

REPORT ON STAKEHOLDER INTERESTS

Abstract

The report focuses on the different actors in the marketplace which offer products or services connected to renovation of houses. Which abilities do the different actors have for contribution to establish a one stop shop which offers a holistic renovation concept? Also complementary businesses such as banks are included in the analysis. Further, opportunities and threats are identified for different clusters of one stop shop.

The structure and how the actors in the market act are quite similar in the Nordic countries. Therefore the development of strategies for the different countries may be similar to a great extent. With some minor exceptions also the different governmental regulations and voluntary standards are quite similar in the Nordic countries. They represent a common opportunity in stimulation of energy efficient renovation.

The various types of actors in the renovation business occur at different stages in the value chain. The traditional first line services such as carpenters, retail stores, heat pump agents, plumbers, electrician, etc. come in direct contact with the customer when the house owner needs assistance in solving a specific “problem” or need. This is a golden moment for the SuccessFamilies project to address through these actors a more holistic energy efficient renovation to the house owner; **to present the one-stop-shop solution.**

To do so SuccessFamilies has focused on the “time window”: which opportunities could be used to communicate more energy efficient renovation? What type of renovation is needed? Based on this SuccessFamilies has singled out both the different opportunities which seems to be the best situations to stimulate energy efficient renovation as well as the characteristics of the house owner influencing the ability and willingness to carry out an energy efficient renovation.

The one-stop-shop should offer tailor made services for sustainable renovation of a single family house. This should include the building envelope, insulation, window, materials, heating and ventilation system, and even financing. The one-stop-shop should have the knowhow about competent firms who can offer the additional services, price knowledge and how to organize the work in a cost-effective way, in the right order and to the wanted quality.

These complete service packages, which represent the one-stop-shop solution, might differ depending on which industry has the leading part in the different pilot studios. In addition to a range of common strengths, weaknesses, opportunities and threats, all the different service package models have their own unique characteristics regarding strengths and weaknesses, in addition to facing different opportunities and threats. Nevertheless the most important factor seems to be that no actor alone possesses an overall competence to supply a holistic solution. Trustworthiness of the actors is another important factor to take into consideration when developing a one-stop-shop solution.

The overall threat is the fact that a simple cost focus leads to limited renovation and reduce interest for high ambition renovation. The strategies and actions chosen to introduce and sell energy efficient renovation to single-family house owners should present all non-economic benefits as well as the economic benefits, which has been proven equally important to the house owners which carried out an energy efficient renovation.