

Task 6.3 D6.4 Report on dissemination at European Level

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1. Introduction

1.1. The I-HEROS project

The European Commission's strategy for a renovation wave aims at a large-scale transformation, which is necessary to meet the climate and social challenge. Unveiled in October 2020, this strategy for the energy renovation of buildings in Europe is based on a series of key principles. Creating local green jobs, combating fuel poverty, reducing greenhouse gases: the approach is intended to be comprehensive and a triple win for the member countries of the European Union.

The I-HEROS (Integrated Home Energy RenOvation Service) project is funded by the Horizon 2020 Programme of the European Commission. It aims to accelerate the number of home renovation projects in Europe through the development of fully integrated home renovation services. The project defines and tests the advantage of implementing one-stop shops, to offer the user an integrated pathway, from information and advice to the evaluation of the renovation project and the energy savings achieved.

Toulouse Métropole is the pilot site of the I-HEROS project and relies on local and European partners with field experience in the technical, digital, social, legal and administrative aspects of renovation in order to guarantee the sustainability and replicability of the system.

By covering the entire "customer path", the one-stop-shop developed in Toulouse Metropole through I-HEROS proposes proactive support to homeowners in their renovation project. This includes:

- Neutral advice and information
- Mobilization of professional enterprises
- "Renov'Occitanie" pathway offered comprehensive support, including:
 - Technical and social diagnosis of the renovation project
 - The proposition of several renovation work scenarios
 - Attractive financial offer provisioning
 - Follow-up of the work and its quality

To complement existing services in the territory, I-HEROS particularly aims at encouraging global renovation of individual houses, and thus include other aspects such as thermal comfort or aesthetics (through the "Global Renovation Architects and Workers", as well as enhancing the support to renovations of apartment blocks. Furthermore, using the results of market studies, homeowners has been contacted



according to common criteria, and standardized renovation works allowing reduction of time and costs has been proposed.

The lack of trust in enterprises of the building sector being a major barrier for homeowners to engage in a renovation project, another ambition of the one-stop-shop developed through I-HEROS is to become a trustworthy third-party for territory inhabitants in the field of energy housing renovation.

Therefore, the project intends to increase cooperation between the actors of the renovation sector by implementing a commitment charter for professionals and by referencing them. This emerging confidence between enterprises of the sector and the one-stop-shop should ensure the quality of renovations. Therefore, it leads to an increasing demand of homeowners that would otherwise be reluctant to engage in a renovation project.

I-HEROS (Integrated Home Energy RenOvation Service) aims at developing an entirely integrated home renovation service for homeowners in Toulouse Métropole. By increasing the coordination between existing programmes and targeting specific households, this one-stop-shop aims at renovating an additional 2000 housings per year (in addition to the current 5500 annual worksite) by the end of the project. It also aims to share the technical aspects of the successful implementation with international stakeholders or policy-makers.

The consortium has capitalized on widespread regional and national coverage to ensure efficient dissemination of the results and upscaling of the service. The partnership with the German partner ZEBAU GmbH, with extensive experience in EU dissemination, has initiate cooperation and replication on an intricate level with the city of Hamburg and Germany.



2. Distinction between communication and dissemination

Dissemination is defined as the communication of information, and can be multifaceted.

The grant agreement distinguishes between, on the one hand, dissemination and communication activities targeting the public and future users of the service (marketing and promotion of the service) and, on the other hand, dissemination activities aimed at institutions and organizations, designed to facilitate replication and reproduction of the model (subject of WP5).

The participation of INSA, Toulouse Métropole and Zebau in numerous international events on public policy, housing renovation and the ecological transition of cities between 2021 and 2024 has helped to promote the existence of the I-HEROS service. In addition, internal and external communication campaigns have helped to communicate the project's progress, results and feedback.

2.1. Dissemination Objective at European level

The I-HEROS Consortium members bear the responsibility for executing this strategy and collaboratively refining it as the project advances. This document outlines the final Dissemination actions for the project. Communication, dissemination, and exploitation efforts are poised to robustly support the project's objectives and activities. This involves promoting and disseminating results to target groups, thereby expanding the knowledge transfer across governmental levels (local, regional, national, and European) and diverse actor types (private, public, citizens).

The overarching strategic objectives of the Communication & Dissemination Strategy are as follows:

- Encourage consistent promotion of the project and its activities among all partners and countries, including a presence at European level.
- Defend the project's objectives in the pilot areas and involve towns in the housing renovation strategy.
- Encourage the development of "one-stop shops" in various European cities.
- Cultivate commitment from local to European level by involving stakeholders in a series of knowledge transfer activities (conferences, webinars, social networks, etc.). Ensure that project findings, news, results, and products are easily accessible to all interested parties.
- Amplify the impact of the project's work by establishing links with various organizations at all levels and reaching a wider consumer base.



• Make effective use of digital media and services to extend the project's reach. Results will be disseminated and exploited at all levels of governance - local/regional, national, and European.

3. Roles and responsibilities of partners

Toulouse Métropole manages the WP6 dedicated to communication activities and will focus on delivering a coherent and dynamic communication strategy to the project. It will make use of interactive tools and features to communicate with stakeholders and citizens and to disseminate results ensuring continuous and committed participation and interest of relevant stakeholders.

ADIL focus on the communication and dissemination of the project's results on the regional and national level. To present the service and strengthen relations over the long term with institutions, they will organize workshops. To reinforce the visibility of the service, renovation guides will be distributed to professionals and single-family homeowners.

INSA is in charge of the European dissemination and cooperation and makes sure the activities and results are shared with international target groups and stakeholders. The dissemination activities at the EU scale will include a final set of recommendations for setting up an integrated home renovation service based on the experience of Toulouse Métropole including the most relevant technical solutions to ensure the best results for the energy efficiency gains offered by renovations.

ZEBAU contributes to the dissemination of the results to partner cities of EU projects, as well as networks with similar projects on an EU-wide level (e.g. ProRetro). When communication materials are finalized, ZEBAU will cover the BSR, NSR¹, and Central Europe area (especially the German and the Scandinavian market), to spread the knowledge generated in I-HEROS in European cities.



4. Dissemination Roadmap

4.1. Coordination of dissemination activities

Dissemination aims at transferring knowledge and results to the ones that can make use of it, such as peers, industry or professional organizations, or policymakers. Dissemination enables the use and uptake of the results and dissemination channels mainly include scientific publications, policy briefs and training/workshops.

Dissemination of the project I-HEROS started during the service definition (M1-M16), by presenting the I-HEROS approach at conferences and creating contact with peers. However, in order to effectively share results, it has been enhanced during the service implementation (M16-M36).

4.2. International target groups and stakeholders



Baltic Sea Region North Sea Region Central Europe South (Spain and Portugal)

Figure 1: Europe divided into regions, based on Interreg program areas. Source: ZEBAU GmbH



Each group of stakeholders has a different point of interest and demand regarding the I-HEROS project.

According to this strategy, messages must be shaped individually and delivered in an effective manner.

On the international level, the following target groups of interest could be distinguished:

EU Regional stakeholders		
Main objective	Replicate the Toulouse Métropole model	
Content	Information about the model and the benefits it can carry	
Specific communication channels	City networks and cooperation Site visits / Fact sheets Conference participation	
Target audience profiles	Regions Cities Energy agencies	

Industrial / professional networks		
Main objective	Dissemination on the advantages of the integrated service model	
Content	Information about the model and the benefits if carries for businesses	
Specific communication channels	Conference and events participation	
Target audience profiles	Sustainable business hubs Energy cluster associations	

EU networks		
Main objective	Dissemination of best practices and promotion of the outputs of the project	
Content	Information about the model and the benefits it carries	
Specific communication channels	Articles on EU media / networks Cross-promotion activities Press releases EU Events	
Target audience profiles	Energy cities, the European association of cities in energy transition EU funded projects on the topic of home renovations and OSS (RenoBooster, ProRetro)	



4.3. Dissemination material and activities for the project I-HEROS

Sub-section 4.f lists all the dissemination actions at European level, which are described in more detail in this section.

4.3.1. I-HEROS Logo

The logo used for disseminating the project I-HEROS on an international level was derived from the one created for the integrated renovation service. It does not mention Toulouse Métropole anymore, as it aims at representing a reproducible integrated home renovation service.



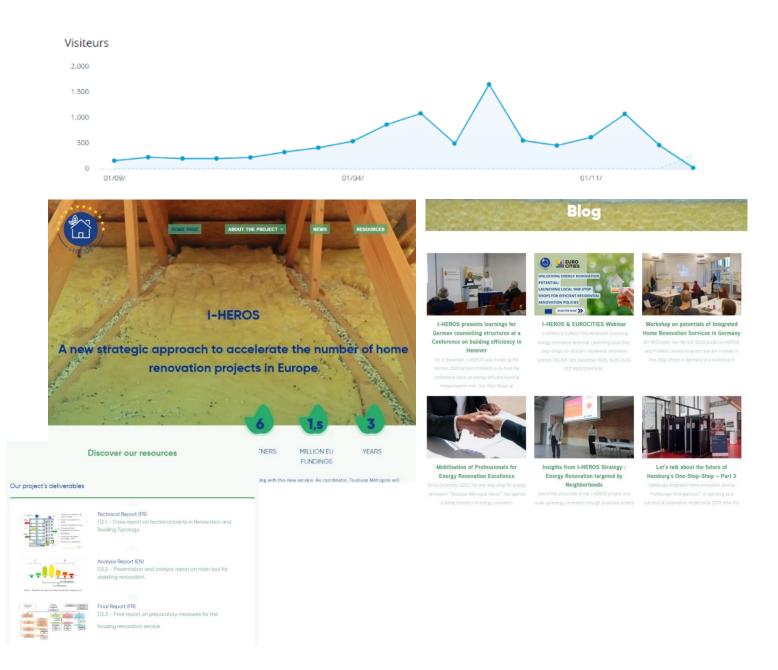


4.3.2. Project Website

The project website is accessible following this link: <u>https://i-heros.eu/</u>.

The website features various sections, including "NEWS" (events, latest articles, press reviews, etc.) and "RESOURCES" (project deliverables, scientific publications, etc.).

Over the last 3 years, the site has had more than 5676 visitors since September 2022.





The project has also a dedicated page hosted on the Toulouse Métropole's website and is accessible via the following link: <u>https://metropole.toulouse.fr/institutions-et-territoires/emploi-et-vie-economique/projets-europeens/i-heros</u>. It contains the description of the project and the roles of the 7 partners. It is accessible both in French and in English.

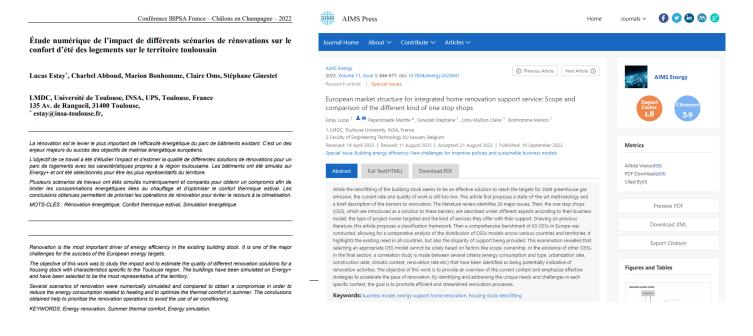
4.3.3. Academic publications

Even if the project I-HEROS is not a research project in itself, the academic member of the consortium, INSA Toulouse, is conducting two thesis related to energy-efficient renovation services in the South West of France. These thesis aims at identifying similar construction types in the metropolitan area and providing an array of adapted renovation solutions that consider summer comfort. In fact, over the past decades, Toulouse has experienced numerous heatwaves resulting in the increased use of air-conditioning and related energy consumption. Therefore, today's renovation work scenarios should consider this aspect to effectively mitigate climate change.

One academic publication has been published for those thesis, one conference paper has been presented, and two more are expected over the next two years.

The first publication object is the "European market structure for integrated home renovation support service: Scope and comparison of the different kind of one stop shops". Here the link to this publication: https://www.aimspress.com/article/id/65097b6dba35de09b33a577e.

The conference paper entitled "Numerical study of the impact of different renovation scenarios on the summer comfort of housing in the Toulouse area" was presented at an IBPSA conference. Here the link to this publication: https://i-heros.eu/wp-content/uploads/2022/10/IBPSA_2022_ESTAY.pdf.





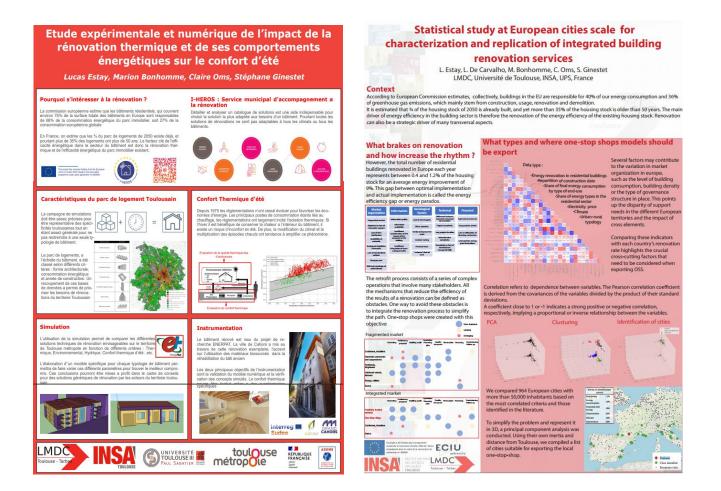
4.3.4. Conferences

During the project, opportunities to present the project's results has been researched and lead to a selection of conferences. To present the most comprehensive results possible, the third year has been targeted to also include experiences from the implementation phase of the one-stop-shop.

The literature review on one-stop shops established that energy renovations could involve players other than local authorities or researchers. The list in sub-section 4.f presents the events at which the various partners in the I-HEROS project were able to take part to present the project.

Also, the scientific partners (INSA) took part in 3 scientific conferences and presented their research work linked to the I-HEROS project by producing scientific posters.

In Germany, it was possible to include a conference block on energy-efficient building modernization with One-Stop-Shops in the EffizienzTagung in Hanover for the first time ever. The aim was to present the findings of I-HEROS to a wide audience of professionals from all over Germany and neighboring countries such as the Netherlands and Austria.





4.3.5. Networking with similar projects/initiatives

ZEBAU has worked with the Horizon Project ProRetro to disseminate the one-stop-shop idea and the I-HEROS approach and to reach the desired target groups in Europe. ProRetro's website and newsletter has been used as a German "hub" for one-stop shops to share findings from I-HEROS. Through the joint workshop organised in Berlin in October 2023, several conclucions on the German development of OSS could be made and insights from the I-HEROS projects were cited in the Policy Brief and deliverable on the documentation of the workshop from ProRetro.

The results of the I-Heros project have been communicated to other actors at the European scale. For example, the partners of the Interreg SUDOE ENERPAT project, concerning the eco-renovation of buildings in the city centers, has been informed of the studies performed and the implementation of the one-stop shop. This concerns essentially the municipalities of Vitoria-Gasteiz, Porto, Cahors, the research center Tecnalia and the association "Sites et Cités remarquables de France". For this last partner, a communication within their network of French cities has been envisaged. Furthermore, it was possible to include the One-Stop-Shop concept and approaches from I-HEROS into a project application for a small project within the Interreg Baltic Sea Region Programme called PV4All (Photovoltaic for all) and therefore reach the target group around the Baltic Sea including Sweden, Finland, Lithuania and Poland.

In Germany, the research on the replication potential of I-HEROS and the dissemination of the results has been done in close collaboration with the eaD (Federal Association of Energy and Climate Protection Agencies in Germany) because the energy agencies are involved in mostly all Germany one-stop-shops. The members of the association are therefore qualified to report on the status quo and to pass on the findings of I-HEROS and examine them for implementation in their own OSS.



4.3.6. Webinar

A webinar was organized at the end of the project to present all the results to the various project stakeholders. The main issues addressed were:

- What are cities' most pressing current and future challenges for the creation of Integrated Home Renovation Services (IHRS)?
- How can we replicate our local practices to boost building renovations?
- What financing systems are needed to set up a sustainable system in terms of One-Stop-Shops (OSS)?
- What kind of support is needed to reduce energy poverty in the region?

These topics were chosen to focus discussions on the knowledge and results that could be shared about I-HEROS. The aim of the event was to involve partners and project leaders with expertise and results that could support common observations.

The first part of the event provided a context and reviewed the fundamentals of the thematic and design of one-stop-shops, while the second part highlighted two key issues for today's project leaders: finding a financial solution that will allow them to be self-sufficient, and how to put an end to energy poverty.

AGEND	A
10'	Introduction and Moderation Eugenia MANSUTTI – EUROCITIES
10′	Opening remarks by CINEA Policy context & Overview of One-stop-shops for home energy renovation in the EU Nathalie CLIQUOT – Project Adviser Christophe MILIN – Project Adviser
15'	I-HEROS – Challenges to boost renovation of private homes and lessons learnt Joanne LESAGE – Energy Renovation Policy Officer, Toulouse Métropole Lucas ESTAY - Research engineer and PhD candidate, INSA Toulouse
15'	POWERPOOR – Empowering energy poor citizens through joint energy initiatives Eleni KANELLOU – POWERPOOR Project Coordinator
5'	Transition - FAQ collection
15'	EUROPA – One stop shop approach implemented in Piemonte Region to speed up the renovation wave Silvio DE NIGRIS – EUROPA Project Coordinator
15'	EU Peers: the European Community of Practice for One-Stop-Shops dealing with residential energy renovation Jenny-Claire KEILMANN - EU Peers Coordinator

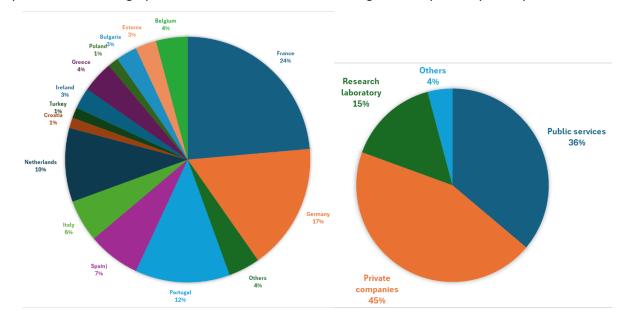
Webinar organization:



30'	Q&A with speakers
5′	Wrap-up & closure of the webinar

Participation:

A total of 160 people registered, from over 14 European countries, with a participation rate of 62% on the day of the event. The graphs below show the breakdown of registrants by country and by business sector.



Among the European & OSS projects that came forward during the webinar:

- HORIS IEECP
- o <u>OSRcoop (rescoop.eu)</u>
- o KLIK energy cooperative, running Energy-Climate Office in Križevci Croatia
- Energy Communities Tipperary Cooperative,
- o Galway OSS (Warm Home Hubs)
- o Hamburg OSS "Hamburger Energielotsen" in Germany
- CondoReno : <u>Home CondoReno</u>
- o EKPIZO (Consumer Association)
- REVERTER : <u>REVERTER Hub | Life programme | REVERTER</u>
- MultiHome (Bulgaria)

Shared documents:

- Position paper : https://acrobat.adobe.com/id/urn:aaid:sc:EU:dd504467-0b3e-401a-9ecb-b334453de6ec
- Article : <u>Typologies of Business Models of Integrated Home Renovation Services: Accelerating Energy</u> <u>Efficient Renovations for Homeowners Associations in The Low Countries and France — TU Delft Research</u> <u>Portal</u>



4.3.7. European territorial communities groups

Another target group directly concerned by the issues of energy renovations in residential buildings is the territorial authorities. That is why it is important to stay close to those groups and events dedicated to the energy management of tomorrow's cities.

Several European events and associations allowing the promotion of the project and exchanges with other one-stop-shop providers were contacted:

- European week of region and cities
- Energy cities: The European association of cities in energy transition
- Eurocities: Environment Forum Working Group Climate Change and Energy Efficiency.

The participation of Toulouse Métropole in European networks such as Eurocities Brussels-based network allowed to further disseminate best practicities from the I-HEROS OSS and to exchange with other EU cities and one-stop-shops. Toulouse Métropole and INSA Toulouse participated to the EUROCITIES Environment Forum in Ghent (May 2023). I-HEROS was presented during the cities showcase session, which allowed cities to share their case studies giving an overview of the practice addressing the energy transition, the steps to implementation, and advice for replication.

I-HEROS a new strategic approach to accelerate the number of home energy renovation projects in Europe TOULOUSE



Starting block and challenges

To tackle home energy renovation challenges, I-HEROS established a fully integrated renovation service in Toulouse Métropole - the Energy House (one-stop-shop).

It enhances cooperation and coordination between existing programmes and initiatives while adding innovative elements.

It gathers public-private partners to address the home renovation journey, covering technical and social issues, as well as financial and legal aspects related to the renovation process.



Success factors

- » A service covering the entire customer journey, which gathered the relevant players and provided technical and social diagnosis as well as professional advice elevating the ambitions toward more in-depth renovations.
- » A comprehensive communication and awareness raising campaign targeting the public at a neighbouhood level, which boosted demand and fostered the upscaling of home energy renovation.

YEROS



Your lessons and advice

- » Toulouse learned to build a reliable network of professionals as a guarantee of quality for homeowners.
- I-HEROS set up a professionals' charter demonstrating the willingness of renovation professionals to provide quality services.
- Another milestone of the project was the provision of an affordable diagnosis facilitated by several mechanisms and public aid available by phone, email, and at local events.

Extraction from the I-HEROS poster – Eurocities Environment Forum in Ghent, May 2023

It is Toulouse Metropole's intention to remain in contact with these various stakeholders and to be proactive. The signing of the Covenant of Mayor demonstrates the city's willingness to meet ambitious commitments in terms of building renovation.

A case-study about I-HEROS was published on the Covenant of Mayors website: <u>https://eu-</u>mayors.ec.europa.eu/en/toulouse-climate-heroes-ensuring-energy-efficient-homes.

4.3.8. Social media

Social networks are also being used to disseminate information to the public.





Linkedin : 249 followers

Twitter / X: 168 followers

I-HEROS @I_HEROS_EU

A new strategic approach to accelerate the number of home #energy #renovation projects in Europe.

Energy & Renewables Company
Toulouse
I-heros.eu
Joined August 2022

163 Following 163 Followers



I-HEROS

A new strategic approach to accelerate the number of home renovation projects in Europe. Services de lobbying · Toulouse, Haute-Garonne · 242 abonnés · Plus de 10 K employés

ZEBAU has shared infos on I-HEROS on their Instagram channel via story and posts and within the highlight "EU Projekte". ZEBAU also shared posts of the I-HEROS channel on LinkedIn and wrote their own posts on I-

HEROS.

4.3.9. Other projects

During the first year of work on the I-HEROS project, multiple partners had opportunities to interact with different actors from other One-Stop-Shop projects. The objective here is to continue to communicate and expand this circle of one-stop shops:

- Turnkey retrofit
- Profeed
- Heero
- BetterHomes
- EUROPA project
- ProRetro
- ORFEE



These other European projects have close objectives compared to ours, so the conclusions and results of the I-HEROS project can be pertinent and useful to their work. It is a privileged dissemination path.

5. Summary of dissemination actions at EU level

5.1. Conferences / Events

8 th edition of Sustainable Places (SP2020)		
Date	27/08/2020	
Coverage	European	
Responsible partner	INSA	
Explanation / Comments	Presentation of I-HEROS during a WS> Integrated Home Renovation Services	
	Workshop	

Semaine Européenne des villes et régions		
Date	27/08/2021	
Coverage	European	
Responsible partner	ADIL	
Explanation / Comments	Presentation of I-HEROS	

International Building Performance Simulation Association		
Date	19-20 / 05 / 2021	
Coverage	European	
Responsible partner	INSA	
Explanation / Comments	Presentation of the WP2 findings obtained, Imprication in a one-stop shop	

SDEWES		
Date	10-15 / 10 /2021	
Coverage	European	
Responsible partner	INSA	
Explanation / Comments	One-stop-shop and replicability	

La semaine européenne de l'énergie durable	
Date	09/2022
Coverage	European
Responsible partner	INSA
Explanation / Comments	Poster presentation of I-Heros

Local Integrated Home Renovation Services for home energy renovation: how to make them viable?	
Date	29 / 09 / 2022
Coverage	European
Responsible partner	TM & ZEBAU



Explanation / Comments	Replication workshop organized by the ORFEE project/EnergyCities where a
	poster of I-HEROS was presented in a pitch and two members of the project took
	part in the discussion

Eurocities Environment Forum in Ghent 2023	
Date	26-28 / 04 /2023
Coverage	European
Responsible partner	TM and INSA
Explanation / Comments	Participation / Oral Presentation / networking/Poster

Journées 2AD 2023	
Date	13-14 / 05 /2023
Coverage	European
Responsible partner	INSA
Explanation / Comments	Participation / Oral Presentation / networking

ECUI Barcelone	
Date	03 – 04 / 10 / 2023
Coverage	European
Responsible partner	INSA
Explanation / Comments	Presentation / Poster / networking

IBPSA France	
Date	24 / 10 / 2023
Coverage	European
Responsible partner	INSA
Explanation / Comments	Presentation / Poster / networking

Covenant of Mayors Investment Forum - Energy Efficiency Finance Marketplace, Brussels	
Date	24 / 10 / 2023
Coverage	European
Responsible partner	TM and INSA
Explanation / Comments	Participation / networking

2AD Day Ademe	
Date	08 - 09 / 11 / 2023
Coverage	European
Responsible partner	INSA
Explanation / Comments	Participation / Oral presentation / networking

RAUGC le Havre (expected)	
Date	28 – 30 / 05 / 2024
Coverage	European
Responsible partner	INSA
Explanation / Comments	Participation / Oral presentation / networking



IBPSA France (expected)	
Date	13 – 17 / 05 / 2024
Coverage	European
Responsible partner	INSA
Explanation / Comments	Participation / Oral presentation / networking
RILEM (expected)	
Date	25 - 30 / 08 / 2024
Coverage	European
Responsible partner	INSA
Explanation / Comments	Participation / Oral presentation / networking

EffizienzTagung Hanover	
Date	10-11/11/2023
Coverage	Germany/European
Responsible partner	ZEBAU
Explanation / Comments	Presentation of I-Heros in a 30 minutes presentation in a session dedicated to
	one-stop-shops and discussion with participants and other projects on site
Number of participants	25 (live+online)

5.2. WEBINAR

Online seminar "The right advice – paths to success" from the Information and Competence Centre for		
Sustainable Building in Berlin		
Date	03/2022	
Coverage	Germany	
Responsible partner	ZEBAU	
Explanation / Comments	Presentation of the concept of one stop shops and the opening of the Maison de l'Energie in Toulouse.	
	Discussion of the landscape of energy advice in Germany in combination with one stop shops	
Number of participants	210	

Online seminar "Energy advice – the path to a climate neutral building stock in 2045" from the series		
ZukunftsWissenBau		
Date	26/04/2023	
Coverage	Germany	
Responsible partner	ZEBAU	
Explanation / Comments	Presentation of I-Heros in a 30 minutes presentation and discussion with	
	participants	
Number of participants	300	



Online seminar "Unlocking energy renovation potential: Launching local One-Stop-Shops for efficient		
residential renovation policies approach a grand pas"		
Date	14/12/2022	
Coverage	European	
Responsible partner	TM	
Explanation / Comments	Presentation of the I-Heros project, the path traveled, the potential. Assessment	
	and criticism.	
Number of participants	100-110	

5.3. Workshop

Association of German energy agencies – annual conference	
Date	06/2022
Coverage	Germany
Responsible partner	ZEBAU
Explanation / Comments	Present I-Heros and discuss the status-quo of one-stop-shops in Germany in
	cooperation with the OSS in Hannover from the ProRetro project, promotion of
	the survey of the status-quo of OSS approach in Germany
Number of participants	15

Eurocities City Showcase – Environment Forum in Ghent		
Date	26-28 / 04 / 2023	
Coverage	European	
Responsible partner	TM / INSA	
Explanation / Comments	Possibility to share good practicities with EU cities and spread the results	

Joint workshop of I-HEROS and ProRetro: Energy-efficient building refurbishment from a single source -		
potentials of One-Stop-Shops in Germany		
Date	26/04/2023	
Coverage	Germany/Austria	
Responsible partner	ZEBAU	
Explanation / Comments	Workshop to present the results of the projects I-Heros and ProRetro with one-	
	stop-shop-practitioners from Germany and Austria. The participants worked	
	together at six tables on different topics.	
Number of participants	35	