations.</p> <p>Target group: Condominiums For condominiums, buildings that are owner-occupied, have more than 12 units and were built before 1993 were targeted in the market study. In addition, apartments labeled F or G are targeted in anticipation of future government measures that will prohibit rental housing in France (labeled G as early as 2025 and F from 2028). Before the end of 2022 30.000 letters will be sent to the identified condominium owners to offer them guidance of the OSS and to announce upcoming events and webinars of the OSS specially targeted at condominiums.</p> <p>Target group: Individual Houses For individual houses, identical construction typologies were targeted (e.g. residential neighborhoods with similar years of construction) to allow the mutualisation and replication of support, diagnostics and technical offers. In some pre-selected neighborhoods, letters and information sessions (e.g., thermographic scans) are used to alert owners to the possibility and benefits of joint modernisations and assistance in organising them is offered by the OSS.</p>
<p>Communication through a network of One-Stop-Shop partners</p>	<p>>> Communication Network ADIL31, the I-HÉROS partner specialized in legal advice to homeowners and tenants, uses their existing network to communicate with regional and national target groups, this includes tenants, homeowners and neighborhood associations. Professional target groups are also approached by ADIL31. These include banking establishments, actors of real estate transactions, and actors of property rental. The goal is to remind these actors about the regulatory framework concerning decency expectations, efficiency energy diagnosis and obligatory mentions in renting advert and to make them aware of the offers of the OSS. In addition, these actors act as intermediaries with the homeowners and reach them at the right time (e.g. when buying a house, taking out a loan, etc.) to recommend using the offers of the OSS.</p> <p>>> Partners of the OSS In addition, the services of the OSS are made known through the partners who sign the 'charter of commitment'. More on the charter in the section >> Network building & qualification.</p>



Independent energy consultation

Element of customer journey	Implementation in the One-Stop-Shop in Toulouse
Recommend relevant energy saving measures, technologies and materials	<p>>> Energy Consultation</p> <p>The diagnosis can be very dependent on the project of the person accompanied. It can go from simple advice by the consultants to the diagnosis of the architect. So, the first role of the OSS is to understand the needs of the clients to send them on the right path. Depending on the type of renovation path, either the advice does not require technical experts apart from the OSS advisors or they engage a path with architects or an AMO (Assistance à Maîtrise d’Ouvrage = Project Management Assistance, especially for condominiums).</p>
Provision of a list of suppliers that are certified by the One-Stop-Shop as ‘quality suppliers’	<p>>> Directory of Professionals</p> <p>To show homeowners a choice of trustworthy and high-quality construction companies, a charter of commitments was elaborated that companies sign to get listed on a directory of professionals that is accessible from the website of the OSS. Here, the homeowners can see which renovation works the companies have already carried out in Toulouse and there is a feedback possibility whereby the quality of the companies should be ensured. The advisor of the OSS guides the homeowner towards the directory of professionals and can assist the homeowner in reviewing the companies’ cost estimates.</p> <p>Companies wishing to join the directory must sign the “charter of commitment” of the OSS. More on this >> Network building & qualification.</p> <p>Directory of professionals for Toulouse Métropole Rénov: https://renov.pro.annuaire-coachcopro.com/</p>
<p>Preliminary building analysis / energy audit</p> <p>Development of an ‘Energy renovation roadmap’ aiming at deep renovation (NZEB standard)</p>	<p>The diagnosis report includes two energy renovation roadmaps: a first work scenario targeting 40 % energy saving and a second work scenario targeting 72 kWh/m² (like low-energy consumption building French label). If the homeowners wish, a third less ambitious work scenario can also be developed. The report is not free of charge, but the costs are reduced due to subsidies.</p>

Financing and funding consultation

Element of customer journey	Implementation in the One-Stop-Shop in Toulouse
General advice on existing financing options for which the homeowner is eligible	<p>>> Certificats d’Economie d’Energie</p> <p>The only assistance offered by the OSS on the financial side is to inform and support for applications for subsidies related to Certificats d’Economie d’Energie (CEE). The Energy Savings Certificate mechanism or CEE was created in 2005 and requires energy suppliers whose sales are above a certain threshold to participate in energy saving, either through direct savings on their own installations or by helping their customers to save energy. The energy providers encourage the customers to save energy through various investments in energy efficiency, (e.g. insulation projects or heat pumps).</p>



Network building & qualification

Element of customer journey	Implementation in the One-Stop-Shop in Toulouse
<p>Development of a certification scheme for 'quality' suppliers: create a local label / charter / selection procedure to select only suppliers that provide works at the expected quality level</p>	<p>>> „Charter of commitments“ for Quality Supplier</p> <p>Craft enterprises are generally the first contact of private individuals undertaking a renovation project. Therefore, the mobilisation of professionals not only impulses new territorial dynamics, but it also develops global renovations of a high quality and benefits local companies. The development of a network of companies that share the same values and maintain a relationship of trust with the employees of Toulouse Métropole Renov' brings many benefits, including knowledge sharing, efficiency gains, and optimisation of interventions.</p> <p>The OSS offers the companies a representation in a directory on the website that is recommended to all homeowners and supports the companies and offers a tool for the creation of “exemplary achievements” sheets for the general public on the internet platform. In return, the companies systematically inform the customers of the existence of a neutral and free advice provided by the OSS and update their company information on the directory. Annual meetings bring together all the actors in the charter to take stock of the measures carried out and to enable professionals to contribute to the strategic review of the charter.</p> <p>To determine the specificities of the cooperation between the OSS and the local enterprises, the charter of commitments was elaborated in partnership with the Chamber of Trades and Crafts of Haute-Garonne (CMA31), the French Building Federation of Haute-Garonne (FFB31), the Confederation of Crafts and Small Building Companies of Haute-Garonne (CAPEB31), Envirobat Occitanie, the Architects of Renovation of Occitanie (AROC) and the Occitanie Region.</p>
<p>Training of local suppliers</p>	<p>>> Training of Local Firms</p> <p>The companies that sign the charter of commitment benefit from training offered by the OSS:</p> <ol style="list-style-type: none"> 1. Organisation of thematic workshops e.g.: financial aid, operation of the Toulouse Métropole OSS, bio-based and local materials, etc. 2. Distribution of information of technical training from other stakeholders 3. Collaboration with professional organisations to organise training specific to the needs of the member professionals



Monitoring of the renovation performance

Element of customer journey	Implementation in the One-Stop-Shop in Toulouse
Post-work monitoring	<p>>> Monitoring & Best Practice System for condominiums via Coach-Copro</p> <p>The aim of the platform CoachCopro Toulouse (www.toulouse-metropole.coachcopro.com) is to encourage energy efficiency actions of condominiums by providing them with information on existing actions and the means available to carry out these actions. The platform has also been designed as a specific business tool for consultants in charge of condominium projects to effectively manage their business. Thus, there are functionalities to manage a condominium portfolio, to archive information, organise notifications, save documents, extract data. All this data is made available to other condominium owners via the website as a kind of best-practice-library.</p> <p>>> Monitoring System of the One-Stop-Shop</p> <p>The project I-HEROS pays particular attention on the qualification and the consolidation of a tool to monitor the progress of energy renovation on the territory. In this respect, GRDF is working with APC to set up a monitoring system for key performance indicators. They will also record energy precarity and customer satisfaction.</p>



Case study “All-inclusive model”: ProRetro Hannover

Name of the OSS	ProRetro One-Stop-Shop for Hanover Region
Area	Hanover Region
Inhabitants in the OSS area	1.200.000
Financing of the offers of the OSS	Horizon 2020, project: ProRetro
EU Funding of the project	Horizon 2020, project: ProRetro
Model of OSS after INNOVATE classification	All-inclusive model

Steps in the customer journey that are accompanied by the One-Stop-Shop

1 Communication & Marketing	2 Independent energy consultation	3 Financing & funding consultation	4 Network building & qualification
5 Coordination of the renovation work	6 Product development for consumers	7 Long-term and affordable financing	8 Monitoring of the renovation results

 Included in the OSS

 Not included in the OSS

Communication & Marketing

Element of customer journey	Implementation in the One-Stop-Shop in Hanover Region
Awareness-raising of the benefits resulting from energy retrofits	<p>>> Previous activities of OSS partners</p> <p>The Climate Protection Agency Hanover Region and proKlima – the energy fund in cooperation with the Network of Modernisation Partners (NeMo, a network of partners for renovation) form the cooperation partners of the OSS. Both proKlima and the Climate Protection Agency already have numerous offers that serve to raise awareness among homeowners.</p> <p>>> A Central Contact Point</p> <p>The One-Stop-Shop established in the Hanover Region bundles diverse services related to energy renovations and therefore strives to increase the renovation rate. A central contact point for everyone in Hanover Region planning to renovate was founded to strengthen the existing NeMo with One-Stop-Shop-services.</p>
Promotion of the One-Stop-Shop services on a virtual platform	<p>>> Websites and Newsletters</p> <p>The One-Stop-Shop uses the existing websites of the involved partners as platforms that already has a lot of traffic by the fitting target group. The main hub of the One-Stop-Shop is located on the website of the Network of Modernisation Partners (NeMo) that is one of the key actors of the OSS.</p> <p>Blog articles refer to current funding programmes, advisory services, the use of renewable energies and much more.</p>
Communication through a network of One-Stop-Shop partners	<p>>> OSS Network</p> <p>Three established institutions in the Hanover region communicate via their channels for the One-Stop-Shop and distribute it through their</p>



	<p>networks. The Climate Protection Agency Hanover Region, proKlima and NeMo have a large regional impact.</p> <p>NeMo has been active in the Hanover Region since 2009. It unites energy advisers and architects, whose services are needed in the planning phase, banks and other financial institutions, contractors and advisers helping with quality control and quality assurance.</p>
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Independent energy consultation

Element of customer journey	Implementation in the One-Stop-Shop in Hanover Region
Recommend relevant energy saving measures, technologies and materials	<p>>> Initial Advice on Energy Saving Measures</p> <p>The initial advice of the Climate Protection Agency Hanover Region provides first guidance free of charge. In the initial consultations, energy consultants provide information online and in small groups about energy-efficient building renovation, sustainable heating technology and the use of solar energy. In the group consultations, homeowners benefit not only from answers to their own questions, but also from the questions of the other participants. These offers are complemented by partners in NeMo that offer various energy advice services for a fee, for example on-site energy advice.</p>
Preliminary building analysis / energy audit	<p>No preliminary building analysis is offered. Depending on their level of knowledge, homeowners are first referred to the group counseling service of the Climate Protection Agency Hanover Region. Depending on the implementation wishes of the homeowners, energy consultants are referred for specific calculations and energy consultation. If the homeowner already has an energy advice report, the OSS will put them in touch with craftsmen from the network.</p>
Development of an 'Energy renovation roadmap' aiming at deep renovation (NZEB standard)	<p>NeMo offers the development of a renovation roadmap (in Germany 'Individueller Sanierungsfahrplan') for which the homeowners have to pay a fee. The fee is reduced with the help of subsidies.</p>
Preliminary contract proposal	<p>>> Enquiry Form</p> <p>The OSS's service consists in referring customers interested in an energy renovation to suitable contractors and partners from the network. Since spring 2022, an enquiry form on the website of the Network of Modernisation Partners is available that bundles the enquiries and forwards them to the partners in the network.</p> <p>A person who is coordinating inquiries from customers constitutes the interface between companies and customers. This person knows the specialities of the companies in the network and is able to convey the customer to a suitable company and thereby theoretically shorten the time until the customer gets a quotation and the measures are implemented.</p>
Provision of the list of existing suppliers	<p>>> List of Qualified Contractors and/or advice regarding Contractors who are qualified to implement the planned actions</p> <p>The Network of Modernisation Partners (NeMo) provides a list of qualified contractors who implement energy efficiency renovation according to a climate protection code.</p>



Financing and funding consultation

Element of customer journey	Implementation in the One-Stop-Shop in Hanover Region
Assistance to homeowners in developing a tailor-made financing plan and in preparing all documents necessary for accessing financial instruments s/he is eligible for	<p>As another benefit of the OSS, the review and signature-ready preparation of matching grants is part of the OSS's services, if the homeowner hires an energy consultant from NeMo to do so. It can be a distinct advantage for homeowners to place the review and preparation in qualified hands. In this way, they can be sure that all possible funding sources have been exhausted.</p> <p>As a novelty, the OSS will offer financing through a NeMo partner. From 2023, financial advisors will also be represented in the network. Their service is to be integrated into the OSS.</p>

Network building & qualification

Element of customer journey	Implementation in the One-Stop-Shop in Hanover Region
Training of local suppliers	<p>>> Exchange and Training Offers in the Network of Modernisation Partners (NeMo)</p> <p>There are various further training offers in the network. Network partners are informed about regional training offers via newsletters. In addition, regular partner days are used to clarify and discuss relevant topics and developments.</p>
Development of a certification scheme for 'quality' suppliers	<p>>> Network of Modernisation Partners (NeMo)</p> <p>In the case of Hanover, a kind of certification scheme for quality suppliers already existed in the form of the Network of Modernisation Partners (NeMo) prior to the new one-stop-stop-services. NeMo is an institution that is already known and well established in the region with many partners from the trades, energy advice and architectural offices. The network has implemented quality assurance measures. In addition, further education is highly valued within the network. All partners have agreed to a climate protection code. In addition, references and further training of the partners are checked at regular intervals by the network office, the board and the advisory board. These factors contribute significantly to building trust between homeowners and stakeholders.</p> <p>The OSS was implemented as an online offering of the Modernisation Partners network, so that it can interact as an intermediary service between the respective parties. The NeMo, on the other hand, can generate orders through the OSS. The partners from the network conclude their contracts directly with the homeowners.</p>

Coordination of the renovation work

Element of customer journey	Implementation in the One-Stop-Shop in Hanover Region
Assistance to the homeowner with the coordination of suppliers and renovation works	<p>>> The One-Stop-Shop as an Intermediary</p> <p>Interested homeowners come to the OSS with their request. To do this, they send a contact request with initial information about their questions and wishes via the website of the Network of Modernisation Partners. Based on the contact request, a coordinator contacts the homeowner and can estimate the extent of the need for advice with the help of questionnaires and clarifies the availability of suitable</p>



	contacts from the network in advance by telephone. The One-Stop-Shop is thus responsible for the coordination of the refurbishment task in the beginning of the project, while the partners in the network carry out the work and each is responsible for its own parts.
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Monitoring of the renovation performance

Element of customer journey	Implementation in the One-Stop-Shop in Hanover Region
Post-work monitoring	<p>>> Displaying Best Practice Renovations</p> <p>In the future it is planned to display best practice examples of successes on the NeMo homepage. Individual renovation projects will be contacted for this purpose so that there will be random feedback from the homeowners on the satisfaction of the work and the savings results.</p>

Good practice: Klimabauzentrum Bremen

The klimabauzentrum Bremen is an excellent example for a One-Stop-Shop that started as a facilitation model called “Bremer modernisieren” and expanded and optimised its service with the new klimabauzentrum that was established in February 2023. “Bremer Modernisieren” is the central point of contact for all homeowners in the city of Bremen and the surrounding area who are planning a modernisation or need help with implementation. Ten established consulting institutions with years of experience in the areas of construction and modernisation have joined forces here. The new klimabauzentrum gives the One-Stop-Shop a highly visible “home” and acts as a beacon to focus on the issue of modernisation in society. Visitors can learn in over 350 m² how to modernise their homes – with energy consultations on the spot, events and an exhibition with models of heating systems or energy efficient materials. In addition, a new digital booking tool was introduced that brings together all institutions from “Bremer modernisieren” in a central appointment calendar. This means that during the initial consultation, a digital file can be created directly for the consultation case and further appointments can be made, e.g. for a subsidy consultation. In this way, the customer receives more binding support during the customer journey than if only recommendations for further steps are made. Another advantage of the booking tool is that consent can be given to contact the customer at a later date, thus enabling the modernisation project to be tracked.

Facilitation model	Coordination model