HOW TO SET UP A ONE STOP SHOP IN YOUR TOWN, CITY OR REGION

IN NINE MAIN STEPS

SAVE THE HOMES

1 POLITICAL SUPPORT

Consistent and lasting funding is crucial for public citizen hubs, to effectively boost home renovation rates and prevent disruptive starts-and-stops in their operations. It's important to prioritise the long-term renovation of homes and recognise the vital role citizen hubs play in enabling and catalysing this process at the local government level. Policymakers need to be aware of the various benefits of One-Stop-Shops (OSS), and support for it should be secured across different political parties at the local, regional, and national levels.

2 BUILDING STOCK

Before establishing an OSS, it's crucial to understand the local building stock. A thorough mapping exercise should be conducted to identify common building types, poorly performing structures, and neighbourhoods where increased renovation support would have the greatest impact. Additionally, a clear overview of technical solutions adapted to the local building stock enables homeowners to make informed choices, addressing their needs such as overall energy savings or improved thermal comfort in specific areas of their homes.

3 STAKE-HOLDERS

Key players in the renovation ecosystem should be identified. On the demand side, contact property owners, tenants, and colleagues in other local authority departments to understand the priorities and challenges of different customer groups. This will help tailor support offerings and communication strategies, ensuring the protection of vulnerable groups. On the supply side, assess the capacity of local businesses and contractors offering renovation services, ensuring they possess the necessary technical knowledge for deep renovations.

4 FINANCIAL SUPPORT

Various schemes across Europe financially support homeowners in carrying out renovations at national, regional, and local levels. It's important to map these offerings to (1) identify gaps that local governments could address in their own schemes and (2) create a catalogue of financing options, including grants, subsidies, tax incentives, low-interest mortgages, etc. This will assist homeowners in accessing these resources and initiating their renovation journey.

5 LOCAL PLANS

The gathered data should be used to create comprehensive cross-sectoral plans. They should include neighbourhood-level strategies for urban renewal, highlight the benefits of citizen hubs, and be collaboratively developed by local government departments, citizens, vulnerable groups, NGOs, and business representatives. Additionally, these plans need strong monitoring and reporting processes on the environmental and socio-economic impacts of energy renovations.

6 LEGAL

Depending on its functions, a citizen hub can be purely public, fully private, or a public-private partnership. A private model may be impractical in less mature renovation markets. Fully public OSS face some restrictions under EU State Aid rules regarding the services they can offer. To identify the most suitable model for the local context, it's recommended to consult guidance from Save the Homes and other EU-funded OSS projects, and to exchange with existing national or subnational OSS.

7 CUSTOMER JOURNEY

The customer journey describes the experience a customer goes through during a purchasing process. Mapping the customer journey helps you understand how people go through this process, and the factors influencing their decisions at each phase. This way, you can guide them through the entire process, knowing what information is needed when, to understand why a potential customer may continue or decide to stop the process.

8 DESIGN OF SERVICE OFFERS

The OSS services should be adapted to local needs as well as technical and financial capacities: raising general awareness about the advantages of energy renovations, offering advice on renovation choices (building insulation, renewable energy solutions, energy efficient technologies, behavioural changes) or guiding homeowners on available financing options. The OSS can also provide training for small and medium-sized enterprises to enhance their abilities in delivering high-quality deep renovations.

9 MARKETING COMMUNICATIONS

For effective communication with all stakeholders, a clear strategy is essential. This strategy aims not only to inform and promote the One-Stop-Shop but also to guide stakeholders. Use the customer journey as a foundation for shaping the communication strategy. It is advisable for One-Stop-Shops to include both an online platform and a physical hub to enhance information sharing and increase customer engagement or "conversion rates."

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