



# INDTECH2018

## Innovative industries for smart growth

29-31 October, 2018  
Vienna, Austria

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### PILLAR 1

#### Session 1.2

Clean energy in construction - A homeowner centric one-stop-shop model for energy renovation of buildings

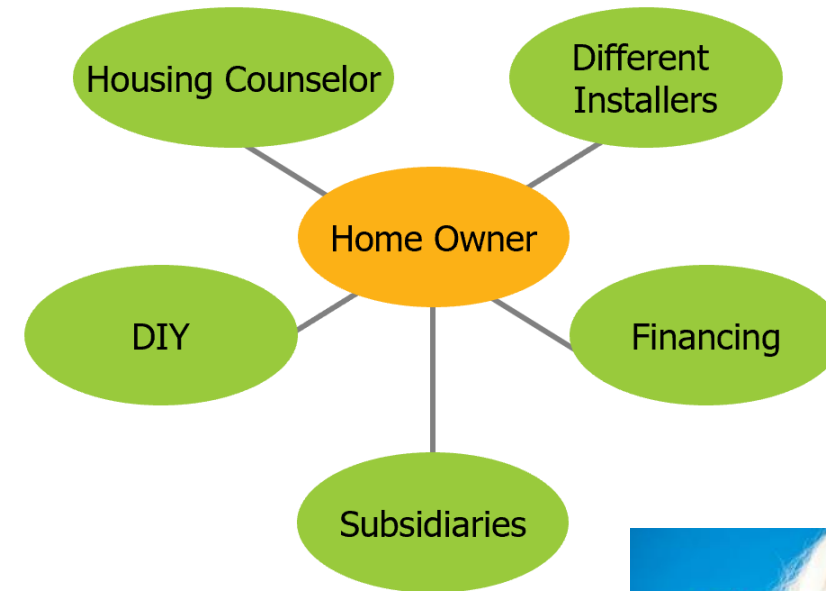
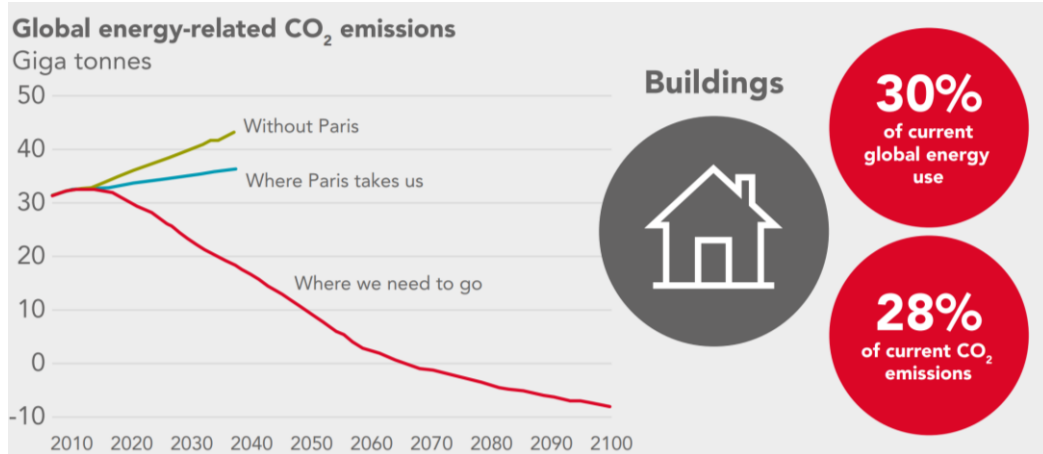
Managing Director, Niels Kåre Bruun

**Better**  Home



30 October 2018

## Clean energy in construction - A homeowner centric one-stop-shop model for energy renovation



### Distribution of the building stock in the EU per EPC class





## Clean energy in construction - A homeowner centric one-stop-shop model for energy renovation

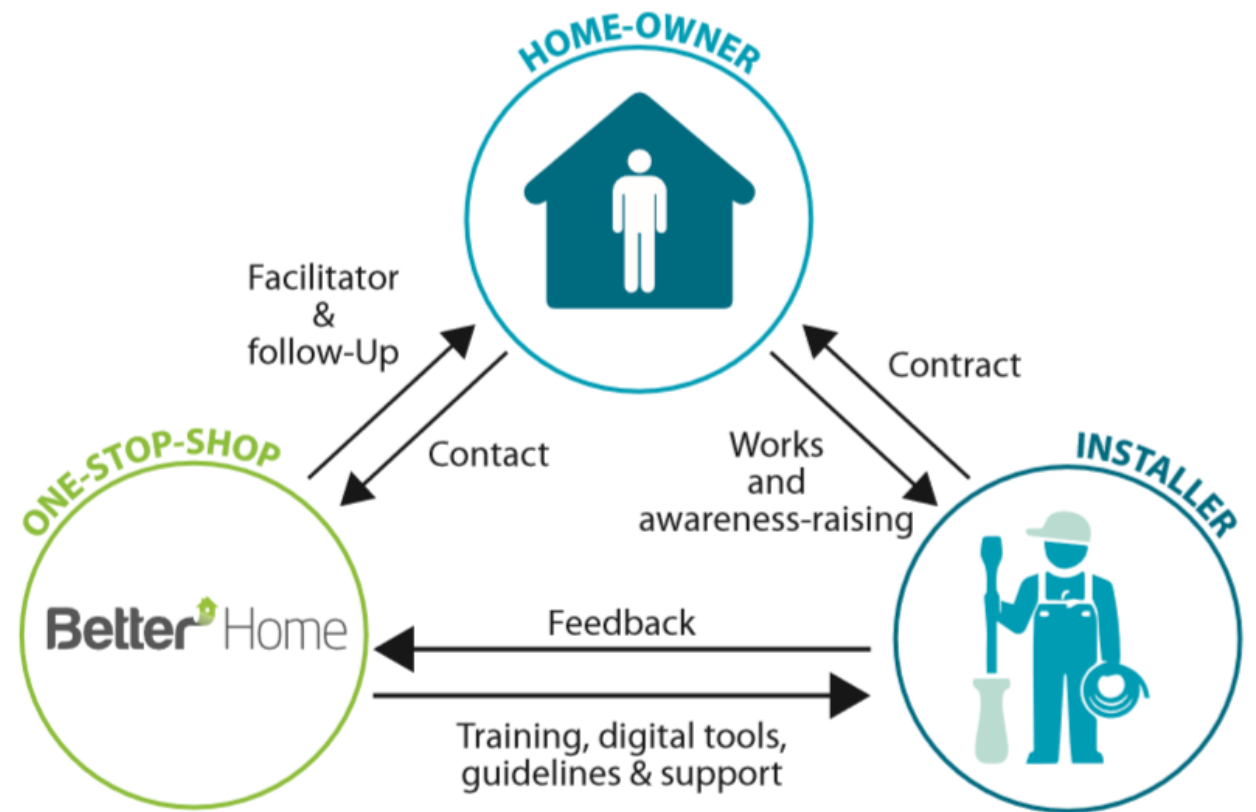
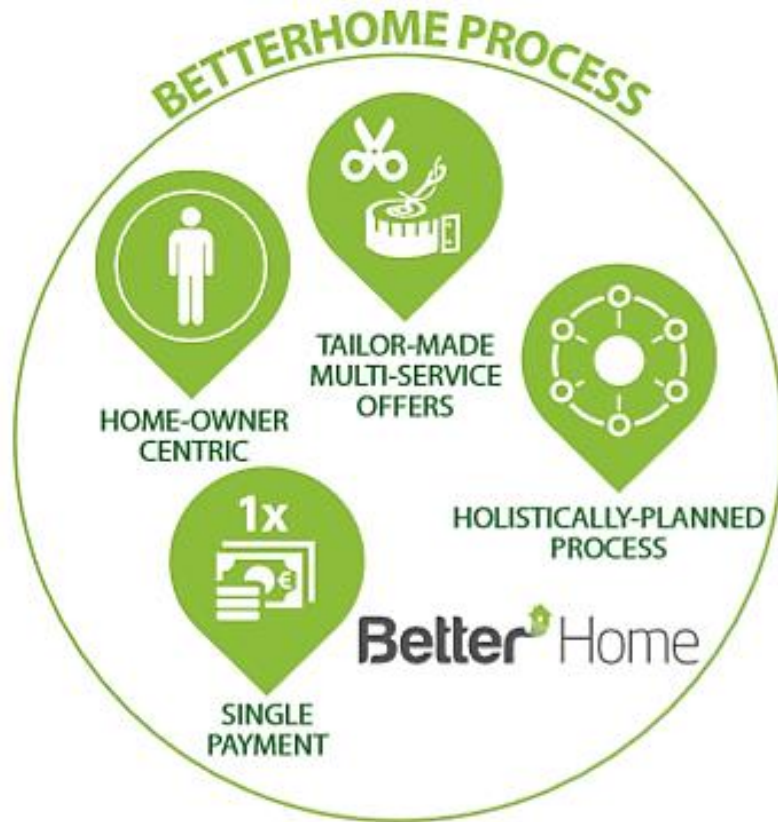
Urgent need to develop new business models to upscale energy renovation activities. BetterHome creates a burden-free experience for the building owner:

3 clicks on the BetterHome web platform

- 🏠 Your energy waste
- 🏠 Dialogue on improvement ideas
- 🏠 Ask for an installer



## Clean energy in construction - A homeowner centric one-stop-shop model for energy renovation



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### Results since 2015

Stage in client journey	Number	Conversion to next step	Amount, M€
Leads	3.590	56,1%	
On site visits	2.014	70,1%	
Proposals	1.412	83,7%	79,7
Ordered refurbishments	1.182	Avg. Project size €56.400	66,7



### Building renovation delivers significant value across several dimensions

**1**  
Economic

Combatting climate change

Increasing resilience

Reducing energy bills

Supporting employment

**2**  
Health and productivity

Improving indoor comfort, well-being and productivity

Lowering outdoor air pollution

**3**  
Social

Creating attractive cities with social responsibility

Alleviating energy poverty

## Clean energy in construction - A homeowner centric one-stop-shop model for energy renovation

- 🏠 BetterHome is transforming a complex and fragmented energy renovation process into a simple and straightforward procedure for the homeowner ensuring a reliable and smooth deep energy refurbishment process.
- 🏠 Apart from energy efficiency, lack of maintenance, poor indoor climate and cloud burst security are focus areas.
- 🏠 For the installers, BetterHome clusters suitable projects and helps them to better structure the renovation process.
- 🏠 After 3 years BetterHome was profitable.
- 🏠 The business model is now being developed to support renovation projects of multifamily buildings.

