

PERSONAS (0)

	NOT INTERESTED	BECOMING AWARE	BECOMING INTERESTED	BECOMING ACTIVE	FINANCING	SELECTING SUPPLIER	INSTALL & PAYMENT	EXPERIENCE	SHARE EXPERIENCE
<b>User goals</b>	"I'm not aware, I don't know (enough) about energy renovation"	"I'm aware of it, I have information about energy renovation"	"I'm interested in possibilities for energy renovation"	"I'm motivated to take action, I want to learn more about my possibilities"	"I know how to finance my energy renovation"	"I've made a choice of how and with whom I am going to finance and execute the renovation"	"I'm going through with the energy renovation"	"I experience the results / advantages of energy renovation"	"I evaluate and provide my verdict"
<b>Enabling instruments</b>		<b>Robert Gordon University</b> Analysis of homeowner self-assessment tools + room for improvement  <b>Roeselare &amp; Vives</b> Participation in DITUR (Digital Twin for Urban Renovation) for more insight into renovation potential.  <b>University Vechta</b> Pilot Stronghouse app for increased awareness of energy consumption	<b>Orkney Islands</b> How to include EPC in digital self-assessment?  <b>Roeselare</b> Local / Regional one-stop-shop solution with stakeholders Renoseec, Befutura, Knauff  <b>Linnaeus University</b> One-stop-shop business concept  <b>FORS A/S</b> Grøn Puls partnership for energy audits	<b>ProjectZero:</b> Training bank advisors to nudge homeowners towards energy renovation.  Discovery and define with banks on how to use IT tools for improved communication with homeowners concerning energy renovation.  <b>atene KOM</b> How to use digital technologies for energy efficiency of buildings  <b>Vives</b> Collaboration of communities, governments and SMEs through a digital platform.	<b>Drenthe:</b> Discussion on the affordability of energy renovation for low- and medium-income households.  <b>Fredensborg:</b> Supports homeowners applying for state funding for energy renovation.  <b>Roeselare:</b> Increase the use of existing loan and grant schemes.  <b>Spring &amp; University Gothenburg:</b> Analysis of challenges in current access to green finance and how to improve this access.  <b>ProjectZero</b> With Danske Bank: improve access to green finance.  <b>Orkney Islands</b> Link to UK Green Finance Institute  <b>Gate21</b> Link to Horizon 2020 project Round Table		<b>Spring &amp; University Gothenburg:</b> Analysis of challenges in current access to green finance and how to improve this access.		
<b>Neighbourhood Approaches</b>	<b>Roeselare</b> Analysis of which neighbourhoods would suit the Stronghouse pilot.  <b>Linnaeus University</b> Data analysis: which customer segments are (potentially) interested in energy renovation	<b>IGEMO</b> GIS maps visualize challenges in housing stocks in 6 municipalities.  <b>Roeselare</b> Cooperation with social support organizations to engage low-income households in energy-saving measures  <b>IGEMO</b> Engaging volunteers to execute thermographic scans, which make homeowners more aware of their energy-saving potential.	<b>Orkney Islands</b> Cooperation with Home Energy Efficiency Programme for Scotland, Firefly Energi and Warmworks Scotland	<b>Noordenveld</b> Neighbourhood Approach Energieke Buurten  <b>Roeselare</b> Neighbourhood campaign for homeowners and tenants of social housing association: install solar panels and improve insulation.  <b>Linnaeus University</b> Homeowner cooperative 'Brf Skogslyckan' to support energy renovation		<b>ProjectZero</b> Heat planning process engaging all 4 district heating companies for green district heating  <b>Spring &amp; University Vechta</b> Work with start-up Co-Benefit for collective purchase of energy renovation packages.			<b>Noordenveld</b> Neighbourhood Approach Energieke Buurten  <b>Fredensborg</b> Label / Door-sign 'I have energy renovated my home'
<b>Market access for SMEs</b>		<b>Robert Gordon University</b> Makes SMEs aware of the technical possibilities and potential demand for energy renovation.	<b>Fredensborg</b> Involve SMEs to carry out energy audits.	<b>Roskilde / FORS A/S</b> Network for energy consultants and craftsmen  <b>Linnaeus University</b> Course for SMEs interested in the one-stop-shop concept.  <b>ProjectZero</b> Training of craftsmen, addressing EPC's, financing conditions, state funding etc.	<b>Drenthe &amp; Noordenveld</b> Used Stronghouse insights to implement grant schemes as Local Collective Purchase Actions	<b>Roeselare</b> Collect insights from other projects on how to involve SMEs  <b>Roeselare &amp; Vives</b> Based on the DITUR Digital Twin: a one-stop-shop pool of SMEs  <b>IGEMO</b> Discovery and define of a 'Booking.com' for contractors.			
<b>Adoption Strategies</b>	<b>ProjectZero</b> Insights in persona's and 'energytypen' are the basis for adoption campaigns.	<b>ProjectZero</b> Link with national campaigns and national framework such as Danish National Climate Partnership		<b>atene KOM</b> Smart Home Manual for homeowners	<b>Drenthe</b> Adoption campaigns focused on grant schemes such as Energy Savings Loan, the Vouchers for Small Energy Savings, Vouchers to Optimise Central Heating, and Local Collective Purchase Actions.  <b>ProjectZero</b> Implementation of new national program Bygningspuljen and funding for Energy Performance Certificate.	<b>Linnaeus University</b> Involves SMEs in adoption strategies.  <b>ProjectZero</b> Engages craftsmen, banks and municipal advisors in the Adoption Strategy and Customer Journey			