

# Deliverable 2.2

## Report on the first stakeholder workshop

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## 1. Introduction

Two workshops are to be organised in the second year of the project. Their objectives are to present STUNNING results, disseminate the generated knowledge, gather feedback and fine-tune the recommendations on business models. This document briefly presents the content and outcomes of the first stakeholder workshop.

## 2. Workshop content

### 2.1. Organisation

So as to gather a large audience, STUNNING organised the first workshop during the ECTP Conference, on November 14<sup>th</sup> 2018 in Brussels (Belgium). The ECTP Conference is a bi-annual event attracting research experts and professionals in the energy-efficiency sector. Under the slogan "When EU Construction Industry shapes high-tech Sustainable Built Environment", the parallel sessions dealt with the topics Energy Efficient Buildings, Infrastructure & Mobility, Materials & Sustainability, Heritage & Regeneration and Active Ageing & Design.

The session was dedicated to the promotion of innovative business models for energy efficient renovation. Given the setup of the room allocated to the session and the size of the audience, a rather 'formal' format with a panel discussion at the end was preferred to an 'interactive' one. However the possibility of a more interactive and hands-on format will be explored for the next workshop.

### 2.2. Agenda

<b>PROMOTING INNOVATIVE BUSINESS MODELS FOR ENERGY EFFICIENT RENOVATION</b> <b>14/11/18 10:15-11:45</b>
<b>Chair:</b> <b>Karine Laffont-Eloire</b> (DOWEL Management)
<ol style="list-style-type: none"> <li>1. Welcome and outline of the STUNNING project – <b>Karine Laffont-Eloire</b> (DOWEL Management)</li> <li>2. Promising business models for building refurbishment: First findings of STUNNING –<b>Donato Zangani</b> (RINA)</li> <li>3. Business Models and Open Innovation to engage SMEs along the value chain - Challenges for replication and business cases from PVAdapt - <b>Stefano Carosio</b> (Unismart)</li> <li>4. Energiesprong and its replication to France - <b>Sébastien Delpont</b> (GreenFlex / EnergieSprong France)</li> <li>5. Boosting renovation: the Better Home initiative - <b>Susanne Dyrbøl</b> (Rockwool)</li> <li>6. Panel discussion: replicability of successful business models and how to accelerate their replication</li> </ol>

### 2.3. Summary of presentations

The session featured presentations from RINA, UniSmart, GreenFlex / EnergieSprong France and Rockwool. An introduction was made to the STUNNING project and its collaborative platform (the Renovation Hub), aiming at sharing knowledge about various refurbishment packages, business models and business cases. The first findings of STUNNING with regard to innovative business models for the energy efficient renovation of building were then presented by RINA Consulting, and were concretely illustrated in the three following presentations. UniSmart highlighted the objectives of the recently funded PVadapt project and how new business models will make it possible to better engage SMEs along the value chain. The replication of the Dutch EnergieSprong business model to



France was presented by GreenFlex, who stressed the importance of providing simple, clear and radical messages to promote renovation. Rockwool introduced BetterHome, a business model which is being successfully rolled out in Denmark for single family houses thanks to its efforts to improve the “renovation journey”.

The potential replication of innovative business models such as EnergieSprong and BetterHome was finally discussed during the panel discussion following the presentations.



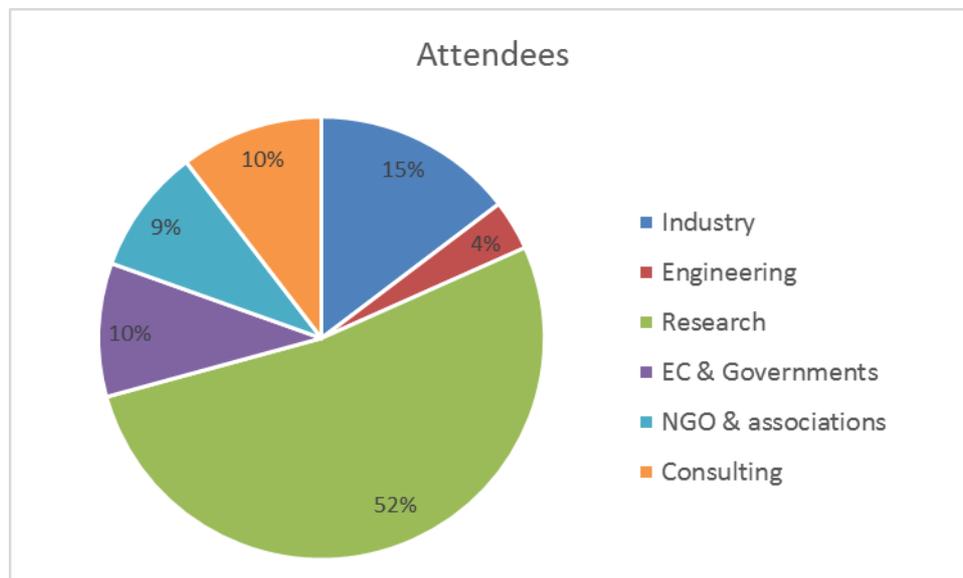
## 2.4. Booth

During the two-day conference, Mrs. Maëva Pratlong and Mr. Xia Wei La from project partner Steinbeis 2i represented STUNNING through an information booth and featured live-demos of the Renovation Hub, thereby offering direct advice on the usage of STUNNING's digital platform for knowledge exchange.



### 3. Outcomes

The ECTP conference as a whole totaled approximately 175 attendees, from 106 organisations (the repartition by sector is illustrated below).



The parallel session on Business Models gathered an audience of around 50 people. A key outcome of the discussion with the panellists was that each business model is optimized for a specific market segment (e.g. single family houses, social housing) and a specific country (in terms of culture, regulation, market structure). Replicating these business models to other market segments and other countries is therefore not straightforward and requires a dedicated and highly motivated local team to adjust the business model to the local context and convince the first clients.

Among the numerous interested parties visiting the booth were researchers from leading European research institutes, representatives from European projects in the fields of energy-efficiency, project officers of European stakeholder associations and company representatives from European SMEs. Regarding the Stakeholder Community, 6 additional registrants were acquired over the course of the live-demos.

The presentations are available on the website of the ECTP: <http://www.ectp.org/ectp-conferences/ectp-conference-2018/>

### 4. Conclusion

The STUNNING session and booth were well attended, with several participants welcoming the fact that a whole session was dedicated to business models, which complemented the more technical sessions.

New stakeholders registered to the STUNNING community and interesting leads to follow up were discussed (e.g. potential synergies with other projects, business cases to investigate, exploitation potential, etc.).

