



Report on the replication potential in Germany

Part 2

One-Stop-Shops for Integrated Home Energy Renovation in Germany: from the Status Quo to « what's next? »

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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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One-Stop-Shops for integrated home energy renovation in Germany: from the status quo to « what's next? »

As part of the Horizon 2020 project I-HEROS (Integrated Home Energy Renovation Service) ZEBAU wanted to find out which approaches of One-Stop-Shops already exist in Germany. In an online survey from 1st June to 15th July 2022, 14 German energy and climate protection agencies shared their experiences and needs around the topic of One-Stop-Shops in Germany. As a result, a wide range of insights into the current situation has been gained.

Status Quo: One-Stop-Shops in Germany

A total of 8 out of 14 energy and climate protection agencies that participated in the online survey are currently involved in a One-Stop-Shop. The areas where the One-Stop-Shops are active include cities, sometimes with surrounding areas, or entire districts with mainly dense settlement structures and more than 80,000 inhabitants.

In addition to the energy and climate protection agencies, the One-Stop-Shops primarily involve public authorities, chambers of crafts and building contractors. Furthermore, the One-Stop-Shops are involved in a network with consumer centres, banks, funding institutions and utility companies.

The One-Stop-Shops primarily offer their advice and information services to private owners of residential buildings, single-family homeowners and homeowners' associations. Commercial and business-oriented target groups are addressed much less by the One-Stop-Shops. More than 80 percent of the participating One-Stop-Shops do not proactively generate demand for specific target groups, for example, through a market analysis of the existing building stock and direct approach of the owners.

The services most often offered by the One-Stop-Shops include initial advice in the « guidance phase », the provision of general information on optimal renovation work and a list of building contractors, as well as the recommendation of relevant energy-saving measures, technologies and materials. In addition, all participating One-Stop-Shops offer general advice on existing financing options, such as funding programmes or subsidies. The informations are provided via telephone, online consultations, events and as advice at physical advice centres. More than half of the participating One-Stop-Shops offer all counselling and information services without charge.

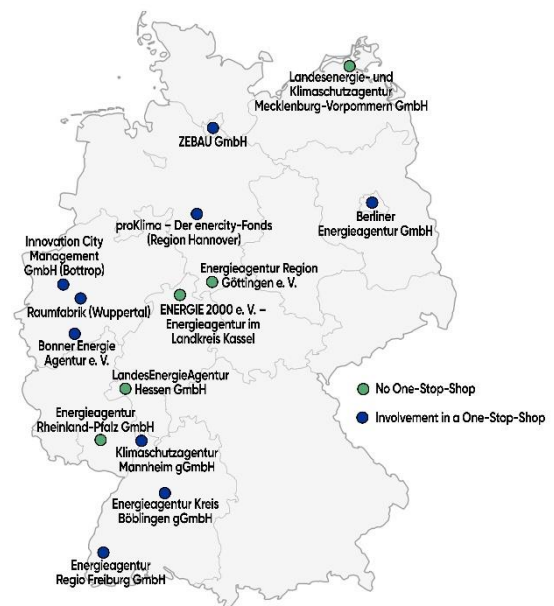


Figure 1: Map of survey participants and their involvement in One-Stop-Shops. Source: ZEBAU GmbH



Services on behalf of homeowners, such as the coordination of contractors and renovation work or the preparation of a tailor-made financing plan including the necessary documentation, are not covered by the German One-Stop-Shops so far. The development of a « roadmap for energy-efficient refurbishment » and the provision of products which have been negotiated with partner technology suppliers and service providers are also currently not part of the range of services offered by the One-Stop-Shops in Germany.

The target values of consultations that have to be fulfilled each year vary between the One-Stop-Shops. The participating One-Stop-Shops carry out between 500 and more than 5,000 energy counselling sessions per year. The agencies also reported that they achieve the set target values, and in some cases even exceed them.

In most of the One-Stop-Shops, an evaluation and monitoring system is being developed or does not exist. The first approaches to measure the impact of the One-Stop-Shops are to contact those who seek advice about one to two years after the initial consultation or to evaluate the municipal funding programme.

Evolution of the One-Stop-Shops in Germany

More than half of the participating energy and climate protection agencies that are involved in a One-Stop-Shop are thinking about further developing their offers. In this context, there is a special interest in the development of group consultations, explanation videos and digital information to reduce the workload of the energy advisors. But also, an improved cooperation with local crafts companies as well as the expansion of monitoring and the revision of the financing model of the One-Stop-Shop are to be focused on in the context of further development. In the future, two energy and climate protection agencies that have not been involved in any One-Stop-Shop so far want to establish a One-Stop-Shop in their region.

The greatest challenges for the new and further development are seen in the lack of sufficient numbers of qualified professionals, the financing and the commitment of the professionals to the One-Stop-Shop and the ongoing cooperation with network partners. Possible solutions for overcoming these challenges exist for the energy and climate protection agencies, for example, through a political focus on strengthening local crafts, support in recruiting professionals and additional education offers for energy consultants. In addition, increased cooperation with architects and engineers and the establishment of a stable network are recommended.



Learning from each other across borders: insights from Toulouse for Germany

Overall, the survey showed that the German One-Stop-Shops can be assigned to Level 1 « Facilitation Model » with partial approaches to Level 2 « Coordination Model » of the One-Stop-Shop-model of the INNOVATE project¹ due to the services they offer. At the same time, there is a high willingness among the agencies to further develop the existing One-Stop-Shops and to create more comprehensive offers. This is where the energy and climate protection agencies in Germany benefit from the EU project I-HEROS. The One-Stop-Shop «Toulouse Métropole rénov'», which was developed as part of I-HEROS, offers services and solutions that can serve as orientation for the further development of the German One-Stop-Shops and support in overcoming some of the challenges.

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

For example, in the development of the French One-Stop-Shop, an analysis of the modernisation potential in the Toulouse metropolitan region was carried out in order to offer information campaigns and collective consultations in neighbourhoods with increased modernisation potential.

¹ Guide „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



Based on the analysis, the homeowners in the neighbourhoods with increased modernisation potential are contacted directly to proactively promote modernisation activities in the region.

In addition, information events are held directly in the neighbourhoods and the employees of the local administrations are trained in workshops to draw attention to the modernisation potential. Moreover, with the help of a « charter of commitment », qualified local construction companies are committing to cooperate with the One-Stop-Shop. These companies are listed in a digital directory that helps people looking for renovation specialists by presenting qualified construction companies with their realised projects. Within I-HEROS, a monitoring system for the One-Stop-Shop is being developed to evaluate, the number of completed services, the customer satisfaction and the achieved energy savings.