3rd Webinar

Engaged, Innovative, Smart: discover how businesses get prepared for the Renovation Wave

4th of June 2020
(09:30-10:30 CEST)
Via GoToMeeting

For more information:
eva.brardinelli@euroace.org
Moderation and Guidance:

Adrian Joyce
EuroACE Secretary General
Guidance

- You are kindly asked to remain muted
- No cameras for the whole duration of the webinar
- Only speakers and moderator will stay unmuted
- A 20-25 minutes Q&A session will follow the main presentation
- Ahead of, and during, the Q&A session, questions will have to be sent to “Everyone” in the GoToMeeting chat box.
- Questions should be as concise as possible and specify to whom they are directed
- The moderator will group questions and then address them to the speakers
- If time does not allow to cover all questions, they will be forwarded to the speaker for later response
- The PowerPoint presentation and questions will be shared with you in due course
Introduction

Céline Carré
Vice-President of EuroACE
About EuroACE

13 Member Companies,
Cross-sector representation:

More than 200,000 employees

More than 900 production facilities
and office locations in the EU
Improving the energy efficiency of buildings and reducing their energy demand is the most cost-effective method of:

• Creating employment and securing economic growth
• Providing Europeans with comfortable and healthy homes
• Meeting carbon reduction targets
• Achieving energy security
• EU-wide political communications campaign
• Focuses exclusively on ambitious energy renovation of the building stock, motivating EU and national institutions to take action
• 38 partners, including 14 at national level
• High political support with the Champions Together for Renovation

#PrioritisePeople
#AccelerateRenovation
Showcasing best practices...

- All information about exhibition available at https://www.renovate-europe.eu/reday/reday-2019/online-resources/
Today’s discussion

We will discover how businesses get prepared for the Renovation Wave in regard to:

1) How to engage consumers in the energy renovation journey, beyond energy savings

2) The importance of prototyping in changing customer behaviour

3) How to make energy efficient buildings smart and how to channel smartness into the Renovation Wave
How to achieve renovation benefits beyond energy savings and how to engage consumers in the energy renovation journey?”

Till Reine
Head of Public Affairs, VELUX Germany
HOW TO ACHIEVE RENOVATION BENEFITS BEYOND ENERGY SAVINGS

& how to engage consumers in the energy renovation journey?
MULTIPLE BENEFITS OF ENERGY EFFICIENCY (IEA, 2015)
Healthy Homes Barometer 2019
Growing up in (un)healthy buildings
ACTIVE HOUSE ALLIANCE

A sustainable home is healthy & designed energy efficiently to minimise the climate & environmental impact

Health  Environment  Energy
MODEL HOME GERMANY – LICHTAKTIV HAUS
RenovActive CONCEPT - BELGIUM
7 ELEMENTS FOR AFFORDABLE CLIMATE RENOVATION

1. Attic conversion
   Growing from within

2. Increased window area
   Daylight treatment

3. Staircase shaft for daylight & ventilation
   Respiratory channel

4. Dynamic sunscreens
   3rd skin

5. Hybrid ventilation system
   Hybrid respiration

6. Improved thermal envelope
   Envelope

7. Building extension
   New life space
WHAT’S NEXT
DAYLIGHT VISUALIZER
Daylight Visualizer is a powerful tool to develop ideas for natural light in buildings. The integrated process between design and daylight simulation has enabled us to refine the experience of daylight in the interior spaces in a way that was previously impossible.

Andreas Michelsen, CCO Architects (2009)
The daylight analysis showed most rooms have generous daylight provisions – but we also identified some rooms including the cantine and a small gymnasium where more daylight would be beneficial.

The architects optimized roof windows placement and linings design to improve daylight conditions in central corridor, small gymnasium and cantine. No additional windows were used.
“The importance of prototyping: changing customer behaviour”

Dorte Gram
People Process & Innovation Manager, ROCKWOOL
The importance of Prototyping

Dorte Gram
Dorte Gram

Innovation, People & Process Manager
Group Research & Development,
ROCKWOOL Group

BSc., Chemical Engineer

1994 – 1999  Threat assessment ABC & Missiles

1999 – 2014  R&D, full product life cycle

2014 - R&D, Idea generation and People Mngt
Global challenges – in need of new solutions

- More food and 17% more water will be needed by the urban population by 2050.

In schools with no sound absorption, children miss 25% of words spoken by their teachers.

Across 100 of the world’s greatest cities, >50% of carbon emissions derive from energy use in buildings.

More food and 17% more water will be needed by the urban population by 2050.
Lack of motivation for insulating more than required by the building codes
Importance of Prototyping: Changing Customer behaviour

ROCKWOOL: New product

Customer: Denial, Awareness, Acceptance, Experimentation, Searching

Prototyping with customers

Kübler-Ross E, Kessler D (2014)

Building Energy Codes

Real change

CONFIDENTIAL | Dorte Gram | 4 June 2020 | © ROCKWOOL International A/S
Customers do not want new development

Prototype = Product = Evidence

• SHOW what is possible
• SHOW the products to the customers

TRY & TEST new products with the customers – involve them in the development

Doing this makes the customers TRUST us = TRUST our new products/solutions
"Must win" projects

Timeline flexible, depending on available resources

Projects

Deadline is set

"Under the radar"

Resources not allocated

Sharp managerial Focus on defining the Business challenges

Sharp managerial Focus on deliverables and deadlines

R&D Targets
To get ideas you need to have:

- Challenges
- Knowledge
- Motivation

How we work with Ideation

Under the Radar

10% time

A sum of money to spend

10,000 m² Innovation Factory

1-2 new projects pr. year
At the Innovation Factory these processes take place

1) IDEAS – PROTOTYPING:
   getting the ideas into your hands / iteration

2) CUSTOMER TEST during development:
   end user involvement – creating trust in the product

Technology push

Customer Engagement
Why national governments across the world should look at buildings ... 

Buildings can save almost 70% more emissions than the next most cost-effective sector for the same amount of money.
Thank you
“How to make energy efficient buildings smart? How to bring smartness into the Renovation Wave?”

Tom de Fruytier
Marketing Manager B2B, Signify
Why Now?
Light as a Digital Backbone for a Smart Building
How Does it Work?

Connected Luminaires
Wireless vs PoE

Sensors inserted in luminaires

Data pushed to dashboard, app & 3rd party apps via API
LED’s Connect

Tom De Fruytier
Marketing Manager - Smart Buildings | IoT | Circular Econo...

tom.defruytier@signify.com
Q&A Session

Please be patient while Adrian Joyce reads your questions to the speaker.
Céline Carré
Vice-President of EuroACE
Thank You For Your Attention!

@_EuroACE
www.euroace.org