IEA EBC Annex 75 Subtask D: Policy Instruments, Business Models & Stakeholder Dialogue
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Objective

- Give recommendations to policy makers and building owners about how they can influence the uptake of cost-effective combinations of energy efficiency measures and renewable energy measures in building renovation at district level.

- Research approach:
  - Innovative local policy instruments (catalogue)
  - Emerging business models (catalogue)
  - Stakeholder research (in-depth interviews)
  - Guidelines
### Stakeholders

- Different starting conditions in various countries/ regions/ municipalities
- Different roles, influence, power and interest levels per stakeholder/ project

<table>
<thead>
<tr>
<th>P. Policy actor</th>
<th>C. Client or beneficiary/ demand actor</th>
<th>F. Financing intermediary</th>
<th>E. Energy solution provider</th>
<th>R. Renovation solution provider</th>
<th>I. Other intermediaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipality or city</td>
<td>Private owner or assembly</td>
<td>Distribution system operator</td>
<td>Planning and construction party</td>
<td>Federation of local authorities, suppliers, contractors, architects, homeowners, renters, building owners, other...</td>
<td></td>
</tr>
<tr>
<td>County council</td>
<td>Private owner, homeowner assembly, housing cooperative or co-housing, other...</td>
<td>Bank</td>
<td>Urban planner</td>
<td>Architecture</td>
<td>Trade organization</td>
</tr>
<tr>
<td>Provincial regional government</td>
<td>Housing association or company</td>
<td>Investment fund operator</td>
<td>Architect</td>
<td>Not-for-profit organization</td>
<td>Neighborhood interest association</td>
</tr>
<tr>
<td>Federal/ national government body</td>
<td>Private housing actor or real estate company, public or social housing owner, sees-public or non, other...</td>
<td>Real estate development company</td>
<td>Design team</td>
<td>Private actor contracted as intermediary</td>
<td>Process actor: Neighborhood communication agent, business model developer, consultant, other...</td>
</tr>
<tr>
<td>Other: namely...</td>
<td>Project development company</td>
<td>Project development company</td>
<td>General contractor</td>
<td>Private actor contracted as intermediary</td>
<td>Trade organization</td>
</tr>
<tr>
<td>Public agency or institute</td>
<td>Building portfolio manager</td>
<td>Building portfolio manager</td>
<td>Subcontractor</td>
<td>Private actor contracted as intermediary</td>
<td>Neighborhood interest association</td>
</tr>
<tr>
<td>Innovation agency, Energy agency, Public service, Educational institute, Research institute, Other...</td>
<td>ESCO</td>
<td>ESCO</td>
<td>Supplier of products or technologies</td>
<td>Supplier of concepts or systems</td>
<td>Supplier of products or technologies</td>
</tr>
</tbody>
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- District action requires a collaboration of multiple types of stakeholders
- Municipalities can lead or facilitate development of common understanding and stakeholder dialogue

### Business models

- Various archetypes of business models (atomised, market intermediary, one-stop-shop or service contract) depending on the business model owner
- Business approaches for energy renovation don’t mix (yet) with those for energy supply
- Growing complexity of business model when targeting geographical areas
  - Complementary innovative business models & stakeholder collaboration are key to achieving district level action
  - Growing support for service intermediaries and motivated cooperatives (sometimes excluded for funding options)
Policy instruments

➢ Similarities and differences in perceived use, difficulty & easiness
➢ Different starting conditions in various countries/regions/municipalities

• Sticks: adapted permits, control of living conditions, carbon pricing schemes, requirements for sale and rent of municipal land,..
• Carrots: tax incentives, support for group purchases and cooperatives, coaching and unburdening of multiple homeowners at the same time,..
• Organizational instruments: strategy development, tactical plans, online and offline services and communication,..

Recommendations

● Combine (developing) heat plans, (still largely missing) building stock renovation plans, and (emerging) climate management plans
● Create or use integrated supply, intermediaries and local networks; support combinations of innovative business models
● Staff a consulting infrastructure and stakeholder dialogue in promising districts
Thank you for your attention!

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