

FosterREG Workshop in the Netherlands

Identifying and analyzing barriers for Energy Efficiency measures

This first workshop in the Netherlands focused on identifying and analyzing barriers for energy efficiency measures. A diverse but carefully selected group of about twenty stakeholders were taking part; ranging national, regional and local governments, from civic organizations, private sector up to local energy initiatives and home owner associations. After a short welcome word and introduction of the FosterREG project, the analysis of already identified barriers from previous (national) programs, studies, initiatives and projects was presented by the FosterREG team. This provided a good starting point for the invited stakeholders for further elaboration and completing of the list. Thereafter, the barriers were prioritized by each, and all participants together, with regard to the starting question.



Second part of the workshop consisted of break-out sessions (in parallel) in which the participants were divided into groups. During these sessions each group worked further on some of the highest ranked barriers for a deeper analysis, making use of the FILM format. Thereby more in-depth insight was retrieved and resulted in the understanding of background factors like financial, informational, legal & regulatory and, or management aspects of the specific barrier.



| Belemmeringen | Achterliggende oorzaken | | | | |
|---|--|--|---|--|---|
| | Financieel | Informatievoorziening | Wet- en regelgeving | Afstemming en samenwerking (organisatie) | Anders, namelijk..... |
| 1: Sense of urgency, bewoners (huidige beleid is gebaseerd op informeren, enthousiasmeren en verhogen van participatie van enthousiaste burgers. Geen wettelijke verplichting/belasting) | <ul style="list-style-type: none"> Er is geen financiële prikkel of zorgplicht bij lokale overheden (inclusief mogelijkheden tot lagere doorbelasting aan gemeentelijke bewoners) om te zorgen dat bewoners EE maatregelen nemen, zoals bij afval bijv. wel het geval is. | <ul style="list-style-type: none"> Stip op de horizon niet bekend en geen monitoring over hoe ver we zijn m.b.t. deze stip op de horizon voor besparing. Naming & shaming, peer pressures/kopieergedrag is lastig in geval van "onzichtbare" energiebesparingsmaatregelen. Onderwerp wordt niet besproken/geagendeerd op "natuurlijke momenten" (aankoop huis, verbouwingkeuken, geboorte etc.) | <ul style="list-style-type: none"> Beleid, wet- en regelgeving te vrijblijvend en zonder consequenties maar verplichtingen, zoals verplichte labelstap, politieke NO-GO | <ul style="list-style-type: none"> Stip op de horizon is niet afgestemd tussen partijen en overheidslagen (Energieakkoord is nationaal verhaal) Bewoners benaderen (en Sense of urgency aangeven) kan alleen vanuit (breed) collectief die tevens integraal energieconcept kan aanleveren (installateur kan niet alleen op stap) | <ul style="list-style-type: none"> Energie is geen thema voor veel bewoners. "Initiatie" is mede daarom klein. |
| Opmerkingen | Vraag: Hoe streng/Wat zijn de EU consequenties bij het niet behalen van doelstellingen? Reeds genoemde oplossingen: Eunda sites energieverbruik duidelijker aangeven / in overzicht laten zien. Makelaars verplichten om het te bespreken tijdens hypotheekgesprekken. Prikkel ontwikkelen bij Gemeentes om targets te halen (doelbelastingen energie) | | | | |
| 2: Investering en terugverdientijd voor grondige renovatie blijven aanzienlijk | <ul style="list-style-type: none"> Leningen (en ESCO's) zijn persoonsgebonden en niet object/gebouw gebonden ESCO komen niet van de grond, weinig markt/vraag, innovatie. Rol van bank in gunstige regelingen voor labelstap (zie ook wet- en regelgeving die het onmogelijk maakt) | <ul style="list-style-type: none"> Teveel focus op terugverdientijd bij energiebesparingsmaatregelen i.t.t. andere producten (auto, keuken etc.) Te weinig kennis/informatie/marketing op co-benefits zoals wooncomfort. Informatie over energie/woonlasten worden niet gedeeld bij aankoop woning (v.b. Eunda). | <ul style="list-style-type: none"> Gas belasting te laag en E-belasting te hoog (tendens E lager, G hoger) Wisselend beleid belemmeren lange termijn investeringen zoals bij N.O.M Hypotheekruimte financieringsnormen NIBUD en niet op netto woonlasten (inclusief energiekosten) | <ul style="list-style-type: none"> Gebrek aan geclusterde aanbiedingen en daarmee sub-optimalisatie eindgebruikers. Energiebesparing niet meegenomen bij andere ketenpartners bijv. aankoop of onderhoud woning (bijv. CV-onderhoud, makelaars) | <ul style="list-style-type: none"> Energiebesparing heeft geen onderscheid vermogen / imago behalve financieel |
| Opmerkingen | Vraag: Zijn lage woonlasten een aankoopcomponent? Reeds genoemde oplossingen: Minder nadruk leggen op terugverdientijd (niet meer over praten), Makelaars verplichten om het te bespreken tijdens hypotheekgesprekken. Hypotheekcondities veranderen: Hypotheek op basis van netto besteedbaar inkomen (energielasten dus meenemen in mogelijke hypotheekruimte). Prikkel ontwikkelen bij Gemeentes om targets te halen (doelbelastingen energie). Opa/oma financiële regeling. Bij VVE geen overdrachtsbelasting over aandeel in reservefonds van VVE bij verkoop appartement/woning. | | | | |

This in-depth analysis is the starting point of the next workshop series, where the FosterREG team in collaboration with most stakeholders will further identify measures and finally strategies to overcome these barriers. Therefore the group of stakeholders will be somewhat enlarged as new stakeholders were identified during this workshop as being important to make this next step. Although the focus of this first workshop was on identifying barriers; various measures, solutions and strategies were already identified and some even taken up by stakeholders to put (jointly) in action. The first workshop continued with a plenary session in which each group presented their results with some room for discussion. Finally the FosterREG team provided the participants a preview of the next steps and second workshop.

The following barriers were selected and analyzed:

Lack of sense of urgency at private homeowners: current policies are based on informing, motivating and increasing participation of enthusiastic citizens, however mandatory steps for private homeowners seems to be a political no-go. There is no financial incentive for local governments to stimulate private homeowners. Energy efficiency (measures) are mostly invisible reducing "copycat effects" or effects of naming and shaming or peer pressure. Energy efficiency goals are not known by private homeowners and are not aligned between governmental levels. Secondly, there is no progress monitoring to which extend goals are reached. And many more..

Investments and payback time for renovation remain substantial: Loans are still personally bound and not object bonded. Energy Service Companies (ESCO's) are not evolving because of lack of market demand and innovative concepts. There is too much focus within the sector and towards costumers on payback time in contrast to other products, there should be more focus on co-benefits like living comfort. Energy costs are not included in determining mortgage loan etc. etc.



Energy efficiency is too much technical focused: there are no financial incentives for building companies to operate differently and focus on functioning and results instead of products. Energy efficiency advices/advisors are technical oriented etc. etc.

Energy efficiency products are emphasized instead of function or end consumers: Supply is too much 'market push' and 'one size fits all' and less oriented on diversity on end consumer needs (building oriented, no client segments marketing approach). Lack of area or neighborhood oriented approach etc. etc.

Taking energy efficiency measure is too much of a hassle: e.g. 'cost of search' are high due to a.o. fragmented information and lack of comparison information /platforms. Multiple permits needs to be obtained and guidance during the whole process is missed.

Matching demand and supply: 'low hanging fruit' approach result in suboptimal solutions and hinder deeper renovations opportunities. There are differences in languages and terminology between suppliers and end consumers. Guarantees on results are lacking which is one of the reasons there is a lack of trust in suppliers. Process and approach of large building companies do not match with small-scale projects and measures. Information on demand side is lacking etc. etc.

Next and last workshop is planned for Tuesday 8th of March once again in Utrecht, located in the Central Museum Building.

