Creation of energy-efficient Buildings Renovation Action Plans for cities: guideline and application cases
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Rotterdam

Nb. of inhabitants: in the city: 630 000; in the agglomeration: 1 200 000
Area of city: 320 km²; agglomeration: 807 km²
Position of international port in Europe: 1st, in the world: 4th.
Savings potential on energy consumption: ~40%.
In average: ~50 euros / month / household
In total: ~180 millions euro / year

Rotterdam international port has the potential to heat about 1 000 000 homes (~20 PJ).

Map of energy use and energy savings potentials in Rotterdam in 2013
Conditions

Existing residential buildings stock: ~300 000

- Rented: 195 000
  - Social: (139 000)
  - Commercial: (56 000)

- Individual private home-owners buildings: 100 000

- Home-owners associations– buildings: 12 000
  (~130 000 apartments, ~85 % < 10 units)
Target group(s)

- Social housing corporations
  >>> yearly agreements on results to be achieved

- Private home-owners:
  - Individual private home-owners
  - Home-Owners Associations
Objectives: Municipality mid- & longterm goals

“To produce more sustainable energy than the city consumes by 2030”

- Specific goals:
  - Photovoltaics: Today: ~2 300 res. buildings,
    By 2018: 10 000
  - District Heating from waste incineration:
    Today: ~56 000 res. buildings,
    By 2035: 150 000
Main objectives are:

- To accelerate upgrading existing residential buildings
- Use of cleaner & cheaper energy

10,000 residential buildings with green energy label by 2020

- 7000 owned by housing corporations,
- 1500 individual private home-owners &
- 1500 Home-Owners Associations.

How?

- Stimulate owners
- In collaboration with the local partners
- Stimulate a market uptake at a regional scale
Strategy: Bringing energy efficiency closer to the Rotterdammer

Cityportal: Rotterdam.nl/energiebesparing

- WoonWijzerWinkel.nl (regional portal) + connection with ICDuBo
- Locating WoonWijzerWagen on strategic spots in R’dam
- Pop up store in top spots in the city centre
- Pop up store in neighbourhoods as part of neighbourhood action plans
- Easy in / easy out expo’s on energy efficiency on several locations
- Campaigning: (social) media strategy (press, Facebook, Twitter, challenges, etc.)
- Actively attracting SME’s to energy efficiency actions (e.g. installers Uneto-VNI)
- Special offers: e.g. energy scans, vouchers for advice
- Facilitating neighbourhood- and street actions, initiatives from citizens
- Stimulating energy efficiency together with education: pupils and their parents
Progress

- Stimulation campaign in October 2016, city-wide

- Individual private home-owners
  Project TRIPLE-A started in Dec. 2016
  www.triple-a-interreg.eu

  Actions plan in 2 focus areas: Prins Alexander & IJsselmonde
  Pop up store opens in March 11th, 2017 in combination with ongoing
  neighbourhood actions.

- Home-Owners Associations (VVE’s)

  - Elena (EIB) www.eib.nl
  - Service counter: VVE 010 (www.vve010.nl) opened in 2016
  - Climate KIC action:
    ‘Market challenge’ started in Feb. 2017
Thank you for your attention

www.project-nezer.eu

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