BUILD UP Skills
10th EU exchange meeting
30 - 31 May 2017 - ROTTERDAM

Collaborative Policy Making

BUILD UPON
H2020 - EE-2014-2015
#649727

Emilio Miguel Mitre, GBCe
BUILD UPON Coordinator
IMAGINE...
A built environment that ensures a high quality of life for all

We all belong to communities: our local communities, our families, work places, sports clubs and many more. Central to our communities are the places where we come together. The buildings in which we live, work, learn and play are fundamental to our quality of life, and the strength of our communities.
EE 9 – 2014/2015:

Empowering stakeholders to assist public authorities in the definition and implementation of sustainable energy policies and measures.

Specific challenge:

While public authorities have an important role to play to develop energy efficiency policies and plans, the latter require the full involvement of private stakeholders and the civil society for their effective implementation. However there is a general lack of capacity and coordination among those stakeholders to guarantee their full involvement and to effectively convert policies and plans into concrete actions.
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Version 2 of the national long-term strategies due April 2017
Non-compliant
Partially compliant
Acceptable
Best practice
Brussels Capital Region

Overall level of compliance with Article 4

Overall, strategies do not set a clear, strategic path for the renovation of national building stocks.

N.B. No strategies were considered “best practice”.

www.bpie.eu
www.buildingsdata.eu
JRC (Joint Research Centre) evaluation of Article 4

Figure 1: Comparison of the scores of the 30 evaluations of Member States notifications

Figure 2 – Average scores of the 30 renovation strategy evaluations

Figure 3: Map illustrating the result of the evaluation of the renovation strategies
Co-Creating Europe’s National Renovation Strategies

CSA (Coordination and Support Action) 2,35 M€

Steering Committee

Coordinación

Support

Advisory Board

EUROPE REGIONAL NETWORK
European Dimension
Help our Government WRITE our NatRenStrat v.2.0

- Dialogue Culture
- Renovation initiatives integration
- Improved Strategy
- Stable Community

GBCx v.1.0

WS 1  WS 2  WS 3  WS 4  WS 5  WS 6

2016
March April May June July August September October November December

2017
January February March April May June July August
SUCCESS?

- Increased GBCs dialogue & collaboration facilitation capacity
- Community building
- All governments involved
- 1,000 stakeholders engaged
- V.2 EED art 4 National strategies definition
- Successful implementation of the strategies
- General public understanding and acceptance of deep renovation
- Deep renovation becoming a common practice
Stakeholders’ mapping

2,900
Stakeholders identified
Initiatives mapping

WELCOME TO THE RENOWIKI
It's a collaborative tool for the national renovation strategy community - to map and manage all the important energy efficiency initiatives out there. Just add and edit - simple! Our hope is that over time the initiatives on each national page will evolve into coordinated, high-impact national renovation strategies. On that journey we’ll use the RenoWiki as a tool for dialogue at our many events, to explore how individual initiatives are defining and tracking their impact, and understand what our ‘collective impact’ could look like if we work closer together.

COUNTRY
CATEGORY

AWARENESS RAISING
SKILLS & CAPACITY BUILDING
FINANCIAL & ECONOMIC
POLICY & REGULATION
ORGANISATIONAL & ADMINISTRATIVE
ADD CATEGORY

www.buildupon.eu/initiatives
WELCOME TO THE RENOWIKI

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www.buildupon.eu/initiatives
Information Campaign “Let’s Live Warmer!”

**IMPACT**
- ✔ 625 projects completed under the Improvement of Heat Insulation of Multi-Apartment Residential Buildings programme
- ✔ 210 events held between 2010 and 2015, >6,700 in person participants, >2,740 online participants
- ✔ 1,280 Twitter followers, 317 Facebook likes, 33,117 YouTube views, >19,000 SlideShare views

**START DATE** January 2010

Campaign to inform people about the “Improvement of Heat Insulation of Multi-Apartment Residential Buildings” programme and encourage insulation of housing in Latvia. It aims at: Promoting cooperation between industry associations to ensure the flow of information about current industry promotion; Promoting information about apartment house management; Promoting information about EU funding for housing insulation; Providing information about benefits of insulation; Educating people about conditions providing qualitative insulation; Providing information about construction quality standards and technologies; Informing people about latest trends in housing insulation issues. Due to success of the campaign, program’s EU funding was increased from 20 to 89 million EUR.

**RESPONSIBLE ORGANISATION(S)**
- Ministry of Economics

**CONTACT AN EXPERT**
- Zane Dziluma

www.buildupon.eu/initiatives
## Initiatives at the Renowiki

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Workshop plans

EXPLORE THE DIALOGUE IN YOUR COUNTRY

http://buildupon.eu/dialogue/#events
Workshop plans, Turkey

BUILD UPON

More than 100 Events organised across Europe
### Stakeholders’ engagement

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Stakeholders’ engagement
Stakeholders’ engagement

Quantitative success

... 

Qualitatively?
Stakeholders’ engagement

- Administration: 26%
- Offer: 53%
- Demand: 21%
Stakeholders’ engagement
12 RENOMMENDMENTS
12 RENOmm@ndments

1. Political positioning
2. Institutional structure
3. Regulations
4. Administrative
5. Capacity building
6. Offer, product
7. Offer, profesional, services
   Sector's community
8. interaction
9. Financing
10. User oriented
11. Communication
12. User activation
12 RE NO mm@ ndments

ADMINISTRATION
1. Political positioning
2. Institutional structure
3. Regulations
4. Administrative
5. Capacity building
6. Offer, product
7. Offer, profesional, services
8. Sector's community interaction
9. Financing
10. User oriented
11. Communication

OFFER
7. Offer, profesional, services
8. Sector's community interaction

DEMAND
10. User oriented
11. Communication
12. User activation
Recommendations
General, relative size

- Capacity building
- Offer, product
- Offer, professional services
- Sector's Community maintenance
- Financing

- User addressed
- Communication
- User activation

- Political positioning
- Institutional structure
- Regulations
- Administrative
12 RENOmm@ndments

Graph showing the percentage of recommendations for different areas:
- Financing: 16.0%
- Offer, product: 14.0%
- Political positioning: 12.0%
- Capacity building: 10.0%
- Administrative: 8.0%
- User addressed: 6.0%
- Regulations: 4.0%
- Communication: 2.0%
- Sector's Community maintenance: 2.0%
- Institutional structure: 1.0%
- Offer, professional services: 1.0%
- User activation: 1.0%
## Communication

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**TOTAL (Number people reached) = 1,655**

**TARGET =**

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<th>Facebook</th>
<th>Flickr / Instagram</th>
<th>Prezi / SlideShare</th>
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<th>General Press</th>
<th>TV</th>
<th>Radio</th>
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**TOTAL (Number people reached) = 11.860**

**TARGET =**
SUCCESS?

• Increased GBCs dialogue & collaboration facilitation capacity

• Community building

• All governments involved

• 1.000 stakeholders engaged

• V.2 EED art 4 National strategies definition

• Successful implementation of the strategies

• General public understanding and acceptance of deep renovation

• Deep renovation becoming a common practice
Imagine we all lived in a single home with one envelope.
<table>
<thead>
<tr>
<th></th>
<th>Administration</th>
<th>Financiers</th>
<th>Energy</th>
<th>Manufacturers</th>
<th>Builders</th>
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<td>😐</td>
<td>😞</td>
<td>😳</td>
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<td>😊</td>
<td>😳</td>
<td>😮</td>
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</table>

Palette A question of TRUST
BUSINESS CASE

• Other arguments

Business may not be such a good argument as we think

Not for everybody
THAT THING WE CALL THE FINAL USER

- Message
- Language
- Channel
Europe’s Renovation Revolution

WHAT WE ARE DOING AND WHY

BUILD UPON is a community that is leading a shift in the way we approach Europe’s building renovation challenge.

The prosperity and well-being of all Europeans requires our nations to put in place long-term strategies to improve our existing buildings – to ensure their massive impact on our society, economy and environment is properly managed.

During 2016-17 BUILD UPON has brought together a community of over 2,000 diverse organisations at over 100 events across Europe – to explore how to design and implement successful national renovation strategies.

We now need to set out a clear common vision of what we wish to achieve as a region – what each of our countries needs to do to make this a reality – and how we will start to coordinate across hundreds of different initiatives to deliver green buildings for everyone, everywhere.
Europe’s Renovation Revolution

OUR COMMON VISION

Our vision is a Europe that leads on the building renovation challenge – meeting the goals of the Paris Agreement and improving the lives of millions of citizens through better buildings.

To achieve this, all countries must establish ambitious national renovation strategies – setting out roadmaps to 2050, with clear targets, milestones and measures that support local action.

We commit to unite across sectors and nations to support this vision, and to support the design and implementation of the renovation strategies.

SEE WHO SUPPORTS BUILD UPON’S COMMON
Europe’s Renovation Revolution

3

OUR NATIONAL RECOMMENDATIONS

Each Green Building Council that has led BUILD UPON has run a series of events across their capitals and major cities, consulting expert organisations from the public, private and third sector on what is needed for a successful national renovation strategy.

The result is this series of key national recommendations, providing important insights into how we need to shape Europe’s building renovation market across our diverse region to achieve our vision.

SEE THE FULL SET OF NATIONAL
Europe’s Renovation Revolution

OUR RENOVATION STRATEGY IMPACT FRAMEWORK

BUILD UPON’s ‘RenoWiki’ profiles over 750 major initiatives tackling market barriers to building renovation across Europe – from awareness raising and skills, to finance and regulation. All of these efforts are critical, have advanced significantly in recent years, and must now be coordinated to achieve the scale of change our vision requires. This is the key challenge for the roadmaps, milestones and measures set out under national renovation strategies.

Our draft Renovation Strategy Impact Framework provides an illustrative example of how national renovation strategies can start to take on this coordination challenge. This initial version of the Framework is the result of convening over 160 experts during our Madrid Leaders’ Summit, and is a draft aimed at sparking a debate over how we approach renovation strategies.

Download the draft Renovation Strategy Impact Framework [LINK TO DOWNLOAD PDF] or explore the interactive version below.
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