Abstract for Passivhus Norden 2012

Opportunities and barriers for business modeling of integrated energy renovation services

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Offering integrated renovation for single-family houses is a new business opportunity. Processes for ambitious energy-efficient housing renovation are at present often too fragmented between many SMEs. Instead collaboration between enterprises is key for developing an integrated offer. Nowadays, international examples of clusters of enterprises show that it is possible to offer integrated services leading to smart and speedy housing renovation, even towards the passive house standard.

To achieve such integrated services on a regional level, enterprises need to explore their own collaboration opportunities between various market players in the renovation value chain. A new method to research such collaboration opportunities was developed in the framework of the ERANET-ERACOBUILD project “One Stop Shop - From demonstration projects towards volume market: Innovations for sustainable renovation”. This networking method, entitled “Business Zoo”, was first tried out as an international business event on 18th April 2012 in Antwerp. It successfully led different types of enterprises on the housing renovation market to detect their collaboration opportunities for innovative business development for integrated single-family housing renovation.

The presentation first maps out the organization of and experiences with this new type of event. It further clarifies how the different networking activities led to detecting opportunities and barriers regarding supply chain collaboration. In the conclusion, detected opportunities and barriers for business modeling of integrated energy renovation services are discussed.