

Press release

A European survey of homeowners and potential buyers reveals the need for a more user-friendly and trustworthy energy advice

For immediate release

Brussels, April 16 – An analysis of user-profiles in three Member States from the EU-funded project iBRoad shows that, despite energy efficiency being considered an important aspect when buying or renovating a house, reliable and easy-to-use resources for information and guidance are still missing. This fact demonstrates a clear knowledge barrier that needs to be solved with the development of easier and more accessible user-friendly tools, like the Building Renovation Passports.

The analysis highlights key findings from a set of qualitative interviews and a survey study conducted by Ipsos in Bulgaria, Poland, and Portugal. The iBRoad project aims to eliminate barriers to deep (staged) renovation by developing an Individual Building Renovation Roadmap for single-family houses, that will be tested in the countries where the study was performed.

A total of 1502 individuals from Bulgaria, Poland and Portugal took part in the survey and the answers are alike in many regards. 86% – 94% describe energy efficiency as an important aspect when buying a house and comfort and energy reduction are described as central reasons to renovate.

At the same time, between 21% and 23% of homeowners, who had not renovated, stated the reason was their home is “already energy efficient”, showing a big conflict with available energy performance data, which indicate that just around 3% of buildings in the EU can be considered efficient¹.

Most owners don’t seem to look for certified craftsmen, but rather base their choice on recommendations from acquaintances and friends (46% - 61%), often leading to insufficient quality and mistakes. Only 17-18% of the respondents in Bulgaria and Poland would use the Energy Performance Certificate (EPC) for advice on renovation measures. The situation is different for Portugal, where the same figure increases to 47%, showing a higher confidence in this instrument.

These findings confirm the need of user-friendly and reliable tools to advise on the right steps to follow when performing energy renovations, like the Building Renovation Passports. This new resource would avoid the risk of ‘locking-out’ future renovation solutions due to a lack of foresight, by providing the owners with customised roadmaps for the renovations of their homes.

The full analysis can be found at <http://ibroad-project.eu/news/understanding-user-needs/>

¹ BPIE, 2017, 97% of buildings in the EU need to be upgraded

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NOTES TO THE EDITOR

Partners of iBRoad: ifeu – Institute for Energy and Environmental Research (Germany), TU Wien – Technical University of Vienna (Austria), INZEB – Institute of Zero Energy Buildings (Greece), BPAC – Blue Planet Academy & Consulting (Belgium), Eneffect Center for Energy Efficiency (Bulgaria), ADENE Energy Agency (Portugal), VEA – Flemish Energy Agency (Belgium), KAPE – Polish National Energy Conservation Agency (Poland), PHC – Passive House Center (Sweden), INCD URBAN-INCERC – National Institute for Research and Development in Construction, Urban Planning and Sustainable Spatial Development (Romania).

iBRoad stands for *individual Building Renovation Roadmap*.

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About Building Renovation Passports

A Building Renovation Passport is defined as a document - in electronic or paper format - outlining a long-term (up to 15 or 20 years) step-by-step renovation roadmap for a specific building, resulting from an on-site energy audit fulfilling specific quality criteria and indicators² established during the design phase and in dialogue with building owners. The expected benefits in terms of reduced heating bills, comfort improvement and CO₂ reduction are a constitutive part of the document and are explained in a user-friendly communication. The renovation roadmap can be combined with a repository of building-related information (logbook).