



C·REAL

Creation of a
holistic methodology for
Renovation Advice with focus on
Lending solutions differentiated
by Target Group



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 890537.



Acronym: C-REAL

Title: Creation of a holistic methodology for Renovation Advice with focus on Lending solutions differentiated by Target Group

Coordinator: Dubolimburg vzw

Consortium: Dubolimburg vzw, Provincie Limburg, Onesto Kredietmaatschappij nv

Start: September 1st 2020

Duration: 48 months

WP6– Contracting– D6.3

Report of the selection procedure and note stating the reasons for accepting candidates

Type

R

Dissemination Level

PU

Author(s)

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Author's Note:

Target Group(s):

Peers – other renovation advisors

Construction sector

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General Introduction

The main objective of C-REAL is to establish a permanent, structural collaboration between a mortgage lender (Onesto) and a renovation adviser (Dubolimburg) to increase the degree of renovation and improve renovation quality in the province of Limburg. In addition to this and to achieve full customer satisfaction, an effective cooperation between the renovation adviser and contractors will be set up. Actively involving lenders to encourage home owners and home buyers to renovate provides significant added value.

Lenders play a crucial role in purchasing and are frequently in contact with purchasers. Moreover, based on the existing customer relationship regarding the home, lenders can address owners directly. It is of great importance to lenders that homes that they finance are made optimally energy-efficient and are refurbished qualitatively, as it is believed to reduce their financing risk.

A supply of financing options, combined with a range of services to provide advice and guidance for the renovation, and timely and qualitative execution, provides all parties with significant added value, which paves the way for a clear, solid and scalable business model. In setting up these structural collaborations and offering integrated home renovation services, we will focus on the following 3 target groups, guiding them through the whole customer journey. We want to support new home owners, existing mortgage clients and ACO's.

A succesful cooperation with the building sector is key to achieve a succeeded home renovation. Innovative ways of setting up this cooperation are therefore a very important part of the C-REAL project.

Executive Summary

This report is the deliverable of Task 6.5, "Selecting candidate contractors".

It shows the efforts made to reach the construction sector, the difficulties encountered and the mitigating solutions devised.

1 Objectives

Broad appeal for a collaboration between renovation adviser and the building sector, to implement the measures that were advised during the execution of the C-REAL pilots. With the aim of testing the selection procedure (as described in D 6.2) and of selecting at least one contractor for each possible measure.

For this broad appeal various representatives of the buildings sector and various communication channels will be called upon.

2 Description of the target (sub) group(s)

- Executors of energy saving measures, but also executors of repair works such as concrete repairs to apartment buildings.
- Since C-REAL includes both small jobs on modest houses and more extensive renovations of apartment buildings, we are aiming for a heterogeneous group of local contractors.

3 Actions undertaken for broad appeal

3.1 Appeal to (the representatives of) the building sector

The representatives of the main umbrella organisations in the Construction Industry in Limburg are part of the Expert Group on Contracting. They are therefore already aware of the objectives to be achieved and of the working method designed to this end within C-REAL (see D6.1 and D6.2).

We therefore asked them to use their communication channels to convince their members to apply.

In concrete terms, the following communications were sent out.

Mail to Confederatie Bouw and to Bouwunie with an example of a newsletter they could use for communication to their members: 'Wanted: professional construction partners' (see below)

From: Karen Smets <Karen.Smets@dubolimborg.be> on behalf of Karen Smets
Sent on: Friday, October 1, 2021 12:29:51 PM
To: chris.slaets@confederatiebouw.be
CC: Patrick Vandewalle <Patrick.Vandewalle@dubolimborg.be>
Subject: FW: GEZOCHT: PROFESSIONELE BOUWPARTNERS
Attachments: GEZOCHT.docx (16.16 KB)

Follow up: Opvolgen
Start date: Friday, October 1, 2021 12:00:00 AM
Due date: Friday, October 1, 2021 12:00:00 AM

Dag Chris

Hopelijk hebben jullie een deugddoend verlof achter de rug!

Wij hebben deze zomer niet stil gezeten en zijn klaar om van start te gaan met de effectieve uitvoering van onze samenwerking met de bouwsector binnen C-REAL. We hebben dan ook al enkele documenten voor de communicatie klaar en we doen graag beroep op jullie om deze te verspreiden onder jullie leden.

Nieuwsbrief en artikel

Zoals eerder gemeld via LinkedIn, kan je hieronder de nieuwsbrief alsook een aanzet (in bijlage) voor een artikel in jullie infobrochure omtrent de oproep tot samenwerking met de bouwsector voor de pilots van C-REAL, vinden. Ik kan er nog aan toevoegen dat we in C-REAL onderstaande doelstellingen hebben opgenomen, misschien goed om als extra incentive bij op te nemen in het artikel:

We plannen gedurende de looptijd van het project (C-REAL loopt nog 3 jaren) de volgende renovatieverken te initiëren en te begeleiden:

- Renovatie van **90 woningen**, waarbij er telkens (desgevallend bovenop andere bouwkundige werken waarvoor we ook een oproep doen) 2 tot 3 energiebesparende maatregelen worden uitgevoerd.
- Renovatie van **20 appartementsgebouwen**, waarbij er telkens (desgevallend bovenop andere bouwkundige werken waarvoor we ook een oproep doen) 2 energiebesparende maatregelen worden uitgevoerd.

Goed voor een te genereren investering van **5,2 miljoen euro** voor de uitvoering van de energiebesparende maatregelen alleen.

Kunnen jullie deze oproep verder verspreiden via jullie kanalen? Laat het zeker weten indien jullie meer info wensen.

Event

We hadden het eerder ook over een event op de Confederatie Bouw, zodat we de kans krijgen om de aannemers in real time te overtuigen om mee in te stappen.

Aangezien we ook bezig zijn met de asbestafbouwcampagne, en ook hiervoor beroep doen op een collectief van aannemers, zou ik willen voorstellen om beide oproepen te combineren, zo kan het ene het andere versterken. Wat denk jij, is dat haalbaar voor jullie, zo ja wanneer zou dat kunnen gebeuren? Misschien kunnen we hierover best een apart overleg inplannen?


Ik hoor graag van je!

Met vriendelijke groeten,


Karen Smets
 Architect – inhoudelijk adviseur

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[View this email in your browser](#)



UITNODIGING



Gezocht: professionele bouwpartners!

De Huisdokter van Dubolimborg adviseert en begeleidt Limburgse particulieren al sinds 2005 bij de uitvoering van hun renovatie. Het huidige aanbod van Dubolimborg wordt nu in het kader van C-REAL uitgebreid met een volwaardige renovatiebegeleiding, waarbij we geïnteresseerde verbouwers toeleiden naar een geschikte uitvoerder door middel van een samenwerking met de bouwsector.

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De samenwerking met Dubolimborg heeft voor elke deelnemende aannemer een aantal concrete voordelen:

- We ontzorgen u door **adviesverlening**, sensibilisering, keuze van de uit te voeren maatregelen, opmaak **meetstaat** met raming, het aanbieden van een **financieringsoplossing voor de klanten**.
- U komt terecht bij een **goed geïnformeerde klant**, die al **overtuigd** is bepaalde werken uit te voeren en ook al een **financiering**
- De omsak van de offerte wordt door Dubolimborg grondig voorbereid, zodat een **plaatsbezoek** niet altijd noodzakelijk
- U boekt **tijdsbesparing** en krijgt van ons **kwantitatieve leads**.

HOE GAAN WE TE WERK?

- Dubolimborg stelt een **totaalbeeld** van het renovatieproject op met de logische **stappen**, de **planning** en de impact wanneer bepaalde stappen in renovatie niet worden uitgevoerd.
- Onze adviseurs brengen de **wetgeving**, subsidies en premies gedetailleerd in kaart, **een zorg minder voor u als aannemer**.
- Onze energieadviseurs zorgen voor het **plaatsbezoek** met de bouwheer in het pand en nemen ook eventuele vragen van de aannemer mee in de checklist. U dient dus niet altijd ter **plaats** te gaan om een **offerte** op te stellen.
- U ontvangt **meetstaten** die het opmaken van de **offerte vergemakkelijken** en/of versnellen.
- Dubolimborg zal samenwerken met een **financiële partner** die **extra voordelen** biedt:
 - Er is zekerheid dat het project effectief gefinancierd kan worden. Minder kans dus dat de offerte nergens toe leidt of dat de facturen niet betaald kunnen worden.
 - De betalingen worden tijdig uitgevoerd en er kan eventueel (indien er dure materialen moeten worden aangekocht) gewerkt worden met **voorschotfacturen**.
- Dubolimborg werkt met een pool van aannemers en zal voor elk traject een **maximum van 3 aannemers** voorstellen aan de klant.
- U komt als deelnemende aannemer op de **website** van Dubolimborg en C-REAL te staan als officiële partner.

WELKE WERKEN?

We zoeken aannemers voor een breed spectrum aan werken, waaronder **isolatie** (dak, zolder, plat dak, spouwmuur, buitengevel,...), hernieuwbare **energie** (zonnepanelen, zonnecollector, warmtepompen,...), **ventilatiesystemen**, **sanitaire installaties**, **electriciteit**, **vochtbehandeling**, **ruwbouwwerken**, **behandeling van betonrot** etc.

De volledige lijst en alle mogelijke info over de samenwerking leest u [HIER](#).

INTERESSE?

Vul [DIT](#) [#schurvinvestormulier](#) in en bezorg het **ondertekend** terug aan

Unfortunately, the results of this call were inadequate; not a single contractor applied.

3.2 Linking up with existing collaborations

3.2.1 Persuade members of asbestos collective to collaborate with C-REAL

It is striking that the construction sector is showing a lot of interest in the asbestos removal project that Dubolimburg is coordinating in Limburg. There is a clear incentive to join the contractors' collective for asbestos removal: private individuals are entitled to a premium for asbestos removal on the condition that they work with a contractor from the collective.

Dubolimburg will therefore actively approach the contractors belonging to this collective to also join the C-REAL collective. It is expected that, since this group of contractors is already familiar with the working method, this approach can be successful.

3.2.2 Bring an item on C-REAL after asbestos pitch during various occasions

During the pitching of the asbestos project, the target audience of the contractors we want to reach within the framework of C-REAL will be present.

We will therefore also take the opportunity to present in detail the offer to join the C-REAL contractors' collective.

3.2.3 Contact contractors personally

Since the C-REAL pilot projects were already underway and the participants had to be provided with concrete offers for the implementation of the recommended measures, the renovation advisers solicited offers from contractors with whom they had already worked before.

A list of these contractors will therefore be kept and they will be asked personally to join the C-REAL contractors' collective.

3.3 Networking – making (the activities of) the renovation consultant better known

3.3.1 Participation Bouwinnovatie

Bouwinnovatie is an annual fair in Limburg for building professionals and for people with building or renovation plans.

Dubolimburg has a history of participating in the role of renovation advisor to inform future renovators or to give info sessions to the latter group, but also to building professionals on various topics.

In collaboration with Bouwunie, one of the umbrella organizations, Dubolimburg will organize info sessions on the collaboration possibilities within C-REAL. As Bouwunie has a history in organizing similar info sessions during this fair, we can expect to reach and convince quite a number of building professionals.

Due to Covid 19 unfortunately, the fair has been postponed from January tot may 2022.

3.3.2 Organisation of event 'Dubo XL'

In order to launch a broad appeal to the building sector, we are planning an event on May 12th 2022.

The aim is to gather 100 contractors for an accessible evening programme, where the working methods of the contractors' collective within C-REAL will be explained in a light-hearted way. Afterwards, there will be an opportunity for informal networking and for contractors to sign up.

To give the event more impact, the evening programme for the contractors' target group will be supplemented by a programme for construction students in the morning. Some of these students will also be invited to the evening programme, with the aim of bringing them into contact with construction professionals as future employees. This can be an extra incentive to stimulate the construction professionals to participate in the activity. After all, the latter are constantly looking for reliable workers.

In order to achieve maximum impact - both in terms of the number of attendees and the number of contractors that will join the collective afterwards - we are enlisting the expertise of marketing and communications agency Kapitan.

They will support us in developing a catchy concept that will appeal to the target group, the communication (as this target group is more difficult to reach via digital channels, for example), the C-REAL pitch (how do we package our message so that it convinces this target group)

Critical risk however remains Covid 19, as a physical event is appropriate for this target group.

4 Selection of candidates

No candidates were selected so far, due to different causes.

4.1 Lack of capacity Building sector

The construction industry has been struggling with a labour shortage for years.

From the various interviews with construction professionals, it is clear that this shortage has only grown worse in recent years. The construction profession is not an attractive profession and is insufficiently appreciated.

In order to remove this barrier, we look to the Flemish government to take measures to make the building profession attractive again and to arouse young people's interest in the various building courses. These policy recommendations have already been cited by the Flemish Energy and Climate Agency as one of the policy measures to be taken to increase the renovation rate.

4.2 Restrictions due to Covid 19

Due to the measures imposed as a result of the Corona crisis, several planned meetings cannot take place. (see 3.2 and 3.3)

This makes it very difficult for us to reach the contractors' target group. This target group is pre-eminently a group that prefers personal and live contact, and is less easy to reach through other communication channels such as newsletters, news items in members' journals or social media.

On 12 May 2022, during the 'Dubo XL' day, we will therefore put 100% effort into reaching the construction sector. The theme of this day will be cooperation with the construction sector. Information about the contractors' collective will be provided in an accessible manner, with the aim of getting the contractors to decide to join that very evening. (See also section 3.3.2)

4.3 Mitigation measures

4.3.1 Linking up with existing collaborations with the building sector:

see 3.2 en 3.3 (the described actions were not as such foreseen in the original proposal)

4.3.2 Teaming up with similar initiatives on collective renovation

Exchanging experiences of similar initiatives in order to learn from each other. In concrete terms, we contacted Befutura, an advisor for collective renovation projects. At the time, Befutura had a campaign running in Hasselt. Among other things, they focused on developing a dashboard and an app to facilitate cooperation with mainly local contractors. A consultation with the exchange of experiences and information will be planned in the spring of 2022.