STIMULATING HOMEOWNER ENERGY-SAVING BEHAVIOUR THROUGH LOCAL AUTHORITIES’ ACTIONS

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1. Introduction
2. Awareness and easy access
3. Strategy for engagement of local authorities
4. Conclusions
Introduction

project partners...

with financial support of...
Introduction

Goals in home renovation

1. Retrofitting existing houses into highly energy-efficient buildings
2. Increasing the renovation rate to 3% by 2030
3. Promoting equal access to financial aid while ensuring affordability
Role of local authorities

1. A trusted mediating and quality-assuring facilitator
2. Localised / decentralised approach to increase renovation rate
3. Implementing policies for household energy efficiency improvements on the local level
Introduction

Challenges for local authorities

1. Traditional approach is often organized centrally and with a top-down paternalistic approach: energy performance certificates, financial incentives, subsidies, tax credits (Wilson et al., 2015)

2. Realising more involvement of third parties to public procurement, with more cooperation
Research question

How can local authorities better stimulate homeowners to adopt low-carbon technologies?
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Local authorities’ behaviour change

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Homeowners’ behaviour change
Awareness and easy access

1. Modular web portals
2. Pop-up centres
3. Home Energy Monitoring Systems
4. Demonstration exemplars
Awareness and easy access

1. Modular web portals
2. Pop-up centres
3. Home Energy Monitoring Systems
4. Demonstration exemplars
Strategy for engagement of local authorities

1. Developing co-creation and collaboration
2. Taking into account the homeowner renovation journey
3. Developing communication and organization skills
4. Sustaining the actions which lead to homeowner adoption
1. Developing co-creation and collaboration

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<th>Public actors</th>
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<th>Private actors</th>
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<td>Other city departments</td>
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2. Taking into account the homeowner renovation journey

*Figure 1* Homeowner renovation journey model for the inventory of supporting local authority actions (M.Kwon & E.Mlecnik, 2021)
3. Developing communication and organization skills

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Strategy for engagement of local authorities

3. Developing communication and organization skills

Pop-up centres

Breda

Antwerpen

Mechelen

Kent

Ostend

Rotterdam

Picardie
Strategy for engagement of local authorities

4. Sustaining the actions which lead to homeowner adoption

Figure 2 Number of unique visitors for web portal
4. Sustaining the actions which lead to homeowner adoption

Figure 3 Number of registered person for follow-up consultancy per hour
### Strategy for engagement of local authorities

4. Sustaining the actions which lead to homeowner adoption

![Figure 4 Business development model (based on Osterwalder & Pigneur, 2010; Meijer et al., 2018a; Meijer et al., 2018b)](image.png)
Conclusions

- Cooperation with citizen organisations, other local authorities and umbrella organisations during development allows better targeting of audiences.
- Personalised coaching and information (e.g., thermographic photos) can attract people to home renovation.
- Combining virtual consultancy with physical consultancy increases the engagement of homeowners for home renovation.
- Keep sustaining actions and evaluating the impact internally.
- Keep the homeowner renovation journey in mind, link with relevant stages of this journey.
Thank you

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Q & A