

Session:

Local policy instruments to support the adoption of energy saving in the housing stock

Keywords: Local authorities, policy instruments, innovation adoption, energy efficiency, housing renovation, heat networks

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Session abstract:

Reducing energy use in housing is particularly challenging in existing housing districts. Local authorities face the transition of existing homes towards low-energy ones, as well as the needed changes in local energy grids. At the same time there is a lack of comprehension how currently available local policy instruments can stimulate a faster adoption of energy saving by homeowners.

In this session contributors from the city of Rotterdam, the city of Mechelen, Climate-KIC, TU Delft and Switzerland, will present available policy instruments and innovative local policy instruments to support the adoption of energy saving in the housing stock and discuss their usefulness. The contributions are part of the work of the IEA EBC Annex 75 and the Interreg 2 Seas project 'Triple-A'. The discussion will focus on the policy development needs for the adoption of energy saving at the district level in European cities, combining both energy efficiency measures at the house level and renewable energy systems at the district level.

The session thus illustrates the development of novel policy strategies and instruments in selected regions, and provides guidance to researchers and policy makers for various strategies for the adoption of energy saving in urban districts. In future work these results will be used to develop policy instrument guidelines to support local authorities.

Session Programme:

Thursday 8 November 2018:

16:15 – 16:20 Introduction to the session, Zeno Winkels, Climate-KIC

16:20 – 16:30 “Local policy instruments for activation of homeowners to adopt low-carbon technologies: experiences from the Triple-A project”, Erwin Mlechnik, TU Delft

16:30 – 16:45 “Local policy instruments for building renovation in Switzerland”, Roman Bolliger, Econcept, Switzerland

16:45 – 17:00 “Encouraging energy efficient home renovations by increasing awareness and securing easy access: case Mechelen”, Ighor Van de Vyver, City of Mechelen, Belgium.

17:00 – 17:15 “How to position homeowners in the heart of local engagement campaigns? The Rotterdam approach to encourage homeowners to adopt energy savings measures”, Oubbol Oung, City of Rotterdam, the Netherlands.

17:15 – 17:45 Panel discussion, moderators: Zeno Winkels, Climate-KIC & Erwin Mlechnik, TU Delft

Introduction to the session

Moderator:

Zeno Winkels

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CV:

Born in Delft as recent as 1972, Zeno Winkels works for the valorisation centre of the TU Delft, in particular for the EIT Climate-KIC program which is part of the EIT (European Institute of Innovation and Technology), a EU initiative to boost pan-european collaboration on innovation and climate resilience. That program harnesses knowledge accrued in leading research institutes and supports development and market entry strategies of innovations together with large and small corporate partners. This aligns with Zeno's earlier experience in EU-supported refurbishments projects in Sweden, France and the Netherlands, in particular in social housing.

IEA EBC Annex 75:

The IEA EBC Annex 75 international research project aims to investigate cost-effective strategies for reducing greenhouse gas emissions and energy use in buildings in cities at district level, combining both energy efficiency measures and renewable energy measures. The objective is to provide guidance to policy makers, companies working in the field of the energy transition, as well as building owners for transforming cost-effectively the city's energy use in the existing building stock towards low emission and low energy solutions.

<http://annex75.iea-ebc.org/>

Interreg 2 Seas Triple-A:

The overall aim of Triple-A is to increase the adoption of low-carbon technologies by homeowners in single-family housing. Together with different stakeholders, various local authorities will develop and implement a method to increase awareness and easy access for homeowners. The project contributes to local supply chain collaboration and innovative business models; strengthening web portals of local authorities; creating different types of pop-up centres to provide consultancy to homeowners; increased awareness of a wide range of technologies by showing different types of exemplars in real life and by offering home energy monitoring systems; and a cross-border guideline, which local authorities can use to implement the Triple-A method in their community.

<http://www.triple-a-interreg.eu/>

Local policy instruments for activation of homeowners to adopt low-carbon technologies: experiences from the Triple-A project

Keywords: Local authorities, policy instruments, innovation adoption, energy efficiency, housing renovation, heat networks

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Abstract:

European buildings account for approximately 40% of energy use; a majority of these dwellings in North-West Europe are owner-occupied single-family houses. Although there is an enormous potential to reduce energy use and hence CO₂ emissions, the current average home renovation rate is just around 1%. The development of innovative local policy instruments within the Interreg 2 Seas project 'Triple-A' is expected to increase the market uptake of single-family home renovation. The project is briefly introduced and the presentation introduces the adoption of innovative policies by local authorities.

Local and national authorities deploy a mix of policy instruments to overcome or to diminish the barriers that homeowners face when renovating their home. Within energy efficiency governance literature the instrumental mix to improve private housing generally is categorised in regulatory, economic, organisational and communicative instruments. The success of such instruments is driven by how residents perceive local policy instruments during their renovation decision stages. Local policy instruments can influence each step of the decision-process: from first knowledge of a technology or solution, to forming an attitude towards it, to a decision to adopt or reject, to implementation, and to confirmation of the decision made. Local policy instruments within the Triple-A project evolve to a common goal: to provide the right and timely (neutral) information in each step of the citizen's adoption process.

Local policy instruments for building renovation in Switzerland

Keywords: Policy instruments, renovation, districts, energy efficiency, housing renovation, heat networks

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Abstract:

Within the framework of the IEA EBC project Annex 75 on Cost-effective Building Renovation at District Level Combining Energy Efficiency & Renewables, policy instruments are investigated to influence the uptake of cost-effective combinations of measures in building renovation at district level. Previous studies carried out on the topic in Switzerland show that various approaches have already been applied. Key actors and key programmes who have been undertaking such measures in Switzerland are characterized. The presentation gives an overview on the current status of such policy instruments in Switzerland and on challenges to be addressed in the future.

Encouraging energy efficient home renovations by increasing awareness and securing easy access: case Mechelen

Keywords: Home Renovation Service, Web Portals, Home Energy Monitoring System, Consultancy Pop-ups, Customer Journey, Collective Action.

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Abstract

Complementary to the national policy frameworks, local authorities implement locally based policy instruments targeting private homeowners of single family houses. The key challenge with regards to home renovations is to tackle the existing (regulatory, economic, information and organizational) barriers that prevent the owners from undertaking energy saving measures in their dwellings.

Under the framework of the EU-project Triple-A, the city of Mechelen is exploring new ways to increase the effectiveness of its awareness raising campaigns and improve the access to technical-financial support regarding home energy renovations. The first feature is the upgrade of the existing web-portal www.mechelenklimaatneutraal.be with additional web functionalities to better serve the information requests of homeowners. The second feature is a pop-up consultancy centre, the 'Renovatiemobiel', a mobile office that visit targeted streets or neighbourhoods for a day or up to one or two weeks to provide information and guidance to local homeowners. The third feature is the use of Home Energy Monitoring Systems in the home renovation consultancy services of the city, as a tool to nudge households to invest in energy efficiency measures. The last feature is the facilitation of real-life demonstration projects, ranging from deep renovations to group purchases and collective renovation actions on neighbourhood level.

All activities are communicated to the citizens under the umbrella of Mechelen Klimaatneutraal, the local communication and marketing campaign that resulted from the Sustainable Energy Action Plan of the city. Together they form a key building block of an integrated home renovation service, offered by the city, with the objective to fully support homeowners during their customer journey in realizing an energy efficient dwelling.

How to position homeowners in the heart of local engagement campaigns? The Rotterdam approach to encourage homeowners to adopt energy savings measures.

Keywords: Local policy, customer segmentation, renovation, energy saving, engagement strategies.

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Abstract:

Local-authorities are acutely challenged to match more effectively their energy efficiency message with the countless variety of needs of homeowners. One way to approach this matter is to get better insights in what homeowners value or how they perceive sustainability. The approach of the city of Rotterdam is GIS-based and uses Mentality data in combination with analyses of technical, social and economic data. The resulting method especially helps to identify high potential districts for the adoption of energy saving measures. Work is in progress to test this method in a district. The presentation deals with the derived Rotterdam engagement strategy to support a local engagement campaign.