

# The first Hungarian one-stop-shop

Introducing the RenoHUB  
model

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<http://energiaklub.hu>  
<http://renohub-h2020.eu>



**ENERGIAKLUB**  
CLIMATE POLICY INSTITUTE  
APPLIED COMMUNICATIONS



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# RENOHUB PROJECT AND RENOPONT BRAND



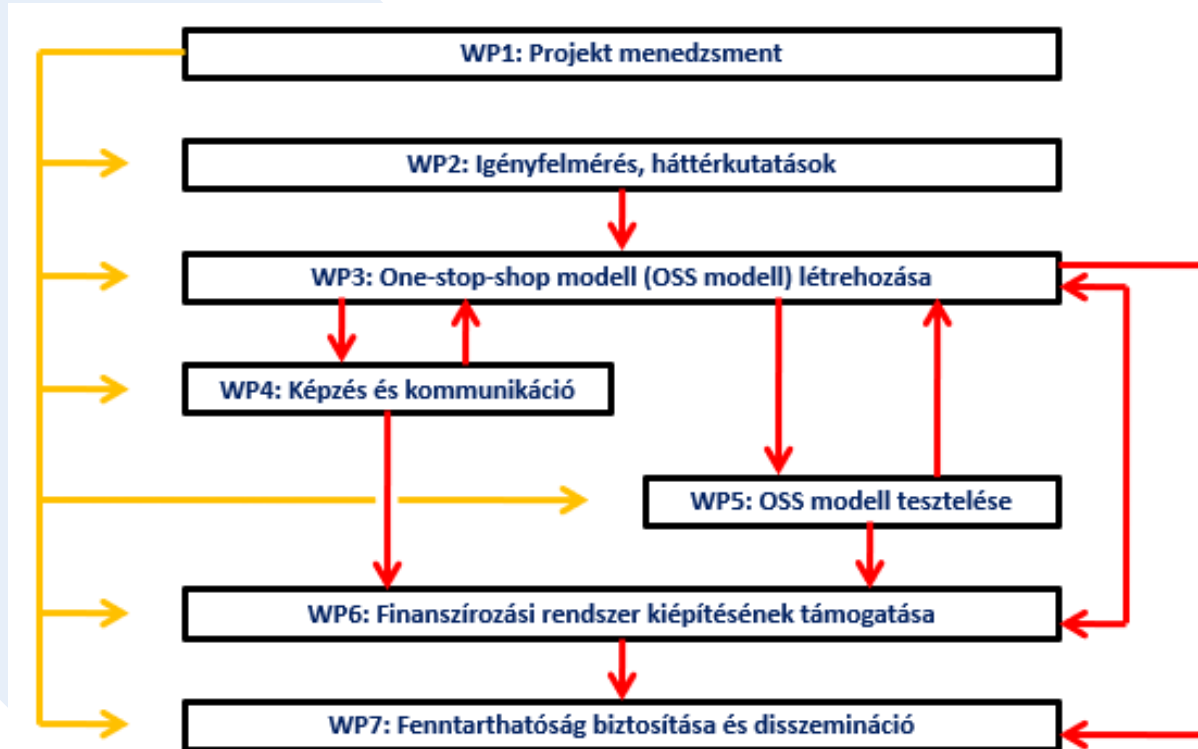
# The RenoHUb project in numbers

## Who are we?



- Horizon 2020 project consisting exclusively of Hungarian consortium members
- 3 years long (November 2019 – November 2022)
- 5 Hungarian consortium partners
- 7 work packages
- 1,5 million EUR grant

# Structure of RenoHUb project



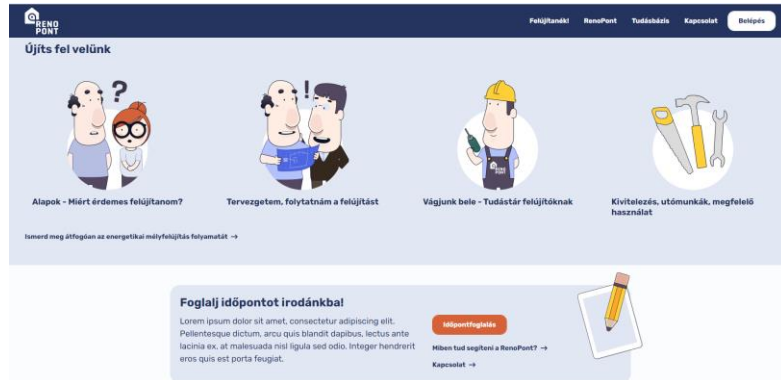
# The Hungarian brand

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# Becoming interested, active /considering renovation

## Consulting the Online Platform (renopont.hu)



Launch: 16 November 2021

## Visiting the Information Hotspots (Offices)



Nagykanizsa office: since 2021 February  
Budapest office 1 and 2 : since 2021 December  
Budapest office 3 and Sopronkövesd: since 2022 March

# TECHNICAL AND ENGAGEMENT ASPECTS





# Conceptual Model of the RenoHUB customer journey and services

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- 1. Becoming aware**  
Tool: communication campaign (social media, advertisements, PR) and country-wide offline roadshow with municipalities and other partners
- 2. Becoming interested/informed**  
Tool: Online Platform (knowledge base, online energy saving calculator, helpful documents)
- 3. Becoming active/Considering renovation**  
Tool: Online Platform (online advice), Information Hotspots (personal advice)
- 4. Technical services offered by RenoPont**  
Tool: internal and external technical professionals
- 5. Financing options**  
Tool: financial institutions and tender sources
- 6. Installation / Follow-up**  
Tool: installer database, project management, gathering of data



# Holistic approach and integrated services

## RenoPont energy efficiency consultancy

- Energy saving calculator
- Database for experts and contractors
- Financial advisory
- Building renovation consultancy
- Sample documents

## Partnership with local government

- Part of local government's climate goals
- Awareness raising campaigns

## RenoPont office services



<https://renopont.hu/>

## PowerPoor energy poverty advisory

- Trained energy supporters
- Energy Poverty Mitigation Toolkit
- Energy communities
- Collective Finance – crowdfunding

## Education, trainings and community days

- Training for installers
- Educating customers
- Involvement of the local residents and contractors



# Engagement of stakeholders

## Internal experts

- Trained advisors in our Budapest based offices
- Experts of the consortium members
- Energy assessors and project managers (plan)

## External experts

- Marketing and communication expert team
- Legal advisors
- Technical professionals (technical inspectors, designers and currently energy assessors and project managers)

## Partnerships

- Municipalities and other RenoPont office operators
- Financial institutions
- Professional associations for trainings

# Services offered by RenoPont

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- ✓ Advisory service at the offices or online (first occasion is for free)
- ✓ Provide internal or external certified energy assessors
- ✓ On-site assessment of the buildings
- ✓ Energy Renovation Concept with options and preliminary cost estimation
- ✓ Technical plan based on chosen energy renovation concept
- ✓ Collecting price offers from installers based on technical plan
- ✓ Guidance for customer on possible financing options
- ✓ Project management service (e.g.: Help with price comparisons of (general) contractors)
- ✓ Mediation of the home owners decision making processs (for multi-apartment buildings)
- ✓ Providing a technical inspector



# What we don't do

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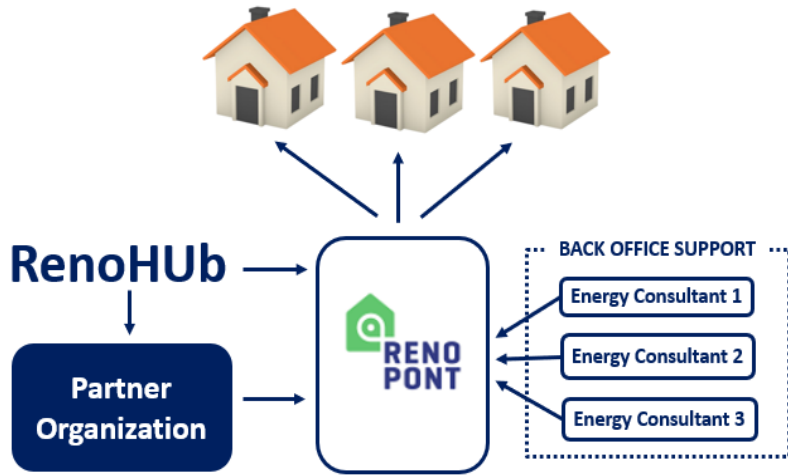
- × We do not act as a general contractor - Contract between customer and installer (Facilitation-Coordination model)
- × We do not recommend and guarantee for the work a installer/general contractor
- × We do not offer a specific type or brand of a material
- × We do not sign contracts with installers or professional chosen by the customer from the installer/professional database
- × We do not handle or provide legal assistance for warranty issues



# FINANCIAL AND BUSINESS MODEL ASPECTS

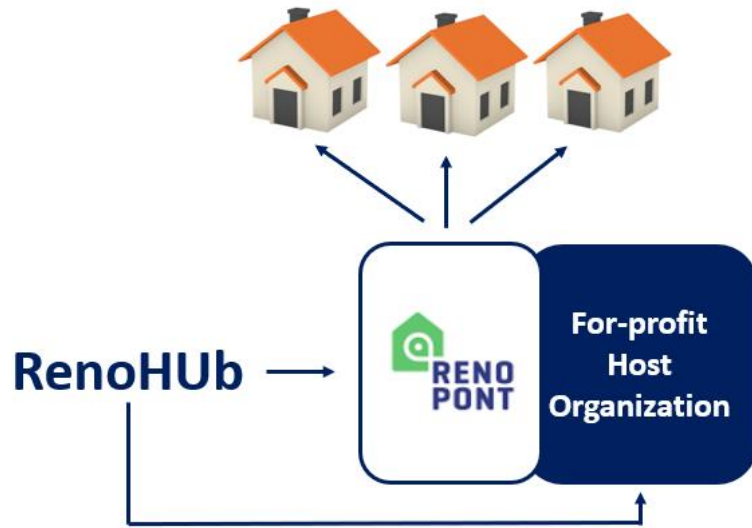


# Business model – partnership model



- Each RenoPONT office is hosted by a third-party organization in partnership with RenoHUB.
- Partner organizations include municipalities with critical size of client base (Budapest Capital, capital districts, major cities, county municipalities), other non-profit organizations such as commercial and industrial chambers or even utility companies (with a view to the Energy Efficiency Obligation Scheme) or financial institutions.
- Partner organizations normally do not have internal experts, but in the future we plan to operate offices in-house with in-house experts.
- The partnership model is piloted by the two MEHI-based offices in Budapest and one in Sopronkövesd.

# Business model – entrepreneurship model



- RenoHUB Entity partners with a for-profit host organization having appropriate technical knowledge (typically with an engineering bureau specializing in building energy retrofit).
- The partner organization integrates the RenoPONT office in its institutional structure. In this case, a dedicated premise (or premises) with easy access for clients is made available by the host organization for accommodate the front-office with appropriately trained staff providing first level advise.
- The back-office services (market-based services) are provided by the professionals (or associates) of the host organization
- The precursor of the entrepreneurship model was launched by IMRO in the city of Nagykanizsa and by MCSTE in Budapest.



# Long-term operation (after 2022. November)

The RenoPont network is built around a single identity

The RenoPont network is supported by continuous quality assurance



After the end of the Project, the Platform should be able to generate independent revenues

RenoHUb Non-profit Ltd.

All RenoPont offices must be financially self-sustaining

All RenoPont offices contribute to the further development and operational costs of the Online Platform

RenoPont operators provide regular feedback to the Platform operators in order to continuously improve the Platform services

# Financial sustainability of the RenoPont offices

## Market-based services

- Revenue from market-based services (e.g.: membership fee of the installer database, energy assessors)
- Revenue from intermediated services (e.g.: technical inspector, financial institutions)

## Franchise network

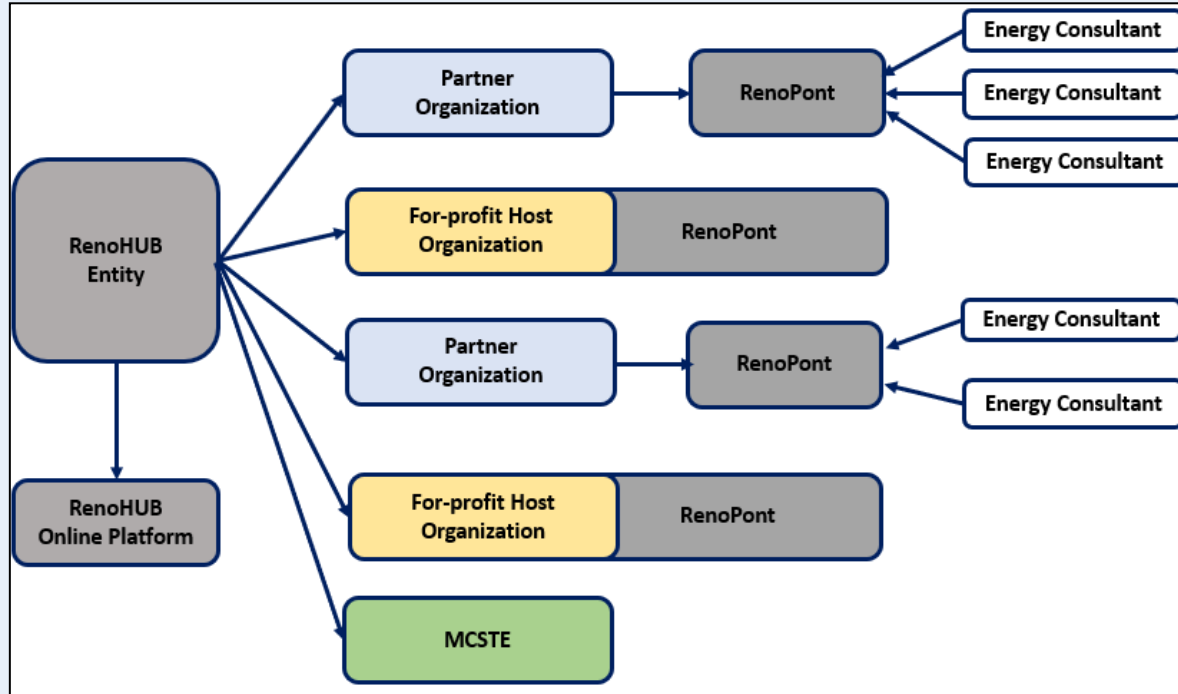
Offices operating in entrepreneurship model pay a franchise fee for brand sharing

## Sponsorship and grants

Support from cooperation with product manufacturers and distributors

**Costs to be covered:** 1) Online platform development and maintenance cost 2) Sales and marketing costs 3) 2-3 person staff of the RenoHUB Ltd. 4) Office and equipment's

# Institutional structure of RenoPont replication



# Thank you!

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