

Energy efficiency finance

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Roundtable on energy efficiency finance



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Background information

- Promoting green growth and emission reduction
- Master Plan to become 100% renewable energy municipality by 2030
- Annual evaluation of Master Plan 2030
- Focus on housing stocks, which account for 23% of Frederikshavn's CO₂-emission.
- 16,000 housing units built before 1970



Master plan for
Renewable Energy 2030

FREDERIKSHAVN KOMMUNE



Evaluering af
Strategiplan for
Vedvarende Energi 2030
2016

FREDERIKSHAVN KOMMUNE



Background information

Frederikshavn, Denmark | Key figures

BUILDING STOCK

29,761 housing units

72% individual houses

28% condominiums

67% privately-owned

33% social housing

75% owner-occupied housing units

25% rented

- 54% of housing units built before 1970 have high potential for energy savings
- Average cost of energy renovation: EUR 200/m²

TERRITORY

Area of 649 km²

23%

Carbon footprint of the city housing stock

OPTION 1

PEOPLE

Population of 61,158



Majority

of households have sufficient financial savings to pay for energy renovation



Worldwide Cooperation



European Projects

Financial schemes for green finance



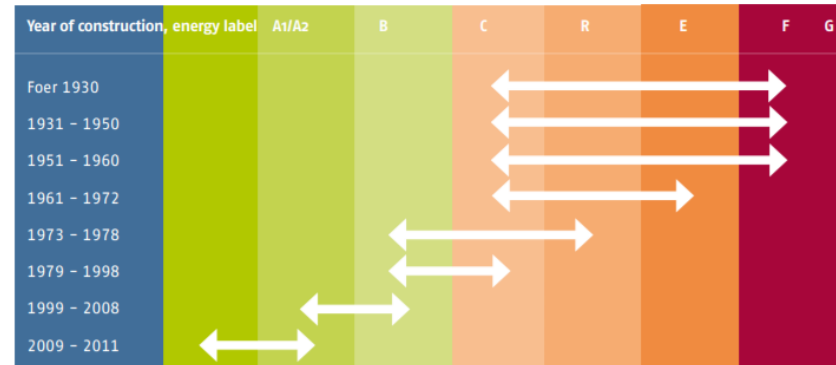
Co-funded by the Intelligent Energy Europe Programme of the European Union



Funded by the Horizon 2020 Framework Programme of the European Union

Market analysis

- Analysis of the financial market
- Dialogue meetings with the local banks
- Training sessions for bank advisors in each local bank
- Common dialogue meetings for banks, artisans, energy advisors, real estate agents
- Tailored loan schemes in cooperation with the single banks
- Signing of contract
- Launch of the loan schemes

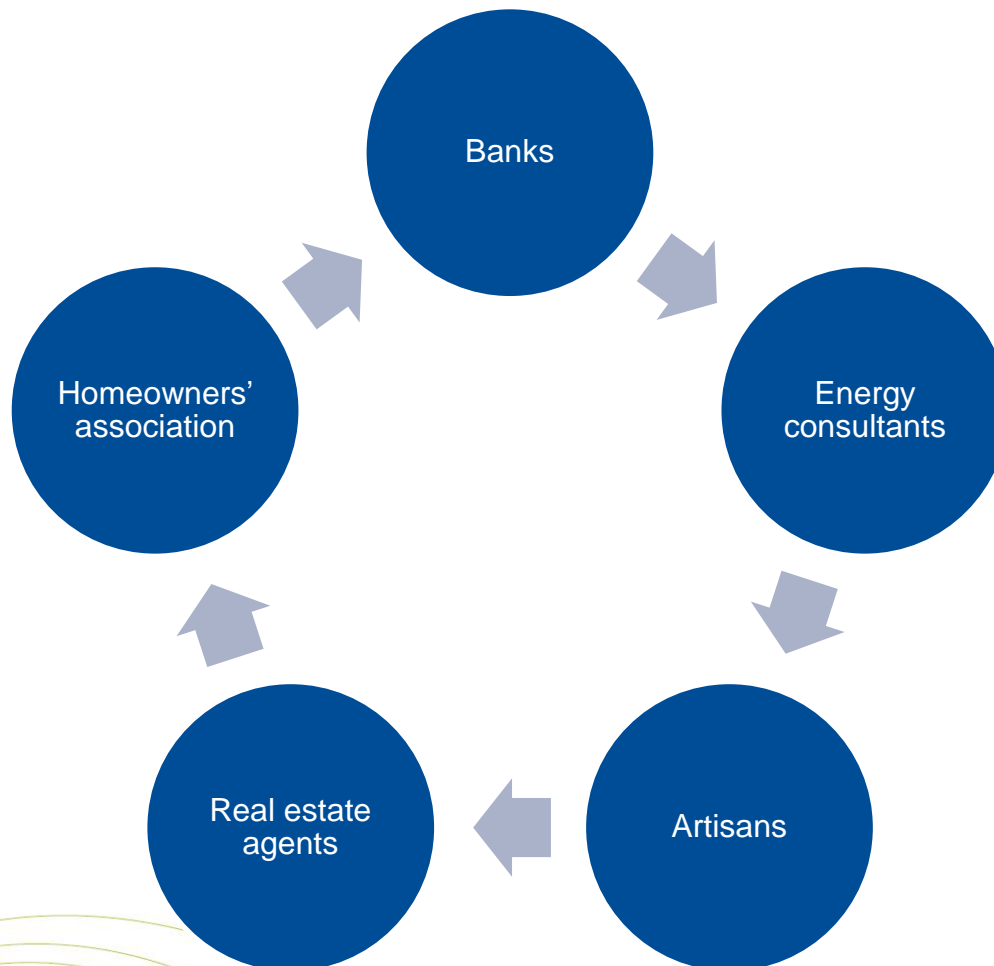


Source: The Danish Knowledge Centre for Energy Savings in Buildings: 2011





Key stakeholders



Training programs



Information

Counselling



Financing



Implementation



Mobilizing savings "sleeping" in home owner's bank accounts (training sessions)

Banks





House Energy Consultancy

Energy Consultants

- Concept development and standardization of qualified energy advice for homeowners
- Dialogue meetings
- Training sessions
- Dialogue meetings with the other key actors (common understanding)
- Participation in public meetings
- Cooperation agreement on roleplaying.
- Launch of the scheme



Training sessions for artisans and interaction with other key stakeholders

Artisans

- Dialogue meetings
- Training sessions
- Dialogue meetings with the other key actors (common understanding)
- Participation in public meetings
- Cooperation agreement on role playing
- Launch of the scheme



Training of local real estate agents

Real Estate agents

- Dialogue meetings
- Training sessions
- Dialogue meetings with other key actors
- Local real estate agents support the campaign. They experience that the majority of young buyers ask about energy expenses of the houses they consider buying.
- **The young target group** is quite conscious of energy expenses of their future house. Thus energy level is a vital selling point.



Real Estate Agent Hans Skovgaard voiced a clear message in the Check and Earn Magazine

Citizen involvement: Public meetings

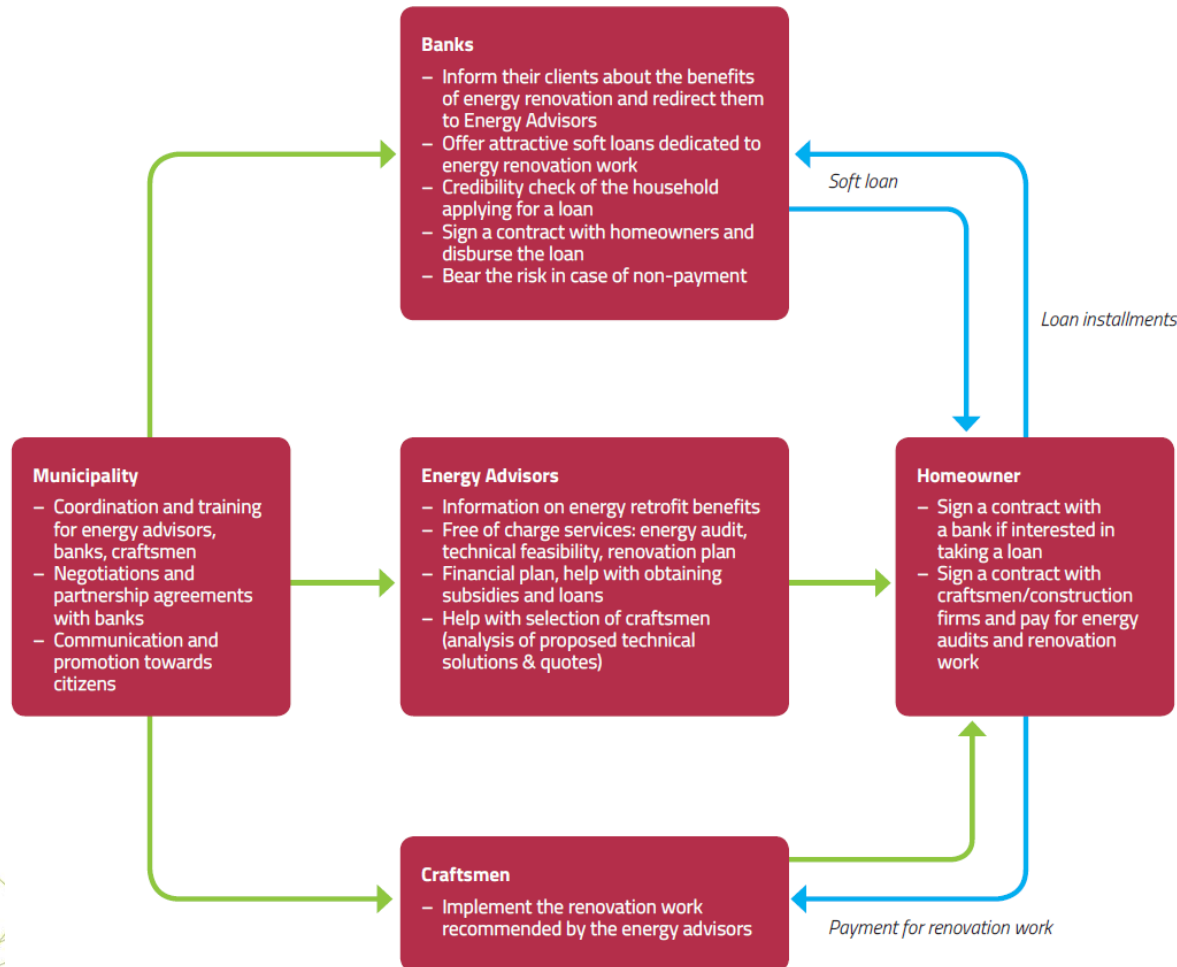
Home owners

- Public meetings
- Home owners' associations were invited to the Public meetings in autumn 2015.
- They distributed the invitation to their members.
- The Energy City is currently in contact with the home owners.





Business Model (organisation)



Launch

A well-planned and holistic launch strategy is **essential** in order to attract homeowners' attention to and interest in the scheme.

Use of mass media and other information tools:

- Radio spot
- Printed local newspapers
- Digital local news media
- Distribution of newsmagazine "Check and Earn" for all homeowners in the community
- Key actors web-sites and storefronts
- Energy Cities website
- Personalized digital letters to homeowners
- Rolling office and showroom "knock, knock"
- Citizen demonstration site "Energy Trail"

Launch of the soft loan schemes (use of mass media)

Website: Energy City



Facebook: Energy City



Print (weekly)



Launch of the soft loan schemes (use of mass media)

Website (Municipality)



Municipality Intranet



Advertisement, papers



Digital local news media



I aftes var der borgermøde i Strandby, og allerede i aften går det løs i Østervrå.

Der er markant opbakning fra erhvervet til borgermøderne i Tjek & Tjen-kampagnen for energirenovering af boliaere i Frederikshavn Kommune.

Citizen awareness

News magazine Check & Earn”



Energy Trail at Knivholt





Meeting citizens where they are



Local banks promote energy Loan schemes



Integrated cooperation with Jyske Bank

Jyskebank.tv -host Alexander Janku explains how improving your house with green technology or insulation can increase the energy certificate on your house, reduce monthly cost of utilities and how it might increase the value of your house.



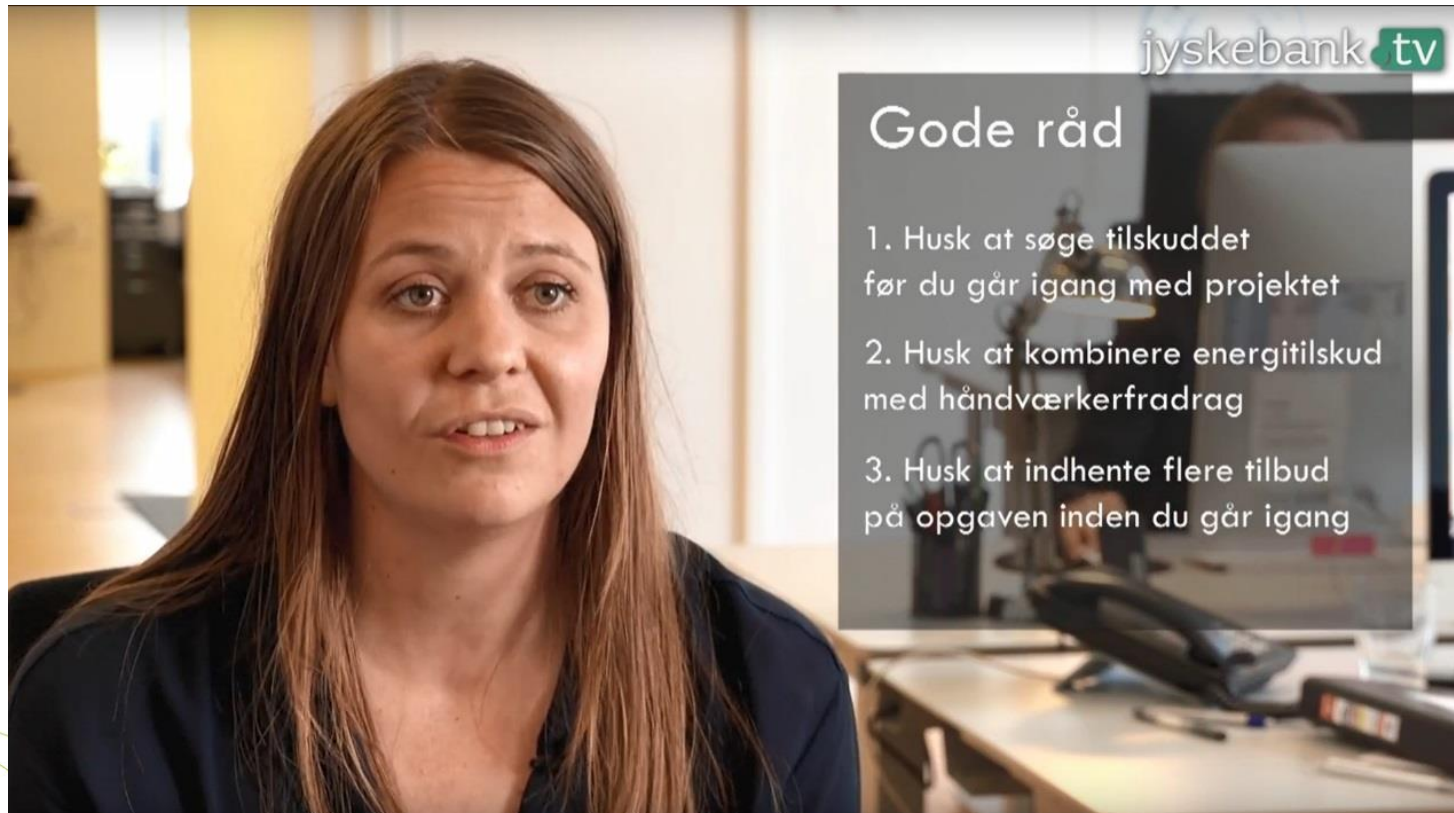
Integrated cooperation with Jyske Bank

Christian Tast is one of the homeowners, who factored in green technology, when he build his house. It features solar panels, which powers a geothermal heating system in the basement. Furthermore, the house has energy efficient windows and walls and even has a rainwater collection tank. All these things has cost him about 300,000 DKK extra, when he build his house, but has reduced the monthly utility bill.



Trained bank advisors

Maria Carlsen is an expert on the Danish subsidy laws for people doing Eco-friendly house improvements. Her company helps Danes find the best possible solution, when they want to make some eco-friendly home improvements. In the clip she gives advice about which three things to consider before doing improvements.





Contact Energy City Frederikshavn

Thank you !

www.energycity.dk

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